

## **APPENDIX A**

### **QUESTIONNAIRE**

#### **Factors Influencing Working Women's Decision to Purchase a Product on Internet**

Explanation: This questionnaire is a part of an individual study for the completion of the Degree in Master of Arts in English for Careers, Language Institute, Thammasat University. It is aimed at study the factors influencing working women's decision to purchase a product on Internet.

This questionnaire is divided into three main parts as follows:

Part 1: General information of the respondent

Part 2: Experience of internet usage and purchasing decision via internet

Part 3: Factors influencing decision making of working women towards online  
business transactions

Please select or fill in the most consistency answer with your true information. All information that you provided in this research will be used only for study purposes. Your answers will be treated confidentially. Thank you for your cooperation.

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Instruction: Please mark X in the box that is correspond your answer the most or fill in the blank with true information.

#### **Part 1: General information of the respondent**

1. Age \_\_\_\_\_ years old

## 2. Education

- |   |  |
|---|--|
| <input type="checkbox"/> Under High School            | <input type="checkbox"/> High School       |
| <input type="checkbox"/> Vocational/Technical         | <input type="checkbox"/> Bachelor's Degree |
| <input type="checkbox"/> Master's Degree              |  |
| <input type="checkbox"/> Other (please specify) _____ |  |

## 3. Marital Status

- |                                  |                                   |
|----------------------------------|-----------------------------------|
| <input type="checkbox"/> Single  | <input type="checkbox"/> Married  |
| <input type="checkbox"/> Widowed | <input type="checkbox"/> Divorced |

## 4. Monthly Income

- |  |  |
|--|--|
| <input type="checkbox"/> Less than 15,000 Baht | <input type="checkbox"/> 15,001 – 30,000 Baht    |
| <input type="checkbox"/> 30,001 – 45,000 Baht  | <input type="checkbox"/> 45,001 – 60,000 Baht    |
| <input type="checkbox"/> 60,001 – 75,000 Baht  | <input type="checkbox"/> Higher than 75,000 Baht |

**Part 2: Experience of internet usage and purchasing behavior via internet**

## 5. How often do you access the internet a week?

- |  |  |
|--|--|
| <input type="checkbox"/> 1 – 2 times per week  | <input type="checkbox"/> 3 – 4 times per week        |
| <input type="checkbox"/> 5 – 6 times per week  | <input type="checkbox"/> 7 – 8 times per week        |
| <input type="checkbox"/> 9 – 10 times per week | <input type="checkbox"/> More than 10 times per week |

## 6. How long do you online for each time?

- |   |  |
|---|--|
| <input type="checkbox"/> Less than 1 hour | <input type="checkbox"/> 1 – 3 hours       |
| <input type="checkbox"/> 3 – 5 hours      | <input type="checkbox"/> More than 5 hours |

7. What is your propose for accessing the internet? (More than one answer can be chosen)

- |   |   |
|---|---|
| <input type="checkbox"/> Working / Studying           | <input type="checkbox"/> Information Search |
| <input type="checkbox"/> Shopping                     | <input type="checkbox"/> Selling            |
| <input type="checkbox"/> Entertainment                | <input type="checkbox"/> Chatting           |
| <input type="checkbox"/> Other (please specify) _____ |   |

8. How many times have you purchased an online product in past 2 years?

- |  |   |
|--|---|
| <input type="checkbox"/> Once only (Please answer 8.1) | <input type="checkbox"/> 2 – 5 times        |
| <input type="checkbox"/> 6 – 10 times                  | <input type="checkbox"/> 11 – 15 times      |
| <input type="checkbox"/> 16 – 20 times                 | <input type="checkbox"/> More than 20 times |

8.1 Please notify the reason you are no longer interested to shop on internet.

- |   |  |
|---|--|
| <input type="checkbox"/> Cheating of a seller/No trust to sellers | <input type="checkbox"/> Long leading time                 |
| <input type="checkbox"/> No trust to advanced pay approach        | <input type="checkbox"/> Low quality of a product          |
| <input type="checkbox"/> No more interesting products             | <input type="checkbox"/> Complicated purchasing procedures |
| <input type="checkbox"/> Other (please specify) _____             |  |

9. Which product have you bought on internet? (More than one answer can be chosen)

- |   |   |
|---|---|
| <input type="checkbox"/> Cosmetic(s)                  | <input type="checkbox"/> Cloth(s)                 |
| <input type="checkbox"/> Shoes                        | <input type="checkbox"/> Bag(s)                   |
| <input type="checkbox"/> Book(s)                      | <input type="checkbox"/> Entertainment product(s) |
| <input type="checkbox"/> IT product(s)                | <input type="checkbox"/> Health product(s)        |
| <input type="checkbox"/> Hard-to-find Product(s)      |   |
| <input type="checkbox"/> Other (please specify) _____ |   |

10. How much money of product value do you feel comfortable to buy on internet per time?

- |   |  |
|---|--|
| <input type="checkbox"/> Less than 1,000 Baht | <input type="checkbox"/> 1,001 – 5,000 Baht    |
| <input type="checkbox"/> 5,001 – 10,000 Baht  | <input type="checkbox"/> More than 10,000 Baht |

11. How much money of the product has it cost the most expensive for online shopping per time?

☐ Less than 1,000 Baht

☐ 1,001 – 5,000 Baht

☐ 5,001 – 10,000 Baht

☐ More than 10,000 Baht

**Part 3: Factors influencing decision making of working women towards online business transactions**

Factors	Level of Agreement				
	Strongly Agree	Agree	Uncertainty	Disagree	Strongly Disagree
12. Price of online products is cheaper than market price.					
13. Rich information is provided for online products.					
14. Around-the-clock service and purchase make you more involved with online purchase and service.					
15. Promotion and discounts make you more interested in buying via internet.					
16. A greater selection of products make you more able to get the best product and at a reasonable price than buying offline.					
17. A greater selection of vendors make you more able to get the best product and at a reasonable price than buying offline.					
18. Online shopping and service are convenient regardless of time and place constraints.					
19. Popular brand name a company name is a main part of the consumer buying decision.					

Factors	Level of Agreement				
	Strongly Agree	Agree	Uncertainty	Disagree	Strongly Disagree
20. Product information and the number of alternative products and services make your life easier than offline purchasing.					
21. Suggestions from friends, family and closed relationship person can affect your decision.					
22. Product received may differ from what being ordered.					
23. Product received may be delivered later than the expected date.					
24. Money back guarantee or product return may be not received if the product received is not satisfactory.					
25. Buyers may waste time to selecting reliable company or brand.					