

Market Research Questionnaire for Online Shopping Behavior

A **market research questionnaire** for online shopping behavior helps businesses understand consumer preferences and purchasing habits. It gathers valuable insights into factors influencing buying decisions, product satisfaction, and shopping frequency. This data enables companies to tailor marketing strategies and improve customer experience effectively.

Section 1: Demographics

1. What is your age?

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55+

2. What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other

Section 2: Online Shopping Behavior

3. How often do you shop online?

Once a week or more ▾

4. Which devices do you use to shop online? (Select all that apply)

- ☐ Desktop/Laptop
- ☐ Mobile Phone
- ☐ Tablet

5. What factors influence your decision to purchase online? (Select up to three)

- ☐ Competitive Price
- ☐ Convenience
- ☐ Product Variety
- ☐ Fast Delivery
- ☐ Reviews/Ratings
- ☐ Discounts/Offer

Section 3: Purchase Experience

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

Very satisfied ▾

7. Have you ever encountered any of the following issues while shopping online? (Select all that apply)

- ☐ Late Delivery
- ☐ Wrong Product Delivered
- ☐ Poor Product Quality
- ☐ Payment Issues
- ☐ None

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

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