Survey Questionnaire

**Background:**
I am a Master of Computer Science student, undertaking a dissertation in the area of Mobile Content Management Development Tool in Hypermarket in Malaysia. I am undertaking some research which will help me decide which areas I will focus on. Your answers to this questionnaire will therefore be in valuable, as it will allow me to ensure the data collection is supporting my work and served to my research purpose. All information provided is strictly confidential and anonymous.

**Definitions:**

**Mobile Technology** makes one’s living life on the go easier and simpler. Most of us in the world today can take advantage of mobile technology gadgets available today for communication, entertainment and direction at your fingertips. In general by mobile device we mean hand phones and PDA phones, but more generally we might think of any device that is small, autonomous and unobtrusive enough to accompany us in every moment in our everyday life, and that can be merely a few lifestyle improvements made possible with mobile technology. These small tools can be seen as instruments for accessing content, either stored locally on the device or reachable through interconnection. They can also be a tool for interacting with people, via voice and through the exchange of written messages, still and moving images as well as a good helper in providing directions.

**Content Management** is a set of processes and technologies that support the evolutionary life cycle of digital information. This digital information is often referred to as content or, to be precise, digital content. Digital content may take the form of text, such as documents, multimedia files, such as audio or video files, or any other file type which follows a content lifecycle which requires management.

**Hypermarket** is an extremely large self-service retail outlet with a warehouse appearance. It provides a gigantic retail facility which carries an enormous range of products under one roof, including full lines of groceries and general merchandise. When they are planned, constructed, and executed correctly, a consumer can ideally satisfy all of his or her routine weekly shopping needs in one trip to the hypermarket.
1. Which of the following best describes your role?
   - Sales Executive
   - Marketing Executive
   - Secretary
   - Administrator
   - IT engineer
   - Other professionalism, please specify: ____________________________

2. Which of the following best describes your professional's primary focus?
   - Manufacturing
   - Utility
   - Professional Service Provider
   - Information Technology Developer
   - Retail / Distribution
   - Government
   - Non-profit organization
   - Transportation
   - Other, please specify: ____________________________

3. Where are you personally based?
   - West Malaysia
   - East Malaysia
   - Other, please specify: ____________________________

4. Sex
   - Female
   - Male

5. Age
   - 18-21
   - 22-25
   - 26-30
   - 31-45
   - 46+
6. How often do you use a PDA or mobile phone in order to access online content?
   - Every Day
   - 2-3 times a week
   - Once a week
   - Once every 2 weeks
   - Once a month
   - Less than once a month
   - Never

7. If the answer to the previous question was not “never”, what services have you used through the PDA or mobile phone?
   - Banking
   - Web browsing
   - Email
   - E-shopping
   - Other, please specify: ___________________________ ___________________________

8. What are the mobile technology devices that you are currently using?
   - Mobile phones
   - Smart phones / PDA phones
   - Laptop computers
   - MP3 / MP4 Players
   - Handheld Televisions
   - GPS (Global Positioning System)

9. What type of mobile technologies that connects you to the network or to the Internet while on the go? (Please check all that apply).
   - Bluetooth
   - Wi-Fi (Local Area) – Hot Spots
   - VPN (Virtual Private Network)
   - 3G Hand phone
   - Dial Up
   - Satellite
   - Other, please specify: ___________________________
10. If the hypermarkets in Malaysia were to provide a range of new services available to people accessing the hypermarkets’ sites through a PDA or mobile phone, which do you think would be most useful? Please select the most beneficial from the following

- Checking the price of a product
- Obtaining more related information about a product. E.g.: Ingredient contained, expiry date and etc.
- "How to use / apply" enquiries about a product. E.g.: Direction to use
- Items on promotion
- Online catalogues
- Virtual store assistant
- Customer Service

If you have other suggestions on how this Mobile Content Management for hypermarkets in Malaysia would benefit Malaysians’ consumers that is not listed above, please enter here:


11. Please rate accordingly your requirements on the new services offered by this Mobile Content Management Tool for hypermarkets in Malaysia.

(1: Not Require; 5: Strongly Require)

- Checking the price of a product
  1 2 3 4 5

- Obtaining more related information about a product. E.g.: Ingredient contained, expiry date and etc.
  1 2 3 4 5

- "How to use / apply" enquiries about a product. E.g.: Direction to use, expiry date and etc.
  1 2 3 4 5

- Items on promotion
  1 2 3 4 5

- Online Catalogues
  1 2 3 4 5

- Virtual store assistant
  1 2 3 4 5

- Customer service
  1 2 3 4 5
12. Do you think this Mobile Content Management Tool for hypermarkets in Malaysia would definitely beneficial or improve your shopping experience?
(1: Strongly Disagree; 5: Strongly Agree) 1 2 3 4 5

13. Do you agree that mobile online catalogue, promotional items and products can be searched via Mobile Content Management Tool for hypermarkets in Malaysia?
(1: Strongly Disagree; 5: Strongly Agree) 1 2 3 4 5

14. Do you feel that the development of Mobile Content Management Tool for hypermarkets in Malaysia would offer time service? For example, get the right information at the right time.
(1: Strongly Disagree; 5: Strongly Agree) 1 2 3 4 5

15. I would give full support towards the development of Mobile Content Management Tool for hypermarkets in Malaysia.
(1: Strongly Disagree; 5: Strongly Agree) 1 2 3 4 5

Name of participant: ________________________________
Signature: _________________________________________
Date: _____________________________________________

THANK YOU

If you have any queries, kindly call at +6012 3027412 or email to lahghee@yahoo.com