

Appendices



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Appendices

Appendix 1 - Preliminary questionnaire for effective web site

1. What are the objectives that management seeks to achieve with Product promotional website?
2. What do you mean by 'Effective Website'?
3. What features you think to include for 'effective website' in service industries?
4. What do you think promoting a service/product through internet in Sri Lanka?
 - 4.1 Is it effective?
 - 4.2 If not why?
 - 4.3 Literacy level
 - 4.3.1 What do you think the Internet literacy level in Sri Lanka?
 - 4.3.2 Will it positive in Sri Lanka for Internet marketing?
5. Do think that quick accessibility is a feature for effective website?
Search Engines?



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Appendix 2 – User questionnaire

Project Title **Internet based Marketing of Service Industries in Sri Lanka**

University **University of Moratuwa, Moratuwa, Sri Lanka**

The purpose of this project is to observe the effectiveness of internet based marketing of service industries in Sri Lanka. The information contained in this questionnaire will remain completely confidential and used purely for academic purpose. Neither yourself nor your organization will be identified any publication resulting from this research project.

Guidelines to answer :

- ✓ Please mark the 'x' or '✓' for your selected answer category.
- ✓ If you use or provide more than one rating please do rating with using numbers.

1. Your Profile

1.1 Your age group

18-30	31-43	44-56	57-69

1.2 Gender Male Female

1.3 Education

Lower O/L	O/L	A/L	Diploma/ Higher Diploma	Graduate	Post Graduate

1.4 Your Internet Access

At Home	
At Work/College	
At Home and work/College	
At public internet access point	

2. Internet availability and accessibility

2.1 What do you use mostly from following service categories ?

Hotel	Education	Health	Air Transportation	Finance	Other

Please state the category, if you marked other category

2.2 What is your internet browsing frequency for services ?

Very High	High	Moderate	Low	Very Low

2.3 What is your success on finding service information through internet

Very High	High	Moderate	Low	Very Low

3. Interests on Web site characteristics

Please mark the rating of your interest on following characteristics in service web-site/s you stated under 2.1

		Very High	High	Moderate	Low	Very Low
3.1	Easy to remember Web-site URL					
3.2	Easy to do a comprehensive search					
3.3	Availability of links to other related services					
3.4	Should be Up to date					
3.5	Availability of on line information					
3.6	Use of Comprehensive FAQ					
3.7	Use of popular search engines for information search					

		Very High	High	Moderate	Low	Very Low
3.8	Easiness to find out web-site Address 3.8.1 Availability in company printed materials 3.8.2 Publish in news papers & TV Commercials					
3.9	High speed connectivity to the web-site					
3.10	Multi-Lingual facility (Many Languages)					

4. Benefits of Internet Transactions

This section evaluates your interest of transacting a service through internet. Please do a rating on your expectation or experience.

		Very High	High	Moderate	Low	Very Low
4.1	Assortment – Availability of collection of services					
4.2	Satisfactory level about Product quality					
4.3	Pricing of the service					
4.4	Your satisfactory level on time saving					
4.5	Convenience of service purchased					

5. Perception of the risks about the Internet Transactions

*Please state your rating of perception about the **risk** of doing Internet transaction on following aspects.*

		Very High	High	Moderate	Low	Very Low
5.1	Product quality					

5.2	Purchasing method					
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		Very High	High	Moderate	Low	Very Low
5.3	Availability of trusted payment gateway or an other trusted method for payments					
5.4	Fast change of technology					

6. Additional Web Services

Please state that you think, the additional web-services, which will enhance the interest of web site.

		Very High	High	Moderate	Low	Very Low
6.1	Facilities of service ordering, booking or placing a special requests					
6.2	Quick response for E-mails					
6.3	Tele-Marketing Support					
6.4	Availability of query facilities on services					

Any other web services other than above:

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7. Your habits of transactions

Please state your rating on following methodologies regarding your purchasing patterns of services.

		Very High	High	Moderate	Low	Very Low
7.1	Use of internet for information search and purchase					
7.2	Use of internet for information search and purchase from outside					

7.3	Information search from outside and purchase through internet					
7.4	Information search and purchase from outside					

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4.5	It has a huge potential with a large customer base	
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5. Your promotion of services on

5.1	Urban Sri Lankans	
5.2	Rural Sri Lankans	
5.3	Urban Corporate Customer	
5.4	Rural corporate Customer	
5.5	Foreigners	
5.6	Suppliers or Associate of the Organization	
5.7	None Of above	

6. What is your main attention on your web-site?

6.1	Look and fields	
6.2	Up to date Service details	
6.3	Security of Payment Gateway	
6.4	Methods of information search	
6.5	Multi-Lingual facility	

7. What is your targeted customer-base ?

Less than 5,000	5,000- 15,000	15,000- 25,000	25,000- 35,000	35,000- 45,000	Above 45,000

8. What is your advertising method of your web site?

8.1	Via Internet	
8.2	Via company printed materials	
8.3	News Papers	
8.4	Radio and /or Television	
8.5	Promotional Campaigns	
8.6	Do not advertise	

9. What is your pricing of service comparison with normal services?

Less than 5%	Less than 5%-10%	Same	More than 5%-10%	More than 10%

10. Convenience of selling services through internet over traditional method?

Very High	High	Moderate	Low	Very Low

11. What is the delivery method you use to deliver goods/service is sold to the customer?

11.1	On Line delivery	
11.2	Delivery at your service site	
11.3	Delivery with your own	
11.4	Delivery by third party	

12. How important the delivery of quality product to the customer ?

12.1	Absolutely Critical	
12.2	Critical	
12.3	Important	
12.4	Not Important	

13. How do you publish your service quality?

14.1	Publish all the service information in web pages	
14.2	Including the query facilities	
14.3	Customer desired selection of service components	
14.4	Including service visuals	
14.5	Do not publish the product quality	

14. What is your rating of customer satisfaction of your service?

Very High	High	Moderate	Low	Very Low

15. What do you think on giving a quality service to your customer?

15.1	Good will of the company	
15.2	Keep the trust of the customer	
15.3	Attention on customer requirement and try to fulfill it with your limited resources	
15.4	Employee your resources reasonably to your customer satisfaction	

16. What is your opinion of building trust with the customer when on line purchasing?

Very Important	Important	Moderate	Not Important

17. What is your most appealing factor of your customer?

Price	Quality	Speed of service

18. Your experience of the cost of your on-line business?

18.1	Very Low	
18.2	Low	
18.3	Moderate	
18.4	High	
18.5	Very High	

According to your answer for 18, Please follow up the following instructions.

- a. If your answer for 18 is 18.1 or 18.2, Please answer for the question 19.
- b. If your answer for 18 is 18.3, Please answer for the question 20.
- c. If your answer for 18 is 18.4 and 18.5, Please answer for the question 21.

19. The reason for the lower of cost of service

19.1	None interference of Intermediaries	
19.2	Availability of small Network and accessories	
19.3	None availability of high tech structure	
19.4	On-line Business is handle by a third party (Internet Service Provider (ISP))	
19.5	Low Priority for on-line business	

20. What is the reason for moderate

20.1	Mix of None interference of Intermediaries and with intermediaries	
20.2	Availability of middle range Network and accessories	
20.3	Availability of middle level technical structure	
20.4	On-line Business is handle by a third party (Internet Service Provider (ISP))	
20.5	Equal Priority for on-line business	

21. What is the reason for high?

21.1	Interference of Intermediaries	
21.2	Availability of large Network and accessories	
21.3	Availability of latest technical structure	
21.4	On-line Business is handle by the organization itself	
21.5	High Priority for on-line business	

22. What measures have you taken to keep your web site up to date?

22.1	Frequent observation on the site contents and its functionality	
22.2	Availability and design of promotional campaigns	
22.3	Availability Customer relationship management team or personnel	
22.4	Separate IT team for web-site maintenance	
22.5	Immediate responses for the customer complains	

23. What effort your company put to have an on line shop secure?

23.1	Application of best available methodologies of security in the world	
23.2	Continuous attention and monitoring of hacking and unauthorized methods of access reported in worldwide.	
23.3	Availability of advisor.	
23.4	Employment of lowest level hacking opportunities in the website.	
23.5	Still need to in security related technology	

24. What are the measures taken to maintain your website speed?

24.1	Removal of unnecessary objects	
24.2	Application of backups and hence removal of unnecessary data	
24.3	Minimal use of images	
24.4	Maintain of higher memory	
24.5	Still need to look at this area	



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