**Survey Questionnaire**

**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 and Kitchen
   * Fashion and 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
4. Do you usually buy during sales and promotional periods?
   * Yes
   * No
5. 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)
2. How often do you return products?
   * Never
   * Rarely (1-2 times a year)
   * Sometimes (3-5 times a year)
   * Often (6+ times a year)
3. Do you leave product reviews after purchase?
   * Always
   * Sometimes
   * Rarely
   * Never
4. Would you recommend this store to others?
   * Yes
   * No
5. Any suggestions for improvement?