

## **Without Free Shipping Banner**

1. How old are you?
2. Do you purchase online frequently?
3. What types of goods do you often purchase online?
4. How much do you typically spend when you buy online?
  
5. How appealing do you think the design and product placement are on this website?
6. When you were looking at the page, did you see any promotional messages?
7. What is the likelihood that you will keep visiting this website?
8. What is the likelihood that you will put any items from this page in your cart?
  
9. If you have to pay for delivery, how likely are you to finish your purchase?
10. In general, how pleased are you with this shopping page?

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11. Did you see the banner at the top of the website that said, "Free Delivery on All Orders"?
12. How alluring do you think this offer of free delivery is?
13. Is your opinion of the website improved by this banner?
14. Are you more inclined to put an item in your cart as a result of the banner?
  
15. Would you be more inclined to finish a purchase if delivery was free?
16. Do you think this website is better than others that charge for delivery?
17. Do you believe that a shop that offers free delivery comes across as more reliable?
18. Does the banner give you the impression that the items are more affordable?
  
19. How simple was it to see this page's banner?
20. Do you believe the message design and green banner color work well?