### Appendix B – List of the theme questions and probe questions

| Profiling Questions | How many times have you used the OLA?  
|                     | What are the kinds of items you have bought/sold through the OLA?  
|                     | Are you a seller, a buyer or both? |
| Theme: What do you think are the benefits of the OLA? | Probing questions:  
| | What do you think of the OLA’s ability to help you find buyers for your items?  
| | In what ways do you enjoy using the OLA?  
| | What do you think of the OLA’s ability to help you find sellers for items you want to buy?  
| | What do you think of the prices in an OLA when compared with those you find in other shopping channels?  
| | What do you think of the opportunities that the OLA can allow you to find items that cannot be found easily elsewhere?  
| | What are the other benefits that the OLA may have? |
| Theme: What do you think are the transaction costs involved in the use of the OLA? | Probing questions:  
| | What do you think of the time spent in using OLA to buy an item when compared with other online shopping channels?  
| | What do you think of the effort spent in using OLA to buy an item when compared with other online shopping channels?  
| | What do you think of the service charge using OLA services?  
| | What are the other costs that using the OLA may incur? |
| Theme: What do you think are the risks involved in the use of the OLA? | Probing questions:  
| | What do you think of the risk of losing money because of fraud involved in the use of the OLA?  
| | What do you think of the risk of paying too much for buying an item through the OLA?  
| | Have you regretted about some purchases or sales you made through the OLA? Why?  
| | Would you worry about your friends and family would disapprove if you get a bargain from the OLA?  
| | Do you think you spent more in using OLA to buy an item when compared with other online shopping channels?  
| | What do you think of the danger of losing your privacy because of the use of the OLA?  
| | What are the other risks that may be involved through the use of the OLA? |
| Theme: What do you think are aspects of service quality that are important in the selection of an OLA provider? | Probing questions:  
| | How important is efficiency as a factor when you choose an OLA provider? (Explain that efficiency means web site response time and ease of navigation)  
| | How important is system availability as a factor when you choose an OLA provider?  
| | How important is privacy as a factor when you choose an OLA provider?  
| | How important is “responsiveness to user's request for help” as a factor when you choose an OLA provider?  
| | How important is compensation as a factor when you choose an OLA provider?  

Page 206
OLA provider?

*How important is telephone support and online-human assistance as a factor when you choose an OLA provider? (Explain that online-human assistance includes real-time voice dialogue such as Skype, or text dialogue such as chat)*

*What are the other factors that you consider important when you choose an OLA provider?*