

A

Research Questionnaire for Winter Research

Project On

A Study of impulsive buying behaviour of customer of Surat city while buying online

Towards fulfilment for:

BBA Degree with Marketing Specialization from

BRCM College of Business Administration, Surat.

Affiliated with

Veer Narmad South Gujarat University, Surat.

Submitted by: Kenil Gondaliya

Roll No. 118

Submitted to: Dr. Pratik C. Patel

A study of impulsive buying behaviour of customer of Surat city while buying online.

Dear Respondent,

I'm Kenil Gondaliya, studying in B.B.A. programme at BRCM COLLEGE OF BUSINESS ADMINISTRATION. I'm conducting a research on "Impulsive buying behaviour of customer of Surat city while buying online".

Your response would be helpful in my research, assuring full confidentiality of your responses. These would be used only for academic purpose.

Thanks!

1. How frequently do you indulge into impulsive (unplanned) buying because of availability of money?
 - ☐ Very often
 - ☐ Often
 - ☐ Sometimes
 - ☐ Rarely
 - ☐ Never

2. How likely do you make impulsive buying, if your friend praise about products.

Strongly dislikely	1	2	3	4	5	strongly likely

3. I tend to purchase clothes on holiday because of availability of time.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
4. Offers on Festival Season make you to buy impulsively (unplanned).
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
5. I indulge into impulsive (unplanned) shopping because of Attractive website.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree
6. Good reviews on product make you to buy products impulsively.
- Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

7. Attractive photos of the product make you to purchase impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

8. Fastest delivery makes you to buy impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

9. Which of the following factors make you to buy impulsively (unplanned) buying?

(Multiple tick available)

- ☐ Unexpected cheaper price
- ☐ Coupons
- ☐ Offers
- ☐ Discounts
- ☐ Free delivery
- ☐ Easy return policy
- ☐ Refund policy
- ☐ Packaging
- ☐ Labelling

10. How frequently would you indulge into impulsive (unplanned) buying because shortage of products?

- ☐ Very often
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

11. New trends of fashion clothes attract you to buy impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. Lucrative (tempting) advertisements make you to buy impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

13. Your favorite celebrity brand endorsers attract you to buy impulsively (unplanned).

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

14. Because of good service after sales. Will you purchase it impulsively (unplanned)?

- ☐ Yes
- ☐ No
- ☐ May be

15. Have you ever purchased products impulsively (unplanned) by reading just brand names?

- ☐ Yes
- ☐ No
- ☐ May be

16. Name _____

17. Gender

- ☐ Male
- ☐ Female

18. Age

- ☐ Less than 15
- ☐ 15-20
- ☐ 21-25
- ☐ 26-35
- ☐ 36-50
- ☐ Above 50

19. Education

- ☐ Upto 10
- ☐ 12
- ☐ Graduation
- ☐ Post-graduation
- ☐ Doctorate
- ☐ Other _____

20. Occupation

- ☐ Student
- ☐ Self employed
- ☐ Business
- ☐ Job
- ☐ House wife
- ☐ Other _____

21. Income (monthly)

- ☐ Below 20000
- ☐ 21000-30000
- ☐ 31000-40000
- ☐ 41000-50000
- ☐ Above 50000

22. Contact no. _____