**Online Study: Questionnaire**

**Header:** **Eligible to win: <Rs. 000>**

**<JSM Logo>**

Please spare 2 to 3 minutes; share your opinion & preferences on shopping online or offline and stand chance to win up to Rs. 10,000

Depending on your profile you may require to answer a maximum of 1 to 3 short pages.

All the questions are mandatory.

Inappropriate/incomplete answers may disqualify you from being selected for prize draw.

With every completed page you are eligible to win more.

**Page I: Sub Section 1.1 - About you**

1. Where are you residing? (DROP DOWN)

ROTATE the List

|  |  |  |
| --- | --- | --- |
| Ahmedabad | 1 | Continue |
| Bangalore | 2 |
| Chandigarh | 3 |
| Chennai | 4 |
| Delhi-NCR | 5 |
| Hyderabad | 6 |
| Mumbai | 7 |
| Pune | 8 |
| Surat | 9 |
| Other City/town (Open Text Box) | 98 | Terminate |

2. Gender (select one - dropdown)

|  |
| --- |
| Male - 1 |
| Female – 2 |

3. Age <Year Drop Down>.

|  |  |  |
| --- | --- | --- |
| Less than 15 Years | 1 | Terminate |
| 15 Years - 25 Years | 2 | CONTINUE |
| 26 Years - 35 Years | 3 |
| 36 Years - 45 Years | 4 |
| 46 Years - 55 Years | 5 |
| More than 55 Years | 6 |

Don’t continue to next page if age is less than 15 year

4. Your Highest Education (select one - dropdown)

|  |
| --- |
| No Schooling completed |
| School up to 4 years |
| School 5 - 9 years |
| SSC / HSC |
| Some college but not graduate |
| Graduate / Post graduate (General stream) |
| Graduate / Post graduate (professional stream) |

5. Your Current Occupation (select one - dropdown)

|  |
| --- |
| Unskilled worker |
| Skilled worker |
| Petty Trader |
| Shop owners/trader |
| Businessman with no employee |
| Businessman/industrialist with 1-5 employees |
| Businessman/industrialist with 6-10 employees |
| Businessman/industrialist with 10-50 employees |
| Businessman/industrialist with 50+ employees |
| Self-employed professional |
| Clerical/Salesman (Salaried) |
| Supervisory level (Salaried) |
| Junior level officer/executive (Salaried) |
| Middle level officer/Executive (Salaried) |
| Senior level officer/Executive (Salaried) |
| Student |
| Housewife |
| Retired |
| Others/Unemployed/Unspecified |

6. Do you contribute the most towards the monthly household expense of your household *(household means all members sharing the same kitchen)*? (select one - dropdown)

|  |  |
| --- | --- |
| Yes | No |

7. **Only if no in Q6,** What is the highest education of the person who contributes the most towards the monthly household expense of your household (all members sharing the same kitchen)? (select one - dropdown)

|  |
| --- |
| No Schooling completed |
| School up to 4 years |
| School 5 - 9 years |
| SSC / HSC |
| Some college but not graduate |
| Graduate / Post graduate (general stream) |
| Graduate / Post graduate (professional stream) |

8. **Only if no in Q6**, What is the occupation of the person who contributes the most towards your monthly household expenses (all members sharing the same kitchen)? (select one - dropdown)

|  |
| --- |
| Unskilled worker |
| Skilled worker |
| Petty Trader |
| Shop owners/trader |
| Businessman with no employee |
| Businessman/industrialist with 1-5 employees |
| Businessman/industrialist with 6-10 employees |
| Businessman/industrialist with 10-50 employees |
| Businessman/industrialist with 50+ employees |
| Self-employed professional |
| Clerical/Salesman (Salaried) |
| Supervisory level (Salaried) |
| Junior level officer/executive (Salaried) |
| Middle level officer/Executive (Salaried) |
| Senior level officer/Executive (Salaried) |

We may need to contact you, in case you are the winner or seek clarifications on your responses. Please share your <email-id> & your <phone number>. We assure you that your contact details will not be used for any other purpose.

We may need to contact you for further clarification related to your responses in this survey or further research purpose. Would you like us to contact you?

Yes, please contact me

No, thanks don't bother me

**Page I: Sub Section 1.1 - About your recent purchase**

10. Which of the following products did you look around to buy any of the following products during the last 2 weeks? <Check box>

|  |  |  |
| --- | --- | --- |
| 1 | Tablet | Continue |
| 2 | Laptop, Computer (Desktop) |
| 3 | Mobile Phone |
| 4 | Television (LCD/LED/3D) |
| 5 | Kitchen Appliances (Microwave, Mixer, Juicer , Water Purifier, Air Fryer, etc.) |
| 6 | Large Appliances (Refrigerator, Air Conditioning (AC),Washing Machine ) |
| 7 | Personal Care Appliances (Electric shavers, Trimmers, Hair Dryers, etc.) |
| 8 | No, I didn’t look for any product | Terminate |
| 98 | Other (Open text box) |

OPEN THOSE PRODUCTS ONLY WHICH ARE CHECKED BOX IN Q10

12. And where all did you search for it? <DROP BOX FOR EACH PRODUCT>

|  |  |
| --- | --- |
| **Products** | Where did you search |
| Laptop, Computer (Desktop) | Online |
| Tablet | Offline / Physical Store |
| Mobile Phone | Both |
| Television (LCD/LED/3D) |  |
| Kitchen Appliances (Microwave, Mixer, Juicer ,Water Purifier, Air Fryer, etc.) |  |
| Large Appliances (Refrigerator, Air Conditioning (AC),Washing Machine ) |  |
| Personal Care Appliances (Electric shavers, Trimmers, Hair Dryers, etc.) |  |

Q11 In the last 2 weeks, have you seen any ads from any of the following retailers? <Check Box>

|  |
| --- |
| No I didn’t see any ad |
| Reliance Digital |
| Croma |
| Ezone |
| Vijay Sales |
| Sargam |
| Vivek |
| Flipkart |
| Amazon |
| Pai |
| Girias |
| Snapdeal |
| Shopclues |
| PayTM |
| TATA cliq |
| Others (Open text box) |

**Page 2: Sub Section 1. - About purchase behaviour**

OPEN THOSE PRODUCTS ONLY WHICH ARE CHECKED BOX IN Q10

13. And which of the following products did you buy during the last 2 weeks? <CHECK BOX>

|  |  |
| --- | --- |
| Didn’t buy any | GOTO PAGE 3 |
| Tablet | CONTINUE |
| Laptop, Computer (Desktop) |
| Mobile Phone |
| Television (LCD/LED/3D) |
| Kitchen Appliances (Microwave, Mixer, Juicer, Water Purifier, Air Fryer, etc.) |
| Large Appliances (Refrigerator, Air Conditioning (AC),Washing Machine ) |
| Personal Care Appliances (Electric shavers, Trimmers, Hair Dryers, etc.) |

14. Which all stores/retailers did you visit before you bought this? <TO BE ASKED FOR EACH PRODUCTS TICKED IN Q13>

|  |
| --- |
| Reliance Digital |
| Croma |
| Ezone |
| Vijay Sales |
| Sargam |
| Vivek |
| Flipkart.com |
| Amazon.in |
| Pai |
| Girias |
| Snapdeal |
| Shopclues |
| Croma.com |
| Vijaysales.com |
| PayTM |
| TATA Cliq |
| Company’s exclusive showroom |
| Others (Open text box) |

14n. Who would be the primary user of this product? <TO BE ASKED FOR EACH PRODUCTS TICKED IN Q13>

1. Self
2. Mother
3. Father
4. Husband
5. Wife
6. Son
7. Daughter
8. Brother
9. Sister
10. Others

If coded “Self “without asking just note the Gender of the respondent as Male/Female.

OPEN THOSE PRODUCTS ONLY WHICH ARE CHECKED BOX IN Q13

15. And from where did you purchase it? <DROP BOX FOR EACH PRODUCT>

<Show only those brands which are checked in Q14>

|  |  |
| --- | --- |
| **Products** | **From where did you purchase it** |
| Tablet | Reliance Digital |
| Laptop, Computer (Desktop) | Croma |
| Mobile Phone | Ezone |
| Television (LCD/LED/3D) | Vijay Sales |
| Kitchen Appliances (Microwave, Mixer, Juicer,Water Purifier, Air Fryer, etc.) | Sargam |
| Large Appliances (Refrigerator, Air Conditioning (AC),Washing Machine ) | Vivek |
| Personal Care Appliances (Electric shavers, Trimmers, Hair Dryers, etc.) | Flipkart.com |
|  | Amazon.in |
|  | Pai |
|  | Girias |
|  | Snapdeal |
|  | Shopclues |
|  | Croma.com |
|  | Vijaysales.com |
|  | PayTM |
|  | TATA Cliq |
|  | Company’s exclusive showroom |
|  | Others (Open text box) |
|  |  |

Q15a Which brand did you purchase?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Laptop** | **Mobile** | **Large Appliance** | **Kitchen Appliance** | **Tablet** | **Televsion** | **Personal Care Appliances** |
| HP | SAMSUNG | SAMSUNG | Alda | Mi | Beltek | Philips |
| DELL | APPLE | LG | Bajaj | Apple | Haier | Panasonic |
| APPLE | HTC | WHIRLPOOL | Bajaj Platini | Samsung | Hitachi | Croma |
| LENOVO | SONY | HITACHI | Beaut | Lenovo | Intex | Braun |
| ACER | NOKIA | GODREJ | Black & Decker | Micromax | Koryo | Optima |
| ASUS | LG | PANASONIC | Bright | Asus | LG | Osim |
| SONY | MICROMAX | VIDEOCON | Butterfly | iBall | Micromax |  |
| NOTION INK | GIONEE | ELECTROLUX | Carysil | Datawind | Mitashi |  |
| IBALL | LAVA | CROMA | Cello | Dell | Onida |  |
| CIRCLE | INTEX | BOSCH | Crompton Greaves | Swipe | Panasonic |  |
| SAMSUNG | HUAWEI | SIEMENS | Dream Care | HCL | Philips |  |
| BELKIN | Karbonn | CROMA-HAIER | Elegant | HP | Salora |  |
| CONTISTAR | Xiaomi | SHARP | Faber | Acer | Samsung |  |
| FUJI | OPPO | BLUESTAR | Glen | Huawei | Sansui |  |
| TARGUS | PANASONIC | VOLTAS | Havells | Google | Sharp |  |
| NORTON | Salora | CARRIER | Inalsa | Samsung | Sony |  |
| KODAK | HP | O'GENERAL | Kenstar | Xolo | SVL |  |
| CAPDASE | VIVO | Midea | LG | Lava | Syscom |  |
| ZEN | LENOVO | PREMIER | Maharaja Whiteline | Blackberry | Tcl |  |
| TOSHIBA | XOLO | SAFESTAB | Morphy Richards | CROMA | Toshiba |  |
| PANASONIC | CROMA | EVEREST ST | Oster | Others | Videocon |  |
| HCL | One Plus | GLEN | Panasonic |  | VU |  |
| Others | Others | IFB | Philips |  | Weston |  |
|  |  | GORENJE | Pigeon |  | Others |  |
|  |  | Others | Premier |  |  |  |
|  |  |  | Prestige |  |  |  |
|  |  |  | Quba |  |  |  |
|  |  |  | Rotomix |  |  |  |
|  |  |  | Russell Hobbs |  |  |  |
|  |  |  | Servewell |  |  |  |
|  |  |  | Signora Care |  |  |  |
|  |  |  | Singer |  |  |  |
|  |  |  | Sphere |  |  |  |
|  |  |  | Sunflame |  |  |  |
|  |  |  | Sunmeet |  |  |  |
|  |  |  | Tempo |  |  |  |
|  |  |  | Usha |  |  |  |
|  |  |  | Vantage |  |  |  |
|  |  |  | Whirlpool |  |  |  |
|  |  |  | CROMA |  |  |  |
|  |  |  | SAMSUNG |  |  |  |
|  |  |  | LG |  |  |  |
|  |  |  | PANASONIC |  |  |  |
|  |  |  | IFB |  |  |  |
|  |  |  | MORPHYRICH |  |  |  |
|  |  |  | WHIRLPOOL |  |  |  |
|  |  |  | ELECTROLUX |  |  |  |
|  |  |  | BAJAJ |  |  |  |
|  |  |  | KENSTAR |  |  |  |
|  |  |  | GODREJ |  |  |  |
|  |  |  | Others |  |  |  |

Q15b What is the Model Name?

|  |
| --- |
|  |

Q15c Price range?

|  |
| --- |
| Less than Rs. 5000 |
| Rs. 5001 to Rs. 10000 |
| Rs. 10001 to Rs. 15000 |
| Rs, 15001 to Rs. 20000 |
| Rs. 20001 to Rs. 25000 |
| Rs. 25001 to Rs.30000 |
| Rs. 30001 to Rs. 35000 |
| Rs. 35001 to Rs. 40000 |
| Rs. 40001 to Rs. 50000 |
| Rs. 50001 to Rs. 75000 |
| More than Rs. 75000 |

ASK Q16 if offline/physical stores coded in Q15(i.e. those coded Reliance Digital OR Croma OR Ezone OR Vijay Sales OR Sargam OR Vivek OR Pai OR Girias OR Company’s exclusive showroom)

16. Please state the reasons of purchasing it from <insert brand coded in Q15>? <Check Box PRODUCT WISE>

|  |
| --- |
| Price was right |
| Assurance of quality |
| Staff is helpful |
| Wide range of products |
| Store experience is great |
| It’s a retailer I trust |
| It has a good exchange policy |
| It is convenient |
| It is close to my house |
| Others (Open text box) |

ASK Q16a If Online stores selected in Q15 (i.e. Flipkart.com OR Amazon.in OR Shopclues OR PayTM OR TATA Cliq)

Q16a. Please state the reasons of purchasing it from <insert brand coded in Q15>? <Check Box PRODUCT WISE>

|  |
| --- |
| Price was right |
| Assurance of quality |
| Wide range of products |
| Site experience is great |
| It’s a retailer I trust |
| It has a good exchange policy |
| It is convenient |
| Comparing / choosing products is very easy |
| Others (Open text box) |

ASK Q17 if CROMA or Cromaretail.com is **NOT** mentioned in Q15 **AND** CROMA is **NOT** mentioned Q14

17. You mentioned you have not purchased the product from Croma. Please state the reasons for not purchasing from Croma? <Check Box PRODUCT WISE>

|  |
| --- |
| Store is too far |
| Prices are usually too high |
| Staff is usually not helpful |
| A wide range is not available |
| Others (Open text box) |

ASK Q17a if CROMA or Cromaretail.com is **NOT** mentioned in Q15 **AND** CROMA is mentioned Q14

17a. It seems you have visited Croma store but have not purchased from Croma. Pleases state the reason for not purchasing from Croma? < Text Box PRODUCT WISE>

|  |
| --- |
| The price was too high |
| The product that I was looking for was not available |
| I was looking for better offers / promotions |
| I was getting a better deal elsewhere |
| The range of products was very limited |
| The sales staff was not helpful |
| I was not sure about the after sales service of the product that I was looking to buy |
| Others (Open text box) |

17b. How likely is that you will recommend the stores which you visited or purchased from to a friend or colleague?? <

<TO BE ASKED FOR EACH PRODUCTS TICKED IN Q13 AND FOR EACH STORE CODED IN Q14>

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| FOR EACH STORE CODED IN Q14 |  |  |  |  |
| TO BE ASKED FOR EACH PRODUCTS TICKED IN Q13 |  |  |  |  |
| Category 1 | Store 1 | Store 2 | Store 3 | Store 4 |
| Category 2 |  |  |  |  |
|  |  |  |  |  |

<DROP DOWN for each store>

|  |
| --- |
| Not at all likely to recommend |
| 2 |
| 3 |
| 4 |
| Neutral |
| 6 |
| 7 |
| 8 |
| 9 |
| Extreme likely to recommend |

Q17c Please mention for recommending or not recommending? <Text box>

**Page 3: Sub Section 1. – Future Intention**

OPEN THIS SECTION IF IN Q13 “” is coded

18a. You said that you did not buy any product in the last 2 weeks. Please can you tell the reason for not buying any product in the last 2 weeks?

OPEN THOSE PRODUCTs DROP DOWN WHICH ARE MENTIONED in Q10 AND USER has not purchased it during last 2 weeks, i.e. “Didn’t buy any” is coded in Q13 for that product

|  |
| --- |
| I decided to postpone my purchase |
| I did not find the product that I was looking for |
| I am looking out for a better deal |
| The price was too expensive |
| I have not had time to buy it |
| Others (Open text box) |

18. In future from which retailer/store do you intend to buy earlier mentioned products? <DROP BOX FOR EACH PRODUCT>

OPEN THOSE PRODUCTs DROP DOWN WHICH ARE MENTIONED in Q10 AND USER has not purchased it during last 2 weeks, i.e. “Didn’t buy any” is coded in Q13 for that product

|  |  |
| --- | --- |
| **Products** | **From where do you intend to buy it?** |
| Tablet | Reliance Digital |
| Laptop, Computer (Desktop) | Croma |
| Mobile Phone | Ezone |
| Television (LCD/LED/3D) | Vijay Sales |
| Kitchen Appliances (Microwave, Mixer, Juicer ,Water Purifier, Air Fryer, etc.) | Sargam |
| Large Appliances (Refrigerator, Air Conditioning (AC),Washing Machine ) | Vivek |
|  | Flipkart.com |
|  | Amazon.in |
|  | Pai |
|  | Girias |
|  | Snapdeal |
|  | Shopclues |
|  | Croma.com |
|  | Vijaysales.com |
|  | PayTM |
|  | TATA Cliq |
|  | Company’s exclusive showroom |
|  | Others (Open text box) |
|  |  |

ASK Q19 if CROMA or Cromaretail.com is mentioned in Q18 AND GOTO Q19

19 You mentioned you will purchase the product from Croma. Please state the reasons of purchasing it from Croma? <Check Box PRODUCT WISE >

|  |
| --- |
| Price is usually right |
| Assurance of quality |
| Staff is helpful |
| There is a wide range of products |
| Store experience is great |
| It’s a retailer I trust |
| Others (Open text box) |

ASK Q20 if CROMA or Cromaretail.com is **NOT** mentioned in Q18

20. You mentioned you will not purchase the product from Croma. Please state the reasons for not purchasing the product from Croma? <Check Box PRODUCT WISE>

|  |
| --- |
| Store is too far |
| Prices are usually too high |
| Staff is usually not helpful |
| A wide range is not available |
| Others (Open text box) |

**PAGE4: ONLINE SHOPPING BEHAVIOUR**

**ASK ALL**

**Q21a For the products purchased by you in the last 2 weeks, what mode of payment did you use for the purchase?**

**1. Cash**

**2. Debit card**

**3. Credit Card**

**4. Netbanking**

**5. Mobile Wallet (like PayTM, MobiKwik,Citrus Pay, PayUMoney, etc.)**

**6. Reward Points**

**7. Other (Please type)**

Q21.How frequently do you do each of the following activities online?

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Daily** | **once in 3 days** | **once in a week** | **once in a fortnight** | **once in a month** | **once in 2-3 months** | **once in 3-6 months** | **less often** |
| Purchase movie tickets on-line |  |  |  |  |  |  |  |  |
| Purchase bus/train/flight tickets on-line |  |  |  |  |  |  |  |  |
| Do Banking transactions like fund transfer etc. on-line |  |  |  |  |  |  |  |  |
| Download movies, music, etc. |  |  |  |  |  |  |  |  |
| Browse emails |  |  |  |  |  |  |  |  |
| Browse social networking websites like Facebook, Twitter, etc. |  |  |  |  |  |  |  |  |
| Play Games online |  |  |  |  |  |  |  |  |
| Shop Online |  |  |  |  |  |  |  |  |

Ask if “Shop Online” not coded “Less often” in Q21

Q23. Through which device do you usually shop online?

|  |
| --- |
| Mobile Phone |
| Tablet |
| Desktop / Laptop |

Ask if “Shop Online” not coded “Less often” in Q21

Q24. Which of the following categories have you ever bought online?

|  |
| --- |
| Tablet |
| Laptop, Computer (Desktop) |
| Mobile Phone |
| Television (LCD/LED/3D) |
| Kitchen Appliances (Microwave, Mixer, Juicer ,Water Purifier, Air Fryer, etc.) |
| Large Appliances (Refrigerator, Air Conditioning (AC),Washing Machine ) |
| Household products (kitchen appliances/artwork/furniture/Home Décor/Lighting/Dining/etc.) |
| Fashion / apparel |
| Books |
| Jewellery, accessories |
| Watches & Eyewear |
| Grocery |
| Footwear |
| Beauty and health related products |
| Others (Open text box) |

Ask if “Shop Online” not coded “Less often” in Q21

25. Which of the following online shopping portal applications/Mobile Apps do you use on your mobile phone for shopping for electronics items?

|  |
| --- |
| Amazon |
| Flipkart |
| Ebay |
| PayTm |
| Snapdeal |
| Shopclues |
| TATA Cliq |
| None |

Q26 Your completed age <Year Drop Down 1 to 100 years>