INTERVIEW QUESTION FOR RESEARCH
TITLE
IDENTIFICATION OF TRUST FACTOR ON E-COMMERCE USAGE

Instruction: Please express your opinion after you have visit the Giant Online Mini Market (GOOM) website.

Section A: (Content)

1. The e-commerce website provides easy access to information able to makes people trust to the e-commerce usage. Yes/No
   
   Reason : 

2. The e-commerce website provides search information facility able to makes people trust to the e-commerce usage. Yes/No

   Reason :

3. Information of the e-commerce websites updated frequently able to makes people trust to the e-commerce usage. Yes/No

   Reason :

4. The website provides correct and sufficient information about products and services able to makes people trust to the e-commerce usage. Yes/No

   Reason :

5. The website provides detail information about merchant able to makes people trust to the e-commerce usage. Yes/No

   Reason :

Section B: (Security)

6. The e-commerce website displayed trust Seal able to makes people secure to trust the e-commerce usage. Yes/No

   Reason :
7. The e-commerce website displayed testimonial able to makes people secure to trust the e-commerce usage. Yes/No
   Reason : 

8. Merchant’s brand name clearly stated able to makes people secure to trust the e-commerce usage. Yes/No
   Reason : 

9. The e-commerce website enables two way communications between consumer and merchant able to makes people secure to trust the e-commerce usage. Yes/No
   Reason : 

10. The e-commerce website provides clearly stated return policy able to make people secure to trust the e-commerce usage. Yes/No
   Reason : 

11. The e-commerce website provides clearly security policy able to make people secure to trust the e-commerce usage. Yes/No
   Reason : 

Section C: (Privacy)

12. The e-commerce website provides clearly stated privacy policy able to makes people trust to the e-commerce usage. Yes/No
   Reason : 

13. The e-commerce website provides logon password able to makes people trust to the e-commerce usage. Yes/No
   Reason : 

14. The e-commerce website provides ability to personalize user contents able to makes people trust to the e-commerce usage. Yes/No
   Reason : 

Section D: (Presentation)

15. The e-commerce website applied less Graphical able to makes people trust to the e-commerce usage. Yes/No

   **Reason** : 

16. The e-commerce website applied less Animation able to makes people trust to the e-commerce usage. Yes/No

   **Reason** : 

17. The e-commerce website applied comfortable navigation button able to makes people trust to the e-commerce usage. Yes/No

   **Reason** : 

18. The e-commerce website provides audio element able to makes people trust to the e-commerce usage. Yes/No

   **Reason** : 

19. The e-commerce website provides video element able to makes people trust to the e-commerce usage. Yes/No

   **Reason** : 

20. The e-commerce website provides advertising for other branded products and services able to makes people trust to the e-commerce usage. Yes/No

   **Reason** : 

21. The e-commerce website provides hyperlink to other website able to makes people trust to the e-commerce usage. Yes/No

   **Reason** : 

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