

Interview and Questionnaire

Example - Online Grocery Shopping

Sampling Decisions

We have undertaken target-oriented method for sampling. Our target research included Facebook, Twitter, Direct E-mail, messages, colleges, universities, and public places in Dhaka city.

Sample Design

1. **Sample Size:** The sample size selected for the research is 200.
2. **Parameters of Interests:** The major parameter of interest is the subgroup of people having an experience in online shopping and grocery shopping.
3. **Sampling Technique:** Any probabilistic sampling technique described in the class.

Data Collection Tool Used

The data collection tool used for the research is “Questionnaires” to get the primary data for the empirical research on customer preference on online grocery shopping.

The Questionnaire which is attached in the next page consists of several questions printed in a definite order on a form which the respondents read.

Questionnaire on Online Grocery Store

(We would like to know more about how you use online shopping. You can help us to learn more by filling out the questionnaire. We do not share your answers with anyone else, so they remain confidential if you have any questions please ask your presenter.)

(Personal Information)

Name: _____

Address: _____

Contact No: _____

E-mail Id: _____

(Demographics Information)

Gender:

☐ Male

☐ Female

Age-group:

☐ Below 20

☐ 20-29

☐ 30-39

☐ 40 and above

Place of residence

☐ Gulshan

☐ Banani

☐ Dhanmondi

☐ Other please specify_____

Occupation:

- ☐ Student
- ☐ House-Wife
- ☐ Government Employer
- ☐ Business
- ☐ Others, please specify _____

Monthly Income:

- ☐ Below 20,000
- ☐ 20,000 - 25,000
- ☐ 25,000 – 35,000
- ☐ 35,000 – 45,000
- ☐ 45,000 – 60,000
- ☐ 60,000 and above

1. Do you use internet?

☐ Yes

☐ No

2. How long you have been using internet?

☐ Less than 1year

☐ 1-3 years

☐ 3-5years

☐ More than 5 years

3. On an average how much time you spend on surfing the web?

☐ 0-5 hrs

☐ 6-10 hrs

☐ 11-15 hrs.

☐ 16-20 hrs

☐ More than 20 hrs

4. For what activities you use internet?

☐ Social networking

☐ Information gathering

☐ Entertainment

☐ Finance

☐ Shopping

5. Where do you most often access the internet?

- ☐ Home
- ☐ Office/ University
- ☐ Cyber Café
- ☐ Others, please specify _____

6. Have you done online purchase?

- ☐ Yes, continue to buy,
- ☐ yes, but discontinued,
- ☐ Never

7. Which one is better for shopping as per your view?

- ☐ Online shopping
- ☐ Manual shopping

8. Which item you shop online?

- ☐ Apparels
- ☐ Books
- ☐ Electronics
- ☐ Food
- ☐ Games
- ☐ Music
- ☐ Any other, please specify _____

9. How much money do you spent in online shopping? (**BDT**)

- ☐ 100 – 500
- ☐ 500 – 1000
- ☐ 1000 – 5000
- ☐ 5000 & above

10. When do you feel the need to shop online?

- ☐ When I need home delivery
- ☐ When I want something unique and special
- ☐ When I need to compare prices
- ☐ When I don't have the time to find things by different markets
- ☐ Any other, please specify_____

11. What features in online shopping website attracts you?

- ☐ The design of a website
- ☐ Discounts offered
- ☐ Advertisement
- ☐ Variety
- ☐ Value for money
- ☐ Any other, please specify_____

12. While shopping what affects your satisfaction the most?

| Feature | Very important | Somewhat important | Not important |
|---------------------------|----------------|--------------------|---------------|
| Design | | | |
| User friendly | | | |
| Adequate search option | | | |
| Product assortments | | | |
| Payment options | | | |
| Cash on delivery | | | |
| Net banking | | | |
| Debit/ Credit Cards | | | |
| Product Options | | | |
| Offers & Discounts | | | |
| Free Shipping | | | |
| Security | | | |
| Id & password | | | |
| Order confirmation screen | | | |
| Delivery | | | |
| Tracking of items | | | |

13. What are your issues regarding online shopping?

- ☐ No guarantee
- ☐ Possibility of forgery
- ☐ Product highly priced
- ☐ Too much clutter
- ☐ Security issue
- ☐ Physical examination
- ☐ Any other, please specify_____

14. Where do you shop for grocery items?

- ☐ Meena Bazar
- ☐ Shopno
- ☐ Agora
- ☐ Any other, please specify_____

15. If given an option to buy grocery online will you buy online?

- ☐ Yes
- ☐ No
- ☐ May be

16. Do you think buying grocery online is beneficial?

- ☐ Yes
- ☐ No

17. If yes, why do you think is beneficial?

- ☐ Easy to order
- ☐ Variety at one shop
- ☐ Discounts & offers
- ☐ Saves time
- ☐ Avoid long queues
- ☐ Any other, please specify_____

Data Analysis:

Gender:

| Gender | | |
|--------|--------|-------|
| Male | Female | Total |
| 90 | 110 | 200 |

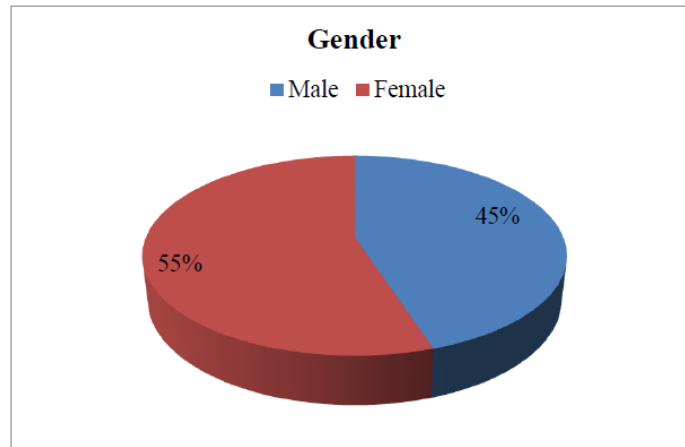


Illustration:

The above diagram depicts that out of the total 200 respondent 55% of the respondent were female as the objective was to study the consumer behavior with respect to online grocery, as grocery is more shopped by female respondent.

Age brackets:

| Age | | | |
|-------|-------|------------|-------|
| 18-24 | 25-30 | 30 & Above | Total |
| 75 | 50 | 75 | 200 |

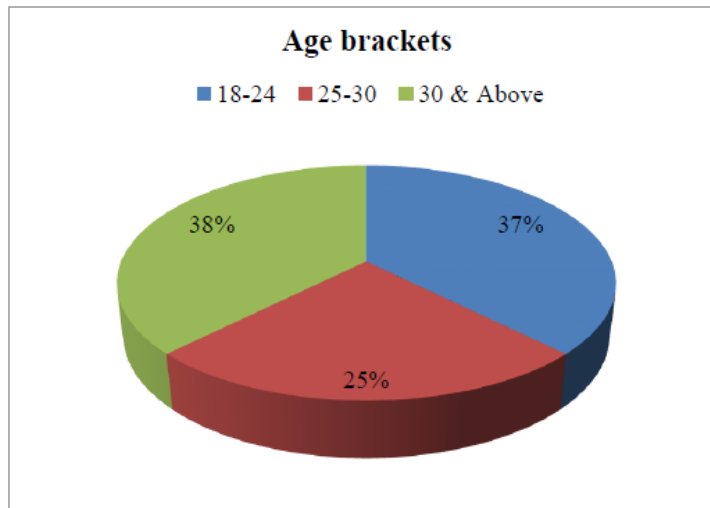


Illustration:

- ☐ The 38 % of the respondent were among 30 & above age bracket as these respondents are well educated.
- ☐ Another 37% of the respondent were ranging from 18-24 age bracket and the remaining 25 % were respondent were ranging from 25-30 age bracket, as these respondents are ready to adapt changes.

Occupation:

| Occupation | | |
|------------|----------|-------|
| Service | Business | Total |
| 119 | 81 | 200 |

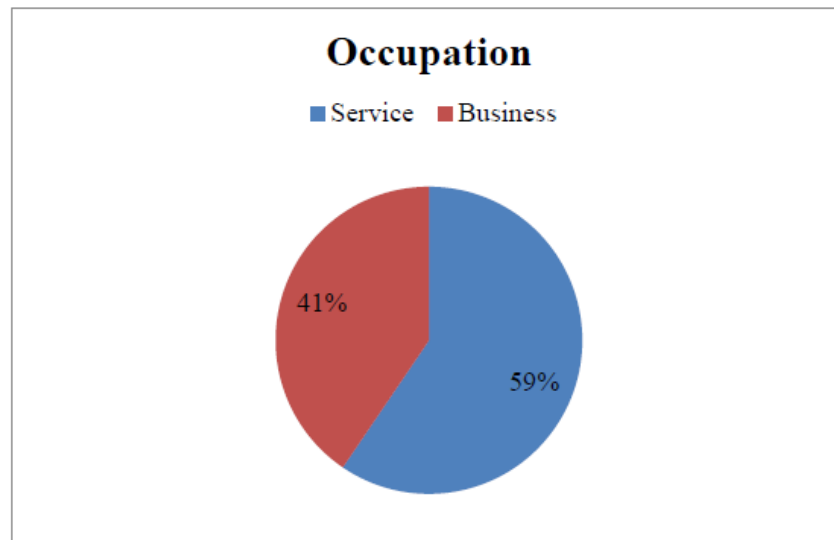


Illustration:

For the research to be successful most of the respondent are working officials who are educated.

Q: Which item you shop online?

People may select more than one checkbox, so percentages may add up to more than 100%.

| Apparels | Books | Electronic | Food | Games | Music | Other |
|----------|-------|------------|------|-------|-------|-------|
| 39 | 48 | 46 | 9 | 16 | 47 | 5 |

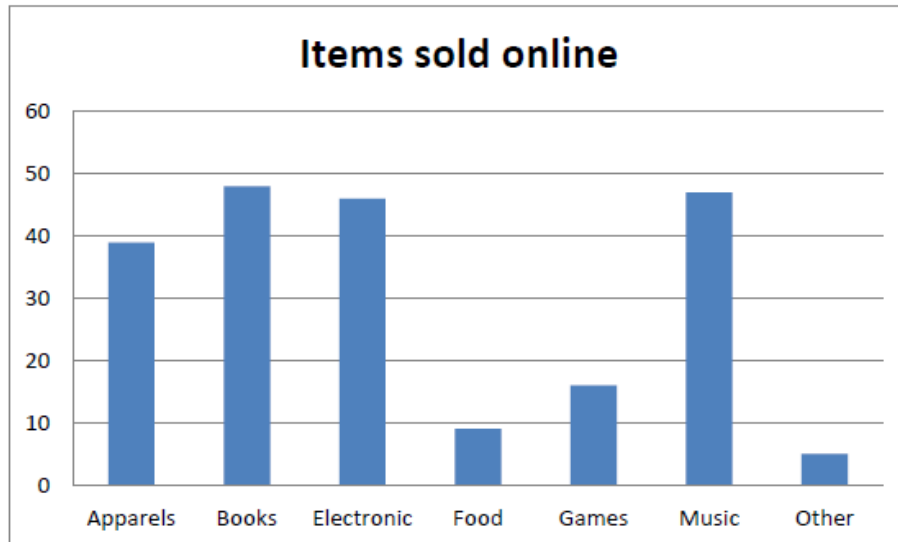


Illustration:

- ☐ The above diagram depicts that book has the highest number transaction in online shopping.
- ☐ Music is the second most item sold in the online shopping, along with electronics appliances like hair dryer, mobile appliances, computer peripherals etc.
- ☐ The other items that are sold in the online shopping are the apparels which are more preferred by the female respondent.
- ☐ Games are the items that are preferred with the respondent ranging the age bracket between
- ☐ The other items which are sold online are such as flowers, gifts and movie tickets.

Q: While shopping what effects the satisfaction the most?

| | Very Important | Somewhat Important | Not Important |
|----------------------------|----------------|--------------------|---------------|
| Website User Friendly | 78 | 19 | 3 |
| Adequate Search Option | 46 | 53 | 1 |
| Product Assortment | 44 | 54 | 2 |
| Cash on delivery | 69 | 26 | 5 |
| Net banking payment | 48 | 45 | 7 |
| Credit/Debit Card payment | 42 | 52 | 6 |
| Offers & Discounts | 77 | 22 | 1 |
| Free Shipping | 78 | 20 | 2 |
| Id & Password Confirmation | 47 | 46 | 7 |
| Order Confirmation Screen | 53 | 44 | 3 |
| Tracking of items | 53 | 38 | 9 |

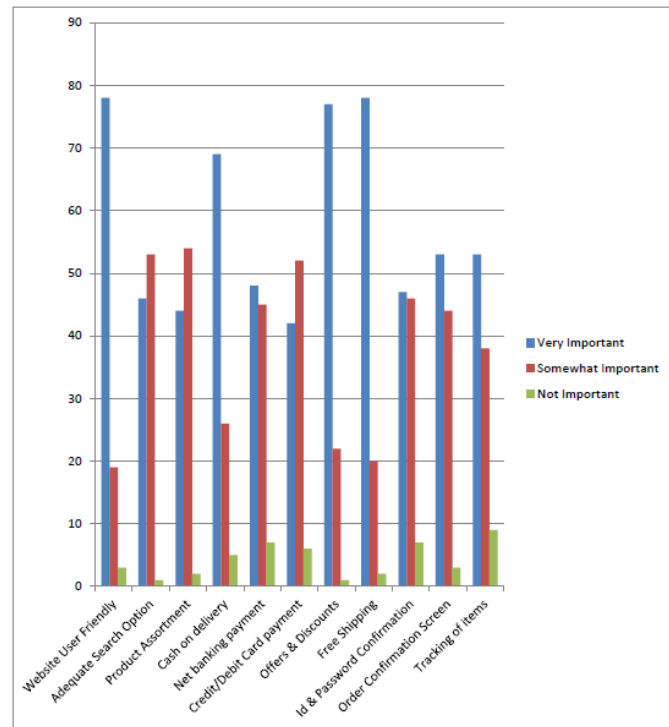


Illustration:

- ☐ The above diagram depicts that website user friendliness forms an important factor when it comes to online shopping, more the website user friendliness will determine a greater number of visits on a website which will in turn results an increase in the sale truncations for the shopping site.
- ☐ Adequate search option is the search bar which is used by the user to search for a product in the website. The above graph depicts that user feels that adequate search bar form neither important nor unimportant part of the online shopping website.
- ☐ Product assortment in an online shopping website helps the user to easily track the product they are willing to buy. E.g. In apparels category products can be assorted in categories like male & female, jeans or tops, salwar, kameez etc. From the above graph we can determine product assortment form neither important nor unimportant part of the online shopping website.
- ☐ Cash on delivery forms an important aspect of the online shopping website in Indian online shopping market, the above graph depicts that it does forms an most important part on the online shopping.
- ☐ The other mode of payment gateway through net banking and credit/debit banking also forms an important part of the online shopping website.

- ☐ The above graph depicts that along offers & discounts, free shipping also forms as the most important factor for the online shopping website, which forms a motivating factor for the user to shop.
- ☐ When it comes to security aspect of the website Id & password forms an important aspect of the online transaction. The other aspect order confirmation is the like the shopping cart where the user gets the list of items he/she is going to purchase which avoids unnecessary purchase of the product, also forms an important part of the online shopping website.
- ☐ When it comes to tracking of items service in online shopping most of the respondent think that it is an important service which allows the user to track their items in transit.

Q: How much money do you spend in online shopping?

| 100-500 | 500-1000 | 1000-5000 | 5000 & above |
|---------|----------|-----------|--------------|
| 12 | 28 | 53 | 7 |

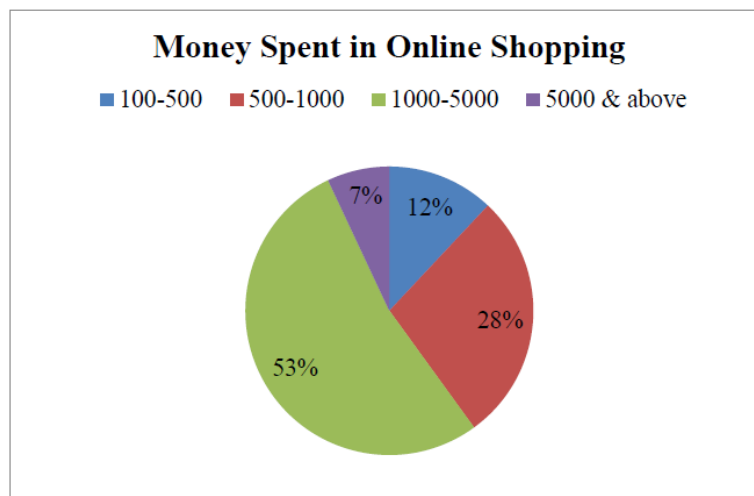


Illustration:

- ☐ The money spend in online shopping is ranging from BDT 1000-5000, which indicates the users are willing to pay more price when there are premium quality products such as electronics, branded apparels, original music etc.

Q. What features in online shopping attracts you?

People may select more than one checkbox, so percentages may add up to more than 100%.

| Design of website | Discounts offered | Advertisement | Variety | Value of money |
|-------------------|-------------------|---------------|---------|----------------|
| 33 | 77 | 39 | 59 | 29 |



Illustration:

- ☐ From the above diagram we can determine that people prefer online shopping when discounts offered are offered to them.
- ☐ Also, the variety of product offering to the customer also forms an important factor which motivates the respondent to shop online.
- ☐ The other factor that motivates the user to shop online is when the product they purchase is of value of money.
- ☐ Also, the design of website along with the different advertisement promotion motivates the user to shop online.

Q: Issues regarding online shopping

People may select more than one checkbox, so percentages may add up to more than 100%.

| No guarantee | Possibility of forgery | Product highly priced | Too much clutter | Security issue | Physical examination |
|--------------|------------------------|-----------------------|------------------|----------------|----------------------|
| 26 | 19 | 8 | 17 | 44 | 74 |



Illustration:

- ☐ The above data determines that physical examination that is the tangibility of the product is the important issue when it comes to online shopping.
- ☐ The other factor which demotivates the user to shop online is the security issue, which consists of issues like phishing, hacking of accounts etc.

Q: If given an option to you buy grocery online will you buy?

| Yes | No | Maybe |
|-----|----|-------|
| 37 | 28 | 35 |

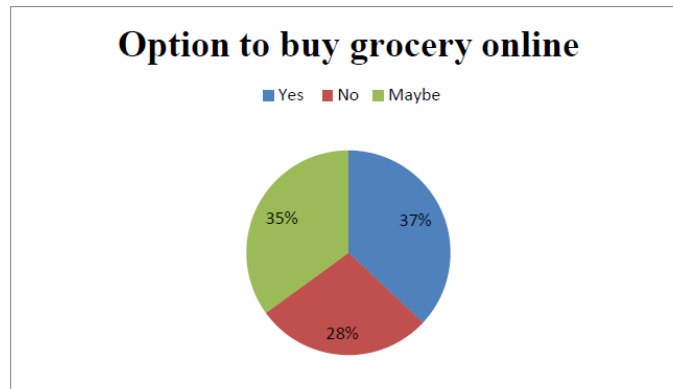


Illustration:

- ☐ The above graph depicts that around 37% of respondent are willing to buy grocery online if the option is given.
- ☐ The remaining percentage of the respondent may or may not buy grocery online due the factors like physical examination and security issues.

Q: Do you think buying grocery online is beneficial?

| Yes | No | Total |
|-----|----|-------|
| 116 | 84 | 200 |

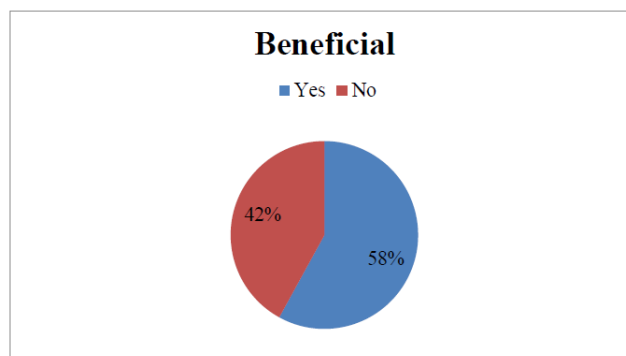


Illustration:

- ☐ The above diagram depicts that most of the respondent think that buying grocery is beneficial which can be determined from the next question.
- ☐ The remaining respondent thinks that online grocery shopping will be not beneficial due the factors like forgery products, highly priced products and no guarantee of the product.

Q: If yes, why do you think is beneficial?

People may select more than one checkbox, so percentages may add up to more than 100%.

| Easy to order | Variety | Discount & Offers | Saves time | Avoid long queues |
|---------------|---------|-------------------|------------|-------------------|
| 46 | 39 | 35 | 71 | 58 |

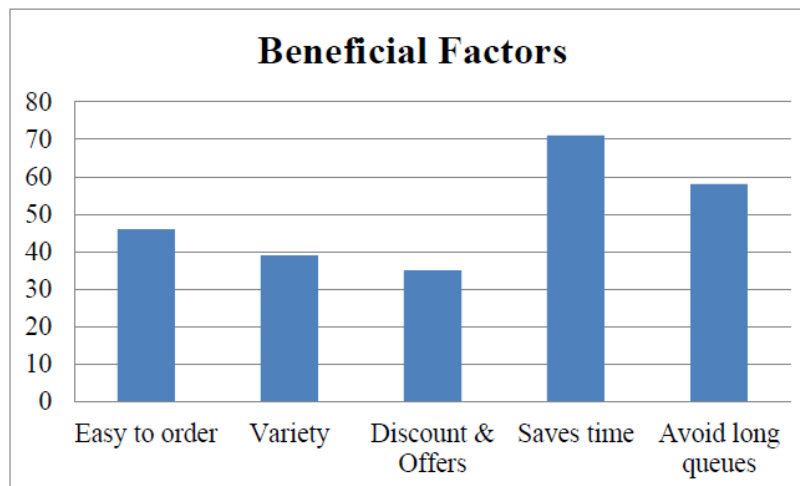


Illustration:

- ☐ The above graph depicts that user respondent think that online shopping will be beneficial as it will save their time to shop for grocery items.
- ☐ The next relating aspect why consumer will shop grocery online as it will allow the user to avoid long queues resulting in reduction in time spent in shopping.
- ☐ The other factors why online grocery shopping will be beneficial as it will allow the user to shop all the grocery at a place with discounts and offers.