

1. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other (please specify)

2. How old are you?

- ☐ Under 20
- ☐ 21-30
- ☐ 31-40
- ☐ 41-50
- ☐ Above 50

*3. Which one of the following best describes your role in the decision of purchasing the T100 Thermal Cycler?

- ☐ Primary decision maker
- ☐ End-user / Recommender
- ☐ Purchasing agent / Not involved in decision making
- ☐ Other (please specify)

4. Who helped you make the purchasing decision?

☐ By myself

☐ Researchers in my organization

☐ Others (please specify their role)

5. What factors helped you make the choice / decision?

- ☐ Product Specifications
- ☐ Peer recommendation
- ☐ Price/promotion
- ☐ Personal past experience
- ☐ Other (please specify)

6. Have you used the T100 Thermal Cyclers webpage (<http://www.bio-rad.com/en-us/product/t100-thermal-cycler>) during your research / decision making process?

☐ Yes

☐ No

7. Have you used the online tutorial / demonstration on the T100 Thermal Cycler webpage (<http://www.bio-rad.com/en-us/product/t100-thermal-cycler>) ?

☐ Yes

☐ No

*** 8. How do you like the online tutorial / demonstration that you've used?**



9. Would you recommend using the T100 Thermal Cycler webpage to make a purchase decision?

☐ Yes

☐ No

10. Do you think the website of the T100 Thermal Cyclers webpage (<http://www.biorad.com/en-us/product/t100-thermal-cycler>) is intuitive to use?

- ☐ Yes
- ☐ No

*** 11. In which way do you think the webpage for the T100 Thermal Cycler (<http://www.biorad.com/en-us/product/t100-thermal-cycler>) should be improved to make it more intuitive?**



12. Do you think there is any important information that is missing from the current T100 webpage (<http://www.bio-rad.com/en-us/product/t100-thermal-cycler>)?

☐ Yes

☐ No

13. What information, which would be useful to you, were not found by you on the T100 Thermal Cycler's webpage(<http://www.bio-rad.com/en-us/product/t100-thermal-cycler>)?

- ☐ Product specifications
- ☐ launch package information
- ☐ Price
- ☐ Quote
- ☐ Promotion
- ☐ Comparison
- ☐ Warranty
- ☐ Consumables
- ☐ Online tutorial/demonstration
- ☐ Online review
- ☐ Online guide for selecting and purchasing
- ☐ Other (please specify)

***14. Why won't you recommend using the T100 Thermal Cyclers webpage to make a purchase decision?**

15. Did you do any comparison before choosing the T100 Thermal Cyclers from Bio-rad?

☐ Yes

☐ No

16. Did you do your comparison online?

☐ Yes

☐ No

17. Did you read any online review when choosing your thermal cycler?

☐ Yes

☐ No

***18. On which website did you get these information?**

19. Did you purchase the T100 Thermal Cyclers online?

☐ Yes

☐ No

20. Did you purchase online for the reason of promotion / discount?

☐ Yes

☐ No

21. Would you still buy it online if there were no promotion?

- ☐ Yes
- ☐ No
- ☐ Not sure

22. Did you choose to purchase online for the reason of convenience?

- ☐ Yes
- ☐ No

23. Why do you think it is convenient to purchase online?

- ☐ 24 hours access
- ☐ readily available information
- ☐ Easy to order multiple products
- ☐ Other (please specify)

24. Would you recommend purchasing the T100 Thermal Cyclers online?

☐ Yes

☐ No

***25. Why won't you recommend purchasing the T100 Thermal Cyclers online?**

**26. Do you think an online guide for selecting and purchasing would be helpful to you?
(Which could be suitable to your familiarity with it, your role in your organization and your
goal of visiting)**

☐ Yes

☐ No

***27. Why do you think such an online guide for selecting and purchasing would NOT be helpful to you?**



28. Did you have any interaction with anyone from Bio-Rad (like a sales representative, customer service, technical support...) before or after your purchasing online?

☐ Yes

☐ No

29. Did you asked for a product demonstration before purchasing the T100 Thermal Cyclers?

☐ Yes

☐ No

*** 30. Why is a demonstration important to you?**



31. Which of the following best describe the reason you contact a sales representative, customer service, or technical support? (Please select all that apply)

- ☐ Get a better price
- ☐ Get warranty
- ☐ Match product with my needs
- ☐ Compare products
- ☐ Get a starter or new lab package
- ☐ Make a purchase
- ☐ Get more information about the T100 Thermal Cycler
- ☐ Other (please specify)