

Online Shopping Attitudes Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

Think about browsing or buying products online in the product category named by the organizer during the past 30 days. Every question is optional. Please do not provide retailer account details, payment information or order numbers.

1. What was your main reason for browsing or buying this product category online during the past 30 days?

- ☐ Finding a specific item
- ☐ Comparing prices or options
- ☐ Discovering ideas or products
- ☐ Browsing for enjoyment
- ☐ Replacing or replenishing something
- ☐ Another reason
- ☐ I did not browse or buy this category online
- ☐ Not sure

2. How convenient was online shopping for what you wanted to do in this category?

- ☐ Very convenient
- ☐ Somewhat convenient
- ☐ Neither convenient nor inconvenient
- ☐ Somewhat inconvenient
- ☐ Very inconvenient
- ☐ I cannot judge

Online Shopping Attitudes Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

3. How enjoyable did you find browsing this category online?

- ☐ Very enjoyable
- ☐ Somewhat enjoyable
- ☐ Neither enjoyable nor unenjoyable
- ☐ Somewhat unenjoyable
- ☐ Very unenjoyable
- ☐ I cannot judge

4. How easy was it to judge whether products would meet your needs without seeing them in person?

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Neither easy nor difficult
- ☐ Somewhat difficult
- ☐ Very difficult
- ☐ I did not try to judge this
- ☐ Not sure

Online Shopping Attitudes Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

5. What was your biggest hesitation about buying this category online?

- ☐ Uncertainty about the product
- ☐ Total cost including delivery
- ☐ Delivery timing
- ☐ Returns or exchanges
- ☐ Payment or personal-data concerns
- ☐ Preference for buying in person
- ☐ Another hesitation
- ☐ No major hesitation
- ☐ Not sure

6. Which information would help you most before a future purchase in this category?

- ☐ Clear specifications or measurements
- ☐ Detailed product images or demonstrations
- ☐ Customer experiences with the product
- ☐ Total price and delivery details
- ☐ Return or exchange terms
- ☐ Advice from a knowledgeable person
- ☐ Another type of information
- ☐ I need no additional information
- ☐ Not sure

Online Shopping Attitudes Survey Template

All questions are optional. Follow each question's directions.

Write your answers to the open questions in the space provided.

7. What one detail would make it easier to decide whether to buy this product category online? Do not include account details, payment information or order numbers.
