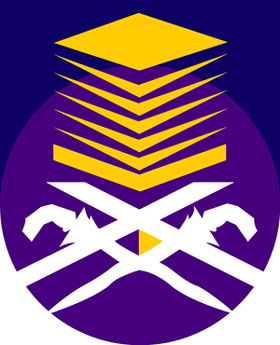
**Faculty of Information Management**

**Universiti Teknologi MARA**

**Puncak Perdana Campus**

**Section U10, 40150 Shah Alam**

**Selangor, Malaysia**



**Department of Computer Science**

**University of Alabama**

**Tuscaloosa, AL 35487, USA**



*Dear Sir / Madam,*

**MEASURING THE CONTINUOUS USE OF MOBILE WEB**

This questionnaire is designed to collect information on factors that may determine individual continuously use of mobile web. Thus, the purpose is to investigate the status of each factors among information professional and undergraduate & postgraduate students; and to examine the determinants that influence the continuous use of mobile web.

We are lecturers from the \*Faculty of Information Management, Universiti Teknologi MARA, Malaysia and \*\*Department of Computer Science, University of Alabama, USA 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 at which factors determine individual continuously use of mobile web 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

\*Farrah Diana Saiful Bahry

\*Noraizan Amran

\*\*Dr. Mokter Hossain

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **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. **Please indicate your involvement with mobile web usage in year:** | | | | | | | |  | | | | |  | |  | | | |
|  | | | | | | | | | | | | | | | | | | |
| **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 mobile web, rather than discontinue its use. | | | | | ① | | ② | | ③ | | | ④ | | ⑤ | | | ⑥ | ⑦ |
| 1. My intentions are to extend my use of mobile web 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. … 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 involved with selected mobile web application to, … | | | | | **Never** | | | | | **Undecided** | | | | | | **Daily** | | |
| 1. … access/build/create/maintain own website/profile (via Facebook, Instagram, Tweeter etc.). | | | | | 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. … review/purchase online product/item. | | | | | ① | | ② | | ③ | | | ④ | | ⑤ | | | ⑥ | ⑦ |
| 1. … send/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/watch/upload/download video. | | | | | ① | | ② | | ③ | | | ④ | | ⑤ | | | ⑥ | ⑦ |
| 1. … download/compose music. | | | | | ① | | ② | | ③ | | | ④ | | ⑤ | | | ⑥ | ⑦ |
| 1. … search/download graphic. | | | | | ① | | ② | | ③ | | | ④ | | ⑤ | | | ⑥ | ⑦ |
| 1. … create/manipulating image. | | | | | ① | | ② | | ③ | | | ④ | | ⑤ | | | ⑥ | ⑦ |
| 1. … play game. | | | | | ① | | ② | | ③ | | | ④ | | ⑤ | | | ⑥ | ⑦ |
| 1. … access/read to other people blog/profile (via Facebook, Instagram, Tweeter etc.). | | | | | 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 |
| **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 |
| 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 |
| 1. … makes request available for any search within a suitable time frame. | | | | | ① | | ② | | ③ | | | ④ | | ⑤ | | | ⑥ | ⑦ |
| **Please describe (if any) your other continuous use of mobile web** | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
|  | | | | | | | | | | | | | | | | | | |
| **🙦 THANK YOU SO MUCH FOR YOUR COOPERATION 🙤** | | | | | | | | | | | | | | | | | | |