

Demographic Questionnaire

This demographic questionnaire aims to understand the diverse user base participating in the AB testing for our eCommerce website. By gathering key information about participants' personal details, technology preferences, online shopping behaviors, and location, we aim to tailor the user experience to better meet their needs.

* Indicates required question

1. Full Name *

2. Age *

Mark only one oval.

☐ Below 15 Years

☐ 15 - 24 Years

☐ 25 - 34 Years

☐ 35 - 45 Years

☐ 45+ Years

3. Gender *

Mark only one oval.

☐ Male

☐ Female

☐ Prefer not to say

4. Occupation

Mark only one oval.

- ☐ Student
- ☐ Working Professional
- ☐ Homemaker
- ☐ Unemployeed
- ☐ Other: _____

5. Do you like online shopping? *

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

6. Frequency of Online Shopping? *

Mark only one oval.

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Quarterly
- ☐ Rarely

10. Frequency of Online Transactions ? *

Mark only one oval.

- ☐ Multiple times a week
- ☐ Once a week
- ☐ Multiple times a month
- ☐ Once a month
- ☐ Rarely

11. Preferred Product Categories ? *

Check all that apply.

- ☐ Electronics
- ☐ Clothing and Fashion
- ☐ Home and Furniture
- ☐ Beauty and Personal Care
- ☐ Sports and Outdoor
- ☐ Other: _____

12. Factors that influence you purchase decision? *

Mark only one oval per row.

	Not Important	Maybe Important	Makes no difference	Somewhta Imporatant	Very Important
Price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product Reviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
UI and UX	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. How would you describe your overall emotional experience at present? *

Mark only one oval.

- ☐ Excited
- ☐ Happy
- ☐ Neutral
- ☐ Frustrated
- ☐ Disappointed

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