

## An Online Shopping Questionnaire

Dear Respondent,

I am final year student studying Business Information Technology (BIT). For my research project I am conducting a survey related to online buying. It would be great if you could answer some questions about this topic. There are no right or wrong answers and your responses will remain strictly confidential. This survey will take only 10 minutes of your time.

Kind regards,

Nicki Sörensen.

1 Age

18 to 25 years old  Over 26 years old

2 Gender

Male  Female

3 How much is your weekly income? (Average in past 6 months)

£50 or lower  £51 to £100  
 £101 to £150  £151 to £200  
 More than £200

4 Where do you frequently access to the internet? (Please select which is appropriate)

Home  Office  
 University campus

5 How many hours per week do you spend online? (Average in past 6 months)

More than 20 hours  16 to 20 hours  
 11 to 15 hours  6 to 10 hours  
 1 to 5 hours  Less than 1 hour

6 How long have you been using internet services?

More than 10 years  6 to 10 years  
 4 to 6 years  1 to 4 years  
 Less than 1 year

7 What do you normally use the internet for?

8 Have you ever visited any online shopping website?

Yes  No

If your answer is "No", please jump to question 11

9 How often do you buy products through online shopping on average?

- Once a week or more often
- Once a month
- Once every 2-3 months (4-6 times a year)
- Once every 4-6 months (2-3 times a year)
- Once every 6 –12 months (Once a year)

10 How much on average have you spent on online shopping in past 6 months per order?

- £1 to £20                      £21 to £50
- £51 to £100                      £101 to £200
- More than £200

11 What kind of stuff do you buy online?

12 Why do you purchase goods online? (Please provide 3 most important reasons).

13 What are the reasons you do not purchase products or services through the internet? (Please provide 3 most important reasons)

	Strongly Agree	Slightly Agree	Neither	Slightly Disagree	Strongly Disagree
14 It is easy to shop online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15 It is enjoyable to shop online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16 It is not unsafe to shop online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17 It is easy to compare products and prices of products online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18 Shopping online saves time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19 Products I buy online might fail to meet my expectations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20 I might lose my money when I buy products online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21 Online shopping might have a negative effect on my peace of mind	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22 Online shopping increases the opportunity costs of traditional shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23 It is a great advantage to be able to shop at any time of the day on the internet.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24 Selection of goods available on the internet is very broad	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25 Websites provide sufficient product information and explanation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

26 Feel free to give any other comments:

Submit questionnaire

Thanks for filling in this survey. It is very much appreciated.

Reference:

Sekaran, U., & Bougie, R. (2013). *Research methods for business: A skill building approach* (6th ed.). Chichester, United Kingdom: Wiley. ISBN: 978-1-119-94225-2.