

**THE IMPACT OF E-SERVICE QUALITY ON ATTITUDE
TOWARD ONLINE SHOPPING**

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**THE IMPACT OF E-SERVICE QUALITY ON ATTITUDE TOWARD ONLINE
SHOPPING**

**By
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**Thesis Submitted to
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ABSTRACT

The research was designed to fill the gap in the existing body of knowledge regarding attitudes toward online shopping and differences in electronic service quality perception between two different geographical and cultural countries. In addition, this research extended previous effort done in an online shopping context by providing evidence that high service quality increase consumers' trust perception, which in turn results in favorable attitude toward online shopping, with risk perception moderating the impact on consumer's trust. Cluster random sampling was used to select respondents with previous online shopping experience. Correlation and hierarchical regression was used to analyze the direct and indirect relationship between service quality, risk, trust and attitude, while t-test was used to compare the two cultures in e-service quality perception. The present study demonstrates that e-service quality is affected by consumer's culture. This research also provides evidence that trust in Internet shopping is built on high service quality. Notably, risk moderates the effect of e-service quality on trust toward online retailer. Finally, the research highlights the significant effect of trust on the attitude towards online shopping.

Keywords: culture, e-service quality, trust, risk, attitude toward online shopping, Malaysia, Saudi Arabia

ABSTRAK

Kajian ini dijalankan untuk mengisi lompang yang wujud dalam pengetahuan sedia ada berhubung sikap terhadap beli-belah atas talian dan perbezaan persepsi kualiti servis elektronik antara dua buah negara yang berbeza dari segi geografi dan budaya. Kajian ini juga mengembangkan kajian lalu yang dijalankan dalam konteks beli-belah atas talian dengan menyediakan bukti bahawa kualiti servis yang tinggi meningkatkan persepsi kepercayaan pengguna, yang seterusnya menghasilkan sikap yang menggalakkan terhadap beli-belah atas talian, dengan persepsi risiko menyederhana kesan terhadap kepercayaan pengguna. Persampelan rawak kluster digunakan untuk memilih responden yang mempunyai pengalaman membeli-belah atas talian. Ujian korelasi dan regresi berhierarki telah digunakan untuk menganalisis hubungan langsung dan tidak langsung antara kualiti servis, risiko, kepercayaan, dan sikap manakala ujian t digunakan untuk membandingkan persepsi kualiti e-servis antara dua budaya. Kajian ini menunjukkan bahawa kualiti e-servis dipengaruhi oleh budaya pelanggan. Kajian ini membuktikan bahawa kepercayaan beli-belah Internet terbit daripada kualiti servis yang tinggi. Jelasnya, risiko menyederhana kesan kualiti e-servis terhadap kepercayaan kepada peruncit atas talian. Akhir sekali, kajian mempamerkan kesan signifikan kepercayaan terhadap sikap beli-belah atas talian.

Kata kunci: budaya, kualiti e-servis, kepercayaan, risiko, sikap terhadap beli-belah atas talian, Malaysia, Arab Saud

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LIST OF ABBREVIATIONS

ANOVA	Analysis of variance
ATM	Automated Teller Machines
B2B	Business-to-Business
B2C	Business-to-Consumer
CITC	Communication and Information Technology Commission
CVSCALE	Cultural Value Scale
e.g.	Exempli gratia (for instance)
EC	Electronic Commerce
EDI	Electronic Data Interchange
EFA	Exploratory Factor Analysis
i.e.	Id est (that is)
IBM	International Business Machines
ICT	Information and Communications Technology
IDC	International Data Corporation
KACST	King Abdul Aziz City for Science and Technology
LTO	Long-Term Orientation
MCMC	Malaysian Communications and Multimedia Center
MICT	Ministry of Communications and Information Technology
MSA	Measure of Sampling Adequacy
p.	Page
PD	Power Distance
PEOU	Perceived Ease of Use
PU	Perceived Usefulness

SPSS	Statistical Package for Social Sciences
STITC	Saudi Telecommunications and Information Technology Commission
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory Reasoned Action
UA	Uncertainty avoidance
UUM	Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This introductory chapter is divided into three primary parts. In the first part, background of the study is provided along with background of the problem. The second part describes the research questions and objectives. Finally in last section, the significance of the study, scope, and contributions of the research are presented.

1.2 Background of the Study

Information technology such as computers and Internet has become more common and has led to significant changes in our lives. The Internet has resulted in electronic commerce as it offers novel ways for organizations to sell their products (Mukherjee & Nath, 2007).

1.2.1 Electronic Commerce

Electronic commerce is an umbrella concept considered to be any form of commercial activity conducted via electronic connections, including the Internet, for the pursuit of business objectives (Wigand, 1997). Such commercial activities include advertising and sales, accounting and finance, procurement and purchasing, and other activities that can be conducted electronically through computer networks to enable the achievement of business goals (Kalakota & Whinston, 1997).

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APPENDIX

Appendix A

RESEARCH QUESTIONNAIRE- English version Online Shopping Survey

Dear Student:

I am a doctoral candidate at the College of Business Universiti Utara Malaysia and I am conducting a study of online shopping as part of the requirement for the award of Ph.D. degree. The objective of this academic research project is to attempt to understand why people shop online. Through your participation, I hope to understand more about online shopping in this country.

Enclosed with this letter is a questionnaire that asks a variety of questions about your attitudes toward online shopping. I am asking you to look over the questionnaire and, I hope you will take a few minutes to complete this questionnaire. Without the help of people like you, academic research could not be conducted. Your participation is voluntary and there is no penalty if you do not participate.

If you have any questions or concerns about completing the questionnaire or about participating in this study, you may contact me at (006) 017-4243481 or email me at: s92633@student.uum.edu.my

Hint: Please if you didn't purchase any products or services via internet don't complete this questionnaire.

Sincerely,
Mohammad ALNasser - Ph.D. Candidate

Section 1:

Read the question and select the answer that best describes you.

1. What is your age?

(a) 21 - 25 years old

(b) 26 - 30 years old

(c) 31 - 35 years old

(d) 35 years +

2. Gender

(a) Male

(b) Female

3. Marital status

(a) Married

(b) Single

4. What is your average monthly Income?

(a) No income

(b) Less than RM 1500

(c) RM 1501 - RM 4000

(d) RM 4001- RM 8000

(e) More than RM 8000

5. Have you ever purchased a product or service via Internet? If No, please add any reasons/comments in the line below.

(a) Yes

(b) No (Because :.....)

6. How many credit card(s) do you use?

(a) None

(c) 3 - 4

(b) 1 - 2

(e) More than 4

7. What is your primary personal use of the Internet (not for academic activities)?

- (a) Information and product search
- (b) Purchasing
- (c) E-mail / E-card / other communication (i.e., chatting)
- (d) Game / Music/ Program downloading / Entertainment
- (e) On-line banking/ Pay bills

8. Could you tell us how often you buy products through online on average?

- (a) Once a week or more often.
- (b) Once a month.
- (c) Once every 4-6 months (2-3 times a year).
- (d) Once every 6 –12 months (Once a year).
- (e) Less than once a year.

If you purchased from internet few times and there are reasons for that please specify these reasons:

.....

.....

.....

9. What the following service will you use to settle the payment for online shopping?

- (a) Credit/ Debit card
- (b) Bank Transfer
- (c) PayPal

Section 2:

Direction: Read the question and select the answer that best describes you by putting a “✓” in the corresponding

1	I am ___ to shop online:	Disinclined	-3	-2	-1	0	+1	+2	+3	inclined
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2	I am ___ to shop online:	Hesitant	-3	-2	-1	0	+1	+2	+3	eager
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3	I feel ___ toward online shopping:	Dislike	-3	-2	-1	0	+1	+2	+3	like
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4	I feel like ___ toward online shopping:	rejecting	-3	-2	-1	0	+1	+2	+3	accepting
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5	I feel ___ while using online shopping:	Tensed	-3	-2	-1	0	+1	+2	+3	relaxed
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6	I feel ___ while using online shopping:	Bored	-3	-2	-1	0	+1	+2	+3	excited
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

7	I feel ___ with the online shopping security:	Annoyed	-3	-2	-1	0	+1	+2	+3	content
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

8	I feel ___ with the online shopping security:	Sad	-3	-2	-1	0	+1	+2	+3	happy
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

9	I believe that online shopping is_____:	Useless	-3	-2	-1	0	+1	+2	+3	useful
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

10	I believe that online shopping is_____:	Imperfect	-3	-2	-1	0	+1	+2	+3	perfect
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

11	I believe that it is ___ to shop online:	Difficult	-3	-2	-1	0	+1	+2	+3	easy
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

12	I believe that it is ___ to shop online:	unsafe	-3	-2	-1	0	+1	+2	+3	safe
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

13	I believe that adopting online shopping is_____:	Foolish	-3	-2	-1	0	+1	+2	+3	wise
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

14	I believe that adopting online shopping is_____:	harmful	-3	-2	-1	0	+1	+2	+3	beneficial
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Section 3:

Direction: Read the question and select the answer that best describes you by putting a “✓” in the corresponding

15	How would you characterize the decision of whether to buy a product from the Web retailer?	significant risk	-3	-2	-1	0	+1	+2	+3	significant opportunity
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
16	How would you characterize the decision of whether to buy a product from the Web retailer?	high potential for loss	-3	-2	-1	0	+1	+2	+3	high potential for gain
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
17	How would you characterize the decision of whether to buy a product from the Web retailer?	very negative situation	-3	-2	-1	0	+1	+2	+3	very positive situation
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Section 4:

In the following questions indicate how much you agree with each statement by putting a “✓” in the corresponding □.

Hint: (e-retailer is a store that sells goods or services over the Internet)

Strongly Agree= SA Agree=A Partially agree=PA Neutral=N

Strongly Disagree= SD Disagree=D Partially disagree=PD

		SA	A	PA	N	SD	D	PD
1	E-retailer is interested in more than just selling me goods and making a profit. In other word e-retailer tries to make me happy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	There are no limits to how far e-retailer will go to solve a service problem I may have.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	E-retailer is genuinely committed to my satisfaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Most of what e-retailer says about its products is true.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	I think some of e- retailer’s claims about its service are exaggerated.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	If e- retailer makes a claim or promise about its product, it’s probably true.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	In my experience e- retailer is very reliable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	I feel I know what to expect from e-retailer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 5:

The following statements ask your thoughts about the service provided to you by Internet retailers. Please think about the last e-retailer that you purchased from. Please circle the number that best matches how much you agree or disagree with each statement. There are no rights or wrong answers.

Strongly Agree= SA Agree=A Partially agree=PA Neutral=N

Strongly Disagree= SD Disagree=D Partially disagree=PD

		SA	A	PA	N	SD	D	PD
1	The e-retailer website makes it easy to find what I need.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	It makes it easy to get anywhere on the e-retailer website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	It enables me to complete a transaction quickly on the e-retailer website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Information at the e-retailer website is well organized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	It loads its pages fast.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	The e-retailer website is simple to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	The e-retailer website enables me to get on to it quickly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	This site is well organized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	The e-retailer website is always available for business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	The e-retailer website launches and runs right away.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	The e-retailer website does not crash.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Pages at this site do not freeze after I enter my order information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	E-retailer website delivers orders when promised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	E-retailer website makes items available for delivery within a suitable time frame.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	E-retailer website quickly delivers what I order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	E-retailer website sends out the items ordered.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	E-retailer website has in stock the items the company claims to have.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18	E-retailer website is truthful about its offerings.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	E-retailer website makes accurate promises about delivery of products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	E-retailer website protects information about my Web-shopping behaviour.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	E-retailer website does not share my personal information with other websites.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	E-retailer website protects information about my credit card.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	E-retailer website provides me with convenient options for returning items.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	E-retailer website handles product returns well.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	E-retailer website offers a meaningful guarantee.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	E-retailer website tells me what to do if my transaction is not processed.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27	E-retailer website takes care of problems promptly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28	E-retailer website compensates me for problems it creates.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29	E-retailer website compensates me when what I ordered doesn't arrive on time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30	E-retailer website picks up items I want to return from my home or business.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31	E-retailer website provides a telephone number to reach the company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32	E-retailer website has customer service representatives available online.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33	E-retailer website offers the ability to speak to a live person if there is a problem.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Section 6:

In the following questions indicate how much you agree with each statement by putting a “✓”.

Note for question 6 to 10:

- People in higher positions (they are: dean, rector and vice chancellor)
- People in lower positions (they are: lecturer, clerk, normal officer or secretary).

Strongly Agree= SA Agree=A Partially agree=PA Neutral=N

Strongly Disagree= SD Disagree=D Partially disagree=PD

No		SA	A	PA	N	SD	D	PD
1	It is important to have instructions in e-retailer website spelled out in detail so that I always know what I’m expected to do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	It is important to closely follow instructions and procedures in e-retailer website.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	Rules and regulations in e-retailer website are important because they inform me of what is expected of me.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	Standardized procedures in e-retailer website are helpful.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	Instructions in e-retailer website are important.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	People in higher positions should make most decisions without consulting people in lower positions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	People in higher positions shouldn’t ask the opinions of people in lower positions..	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	People in higher positions should avoid social interaction with people in lower positions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	People in lower positions should not disagree with decisions by people in higher positions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	People in higher positions should not delegate important tasks to people in lower positions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11	Individuals should sacrifice self-interest for the group (either at school or the work place).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	Individuals should stick with the group even through difficulties.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	Group welfare is more important than individual rewards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	Group success is more important than individual success.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15	Individuals should only pursue their goals after considering the welfare of the group.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	Group loyalty should be encouraged even if individual goals suffer.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	It is more important for men to have a professional career than it is for women.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	Men usually solve problems with logical analysis. Women usually solve problems with intuition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	Solving difficult problems usually requires an active, forceful approach, which is typical of men.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20	There are some jobs that a man can always do better than a woman.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21	Careful management of money is important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22	It is important to go on resolutely even when there is opposition	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23	Personal steadiness and stability are important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24	It is important to plan for the long-term	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25	Giving up today's fun for success in the future is important	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26	It is important to work hard for success in the future	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

-End of the questionnaire-

Thank you very much for your participation.

Appendix B

ONLINE SHOPPING

PEMBELIAN SECARA ATAS TALIAN

Set of Questionnaire

Set Soal Selidik

Para pelajar yang dihormati:

Saya seorang calon doktor falsafah di Kolej Perniagaan, Universiti Utara Malaysia dan sedang menjalankan satu kajian berkenaan pembelian atas talian (*online shopping*) sebagai sebahagian daripada keperluan penganugerahan ijazah Doktor Falsafah. Penyelidikan bersifat akademik ini ialah satu usaha untuk memahami mengapa orang ramai membeli-belah secara atas talian. Melalui penyertaan anda, saya berharap dapat lebih memahami konsep membeli-belah secara atas talian di negara ini.

Saya memohon kerjasama anda untuk mengisi soal selidik yang dilampirkan dan berbesar hati untuk berkongsi dapatan kajian apabila kajian ini tamat nanti. Sila beri alamat email anda bersama soal selidik yang lengkap jika anda berminat mendapat satu salinan dapatan kajian.

Soal selidik ini mengandungi pelbagai soalan berhubung sikap anda terhadap pembelian secara atas talian. Sila baca soalan dan meluangkan sedikit masa anda untuk melengkapkan soal selidik ini. Kerjasama dari anda sangat saya hargai kerana tanpa kerjasama anda, penyelidikan akademik tidak akan dapat dijalankan. Penyertaan anda adalah secara sukarela dan tiada penalti jika anda tidak menyertainya.

Jika anda ada sebarang soalan atau keraguan mengenai cara mengisi soal selidik ini atau tentang penyertaan dalam kajian ini, sila hubungi saya di 017-4243481 atau email saya di s92633@student.uum.edu.my

Peringatan: Jika anda tidak pernah membeli mana-mana produk atau servis secara atas talian, anda tidak perlu melengkapkan soal selidik ini.

Dear Student:

I am a doctoral candidate at the College of Business Universiti Utara Malaysia and I am conducting a study of online shopping as part of the requirement for the award of Ph.D. degree. The objective of this academic research project is to attempt to understand why people shop online. Through your participation, I hope to understand more about online shopping in this country.

I have a survey that I would very much like you to fill out. And I will be happy to make available to you the results of the study when it is completed, If you like, you can provide your e-mail address below, ONLY IF you want a copy of the survey's results.

Enclosed with this letter is a questionnaire that asks a variety of questions about your attitudes toward online shopping. I am asking you to look over the questionnaire and, I hope you will take a few minutes to complete this questionnaire. Without the help of people like you, academic research could not be conducted. Your participation is voluntary and there is no penalty if you do not participate.

If you have any questions or concerns about completing the questionnaire or about participating in this study, you may contact me at (006) 017-4243481 or email me at: s92633@student.uum.edu.my

Hint: Please if you didn't purchase any products or services via internet don't complete this questionnaire.

Yang benar

Mohammad AlNasser
Kolej Perniagaan
Universiti Utara Malaysia Sintok, 06010, Kedah, Malaysia

Bahagian / Section 1:

Baca soalan dan pilih jawapan yang sesuai dengan pandangan anda .

Read the question and select the answer that best describes you

1. Umur anda? / *What is your age?*
 - (a) 21 – 25 tahun / *21 - 25 years old*
 - (b) 26 – 30 tahun / *26 - 30 years old*
 - (c) 31 – 35 tahun / *31- 35 years old*
 - (d) Lebih daripada 35 tahun / *35 years +*

2. Jantina / *Gender*
 - (a) Lelaki / *Male*
 - (b) Perempuan / *Female*

3. Status perkahwinan / *Marital Status*
 - (a) Berkahwin / *Married*
 - (b) Bujang / *Single*

4. Berapa purata pendapatan/ pinjaman/ biasiswa bulanan anda? / *What is your average monthly income/financing/scholarship?*
 - (a) Tiada pendapatan / *No income*
 - (b) Kurang daripada RM 500 / *Less than RM 500*
 - (c) RM 501 - RM 1000
 - (d) RM 1001- RM 1500
 - (e) Lebih daripada RM 1500 / *More than RM 1500*

5. Pernahkah anda membeli produk atau servis secara atas talian? / *Have you ever purchased a product or service via Internet?*

Jika tidak, sila nyatakan alasan/ komen pada baris di bawah.

If No, please add any reasons/comments in the line below.

(a) Pernah / *Yes*

(b) Tidak pernah / *No*

(Sebab/ *Because*):.....

.....

6. Berapakah kad kredit yang anda gunakan? / *How many credit card(s) do you use?*
- (a) Tiada / None
 - (b) 1 – 2
 - (c) 3 – 4
 - (d) Lebih daripada 4 / *More than 4*
7. Apakah keperluan peribadi utama anda menggunakan internet? (bukan untuk tujuan akademik)
What is your primary personal use of the Internet (not for academic activities)?
- (a) Carian maklumat dan produk / *Information and product search*
 - (b) Pembelian / *Purchasing*
 - (c) E-mail /E-kad / lain-lain komunikasi - contohnya chatting)
E-mail / E-card / other communication (i.e., chatting)
 - (d) Permainan Komputer/Muzik/Muat turun program/Hiburan /
Game / Music/ Program downloading / Entertainment
 - (e) Perbankan atas talian/Bayar bil / *On-line banking/ Pay bills*

8. Secara purata, berapa kerapkah anda membeli produk secara atas talian?
Could you tell us how often you buy products through online on average?

- (a) Seminggu sekali atau lebih kerap /
Once a week or more often
- (b) Sebulan sekali /
Once a month
- (c) Sekali setiap 4 – 6 bulan (2-3 kali dalam setahun) /
Once every 4-6 months (2-3 times a year)
- (d) Sekali setiap 6 -12 bulan (Setahun sekali) /
Once every 6 –12 months (Once a year)
- (e) Kurang daripada sekali setahun /
Less than once a year

Jika anda membeli secara atas talian beberapa kali dan terdapat sebab untuk itu, sila nyatakan sebab-sebab itu:

If you purchased from internet few times and there are reasons for that please specify these reasons:

.....

.....

.....

9. Yang manakah antara perkhidmatan berikut yang anda gunakan untuk membuat bayaran bagi pembelian secara atas talian?
What the following service will you use to settle the payment for online shopping?

- (a) Kad Kredit/*Credit card*
- (b)Pindahan Bank/*Bank Transfer*
- (c)PayPal

Bahagian / Section 2:

Baca soalan dan pilih jawapan yang sesuai dengan pandangan anda. Tanda “√” di kotak berkenaan.

Read the question and select the answer that best describes you by putting a “√”

1- Saya _____ untuk membeli belah atas talian. <i>I am ___ to shop online</i>	tidak cenderung/ <i>Disinclined</i>	-3	-2	-1	0	+1	+2	+3	Cenderung / <i>inclined</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

2- Saya _____ untuk membeli belah atas talian. <i>I am ___ to shop online</i>	Teragak-agak/ <i>Hesitant</i>	-3	-2	-1	0	+1	+2	+3	Sangat Seronok/ <i>eager</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

3- Saya _____ membeli-belah atas talian <i>I ___ toward online shopping</i>	Tidak Suka/ <i>Dislike</i>	-3	-2	-1	0	+1	+2	+3	Suka/ <i>Like</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

4- Saya _____ membeli belah atas talian <i>I ___ toward online shopping</i>	Menolak/ <i>Rejecting</i>	-3	-2	-1	0	+1	+2	+3	Menerima/ <i>Accepting</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

5- Saya berasa _____ ketika menggunakan pembelian atas talian. <i>I feel ___ while using online shopping:</i>	Tegang/ <i>Tensed</i>	-3	-2	-1	0	+1	+2	+3	Santai/ <i>Relaxed</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

6- Saya berasa _____ ketika menggunakan pembelian atas talian: <i>I feel ___ while using online shopping:</i>	Bosan/ <i>Bored</i>	-3	-2	-1	0	+1	+2	+3	Teruja/ <i>Excited</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

7- Saya berasa _____ dengan aspek keselamatan membeli-belah atas talian. <i>I feel ___ with the online shopping security</i>	Tidak Puas Hati/ <i>Unsatisfy</i>	-3	-2	-1	0	+1	+2	+3	Puas Hati/ <i>Satisfy</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

8- Saya merasa ____ dengan aspek keselamatan membeli-belah atas talian <i>I feel ____ with the online shopping security</i>	Sedih/ <i>Sad</i>	-3	-2	-1	0	+1	+2	+3	Gembira/ <i>Happy</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

9- Saya percaya membeli-belah atas talian _____ <i>I believe that online shopping is</i>	Tidak Berguna/ <i>Useless</i>	-3	-2	-1	0	+1	+2	+3	Berguna/ <i>Useful</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

10- Saya percaya membeli-belah atas talian _____ <i>I believe that online shopping is : __</i>	Tidak Sempurna/ <i>Imperfect</i>	-3	-2	-1	0	+1	+2	+3	Sempurna/ <i>Perfect</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

11- Saya percaya bahawa membeli-belah atas talian <i>I believe that online shopping is</i>	Sukar/ <i>Difficult</i>	-3	-2	-1	0	+1	+2	+3	Mudah/ <i>Easy</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

12- Saya percaya bahawa membeli-belah atas talian <i>I believe that online shopping is</i>	Tidak Selamat/ <i>Unsafe</i>	-3	-2	-1	0	+1	+2	+3	Selamat/ <i>Safe</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

13- Saya percaya tindakan membeli-belah atas talian adalah ____ <i>I believe that adopting online shopping is ____</i>	Bodoh/ <i>Foolish</i>	-3	-2	-1	0	+1	+2	+3	Bijak/ <i>Wish</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

14- Saya percaya tindakan membeli –belah atas talian adalah ____ <i>I believe that adopting online shopping is ____</i>	Memudaratkan/ <i>Harmful</i>	-3	-2	-1	0	+1	+2	+3	Berfaedah/ <i>Benifical</i>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Bahagian / Section 3:

Baca soalan dan pilih jawapan yang sesuai dengan pandangan anda. Tanda “√” di kotak berkenaan.

Read the question and select the answer that best describes you by putting a “√” in the corresponding

<p>15-Bagaimana anda menggambarkan ciri keputusan sama ada membeli produk daripada laman web peruncit atau tidak?</p> <p><i>How would you characterize the decision of whether to buy a product from the Web retailer?</i></p>	<p>Sangat Berisiko/ <i>Significant Risk</i></p>	-3	-2	-1	0	+1	+2	+3	<p>Peluang Baik/ <i>Significant Opportunity</i></p>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

<p>16- Bagaimana anda menggambarkan ciri keputusan sama ada membeli produk daripada laman web peruncit atau tidak?</p> <p><i>How would you characterize the decision of whether to buy a product from the Web retailer?</i></p>	<p>Berisiko Tinggi untuk Rugi / <i>High Potential for Loss</i></p>	-3	-2	-1	0	+1	+2	+3	<p>Berpotensi Tinggi untuk Untung/ <i>High Potential for Gain</i></p>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

<p>17- Bagaimana anda menggambarkan ciri keputusan sama ada membeli produk daripada laman web peruncit atau tidak?</p> <p><i>How would you characterize the decision of whether to buy a product from the Web retailer?</i></p>	<p>Situasi Sangat Negatif/ <i>Very Negative Situation</i></p>	-3	-2	-1	0	+1	+2	+3	<p>Situasi Sangat Positif/ <i>Very Positive Situation</i></p>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Bahagian / Section 4:

Untuk soalan berikut nyatakan sejauh mana anda bersetuju dengan setiap pernyataan dengan menandakan “√” di kotak berkenaan.

In the following questions indicate how much you agree with each statement by putting a “√” in the corresponding .

SB	B	AB	N	ATB	TB	STB
Sangat Bersetuju	Bersetuju	Agak Bersetuju	Neutral	Agak Tidak Bersetuju	Tidak Bersetuju	Sangat Tidak Bersetuju
<i>Strongly Agree</i>	<i>Agree</i>	<i>Partially agree</i>		<i>Partially Disagree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

	SB	B	AB	N	ATB	TB	STB
1. Matlamat e-peruncit bukan semata-mata menjual barangan kepada saya dan membuat keuntungan. Dalam erti kata lain e-peruncit juga berusaha untuk memuaskan hati saya <i>E-retailer is interested in more than just selling me goods and making a profit. In other word e-retailer tries to make me happy.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. E-peruncit berusaha sedaya upaya untuk menyelesaikan masalah perkhidmatan yang mungkin saya hadapi. <i>There are no limits to how far e-retailer will go to solve a service problem I may have.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. E-peruncit benar-benar komited untuk memberi kepuasan kepada saya <i>E-retailer is genuinely committed to my satisfaction.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Kebanyakan daripada apa yang dikata oleh e-peruncit tentang produknya adalah benar. <i>Most of what e-retailer says about its products is true.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Saya rasa e-peruncit membesar-besarkan sesetengah dakwaan tentang perkhidmatannya.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<i>I think some of e-retailer's claims about its service are exaggerated</i>							
6. Jika e-peruncit membuat sesuatu dakwaan atau janji tentang produknya, dakwaan atau janji itu mungkin benar. <i>If e-retailer makes a claim or promise about its product, it's probably true</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Berdasarkan pengalaman saya e-peruncit sangat boleh diharapkan. <i>In my experience e-retailer is very reliable.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Saya rasa saya tahu apa yang boleh diharapkan daripada e-peruncit. <i>I feel I know what to expect from e-retailer</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bahagian / Section 5:

Pernyataan berikut menyentuh pandangan anda tentang perkhidmatan yang disediakan untuk anda oleh peruncit Internet. Pohon fikirkan kali terakhir urusan pembelian anda dengan e-peruncit. Bagi setiap pernyataan, bulatkan nombor yang sesuai dengan darjah persetujuan atau tidak bersetuju anda. Tiada jawapan betul atau salah.

The following statements ask your thoughts about the service provided to you by Internet retailers. Please think about the last e-retailer that you purchased from. Please circle the number that best matches how much you agree or disagree with each statement. There are no rights or wrong answers.

SB	B	AB	N	ATB	TB	STB
Sangat Bersetuju	Bersetuju	Agak Bersetuju	Neutral	Agak Tidak Bersetuju	Tidak Bersetuju	Sangat Tidak Bersetuju
<i>Strongly Agree</i>	<i>Agree</i>	<i>Partially agree</i>		<i>Partially Disagree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

	SB	B	AB	N	ATB	TB	STB
1. Laman web e-peruncit itu memudahkan saya mencari apa yang saya perlukan. <i>The e-retailer website makes it easy to find what I need</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Laman web e- peruncit itu memudahkan saya bergerak ke mana-mana bahagian di dalam laman webnya. <i>It makes it easy to get anywhere on the e-retailer website</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Laman web e-peruncit itu membolehkan saya menjalankan sesuatu urusaniaga dengan cepat. <i>It enables me to complete a transaction quickly on the e-retailer website</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Maklumat di laman web e-peruncit itu diatur dengan baik. <i>Information at the e-retailer website is well organized</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Laman web e-peruncit memuatkan halaman dengan pantas. <i>The e-retailer website loads its pages fast.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Laman web e-peruncit itu mudah digunakan <i>The e-retailer website is simple to use</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Laman web e-peruncit itu itu membolehkan saya ke lamannya dengan cepat <i>The e-retailer website enables me to get on to it quickly</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Laman web ini diatur dengan baik <i>This site is well organized</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Laman web e-peruncit itu sentiasa ada untuk mengurus niaga.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<i>The e-retailer website is always available for business</i>							
10. Laman web e-peruncit itu sentiasa lancar. <i>The e-retailer website launches and runs right away</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Laman web e-peruncit itu sentiasa berfungsi dan tidak pernah gagal untuk berfungsi <i>The e-retailer website does not crash</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Muka surat di laman ini tidak “pegun/hang” selepas saya memasuki maklumat pesanan saya <i>Pages at this site do not freeze after I enter my order information</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Laman web e-peruncit membuat penghantaran tempahan sebagaimana yang dijanjikan <i>E-retailer website delivers orders when promised</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Laman web e-peruncit mengadakan item untuk penghantaran dalam tempoh waktu yang sesuai <i>E-retailer website makes items available for delivery within a suitable time frame</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Laman web e-peruncit menghantar tempahan saya dengan kadar segera. <i>E-retailer website quickly delivers what I order</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Laman web e-peruncit menghantar dengan item yang ditempah <i>E-retailer website sends out the items ordered</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Laman web e-peruncit memang mempunyai simpanan/stok item yang didakwa ada. <i>E-retailer website has in stock the items the company claims to have.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Laman web e-peruncit bersikap jujur dalam penawaran produk dan perkhidmatannya	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<i>E-retailer website is truthful about its offerings.</i>							
19. Laman web e-peruncit membuat janji yang selaras dan tepat tentang penghantaran produknya. <i>E-retailer website makes accurate promises about delivery of products</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. Laman web E-retailer melindungi maklumat tentang tingkah laku pembelian saya. <i>E-retailer website protects information about my Web-shopping behaviour</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Laman web E-retailer tidak berkongsi maklumat peribadi saya dengan laman web lain <i>E-retailer website does not share my personal information with other websites.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Laman web E-retailer melindungi maklumat tentang kad kredit saya <i>E-retailer website protects information about my credit card</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Laman web E-retailer menyediakan saya pilihan mudah untuk memulangkan barang-barang. <i>E-retailer website provides me with convenient options for returning items.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Laman web E-retailer mengendalikan pemulangan produk dengan baik. <i>E-retailer website handles product returns well.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Laman web e-peruncit menawarkan jaminan yang bermakna <i>E-retailer website offers a meaningful guarantee</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Laman web e-peruncit memberitahu saya tindakan yang perlu diambil jika urusan niaga tidak diproses. <i>E-retailer website tells me what to do if my transaction is not processed</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

27. Laman web e-peruncit menguruskan masalah dengan segera. <i>E-retailer website takes care of problems promptly</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
28. Laman web e-peruncit memberi saya imbuhan bagi masalah yang ditimbulkannya <i>E-retailer website compensates me for problems it creates</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Laman web e-peruncit memberi saya imbuhan jika apa yang saya tempah tidak sampai pada masa yang ditetapkan. <i>E-retailer website compensates me when what I ordered doesn't arrive on time</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. Laman web e-peruncit mengambil semula item yang saya mahu kembalikan dari rumah atau pejabat saya <i>E-retailer website picks up items I want to return from my home or business</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. Laman web e-peruncit menyediakan nombor telefon untuk menghubungi syarikatnya. <i>E-retailer website provides a telephone number to reach the company</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. Laman web e-peruncit mempunyai wakil khidmat pelanggan atas talian. <i>E-retailer website has customer service representatives available online</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. Laman web e-peruncit menawarkan kemudahan interaksi secara langsung dengan stafnya jika terdapat sesuatu masalah. <i>E-retailer website offers the ability to speak to a live person if there is a problem</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Bahagian / Section 6:

Untuk soalan berikut nyatakankan sejauh mana anda bersetuju dengan setiap pernyataan dengan menandakan “√” di kotak berkenaan

Nota untuk soalan 1 hingga 5:

- Orang yang berjawatan tinggi (mereka adalah: Dekan, Rektor, Timbalan Naib Canselor, Ketua Jabatan dan Pensyarah).
- Orang yang berjawatan rendah (mereka adalah: Kerani, Pegawai Biasa atau Setiausaha).

In the following questions indicate how much you agree with each statement by putting a “√”.

Note for question 1 to 5:

- People in higher positions (they are: dean, rector, vice chancellor and lecturer)
- People in lower positions (they are: clerk, normal officer or secretary).

SB	B	AB	N	ATB	TB	STB
Sangat Bersetuju	Bersetuju	Agak Bersetuju	Neutral	Agak Tidak Bersetuju	Tidak Bersetuju	Sangat Tidak Bersetuju
<i>Strongly Agree</i>	<i>Agree</i>	<i>Partially agree</i>		<i>Partially Disagree</i>	<i>Disagree</i>	<i>Strongly Disagree</i>

	SB	B	AB	N	ATB	TB	STB
1. Orang yang berjawatan tinggi seharusnya membuat kebanyakan daripada keputusan tanpa merujuk kepada orang yang berjawatan rendah. <i>People in higher positions should make most decisions without consulting people in lower positions.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Orang yang berjawatan tinggi seharusnya tidak meminta pandangan orang yang berjawatan rendah. <i>People in higher positions shouldn't ask the opinions of people in lower positions.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Orang yang berjawatan tinggi seharusnya mengelakkan interaksi sosial dengan orang yang berjawatan rendah. <i>People in higher positions should avoid social interaction with people in lower positions.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Orang yang berjawatan rendah seharusnya tidak menentang keputusan yang dibuat oleh orang yang berjawatan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

tinggi. <i>People in lower positions should not disagree with decisions by people in higher positions.</i>							
5. Orang yang berjawatan tinggi seharusnya tidak menyerahkan tugas penting kepada orang yang berjawatan rendah. <i>People in higher positions should not delegate important tasks to people in lower positions.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Adalah penting arahan yang dihuraikan dengan terperinci dalam laman web e-peruncit supaya saya sentiasa tahu apa yang yang seharusnya saya lakukan. <i>It is important to have instructions in e-retailer website spelled out in detail so that I always know what I'm expected to do.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Mengikuti arahan dan prosedur dalam laman web e-peruncit dengan betul sangat penting. <i>It is important to closely follow instructions and procedures in e-retailer website.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Undang-undang dan peraturan dalam laman web e-peruncit penting kerana ia membolehkan saya tahu apa yang diharapkan daripada saya. <i>Rules and regulations in e-retailer website are important because they inform me of what is expected of me.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Prosedur yang seragam dalam laman web e-peruncit adalah membantu. <i>Standardized procedures in e-retailer website are helpful.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Arahan dalam laman web e-peruncit penting. <i>Instructions in e-retailer website are important.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Individu harus mengorbankan kepentingan peribadi untuk kepentingan kumpulan (samaada di sekolah atau di tempat kerja) <i>Individuals should sacrifice self-interest for the group (either at</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<i>school or the work place).</i>							
12. Individu harus terus kekal bersama kumpulannya walaupun menempuh kesukaran. <i>Individuals should stick with the group even through difficulties.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Kebajikan kumpulan lebih penting daripada ganjaran individu. <i>Group welfare is more important than individual rewards.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Kejayaan kumpulan lebih penting daripada kejayaan individu. <i>Group success is more important than individual success.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Individu harus mengambilkira kebajikan kumpulan mereka terlebih dahulu sebelum mengejar matlamat mereka. <i>Individuals should only pursue their goals after considering the welfare of the group.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Kesetiaan kepada kumpulan harus digalakkan walaupun individu terpaksa menderita. <i>Group loyalty should be encouraged even if individual goals suffer.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Adalah lebih penting bagi lelaki untuk mempunyai kerjaya professional berbanding dengan wanita. <i>It is more important for men to have a professional career than it is for women.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lelaki seringkali menyelesaikan masalah menggunakan analisis logik. Wanita seringkali menyelesaikan masalah mengikut gerak hati. 18. <i>Men usually solve problems with logical analysis. Women usually solve problems with intuition.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Menyelesaikan masalah yang sukar selalunya memerlukan pendekatan yang aktif dan secara paksa. <i>Solving difficult problems usually requires an active, forceful approach, which is typical of men.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

20. Terdapat beberapa pekerjaan yang sentiasa dapat dibuat dengan lebih baik oleh seorang lelaki berbanding seorang wanita. <i>There are some jobs that a man can always do better than a woman.</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	SB	B	AB	N	ATB	TB	STB
21. Menguruskan wang dengan cermat adalah penting. <i>Careful management of money is important</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Adalah penting terus berusaha dengan penuh keazaman walaupun menerima tentangan <i>It is important to go on resolutely even when there is opposition</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Peribadi yang mantap dan stabil adalah penting. <i>Personal steadiness and stability are important</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. Adalah penting membuat perancangan jangka panjang <i>It is important to plan for the long-term</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. Mengorbankan keseronokan hari ini untuk kejayaan masa depan adalah penting. <i>Giving up today's fun for success in the future is important</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. Adalah penting bekerja keras untuk kejayaan masa depan <i>It is important to work hard for success in the future</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Soal-selidik tamat

Terima Kasih Atas Kerjasama Anda / Thank You for Your Cooperation

Appendix C

استفتاء حول التسوق عبر الانترنت

أخي العزيز:

أنا طالب دكتوراه بكلية ادارة الأعمال جامعة أوتارا بماليزيا وأعمل على دراسة حول التسوق الإلكتروني حيث يعد ذلك جزءا من متطلبات حصولي على درجة الدكتوراه. والهدف من هذا البحث الأكاديمي هو محاولة فهم سبب تسوق بعض الأشخاص عن طريق الانترنت. من خلال مشاركتك ستسهم ان شاء الله في فهم أوسع عن التسوق الإلكتروني بالسعودية.

في الصفحات القادمة استبيان يطرح عدة أسئلة حول موقفكم من التسوق الإلكتروني. أتمنى أن تمنحوني بعض الدقائق من وقتكم في إكمال هذا الاستبيان. ولإحاطة فإن مشاركتكم في هذا الإستبيان هي أمر تطوعي.. جزاكم الله خيراً.

إذا كان لديكم أي أسئلة أو استفسارات بشأن هذا الاستبيان أو حول المشاركة في هذه الدراسة يمكنكم التواصل معي على البريد الإلكتروني s92633@student.uum.edu.my

✓ ملاحظة: اذ لم يسبق لك الشراء عن طريق الانترنت.. الرجاء عدم تعبئة الاستبيان.

مع فائق الشكر والتقدير

الباحث

القسم الأول:- اقرأ السؤال واختر الإجابة المناسبة.

1- كم يبلغ عمرك؟

- (أ) 25-21 عاما
(ب) 30-25 عام
(ت) 35-30 عام
(ث) أكثر من 35 عام

2- الجنس

- (أ) ذكر
(ب) أنثى

3- الحالة الاجتماعية

- (أ) متزوج
(ب) أعزب

4- ماهو متوسط دخلك الشهري؟

- (أ) لا يوجد
(ب) اقل من 2000 ريال سعودي
(ت) من 2000 الى 5000 ريال سعودي
(ث) من 5001- 10000 ريال سعودي
(ج) أكثر من 10000 ريال سعودي

5- هل قمت يوما بالشراء من أي موقع من مواقع التسوق الإلكتروني. مثلا "eBay.com" اذا كان الجواب لا نأمل ذكر أسباب عدم الشراء عن طريق الأنترنت؟

- (أ) نعم
(ب) لا (.....)

6- كم بطاقة انتمان تستخدم؟

- (أ) لا يوجد
(ب) 2-1
(ت) 4-3
(ث) أكثر من أربعة

7- كم مرة تشتري منتجات عبر الإنترنت ؟

- (أ) مرة أسبوعيا أو أكثر.
(ب) مرة شهريا.
(ت) مرة كل 4-6 شهور (2-3 مرات سنويا).
(ث) مرة كل 6-12 شهرا (مرة سنويا).
(ج) أقل من مرة سنويا (مره كل سنتين او ثلاث سنوات).

إذا كان معدل شرائك من الإنترنت قليلا لأسباب معينة... نأمل ذكرها أدناه:

1.
2.
3.

8- ماهي طريقة الدفع التي تستخدمها عبر الإنترنت ؟

- (أ) بطاقة الائتمان/ الخصم. (ب) تحويل بنكي. (ج) باي بال.

القسم الثاني :- اقرأ السؤال واختر أفضل إجابة تلائمك لملء الفراغ بوضع علامة "✓".

أنا _____ للتسوق عبر الانترنت	أميل بقوة	أميل	أميل جزئياً	حيادي	لا أميل جزئياً	لا أميل	لا أميل أبداً
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

أنا _____ للتسوق عبر الانترنت	متردد بقوة	متردد	متردد جزئياً	حيادي	متحمس جزئياً	متحمس	متحمس بقوة
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

أنا _____ التسوق عبر الانترنت	أحب بقوة	أحب	أحب جزئياً	حيادي	لا أحب جزئياً	لا أحب	لا أحب أبداً
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

أشعر بأني _____ للتسوق عبر الانترنت	متقبل بقوة	متقبل	متقبل جزئياً	حيادي	غير متقبل جزئياً	غير متقبل	غير متقبل بقوة
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

أشعر بأني _____ أثناء تسوقي عبر الانترنت	مرتاح بقوة	مرتاح	مرتاح جزئياً	حيادي	غير مرتاح جزئياً	غير مرتاح	غير مرتاح بقوة
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

أشعر بـ _____ أثناء تسوقي عبر الانترنت	التشويق بقوة	التشويق	التشويق جزئياً	حيادي	الملل جزئياً	الملل	الملل بقوة
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

أشعر بـ _____ فيما يخص أمان التسوق عبر الانترنت	الرضا بقوة	الرضا	الرضا جزئياً	حيادي	الانزعاج جزئياً	الانزعاج	الانزعاج بقوة
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

القلق	القلق	القلق جزئيا	حيادي	الراحة جزئيا	الراحة	الراحة بقوة	8- أشعر بـ ____ فيما يخص أمان التسوق عبر الانترنت
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

مفيد بقوة	مفيد	مفيد جزئيا	حيادي	مفيد جزئيا	مفيد	مفيد بقوة	9- أعتقد أن التسوق عبر الانترنت _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

مثالي بقوة	مثالي	مثالي جزئيا	حيادي	مثالي جزئيا	مثالي	مثالي بقوة	10- أعتقد أن التسوق عبر الانترنت _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

الصعب بقوة	الصعب	الصعب جزئيا	حيادي	السهل جزئيا	السهل	السهل بقوة	11- أعتقد أنه من الـ ____ التسوق عبر الانترنت
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

غير آمن بقوة	غير آمن	الغير آمن جزئيا	حيادي	آمن جزئيا	آمن	آمن بقوة	12- أعتقد أن التسوق عبر الانترنت _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

غير صائب بقوة	غير صائب	غير صائب جزئيا	حيادي	صائب جزئيا	صائب	صائب بقوة	13- أعتقد أن قرار التسوق عبر الانترنت قراراً _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

مفيد بقوة	مفيد	مفيد جزئيا	حيادي	مفيد جزئيا	مفيد	مفيد بقوة	14- أعتقد أن قرار التسوق عبر الانترنت قراراً _____
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

القسم الثالث :- اقرأ السؤال واختر أفضل إجابة ثلاثتك لملء الفراغ بوضع علامة "✓".

خطر بقوة	خ طر	خطر جزئياً	حيادي	جيد جزئياً	جيد	جيد بقوة	1- كيف تصنف القرار بشأن شراء منتج من تجار الانترنت؟
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

مخسر بقوة	م ت ل خ س ا ر ة	مخسر جزئياً	حيادي	يحتمل الربح جزئياً	يحتمل الربح	مربح بقوة	2- كيف تصنف القرار بشأن شراء منتج من تجار الانترنت؟
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

سلبي بقوة	س ل ب ي	سلبي جزئياً	حيادي	إيجابي جزئياً	إيجابي	إيجابي بقوة	3- كيف تصنف القرار بشأن شراء منتج من تجار الانترنت؟
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

القسم الرابع:- الأسئلة التالية تشير إلى مدى موافقتك على كل عبارة بوضع علامة "✓" في المربع المقابل:-

تلميح: (التاجر الإلكتروني هو المتجر الذي يبيع البضائع أو الخدمات عبر الانترنت)

لا أوافق أبداً	لا أوافق	لا أوافق جزئياً	حيادي	أوافق جزئياً	أوافق	أوافق بشدة	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1- اهتمام التاجر بي ليس فقط للربح وإنما يهدف لإرضائي.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2- التاجر الإلكتروني يعمل مافي وسعه لحل اي مشكلة تواجهني.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3- المتجر الإلكتروني يهتم ويلتزم بإرضائي.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4- معظم ما يقوله التاجر الإلكتروني عن منتجاته صحيح.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5- أعتقد أن بعض ادعاءات التجار في الإنترنت حول خدماتهم مبالغ فيها.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6- إذا ادعى التاجر في الموقع ادعاء أو أعطى وعداً، ففي الغالب يكون صحيحاً.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7- خبرتي بالتسوق الإلكتروني تؤكد أنه موثوق به.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8- يمكن التنبؤ بطلبات موقع البيع الإلكتروني بسهولة.

القسم الخامس: العبارات التالية تسأل عن رأيك بشأن الخدمة المقدمة لكم عن طريق البائع في الانترنت. الرجاء التفكير في موقع واحد بالانترنت على الأقل قمت بالشراء منه سابقا. ومن ثم أختار الإجابة المناسبة:

لا أوافق أبدا	لا أوافق	لا أوافق جزئيا	حيادي	أوافق جزئيا	أوافق	أوافق بشدة	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1- موقع البيع الإلكتروني يسهل عملية البحث عن ما أحتاج اليه.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2- يسهل التنقل في صفحات موقع التاجر الإلكتروني.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3- يمكنني إكمال عملية الشراء بسرعة على الموقع الإلكتروني.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4- المعلومات الموجودة بالموقع الإلكتروني منظمة جدا.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5- التصفح سريع في موقع البيع الإلكتروني.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6- موقع البيع الإلكتروني سهل الاستخدام.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7- يمكنني الوصول لموقع البيع الإلكتروني المرغوب بسرعة.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8- موقع البيع الإلكتروني على الأغلب منظم ومرتب.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9- موقع البيع الإلكتروني متاح دائما للشراء.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10- موقع البيع الإلكتروني يفتح ويعمل بسرعة.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11- موقع البيع الإلكتروني لا يتعطل.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12- الصفحات في الموقع الإلكتروني لا تتجمد (تعلق) عند ادخال البيانات
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13- موقع البيع الإلكتروني يسلم الطلبات في الوقت المحدد.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14- موقع البيع الإلكتروني يجعل المشتريات متاحة للتسليم خلال إطار زمني مناسب.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15- لا يتأخر الموقع الإلكتروني بإرسال مشترياتي.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16- يرسل موقع البيع الإلكتروني الأغراض التي تم طلبها للمشتري.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17- موقع البيع الإلكتروني يملك الأغراض التي يعرضها للبيع
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18- موقع البيع الإلكتروني موثوق بعروضه.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19- موقع البيع الإلكتروني يقدم وعودا دقيقة حول تسليم المنتجات.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20- موقع البيع الإلكتروني يحمي معلومات تسوقي عبر الانترنت.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21- موقع البيع الإلكتروني لا يشارك معلوماتي الشخصية مع مواقع اخرى.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22- موقع البيع الإلكتروني يحمي معلومات بطاقتي الائتمانية.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23- موقع البيع الإلكتروني يزودني بخيارات ملائمة لإعادة البضاعة.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24- يتعامل موقع البيع الإلكتروني مع إرجاع المنتجات بشكل جيد.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25- موقع البيع الإلكتروني يقدم ضمانا صحيحا بعد الشراء.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26- موقع البيع الإلكتروني يخبرني بما ينبغي علي فعله إذا لم يكتمل طلبي، أو لم تكتمل عملية شرائي.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	27- يتعامل موقع البيع الإلكتروني مع المشاكل على الفور.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	28- موقع البيع الإلكتروني يعوضني عن أي مشاكل تنشأ بسببه.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	29- موقع البيع الإلكتروني يعوضني إذا لم يصلني الغرض الذي طلبته بالوقت المحدد.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	30- موقع البيع الإلكتروني يتحمل قيمة إرجاع العناصر التي أُرغب في إرجاعها.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31- موقع البيع الإلكتروني يتيح رقم هاتف مخصص للوصول للشركة.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	32- موقع البيع الإلكتروني لديه ممثلين لخدمة العملاء متاحين على الانترنت.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	33- موقع البيع الإلكتروني يقدم إمكانية للتحدث مباشرة لشخص ما إذا حدثت أي مشكلة.

القسم السادس :- الأسئلة التالية تشير إلى مدى موافقتك على العبارة بوضع علامة "✓" في المربع :-

تلميح للأسئلة من 6 إلى 10 :-

- الأشخاص ذوي المناصب العليا (على سبيل المثال: امير منطقة، وزير، رئيس جامعة، عميد كلية).
- الأشخاص ذوي المناصب الأقل (على سبيل المثال: بواب، فراش، موظف عادي أو سكرتير).

لا أوافق أبدا	لا أوافق	لا أوافق جزئيا	حيادي	أوافق جزئيا	أوافق	أوافق بشدة	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1- من المهم أن يكون هناك تعليمات بموقع البيع الإلكتروني وتكون موضحة بالتفصيل حتى أعرف ما المتوقع مني أن أقوم به.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2- من المهم إتباع التعليمات والإجراءات المتاحة بموقع البيع الإلكتروني.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3- القواعد واللوائح بموقع البيع الإلكتروني تكون هامة لأنها ترشدني لما يجب علي فعله.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	4- الإجراءات القياسية بموقع البيع الإلكتروني دائما مفيدة.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	5- التعليمات الموجودة بموقع البيع الإلكتروني هامة.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6- على الأشخاص ذوي المناصب العليا اتخاذ معظم القرارات دون استشارة الأشخاص في المناصب الأقل.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	7- لا ينبغي على الأشخاص ذوي المناصب العليا أخذ رأي الأشخاص في المناصب الأقل.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	8- على الأشخاص ذوي المناصب العليا تجنب التعايش مع ذوي المناصب الأقل.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	9- لا يجب أن يعارض الأشخاص ذوي المناصب الأقل قرارات الأشخاص ذوي المناصب العليا.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	10- لا يجب على الأشخاص ذوي المناصب العليا تعيين المهام الهامة للأشخاص ذوي المناصب الأقل.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11- على الأفراد التضحية بمصالحهم الذاتية من أجل المجموعة (سواء بالمدرسة أو بالعمل)
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	12- على الأفراد التمسك بالجماعة حتى وقت الصعوبات.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	13- راحة ورفاهية المجموعة أمر هام أكثر من الرفاهية الفردية.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	14- نجاح المجموعة أهم من نجاح الفرد.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	15- على الأفراد السعي وراء أهدافهم بحيث لا تتعارض مع مصلحة المجموعة.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	16- تشجيع الولاء للمجموعة حتى ولو كانت على حساب المصالح الفردية.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	17- الوظائف المهنية مهمة للرجال أكثر من النساء. (مهنية مثل: مهندس، طبيب، محامي... الخ)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	18- عادة ما يحل الرجال المشاكل بالتحليل المنطقي، والنساء تحل المشاكل بديهيا.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	19- حل المشكلات المختلفة يتطلب عادة توجه قوي وفعال وهي عادة الرجل
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	20- هناك بعض الخصائص التي يمكن أن يقوم بها الرجل أفضل من المرأة

للجمل أدناه... ما مدى موافقتك على أهمية النقاط التالية:

لا أوافق أبدا	لا أوافق	لا أوافق جزئيا	حيادي	أوافق جزئيا	أوافق	أوافق بشدة	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	21- إدارة الأموال بشكل جيد.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	22- الاستمرارية بالإجتهاد حتى لو وجدت معارضة على ذلك.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	23- الثبات والاستقرار الشخصي.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	24- التخطيط طويل الأمد.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	25- التخلي عن المرح اليومي من أجل النجاح في المستقبل.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	26- من المهم ان نقوم بالعمل الشاق من أجل النجاح في المستقبل.

نهاية الاستبيان – أشكركم على مشاركتك