Questionnaire On E-commerce Services For The International Timber Trade

E-commerce services like FORDAQ and Alibaba.com have already a huge impact on the international timber trade. Actually offer these services automated and digitalized trading processes on the internet. Additionally these e-commerce platforms are revolutionising the well known traditional trading behaviours.

With its information services e-commerce platforms make it easier to connect companies world-wide with each other.

I hope that you will find completing the survey enjoyable. If you have any questions or would like further information, please do not hesitate to telephone me on mobile +31-(0)6-12545679, German landline +49-(0)7072-8005098 or email me at stefan.julius@wur.nl or stefan.julius@student-hfr.de.

Thank you for your help.

Stefan Julius

*Required

Questionnaire Information

1. This questionnaire is powered by Google Forms
2. To finish this questionnaire please answer all questions.
3. To prevent automation the answers are shuffled.
4. This questionnaire is ANONYMOUS.
5. There is no need for you to log into Google to answer this questionnaire.
6. After submitting you still have the possibilities to make changes.
7. The total results will be shown after submitting the form.

1. Where is your company located? *
   Please write the location of your company down. (i.e. Germany)

2. From where does your company buy/purchase the timber? *
   (More than 1 answer is possible)
   - Australia
   - America
   - No global markets (domestic)
3. Our company's business is ... *
Please finish the sentence. (Only 1 answer is possible)
- Selling & buying
- Acting as an agent
- Selling (supplying)
- Buying (purchasing)
- Other:

4. How many employees does your company have? *
(Only 1 answer is possible)
- 1 - 9
- 10 - 19
- 20 - 29
- 30 - 39
- 40 - 49
- 50 - 99
- 100 - 199
- 200 - 299
- 300 - 399
- > 400

5. Which purchasing/supplying channels does your company use to buy/to sell timber products? *
(More than 1 answer is possible)
- Sales offices (foreign producers)
- Importer/Trader
- Agencies
- E-commerce services
- Producers direct
- Other:

6. Which purchasing channels will your company use in the future? *
Please choose per each row between Declining, Constant, Increasing, Don't know or Increasingly
7. Which e-commerce services do you know? *
(More than 1 answer is possible)
- [ ] IndiaMart.com
- [ ] None
- [ ] Alibaba.com
- [ ] Fordaq.com
- [ ] TradeIndia.com
- [ ] GlobalWood.org
- [ ] Other: [ ]

8. On which e-commerce services does your company have a paid membership? *
(More than 1 answer is possible)
- [ ] Fordaq.com
- [ ] IndiaMart.com
- [ ] None
- [ ] Alibaba.com
- [ ] TradeIndia.com
- [ ] GlobalWood.org
- [ ] Other: [ ]

9. Since when is your company active on e-commerce services? *
Please fill in the starting year.

https://docs.google.com/forms/d/1SkHYkqzpmFlKARC2ffRJSiSkKN4QpmC2jenFrsMU3rw/viewform
10. How many percentages of your company's trades are already done via e-commerce services?*
(Only 1 is answer possible)

- 1 - 9%
- 10 - 19%
- 20 - 29%
- 30 - 39%
- 40 - 49%
- 50 - 59%
- 60 - 69%
- 70 - 79%
- 80 - 89%
- 90 - 100%
- No sales at all.
- I cannot say exactly.

11. How important were the following points for your company, to pay for an e-commerce service membership? *
Please choose per each row between Very important, Important, Less important or Of no importance.

<table>
<thead>
<tr>
<th></th>
<th>Very important</th>
<th>Important</th>
<th>No opinion</th>
<th>Less important</th>
<th>Of no importance</th>
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<tbody>
<tr>
<td>Risk minimization</td>
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<td>Information about the products</td>
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<td>Personal contact</td>
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<td>Steady material flow</td>
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<td>Advisory skills</td>
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<td>New business contacts</td>
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<td>Flexibility</td>
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12. Does your company have employees who are exclusively trading on e-commerce platforms? *
(Only 1 answer is possible.)
13. Would your company outsource its e-commerce business (i.e. agency)? *
(Only 1 answer is possible.)
- Yes
- No
- I don’t know
- We haven’t thought about it.
- Other:  

14. Do you think your company could benefit from outsourcing your e-commerce business? *
(Only 1 answer is possible.)
- Yes
- No
- I don’t know
- Maybe
- Other:  

15. If you would decide to outsource your e-commerce activities, which main benefits for your company would you expect? *
(More than 1 answer is possible)
- A higher market share.
- Positive image for the company.
- More serious business contacts
- Better Notification of the company.
- Time for other business
- Preservation of the market share.
- Reach of new profitable market segments.
- Other:  

16. When a company (i.e. agency) which is specialized in trading timber products via e-commerce services trades your products it could...
* Please finish the sentence with your choice. Please choose per each row between Totally agree, Agree, Disagree, No opinion or Totally disagree.
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<td>Open up new markets</td>
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<td>Destroy company’s business</td>
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<td>Increase profits</td>
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<td>Find new raw material sources</td>
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<td>Help saving money</td>
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<td>Open new e-commerce channels</td>
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<td>Create new business contacts</td>
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<td>Harm company’s image</td>
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<td>Close material gaps</td>
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<td>Back up the company’s work</td>
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17. What kind of services would your company expect by outsourcing your e-commerce appearance to another company (i.e. agency)? *

Please choose per each row between, Very much appreciated, Very appreciated, Appreciated, Couldn’t imagine, Not appreciated or Absolutely not appreciated

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<thead>
<tr>
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<th>Very appreciated</th>
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18. Do you think that e-commerce will dominate the international timber trade markets in the next ten years? *
(Only 1 answer is possible)
- Yes
- No

19. What timber related options on e-commerce services are you missing? *
(i.e. quality grading, dimensional check, ...)

20. Which useful option(s) on e-commerce services would you really miss if it (they) would be deactivated? *
(i.e. information, none, security check, ...)

21. E-commerce services are very useful, because of ...? *
Please finish the sentence. (i.e. making new contacts, our company’s appearance, ...)

22. E-commerce services are not very useful, because of ...? *
Please finish the sentence. (i.e. it too much spam, too many not serious contacts, it is too noisy, ...)
23. Your opinion regarding to this questionnaire
Please give me feedback to this questionnaire. (Not required)

Thank you very much for your co-operation!
When you have questions or you have ideas about this questionnaire and the research itself, please don't hesitate to send an email to stefan.julius@student-hfr.de.

For the results of this questionnaire please fill in your email address in the subject QUEST.

For the results of the research please fill in your email address in the subject RES.

For the results of the questionnaire and the results of the research please your email address in the subject QUEST + RES.

For detailed information about outsourcing your e-commerce business please fill in your email address in the subject OUTSOURCING.

Kind regards,

Stefan Julius

Subject QUEST
For the results of this questionnaire please fill in your email address. (Answer is not required)

Subject RES
For the results of the research please fill in your email address in the subject RES. (Answer is not required)
Subject QUEST + RES
For the results of the questionnaire and research please fill in your email address in the subject RES. (Answer is not required)

Subject OUTSOURCING
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Submit

Never submit passwords through Google Forms.

100%; You made it.