**SECTION – A**

**AQ1:** Do you have enough information about online products and services?

1. Yes ( ) 2. No ( )

**AQ2**: Do you have ever made shopping over the internet?

1. Yes ( ) 2. No ( )

**AQ3:** When was the last time you made a purchase over the internet?

1. Last week ( ) 2. One month ago ( )

3. 2-3 month ago ( ) 4. More than 3 month ago ( )

**AQ4:** From following which resources insist you to purchase product through online shopping?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. | Search engine |  | 2. | Personal recommendation |  |
| 3. | Special offer I saw |  | 4. | Online advertising |  |
| 5. | Same store I buy from offline |  | 6. | TV/print or other advertising |  |

**AQ5:** What items have you purchased on the internet?

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Categories** |  | **Website** | **No** | **Categories** |  | **Website** |
| 1. | Groceries |  |  | 2. | Books |  |  |
| 3. | Music |  |  | 4. | Airline tickets/reservations |  |  |
| 5. | Computer hardware |  |  | 6. | Recharge |  |  |
| 7. | Cosmetics/Nutrition supplies |  |  | 8. | Sporting goods |  |  |
| 9. | Videos/DVDs/Games |  |  | 10. | Clothing/Accessories/Shoes |  |  |
| 11. | Electronics Equipment |  |  | 12. | Tour/Hotel reservations |  |  |
| 13. | Computer software |  |  | 14. | Movie/event ticket |  |  |
| 15. | Other items (specify): | | | | | | |

**AQ6:** How important are each of the following factors in refraining/keeping you from shopping

on the internet. Very less important =1 ……… Very much Important =5

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Particulars** | **1** | **2** | **3** | **4** | **5** |
| S2Q19A | Waiting to receive the product |  |  |  |  |  |
| S2Q19B | Risk of credit card transactions |  |  |  |  |  |
| S2Q19C | Risk of identity theft |  |  |  |  |  |
| S2Q19D | Difficulty in returning products/items |  |  |  |  |  |
| S2Q19E | Risk of not getting what I paid for |  |  |  |  |  |
| S2Q19F | Not skillful  with internet |  |  |  |  |  |
| S2Q19G | More expensive than those sold in retail stores |  |  |  |  |  |
| S2Q19H | I have undergone bad experience |  |  |  |  |  |
| S2Q19I | Risk of loss of privacy |  |  |  |  |  |
| S2Q19J | Lack of trustworthiness of Vendors |  |  |  |  |  |
| S2Q19K | Not being able to touch products |  |  |  |  |  |

**SECTION – B**

**Q1:** Which website do you most prefer for online shopping?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. | Snap deal |  | 2. | Yebhi.Com |  |
| 3. | Home shop 18 |  | 4. | Myntra |  |
| 5. | EBay. Com |  | 6. | Flip kart |  |
| 7. | Lets buy |  | 8. | Fashion for you.com |  |
| 9. | Make my trip.com |  | 10. | Yatra.com |  |
| 11. | Book my show.com |  | 12. | Any other (specify): | |

**Q2:** Do you prefer particular website to purchase pertaining to certain product types?

1. Yes ( ) 2. No ( )

**Q3:** If yes then select reasons from below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 1. | Because of variety of particular product |  | 2. | Because of low prices than other sites |  |
| 3. | Because of Trustworthiness |  | 4. | Because of security concern of website |  |
| 5. | Other (specify): | | | | |

**Q4:** From the following factors which factor affects you while you are purchase any product over the internet.

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Particulars** | **Yes (1)** | **No (2)** |
| 1 | Product quality |  |  |
| 2 | Bargain/Negotiate |  |  |
| 3 | Security of transactions in terms of Credit card |  |  |
| 4 | Need to touch and feel the product |  |  |
| 5 | Significant discounts are there |  |  |
| 6 | Have to wait for delivery |  |  |
| 7 | Others |  |  |

**Q6 :** How often do you use Internet for shopping?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Very often  (1) | Often  (2) | Sometimes  (3) | Rarely  (4) | Never  (5) |
|  |  |  |  |  |

**Q7:** How important are the following factors in your decision to purchase goods from internet?

Very less important =1 ……… Very much Important =5

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Particulars** | **1** | **2** | **3** | **4** | **5** |
| 1 | Delivery time of the product |  |  |  |  |  |
| 2 | Brand name of that product |  |  |  |  |  |
| 3 | Guarantees and Warrantees |  |  |  |  |  |
| 4 | Privacy of the information |  |  |  |  |  |
| 5 | Specific description of particular product. |  |  |  |  |  |
| 6 | Security |  |  |  |  |  |
| 7 | Prices |  |  |  |  |  |

**SECTION – C**

**SCQ1:** How often do you use following World Wide Web Activities?Very often = 1 & Never =5

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Particulars** | **1** | **2** | **3** | **4** | **5** |
| 1 | Electronic newspaper or magazine |  |  |  |  |  |
| 2 | Gaming |  |  |  |  |  |
| 3 | Chatting |  |  |  |  |  |
| 4 | Research/education |  |  |  |  |  |
| 5 | Product/Service information |  |  |  |  |  |
| 6 | Shopping |  |  |  |  |  |
| 7 | Communication via e-Mail |  |  |  |  |  |
| 8 | Surfing |  |  |  |  |  |
| 9 | Work/Business |  |  |  |  |  |

**SCQ2:** Which method of payment did you use to make your last purchases over the internet?

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Credit/Debit card | By App | COD | NEFT/IMPS | Other |
| (1) | (2) | (3) | (4) | (5) |
|  |  |  |  |  |

**SCQ3:** Select an approximate maximum amount you would spend on a single online purchase:

|  |  |  |  |
| --- | --- | --- | --- |
| Less than `1000  (1) | `1001 - `5000  (2) | `5001 - `15000  (3) | `15000 onwards.  (4) |
|  |  |  |  |

**SCQ4:** Select an approximate maximum amount you would spend yearly online purchase?

|  |  |  |  |
| --- | --- | --- | --- |
| Less than `5000  (1) | `5001 - `15000  (2) | `15001 - `30000  (3) | `30000 onwards.  (4) |
|  |  |  |  |

**SCQ5:** Annual Income you earn.

|  |  |  |  |
| --- | --- | --- | --- |
| Below `1 lakh  (1) | `1 to `3 lakh  (2) | `3 to `6 lakh  (3) | Above `6 lakh  (4) |
|  |  |  |  |

**SCQ6:** Please select your level of agreement to the following questions.

Strongly Disagree =1 … Strongly Agree =5

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | **Particulars** | **1** | **2** | **3** | **4** | **5** |
| 1 | I think shopping on the internet saves time. |  |  |  |  |  |
| 2 | It is a great advantage to be able to shop at any time of the day on the internet. |  |  |  |  |  |
| 3 | It is more difficult to shop on the internet. |  |  |  |  |  |
| 4 | Shopping online is risky. |  |  |  |  |  |
| 5 | A long time is required for the delivery of products and Services on the internet. |  |  |  |  |  |
| 6 | I will prefer online shopping only if online prices are lower than actual |  |  |  |  |  |
| 7 | Selection of goods available on the internet is very broad. |  |  |  |  |  |
| 8 | The information given about the products and services on The internet is sufficient. |  |  |  |  |  |
| 9 | The description of products shown on the web sites is Very accurate. |  |  |  |  |  |