**This questionnaire will help gather insights into customer purchasing behavior, which can be compared with SQL data for strategic recommendations.**

**Demographic Information**

1. What is your age group?
   * 18-24
   * 25-34
   * 35-44
   * 45-54
   * 55+
2. What is your gender?
   * Male
   * Female
   * Non-binary
   * Prefer not to say
3. What is your average monthly income?
   * Less than ₹20,000
   * ₹20,000 - ₹50,000
   * ₹50,000 - ₹1,00,000
   * ₹1,00,000+
4. Where do you usually shop? *(Select multiple)*
   * Online Stores (Amazon, Flipkart, Myntra, etc.)
   * Retail Stores
   * Wholesale Stores

**Shopping Preferences**

1. How often do you shop for products?
   * Daily
   * Weekly
   * Monthly
   * Occasionally
2. What product categories do you buy the most? *(Select multiple)*
   * Electronics
   * Furniture
   * Office Supplies
   * Home & Kitchen
   * Fashion & Apparel
   * Others: \_\_\_\_\_\_\_
3. How do you decide what to purchase?
   * Online reviews
   * Price comparison
   * Brand reputation
   * Discounts/Offers
   * Recommendations from friends/family

**Purchasing Behavior**

1. What is your average spend per order?
   * Less than ₹500
   * ₹500 - ₹1,000
   * ₹1,000 - ₹5,000
   * ₹5,000+
2. Which factor influences your purchase the most?
   * Price
   * Product quality
   * Brand loyalty
   * Offers/Discounts
   * Availability
3. Which payment method do you prefer?

* Credit/Debit Card
* UPI (Google Pay, PhonePe, Paytm)
* Cash on Delivery
* Net Banking

1. Do you usually buy during sales and promotional periods?

* Yes
* No

1. Have you ever abandoned your cart before checkout? If yes, why? *(Select multiple)*

* High shipping cost
* Better deal elsewhere
* Changed mind
* Payment issue

**Post-Purchase Behavior**

1. How satisfied are you with your last purchase?

* ⭐⭐⭐⭐⭐ (Very Satisfied)
* ⭐⭐⭐⭐ (Satisfied)
* ⭐⭐⭐ (Neutral)
* ⭐⭐ (Dissatisfied)
* ⭐ (Very Dissatisfied)

1. How often do you return products?

* Never
* Rarely (1-2 times a year)
* Sometimes (3-5 times a year)
* Often (6+ times a year)

1. Do you leave product reviews after purchase?

* Always
* Sometimes
* Rarely
* Never

1. Would you recommend this store to others?

* Yes
* No

1. Any suggestions for improvement?