Telephone Survey: E-Commerce

This is the "gateway" portion of the screening questionnaire. Only go on to the E-Commerce Questionnaire WHEN you find someone who has a purchased goods/services online.

Directions:

- Turn to page ____ in the March 1999 Lexington Phone Book
- You have 10 pages of numbers you can use
- Sample every 5th number (5,10,15,20,25, 30, etc.)
- Call each RESIDENTIAL number and record the information the Call Log
- **Please be courteous & polite at all times!**
- Repeat as often as necessary to complete Ten (10) full questionnaires

Dial the Number. If:

- Busy, or No Answer after 5 rings - Hang Up
- Answering Machine Picks Up - Hang Up
- Call back each number at least twice (at different times) before giving up.
- "Refuse:" if the person refuses to answer, or hangs up on you, code it as "R" for "refuse."
- If they answer the phone and answer your first question, code it as "Answer."

"Hi. My name is _____. I'm a student at UK. We're studying "new technologies" in class and I have an 5-minute survey about Internet Shopping. Would you help me with my assignment by answering a few questions?

- Intro Questions:

  Do you have access to the Internet?

  0.) Don't know 1.) No 2.) Yes **(col. 11)**

  ***If answer is "NO" then do not proceed. Subject does not qualify for rest of survey.**

  At which places do you have access?

  1.) Home 1.)No 2.)Yes **(col. 12)**

  2.) Office 1.)No 2.)Yes **(col. 13)**

  3.) School 1.)No 2.)Yes **(col. 14)**

  4.) Other:_____ 1.)No 2.)Yes **(col. 15)**

  How long have you had access at each place?

  ****Encode this question by using the place where they had access the longest. Enter number of place in column 16. Enter length of time in months in columns 17 and 18. (example 1 year, 6 months = 18 months)**

  (col. 16) 1.) Home _____ weeks _____ months _____ years

  2.) Office _____ weeks _____ months _____ years **(col. 17)**

  3.) School _____ weeks _____ months _____ years **(col. 18)**

  4.) Other _____ weeks _____ months _____ years

Have you ever purchased goods or services online?

1.) No 2.) Yes **(col. 19)**
***leave (col. 20) blank!**

***if "no", follow up with next question:**

For what reasons have you never purchased online?

_____

_____

_____

You must interview the people who have bought goods/services online.

Continue ONLY if you are talking to a person who has bought online.
Then: 1) record the answer on the Call Log, and
2) go to the E-Commerce Questionnaire Part II ONLY after you are talking to a person who has bought goods/services online.

- **E-Commerce Questionnaire Part II:**

Phone # Called: 606 - _____ - _____
(col. 1-3) (col. 4-6) (col. 7-10)

Please stop me when I get to your age range: 1) 18-29 **(col. 21)**
2) 30-44
3) 45-59
4) 60 or older

Gender of Respondent: 1) Male **(col. 22)**
2) Female

(Ask the respondent only if necessary - only if it is not VERY obvious)

What types of products have you purchased online?

1._____

2._____

3._____

How many of each of these have you purchased in the last 6 months?

A. Books _____ **(col. 23)**

B. Compact Discs _____ **(col. 24)**

C. Electronics _____ **(col. 25)**

D. Food Items _____ **(col. 26)**

E. Clothes _____ **(col. 27)**

F. Flowers _____ **(col. 28)**

G. Shoes _____ **(col. 29)**

H. Computer goods & services _____ **(col. 30)**

I. Videos/Movies _____ **(col. 31)**

J. Concert/Airline Tickets _____ **(col. 32)**

K. Recreational Equipment _____ **(col. 33)**

L. Jewelry _____ **(col. 34)**

M. Antiques/Collectibles_____ **(col. 35)**

N. Others_____ **(col. 36)**

What are the main reasons you choose to buy things online?

1._____

2._____

3._____

"*On a scale of 1 to 7, 1. being 'strongly disagree' and 7. being 'strongly agree', please rate your levels of agreement with each of the following reasons for buying online*:"

***leave (col. 37) blank**

	strongly disagree →						**strongly agree**	
A. To get the lowest price:	1	2	3	4	5	6	7	**(col. 38)**
B. Saves time:	1	2	3	4	5	6	7	**(col. 39)**
C: I can order in the privacy of my home:	1	2	3	4	5	6	7	**(col. 40)**
D: I get items quicker this way:	1	2	3	4	5	6	7	**(col. 41)**

E: I can easily compare prices:	1	2	3	4	5	6	7	**(col. 42)**
F. I don't have to pay state sale tax:	1	2	3	4	5	6	7	**(col. 43)**
G. I can have gifts shipped to other addresses:	1	2	3	4	5	6	7	**(col. 44)**
H. I can easily check product availability:	1	2	3	4	5	6	7	**(col. 45)**
I. I can charge it to my credit card:	1	2	3	4	5	6	7	**(col. 46)**

What are the main disadvantages of buying products and services online?

1._____

2._____

3._____

"*On a scale of 1 to 7, 1. being strongly disagree and 7. being strongly agree, please rate your level of agreement with each of the following disadvantages to buying online:"*

	strongly disagree →					**strongly agree**		
A. Prices of goods:	1	2	3	4	5	6	7	**(col. 47)**
B. Takes too much time to place orders:	1	2	3	4	5	6	7	**(col. 48)**
C: Lack of privacy:	1	2	3	4	5	6	7	**(col. 49)**
D: Slow delivery:	1	2	3	4	5	6	7	**(col. 50)**
E: Not convenient:	1	2	3	4	5	6	7	**(col. 51)**
F: Can't touch the product:	1	2	3	4	5	6	7	**(col. 52)**
G. Lack of credit card security:	1	2	3	4	5	6	7	**(col. 53)**
H. It isn't like "real" shopping:	1	2	3	4	5	6	7	**(col. 54)**
I. You can't talk to sales representatives:	1	2	3	4	5	6	7	**(col. 55)**
J. Can't browse as easily:	1	2	3	4	5	6	7	**(col. 56)**

Now that you are shopping online, are you shopping less:

1. By Mail Order Catalogs?	1.) No	2.) Yes	**(col. 57)**
2. By Driving to the Store?	1.) No	2.) Yes	**(col. 58)**

What sort of things would encourage you to do more of your shopping online?

_____

_____

_____

"We are at the end of the survey. Do you have anything comments you would like to add about electronic commerce:"

IF "NO" - then: "*Thank you very much, goodbye!"*

IF "YES" - then as what and record it here: _____

_____

_____

_____

_____

(END)