

## Questionnaire

1. How old are you ?

- a) Under 18 years old
- b) 18-30 years old
- c) 30-60 years old
- d) Above 60 years old

2. What is your gender?

- a) Male
- b) Female

3. What is your highest educational level?

- a) Highschool degree or lower
- b) Bachelor's degree
- c) Master's degree
- d) Doctorate and higher

4. What region do you live?

- a) Urban area
- b) Rural area

5. What is your occupation?

- a) Students
- b) Part-time jobs
- c) Full-time jobs
- d) Freelancers
- e) Retired

6. What is your monthly income?

a) Less than 300\$

b) 301-500\$

c) 501\$-1000\$

d) More than 1000\$

7. How often do you shop online on e-commerce platforms?

a) 4 or less than 4 times per month

b) more than 4 times per month

8. Which e-commerce platform do you use the most?

a) Shopee

b) Tiki

c) Lazada

d) Tiktok Shop

e) Other

9. What types of products do you usually shop for on e-commerce sites?

a) Electronic equipment

b) Fashion (Clothes, shoes,...)

c) Groceries

d) Furniture and houses

e) Health and Beauty

f) Other (please specify)

10. Do you frequently consider price as a deciding factor in your e-commerce purchases?

a) yes

b) no

11. Does the variety of products on e-commerce platforms influence your purchasing decision?

a) yes

b) no

12. How much do you trust the security and privacy of your information when using e-commerce platform?

a) low trust

b) moderate trust

c) high trust

13. Would you be more likely to make a purchase on e-commerce platform if there were more local brands?

a) yes

b) no

14. Do you find mobile shopping convenient?

a) yes

b) no

15. Which factors that you consider when deciding to shop through e-commerce platforms?

a) Variety of products (Rate from 1-5)

b) Mobile Accessibility (Rate from 1-5)

c) Price (Rate from 1-5)

d) Web design (Rate from 1-5)

e) Trust and privacy (Rate from 1-5)

f) Digital payment (Rate from 1-5)

g) Local brand presence (Rate from 1-5)