

**Consumer Council**  
**Study on Online Purchase Behaviour**

**Pilot Survey: 17<sup>th</sup> January, 2015**  
**Main Survey : 30<sup>th</sup> January to 8<sup>th</sup> February, 2015**

**Introduction**

**【Read Out】** Hello, Sir/ Madam! The **Consumer Council** has commissioned us to conduct a survey on “**Online Purchase Behaviour**”. The interview will only last for several minutes **【If necessary, read out 12 minutes】**. Please be assured that all information collected will be kept in strict confidence and only aggregated results will be reported. Thank you very much for your cooperation!

**Screening of Respondents**

S0. Are you living in Hong Kong?

1 Yes

**【Continue with S2】**

2 No

**【Terminate the interview, read out】** Thank you for your participation!

S1. Including work and study, have you ever surfed the Internet in the past year?<sup>1</sup>

1 Yes

**【Continue with S2】**

2 No

**【Terminate the interview, read out】** Thank you for your participation!

S2. **【Show card】** In the past year, what kinds of devices have you used to surf the Internet?

**【Multiple answers】**

**【Probe】** Any other devices?<sup>2</sup>

1 Home computer

2 Public computer (e.g. those provided by public library or coffee shop)

3 Computer in the workplace

4 Tablet

5 Smartphone

97 Others (Please specify: \_\_\_\_\_)

<sup>1</sup> S1: screening question to confirm respondents' eligibility (i.e. past 12-month users of the Internet)

<sup>2</sup> S2: profile question on devices for Internet access

**AGE**

S3. **【Show card】** Which age group do you belong to? **【Check Age and Gender Quota<sup>3</sup>】**

- |   |                             |    |                               |
|---|-----------------------------|----|-------------------------------|
| 1 | Male: 15-24 years old       | 7  | Female: 15-24 years old       |
| 2 | Male: 25-34 years old       | 8  | Female: 25-34 years old       |
| 3 | Male: 35-44 years old       | 9  | Female: 35-44 years old       |
| 4 | Male: 45-54 years old       | 10 | Female: 45-54 years old       |
| 5 | Male: 55-64 years old       | 11 | Female: 55-64 years old       |
| 6 | Male: 65 years old or above | 12 | Female: 65 years old or above |

**EDU<sup>4</sup>**

S4. What is the highest education level that you have attained?

**【Check Education Level Quota】**

- 1 Primary or below
- 2 Junior secondary (S1 to S3)
- 3 Senior secondary (S4 to S7)
- 4 Post-secondary
- 5 University or above

**ECON<sup>5</sup>**

S5. Are you economically active or inactive? **【Check Employment Status Quota】**

- 1 Economically active (e.g.: working full-time/ part-time/ self-employed)
- 2 Economically inactive (e.g.: Homemakers/ unemployed/ retired/ students)

S5a. **【Show card】** How often do you go shopping in your leisure time?

- 1 More than once a week
- 2 Once a week
- 3 Once every 2 weeks
- 4 Once every 3 weeks
- 5 Once a month
- 6 Less than once a month

<sup>3</sup> S3: quota will be set with reference to the results of persons who had knowledge of using personal computer, Thematic Household Survey Report No. 52, Census and Statistics Department, June 2013.

<sup>4</sup> S4: profile question by highest level of education attainment

<sup>5</sup> S5: profile question by economic status

**Online Purchase Pattern**

S6. Have you ever purchased any goods or services from online shops or sites?<sup>6</sup>

**【Check Online Purchase Experience Quota】**

1 Yes

**【Continue with S7】**

2 No

**【"No online purchase experience", skip to Part A】**

**【Check "No online purchase experience" Quota】**

S7. **【Show card】** What devices did you use to complete the transactions?<sup>7</sup>

**【Multiple answers】**

**【Probe】** Any others devices?

1 Home computer

2 Public computer (e.g. those provided by public library or coffee shop)

3 Computer in the workplace

4 Tablet

5 Smartphone

97 Others (Please specify: \_\_\_\_\_)

S8. **【Show card】** In the past six months, how frequent did you purchase goods or services from online shops or sites on average?<sup>8</sup>

**【Single answer】 【Check Online Purchase Frequency Quota】**

1 More than once a week

6 Once every 2 months

2 Once a week

7 Once every 3 months

3 Once every 2 weeks

8 Once every 4 to 5 months

4 Once every 3 weeks

9 Once every 6 months

5 Once a month

10 Less than once every 6 months

<sup>6</sup> S6: prevalence question to understand incidence of online purchase experience.

<sup>7</sup> S7: profile question on devices for online transaction and prevalence question to understand incidence of M-commerce and E-commerce among the respondents.

<sup>8</sup> S8: profile question of online purchase frequency. Check the quota of "Frequent Purchasers" and "Occasional Purchasers". "Frequent purchase" (i.e. code 1 to code 5 of S8) is defined as online purchases that have occurred "at least once a month" and "Occasional purchase" (i.e. code 6 to code 10 of S8) is defined as online purchases that have occurred "less than once a month". The criterion is set with reference to *MasterCard Worldwide Online Shopping Survey*. In 2011, 4.8 times of purchase were made by online shoppers every 3 months on average.

S9. **【Show card】** What kinds of goods or services<sup>9</sup> have you ever purchased from online shops or sites?

**【Multiple answers】 【Check Online Purchase Variety Quota】**

1	Clothes/ Accessories (including non-branded handbags) 《s》	1
2	Branded fashion items/ Leather goods (including branded handbags) 《e》	2
3	Books/ Toys 《s》	3
4	Food/ Beverages 《e》	4
5	Dining services 《e》	5
6	Event/ Concert/ Movie tickets/ Booking of leisure facilities 《e》	6
7	Air tickets/ Travel packages/ Hotel booking/ Travel insurance《s》	7
8	Insurance (excluding travel insurance) 《c》	8
9	Household products (excluding household appliances)/ Groceries/ Maternity/ Baby products 《s》	9
10	Household appliances 《e》	10
11	Beauty/ Cosmetics/ Skincare products 《e》	11
12	Health products 《c》	12
13	Sports/ Fitness equipment 《e》	13
14	Computer/ Electronic products 《s》	14
15	Software/ Games/ App 《e》	15
97	Others (please specify: _____) <b>【Do not belong to any category】</b>	97

<sup>9</sup> S9: the use of the renowned product classification paradigm, namely Search-Experience-Credence Paradigm on online site is illustrated in Mityko, D. S. V. (2012), The Search Experience Credence Product Classification Paradigm in the Eyes of the Electronic Consumer, *Management & Marketing*, 7(3). “Search Goods 搜尋品”《s》 are those that have the largest amount of information available, those that are standardized and the utility of consumption can be estimated beforehand. For “Experience Goods 經驗品”《e》 and “Credence Goods 信用品”《c》, the utility of consumption cannot be estimated beforehand or can never be estimated. Shoppers of “Limited Variety” are defined as those who have purchased 4 or less types of goods or services. On the other hand, shoppers of “Diverse Variety” are defined as those who have purchased more than 4 types of goods or services.

**Online Purchase Behaviour**

B1. a) **【Show card】** Suppose you plan to buy a commodity from an on-street shop. You then discover that the same commodity is also available on an online shop and it is 5% cheaper than the on-street shop. Would you **switch** to the online shop to make the purchase? **【Single answer】**

- 1 Yes
- 2 No

b) **【Show card】** Suppose you plan to buy a commodity from an online shop. You then discover that the same commodity is also available on an on-street shop and it is 5% cheaper than the online shop. Would you **switch** to the on-street shop to make the purchase?<sup>10</sup> **【Single answer】**

- 1 Yes
- 2 No

**【If the respondent has chosen “Yes” in B1a or B1b, then online shops and on-street shops are perceived to be the same market.】**

**【If the respondent has chosen “No” in B1a and B1b, then online shops and on-street shops are perceived to be different markets】**

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<sup>10</sup> B1: Small but significant and non-transitory increase in price (SSNIP test). The 5% increase in price is used to detect whether consumers perceive online and on-street shops are both in the same market. In addition, it can take note of whether price is the most important factor in choosing to shop online. If online and on-street shops are perceived to be from two different markets, with other factors being taken into account, consumers would not shift from on-street shops to online shops.

**【B2 to B4: System automatically shows chosen options of S9, and probe on each chosen option】**

- B2. How frequent do you purchase **【Read out chosen options of S9 one by one】** from online shops or sites? Do you always or occasionally make the online purchase?
- B3. **【Probe】** Which online shops or sites did you purchase from? **【Multiple answers】**  
**【Probe】** What other online shops or sites?
- B4. **【Show card】** Overall speaking, how confident<sup>11</sup> are you in purchasing **【Read out chosen options of S9 one by one】** online? Do you feel very confident, confident, a bit confident or not confident at all?

	<b>B2 Frequency</b>	<b>B3</b>	<b>B4</b>
1 Clothes/ Accessories (including non-branded handbags)	1. Always 2.Occasionally		1 2 3 4
2 Branded fashion items/ Leather goods (including branded handbags)	1. Always 2.Occasionally		1 2 3 4
3 Books/ Toys	1. Always 2.Occasionally		1 2 3 4
4 Food/ Beverages	1. Always 2.Occasionally		1 2 3 4
5 Dining services	1. Always 2.Occasionally		1 2 3 4
6 Event/ Concert/ Movie tickets/ Booking of leisure facilities	1. Always 2.Occasionally		1 2 3 4
7 Air tickets/ Travel packages/ Hotel booking/ Travel insurance	1. Always 2.Occasionally		1 2 3 4
8 Insurance (excluding travel insurance)	1. Always 2.Occasionally		1 2 3 4
9 Household products (excluding household appliances)/ Groceries/ Maternity/ Baby products	1. Always 2.Occasionally		1 2 3 4
10 Household appliances	1. Always 2.Occasionally		1 2 3 4
11 Beauty/ Cosmetics/ Skincare products	1. Always 2.Occasionally		1 2 3 4
12 Health products	1. Always 2.Occasionally		1 2 3 4
13 Sports/ Fitness equipment	1. Always 2.Occasionally		1 2 3 4
14 Computer/ Electronic products	1. Always 2.Occasionally		1 2 3 4
15 Software/ Games/ App	1. Always 2.Occasionally		1 2 3 4
97 Others (please specify: _____)	1. Always 2.Occasionally		1 2 3 4

<sup>11</sup> B2-4: usage and attitude questions on past online purchase experience. “Frequent purchase” (i.e. code 1 of B2) is defined as online purchases that have occurred “at least once a month” and “occasional purchase” (i.e. code 2 of B2) is defined as online purchases that have occurred “less than once a month”. B4 will be the base to formulate the confidence index of online purchase by key category of goods and services.

<b><u>B3 Code</u></b>	
1 Taobao	12 PizzaHut (Online)
2 Tmall	13 KFC (Online)
3 Amazon	14 Apple App Store
4 Yahoo!	15 Google Play Store
5 Rakuten	16 Hotels.com
6 eBay	17 Cathay Pacific (Online)
7 Groupon	18 Broadway Circuit
8 Beecrazy	19 Cityline
9 Group Buyer	20 Urbtix
10 Wellcome (Online)	
11 ParknShop (Online)	
97 <b>【Do not show】</b> Others (please specify:_____)	

<b><u>B4 Code</u></b>
1 Not confident at all
2 A bit confident
3 Confident
4 Very confident
98 <b>【Do not show】</b> No opinion

B5. How much did you spend in the most recent purchase from online shops or sites?

a) **【Record the answer】 【Must be an integer and greater than \$0】** \_\_\_\_\_ Dollar(s)

b) **【System automatically shows chosen options of S9】 【Show card】**

**【Probe】** What kind of goods or services did you purchase? **【Single answer】**

- |    |  |    |
|----|--|----|
| 1  | Clothes/ Accessories (including non-branded handbags) 《s》                                    | 1  |
| 2  | Branded fashion items/ Leather goods (including branded handbags) 《e》                        | 2  |
| 3  | Books/ Toys 《s》  | 3  |
| 4  | Food/ Beverages 《e》  | 4  |
| 5  | Dining services 《e》  | 5  |
| 6  | Event/ Concert/ Movie tickets/ Booking of leisure facilities 《e》                             | 6  |
| 7  | Air tickets/ Travel packages/ Hotel booking/ Travel insurance《s》                             | 7  |
| 8  | Insurance (excluding travel insurance) 《c》   | 8  |
| 9  | Household products (excluding household appliances)/ Groceries/ Maternity/ Baby products 《s》 | 9  |
| 10 | Household appliances 《e》   | 10 |
| 11 | Beauty/ Cosmetics/ Skincare products 《e》   | 11 |
| 12 | Health products 《c》  | 12 |
| 13 | Sports/ Fitness equipment 《e》  | 13 |
| 14 | Computer/ Electronic products 《s》  | 14 |
| 15 | Software/ Games/ App 《e》   | 15 |
| 97 | Others (please specify: _____) <b>【Do not belong to any category】</b>                        | 97 |



B6. **【 Show card 】** I will read out some sentences<sup>12</sup>. Please tell me how frequent you behave as described by the sentences. Do you **always**, **often**, **occasionally** or **rarely or never** behave like this?

		<u>Always</u>	<u>Often</u>	<u>Occasionally</u>	<u>Rarely or never</u>
1	I plan tasks carefully**	1	2	3	4
2	I have “racing” thoughts	4	3	2	1
3	I say things without thinking thoroughly	4	3	2	1
4	I am more interested in the present than the future	4	3	2	1
5	I am self-controlled**	1	2	3	4
6	I spend more than I earn	4	3	2	1
7	I plan for the future out of a sense of security**	1	2	3	4

B7. **【 Show card 】** When choosing to buy a new product, people have different preferences. Please tell me which of the following sentences can best describe your habit?<sup>13</sup>

**【 Single answer 】**

- 1 When there is a launch of a new product, I will **rush to buy** and use one even if I need to take some **risks**.
- 2 When there is a launch of a new product, my friends will **make reference** to my **product reviews** in their **purchase decision**.
- 3 When there is a launch of a new product, I will **think thoroughly** before I buy.
- 4 When there is a launch of a new product, I will buy to **avoid getting alienated from the society**.
- 5 When there is a launch of a new product, I will buy to **replace my current one only when it’s broken**.

<sup>12</sup> B6: impulse scale with reference to Stanford, M., Mathias, C., Dougherty, D., Lake, S., Anderson, N. and Patton, J. (2009), Fifty years of the Barratt Impulsiveness Scale: An Update and Review. *Personality and Individual Differences*, 47(5), pp.385-395. The seven (7) statements, drawn from the 30-statement *Barratt Impulsiveness Scale II*, are chosen based on the factor structure of the test battery. Specifically, the chosen statements are related to 2<sup>nd</sup> order factors of cognitive instability, motor impulsiveness, self-control and cognitive complexity, which are deemed to be the most relevant to impulsive purchase. In the cited review article of this test battery, persons having a total score of 72 or above (out of 120) are classified highly impulsive. The criterion is prorated to 17 in the question.

<sup>13</sup> B7: the pre-coded answers (1 to 5) correspond to the five categories of adopters of change, namely *the Innovators*, *the Early Adopters*, *the Early Majority*, *the Late Majority* and *the Laggards*, as described in Rogers, E. (1983), *Diffusion of Innovations*, New York: Free Press. *Innovators* (i.e. code 1) refer to those whose most important quality is venturesomeness. *Early Adopters* (i.e. code 2) refer to those whose most important quality is that they are the opinion leader in their social circles. *Early Majority* (i.e. code 3) refer to those who makes purchase decision of their own accord. *Late Majority* (i.e. code 4) refer to those whose aim is to conform to the majority. *Laggards* (i.e. code 5) refer to those who tend to refuse the use of innovations.

## Main Questionnaire

### Part A: Habits of Surfing the Internet **【Ask all respondents】**

Q1. **【Show card】** On average and including work and study, how frequent do you surf the Internet in a week?<sup>14</sup>

- 1 Everyday
- 2 5 to 6 days a week
- 3 3 to 4 days a week
- 4 1 to 2 days a week
- 5 Less than 1 day a week

Q2. **【Show card】【Probe】** How many hours do you spend on surfing the Internet?

**【If necessary, read out including for work and study】**

- 1 Less than 1 hour
- 2 1 to less than 2 hours
- 3 2 to less than 3 hours
- 4 3 to less than 4 hours
- 5 4 to less than 5 hours
- 6 5 hours or above

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<sup>14</sup> Q1-2: questions to collect usage frequency of Internet users by sub-groups such as “frequent users”, “occasional users” and “infrequent users”. At a later stage, this variable may be used to correlate with other important variables such as frequency of purchase and other attitude to testify if “frequent users” have a more “wired” lifestyle.

- Q3. **【 Ask if “Computer at home” (i.e. code 1) is chosen in S2】**  
**【 Show card】** Have you installed any of the following protection on your **computer at home?**<sup>15</sup> **【 Multiple answers】**  
**【 Probe】** What else?

- 1 Anti-Virus software
- 2 Anti-Spyware software
- 3 Anti-Malware software
- 4 Anti-Phishing software
- 5 Firewall
- 97 **【 Do not show】** Others (please specify: \_\_\_\_\_)
- 96 **【 Do not show】** None of the above
- 98 **【 Do not show】** Don't know

- Q4. **【 Ask if (I) “Smartphone” (i.e. code 5), or (II) “Tablet” (i.e. code 4), or (III) “Smartphone” and “Tablet” (i.e. code 4 and 5) is chosen in S2】**  
**【 Show card】** Have you installed the following protection on your **【 System automatically shows (I), (II), (III)】**? **【 Multiple answers】**  
**【 Probe】** What other protection that you have installed?

- 1 Anti-Virus software
- 2 Anti-Spyware software
- 3 Anti-Malware software
- 4 Anti-Phishing software
- 5 Firewall
- 97 **【 Do not show】** Others (please specify: \_\_\_\_\_)
- 96 **【 Do not show】** None of the above
- 98 **【 Do not show】** Don't know

**【 For respondents without any online purchase experience, continue with Part B. Others skip to Part C.】**

<sup>15</sup> Q3-4: questions to gather information about the security measures taken by Internet users. Specifically, the two questions target different groups of Internet users, depending on the choice of device. Current research shows that the security concern for M-commerce is different from that of E-commerce. Zhang, R., Chen, J.Q. & Lee, C.J. 2013, "Mobile commerce and consumer privacy concerns", *The Journal of Computer Information Systems*, vol. 53, no. 4, pp. 31-38.

The two questions complement each other to take note of the individual pattern of the two platforms. The general pattern of Internet usage is gauged by Q1-4 in this section.

**Part B: Barriers and Risks**

【Only for respondents “without any online purchase experience” (S6=2)】

Q5. What are the **reasons** for not purchasing goods or services from online shops or sites?<sup>16</sup>

【Multiple answers】 【Probe】 What other reasons?

- 1 【Do not show】 Payment restriction (e.g. no credit card)
- 2 【Do not show】 I am worried about leakage of my personal information
- 3 【Do not show】 I don't have the need to make online purchase
- 4 【Do not show】 I don't know the sites that allow me to shop online
- 5 【Do not show】 I am afraid that it will be difficult for me to return the goods
- 6 【Do not show】 Delicate/ high-value products may be damaged in the delivery
- 7 【Do not show】 It is so convenient to shop in Hong Kong
- 8 【Do not show】 I enjoy the process of on-street shopping
- 97 【Do not show】 Others (please specify: \_\_\_\_\_)

Q6. 【Show card】 What are the **potential risks**<sup>17</sup> of purchasing goods or services from online shops or sites?

【Multiple answers】 【probe】 Any other potential risks?

- 1 Incur monetary loss arisen from the payment method
- 2 Likely to purchase counterfeit/ inferior goods
- 3 Incur time loss (e.g. long search time, unknown delivery time)
- 4 Uncertain over exchange and refund of goods because of hidden terms
- 5 Unable to verify the details and size of goods
- 6 Indirectly spend more money or buy something useless
- 97 【Do not show】 Others (please specify: \_\_\_\_\_)

<sup>16</sup> Q5: question to gather the barriers faced by the respondents who have no online purchase experience. This can later be used to understand the decision making process of non-online purchasers.

<sup>17</sup> Q6: question to understand perceived risk of online purchase. The pre-code answers has made reference to Yan, X., & Dai, S. 2009, Consumer's Online Shopping Influence Factors and Decision-Making Model in *Value Creation in E-Business Management* (pp. 89-102).

Q7. **【Show card】** Why would you have such an impression on online shops or sites?<sup>18</sup>

**【Multiple answers】 【Probe】** Any others reasons?

- 1 Affected by personal experience
- 2 Affected by experience of friends and relatives
- 3 Affected by the news report on mass media
- 4 Affected by the online news report
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

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<sup>18</sup> Q7: question to understand the sources of impression of the perceived risks.

Q8. What online shops or sites have you ever heard of?

**【Probe】** Any others? **【Multiple answers】**

Q9. **【System automatically eliminates chosen options of Q8】****【Show card】** Other than those you mentioned, which of the following online shops or sites have you heard of? **【Probe】** Any others? **【Multiple answers】**

Q10. **【System automatically shows chosen options of Q8 or Q9】** **【Show card】** Which online shops or sites have you ever searched on? **【Multiple answers】**

	<b>Q8. Unaided Awareness</b>	<b>Q9. Aided Awareness</b>	<b>Q10. Ever Searched</b>
1 Taobao	1	1	1
2 Tmall	2	2	2
3 Amazon	3	3	3
4 Yahoo!	4	4	4
5 Rakuten	5	5	5
6 eBay	6	6	6
7 Groupon	7	7	7
8 Beecrazy	8	8	8
9 Group Buyer	9	9	9
10 Wellcome (online)	10	10	10
11 ParknShop (online)	11	11	11
12 PizzaHut (online)	12	12	12
13 KFC (online)	13	13	13
14 Apple App Store	14	14	14
15 Google Play Store	15	15	15
16 Hotels.com	16	16	16
17 Cathay Pacific (online)	17	17	17
18 Broadway Circuit	18	18	18
19 Cityline	19	19	19
20 Urbtix	20	20	20
97 <b>【Do not show】</b> Others (please specify:____)	97		
96 <b>【Do not show】</b> None of the above	96	96	96

**【If code 1 to code 20 of Q8 are chosen, skip to Q10 after Q8】**

**【If only code 96 or code 97 of Q8 are chosen and Q9 = code 96, skip to Q11 after Q9】**

Q11. **【Show card】** To encourage you to try purchasing goods or services from online shops or sites, what of the following activities should be done by the online shops or sites to motivate you to do so?<sup>19</sup> **【Multiple answers】**

**【Probe】** What other activities?

- 1 Provide accreditation by third party or independent organisations  
(e.g. accreditation by credit card platforms)
- 2 Reinforce the promotion of online shops or sites
- 3 Design more user-friendly online shopping sites
- 4 Allow more payment methods
- 5 Lower the price of goods or services
- 6 Increase the transparency of terms and conditions for online transactions
- 7 Provide guarantee of after-sales refunds and returns
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)
- 96 **【Do not show】** None of the above

Q11a. If you were to purchase goods or services from online shops or sites, what would be the maximum amount that you would pay for a try? **【Record the answer】**

**【Must be an integer and greater than \$0】** \_\_\_\_\_ Dollar(s)

**【Skip to Respondents' Profile】**

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<sup>19</sup> Q11: question to investigate means to increase the level of trust of the non-online purchasers. Pre-code answers are referenced from Noteberg, A., Christiaanse, E. & Wallage, P. 2003, "Consumer Trust in Electronic Channels", *E - Service Journal*, vol. 2, no. 2, pp. 46-67.

**Part C: Consumer Protection****【Only for respondents with online purchase experience】**

Q12. To the best of your knowledge, what protection measures are provided by online shops or sites to protect consumers?<sup>20</sup> **【Multiple answers】**

**【Probe】** What other protection measures?

- 1 **【Do not show】** Refund mechanism
- 2 **【Do not show】** Encrypted connection for payment details
- 3 **【Do not show】** Cancellation of order
- 4 **【Do not show】** After-sales exchange policy
- 5 **【Do not show】** Fair and transparent freight rates
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)
- 96 **【Do not show】** None of the above
- 98 **【Do not show】** I don't know

Q13. **【Show card】** In making online purchases, what measures would you adopt in order to protect yourself?<sup>21</sup>

**【Multiple answers】 【Probe】** What other measures?

- 1 Install anti-virus software/ anti-malware software/ anti-spyware software/ anti-phishing software to protect personal information
- 2 Install firewall
- 3 Only choose online shops or sites with SSL encrypted connection
- 4 Not to choose unencrypted wireless network for transaction
- 5 Not to disclose personal/ account information easily
- 6 Change personal password regularly
- 7 Avoid using public computers for online purchase
- 8 Delete cookies upon completion of transactions
- 9 Choose a particular payment method
- 10 Choose a particular browser
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

<sup>20</sup> Q12: question to test the awareness of selected protection mechanism offered by the online shops and sites.

<sup>21</sup> Q13: question to understand the practices adopted by respondents in protecting themselves on online purchase. A few pre-coded answers are referenced from the findings of the Youth Survey on Usage of Internet and Social Network Websites, Public Opinion Programme, the University of Hong Kong, April 2010.



【 If “anti-virus software” (i.e. code 1) or “anti-spyware software” (i.e. code 2) or “anti-malware software” (i.e. code 3) or “anti-phishing software” (i.e. code 4) of Q3 is chosen, and if “Install anti-virus software/ anti-malware software/ anti-spyware software/ anti-phishing software to protect personal information” (i.e. code 1) of Q13 is not chosen, show reminder “Has your **computer at home** installed anti-virus software/ anti-malware software/ anti-spyware software/ anti-phishing software?”】

【If “Firewall” (i.e. code 5) of Q3 is chosen, and “Install firewall” (i.e. code 2) of Q13 is not chosen, show reminder “Has your **computer at home** installed firewall?”】

【 If “anti-virus software” (i.e. code 1) or “anti-spyware software” (i.e. code 2) or “anti-malware software” (i.e. code 3) or “anti-phishing software” (i.e. code 4) of Q4 is chosen, and if “Install anti-virus software/ anti-malware software/ anti-spyware software/ anti-phishing software to protect personal information” (i.e. code 1) of Q13 is not chosen, show reminder “Has your **tablet/ smartphone** installed anti-virus software/ anti-malware software/ anti-spyware software/ anti-phishing software?”】

【If “Firewall” (i.e. code 5) of Q4 is chosen, and “Install firewall” (i.e. code 2) of Q13 is not chosen, show reminder “Has your **tablet/ smartphone** installed firewall?”】

Q14. What online shops or sites have you ever **heard of**?

**【Probe】** Any others? **【Multiple answers】**

Q15. **【System automatically eliminates chosen options of Q14】 【Show card】**

Other than those you mentioned, which of the following online shops or sites have you heard of? **【Multiple answers】**

	<b>Q14. Unaided Awareness</b>	<b>Q15. Aided Awareness</b>
1 Taobao	1	1
2 Tmall	2	2
3 Amazon	3	3
4 Yahoo!	4	4
5 Rakuten	5	5
6 eBay	6	6
7 Groupon	7	7
8 Beecrazy	8	8
9 Group Buyer	9	9
10 Wellcome (Online)	10	10
11 ParknShop (Online)	11	11
12 PizzaHut (Online)	12	12
13 KFC (Online)	13	13
14 Apple App Store	14	14
15 Google Play Store	15	15
16 Hotels.com	16	16
17 Cathay Pacific (Online)	17	17
18 Broadway Circuit	18	18
19 Cityline	19	19
20 Urbtix	20	20
97 <b>【Do not show】</b> Others (please specify: _____)	97	
96 <b>【Do not show】</b> None of the above		96

**【If there are no chosen options of B3 in Q14, show alert message: “Have you purchased goods or services on 【System automatically shows options not chosen in Q14 but in B3】 ?】**

**【If code 1 to code 20 of Q14 are chosen, skip to Q16 after Q14】**

Q16. **【Show card】** How did you get to know about these websites?<sup>22</sup> **【Multiple answers】**

**【Probe】** What other sources?

- 1 Online Promotion
- 2 TV commercials/ other advertisements
- 3 Newspaper or magazine
- 4 Electronic media (e.g. TV or radio)
- 5 Friends and relatives
- 6 Online forums
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

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<sup>22</sup> Q14-16: questions Q14 and Q15 on unaided and aided awareness of online shops and sites the respondents have heard of respectively. Q16 is question to collect the source of information of the respondents.

Q17. **【System automatically shows the chosen options of Q14 or Q15】 【Show card】**

Which online shops or sites have you ever **searched** on? **【Multiple answers】**

**【Probe】** Any others?

Q18. **【System automatically shows the chosen options of Q14 or Q15】 【Show card】**

Which online shops or sites have you ever **purchased** on? <sup>23</sup> **【Multiple answers】**

**【Probe】** Any others?

	<b>Q17. Ever Searched On</b>	<b>Q18. Ever Purchased On</b>
1 Taobao	1	1
2 Tmall	2	2
3 Amazon	3	3
4 Yahoo!	4	4
5 Rakuten	5	5
6 eBay	6	6
7 Groupon	7	7
8 Beecrazy	8	8
9 Group Buyer	9	9
10 Wellcome (Online)	10	10
11 ParknShop (Online)	11	11
12 PizzaHut (Online)	12	12
13 KFC (Online)	13	13
14 Apple App Store	14	14
15 Google Play Store	15	15
16 Hotels.com	16	16
17 Cathay Pacific (Online)	17	17
18 Broadway Circuit	18	18
19 Cityline	19	19
20 Urbtix	20	20
97 <b>【Do not show】</b> Others(please specify: _____)	97	97

**【If there is no chosen options of B3 in Q18, show alert message “Have you purchased goods or services on 【System automatically shows chosen options in B3 but not in Q18】 ?】**

<sup>23</sup> Q17-18: questions to understand the dropout behavior in the search process of respondents.

- Q19. **【Show card】** What are the reasons for you to have confidence in an online shop or site?<sup>24</sup> **【Multiple answers】**  
**【Probe】** Any other reasons?

- 1 Have accreditation by third party or independent organisations (e.g. accreditation by credit card platforms)
- 2 Online shopping sites are user-friendly
- 3 Have contact information of independent sellers
- 4 Have contact information of the online shops or sites
- 5 Have good reputation
- 6 Have good track record of sales
- 7 Have adopted privacy and security protection measures
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

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<sup>24</sup> Q19: question to collect information on the reasons of trust. There are a multitude of factors contributing towards the trust of a certain site by respondents. The 3<sup>rd</sup> party seal programs are popular in Western countries. In Hong Kong, similar accreditations are provided by credit card platforms including Visa and MasterCard. The pre-code answers are factors that are referenced from the following resources:

- (i) Cook, D.P. & Luo, W. 2003, "The Role of Third-Party Seals in Building Trust Online", *E - Service Journal*, vol. 2, no. 3, pp. 71-84.
- (ii) Bart, Y., Shankar, V., Sultan, F. & Urban, G.L. 2005, "Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study", *Journal of Marketing*, vol. 69, no. 4, pp. 133-152
- (iii) San Martín, S. & Camarero, C. 2008, "Consumer trust to a Web site: moderating effect of attitudes toward online shopping", *Cyberpsychology & behavior : the impact of the Internet, multimedia and virtual reality on behavior and society*, vol. 11, no. 5, pp. 549-554.

Q20. In your last purchase from online shops or sites, what **payment method** did you choose?

**【Single answer】**

Q21. **【System automatically shows chosen options of Q20】** Do you think it is safe?

Q22. What other payment method would you consider? Would you consider **【System automatically eliminates chosen options of Q20, ask one by one】**? <sup>25</sup>**【Multiple answers】**  
**【Probe】** Any other payment methods?

	<b>Q20. Payment Method</b>	<b>Q21. Safe or Unsafe</b>	<b>Q22. Other Payment Methods Considered</b>
1 Credit card	1	1. Safe 2. Unsafe 98. <b>【Do not show】</b> No opinion	1. Yes 2. No 98. <b>【Do not show】</b> No opinion
2 Prepaid card (e.g. Google Play gift card)	2	1. Safe 2. Unsafe 98. <b>【Do not show】</b> No opinion	1. Yes 2. No 98. <b>【Do not show】</b> No opinion
3 Bank transfer	3	1. Safe 2. Unsafe 98. <b>【Do not show】</b> No opinion	1. Yes 2. No 98. <b>【Do not show】</b> No opinion
4 Payment method provided by the online sites (e.g. Alipay)	4	1. Safe 2. Unsafe 98. <b>【Do not show】</b> No opinion	1. Yes 2. No 98. <b>【Do not show】</b> No opinion
5 Third party payment (e.g. PayPal)	5	1. Safe 2. Unsafe 98. <b>【Do not show】</b> No opinion	1. Yes 2. No 98. <b>【Do not show】</b> No opinion
97 <b>【Do not show】</b> Others (please specify: _____)	97	1. Safe 2. Unsafe 98. <b>【Do not show】</b> No opinion	

<sup>25</sup> Q20-22: Q20 and Q21 are questions to gauge the profile of respondents in their choice of payment method and how confident they are on their choice. Q22 is question to collect information on what other methods are also acceptable to the respondents.

Q22b. What other payment methods would you consider?

- 1 Yes (please specify: \_\_\_\_\_)
- 2 No

Q23. **【 Show card 】** What security measures do you think can prevent your personal information from leaking in transactions?<sup>26</sup> **【 Multiple answers 】**

**【 Probe 】** What other security measures?

- 1 Use longer/ more complex passwords
- 2 Change passwords regularly
- 3 Do not disclose personal/ account information easily
- 4 Make use of SMS verification
- 5 Provide credit card verification mechanism
- 6 Use SSL encrypted connection
- 7 Use https encrypted connection
- 8 Install website filter
- 9 Raise network security of personal computer
- 97 **【 Do not show 】** Others (please specify: \_\_\_\_\_)

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<sup>26</sup> Q23: question to understand types of security measures that the respondents would be considered as useful means to help protect their personal information and privacy.

**Part D: Determining factors in choosing online shops and sites****【Only for respondents with online purchase experience】**

Q24. What made you purchase goods or services from online shops or sites for the first time?

<sup>27</sup> **【Multiple answers】****【Probe】** What other reasons?

- 1 **【Do not show】** Recommendations by friends and relatives
- 2 **【Do not show】** Recommendations by online forums/ product review websites
- 3 **【Do not show】** Good reputation of online shops or sites
- 4 **【Do not show】** Reviews by other buyers
- 5 **【Do not show】** No time to purchase in person
- 6 **【Do not show】** Cannot purchase such goods or services through other channels
- 7 **【Do not show】** Cheaper goods or services in online shops or sites
- 8 **【Do not show】** Recommendations by advertisements/ promotions
- 9 **【Do not show】** Follow the trend
- 10 **【Do not show】** Convenient
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

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<sup>27</sup> Q24: question to gauge the triggering factor for the respondents to purchase online. The pre-code answers include word of mouth (WOM), electronic word of mouth (eWOM), limitation of normal stores and the effect of online marketing. Some of the pre-code answers are referenced from Lee, J., Park, D. & Han, I. 2008, "The Effect of Negative Online Consumer Reviews on Product Attitude: An Information Processing View", *Electronic Commerce Research and Applications*, vol. 7, no. 3, pp. 341-352.



Q25. **【Show card】** When choosing online shops or sites, which factors do you consider important?<sup>28</sup> **【Multiple answers】**  
**【Probe】** Any other factors?

Q26. **【System automatically shows chosen options of Q25】**

a) **【Show card】** Among the factors you mentioned, which is the most important?  
**【Single answer】**

b) **【System automatically eliminates chosen options of Q26a】** Second most important?  
**【Single answer】**

c) **【System automatically eliminates chosen options of Q26a and b】** Third most important ? **【Single answer】**

		Q25. Important Factors	Q26. Important Factors		
			<u>a) Most</u>	<u>b) Second</u>	<u>c) Third</u>
1	Sufficient and detailed information of goods or services	1	1	1	1
2	High-quality and reliable customer service	2	2	2	2
3	Website design (e.g. user-friendly, interactive)	3	3	3	3
4	Quick and convenient (e.g. can quickly and conveniently complete a transaction)	4	4	4	4
5	Guarantee privacy and security of personal information	5	5	5	5
6	Price and quality of goods and services	6	6	6	6
7	Recommendations by friends and relatives	7	7	7	7
8	Reputation of online shops or sites	8	8	8	8
9	High transparency and integrity of online shops or sites	9	9	9	9
97	<b>【Do not show】</b> Others (please specify: _____)	97	97	97	97

<sup>28</sup> Q25: pre-code answers are referenced from Ariff, M. S. M., Yan, N. S., Zakuan, N., Bahari, A. Z., & Jusoh, A. 2013, June. Web-based Factors Affecting Online Purchasing Behaviour in *IOP Conference Series: Materials Science and Engineering* (Vol. 46, No. 1, p. 012038), IOP Publishing.

**【If Q25 has 2 chosen options only, system automatically chooses Q26c = Not Applicable (i.e. code 99), and skip to Q27 after Q26b】**

**【If Q25 has 1 chosen option only, system automatically chooses Q26b and c = Not Applicable (i.e. code 99), and skip to Q27 after Q26a】**

Q27. **【Show card】** What form of reviews would you consider before purchasing goods or services from online shops or sites?<sup>29</sup> **【Multiple answers】**

**【Probe】** What other form of reviews?

- 1 Sellers' ranking/ scores in online shopping sites
- 2 Ratings given by other buyers of similar goods or services(e.g. 5-star rating)
- 3 Reviews
- 4 Number of people who had purchased that goods or service
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

### **Part E: Terms and Conditions**

**【Only respondents with online purchase experience】**

Q28. Are you aware of the terms and conditions listed by online shops and sites?

- 1 Yes
- 2 No **【Skip to Q34】**

Q29. **【Show card】** When you purchased goods or services from online shops or sites, did you read the terms and conditions? **【If “yes”, probe】** How much did you read?

- 1 Yes, I read all of them before making the purchase
- 2 Yes, I read some of them before making the purchase
- 3 No, I did not read any of it before making the purchase **【Skip to Q31】**

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<sup>29</sup> Q27: question to understand specifically the effect of various kinds of eWOM on the final decision of purchase.

Q29a. **【Only ask those respondents who have answered “yes” (i.e. code 1 or code 2) in Q29】**

How much did you understand the terms and conditions listed by online shops or sites?  
Did you totally understand, understand most of them, understand half of them, did not understand most of them or did not understand at all?

- 5 Understood all of them
- 4 Understood most of them
- 3 Half-half
- 2 Didn't understand most of them
- 1 Didn't understand at all
- 98 **【Do not show】** No opinion

Q30. **【Only ask those respondents who have answered “yes” (i.e. code 1 or code 2) in Q29】**

Would you read the terms and conditions when you use a new online shop or site to purchase goods or services in the first time only or would you read it every time?

- 1 First time
- 2 Every time
- 3 **【Do not show】** Not fixed

Q31. When you purchased goods or services from online shops or sites, did you save the terms and conditions by screen capture, downloading or printing it?<sup>30</sup>

- 1 Yes
- 2 No

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<sup>30</sup> Q31: question to understand if the respondents have kept any copy of the terms and conditions of the online site. The behavioral pattern of keeping terms and conditions might suggest the seriousness of the respondents on their contractual undertaking of the online transaction.

Q32. **【Only ask those respondents who have answered “yes” (i.e. code 1 or code 2) in Q29】**

Why did you read the terms and conditions? **【Multiple answers】**

**【Probe】** What other reasons?

- 1 **【Do not show】** I was afraid that there were hidden terms that would make me incur loss
- 2 **【Do not show】** I was used to read contents of agreements
- 3 **【Do not show】** I would like to safeguard my rights
- 4 **【Do not show】** I would like to know if my personal information would be disclosed to third party
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

Q33. **【Only ask those respondents who have answered “no” (i.e. code 3) in Q29】**

Why didn't you read the terms and conditions? **【Multiple answers】**

**【Probe】** What other reasons?

- 1 **【Do not show】** The terms and conditions were too long
- 2 **【Do not show】** I didn't know how to get hold of the terms and conditions
- 3 **【Do not show】** There were too many legal terms in the terms and conditions which are hard to understand
- 4 **【Do not show】** It was not necessary as I trusted the online shopping sites that I used
- 5 **【Do not show】** The online shopping site had good reputation
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

Q34. **【 Show card 】** Are you satisfied with various experiences on purchasing goods and services online?<sup>31</sup>

**【 Probe 】** Are you very satisfied, satisfied, dissatisfied or very dissatisfied?

					<b>【 Do not show 】</b>	
		<u>Very satisfied</u>	<u>Satisfied</u>	<u>Dissatisfied</u>	<u>Very dissatisfied</u>	<u>No opinion</u>
1	Goods and services quality	4	3	2	1	98
2	Security level of shopping	4	3	2	1	98
3	Accuracy of description of goods/ services	4	3	2	1	98
4	Pre-sales support (i.e. clear, convenient, easy to use)	4	3	2	1	98
5	Post-sales support ( i.e. tracking of goods, customer service and redress mechanism)	4	3	2	1	98

Q34bi Did you have any other online purchase experience?

- 1 Yes (please specify:\_\_\_\_\_) **【 Continue with Q34bi 】**
- 2 No **【 Skip to Q35 】**

Q34bii Are you very satisfied, satisfied, dissatisfied or very dissatisfied with it?

- 4 Very satisfied
- 3 Satisfied
- 2 Dissatisfied
- 1 Very dissatisfied
- 98 **【 Do not show 】** No opinion

<sup>31</sup> Q34: pre-coded answers are referenced from Posselt, T. & Gerstner, E. 2005, "Pre-Sale vs. Post-Sale e-Satisfaction: Impact on Repurchase Intention and Overall Satisfaction", *Journal of Interactive Marketing*, vol. 19, no. 4, pp. 35-47.

Q35. **【Show card】** Overall speaking, are you satisfied with the goods or services purchased online?

**【Probe】** Are you very satisfied, satisfied, dissatisfied, or very dissatisfied?

- 4 Very satisfied **【Continue with Q36】**
- 3 Satisfied **【Continue with Q36】**
- 2 Dissatisfied **【Skip to Q37】**
- 1 Very dissatisfied **【Skip to Q37】**
- 98 **【Do not show】** No opinion **【Skip to Q38】**

Q36. **【Only ask those respondents who have answered “satisfied” (i.e. code 3 and 4) in Q35】**

Overall speaking, why are you satisfied with your online purchase experience?

**【Multiple answers】**

**【Probe】** What other reasons?

- 1 **【Do not show】** The goods arrived on time
- 2 **【Do not show】** The online shopping sites were user-friendly
- 3 **【Do not show】** The online shopping sites had a precise search function which enabled convenient search of goods in need
- 4 **【Do not show】** The goods were cheaper than on-street shops
- 5 **【Do not show】** The goods or services received met my expectation
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

**【Skip to Q38】**

Q37. **【Ask those respondents who have answered “dissatisfied” (i.e. code 1 and 2) in Q35】**

Overall speaking, why aren't you satisfied with your online purchase experience?

**【Multiple answers】**

**【Probe】** What other reasons?

- 1 **【Do not show】** Time and money loss were incurred, goods did not arrive on time
- 2 **【Do not show】** Procedures were complicated, it was difficult to complete transaction, the online shopping sites were not user-friendly
- 3 **【Do not show】** My online purchase records and personal information had been leaked
- 4 **【Do not show】** The quality of goods or services was not up to expectation
- 5 **【Do not show】** I regretted buying too many goods
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

Q38. If you are not satisfied with your online purchase experience, what will you do?<sup>32</sup>

**【Multiple answers】**

**【Probe】** What other actions?

- 1 **【Do not show】** Make complaints/ enquiries to the online shopping sites
- 2 **【Do not show】** Never use the online shopping site again
- 3 **【Do not show】** Share on online forums
- 4 **【Do not show】** Share with friends and relatives
- 5 **【Do not show】** Make complaints to the Consumer Council
- 6 **【Do not show】** Do nothing
- 97 **【Do not show】** Others (please specify: \_\_\_\_\_)

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<sup>32</sup> Q38: question to understand how the respondents would react to unsatisfactory online purchase experiences.

## Respondents Profile

**To facilitate our analysis of the views of respondents with different backgrounds, I would like to ask about some of your personal information.**

### **ECON**

C1a. **【 Only if “economically inactive” (i.e. code 2) is chosen in S5】 【 Show card】** As economically inactive persons, you are...

- 1 Homemakers
- 2 Retired
- 3 Unemployed
- 4 Students
- 97 Others (e.g. disabled, chronic patients) (please specify: \_\_\_\_\_)
- 99 **【 Do not show】** Refused

C1b. **【 Only if “economically active” (i.e. code 1) is chosen in S5】**

As an employed person, what is your job position?

**【 Record position】** \_\_\_\_\_

- 1 **【 Do not show】** Managers and administrators
- 2 **【 Do not show】** Professionals
- 3 **【 Do not show】** Associate professionals
- 4 **【 Do not show】** Clerical support workers
- 5 **【 Do not show】** Service and shop sales worker
- 6 **【 Do not show】** Craft and related workers
- 7 **【 Do not show】** Plant and machine operators and assemblers
- 8 **【 Do not show】** Elementary occupations
- 97 **【 Do not show】** Others
- 99 **【 Do not show】** Refused



**IND**C2. **【Only if “economically active” (i.e. code 1) is chosen in S5】**

Which industry does your organisation belong to?

**【Record industry】** \_\_\_\_\_

- 1 **【Do not show】** Manufacturing
- 2 **【Do not show】** Construction
- 3 **【Do not show】** Wholesale, retail, import/ export trades, restaurants and hotels
- 4 **【Do not show】** Transportation, storage and communications
- 5 **【Do not show】** Finance, insurance, real estate and business services
- 6 **【Do not show】** Community, social and personal services
- 97 **【Do not show】** Others
- 99 **【Do not show】** Refused

**PERINC**C3. **【Only if “economically active” (i.e. code 1) is chosen in S5】****【Show card】** What is your monthly personal income?

- 1 Below \$5,000
- 2 \$5,000 to below \$10,000
- 3 \$10,000 to below \$15,000
- 4 \$15,000 to below \$20,000
- 5 \$20,000 to below \$25,000
- 6 \$25,000 to below \$50,000
- 7 \$50,000 or above
- 9 **【Do not show】** Refused

**DIST**

C4. Which district do you live in?

<b><u>HK Island</u></b>	<b><u>Kowloon West</u></b>	<b><u>Kowloon East</u></b>	<b><u>NT West</u></b>	<b><u>NT East</u></b>
1. Central & Western	5. Yau Tsim Mong	8. Wong Tai Sin	10. Kwai Tsing	14. North
2. Wan Chai	6. Sham Shui Po	9. Kwun Tong	11. Tsuen Wan	15. Tai Po
3. Eastern	7. Kowloon City		12. Tuen Mun	16. Shatin
4. Southern			13. Yuen Long	17. Sai Kung
			18. Islands	
99. Refused	<b>【Do not show】</b>			

**\*\* This is the end of the interview. Thank you for your participation. \*\***