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APPENDICES

APPENDIX A: QUESTIONNAIRE1

1. Gender

Male

Female

2. Age.....years

3. Professional Group

Science and Engineering Health Care Business Area

Education Related Field Social Related Field Art

4. If you have to buy product from Internet, what kind of product would you buy?.....

Book Software Music Electronic appliance Clothes

Household item Film Computer device

Cosmetic Toy Food Other

APPENDIX B: QUESTIONNAIRE2

PRODUCT OFFERING

1. If the price is the same, will you choose to shop online?
 Yes No
2. If the online price is a lot cheaper, will you still shop offline?
 Yes No
3. Do you think that Tohome's product is cheap? (Only for Tohome's buyer)
 Expensive Normal Cheap
4. Have you ever shop online?
 Yes No
5. Where do you mostly use computer for shopping? (Only for Tohome's buyer)
 Office Home
6. Why do you shop online? (only for the person who ever shop online)
 1.....
 2.....
 3.....
7. Why don't you shop online? (only for the person who never shop online)
 1.....
 2.....
 3.....
8. What kind of product will you buy online?
 Book Software Music Electronic appliance
 Clothes Household item Film
 Computer device Cosmetic
 Toy Food Medication Other
9. What do you concern when shopping online? (can select at most two)
 Delivery service Product price Security

- Product variety After sales service Payment method
 Special promotion Allow leasing

10. What payment method will you use to buy online?

- Credit card Money order Bank transfer
 Cash Internet Banking

11. What do you concern in select payment method?

- Security Complication Service charge

12. Do you believe shopping on the net is secure?

- True No comment False

13. Do you believe that shopping with Tohome is secure?

(Only for Tohome's buyer)

- True No comment False

14. What delivery method will you choose?

- Self pick up Messenger/Courier EMS Register mail

15. What do you concern in selecting delivery method?

- Speed Price Security Complication

16. What do you think about Tohome delivery service? (Only for Tohome's buyer)

- Excellent Good Ordinary Bad
 Need improvement

17. What do you think about to have a voucher? (Only for Tohome's buyer)

- Like Ordinary Dislike

18. Have you ever use leasing service from Tohome? (Only for Tohome's buyer)

- Yes No

19. What do you think about Tohome's product (Does It offer the product you need)?

(Only for Tohome's buyer)

- Excellent Good Ordinary Bad
 Need improvement

20. What do you think about Tohome's after sales service? (Only for Tohome's buyer)

- Excellent Good Ordinary Bad
 Need improvement

21. Will you shop from Tohome again? (Only for Tohome's buyer)

- Yes No

Brand identity

22. What are the things that you will firstly thinking of after seeing the word Tohome?
(Only for Tohome's buyer)

- Shopping at home shopping 24 hours Cheap Security
 Variety of product Good delivery service

23. Do you think Tohome's name remind you of convenient of shopping at home? (Only for Tohome's buyer)

- Yes No comment No

24. Do you think Tohome's remind you of cheap product or it is relate to cheap product?
(Only for Tohome's buyer)

- Yes No comment No

25. Do you think Tohome's remind you of security or it is relate to security? (Only for Tohome's buyer)

- Yes No comment No

26. Do you think Tohome's remind you of good delivery service or it is relate to good delivery service? (Only for Tohome's buyer)

- Yes No comment No

27. Do you think Tohome's name is short? (Only for Tohome's buyer)

- Yes No comment No

28. Do you think Tohome's name is simple? (Only for Tohome's buyer)

- Yes No comment No

29. Do you think Tohome's name is unique? (Only for Tohome's buyer)

- Yes No comment No

32. Do you like animation banner or static banner?

Animation Static

33. If it has a pop up banner window, will you allow it to download?

Always Sometime Never

34. Do you read all the e-mail you received?

Yes No

35. Do you read the unknown e-mail from the stranger?

Yes No

36. Do you read the e-mail from the stranger, if it has interesting subject?

Yes No

37. Do you always read the e-mail from your friend?

Yes No

BIOGRAPHY

Mr. Kunakorn Srangsiwong was born on April 13th, 1979 in Bangkok, Thailand. He graduated from Chulalongkorn University in 1999 with a Bachelor degree in Computer Engineering in the Faculty of Engineering. In 2000, He started his graduate study at the Regional Centre for Manufacturing Systems Engineering of Chulalongkorn University in the Engineering Business Management joint program between Chulalongkorn University and Warwick Manufacturing Groups of University of Warwick. At present, he is a Manager in Technical Department, Sysnect Information Company Limited.

