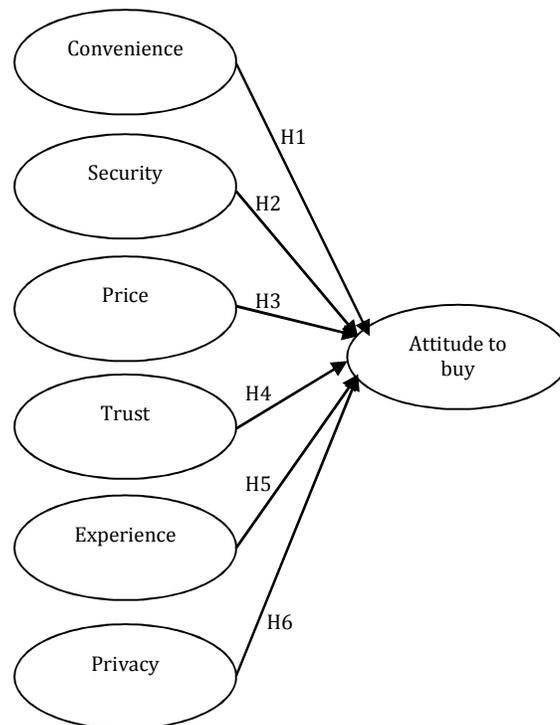


FACTORS AFFECT TO E- CONSUMER'S ATTITUDE TO BUY IN THE ONLINE COMMODITIES MARKET

Mô hình:



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1. Tư vấn mô hình nghiên cứu/bảng câu hỏi/ training trực tiếp về các bước làm luận văn như là: phân tích hồi quy, phân tích nhân tố, Cronbach's Alpha... trong SPSS, và mô hình SEM, CFA, AMOS.
2. Cung cấp/chỉnh sửa số liệu khảo sát phù hợp với bảng câu hỏi của bạn để chạy ra kết quả có ý nghĩa thống kê.

Bảng câu hỏi:

<i>Item #</i>	<i>Variable</i>	<i>Current scale</i>
		"Security"
1	SECU1	I am concerned about e-security when purchasing online
2	SECU2	I am concerned about online fraud when I carry out transactions online
3	SECU3	I am concerned about private information and credit card security online
4	SECU4	I have security concerns when purchasing from a new e-retailer
5	SECU5	I am concerned about viruses and malware when purchasing online
6	SECU6	I feel secure making payments on the internet
7	SECU7	I am willing to give my credit card number only to online companies that use secure payment transactions (SSL)
		"Trust"
8	TRUS1	I have to trust an e-retailer before making a purchase
9	TRUS2	I always buy commodities from the same e-retailer
10	TRUS3	I purchase only from e-retailers that also have offline presence
11	TRUS4	If my previous experience with an e-retailer has been good I would recommend it to other people
		"Price"
12	PRIC1	If my previous experience with an e-retailer has been good I will visit this site first when I want to buy within the same product category
13	PRIC2	I am prepared to pay more to purchase a commodity from an eretailer that I trust
14	PRIC3	I am a price sensitive customer
15	PRIC4	I will search for the cheapest e-retailer
16	PRIC5	I expect commodities online to be cheaper than offline
17	PRIC6	I do not switch from one e-retailer to another when buying commodities online
18	PRIC7	I am not prepared to give private information and credit card details to online companies
19	PRIC8	If my previous experience with an e-retailer has been good I would recommend it to other people
		"Convenience"
20	CONV1	The easiness of comparison shopping online is important to me
21	CONV2	To be able to purchase commodities at any time on any day is important to me

22	CONV3	The greater choice of commodities online is important to me
23	CONV4	I buy commodities online because it is less time consuming than offline
24	CONV5	It is less time consuming to buy commodities online than offline
		"Experience "
25	EXPE1	The Internet enables (will enable) me to complete shopping quickly
26	EXPE2	The Internet makes (will make) it easy to do comparison shopping
27	EXPE3	The Internet gives (will give) me access to useful shopping information
28	EXPE4	Learning to use the Internet for shopping was (would be) easy for me
29	EXPE5	I believe that Internet shopping is (will be) cumbersome
30	EXPE6	Using the Internet for shopping is (will be) frustrating
		"Privacy "
31	PRIV1	My privacy would be compromised on the Internet
32	PRIV2	Internet retailers cannot be trusted to safeguard my privacy
33	PRIV3	Do you believe that online sites will actually honor privacy policies they have posted?
34	PRIV4	Would you be more comfortable about on-line transactions if the site had a privacy seal or some other demonstration that a third-party audit of its privacy policies has been completed?
		"Attitude to buy"
35	ATT1	I think using online shopping is good for
36	ATT2	I think using online shopping is beneficial for me
37	ATT3	I have positive opinion of online shopping