

Questionnaire about Web Shops

Instructions

For the multiple choice questions, please select one of the provided answers by entering an "X" into the appropriate box.

Example:

Yes: ☒

No: ☐

Personal Information

1. How old are you? _____ Years

2. Do you have children?

Yes: ☐

No: ☐

3. If you have children, how many do you have?

1: ☐

2: ☐

3: ☐

4: ☐

4+: ☐

4. How old are your children? _____

5. What is your level of computer expertise?

None: ☐

Novice: ☐

Intermediate: ☐

Advanced: ☐

Expert: ☐

Web Shops in General

6. How often do you use web stores?

Never: ☐

Once a year: ☐

2 – 6 times
per year: ☐

Once a
month: ☐

2 – 6 times
per month: ☐

7. Which of the following items do you normally buy online?

Books: ☐

CDs/DVDs: ☐

Clothes: ☐

Electronics: ☐

Food: ☐

Others: ☐

Please specify: _____

8. Do you mind creating an account when ordering online?

Yes: ☐

No: ☐

8.a) If yes, can you state a reason why you don't like creating accounts?

9. What is your preferred payment method, if shopping online?

Credit Card: ☐

Debit Card: ☐

Bank
transfer: ☐

Invoice: ☐

Pick up
(cash): ☐

Other: ☐

Please specify: _____

10. Can you think of any annoying features you have encountered on a web store?
