**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:

**X**

*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?

*2 – 6 times per month:*

*Once a month:*

*2 – 6 times per year:*

*Once a year:*

*Never:*

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

*Books:*

*CDs/DVDs:*

*Clothes:*

*Electronics:*

*Food:*

*Others:*

*Please specify:*

*Yes:*

*No:*

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

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?

*Other:*

*Please specify:*

*Credit Card:*

*Debit Card:*

*Invoice:*

*Pick up (cash):*

*Bank transfer:*

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

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

*Search:*

*You may also like list:*

*Also bought list:*

*Washing instructions:*

*User reviews:*

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

*Yes:*

*No:*

12.a) If you know what a “wish list” is, have you ever used it?

*Yes:*

*No:*

**Clothes web shops**

*Yes:*

*No:*

13. Have you ever ordered clothes online?

*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:*

*Yes:*

*No:*

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

**Baby clothes web shops**

*Yes:*

*No:*

16. Have you ever bought baby clothes online?

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

*Yes:*

*No:*

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

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.***