

A Research on the impact of Covid-19 on consumer behavior towards online shopping in Liberia.

Answer The Questions Appropriately

* Required

1. Enter Your Name *

2. What is your age range? *

Mark only one oval.

- ☐ below 25 years
- ☐ 25 years to 35 yearS
- ☐ 35 years to 45 years
- ☐ Above 45 years

3. Did you consume take-out food during the Covid- 19 epidemic? *

Mark only one oval.

- ☐ Yes
- ☐ No

4. **If YES what was the primary reason that led you to consume take-out foods during the Covid-19 epidemic?**

5. **Did you use any online health services? ***

Mark only one oval.

☐ Yes

☐ No

6. **If Yes, what was the factor that led you to using online health services during the pandemic?**

Mark only one oval.

☐ I got sick during that time.

☐ Someone related to me got sick.

☐ My friend was sick

☐ Other: _____

7. **What products have you purchased more frequently since the start of the pandemic?** *

Mark only one oval.

- ☐ Cleaning products
- ☐ Personal protective equipment (PPE)
- ☐ Groceries
- ☐ Other: _____

8. **How often do you shop online since the pandemic?** *

Mark only one oval.

- ☐ Once a week
- ☐ 2-3 times a week
- ☐ Once a month
- ☐ Rarely
- ☐ I don't shop online

9. **Have you ever purchased any items online?** *

Mark only one oval.

- ☐ Yes
- ☐ No

10.

If YES, rate the experience between 1-5 was the experience*Mark only one oval.*

Worse

1

☐

2

☐

3

☐

4

☐

5

☐

Very Good

11. **if NO, did you know you can shop online?***Mark only one oval.*☐ Yes☐ No

12. **How happy are you that there are internet shopping options in Liberia? ***

Mark only one oval.

Not Happy

1

☐

2

☐

3

☐

4

☐

5

☐

Very Happy

13. **Do you feel more comfortable buying products online since the outbreak of Covid-19? ***

Mark only one oval.

☐ Yes

☐ No

☐ Maybe

14. **Did you ever shop online during the pandemic? ***

Mark only one oval.

☐ Yes

☐ No

15. **If Yes, how satisfied were you with the online shopping experience during the pandemic?**

Mark only one oval.

☐ Very satisfied

☐ Satisfied

☐ Neutral

☐ Dissatisfied

☐ Very dissatisfied

16. **Have you cut back on non-essential purchases as a result of the financial instability the pandemic has caused? ***

Mark only one oval.

☐ Yes

☐ No

17. **Do you shop around for the best deals at several stores or online marketplaces before making a purchase because of the pandemic's impact on the economy?** *

Mark only one oval.

☐ Yes

☐ No

18. **Has the epidemic made you more price conscious?** *

Mark only one oval.

☐ Yes

☐ No

19. **If yes, what kinds of incentives do you look for in product when making purchases?**

20. **How well familiar are you with when shopping online? Other thoughts or comments** *

Mark only one oval.

☐ I am very familiar

☐ I am quite familiar

☐ I am not familiar at all

21. **And have you used shopping online to buy necessities during the pandemic?** *

Mark only one oval.

☐ Yes

☐ No

22. **If NO, what obstacles keep you from utilizing them?**

23. **What do you think is the main justification for people to buying convenience foods online?** *

Mark only one oval.

☐ There isn't enough time to cook.

☐ It's too expensive to cook.

☐ It is a faster way to get food

24. **How frequently do you order meals from a delivery service, and what criteria do you employ to select a company? How has the Covid-19 outbreak affected the way you order goods and services from home delivery companies?** *

Mark only one oval.

- ☐ I order meals from a delivery service frequently, and I prioritize companies that offer contactless delivery and high sanitation standards
- ☐ I order meals from a delivery service occasionally, and I prioritize companies that have a good variety of menu options and affordable prices
- ☐ I rarely order meals from a delivery service, but when I do, I prioritize companies that have a good reputation and positive reviews
- ☐ I never order meals from a delivery service

25. **How has your buying behavior changed in Liberia before and after Covid-19?** *

Check all that apply.

- ☐ My behavior has changed since I now do my shopping online
- ☐ I am now buying more essential items now
- ☐ I am now price-sensitive purchasing items now
- ☐ I am more health-conscious now, prioritizing products that boost my immunity and reduce the risk of illness
- ☐ I now shop within my home area, supporting small businesses and the local economy
- ☐ I now shop within outside my home area, supporting other businesses and the national economy
- ☐ Other: _____

26. Add comment

This content is neither created nor endorsed by Google.

Google Forms