

# Shopping Behavior Survey Template

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

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

Ask respondents to recall one purchase journey within a period that fits the category.  
Every question is optional. Include people who considered but did not buy so the survey captures friction and abandonment instead of only successful transactions.

## 1. What product or type of product were you shopping for?

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## 2. Where did you first notice the need or product?

- ☐ In a physical store
- ☐ A search engine
- ☐ A retailer website or app
- ☐ An online marketplace
- ☐ Social media
- ☐ A recommendation from someone
- ☐ An advertisement
- ☐ Somewhere else
- ☐ I do not remember

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## 3. Which channels did you use before deciding?

- ☐ Retailer website
- ☐ Retailer app
- ☐ Physical store
- ☐ Online marketplace
- ☐ Social media
- ☐ Review or comparison site
- ☐ Conversation with another person
- ☐ None of these

## 4. Where did the journey end?

- ☐ Purchased on a retailer website or app
- ☐ Purchased in a physical store
- ☐ Purchased on an online marketplace
- ☐ Purchased through social media
- ☐ Purchased by phone or another channel
- ☐ Did not purchase

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## 5. What had the greatest influence on your final decision?

- ☐ Price or promotion
- ☐ Product availability
- ☐ Product information
- ☐ Ratings or reviews
- ☐ Convenience or delivery
- ☐ Return policy
- ☐ Previous experience
- ☐ Another factor
- ☐ I did not decide

## 6. Which statement best describes the purchase?

- ☐ I planned it before I started looking
- ☐ I decided while comparing options
- ☐ It was mostly an impulse purchase
- ☐ I needed a replacement urgently
- ☐ I did not purchase

## 7. What friction, if any, almost stopped you or changed your decision?

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