

Survey Questionnaire

Dear Madam/Sir, I am Vishvajit Kumbhar, pursuing my Post Graduate Studies at National Institute of Technology Calicut (II Year M.Tech. in Industrial Engineering and Management, Department of Mechanical Engineering, NIT Calicut). As a part of my M.Tech. Thesis, I am conducting a survey on the topic “Understanding the impact of online reviews on the purchase behavior of e-commerce store customers who buy Kurtis online”. For this survey I had chosen you as one of the respondents. The survey will take only a few minutes of your time to complete. I assure you that your survey responses will be strictly confidential and data from this research will be reported in aggregate. The data collected will only be used for academic purposes. We request your participation in the survey. Thank you very much for your time and support. Let’s start with the survey now!!!

Part 1: Socio-Demographic Profile Instruction:

Please select (✓) your category for each question that best describes you.

1. Age?
 - 16-24 Years
 - 25-34 Years
 - 35-44 Years
 - 45-54 Years
2. Gender?
 - Male
 - Female
 - Other
3. Education?
 - Less than or equal to higher secondary (10+2) education
 - Bachelor degree
 - Master degree
 - Professional degree
4. Annual income (INR)?
 - Less than 5 Lakh
 - 5-10 Lakh
 - 10-15 Lakh
 - 15-20 Lakh
 - More than 20 Lakh
5. Nature of employment?
 - Student
 - Service
 - Business
 - Freelance worker
 - Unemployed
 - Retired Housewife

6. Internet experience?
 - Less than 2 Years
 - 2-4 Years
 - 4-6 Years
 - 6-8 Years
 - More than 8 Years
7. Online Kurtis purchase experience
 - Last 2 Years
 - Last 2-4 Years
 - Last 4-6 Years
 - Last 6-8 Years
 - More than 8 years

Part 2: Questions related to factors influencing online purchase of Kurtis

Based on your experiences of online purchasing of ethnic wear Kurtis, select (✓) your level of agreement for each item, using a scale of 1=strongly disagree/very high to 5=strongly agree/very low 1.

1. Perceived value

- 1.1. If I buy a Kurtis in e-commerce portals, I feel I would be getting my money worth.
- 1.2. If I buy a Kurtis in e-commerce portals, I think I would be getting good value for the money I spend.
- 1.3. I get a lot of pleasure knowing that I have saved money while purchasing a Kurtis online.

2. Review quality

- 2.1 Most reviews in e-commerce portals where Kurtis is listed have sufficient reasons supporting the opinion.
- 2.2 Most reviews in e-commerce portals where Kurtis is listed are objective.
- 2.3 Most reviews in e-commerce portals where Kurtis is listed are credible
- 2.4 In general, the quality of most reviews in ecommerce portal where Kurtis is listed is high.

3. Negative reviews

- 3.1 There are too many negative reviews on online store.
- 3.2 Negative reviews are worth trusting.
- 3.3 Negative reviews are worth reading/watching.

4. Positive reviews

- 4.1 There are too many positive reviews on online store.
- 4.2 Positive reviews are worth trusting.
- 4.3 Positive reviews are worth reading/watching.

5. Textual reviews

- 5.1 Customer product review in text form make it easier for me in purchase decision
- 5.2 Customer review in text form enhances my effectiveness in making purchase decisions

5.3 Customer product review in text form motivates me in making a purchase decision

6. Image reviews

6.1 Customer product review in image form make it easier for me in purchase decision

6.2 Customer review in image form enhances my effectiveness in making purchase decisions

6.3 Customer product review in image form motivates me in making a purchase decision

7. Video reviews

7.1 Customer product review in video form make it easier for me in purchase decision

7.2 Customer review in video form enhances my effectiveness in making purchase decisions

7.3 Customer product review in video form motivates me in making a purchase decision

8. 8. E-WOM engagement

8.1 Most of the time, I am pleased to read on e-commerce portals about the experiences other people have had with the product that interest me

8.2 I tend to share my consumption experiences on e-commerce portals after using a new product.

8.3 When I receive information on e-commerce portals about product, I tend to express my opinion

9. Purchase Intention

9.1 I intend to continue to purchase Kurtis from online store in the future.

9.2 I say positive things about the online Kurtis store to other people.

9.3 I encourage friends and relatives to purchase Kurtis online.