

## **APPENDICES A**

### **Questionnaire in Chinese Language**

## 海外代购的现状和发展

先生/女士，您好

近年来由于经济和互联网的飞速发展，海外代购越来越接近人们的生活中，消费者越来越倾向于海淘、代购等消费方式，但是代购在带来人们便利的同时也有弊端和缺陷，本人的研究生论文致力于研究海外代购的现状和发展，希望您能抽出宝贵的时间填写一份调查问卷便于我采购资料和信息，了解更多不同的想法和观点，谢谢！

1、您的性别是 (单选题 \*必答)

- 男
- 女

2、您的年龄是 (单选题 \*必答)

- 16-25
- 26-30
- 31-40
- 41-50

3、您的月收入在什么范围 (单选题 \*必答)

- 无收入
- 1000-2000
- 2000-3000
- 3000以上

4、您是否有海外代购/网购的经历(单选题 \*必答)

- 有
- 没有

5、您平均花在每一次 海外代购/网购的消费范围是多少(单选题 \*必答)

- 0-500
- 500-1000
- 1000-2000
- 2000以上

6、您从哪些渠道进行 海外代购/网购？（多选）(多选题 \*必答)

- 熟人、朋友、亲戚
- 微博、微信等交际平台
- 海外购物网站海淘
- 淘宝网全球购

7、什么原因让您选择 海外代购/网购？（多选）(多选题 \*必答)

- 品牌选择性多样化
- 款式选择性多样化
- 价格更实惠

质量更好

8、在您看来海外代购/网购有什么好处？（多选）（多选题 \*必答）

认识更多的品牌

因为代购结识更多朋友

能买到本国无法买到的商品

能以一样的价格买到比国内质量更好的商品

能以比较实惠的价格买到奢侈品

提高了自身消费水平

9、在您看来海外代购/网购有什么缺陷？（多选）（多选题 \*必答）

物流时间长，等待时间久

偶遇海关严查有缴税的风险

担心卖家收钱后不发货，遇到骗子

担心买回来的产品不合适，退换麻烦

担心买回来的产品是假货

购买风险稍高

10、您海外代购/网购一般选择什么产品？（多选）（多选题 \*必答）

奶粉、保健品、母婴用品

奢侈品牌产品

- 服装、包包、鞋子等
- 3C产品，相机、手机、电脑等
- 珠宝、钻石等
- 食品类
- 药品、化妆品、护肤品等

11、消费方式上您更倾向海外代购还是本地购物？(单选题 \*必答)

- 海外代购
- 本地购物

12、同一产品价格相同的情况下您会选择海外代购还是本地购物？(单选题 \*必答)

- 海外代购
- 本地购物

13、您觉得首次海外代购跟陌生卖家交易时候的可信度有多少？(单选题 \*必答)

- 毫无可信度
- 一半一半
- 充分相信

14、对于失败的海外代购经历（如受骗等）您持什么态度？(单选题 \*必答)

- 花钱买教训，下次找别的卖家买了

- 再也不相信海外代购了
- 算了，本来也是想试试而已

15、您身边海外代购/网购的朋友多吗？(单选题 \*必答)

- 多
- 没有
- 有，不多

16、海外代购/网购让您的购物生活更加便利了么？(单选题 \*必答)

- 是的，不用出国也可以买到国外的品牌
- 并没有，因为我不需要国外的品牌产品

## **APPENDICES B**

### **Questionnaire in English Language**

## **The questionnaire about The Influence of Individual Overseas Purchasing**

In recent years, the rapid development of the economy and the Internet, overseas purchasing closer to people's lives, consumers increasingly prefer overseas purchasing and other consumption patterns, however the overseas purchasing brings people convenience , it also has its disadvantage and shortage, my master degree thesis focus on the influence of overseas purchasing, here hope you can fill in the questionnaire as below, it would help me a lot, thank you very much!

### 1、 Gender

- male
- female

### 2、 Age

- 16-25
- 26-30
- 31-40
- 41-50

### 3、 Monthly income (RMB)

- No income
- 1000-2000
- 2000-3000
- Above 3000



4、 Have you ever shopping overseas?

- Yes
- Never

5、 Average spend on each overseas purchasing(RMB)

- 0-500
- 500-1000
- 1000-2000
- Above 2000

6、 What's your overseas purchasing channel ?

- Friends
- Social network
- overseas shopping website
- TAOBAO.COM

7、 The reason you choose overseas purchasing

- More brands to choose
- More styles to choose
- Better price
- Better quality

8、 The advantage of overseas purchasing you think

- To know more brands
- To have more friends
- To get some special goods which can not be found domestic
- To get better products when spend same price
- To get luxury goods with better price
- Improve consumption level

9、 The disadvantages of overseas purchasing you think

- Long logistic time
- Custom risk
- False trading risk
- Trouble of returning goods
- Fake products risk
- High risk consumption

10、 What the products you choose to buy ?

- Health products
- Luxury products
- Fashion products
- Electronic products
- Jewelry

- Food
- Make up

11、 What type of consumption you prefer to

- Overseas purchasing
- Domestic purchasing

12、 Which one you prefer to buy when see the same product

- Overseas purchasing
- Domestic purchasing

13、 The credibility you think when the first transaction

- Not at all
- A half
- Totally

14、 What's your attitude if you met false transaction?

- Regard as experience , next time will be more carefully
- Never try again
- Never mind , just a shot

15、 Do you have many friends prefer overseas purchasing?

Yes, there are many

Not at all

No, not much

16、 Is it overseas purchasing makes your life more convenience?

Yes, could buy many brands just without go abroad

No, I don't need it at all