

“Hi _____, thanks for taking the time to chat with me today. My name is Morgan, and I’ll be conducting the interview today.

I’m doing some market research, so some of the questions might be a little personal, and will concern your lifestyle. If you feel uncomfortable answering any of the questions, just let me know and we can skip it. I can’t tell you much about what we do or the exact reason we’re doing this research now, because it might affect the way you answer the questions. But I can definitely tell you after the interview is over.

Warm Up

Do you have any questions so far?

If you don’t mind, I would record the audio for this interview; it will only be used internally, for the purposes of this research.

What’s your occupation?

What does your typical weekday look like?

What does your typical weekend look like?

What do you like to do in your free time?

Do you feel you have enough free time?

Online/In-Store Shopping Experiences

Do you like to shop?

How frequently would you say you shop?

Why do you/don’t you like to shop?

Do you shop online?

What are some reasons why you do/don't shop online?

Do you shop in-store? What are some reasons you do/don't shop in-store?

Would you say you shop in-store or online more frequently?

Types of Items

What types of items do you buy most frequently? Why do you buy these things?

Would you say you buy unique items?

How do you feel when you see someone else wearing the same thing as you?

Would you consider shopping a hobby?

How do you feel when you wear a new item you really like?

Thrift Stores

Have you ever been to a thrift store? How did you feel about the experience?

Have you purchased anything at a thrift store? If so, what?

Why did you purchase that particular item?

What is your favorite item you've found when thrift shopping? Why is it your favorite?

Are consignment/thrift stores the same? If not, what's the difference? Do you shop at both types of stores?

Tell me about the last thrift store you shopped at.

Tell me about a thrift store you shop at regularly.

Wrap Up/Closing

If you love the selection and/or prices at a store, would other aspects of the shopping experience (customer service, online site, appearance of store, etc.) effect whether or not you would shop there?

In closing, tell me a little about your favorite store to shop at (online or brick and mortar) (thrift or not)? Why is that store your favorite?

Do you have any questions for me? Would you like to find out more about the research we're conducting?

Thank you for coming in. I appreciate the time you've taken out of your schedule.