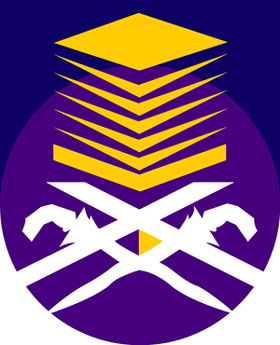
**Faculty of Information Management**

**Universiti Teknologi MARA**

**Puncak Perdana Campus**

**Section U10, 40150 Shah Alam**

**Selangor**



*Dear Sir / Madam,*

**MEASURING THE CONTINUOUS USE OF MOBILE WEB**

We are lecturers from the Faculty of Information Management, Universiti Teknologi MARA and currently undertaking research on the above topic. We would be grateful if you could be kind enough to spend a few minutes to answer this research questionnaire which aims to look individual web user behavior and the corresponding determinants.

Rest assured that your replies will be strictly confidential and that no individual will be named in the research report. All information gathered will be used only for the purpose of this research. If you have any enquiries with regard to this questionnaire, please do not hesitate to contact us at +60192345700 / +60379622165. We can also be reached via e-mail at [norizananwar@gmail.com](mailto:mnoormanm@gmail.com) or [norizan8027@salam.uitm.edu.my](mailto:norizan8027@salam.uitm.edu.my).

We look forward to receiving to your quick response. Your cooperation is highly appreciated.

Thank you.

Yours sincerely,

Norizan Anwar

Dr. Mokter Hossain

Farrah Diana Saiful Bahry

Noraizan Amran

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **DEMOGRAPHIC INFORMATION: Please give your answer by marking 🗸 on the appropriate boxes:** | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
| 1. **Please indicate your gender :** | | * Male | | * Female | | | | | | | | |  | | | | | |
| 1. **Please indicate your age range:** | | | | | | | | | | | | | | | | | | |
| * 20 – 25 years * 26 – 30 years | * 31 – 35 years * 36 – 40 years | | * 41 – 45 years * 46 – 50 years | | | | | * 51 – 55 years * > 55 years | | | | | | | | | | |
| 1. **Please indicate your highest academic qualification:** | | | | | | | | | | | | | | | | | | |
| * Diploma * Bachelor | * Masters * Doctorate | | * Others (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
| 1. **How long have you been involved with mobile web usage (e.g. 10 years)?** | | | | |  | |  | | | **years** | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
| **Mobile web : Refer to the access to the world wide web (www) via mobile devices (e.g. smartphone & tablets) where the role of the web as a platform to deliver content, application and services.** | | | | | | | | | | | | | | | | | | |
| **Please indicate to what extent do you agree with the following statements by marking 🗸 on the appropriate scales.** | | | | | | | | | | | | | | | | | | |
| **Intention to Continuously Use** | | | | | | | | | | | | | | | | | | |
| With respect to intent to continue using mobile web, | | | | | | **Strongly**  **Disagree** | | | | | | **Neutral** | | | | **Strongly**  **Agree** | | |
| 1. If I need to search for any information, I would expect to use it. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. If asked, I would likely recommend it as an ideal platform. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. If I intend to continue using web 4.0 tool, rather than discontinue its use. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. My intentions are to extend my use of mobile web tool rather than using any alternative means (e.g. desktop web). | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. If I could, I would like to discontinue my use of mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. Overall, I am satisfied with mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| **Use of Mobile Web** | | | | | | | | | | | | | | | | | | |
| I usually use mobile web to go to, | | | | | | Never | | | | | | **Neutral** | | | | **All the times** | | |
| 1. … Wikipedia | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … Search Engine (i.e Google, Yahoo etc) | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … YouTube | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … Blog | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … Online Banking | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … Email | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| **Use of Mobile Web Online Tools** | | | | | | | | | | | | | | | | | | |
| I usually use mobile web online tools for, | | | | | | **Never** | | | | | | **Undecided** | | | | **Daily** | | |
| 1. … build own website. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … maintain own website. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … search general information. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … access any learning material (e.g. cooking recipe, electronic product specification etc.). | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … purchase item. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … review online product. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … send email. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … receive email. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … refer map. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … leisure reading. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … find video. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … watch video. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … upload video. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … download video. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … download music. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … compose music. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … search graphic. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … download graphic. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … create image. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … manipulating image. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| **Usage Trends** | | | | | | | | | | | | | | | | | | |
| I usually involved with selected mobile web application to, | | | | | | **Never** | | | | | | **Undecided** | | | | **Daily** | | |
| 1. … play game. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … share photos. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … contribute to Wikipedia. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … use Wikipedia. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … read others blog. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … create own blog. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … access to own profile. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … access to other people profile. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| **Social Influence** | | | | | | | | | | | | | | | | | | |
| People who, | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly**  **Agree** | | |
| 1. … influence my behavior think I should use mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … are important to me think that I should use mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … use mobile web has been helpful in the use of it. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| **Perceived Usefulness** | | | | | | | | | | | | | | | | | | |
| Using mobile web would, | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly**  **Agree** | | |
| 1. … improve my performance in web content and web application use. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … improve my productivity in web content and web application use. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … enhance my effectiveness in web content and web application use. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … enables my helpfulness in web content and web application use. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … increase my diversity in web content and web application use. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. I think using mobile web is very useful for me to engage in o web content and web application use. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| **Perceived Ease of Use** | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly Agree** | | |
| 1. Leaning to use mobile web is easy for me. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. My interaction with mobile web does not require a lot of mental effort. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. My interaction with mobile web is clear and understandable. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. It is easy to get mobile web to do what I want it to do. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. It is easy for me to become skillful at using mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. It is easy to use mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| **Subjective Norms** | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly Agree** | | |
| 1. People who influence my behavior think that I should use mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. People who are important to me think that I should use mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. People whose opinions I value prefer that I should use mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| Quality | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly Agree** | | |
| While using mobile web, | | | | | |  | | |  | |  | | |  |  | |  |  |
| 1. … I can accept the page layout (e.g. page size, scrolling and navigation bar). | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … I can accept the page content (e.g. content, graphic, color, background image). | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … I don’t have to wait too long (responsive time). | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … no error page occurs. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
|  | | | | | |  | | |  | |  | | |  |  | |  |  |
| Security | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly Agree** | | |
| 1. I feel like my privacy is protected using mobile web. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. I feel that the transaction at mobile web is secure. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. Nobody can access my private data saved in any mobile web application only if authorized by me. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. I feel mobile web application does not share my personal information with others. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. Mobile web runs on secure networks and datacenters. | | | | | |  | | |  | |  | | |  |  | |  |  |
| Reliability | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly Agree** | | |
| Mobile web, | | | | | |  | | |  | |  | | |  |  | |  |  |
| 1. … quickly delivers what I order. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … runs on reliable networks and datacenters. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … makes request available for any search within a suitable time frame. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … insists on providing a long-term respond time. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| Responsiveness | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly Agree** | | |
| Mobile web, | | | | | |  | | |  | |  | | |  |  | |  |  |
| 1. … provides me with convenient options for help. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … provide user exactly content display upon request. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … application are never too slow to respond to users’ requests | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. … give me option of an alternative view (e.g. desktop view). | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| Trust | | | | | | **Strongly Disagree** | | | | | | **Neutral** | | | | **Strongly Agree** | | |
| 1. I believe that mobile web application provide the necessary technology knowledge to carry out the online transaction. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. The chance of having a technical failure in online transactions of mobile web is quite small. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. I can always predict performance of mobile web from my past experience with any website. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. I tend to relax when I am dealing with the mobile web that I have had a pleasant experience with. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. I believe mobile web will perform to the outmost of the user benefit. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| 1. Mobile web applications do demonstrate their belief in the user is always right. | | | | | | ① | | | ② | | ③ | | | ④ | ⑤ | | ⑥ | ⑦ |
| **Please describe (if any) your other continuous use of web 4.0** | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
| **🙦 THANK YOU SO MUCH FOR YOUR COOPERATION 🙤** | | | | | | | | | | | | | | | | | | |