

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?

Select

2. Gender

☐ Male

☐ Female

☐ Other

3. How often do you shop at retail stores?

Select

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?

Select

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

Submit