GenZ Fashion Search Habits Survey

We are conducting a fashion survey and would appreciate your genuine responses on how you search for clothing online. It will only take about a minute to complete. Thank you!

* Indicates required question

Online Shopping Routine

1. **Do you shop for fashion items online?** *

   Mark only one oval.

   ◯ Yes

   ◯ No

2. **How often do you search for fashion items online?** *

   Mark only one oval.

   ◯ Daily

   ◯ Weekly

   ◯ During occasions

   ◯ Never

Outfit Descriptions - Women's Styles

3. **Look at the image below and select how you would describe it if you were searching for this item online. (1)**   *

Mark only one oval.

○ Gold-Toned Embellished Sequined Bodycon Dress

○ Gold Partywear Bodycon

○ Partywear

4. **Look at the image below and select how you would describe it if you were**   *
   searching for this item online. (2)

Mark only one oval.

○ Floral Printed Square Neck A-Line Midi Dress

○ Pastel Blue Floral Dress

○ Casual Dresses

Outfit Descriptions - Men's Styles

5. **Look at the image below and select how you would describe it if you were searching for this item online. (1)**   *

Mark only one oval.

◯ Men Standard Corduroy Cotton Shirt

◯ Brown Minimalist Men Wear

◯ Western Shirts

6. **Look at the image below and select how you would describe it if you were searching for this item online. (2)** *

Mark only one oval.

- ⬭ Monochrome Black Jacket

- ⬭ Checked Ombre Printed Mock Collar Bomber Jacket

- ⬭ Black Jacket

Additional Insights

7. **When you search for fashion items online, how do you typically describe what you're looking for?** (e.g., "Goa trip outfits," "floral half sleeve relaxed fit")

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8. **Do you find it challenging to find fashion items that match the vibe or aesthetic** * **you have in mind on popular online fashion websites?**

Mark only one oval.

◯ Yes

◯ No

◯ Maybe

9. **How do you typically describe the fashion items you're searching for?** (Choose * the option that best applies)

Mark only one oval.

◯ By its vibe or aesthetic (e.g., "minimalist dress," "chic outfit," "romantic dress," "picnic dress")

◯ By specific details of tailoring or fit (e.g., "tight fit white long dress," "flowy bib collar light green dress")

◯ Depends