

Market Research Questionnaire for Retail Industry

A **market research questionnaire** for the retail industry is designed to gather valuable insights about consumer preferences, buying behavior, and market trends. It helps retailers understand customer needs and improve product offerings. This tool is essential for making informed business decisions and enhancing customer satisfaction.

Basic Information

1. What is your age group?

2. Gender

 Male Female Other

3. How often do you shop at retail stores?

Shopping Preferences

4. What factors influence your decision to shop at a particular retail store? (Select all that apply)

 Location
 Price
 Product Variety
 Quality
 Customer Service
 Other

5. How do you usually discover new products? (Select all that apply)

 Friends/Family
 Online Advertisements
 Social Media
 In-store Promotions
 TV/Radio
 Other

Customer Experience

6. How satisfied are you with your overall shopping experience at retail stores?

7. What improvements would you like to see in retail stores?