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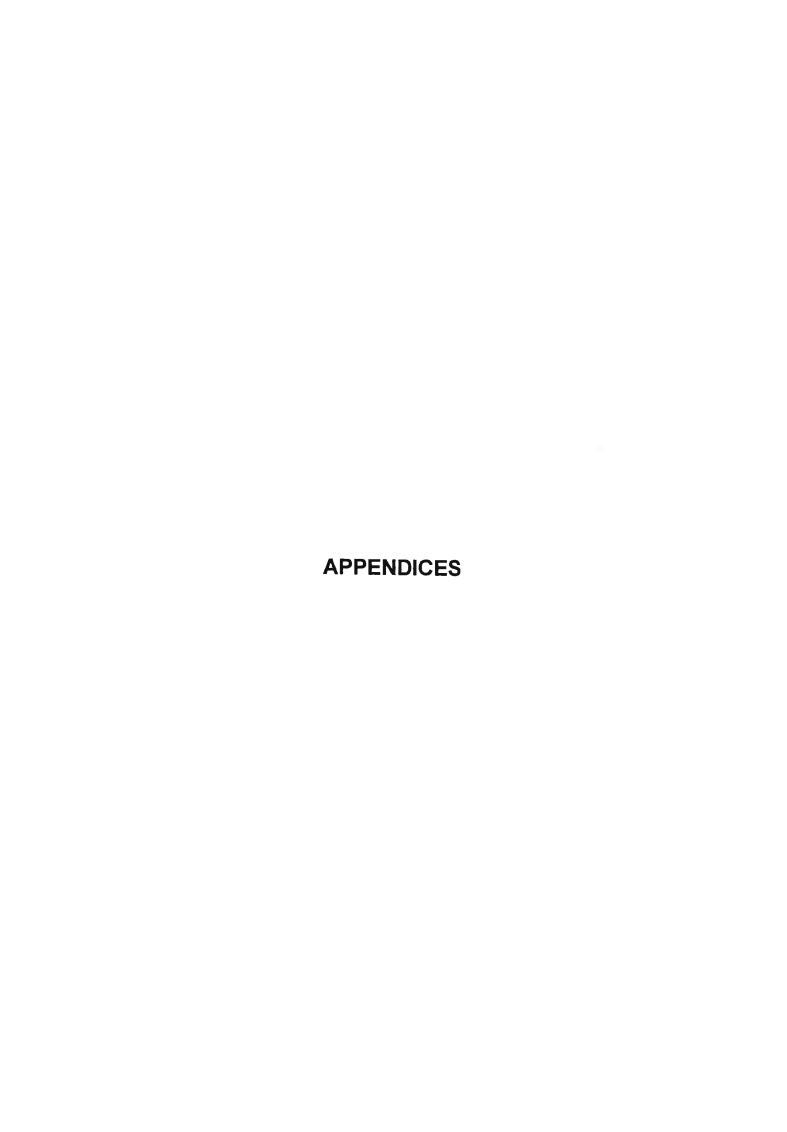
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# **APPENDIX A: QUESTIONNAIRE1**

1. Gende	er				
	Male	Female			
2. Age	years				
3. Profes	sional Group				
	Science and Eng	ineering 🗌 Hea	alth Care 🗌 Business Area		
	☐ Education Relate	d Field 🗌 Soc	cial Related Field  Art		
4. If you	have to buy produ	ct from Internet, w	hat kind of product would yo	u buy?	
	☐ Book ☐ S	oftware 🗌 Mus	sic 🗌 Electronic appliance	☐ Clothes	
	Household item	Film	☐ Computer device		
	Cosmetic T	y 🗌 Food	Other		

## **APPENDIX B: QUESTIONNAIRE2**

### PRODUCT OFFERING

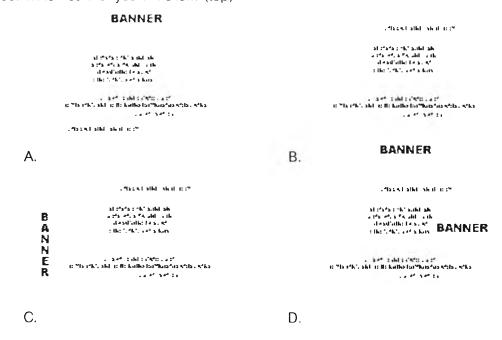
1. If the	ne price is the sa	ame, will yo	ou choose to	shop on	line?		
	Yes	No					
2. If the	ne online price is	s a lot chea	per, will you	still shop	o offline	?	
	☐ Yes	□ No					
3. Do	you think that To	ohome's pr	oduct is che	ap? (Onl	y for To	home's buye	er)
	☐ Expensive		Normal		□-Che	ар	
4. Ha	ve you ever shop	o online?					
	☐ Yes	□No					
5. <b>W</b> h	ere do you mos	tly use com	puter for sho	pping?	(Only fo	r Tohome's b	ouyer)
	Office	□Home					
6. <b>W</b> h	y do you shop c	online? (only	y for the pers	on who e	ever sho	op online)	
	1						
	2						
	3		• • • • • • • • • • • • • • • • • • • •				
7. <b>W</b> h	y don't you shop		•			shop online	)
	1						
	2						
	3						
8. <b>W</b> h	at kind of produ	-					
	∐ Book	L_	] Software	∐ <b>M</b> usi	ic ∐ El∈	ectronic appl	iance
	☐ Clothes		] Household	item		Film	
	☐ Computer of	device	☐ Cos	metic			
	☐ Toy ☐ Foo	d [	<b>M</b> edication		Othe	er	
9. <b>W</b> h	at do you conce	ern when sh	nopping onlin	e? (can	select a	at most two)	
	☐ Delivery se	rvice	☐ Proc	duct pric	e	☐ 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)?
(Or	nly 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)

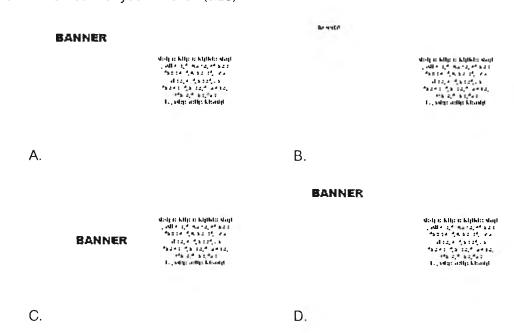
	Ex	cellent	Good	Ordinary	Bad	
	□Ne	ed improvem	ient			
21.	Will you s	hop from Toh	nome again? (O	nly for Tohome's I	ouyer)	
	□ Ye	s 🗆 I	No			
Bra	ind identity	/				
22	What are	the things t	hat you will fire	thy thinking of off	or oooina	the word Tohome?
		ome's buyer)	nat you will lifs	ny minking of an	er seemg	the word Tonome?
(01						По и
				g 24 hours 🗌 Ch	ieap	☐ Security
	•	of product		elivery service		
23.	Do you th	ink Tohome's	name remind y	ou of convenient	of shoppi	iong at home? (Only
for	Tohome's	buyer)				
	☐ Yes	☐ No com	ment 🗌 i	No.		
24.	Do you th	ink Tohome's	remind you of	cheap product or	it is relate	e to cheap product?
(Or	nly for Toho	ome's buyer)				
	☐ Yes	☐ No com	ment 🗆 🗈	10		
25.	Do you t	nink Tohome	's remind you o	of security or it is	relate to	security? (Only for
Toh	nome's buy	yer)				
	☐Yes	☐ No com	ment 🗆 l	<b>1</b> 0		
26.	Do you th	nink Tohome'	s remind you c	f good delivery s	service or	it is relate to good
deli	ivery servi	ce? (Only for	Tohome's buye	r)		
	☐ Ye:	s 🗌 No comi	ment 🗌 t	10		
27.	Do you th	ink Tohome's	name is short?	(Only for Tohome	e's buyer)	
	☐ Yes	☐ No com	ment 🗆 h	<b>V</b> o		
28.	Do you th	ink Tohome's	name is simple	e? (Only for Tohor	ne's buye	r)
	☐ Yes	☐ No com	ment 🗆 t	No		
29.	Do you th	ink Tohome's	name is unique	e? (Only for Tohor	me's buye	er)
	☐ Yes	☐ No comi	ment 🗆 i	۸n		

#### Advertising

#### 30. Which banner you will click? (top)



#### 31. Which banner you will click (size)



32.Do you like animation banner or static banner?		
	Animatio	on Static
32.	If it has a p	oop up banner window, will you allow it to download?
	Always	☐ Sometime ☐ Never
33.	Do you rea	nd all the e-mail you received?
	Yes	□ No
34.	Do you rea	d the unknown e-mail from the stranger?
	☐ Yes	□No
35.	Do you rea	d the e-mail from the stranger, if it has interesting subject?
	☐ Yes	□ No
36.	Do you alw	vays read the e-mail from your friend?
	☐ Yes	□ No

## **BIOGRAPHY**

Mr. Kunakorn Srangsriwong was born on April 13<sup>th</sup>, 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.

