

# ONLINE SHOPPING MOTIVATIONS

## *Tourism Related Services*

Dear Participant,

..... University Tourism Faculty is conducting this survey to understand your online shopping motivations concerning tourism related services. Your valuable response will remain anonymous and will be used only for academic purposes. The data will not be sold, given, or in any other way distributed to any outside parties.

Your time and effort in participating is greatly appreciated.

Please circle a number that represents your opinion:	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
1. I enjoy the flexibility of shopping for tourism services online.	1	2	3	4	5
2. The Internet makes it easier to do my purchase at my own pace while shopping for tourism services.	1	2	3	4	5
3. It is convenient to buy tourism services online.	1	2	3	4	5
4. Using the Internet makes it easier to shop for tourism services.	1	2	3	4	5
5. I learn about things happening in the tourism industry using the Internet.	1	2	3	4	5
6. The tourism-related information obtained from the Internet is useful.	1	2	3	4	5
7. I can get information about various tourism services such as accommodation facilities, flight tickets and guided tours through the Internet.	1	2	3	4	5
8. Using tourism-related Web sites excites me.	1	2	3	4	5
9. Using tourism-related Web sites arouses my emotions and feelings.	1	2	3	4	5
10. Using tourism-related Web sites provides an outlet for me to escape my daily routine.	1	2	3	4	5
11. I like to chat with people about tourism through the Internet.	1	2	3	4	5
12. I like to share my tourism experiences through the Internet.	1	2	3	4	5
13. I enjoy debating tourism -related issues on the Internet.	1	2	3	4	5
14. Buying tourism -related products or services online saves me money.	1	2	3	4	5
15. Considering everything, I think purchasing tourism-related services through the Internet is an excellent bargain.	1	2	3	4	5
16. Purchasing tourism-related services through the Internet is definitely worth the money.	1	2	3	4	5
17. The prices of tourism-related services on the Internet are great.	1	2	3	4	5
18. I intend to purchase tourism-related services online in the near future	1	2	3	4	5
19. I will purchase tourism-related services online in the near future	1	2	3	4	5

**This section is designed to obtain information about you. Please respond to each question by checking the category that best applies to you.**

1. Please indicate your gender:      ☐ ① Male      ☐ ② Female

2. Please indicate your age category

☐ ① less than 20      ☐ ② 20~29      ☐ ③ 30~39      ☐ ④ 40~49      ☐ ⑤ Over 50

3. Please indicate your education level

☐ ① Less than High School      ☐ ② High School      ☐ ③ Bachelor Degree  
☐ ④ Master's or above degree

4. Please indicate your marital status:      ☐ ① Single      ☐ ② Married      ☐ ③ Others

5. Please indicate your monthly income from all sources?

☐ ① Equal to or Less than 1000 USD      ☐ ② 1001 USD - 1500 USD  
☐ ③ 1501 USD - 2000 USD      ☐ ④ 2001 USD - 2500 USD  
☐ ⑤ 25001 USD - 3000 USD      ☐ ⑥ 3001 USD - 3500 USD  
☐ ⑦ 3501 USD - 4500 USD      ☐ ⑧ 4501 USD – 6500 USD  
☐ ⑨ More than 6501 USD

9. What is your occupation?

☐ ① Company employee      ☐ ② Owner/self-employed      ☐ ③ Student  
☐ ④ Housewife      ☐ ⑤ Civil servant      ☐ ⑥ Others: \_\_\_\_\_

10. Do you purchase online tourism services?

☐ ① Yes      ☐ ② No

11. Do you search online information before purchasing your travel?

☐ ① Yes      ☐ ② No

12. Do you visit travel related social media sites such as TopHotels.ru, Tury.ru, Otzyv.ru and Tripadvisor?

☐ ① Yes      ☐ ② No

13. Do you share your tourism experiences on travel related social media sites such as TopHotels.ru, Tury.ru, Otzyv.ru and Tripadvisor?

☐ ① Yes      ☐ ② No

14. Did you purchase your current travel through online channels?

☐ ① Yes\*      ☐ ② No

\*If your answer for the previous question is “Yes” please specify the online sales channel of your current travel:

☐ ① Hotel's web site      ☐ ② Online Travel Agency (such as Booking.com, Expedia)  
☐ ③ Travel agency's web site      ☐ ④ Other: \_\_\_\_\_

*Thanks for Your Participation*