

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: *Do you leave in Aberdeen ?*

Yes: ☒

No: ☐

Personal Information

1. How old are you? _____ *Years old*

2. Do you have children?

Yes: ☐

No: ☐

3. If **Yes**, how many do you have?

1: ☐

2: ☐

3: ☐

4: ☐

4+: ☐

4. How old are your children? _____

5. On average, how many hours do you use a computer per day?

Never: ☐

1 hour: ☐

2 – 4 hours: ☐

4 – 6 hours: ☐

6+ hours: ☐

Web Shops in General

6. How often do you use web shop?

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 shop?

11. Place the following features in order according to how useful you find them for a web shop? With : 5 = very useful ; 1 = not useful.

You may also like list: ☐ *Also bought list:* ☐ *Search:* ☐ *Washing instructions:* ☐ *User reviews:* ☐

12. Do you know what a “wish list” is?

Yes: ☐ No: ☐

12.a) If **Yes**, have you ever used it?

Yes: ☐ No: ☐

Clothes web shops

13. Have you ever ordered clothes online?

Yes: ☐ No: ☐

If No:

13.a) What is the reason why you don't order clothes online?

If Yes:

13.b) How do you normally determine the correct size for clothes when you shop online?

14. Which of the following criteria do you normally select for ordering items?

Color: ☐ *Price:* ☐ *Size:* ☐ *On Sale:* ☐ *Gender:* ☐

15. Do you ever use the search bar when looking for clothes?

Yes: ☐ No: ☐

Baby clothes web shops

16. Have you ever bought baby clothes online?

Yes: ☐ No: ☐

16.a) If **Yes**, Who did you buy these clothes for? Please specify:

17. Would you like to buy second-hand baby clothes online?

Yes: ☐ No: ☐

18. Would you like to sell your baby clothes you don't need any more online?

Yes: ☐ No: ☐

What do you find most useful to determine the correct size for baby clothes?

Size: ☐ *Weight:* ☐ *Age:* ☐

Thank you very much for filling out our questionnaire.

Your information will be used educational purposes only and will not be published in any other way.