

SURVEY ON CONSUMERS' PREFERENCES AND BEHAVIOUR ON
OFFLINE & ONLINE SHOPPING

Q.1 Gender : Male Female

Q.2 Age. : (in yrs.)

Under 20 21 – 30 31 – 40 41 – 50 Above 50

Q.3 Occupation. :

Private Govt. Employee Entrepreneur Home Maker Student Others

Q.4 Annual Income (in INR). :

Below 5,00,000 5,00,001 – 8,00,000 8,00,001 – 10,00,000 Above 10,00,000

Q.5 How often do you shop Online ? :

Daily Alternate days Twice in a week Weekly
 Monthly Occasionally Rarely Never

Q.6 What is your preferable mode of Online shopping ? Kindly put (√) :

E-Commerce websites using laptop, desktop, notebook, etc.
 M-Commerce options through Mobile Apps via smartphones, Tablets, etc.

Q.7 Kindly put (√) on a 5 point scale.

**Strongly
Disagree
1**

**Disagree
2**

**Neither Agree Nor
Disagree
3**

**Agree
4**

**Strongly
Agree
5**

S. No.	Parameters	1	2	3	4	5
A	<u>Offline Shopping (Brick & Mortar Stores) :-</u>					
1)	Do you shop via Offline Stores (Brick & Mortar stores) like Retail Shops, Local Kiraana Stores, Retail Outlets, Single Brand Outlets, Multi-Brand Outlets, Modern Trade Outlets, etc. for your daily and occasional needs ?					
B	<u>Preferences for Segments through Shopping via Offline Stores (Brick & Mortar Stores) :-</u>					
2)	Offline buying for daily groceries					
3)	For other daily needs					
4)	Clothing, Shoes, Accessories, Personal care Products buying					
5)	Electronics & Gifts buying like mobile, laptops, Tablets, gifts, watches, etc.					
6)	Specific buying like Car, Furniture, House, etc.					
7)	Services like Insurance, Saloons, Doctor, Lawyer, Electrician, Repairs, Medicines, etc.					
C	<u>Reasons for Preferences for your shopping through Offline Stores (Brick & Mortar Stores) :-</u>					
8)	Ease & Convenience					
9)	Emotional Attachment					
10)	Relationship with the seller – kiraana store, retail outlet, single / multi-brand, MTOs etc.					
11)	Trust					
12)	Assurance from the seller on personal attention and after-sales services					
13)	Out of habit – tradition					
14)	Family shopping experience					

S. No.	Parameters	1	2	3	4	5
15)	Need to experience, touch, feel and then buy					
16)	Less logistics challenges in getting product & services right at my door step					
17)	Competitive Pricings					
18)	Credit / Finance options available					
19)	Ease in Replacement					
20)	Approachable					
D	<u>Online Shopping (Click & Order Stores)</u> <u>E-Commerce / M-Commerce :-</u>					
21)	Do you shop via Online Stores (Click & Order stores) like Amazon India, Flipkart, Snapdeal, PayTM, Shopclues, Myntra, Homeshop 18 and other E-Commerce online players for your daily and occasional needs ?					
E	<u>Preferences for Segments through Shopping via Online Stores (Click & Order Stores) :-</u>					
22)	Online buying for daily groceries					
23)	For other daily needs					
24)	Clothing, Shoes, Accessories, Personal care Products buying					
25)	Electronics & Gifts buying like mobile, laptops, Tablets, gifts, watches, etc.					
26)	Specific buying like Car, Furniture, House, etc.					
27)	Services like Insurance, Saloons, Doctor, Lawyer, Electrician, Repairs, Medicines, etc.					

S. No.	Parameters	1	2	3	4	5
F	<u>Reasons for Preferences for your shopping through Online Stores (Click & Order Stores)</u> :-					
28)	Ease & Convenience					
29)	Low Prices / Discounts					
30)	Influenced through awareness generated					
31)	Payment Options available like Cash on Delivery, Credit Card, etc.					
32)	Emotional Attachment					
33)	Trust					
34)	After-sales services					
35)	Secure Shopping experience					
36)	Less Logistics challenges – Last Mile Delivery					
37)	Product / Services Reviews available – that helps in Buying Decisions					
38)	Less time consuming					
39)	Gives me ultimate & personalized shopping experience					
40)	It's the in-thing (in Fashion)					

Q.8 As per above questions on Offline buying, please **Rank your preferences for your Offline Shopping Experience (Brick & Mortar Stores)**

SELECT TOP 5 CHOICES ONLY.

1 – HIGHEST

5 – LOWEST

S. No.	Parameters	Rank
1)	Low Prices / Discounts	
2)	Convenience	
3)	Quality	
4)	After-Sales Service	
5)	Less Logistics / Delivery challenges	
6)	Habit	
7)	Family Experience	
8)	Experience, Touch, Feel and then Buy	
9)	Security & Assurance	
10)	Trust	
11)	Reliability	
12)	Advertisement & Branding	
13)	Locational Advantage	
14)	Reach	
15)	Relationship buying	
16)	Loyal customer	

Q.9 As per above questions on Online buying, please **Rank your preferences for your Online Shopping Experience (Click & Order Stores) E-Commerce / M-Commerce**

SELECT TOP 5 CHOICES ONLY.

1 – HIGHEST

5 – LOWEST

S. No.	Parameters	Rank
1)	Low Prices / Discounts	
2)	Ease & Convenience	
3)	Payment Options like COD, Credit, etc.	
4)	Home Delivery	
5)	Secure Transactions	
6)	Assurance	
7)	Reward points / Coupons / Freebies	
8)	Trust	
9)	Social & Emotional Connect	
10)	Reliability	
11)	Reach	
12)	Variety to choose	
13)	Product Reviews / Blogs / and other help for making purchase	
14)	Quality	
15)	After-Sales Service	
16)	Less Logistics / Delivery challenges	
17)	Habit	
18)	Personal Experience	
19)	Loyal customer	

Q.10 Please give your Preference for Offline and Online Shopping for following Product / Services Segments. Kindly put (√)

S. No.	Parameters	Offline	Online	Both	Can't Say
1)	Daily Groceries				
2)	Clothes & Accessories				
3)	Shoes, Leather & Accessories				
4)	Jewellery				
5)	Insurance				
6)	Services like Doctor, Lawyer, Electrician, Financial Planner, etc.				
7)	Aspirational shopping like Car, House, etc.				
8)	Books & Stationery				
9)	Home Furniture				
10)	Home Security like Home Safes, Video Door Phones, CCTV system, Alarm System, etc.				
11)	Electronics like Mobiles, Tabs, Laptops, etc.				
12)	Gifts, Watches, Perfumes etc.				
13)	Luxury buying				
14)	Home Appliances like AC, Refrigerator, Washing Machine, etc.				
15)	Household & Kitchen Appliances				
16)	Hardware like Door Locks, Handles, Chimneys, and Paints				
17)	Medicines				
18)	Music, Movies, Games etc.				

Q.11 How often do you give Feedback to Offline Stores to improve your shopping experience, improve customer service and earn your patronage further.

- Most of the times Occasionally Rarely Never Not Applicable

Q.12 Are you satisfied with the Customer Feedback System of Offline Stores & Actions are taken OR Attempts made related to the Feedback given ?

- Yes No Not Applicable

Q.13 How often do you give Feedback to Online Stores (E-Commerce / M-Commerce) to improve your shopping experience, improve customer service and earn your patronage further.

- Most of the times Occasionally Rarely Never Not Applicable

Q.14 Are you satisfied with the Customer Feedback System of Online Stores (E-Commerce / M-Commerce) & Actions are taken OR Attempts made related to the Feedback given ?

- Yes No Not Applicable

-----*Thank You*-----