

## Mobile Commerce Apps Questionnaire

### 0. Screening question:

Do you use any of the mobile commerce app categories in **Question 1**? Yes ☐ No ☐

Tick **ALL** that apply!

- ☐ Mobile banking (ABSA, FNB, Standard Bank, Nedbank, Capitec, etc.)
- ☐ E-hailing taxi services (UBER, Taxify, etc.)
- ☐ Online retail stores (Takealot, Amazon, Zando, Spree, Superbalist, OLX, Gumtree, etc.)
- ☐ Retail stores (Woolworths, Makro, etc.)
- ☐ Food outlets & delivery (Debonairs, Steers, McDonald's, Mr Delivery, UBER Eats, etc.)
- ☐ Other \_\_\_\_\_

1. Which mobile commerce app category engages you the MOST? Tick **ONE**

Banking ☐ E-hailing taxi ☐ Online retail ☐ Retail ☐ Food outlets & delivery ☐ Other ☐

2. Which device do you prefer to use when accessing mobile commerce apps? Tick **ONE**

Tablet ☐ Smartphone ☐ Feature phone ☐ Other ☐ Please specify \_\_\_\_\_

3. How long have you engaged in mobile app commerce? Tick **ONE**

≤ 1 year ☐ 2 years ☐ 3 years ☐ 4 years ☐ ≥ 5 years ☐

4. How often do you engage in mobile commerce? Tick **ONE**

Rarely ☐ Sometimes ☐ Often ☐ Always ☐

5. How many hours do you spend on your mobile commerce per occasion? Tick **ONE**

Less than ½ hour ☐ ½-to-1 hour ☐ 2 hours ☐ 3 hours ☐ 4 hours or more ☐

6. How often do you respond to mobile apps marketing communications? Tick **ONE**

Never ☐ Rarely ☐ Sometimes ☐ Often ☐ Always ☐

7. How much do you spend on an average month using mobile app commerce? Tick **ONE**

Less than R1 000 ☐ R1 001-R2 000 ☐ R2 001-R3 000 ☐ R3 001-R4 000 ☐ R4 001 or more ☐

### 8. Demographic factors

8.1. What is your gender?

Male ☐ Female ☐

8.2. Your age (in years)?

18-22 ☐ 23-27 ☐ 28-32 ☐ 33-37 ☐

8.3. Your highest level of education?

Grade 8-11 ☐ Grade 12 ☐ Completed Grade 12 ☐ Post-matric diploma/certificate ☐  
Degree ☐ Postgraduate degree ☐

8.4. Your employment status? Employed full-time ☐ Employed part-time ☐ Self-employed ☐

Unemployed ☐ Other ☐ Please specify \_\_\_\_\_

**9. Please indicate the extent to which you agree/disagree regarding your mobile commerce app (MCA) experience statements (TICK ONE block per statement):**

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
<b>Trust</b>					
Transactions via MCA are safe					
Privacy of MCA users is well protected					
MCA transactions are reliable					
Security measures in MCA are adequate					
<b>Social influence</b>					
Family/friends influence my decision to use MCA					
Media (TV, radio, newspapers) influence my decision to use MCA					
I think I would be more ready to use the services of MCA if they were used by people from my social circle					
<b>Perceived usefulness</b>					
MCA improves work performance					
MCA improves productivity					
MCA improve efficiency					
<b>Mobility</b>					
MCA can be used anytime					
MCA can be used anywhere					
MCA can be used while traveling					
Using MCA are convenient because my phone is almost always at hand					
<b>Perceived enjoyment</b>					
Using MCA is fun					
Using MCA is enjoyable					
Using MCA is engaging					
<b>Perceived ease of use</b>					
Learning to use MCA is easy for me					
My interaction with MCA does not require a lot of mental effort					
My interaction with MCA is understandable.					
I can install MCA with my existing applications without any conflicts					
Overall, I think MCA are easy to use					
<b>Involvement</b>					
I am very interested in the products and services offered over the mobile phone					
My level of involvement with the products and services offered over the mobile phone is high					
I am very involved with the mobile phone buying-selling environment					
<b>Innovativeness</b>					
If I hear about some new information technology (IT), I will seek out ways of experiencing it					
I am usually the first among my friends to try out new IT					
I enjoy experiencing new IT					
<b>Customer satisfaction</b>					
I am quite satisfied with MCA services					
MCA services meet my expectations					
My experience with using MCA is positive					

**Thank you for your time!**