

## Appendix C – Questionnaire for the survey

### Factors Affecting Internet User's Adoption of Online Auctions

Dear Internet user,

My name is Adam Wong. I am conducting a study for my Doctor of Business Administration degree at the Heriot Watt University. This study examines factors affecting Internet users' adoption of the online auction (OLA). I would greatly appreciate your help in gathering data to better understand the adoption of consumer behaviour in this area. This survey should take just 10 minutes or less of your time.

Whether you have used online auctions before or not, you can contribute to this research by participating in this survey. Your participation in this survey is entirely voluntary and confidential. You will not be asked for your name. Individual responses will not be identified in the final report. All reports on the data will be in aggregated form only.

Questions or concerns regarding this study can be addressed to Adam Wong, (852) 3746 0700, Adamklwong@gmail.com. Thank you.

For each of the following question, put a tick mark ✓ in the box that is the best answer. Select only one answer.			
1.	Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female	
2.	Place of Residence	<input type="checkbox"/> Hong Kong <input type="checkbox"/> Macau <input type="checkbox"/> Other parts of China	<input type="checkbox"/> The U.S.A. <input type="checkbox"/> The U.K. Other: _____
3.	Age Group	<input type="checkbox"/> 19 or below <input type="checkbox"/> 20-25 <input type="checkbox"/> 26-30	<input type="checkbox"/> 30-35 <input type="checkbox"/> 36-40 <input type="checkbox"/> Over 40
4.	Occupation	<input type="checkbox"/> Banking <input type="checkbox"/> Construction <input type="checkbox"/> Education <input type="checkbox"/> Finance <input type="checkbox"/> Full-time students	<input type="checkbox"/> Information Technology <input type="checkbox"/> Manufacturing <input type="checkbox"/> Retail <input type="checkbox"/> Tourism <input type="checkbox"/> Transport
		Others : _____ (please specify)	
5.	Highest level of education completed	<input type="checkbox"/> Secondary school or below <input type="checkbox"/> Post-secondary (F.6-F.7) <input type="checkbox"/> Higher Diploma or Associate Degree <input type="checkbox"/> Bachelor Degree <input type="checkbox"/> Master Degree <input type="checkbox"/> Doctoral Degree	

6.	How many times have you BOUGHT or tried to BUY items in OLAs?	Include the times you tried to buy an item, although you did not win or complete the transaction. <input type="checkbox"/> Never <input type="checkbox"/> less than 5 times <input type="checkbox"/> 5 to 10 times <input type="checkbox"/> more than 10 times				
7.	How many times have you SOLD or tried to SELL items in online auctions?	Include the times you tried to sell an item, although you did not complete the transaction. <input type="checkbox"/> Never <input type="checkbox"/> less than 5 times <input type="checkbox"/> 5 to 10 times <input type="checkbox"/> more than 10 times				
If your answers are “Never” to both Q5 and Q6 above, please proceed to Q62.						
In the following questions, choose one of the following as your answer. SA = Strongly Agree, A = Agree, N = Neutral or Not Applicable, D = Disagree, SD = Strongly Disagree  <i>(The items below are grouped by dimension for expositional convenience. They appeared in random order on the survey.)</i>						
8.	It enables me to find buyers for the item(s) that I want to sell quickly.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
9.	It enables me to find sellers for the item(s) that I want to buy quickly.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
10.	It helps me to lower my costs in selling items.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
11.	It helps me to lower my costs in buying items.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
12.	It helps me to get information about unusual items.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
13.	It gives me excitement when I bid for items.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
14.	It enables me to compare prices and get more information.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
15.	It is exciting when I have to meet face-to-face with people I don't know before to complete the transaction.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
16.	It enables me to find items that are difficult to find elsewhere.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
17.	I enjoy browsing the great collection of items in an auction web site.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
18.	It enables me to reduce wasting my used items.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
19.	It is not time-consuming to use.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
20.	It is easy to learn.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
21.	It is does not require a lot of effort to use.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
22.	The fee that I have to pay is reasonable.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
23.	I am pleased with the fee I have to pay for using OLA's.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
24.	I don't need to keep my ratings and the feedback I received.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
25.	My ratings and the feedback I received are NOT important to me.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>

26.	I am worried that the item I buy does not match the seller's descriptions.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
27.	I am worried that the seller will not deliver the item to me as promised.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
28.	I am worried that the item will be broken during shipping.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
29.	I am worried that I will pay higher than the market price.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
30.	I am worried that I will sell at lower than the market price.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
31.	I am worried that my I will regret buying items that I don't need.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
32.	I am worried that the people around me will disapprove my using of OLA's.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
33.	I am worried that about my personal information when I use OLA's.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
34.	When was the last time you used OLAs?	<input type="checkbox"/> Less 3 months ago <input type="checkbox"/> More than 3 months ago but less 6 months ago <input type="checkbox"/> More than 6 months ago but less 1 year ago <input type="checkbox"/> More than 1 year ago				
35.	Please name the OLA web site that you normally use. (Choose one only)	1. eBay <input type="checkbox"/> 2. Yahoo!Auctions <input type="checkbox"/> 3. Others _____				
Think about your overall experience with the OLA web site that you mainly use. Then, put a tick mark ✓ in the box that best answer each question below. Select only one answer.						
36.	The web site makes it easy to get anywhere on the site.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
37.	Information at this site is well organized.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
38.	The web site loads its pages fast.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
39.	This site is well organized.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
40.	This site is always available for business.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
41.	This site launches and runs right away.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
42.	This site does not crash.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
43.	Pages at this site do not freeze after I enter my order information.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
44.	This site provides a telephone number to reach the company.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
45.	This site has customer service representatives available online.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
46.	It offers the ability to speak to a live person if there is a problem.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
47.	It tells me what to do if my transaction is not processed.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
48.	It takes care of problems promptly.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
<b><i>For OLA users, they will see the following "Thank you" message.</i></b>						
Thank you for completing the survey and contributing to the research. Have a nice day!						

<i>For non-OLA users, they will see the following questions.</i>						
49.	It enables me to find buyers for the item(s) that I want to sell quickly.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
50.	It enables me to find sellers for the item(s) that I want to buy quickly.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
51.	It helps me to lower my costs in selling items.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
52.	It helps me to lower my costs in buying items.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
53.	I am worried that the item I buy does not match the seller's descriptions.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
54.	I am worried that the seller will not deliver the item to me as promised.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
55.	I am worried that I will pay higher than the market price.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
56.	I am worried that I will sell at lower than the market price.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
57.	I am worried that the people around me will disapprove my using of OLA's.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
58.	I am worried that about my personal information when I use OLA's.	SA <input type="checkbox"/>	A <input type="checkbox"/>	N <input type="checkbox"/>	D <input type="checkbox"/>	SD <input type="checkbox"/>
Thank you for completing the survey and contributing to the research. Have a nice day!						
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--- End of Questionnaire ---						
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