

Online Shopper Market Research Survey

Discover a comprehensive **market research survey form sample** designed specifically for online shoppers to gather valuable insights on purchasing behavior. This form helps businesses understand consumer preferences and improve their e-commerce strategies. Utilize this template to enhance decision-making and boost customer satisfaction effectively.

1. Age Group

Select your age group

2. Gender

Select your gender

3. How often do you shop online?

Weekly Monthly A few times a month Rarely

4. Which types of products do you mostly purchase online?

(Select all that apply)

- Clothing & Accessories
- Electronics
- Groceries
- Beauty & Personal Care
- Home & Kitchen
- Others

5. What is your preferred online shopping platform?

E.g., Amazon, eBay, Shopee, etc.

6. What are the most important factors when making online purchases? (Select up to 3)

- Price
- Product Quality
- Shipping Speed
- Customer Reviews
- Product Variety
- Customer Service

7. How satisfied are you with your overall experience of online shopping?

Very Satisfied Satisfied Neutral Dissatisfied Very Dissatisfied

8. What improvements would you like to see in online shopping platforms?

Your suggestions...

9. (Optional) Enter your email if you wish to receive our survey results:

your@email.com

Submit Survey

