**Annexure A: Statements for this study**

*Online credibility*

1. A profile of the organisation's activities increases familiarity.
2. A virtual library is impractical in making the organisation's website a valuable resource.

3. The corporate website must contain information about any charitable activities in which the organisation is involved.
4. Information about any community efforts in which the organisation is involved is essential.
5. The corporate website must contain information about any environmental projects in which the organisation is involved.
6. An organisation's website must provide for a community bulletin board where nonprofit organisations can publicise their events free of charge.
7. Placing the organisation's history on its website increases the believability of its operations.
8. Information about the organisation's culture is irrelevant.
9. A media section with access to the organisation's media releases must be included.
10. Information about the organisation must be excluded in the media section.
11. Users do not appreciate an educational section on the best way to use a particular product organisation.
12. A section on the organisation's special events is unnecessary.
13. Information about the organisation's product(s) and/or service(s) must be easily accessible.
14. Content management software restricts the coordination of messages.

*Online trust*

15. A contact directory with individual employees' details is undesirable.
16. Multimedia decreases a corporate website's.
17. The reflection of the organisation's corporate identity creates a feeling of understanding.
18. Information about the organisation's financial position (investors' relations section) is undesirable.
19. The corporate website must not contain text chat software for online communication with an organisational representative.
20. Item prices need not be published.
21. Users want to pay for items via a secured system.
22. There must be a statement that transactions are secure.

23. The corporate website must guarantee customer privacy.

24. There must be a guarantee that merchandise is available at the time of the order.

25. There must be assurance of service support by the organisation.

26. There must be assurance of error-free billing.

27. Customers should not be able to monitor the status of their orders.

28. Customers must be able to access the status of their orders at any given time.

29. Adequate access to customers' online account details is undesirable.

30. A corporate website must exclude the organisation's physical address.

31. It is unnecessary to inform customers about the means of delivery of their ordered goods.

32. A corporate website must exclude the organisation's contact numbers.

### *Online long-term relationships*

33. An e-mail link is essential to enable users to communicate directly with the organisation.

34. Regular customers expect website content to be continually updated.

35. A search capability must only be built in if all the relevant key words produce meaningful results.

36. A standardised response form to enquiries hinders customers in specifying the exact information they require.

37. A detailed online sales brochure must offer maximum possible choice.

38. An online discussion forum for customers is undesirable.

39. An online sales video personalises customer contact.

40. Customers generally dislike an e-mail product newsletter.

41. A section for frequently asked questions (FAQs) and problems is beneficial.

42. Online customers need to be able to navigate logically through the website.

43. Free product samples that can be ordered, do not necessarily retain customers.

44. Preprogrammed answers (answerbots) are irritating.

45. An automatic responder to e-mail alienates the customer.

46. Software that automatically manages customer relationships improves customer service.

47. A subscribed mailing list option is nonessential.

48. An aftersales confirmation e-mail is unnecessary.

49. The corporate website must be integrated with other departments in order to manage online relationships with its customers.

50. A guestbook is an effective means of building a customer database.

51. A corporate website must have exclusive website services for regular customers.

52. An online *members-only* magazine alienates other potential customers.

53. An option to personalise the organisation's website according to customers' needs increases usability.

54. Users disregard links to other sites containing information on the organisation's

product(s) and/or service(s).