Questionnaire

一、 Basic Information

1.Gender:

□Male

□Female

1. Age

□24 years old and below

□25-35 years old

□36-45 years old

□46 and above

3.Education

□Junior high school and below

□High school

□College

□University and above

4. How often do you buy home bedding

□ Once a month

□Semi-annually

□Once a year

□More than one year

5. What kind of bedding do you mainly buy (multiple choices)?

□Quilt inserts and pillowcases

□Suite

□Wedding

□other

6. Purchase amount in the past year

□ Within $500

□500 to 1000 yuan

□1000 to 1500 yuan

□More than 1500 RMB

7. Ways to get information about home bedding (multiple choice)

□ Brand official website

□Social media

□Offline shops

□Recommendation from friends

□Third-party evaluation

□Others

1. Your main way of purchasing home bedding

□Online purchase

□Offline purchase

二、What do you think of the current professional competence of home bedding salespeople?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Do you agree with the description of the following question? Please select accordingly:  1 - Totally disagree; 2 - Disagree; 3 - Partially agree; 4 - Generally agree; 5 -- completely agree | | | | | | |
| Professional | | | | | | |
| A1 | Product salesman with a good understanding of the home bedding market | 1 | 2 | 3 | 4 | 5 |
| A2 | Product salespersons are able to use professional product knowledge to make purchasing recommendations based on your needs | 1 | 2 | 3 | 4 | 5 |
| A3 | Product salespersons regularly attend sales techniques and product training to enhance their professional competence | 1 | 2 | 3 | 4 | 5 |

三、Do you think your familiarity with home bedding salespeople enhances your willingness to purchase products?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Do you agree with the description of the following question? Please select accordingly:  1 - Totally disagree; 2 - Disagree; 3 - Partially agree; 4 - Generally agree; 5 -- completely agree | | | | | | |
| Familiarity | | | | | | |
| B1 | You are willing to add the product salesperson's WeChat or other contact information | 1 | 2 | 3 | 4 | 5 |
| B2 | You are willing to pay attention to product information released by product salespersons | 1 | 2 | 3 | 4 | 5 |
| B3 | The amount of time you spend with the salesperson about the product influences your willingness to make this purchase | 1 | 2 | 3 | 4 | 5 |
| B4 | You are more likely to buy home bedding from a product salesperson you have known longer | 1 | 2 | 3 | 4 | 5 |
| B5 | The more often a product salesperson recommends a product to you, the more likely you are to buy it | 1 | 2 | 3 | 4 | 5 |
| B6 | You feel that the product salesperson is your friend when you buy the product | 1 | 2 | 3 | 4 | 5 |
| B7 | You usually trust the product information and advice given to you by the product salesperson when comparing products | 1 | 2 | 3 | 4 | 5 |
| B8 | You have a long period of time between your first shop visit and the completion of your purchase | 1 | 2 | 3 | 4 | 5 |
| Willingness to buy | | | | | | |
| C1 | You would like to buy home bedding from a familiar product salesperson | 1 | 2 | 3 | 4 | 5 |
| C2 | You are willing to buy back from a familiar product salesperson | 1 | 2 | 3 | 4 | 5 |
| C3 | You would like to buy a wider variety of home bedding from a familiar product salesperson | 1 | 2 | 3 | 4 | 5 |
| C4 | You are willing to recommend new customers to a familiar product sales person | 1 | 2 | 3 | 4 | 5 |