

This questionnaire is being done by Philip Brulez, MBA student at Bogazici University. The information provided will be used as part of the statistical analysis of a research project. No data personal data will be given to 3rd parties.

1. Please visit the following website:

<http://www.hepsiburada.com/department.aspx?CategoryID=248>

pick a camera that best fits your personal needs.

DO NOT create an account or make a purchase from the shop. This questionnaire only takes into account your selection process and how you reached your selection.

2. Answer the following questions about yourself and your decision process.

3. Save the answers and email it to Philip.brulez@gmail.com

Thank you for your help

If you have any problems or question please let me know: Philip.brulez@gmail.com

Please Answer the flowing questions:

Gender	Male:	Female		
Age	10-15:	16-18:	19-23:	24-28:
	29-35:	35-40:	41-50:	50+:
Highest Education completed:	High school:	Under graduate:		
	Graduate:	PhD:		
		Strongly disagree		Strongly agree

I frequently shop online

I am an advanced internet user

I fell safe when surfing the internet

When shopping online, I look for:

- a) cheap prices
- b) fast service/delivery
- c) items hard to find locally
- d) Other: _____

I would use my credit card to purchase from the online vendor

I am very likely to provide the online vendor with the personal information it needs to better serve my needs

I feel safe in my transactions with the website

I noticed user ratings comments on the website

There are many people using this website

I trust the website to keep my personal information safe

I trust the product information on the website

Based on my dealing with the online vendor in the past I know them to be honest and trust worthy

Strongly disagree

Strongly agree

There are many users making comments

There are a few very active users responsible for most comments and ratings

User ratings and comments are made by people of high competence

User ratings and comments are made by people of high trustworthiness

The website is easy to use

Learning to operate the website is easy

It is easy to interact with the website

My interactions with the website is clear and understandable

The website is useful for searching and buying a digital camera

The website makes it easy to search and buy a digital camera

The website has useful product information

The website improved my productivity searching and buying a digital camera

The user ratings and comments made it easier for me to make a decision

The user ratings and comments gave useful information about the product

I trust the user ratings and comments more than the information given by the website administrator / product manufacture

Thank you!

If you received this questionnaire by email please send it back to the address indicated on the first page.