**1. Introduction1.1.** In the past year, approximately how many electronic or computer products have you purchased online or by catalogue? (Count multiple products in one order as separate.)

□ 0

□ 1

□ 2–4

□ 5–10

□ 11+

**1.2.** From which of the following businesses have you purchased products within the past two years?

□ PC Mall

□ MacMall

□ Both PC Mall and MacMall

□ Have not purchased from either of them in the past two years.

If 1.2 = Have not purchased from either of them in the past two years, then skip ahead to 9.1.

**1.3.** Through which of the following methods have you purchased products from PC Mall or MacMall within the past two years? (Choose all that apply.)

□ Website search followed by online order

□ Website search followed by phone order

□ Catalog search followed by phone order

□ Catalog search followed by online order

**1.4.** What/who influenced your decision to purchase from PC Mall or MacMall? (Check all that apply.)

□ PC Mall or MacMall catalogs

□ Third-party evaluation websites (e.g., Bizrate.com)

□ Recommended by friend/acquaintance

□ Price search engines (e.g., Pricescan.com)

□ Chat rooms/message boards

□ Banner/pop-up ads

□ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**1.5.** How satisfied are you with the frequency with which you receive catalogs from PC Mall or MacMall on an ongoing basis (i.e., how often you receive them)? (Check the appropriate level.)

□ Too few

□ Just right

□ Too many

□ Do not receive

**1.6.** How often WOULD YOU LIKE TO receive catalogs from PC Mall or MacMall? (Choose one.)

□ Prefer not to receive

□ Weekly

□ Monthly

□ Quarterly

□ Semi-annually

□ Annually

**2. Support Services**

**2.1.** On average, how satisfied are you with the following aspects of PC Mall or MacMall’s processing of your order?

1 Very unsatisfied

2 Moderately unsatisfied

3 Slightly unsatisfied

4 Neutral

5 Slightly satisfied

6 Moderately satisfied

7 Very satisfied

1 2 3 4 5 6 7

□ □ □ □ □ □ □ Timeliness of processing your order for shipment

□ □ □ □ □ □ □ Accuracy of delivered products (e.g., deliver the right product(s) to the right address)

□ □ □ □ □ □ □ Condition of delivered products (i.e., was the product damaged during shipping?)

□ □ □ □ □ □ □ Information about your order status (i.e., online, e-mail, U.S. Mail, phone)

**2.2.** What is your most preferred method of being informed of your delivery/order status? (Please check one.)

□ E-mail

□ Phone call

□ Fax

□ Online

□ Other

**3. Product Information**

**3.1.** How satisfied are you with the following aspects of product information available on PC Mall or MacMall’s website or catalog? (If you have not visited the website or viewed a catalog in the past two years, skip this question.)

1 Very unsatisfied

2 Moderately unsatisfied

3 Slightly unsatisfied

4 Neutral

5 Slightly satisfied

6 Moderately satisfied

7 Very satisfied

1 2 3 4 5 6 7

□ □ □ □ □ □ □ Completeness of product information on web (Does it give you all the information you need?)

□ □ □ □ □ □ □ Usefulness of the product information contained in the catalog

□ □ □ □ □ □ □ Accuracy of product information

□ □ □ □ □ □ □ Information about compatibility with other products

□ □ □ □ □ □ □ Accuracy of in-stock/out-of-stock information on web

□ □ □ □ □ □ □ Ease of comparison among products

**4. Pricing**

**4.1.** How satisfied are you with each of the following pricing factors from PC Mall or MacMall?

1 Very unsatisfied

2 Moderately unsatisfied

3 Slightly unsatisfied

4 Neutral

5 Slightly satisfied

6 Moderately satisfied

7 Very satisfied

1 2 3 4 5 6 7

□ □ □ □ □ □ □ Competitiveness of their prices versus other companies

□ □ □ □ □ □ □ Timeliness of rebate refund

□ □ □ □ □ □ □ Shipping costs

□ □ □ □ □ □ □ Package deals (namely, bundled products—for example, laptop w/printer)

□ □ □ □ □ □ □ Pricing consistency across time periods

**4.2.** Of the following factors, please check those that were not explained to you early enough in the shopping process. (Check all that apply.)

□ Item price

□ Sales tax

□ Basic shipping cost

□ Priority shipping cost

□ Availability of shipping outside of USA

□ Required accessories needed

□ Optional accessories

□ Warranty costs

□ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**5. Sales Service**

**5.1.** How satisfied are you with each of the following quality of sales service factors from PC Mall or MacMall? (If you have not utilized a particular service, skip this question.)

1 Very unsatisfied

2 Moderately unsatisfied

3 Slightly unsatisfied

4 Neutral

5 Slightly satisfied

6 Moderately satisfied

7 Very satisfied

1 2 3 4 5 6 7

□ □ □ □ □ □ □ Responsiveness to e-mail inquiry (Did they get back to you in a timely manner?)

□ □ □ □ □ □ □ Promptness of phone customer service (pre-purchase)

□ □ □ □ □ □ □ Courtesy of telephone sales staff

□ □ □ □ □ □ □ Technical knowledge of sales staff

□ □ □ □ □ □ □ Ease of phone ordering

□ □ □ □ □ □ □ Post-purchase technical support

□ □ □ □ □ □ □ Return policy

□ □ □ □ □ □ □ Exchange policy

**5.2.** If you returned a product and were not satisfied with the “return” experience, please briefly tell us why.

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**5.3.** If you exchanged a product and were not satisfied with the “exchange” experience, please briefly tell us why.

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**6. Product**

**6.1.** How satisfied are you with the following product-offering factors from PC Mall or MacMall?

1 Very unsatisfied

2 Moderately unsatisfied

3 Slightly unsatisfied

4 Neutral

5 Slightly satisfied

6 Moderately satisfied

7 Very satisfied

1 2 3 4 5 6 7 Overall variety of products offered

□ □ □ □ □ □ □ Selection of items within a product category

□ □ □ □ □ □ □ Availability of products (i.e., in stock)

□ □ □ □ □ □ □ Availability of newest products

**6.2.** If you are not satisfied with the selection within a product category, what is the reason? (Choose all that apply.)

□ Too FEW products to choose from (not enough selection)

□ Too MANY products to choose from (number of products were overwhelming)

□ Not the RIGHT products that you were looking for

□ Other

**7. Web Convenience**

**7.1.** If you have viewed their website(s), what kind of Internet service connection did you use most recently? (Choose one.)

□ Dial-up

□ Cable modem

□ DSL

□ Network

□ Other

**7.2.** How would you rate PC Mall (not MacMall) on the following aspects of its website? (Check the appropriate level. If you have never visited PC Mall’s website, skip this question.)

1 Very poor

2 Poor

3 Below average

4 Average

5 Above average

6 Good

7 Excellent

1 2 3 4 5 6 7

□ □ □ □ □ □ □ Overall website design (e.g., feeling of welcome and professionalism, etc.)

□ □ □ □ □ □ □ Ease of navigation between web pages

□ □ □ □ □ □ □ Ease of checkout process

□ □ □ □ □ □ □ Web page loading speed

□ □ □ □ □ □ □ Ease of product search

□ □ □ □ □ □ □ Ease of finding rebate information on website

□ □ □ □ □ □ □ Readability of web pages (e.g., font size/type)

**7.3.** How would you rate MacMall (not PC Mall) on the following aspects of its website? (Check the appropriate level. If you have never visited MacMall’s website, skip this question.)

1 Very poor

2 Poor

3 Below average

4 Average

5 Above average

6 Good

7 Excellent

1 2 3 4 5 6 7

□ □ □ □ □ □ □ Overall website design (e.g., feeling of welcome and professionalism, etc.)

□ □ □ □ □ □ □ Ease of navigation between web pages

□ □ □ □ □ □ □ Ease of checkout process

□ □ □ □ □ □ □ Web page loading speed

□ □ □ □ □ □ □ Ease of product search

□ □ □ □ □ □ □ Ease of finding rebate information on website

□ □ □ □ □ □ □ Readability of web pages (e.g., font size/type)

**8. Evaluation of the Company**

**8.1.** Considering your experiences with PC Mall or MacMall, how would you rate your overall satisfaction? (Check the appropriate level.)

□ □ □ □ □ □ □

Very dissatisfied Neutral Very satisfied

**8.2.** How well does PC Mall or MacMall continually meet your expectations? (Choose one of the following.)

□ □ □ □ □ □ □

Not met Met Exceeded

**8.3.** What is the likelihood that you will purchase from PC Mall or MacMall again in the future? (Check the appropriate level.)

□ □ □ □ □ □ □

Very unlikely Neutral Very likely

**8.4.** What is the likelihood that you will recommend PC Mall or MacMall to others? (Check the appropriate level.)

□ □ □ □ □ □ □

Very unlikely Neutral Very likely

**8.5.** How important are the following in convincing you to purchase from PC Mall or MacMall in the future? (Rank the six choices from 1 to 6, where 1 is the most important and 6 is the least important. Use each number only once.)

1 2 3 4 5 6

□ □ □ □ □ □ Low price guarantee

□ □ □ □ □ □ Loyalty program

□ □ □ □ □ □ Package deals (e.g., laptop with printer)

□ □ □ □ □ □ Free/discounted shipping

□ □ □ □ □ □ PC/MacMall rebates

□ □ □ □ □ □ Educational discounts (i.e., discounts for students and teachers)

**9. Demographics**

**9.1.** Age (please check one):

□ 18–22

□ 23–29

□ 30–39

□ 40–49

□ 50–64

□ 65+

**9.2.** Approximate pre-tax household income (please check one):

□ Less than $20,000

□ $20,000–$29,999

□ $30,000–$44,999

□ $45,000–$64,999

□ $65,000–$89,999

□ $90,000–$119,999

□ $120,000 +

**9.3.** Highest level of education completed (please check one):

□ Some schooling

□ High school

□ Undergraduate

□ Graduate

□ Postgraduate

□ Other

**9.4.** Occupation (please check one):

□ Full-time homemaker

□ Management

□ Professional

□ Technical

□ Sales or marketing

□ Tradesperson or laborer

□ Student

□ Retired

□ Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**10. Conclusion**

**10.1.** Is there anything else that you would like to tell us about your shopping experience with PC Mall or MacMall?

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**10.2.** To be entered into the drawing for a free iPod, please enter your e-mail address below. Your address will be kept separate from your answers to the survey.

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