**ONLINE CLOTHE SHOPPING**

**QUESTIONAIRE**

Hello this is a conducting a survey based on the Peace Tailoring online shopping store platform. Kindly go through the questions and give your answer by ticking the appropriate circle. Feel free to ask for assistance/clarity at any given point.

**Part A: People**

1. What is your gender?

* Male
* Female

1. What age bracket do you belong to?

* 16 – 20 years
* 21 – 25 years
* 26 – 30 years
* 31 – 35 years
* 36 – 40 years
* 41 – 45 yeas
* 46 – 50 years
* Above 50 years

1. What is your current employment status?

* Unemployed
* Student
* Full-time employee
* Part-time employee
* Self employed
* Retired

**Part B: Context**

1. How did come to know of Peace Tailoring Online Shopping store?

* Through friends
* Online invitations
* Newspaper advertisements
* Links on social media platforms i.e. Facebook, WhatsApp, Twitter

1. How often do you buy goods online?

* Once a week
* Multiple times in a week
* Once in a month
* Multiple times in a month
* Rarely

1. Rate your preference of online shopping to traditional physical shopping?

* 1
* 2
* 3
* 4
* 5

1. Which of the following Influenced your decision above?

* Product price comparison
* Quality of products
* Large variety of products
* Large pool of suppliers
* Mode of payment
* Time factor
* Mode of product delivery
* Ability to keep up to date with market trends

**Part C: Activities**

1. Where do you usually take inspiration for new purchase?

* Family
* Friends
* Celebrities
* Fashion magazines
* Events
* Trends on social media

1. Which of the following will influence your decision while shopping for clothes from online store?

* Product pricing
* Product quality
* Product branding
* Mode of payment
* Mode of delivery
* Color
* Material
* Style
* Comfort

1. Which mode of payment do you find more convenient while shopping online?

* Online payment (before delivery)
* Pay on delivery

1. Which mode of delivery would you prefer for a product you just purchased online?

* Home delivery
* Pick-up stations

12. Which platforms give you optimized user experience while shopping online?

* Store websites
* Smartphone application

1. Which device gives you the most enjoyable shopping experience on Jumia?

* Smartphones
* Tablets
* Laptops & desktops computers

1. What are the major challenges that you face or have faced after purchasing clothing from an online?
2. Briefly describe any additional features and improvements that you would like stores to make so as to improve your shopping experience

**Part D: Technologies**

1. How much would you spend to purchase a clothing from an online store

* Below ksh.100
* Ksh.100-500
* Ksh.500-1000
* Ksh.1000-5000
* Above Ksh.5000

1. Are your purchases usually planned or spur of the moment?

* Planned
* Spur of the moment
* Either

1. When purchasing a new item, do you buy a matching outfit item?

* Sometimes
* Quite often
* All the time
* Not often
* No never

1. Who do you mainly shop with?

* Alone
* Family and friends
* Partner
* Colleagues
* Choice 5

1. When shopping for clothes, do you:

* Decide to go in due to the window display/adverts
* Try new shops
* Search before-hand for information and then visit the right store for me
* Go to shops where there are special offers
* Others

1. Do you prefer any customizations on the clothes that you purchase?

* Yes
* No

1. Rate your experience from shopping for clothes from online stores.

* 1
* 2
* 3
* 4
* 5

Kindly sign in the given slot below:



**Thank you for your time.**