

E-Commerce Use Survey

Name of the interviewer:

Name of the interviewee:

1. Have you ever used the Internet to purchase something you want?

YES

NO

2. If yes:

How many times in the last six months have you used the Internet for shopping?

What types of items did you purchase?

What do you think is the most important advantage of shopping on the Internet?

3. If no:

Why have you not used the Internet for shopping? Check all that apply.

Do not own a computer

Have no access to a computer

Do not know how to use the Internet

Do not like to give out personal information and credit card numbers over the Internet

Other

4. Would you use e-commerce if a computer was available?

YES

NO

5. Share your findings with the rest of your classmates and write a brief summary of the findings below.