

RESOURCE | MOBILE SHOPPING MOTIVATION SURVEY

Good morning,

We are [x] company and we want to find out why people buy products with their mobile devices. By buying we mean buying process, activities such as order, pay and compare features or prices. Mobile device is any device that has access to the Internet and doesn't need connection to the power supply to use it, for example mobile phone, tablet or laptop. The survey is anonymous. The results will be used to improve mobile payment process for consumers. The estimated completion time is 12 minutes.

Please answer the questions below by left clicking on the radio button with an answer. Please select only one answer for each statement.

#1 QUESTION - SCREENING QUESTION

Have you bought something using the mobile device in the last 12 months?

☐ YES ☐ NO

Please rate how much do you agree or disagree with the following statements:

#2 QUESTION

It is fast to buy products using a mobile device.

☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#3 QUESTION

It is comfortable to buy products using a mobile device.

☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#4 QUESTION

I think mobile device is useful for buying products.

☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE



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#5 QUESTION

I think learning how to use a mobile device for buying products is intuitive.

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#6 QUESTION

I think using a mobile device for buying products is free of effort

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#7 QUESTION

I think using a mobile device for buying products is simple

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#8 QUESTION

Prices of the products are generally attractive when using a mobile device for buying

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#9 QUESTION

The price/quality ratio when using a mobile device for buying products is good

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#10 QUESTION

Using a mobile device for buying products is beneficial from a financial point of view

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE



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#11 QUESTION

Using a mobile device for buying products is fun

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#12 QUESTION

It is a pleasure to use a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#13 QUESTION

Using a mobile device for buying products is entertainment

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#14 QUESTION

Using a mobile device for buying products has become a habit for me

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#15 QUESTION

I am addicted to using a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#16 QUESTION

I must use a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE



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#17 QUESTION

I believe there is a risk associated with using a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#18 QUESTION

There is a possibility of serious financial loss when using a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#19 QUESTION

There is an uncertainty associated with using a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#20 QUESTION

My family thinks that it's good to use a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#21 QUESTION

My friends think that it's good to use a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#22 QUESTION

People who are important to me think that it's good to use a mobile device for buying products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE



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#23 QUESTION

I am going to use a mobile device to compare features of the products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#24 QUESTION

I am going to use a mobile device to compare prices of the products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#25 QUESTION

I am going to use a mobile device to order products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#26 QUESTION

I am going to use a mobile device to make payments for the purchased products

- ☐ STRONGLY DISAGREE ☐ DISAGREE ☐ SOMEWHAT DISAGREE ☐ NEITHER AGREE NOR DISAGREE ☐ SOMEWHAT AGREE ☐ AGREE ☐ STRONGLY AGREE

#27 QUESTION

What is your gender?

- ☐ MALE ☐ FEMALE ☐ PREFER NOT TO SAY

#28 QUESTION

What year you were born?

Thank you for your input. You help us change the way people will use mobile devices for buying.

