

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

2. 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?

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?

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

