

Online Apparel Shopping Survey

Thanks for taking the time to fill out our survey! Please answer the following questions as best you can: They are about your thoughts on the current state of the online apparel shopping experience. Answers are anonymous, so try to be as honest as possible!

***Required**



Online Shopping Tendency Evaluation

This part of the questionnaire will address questions regarding the participants tendency to purchase apparel online and investigate their behaviour when making purchases

1. How often do you buy apparel online?

Mark only one oval.

- ☐ Extremely Often
- ☐ Quite Often
- ☐ Moderately Often
- ☐ Slightly Often
- ☐ Not at all Often

2. When shopping apparel online are you generally speaking enjoying the experience?

*

Mark only one oval.

- ☐ Yes
- ☐ No

3. Accordingly, what is the biggest drawback of shopping apparel online to you? *

Mark only one oval.

- ☐ Not Being Able To Truly Trying on the Clothes
- ☐ Lack of Physical Shopping Experience
- ☐ Possibility of Receiving Damaged Item
- ☐ Lack of Interactivity
- ☐ Delay in Delivery

4. Given the lack of physical interaction with the product are you personally accustomed to ordering multiple sizes of one product just to make sure that one of them fits? *

Mark only one oval.

☐ Yes

☐ No

Customer Preference Analysis

This concluding part of the questionnaire will analyse the participants preferences when making purchases online and their behavioural propensities that guide their decision making.

5. What do you value the most when ordering apparel online? *

Mark only one oval.

☐ Next Day Delivery

☐ Same Day Delivery

☐ Free Return Policy

☐ Loyalty Discounts

☐ Low Shipping Cost

6. Where do you get your Inspiration from when shopping looks online? *

Mark only one oval.

☐ Social Media

☐ Blogs

☐ Individual Retail Websites

☐ E-Commerce Platforms

☐ Other: _____

This content is neither created nor endorsed by Google.

Google Forms