



Appendix 6:

Pre-test Group Results

1. INTRODUCTION

As mentioned in Chapter 6 of this study, a pre-test group was held as part of the research process. The objectives set for the pre-test group were:

- a) to pre-test the research questionnaire that was going to be used in the study;
- b) to refine the hypotheses formulated for the study;
- c) to identify any possible omissions from the questionnaire that could have a negative impact on the results of the study.

2. PRE-TEST GROUP RESULTS

This section will provide summarised results obtained from the pre-test group study. Only percentage figures will be indicated without a detailed analysis or discussion.

2.1 Demographic information

Demographic information obtained from the respondents who participated in the pre-test group is summarised in Table A6.1 below:

TABLE A6.1 PRE-TEST GROUP DEMOGRAPHIC INFORMATION

| Demographic variable | Demarcation | Percentage |
|----------------------|---------------|------------|
| Age | 18 – 24 Years | 28% |
| | 25 – 34 Years | 34% |
| | 35 – 50 Years | 38% |
| Gender | Male | 37% |
| | Female | 63% |

| Demographic Variable | Demarcation | Percentage |
|--------------------------------|---------------------|------------|
| Language | English/Other | 73% |
| | Afrikaans | 27% |
| Gross monthly Household Income | R 8,000 – R 11,999 | 39% |
| | R 12,000 – R 17,999 | 31% |
| | More than R 18,000 | 30% |
| ISP subscribed To | WorldOnline | 18% |
| | ABSA | 31% |
| | M-Web | 33% |
| | Other | 18% |

n = 94

2.2 Views regarding the Internet

Respondents were requested to indicate the degree to which they agree or disagree with statements representing views regarding the Internet. The results are shown in Table A6.2.

TABLE A6.2 VIEWS REGARDING THE INTERNET

| Statement | Degree to which respondent agree or disagree with statement | | | | |
|--|---|----------|----------------------------|-------|----------------|
| | Strongly disagree | Disagree | Neither agree nor disagree | Agree | Strongly agree |
| I view the Internet as a general information source | 1% | 2% | 1% | 35% | 61% |
| I view the Internet as a source of product and service related information | 1% | 4% | 24% | 35% | 36% |
| I view the Internet as a buying channel | 14% | 18% | 30% | 24% | 14% |

n = 76

From Table A6.1 it can be seen that viewing the Internet as a buying channel has the greatest distribution, with 32% of respondents either disagreeing or strongly disagreeing with the statement (as opposed to 3% and 5% for the other two statements) and 38% of respondents agreeing or strongly agreeing with the statement (as opposed to 96% and 71% for the other two statements).

2.3 Purchase and consideration to purchase via the Internet

Respondents were requested to indicate whether or not they have purchased via the Internet before. Respondents who indicated that they have not purchased via the Internet before had to indicate whether they considered purchasing via the Internet in the future.

- 34% of the respondents indicated that they've purchased Online before
- 66% of the respondents indicated that they have not purchased via the Internet before

Table A6.3 below matches the period being an Internet user with whether or not respondents have purchased via the Internet before.

TABLE A6.3: PERIOD BEING AN INTERNET USER: SHOPPERS AND NON-SHOPPERS

| Period being an Internet user | Have purchased via the Internet before | Have not purchased via the Internet before |
|-------------------------------|--|--|
| Less than 1 Year | 21% | 79% |
| Between 1 and 3 years | 26% | 74% |
| More than 3 Years | 51% | 49% |

n = 94

Table A6.3 above shows that as the period of Internet usage increases, the percentage of respondents who have purchased via the Internet also increases.

2.4 Factors considered when deciding whether or not to purchase via the Internet

Respondents were requested to rank nine statements in order of importance when deciding whether or not to purchase via the Internet. Table A6.4 shows how respondents ranked each statement.

TABLE A6.4: IMPORTANCE RATINGS WHEN DECIDING WHETHER OR NOT TO PURCHASE ONLINE

| Statement | Mean Score |
|---|------------|
| I consider implications of providing my credit card details prior to purchasing Online | 2.72 |
| Prior to purchasing on the Internet I consider the implications of providing personal information | 3.63 |
| Prior to purchasing Online I consider my privacy | 3.93 |
| I consider the credibility of the seller prior to purchasing Online | 4.45 |
| I consider the price of the product I want to purchase prior to purchasing Online | 4.53 |
| I'm concerned that I will not receive my purchases when purchasing Online | 4.95 |
| I consider the costs associated with my purchase prior to purchasing Online | 5.02 |
| I consider the brand name of the product prior to purchasing Online | 5.05 |
| I am concerned that my purchases will be damaged while shipped | 6.07 |

n = 56

Table A6.4 shows that respondents rated providing their credit card details (mean score: 2.72), providing personal information (mean score: 3.63) and their privacy (mean score: 3.93) as the three most important considerations when deciding whether or not to purchase via the Internet.

2.5 Product and service information searched for on the Internet

Respondents were requested to indicate whether or not they searched for product and service information on the Internet prior to purchasing from "traditional", non-Internet based sellers of products and services.

Fifty-five percent of the respondents indicated that they search and 45% indicated that they do not search for product and service information on the Internet prior to purchasing from non-Internet based sellers.

Table A6.5 shows the percentage of Internet users, per period being an Internet user, who searches for information on the Net prior to purchasing Offline.

TABLE A6.5 PERIOD BEING AN INTERNET USER: ONLINE INFORMATION SEARCH AND OFFLINE PURCHASES

| Search for product and service information before purchasing at non-Internet based sellers | Period being an Internet user | | |
|--|-------------------------------|-----------------------|-------------------|
| | Less than 1 year | Between 1 and 3 years | More than 3 years |
| Yes | 59% | 35% | 69% |
| No | 41% | 65% | 31% |

n = 93

It can be seen from Table A6.5 that respondents using the Internet for more than 3 years were the most frequent searchers for information on the Internet prior to purchasing from non-Internet based sellers.

The six product and service categories that respondents have searched from most frequently via the Internet prior to purchasing from non-Internet based sellers are:

- Hotel reservations (49%)
- Airline tickets (45%)
- Books and magazines (43%)
- Cars and related (40%)
- Computer software (37%)
- Electronic equipment (31%)

2.6 Product and service categories purchased / consider purchasing from via the Internet

Respondents were requested to indicate from which of the 21 listed product and service categories they have purchased before and considered to purchase from via the Internet in the future. The product and service categories respondents most frequently purchased from are:

- Movie tickets (43%)

- Books and magazines (34%)
- Hotel reservations (23%)
- Computer software (23%)
- Airline tickets (20%)

In addition to the categories listed above, 34% of the respondents indicated that they have purchased from the “other” category.

Product and service categories that current Internet shoppers and non-Shoppers (who consider to purchase via the Internet) consider to purchase from via the Internet in the future are:

- Airline tickets (65%)
- Hotel reservations (57%)
- Movie tickets (49%)
- Groceries (40%)
- Books and magazines (38%)
- Videos and DVDs (31%)

3. CONCLUSION

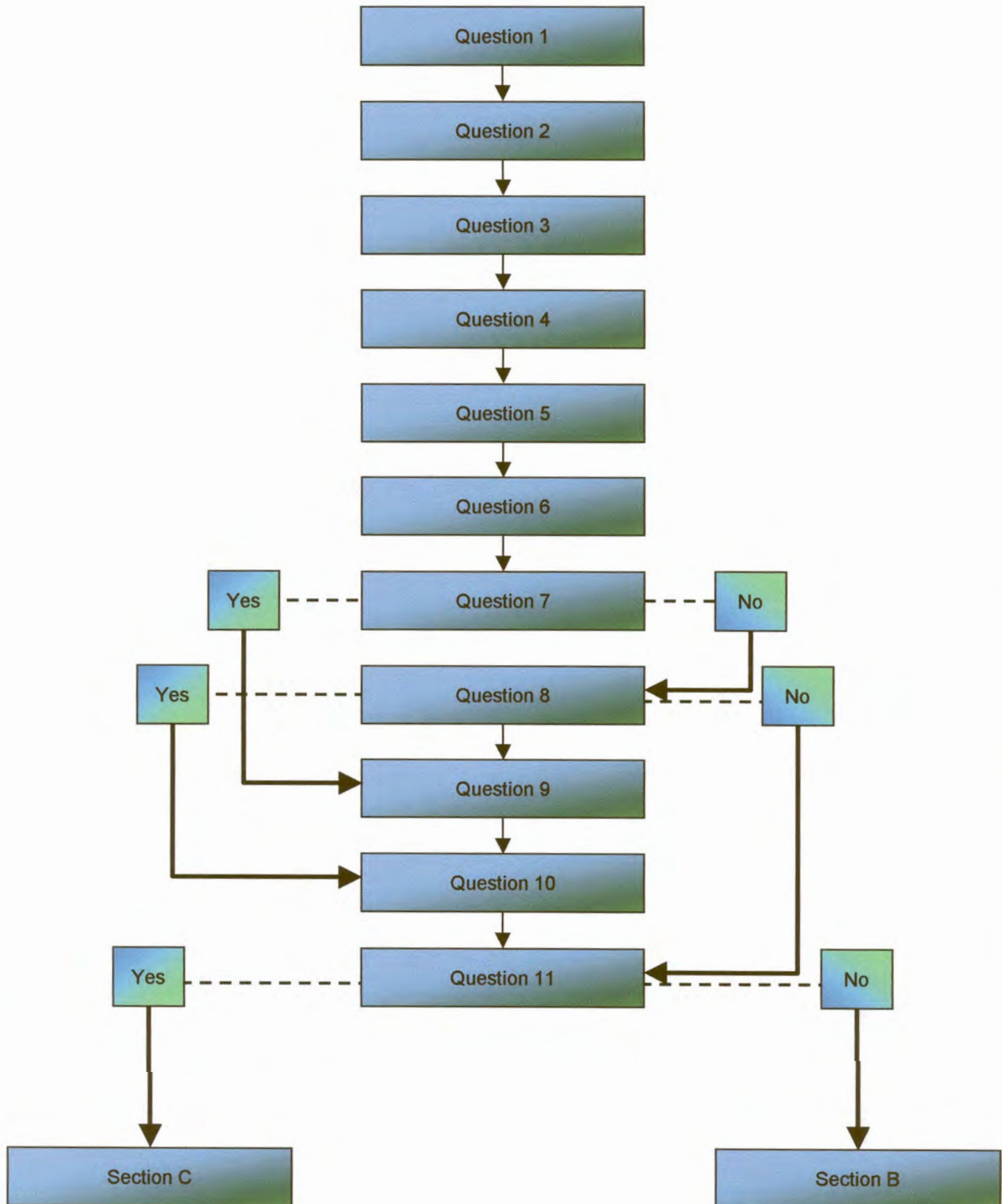
The pre-test group research provided valuable information, the most important findings being:

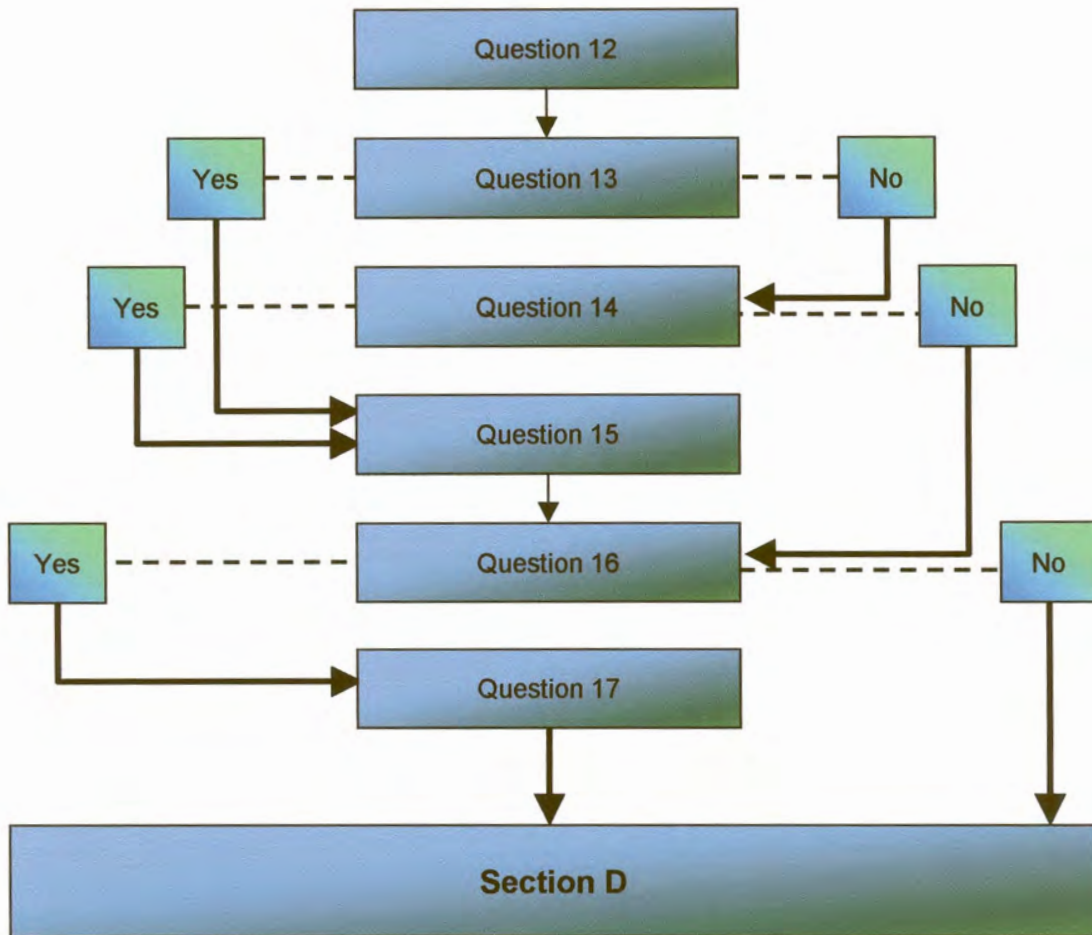
- The product and service categories had to be broadened to address the finding that 34% of respondents purchased from “other” than the categories provided;
- The research questionnaire was tested and had to be refined to address uncertainties expressed by respondents and poor statistical data received on some questions; and
- The pre-test group findings assisted the researcher in refining the hypotheses formulated for the study.



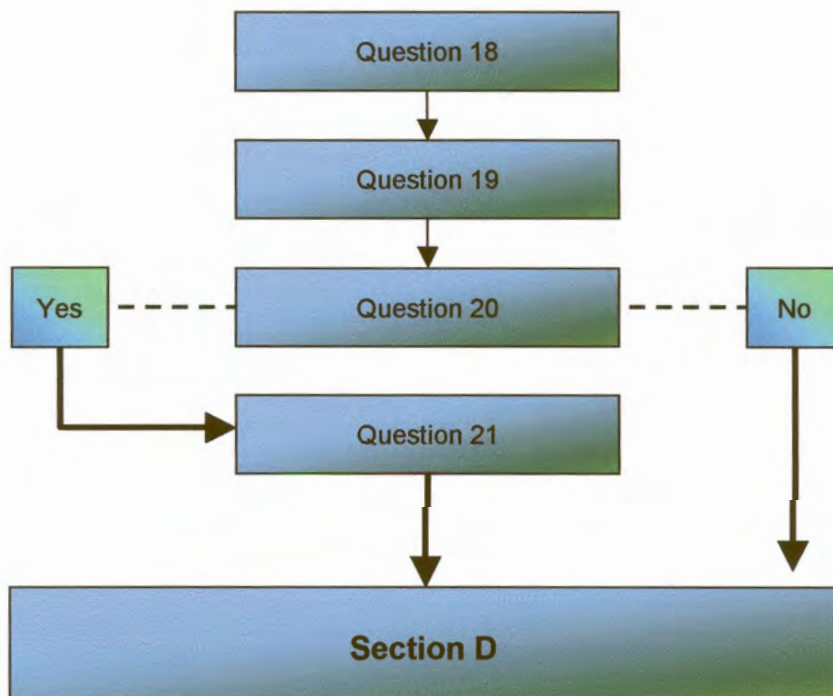
Appendix 7

Automatic questionnaire branching

**Section A: Internet Usage**

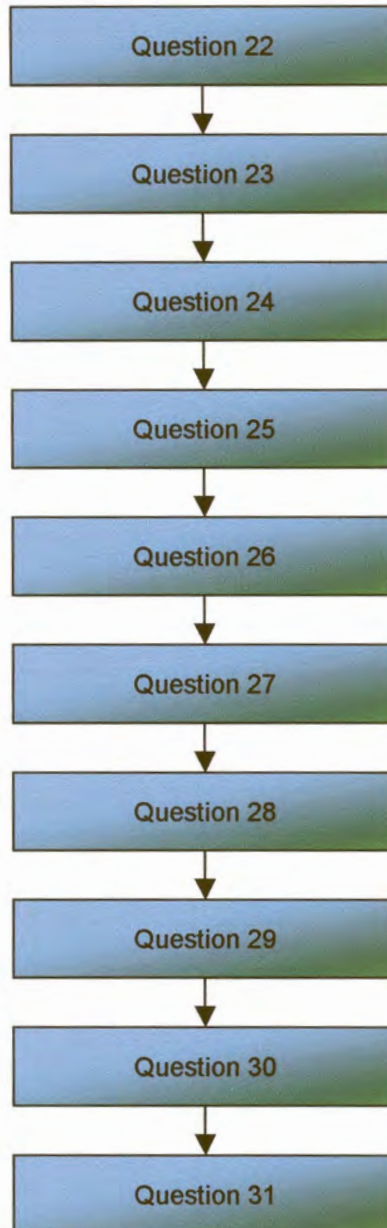


Section C: Internet Users





Section D: Demographic Information





Appendix 8

**E-mail letter inviting Internet users to participate in
research project**

(To) Internet users

(Subject) Research Questionnaire

(Copy)

Dear Internet User

You have been randomly selected to participate in a research project that forms part of the requirements for me to obtain the DComm (Marketing) degree from the University of Pretoria.

The objective of this study, and the title of my thesis, is to determine the buying behaviour of South African Internet users.

Due to the high costs involved in a research project of this magnitude, I negotiated with ISP "X" to sponsor the Web design and hosting of the research questionnaire. Also, in an effort to encourage you to participate in this questionnaire, I negotiated a number of wonderful prizes (specified on the introduction page of the questionnaire) that you could be eligible for by participating in this questionnaire.

If you wish to participate in this project (confidentiality assured), simply click on the link ([www.ISP "X" /questionnaire](http://www.ISP)). You will automatically be routed to the questionnaire and the system will guide you through the process (it will take you approximately 7 to 12 minutes to complete the questionnaire).

Thank you for assisting me in determining the buying behaviour of South Africa's Internet users. Your opinion is extremely important to me.

Kind regards

Pierre Mostert



Appendix 9

Research questionnaire

Internet Buying Behaviour Questionnaire




This research questionnaire comprises 3 sections dealing with your searching and buying patterns on the Internet. Please note that by completing this questionnaire (totally voluntary), all information supplied will be dealt with in the strictest confidence and regarded as highly confidential. All information supplied, will only be used for statistical analyses and no information will be interpreted in isolation or provided to any third party.

By completing this questionnaire, you will be entered into a lucky draw (if you wish to enter the lucky draw) where you will stand the chance of winning one of the following prizes:

10 Golf shirts with caps (valued at R 150 per set)
 10 LCD telephones (valued at R 180 each)
 4 Diva Internal ISA ISDN modems (valued at R 800 each)
 (I would like to thank ISP "X" for sponsoring these prizes)

Before you start with the questionnaire, please read the following:

1. Please complete this questionnaire in the capacity of representing all the Internet users in your household, thereby also considering the views of the Internet users in your household regarding the Internet.
2. If you use the Internet for business purposes, please complete this questionnaire from an individual/household perspective (i.e. not from a business communications/purchasing perspective)

| | Home | Work | Internet Café | Academic Institution | Other |
|--|---|-----------------------|-----------------------|-----------------------|-----------------------|
| 1. From where do you gain access to the Internet? (multiple answers) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 2. From where do you most frequently access the Internet? (one answer only) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| 3. For how long have you been an Internet user? (considering all the Internet Service Providers you have subscribed to) | Please select  | | | | |
| 4. How many Internet Service Providers have you subscribed to in the past? | Please select  | | | | |
| 5a. For how long are you subscribed to your current Internet Service Provider? | Please select  | | | | |
| 5b. Do you subscribe to more than one Service Provider? | Yes | <input type="radio"/> | No | <input type="radio"/> | |

Options: Question 3:

Less than 1 year; 1 to less than 2 years; 2 to less than 3 years; 3 to less than 4 years; 4 years or more

Options: Question 4:

1; 2; 3
4; 5; 6
7

Options: Question 5a:

Less than 1 year; 1 to less than 2 years; 2 to less than 3 years; 3 to less than 4 years; 4 years or more



6. Please indicate the extent to which you agree or disagree with each of the statements listed below:

Totally
agree

Totally
disagree

a) I view the Internet as a general information source

b) I view the Internet as a specific source of product and service related information

c) I view the Internet as a communication tool

d) I view the Internet as a buying channel

e) I view the Internet as an entertainment medium

7. Do you use Internet banking?

Yes

No

8. Are you considering using Internet banking facilities in the future?

Yes

No

9. For how long have you been using Internet banking?

Please select



10. How frequently do you / do you think you will use Internet Banking?

Daily Weekly Monthly Annually

11. Have you ever purchased products or services via the Internet before? (Excluding Banking Services)

Yes

No

Section B

12. Please indicate how important the factors listed below are to you when deciding whether or not to purchase via the Internet:

Extremely Important

Not important at all

The possible invasion of my privacy

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Providing my personal information to others

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Implications of providing my credit card details

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Credibility of the seller

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Concerned that goods purchased via the Internet will not be received

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Goods may be damaged while shipped (in transit) or when delivered

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

The price of products or services offered via the Internet

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Brand name of products or services offered via the Internet

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Additional cost associated with purchasing via the Internet

(e.g.) delivery/shipping costs; insurance costs, import taxes, etc

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

The availability of prices on Internet sites

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Guarantees offered by Internet sellers

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Exchange/returns policies offered by Internet sellers

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Ability to understand how to use the Internet/purchase via the Internet

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Importance of "touching and feeling" products prior to purchase

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

The range of products/services offered from individual sellers on the Internet

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

After sales service

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Personal/individual attention

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

The time between purchasing and receiving goods

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Safety of purchasing from home (i.e. don't have to visit shopping malls and possibly be a victim of crime)

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Knowledge of the seller

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Convenience of purchasing from home

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Ease of purchasing via the Internet

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

Don't have a credit card

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

How secure Internet payment methods are

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
|---|---|---|---|---|---|---|

13. Do you consider purchasing products and / or services via the Internet in the future?

Yes No

14. Would you consider to purchase via the Internet if more, non-Internet-based, South African businesses also offer products and services on the Internet ?
(e.g. Game Stores, OUTsurance, Musica, etc)

Yes No



15. From which of the following product and services categories will you seriously consider purchasing via the Internet in the future? (Multiple answers)

- | | | | | | |
|---|-----------------------|--|-----------------------|---|-----------------------|
| Adult entertainment | <input type="radio"/> | Airline tickets | <input type="radio"/> | Baby products | <input type="radio"/> |
| Beauty products | <input type="radio"/> | Books and Magazines | <input type="radio"/> | Cars and related | <input type="radio"/> |
| CD's (music) | <input type="radio"/> | Cellular phones and accessories | <input type="radio"/> | Clothing and accessories | <input type="radio"/> |
| Computer Games | <input type="radio"/> | Computer hardware | <input type="radio"/> | Computer software | <input type="radio"/> |
| Cosmetics | <input type="radio"/> | DVD's / videos | <input type="radio"/> | Flowers | <input type="radio"/> |
| Electronic equipment (TV, Hi-Fi, Video machine; etc) | <input type="radio"/> | Household appliances (Washing machine, Fridge, etc) | <input type="radio"/> | Outdoors equipment and accessories (e.g. tents and camping gear) | <input type="radio"/> |
| Food (groceries) | <input type="radio"/> | Food (take away) | <input type="radio"/> | Gift vouchers | <input type="radio"/> |
| Furniture | <input type="radio"/> | Gifts | <input type="radio"/> | Hotel reservations | <input type="radio"/> |
| Garden related | <input type="radio"/> | Health products | <input type="radio"/> | Insurance: Life | <input type="radio"/> |
| Insurance: Car | <input type="radio"/> | Insurance: Household | <input type="radio"/> | Movie or event tickets | <input type="radio"/> |
| Interior decorating / renovations | <input type="radio"/> | Jewellery | <input type="radio"/> | Toys | <input type="radio"/> |
| Property | <input type="radio"/> | Sporting goods | <input type="radio"/> | Other Liquor | <input type="radio"/> |
| Unit trust / Shares | <input type="radio"/> | Wine | <input type="radio"/> | | |

16. Have you ever searched for or do you consider searching for product or service information on the Internet prior to purchasing from a non-Internet-based seller? (e.g. A physical store or telephone shopping)

Yes

No

17. From which of the following product and services categories have you searched for or do you consider searching for information on the Internet prior to purchasing from a non-Internet-based seller? (e.g. physical store or telephone shopping) (Multiple answers)

- | | | | | | |
|---|-----------------------|--|-----------------------|---|-----------------------|
| Adult entertainment | <input type="radio"/> | Airline tickets | <input type="radio"/> | Baby products | <input type="radio"/> |
| Beauty products | <input type="radio"/> | Books and Magazines | <input type="radio"/> | Cars and related | <input type="radio"/> |
| CD's (music) | <input type="radio"/> | Cellular phones and accessories | <input type="radio"/> | Clothing and accessories | <input type="radio"/> |
| Computer Games | <input type="radio"/> | Computer hardware | <input type="radio"/> | Computer software | <input type="radio"/> |
| Cosmetics | <input type="radio"/> | DVD's / videos | <input type="radio"/> | Flowers | <input type="radio"/> |
| Electronic equipment (TV, Hi-Fi, Video machine; etc) | <input type="radio"/> | Household appliances (Washing machine, Fridge, etc) | <input type="radio"/> | Outdoors equipment and accessories (e.g. tents and camping gear) | <input type="radio"/> |
| Food (groceries) | <input type="radio"/> | Food (take away) | <input type="radio"/> | Gift vouchers | <input type="radio"/> |
| Furniture | <input type="radio"/> | Gifts | <input type="radio"/> | Hotel reservations | <input type="radio"/> |
| Garden related | <input type="radio"/> | Health products | <input type="radio"/> | Insurance: Life | <input type="radio"/> |
| Insurance: Car | <input type="radio"/> | Insurance: Household | <input type="radio"/> | Movie or event tickets | <input type="radio"/> |
| Interior decorating / renovations | <input type="radio"/> | Jewellery | <input type="radio"/> | Toys | <input type="radio"/> |
| Property | <input type="radio"/> | Sporting goods | <input type="radio"/> | Other Liquor | <input type="radio"/> |
| Unit trust / Shares | <input type="radio"/> | Wine | <input type="radio"/> | | |

18. Please indicate how important the factors listed below are to you when deciding whether or not to purchase via the Internet:

Extremely
Important

Not important
at all

- The possible invasion of my privacy
 Providing my personal information to others
 Implications of providing my credit card details
 Credibility of the seller
 Concerned that goods purchased via the Internet will not be received
 Goods may be damaged while shipped (in transit) or when delivered
 The price of products or services offered via the Internet
 Brand name of products or services offered via the Internet
 Additional cost associated with purchasing via the Internet
 (e.g.) delivery/shipping costs; insurance costs, import taxes, etc
 The availability of prices on Internet sites
 Guarantees offered by Internet sellers
 Exchange/returns policies offered by Internet sellers
 Ability to understand how to use the Internet/purchase via the Internet
 Importance of "touching and feeling" products prior to purchase
 The range of products/services offered from individual sellers on the Internet
 After sales service
 Personal/individual attention
 The time between purchasing and receiving goods
 Safety of purchasing from home (i.e. don't have to visit shopping malls and possibly be a victim of crime)
 Knowledge of the seller
 Convenience of purchasing from home
 Ease of purchasing via the Internet
 Don't have a credit card
 How secure Internet payment methods are

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |

| | | | | | | |
|---|---|---|---|---|---|---|
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |
| 7 | 6 | 5 | 4 | 3 | 2 | 1 |

19. From which of the following product and service categories have you purchased before and do you seriously consider purchasing via the Internet in the future? (Multiple answers)

| | Have purchased before | Consider to purchase from again | | | Have purchased before | Consider to purchase from again | | |
|--|--------------------------|------------------------------------|-----------------------|-----------------------|--------------------------|------------------------------------|-----------------------|-----------------------|
| | | Yes | No | Uncertain | | Yes | No | Uncertain |
| Adult entertainment | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Airline tickets | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Baby products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Beauty products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Books and Magazines | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cars and related | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| CD's (music) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cellular phones and accessories | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Clothing and accessories | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Computer Games | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Computer hardware | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Computer software | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Cosmetics | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| DVD's / videos | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Flowers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Electronic equipment (TV, Hi-Fi, Video machine; etc) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Household appliances (Washing machine, Fridge, etc) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Outdoors equipment and accessories (e.g. tents and camping gear) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Food (groceries) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Food (take away) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Furniture | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gifts | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Gift vouchers | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Garden related | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Health products | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Hotel reservations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Insurance: Car | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Insurance: Household | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Insurance: Life | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Interior decorating / renovations | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Jewellery | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Movie or event tickets | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Property | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Sporting goods | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Toys | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Unit trust / Shares | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Wine | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other Liquor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |



20. Have you ever searched for or do you consider searching for product or service information on the Internet prior to purchasing from a non-Internet-based seller? (e.g. A physical store or telephone shopping)

 Yes

 No

21. From which of the following product and services categories have you searched for or do you consider searching for information on the Internet prior to purchasing from a non-Internet-based seller? (e.g. physical store or telephone shopping) (Multiple answers)

- | | | | | | |
|---|-----------------------|--|-----------------------|---|-----------------------|
| Adult entertainment | <input type="radio"/> | Airline tickets | <input type="radio"/> | Baby products | <input type="radio"/> |
| Beauty products | <input type="radio"/> | Books and Magazines | <input type="radio"/> | Cars and related | <input type="radio"/> |
| CD's (music) | <input type="radio"/> | Cellular phones and accessories | <input type="radio"/> | Clothing and accessories | <input type="radio"/> |
| Computer Games | <input type="radio"/> | Computer hardware | <input type="radio"/> | Computer software | <input type="radio"/> |
| Cosmetics | <input type="radio"/> | DVD's / videos | <input type="radio"/> | Flowers | <input type="radio"/> |
| Electronic equipment (TV, Hi-Fi, Video machine; etc) | <input type="radio"/> | Household appliances (Washing machine, Fridge, etc) | <input type="radio"/> | Outdoors equipment and accessories (e.g. tents and camping gear) | <input type="radio"/> |
| Food (groceries) | <input type="radio"/> | Food (take away) | <input type="radio"/> | Gift vouchers | <input type="radio"/> |
| Furniture | <input type="radio"/> | Gifts | <input type="radio"/> | Hotel reservations | <input type="radio"/> |
| Garden related | <input type="radio"/> | Health products | <input type="radio"/> | Insurance: Life | <input type="radio"/> |
| Insurance: Car | <input type="radio"/> | Insurance: Household | <input type="radio"/> | Movie or event tickets | <input type="radio"/> |
| Interior decorating / renovations | <input type="radio"/> | Jewellery | <input type="radio"/> | Toys | <input type="radio"/> |
| Property | <input type="radio"/> | Sporting goods | <input type="radio"/> | Other Liquor | <input type="radio"/> |
| Unit trust / Shares | <input type="radio"/> | Wine | <input type="radio"/> | | |



The information requested in this section will be treated as highly confidential and totally anonymous. Answers will only be used for statistical analyses and no individual's details will be used in isolation or be provided to a third party.

Please provide the following information about yourself:

22. Gender
23. Age
24. Household Language
25. Gross Monthly Household Income
26. Highest Qualification
27. In which area do you live or which area is closest to you?
28. Population Group
29. Marital Status
30. Number of people actively using the Internet (more than once a week) in your household
31. Number of people in your household

Please select ↓

Please select ↓

Please select ↓

Please select ↓

Please select ↓

Please select ↓

Please select ↓

Please select ↓

Please select ↓

Please select ↓

Please select ↓

Options: Question 22:

Male
Female

Options: Question 23:

Under 18 years; 19-24 years;
25-35 years; 36-50 years;
51-65 years; Older than 65 years;
Not specified

Options: Question 24:

Afrikaans; English; French; German;
Greek; IsiNdebele; IsiXhosa; IsiZulu; Italian;
Portuguese; SePedi; SeSotho; SeTswana;
SiSwati; TshiVenda; XiTsonga;
An Eastern Language;
An Asian Language; Other

Options: Question 25:

Less than R 5 000;
R 5 001 – R 9 999;
R 10 000 – R 14 999;
R 15 000 – R 19 999;
R 20 000 – R 24 999;
R 25 000 – R 29 999;
More than R 30 000
Not specified

Options: Question 26:

Standard 8/Grade 10;
Matric/ Grade 12;
Diploma from Technical College;
Diploma from Technikon; Degree;
Post-graduate

Options: Question 27:

Beaufort West; Belville; Bloemfontein;
Cape Town; Colesburg; Durban; East London;
Graaff Reinet; Johannesburg; Kimberley;
Mossel Bay; Nelspruit; Pietermaritzburg;
Pietersburg; Port Elizabeth; Pretoria;
Richards Bay; Rustenburg; Springbok;
Tzaneen; Umtata; Upington; Witbank

Options: Question 28:

Asian; Black;
Coloured; Indian;
White; Other

Options: Question 29:

Single; Living together;
Married; Separated;
Divorced; Widowed; Other

Options: Question 30:

1; 2; 3; 4; 5; 6; 7; More than 7

Options: Question 31:

1; 2; 3; 4; 5; 6; 7; More than 7



Appendix 10

Comparing, across all time periods, product and service categories Internet shoppers have purchased from before with categories shoppers and non-shoppers consider purchasing from in future

Table A10.1 details the product and service categories Internet shoppers have purchased from via the Internet before by considering the different time periods. The following observations can be made from the detail provided in Table A10.1:

- more than 20% of Internet shoppers, who have been using the Net for less than one year, have purchased from five product and service categories;
- more than 20% of Internet shoppers, who have been using the Internet for between one and less than two years, have purchased from six categories;
- more than 20% of Internet shoppers, who have been Online for between two to less than three years, have purchased from nine product and service categories;
- more than 20% of Internet shoppers, who have been using the Net for between three and less than four years, have purchased from seven categories;
- more than 20% of Internet shoppers, who have been using the Net for four years and more, have purchased from 10 categories;
- all respondents who have purchased via the Net before and have been using the Internet for more than one year, have purchased from the same categories from which shoppers who have been using the Internet for less than one year have purchased;
- relating to the previous observation, it can be derived that more than 20% of Internet shoppers, across all time periods, have purchased from the following five categories: books and magazines (V153), CDs (music)(V155), computer software (V160), hotel reservations (V174) and movie or event tickets (V180).

From Table A10.2, detailing product and service categories non-shoppers (across all time periods) consider to purchase via the Net in the future, the following observations can be made:

- more than 20% of non-Internet shoppers, who have been using the Net for less than one year, consider purchasing from 28 product and service categories;
- more than 20% of non-shoppers, who have been Online for between one and less than two years as well as those who have been using the Net for two to less than three years, consider purchasing from 25 categories respectively;
- more than 20% of non-shoppers, who have been using the Net for between three and less than four years as well as those who have been Online for four years and more, consider purchasing from 21 product and service categories respectively;

Table A10.3 details the product and service categories that Internet shoppers consider purchasing via the Internet by considering the different time periods. The following observations can be made from the detail provided in Table A10.3:

- more than 20% of Internet shoppers, who have been using the Internet for less than one year, those who have been Online for one to less than two years as well as those who have been using the Net for two to less than three years, consider purchasing from 23 product and service categories respectively;
- more than 20% of Internet shoppers, who have been using the Net for between three and less than four years, consider purchasing from 20 categories;

- more than 20% of Internet shoppers, who have been using the Internet for four years and more, consider purchasing from 24 product and service categories;

Two main findings can be derived from the observations highlighted for Internet shoppers and non-shoppers (when considering the product and service categories they have purchased/consider to purchase from and the period of Internet usage):

(AP1) at least 20% of all non-Internet shoppers across all time periods (with the exception of those who have been using the Net for four years or more) consider to purchase from more product and service categories via the Internet in the future than Internet shoppers falling within the same periods;

(AP2) at least 45% of Internet shoppers and non-shoppers, who have been using the Internet for less than one year, consider purchasing from product and service categories that current Internet shoppers (who have been using the Net for between one and less than two years) have purchased from before.

TABLE A10.1: PRODUCT AND SERVICE CATEGORIES INTERNET SHOPPERS, ACROSS ALL TIME PERIODS, HAVE PURCHASED VIA THE INTERNET BEFORE

| Product and Service Category | V | Less than one year (V8.2) (n = 23) | | 1 year to less than 2 years (V8.3) (n = 50) | | 2 years to less than 3 years (V8.4) (n = 100) | | 3 years to less than 4 years (V8.5) (n = 112) | | 4 or more years (V8.6) (n = 258) | |
|---|------|--|--------|---|--------|---|--------|---|--------|--|--------|
| | | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. |
| Adult entertainment | V149 | 4 | 17.39% | 8 | 16.00% | 13 | 13.00% | 15 | 13.39% | 43 | 16.67% |
| Airline tickets | V150 | 1 | 4.35% | 13 | 26.00% | 30 | 30.00% | 29 | 25.89% | 74 | 28.68% |
| Baby products | V151 | 0 | 0.00% | 2 | 4.00% | 4 | 4.00% | 4 | 3.57% | 6 | 2.33% |
| Beauty products | V152 | 1 | 4.35% | 3 | 6.00% | 8 | 8.00% | 5 | 4.46% | 12 | 4.65% |
| Books and magazines | V153 | 9 | 39.13% | 31 | 62.00% | 58 | 58.00% | 76 | 67.86% | 171 | 66.28% |
| Cars and related | V154 | 0 | 0.00% | 1 | 2.00% | 6 | 6.00% | 3 | 2.68% | 17 | 6.59% |
| CD's (music) | V155 | 7 | 30.43% | 13 | 26.00% | 39 | 39.00% | 42 | 37.50% | 121 | 46.90% |
| Cellular phones and accessories | V156 | 2 | 8.70% | 4 | 8.00% | 8 | 8.00% | 9 | 8.04% | 14 | 5.43% |
| Clothing and accessories | V157 | 0 | 0.00% | 4 | 8.00% | 11 | 11.00% | 7 | 6.25% | 21 | 8.14% |
| Computer games | V158 | 3 | 13.04% | 9 | 18.00% | 26 | 26.00% | 22 | 19.64% | 63 | 24.42% |
| Computer hardware | V159 | 3 | 13.04% | 8 | 16.00% | 15 | 15.00% | 21 | 18.75% | 58 | 22.48% |
| Computer software | V160 | 8 | 34.78% | 12 | 24.00% | 33 | 33.00% | 36 | 32.14% | 123 | 47.67% |
| Cosmetics | V161 | 0 | 0.00% | 2 | 4.00% | 4 | 4.00% | 6 | 5.36% | 8 | 3.10% |
| DVD's / videos | V162 | 2 | 8.70% | 6 | 12.00% | 25 | 25.00% | 20 | 17.86% | 60 | 23.26% |
| Flowers | V163 | 3 | 13.04% | 3 | 6.00% | 17 | 17.00% | 10 | 8.93% | 46 | 17.83% |
| Electronic equipment (TV, Hi-Fi, Video machine; etc) | V164 | 0 | 0.00% | 2 | 4.00% | 12 | 12.00% | 11 | 9.82% | 19 | 7.36% |
| Household appliances (Washing machine, Fridge, etc) | V165 | 0 | 0.00% | 1 | 2.00% | 5 | 5.00% | 3 | 2.68% | 4 | 1.55% |
| Outdoors equipment and accessories (e.g. tents and camping gear) | V166 | 0 | 0.00% | 1 | 2.00% | 6 | 6.00% | 3 | 2.68% | 7 | 2.71% |
| Food (groceries) | V167 | 1 | 4.35% | 5 | 10.00% | 10 | 10.00% | 8 | 7.14% | 27 | 10.47% |

| Product and Service Category | V | Less than one year (V8.2) (n = 23) | | 1 year to less than 2 years (V8.3) (n = 50) | | 2 years to less than 3 years (V8.4) (n = 100) | | 3 years to less than 4 years (V8.5) (n = 112) | | 4 or more years (V8.6) (n = 258) | |
|-----------------------------------|------|--|--------|---|--------|---|--------|---|--------|--|--------|
| | | | | | | | | | | | |
| Food (take away) | V168 | 0 | 0.00% | 1 | 2.00% | 8 | 8.00% | 4 | 3.57% | 13 | 5.04% |
| Furniture | V169 | 0 | 0.00% | 1 | 2.00% | 5 | 5.00% | 3 | 2.68% | 6 | 2.33% |
| Gifts | V170 | 4 | 17.39% | 9 | 18.00% | 22 | 22.00% | 25 | 22.32% | 72 | 27.91% |
| Gift vouchers | V171 | 1 | 4.35% | 2 | 4.00% | 9 | 9.00% | 9 | 8.04% | 17 | 6.59% |
| Garden related | V172 | 0 | 0.00% | 2 | 4.00% | 1 | 1.00% | 4 | 3.57% | 7 | 2.71% |
| Health products | V173 | 1 | 4.35% | 8 | 16.00% | 11 | 11.00% | 11 | 9.82% | 24 | 9.30% |
| Hotel reservations | V174 | 5 | 21.74% | 11 | 22.00% | 25 | 25.00% | 28 | 25.00% | 68 | 26.36% |
| Insurance: Car | V175 | 1 | 4.35% | 4 | 8.00% | 2 | 2.00% | 3 | 2.68% | 12 | 4.65% |
| Insurance: Household | V176 | 0 | 0.00% | 6 | 12.00% | 2 | 2.00% | 3 | 2.68% | 11 | 4.26% |
| Insurance: Life | V177 | 1 | 4.35% | 1 | 2.00% | 2 | 2.00% | 2 | 1.79% | 5 | 1.94% |
| Interior decorating / renovations | V178 | 0 | 0.00% | 1 | 2.00% | 4 | 4.00% | 2 | 1.79% | 1 | 0.39% |
| Jewellery | V179 | 0 | 0.00% | 1 | 2.00% | 6 | 6.00% | 1 | 0.89% | 6 | 2.33% |
| Movie or event tickets | V180 | 5 | 21.74% | 10 | 20.00% | 36 | 36.00% | 36 | 32.14% | 103 | 39.92% |
| Property | V181 | 1 | 4.35% | 0 | 0.00% | 3 | 3.00% | 2 | 1.79% | 1 | 0.39% |
| Sporting goods | V182 | 1 | 4.35% | 1 | 2.00% | 11 | 11.00% | 9 | 8.04% | 14 | 5.43% |
| Toys | V183 | 0 | 0.00% | 1 | 2.00% | 14 | 14.00% | 6 | 5.36% | 20 | 7.75% |
| Unit trust / Shares | V184 | 1 | 4.35% | 5 | 10.00% | 7 | 7.00% | 10 | 8.93% | 26 | 10.08% |
| Wine | V185 | 0 | 0.00% | 0 | 0.00% | 4 | 4.00% | 2 | 1.79% | 5 | 1.94% |
| Other Liquor | V186 | 0 | 0.00% | 3 | 6.00% | 10 | 10.00% | 15 | 13.39% | 21 | 8.14% |

TABLE A10.2: PRODUCT AND SERVICE CATEGORIES NON-INTERNET SHOPPERS, ACROSS ALL TIME PERIODS, SERIOUSLY CONSIDER PURCHASING VIA THE INTERNET

| Product and Service Category | V | Less than one year (V8.2) (n = 66) | | 1 year to less than 2 years (V8.3) (n = 68) | | 2 years to less than 3 years (V8.4) (n = 83) | | 3 years to less than 4 years (V8.5) (n = 73) | | 4 or more years (V8.6) (n = 81) | |
|--|-----|------------------------------------|--------|---|--------|--|--------|--|--------|---------------------------------|--------|
| | | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. |
| Adult entertainment | V48 | 8 | 12.12% | 9 | 13.24% | 7 | 8.43% | 10 | 13.70% | 12 | 14.81% |
| Airline tickets | V49 | 42 | 63.64% | 37 | 54.41% | 57 | 68.67% | 47 | 64.38% | 61 | 75.31% |
| Baby products | V50 | 5 | 7.58% | 6 | 8.82% | 3 | 3.61% | 5 | 6.85% | 6 | 7.41% |
| Beauty products | V51 | 13 | 19.70% | 10 | 14.71% | 9 | 10.84% | 5 | 6.85% | 7 | 8.64% |
| Books and magazines | V52 | 40 | 60.61% | 43 | 63.24% | 55 | 66.27% | 47 | 64.38% | 56 | 69.14% |
| Cars and related | V53 | 17 | 25.76% | 16 | 23.53% | 17 | 20.48% | 9 | 12.33% | 17 | 20.99% |
| CD's (music) | V54 | 42 | 63.64% | 46 | 67.65% | 67 | 80.72% | 55 | 75.34% | 47 | 58.02% |
| Cellular phones and accessories | V55 | 19 | 28.79% | 19 | 27.94% | 29 | 34.94% | 18 | 24.66% | 17 | 20.99% |
| Clothing and accessories | V56 | 16 | 24.24% | 14 | 20.59% | 11 | 13.25% | 11 | 15.07% | 11 | 13.58% |
| Computer games | V57 | 17 | 25.76% | 22 | 32.35% | 30 | 36.14% | 28 | 38.36% | 30 | 37.04% |
| Computer hardware | V58 | 20 | 30.30% | 32 | 47.06% | 30 | 36.14% | 21 | 28.77% | 32 | 39.51% |
| Computer software | V59 | 30 | 45.45% | 40 | 58.82% | 46 | 55.42% | 35 | 47.95% | 58 | 71.60% |
| Cosmetics | V60 | 9 | 13.64% | 10 | 14.71% | 9 | 10.84% | 5 | 6.85% | 4 | 4.94% |
| DVD's / videos | V61 | 22 | 33.33% | 22 | 32.35% | 39 | 46.99% | 31 | 42.47% | 23 | 28.40% |
| Flowers | V62 | 22 | 33.33% | 14 | 20.59% | 24 | 28.92% | 17 | 23.29% | 19 | 23.46% |
| Electronic equipment (TV, Hi-Fi, Video machine; etc) | V63 | 16 | 24.24% | 28 | 41.18% | 30 | 36.14% | 20 | 27.40% | 30 | 37.04% |
| Household appliances (Washing machine, Fridge, etc) | V64 | 14 | 21.21% | 19 | 27.94% | 17 | 20.48% | 12 | 16.44% | 9 | 11.11% |
| Outdoors equipment and accessories (e.g. tents and camping gear) | V65 | 16 | 24.24% | 16 | 23.53% | 21 | 25.30% | 16 | 21.92% | 18 | 22.22% |
| Food (groceries) | V66 | 16 | 24.24% | 22 | 32.35% | 31 | 37.35% | 23 | 31.51% | 24 | 29.63% |

| Product and Service Category | V | Less than one year (V8.2) (n = 66) | | 1 year to less than 2 years (V8.3) (n = 68) | | 2 years to less than 3 years (V8.4) (n = 83) | | 3 years to less than 4 years (V8.5) (n = 73) | | 4 or more years (V8.6) (n = 81) | |
|-----------------------------------|-----|--|--------|---|--------|--|--------|--|--------|---------------------------------------|--------|
| | | | | | | | | | | | |
| Food (take away) | V67 | 14 | 21.21% | 18 | 26.47% | 28 | 33.73% | 15 | 20.55% | 27 | 33.33% |
| Furniture | V68 | 6 | 9.09% | 10 | 14.71% | 8 | 9.64% | 8 | 10.96% | 8 | 9.88% |
| Gifts | V69 | 27 | 40.91% | 28 | 41.18% | 35 | 42.17% | 25 | 34.25% | 22 | 27.16% |
| Gift vouchers | V70 | 30 | 45.45% | 26 | 38.24% | 34 | 40.96% | 17 | 23.29% | 23 | 28.40% |
| Garden related | V71 | 14 | 21.21% | 14 | 20.59% | 11 | 13.25% | 10 | 13.70% | 10 | 12.35% |
| Health products | V72 | 15 | 22.73% | 16 | 23.53% | 14 | 16.87% | 8 | 10.96% | 10 | 12.35% |
| Hotel reservations | V73 | 42 | 63.64% | 38 | 55.88% | 58 | 69.88% | 44 | 60.27% | 53 | 65.43% |
| Insurance: Car | V74 | 21 | 31.82% | 20 | 29.41% | 18 | 21.69% | 22 | 30.14% | 18 | 22.22% |
| Insurance: Household | V75 | 18 | 27.27% | 11 | 16.18% | 18 | 21.69% | 18 | 24.66% | 16 | 19.75% |
| Insurance: Life | V76 | 15 | 22.73% | 10 | 14.71% | 9 | 10.84% | 12 | 16.44% | 10 | 12.35% |
| Interior decorating / renovations | V77 | 12 | 18.18% | 7 | 10.29% | 7 | 8.43% | 7 | 9.59% | 4 | 4.94% |
| Jewellery | V78 | 11 | 16.67% | 5 | 7.35% | 5 | 6.02% | 6 | 8.22% | 6 | 7.41% |
| Movie or event tickets | V79 | 31 | 46.97% | 38 | 55.88% | 62 | 74.70% | 53 | 72.60% | 45 | 55.56% |
| Property | V80 | 15 | 22.73% | 10 | 14.71% | 6 | 7.23% | 6 | 8.22% | 11 | 13.58% |
| Sporting goods | V81 | 12 | 18.18% | 18 | 26.47% | 18 | 21.69% | 11 | 15.07% | 10 | 12.35% |
| Toys | V82 | 15 | 22.73% | 13 | 19.12% | 24 | 28.92% | 14 | 19.18% | 16 | 19.75% |
| Unit trust / Shares | V83 | 21 | 31.82% | 19 | 27.94% | 23 | 27.71% | 21 | 28.77% | 27 | 33.33% |
| Wine | V84 | 13 | 19.70% | 11 | 16.18% | 26 | 31.33% | 15 | 20.55% | 22 | 27.16% |
| Other Liquor | V85 | 6 | 9.09% | 8 | 11.76% | 14 | 16.87% | 8 | 10.96% | 9 | 11.11% |

TABLE A10.3: PRODUCT AND SERVICE CATEGORIES INTERNET SHOPPERS, ACROSS ALL TIME PERIODS, SERIOUSLY CONSIDER PURCHASING VIA THE INTERNET

| Product and Service Category | V | Less than one year (V8.2) (n = 23) | | 1 year to less than 2 years (V8.3) (n = 50) | | 2 years to less than 3 years (V8.4) (n = 100) | | 3 years to less than 4 years (V8.5) (n = 112) | | 4 or more years (V8.6) (n = 258) | |
|--|--------|------------------------------------|--------|---|--------|---|--------|---|--------|----------------------------------|--------|
| | | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. | Freq. | Perc. |
| Adult entertainment | V149.5 | 5 | 21.74% | 5 | 10.00% | 9 | 9.00% | 7 | 6.25% | 28 | 10.85% |
| Airline tickets | V150.5 | 11 | 47.83% | 25 | 50.00% | 52 | 52.00% | 59 | 52.68% | 148 | 57.36% |
| Baby products | V151.5 | 3 | 13.04% | 5 | 10.00% | 12 | 12.00% | 5 | 4.46% | 14 | 5.43% |
| Beauty products | V152.5 | 3 | 13.04% | 6 | 12.00% | 16 | 16.00% | 14 | 12.50% | 32 | 12.40% |
| Books and magazines | V153.5 | 15 | 65.22% | 40 | 80.00% | 75 | 75.00% | 90 | 80.36% | 210 | 81.40% |
| Cars and related | V154.5 | 4 | 17.39% | 7 | 14.00% | 9 | 9.00% | 17 | 15.18% | 36 | 13.95% |
| CD's (music) | V155.5 | 17 | 73.91% | 30 | 60.00% | 62 | 62.00% | 64 | 57.14% | 175 | 67.83% |
| Cellular phones and accessories | V156.5 | 4 | 17.39% | 15 | 30.00% | 23 | 23.00% | 25 | 22.32% | 67 | 25.97% |
| Clothing and accessories | V157.5 | 6 | 26.09% | 9 | 18.00% | 20 | 20.00% | 14 | 12.50% | 49 | 18.99% |
| Computer games | V158.5 | 9 | 39.13% | 18 | 36.00% | 38 | 38.00% | 39 | 34.82% | 106 | 41.09% |
| Computer hardware | V159.5 | 7 | 30.43% | 16 | 32.00% | 29 | 29.00% | 43 | 38.39% | 109 | 42.25% |
| Computer software | V160.5 | 16 | 69.57% | 22 | 44.00% | 51 | 51.00% | 55 | 49.11% | 179 | 69.38% |
| Cosmetics | V161.5 | 2 | 8.70% | 5 | 10.00% | 13 | 13.00% | 17 | 15.18% | 26 | 10.08% |
| DVD's / videos | V162.5 | 13 | 56.52% | 23 | 46.00% | 42 | 42.00% | 45 | 40.18% | 132 | 51.16% |
| Flowers | V163.5 | 8 | 34.78% | 15 | 30.00% | 25 | 25.00% | 33 | 29.46% | 92 | 35.66% |
| Electronic equipment (TV, Hi-Fi, Video machine; etc) | V164.5 | 5 | 21.74% | 9 | 18.00% | 25 | 25.00% | 27 | 24.11% | 75 | 29.07% |
| Household appliances (Washing machine, Fridge, etc) | V165.5 | 4 | 17.39% | 9 | 18.00% | 14 | 14.00% | 16 | 14.29% | 47 | 18.22% |
| Outdoors equipment and accessories (e.g. tents and camping gear) | V166.5 | 4 | 17.39% | 12 | 24.00% | 24 | 24.00% | 19 | 16.96% | 52 | 20.16% |
| Food (groceries) | V167.5 | 9 | 39.13% | 13 | 26.00% | 26 | 26.00% | 32 | 28.57% | 79 | 30.62% |

| Product and Service Category | V | Less than one year (V8.2) (n = 23) | | 1 year to less than 2 years (V8.3) (n = 50) | | 2 years to less than 3 years (V8.4) (n = 100) | | 3 years to less than 4 years (V8.5) (n = 112) | | 4 or more years (V8.6) (n = 258) | |
|-----------------------------------|--------|--|--------|---|--------|---|--------|---|--------|--|--------|
| | | | | | | | | | | | |
| Food (take away) | V168.5 | 7 | 30.43% | 8 | 16.00% | 20 | 20.00% | 21 | 18.75% | 63 | 24.42% |
| Furniture | V169.5 | 1 | 4.35% | 8 | 16.00% | 13 | 13.00% | 8 | 7.14% | 27 | 10.47% |
| Gifts | V170.5 | 9 | 39.13% | 23 | 46.00% | 50 | 50.00% | 52 | 46.43% | 146 | 56.59% |
| Gift vouchers | V171.5 | 6 | 26.09% | 17 | 34.00% | 36 | 36.00% | 35 | 31.25% | 86 | 33.33% |
| Garden related | V172.5 | 2 | 8.70% | 11 | 22.00% | 18 | 18.00% | 17 | 15.18% | 40 | 15.50% |
| Health products | V173.5 | 6 | 26.09% | 19 | 38.00% | 32 | 32.00% | 29 | 25.89% | 67 | 25.97% |
| Hotel reservations | V174.5 | 13 | 56.52% | 26 | 52.00% | 52 | 52.00% | 55 | 49.11% | 155 | 60.08% |
| Insurance: Car | V175.5 | 6 | 26.09% | 14 | 28.00% | 16 | 16.00% | 18 | 16.07% | 52 | 20.16% |
| Insurance: Household | V176.3 | 5 | 21.74% | 14 | 28.00% | 13 | 13.00% | 19 | 16.96% | 56 | 21.71% |
| Insurance: Life | V177.5 | 4 | 17.39% | 7 | 14.00% | 10 | 10.00% | 11 | 9.82% | 36 | 13.95% |
| Interior decorating / renovations | V178.5 | 2 | 8.70% | 5 | 10.00% | 11 | 11.00% | 7 | 6.25% | 27 | 10.47% |
| Jewellery | V178.5 | 2 | 8.70% | 3 | 6.00% | 10 | 10.00% | 6 | 5.36% | 30 | 11.63% |
| Movie or event tickets | V180.5 | 14 | 60.87% | 25 | 50.00% | 57 | 57.00% | 66 | 58.93% | 162 | 62.79% |
| Property | V181.5 | 1 | 4.35% | 4 | 8.00% | 7 | 7.00% | 11 | 9.82% | 27 | 10.47% |
| Sporting goods | V182.5 | 4 | 17.39% | 11 | 22.00% | 26 | 26.00% | 23 | 20.54% | 53 | 20.54% |
| Toys | V183.5 | 7 | 30.43% | 15 | 30.00% | 29 | 29.00% | 23 | 20.54% | 70 | 27.13% |
| Unit trust / Shares | V184.5 | 6 | 26.09% | 12 | 24.00% | 20 | 20.00% | 34 | 30.36% | 76 | 29.46% |
| Wine | V185.5 | 4 | 17.39% | 4 | 8.00% | 14 | 14.00% | 16 | 14.29% | 40 | 15.50% |
| Other Liquor | V186.5 | 6 | 26.09% | 15 | 30.00% | 25 | 25.00% | 38 | 33.93% | 78 | 30.23% |