



Consumer Perceptions towards Online Versus Traditional Purchase Methods of Books

This survey questionnaire would not take much of your valuable time to complete. Yours answers would be strictly confidential and would be used for the purpose of the research study only. Please answer the question in the box provided for your answer. Thank you for your support in this Research Study.

Gender

- Male
- Female

Please specify your age group

- 18-25
- 25-35
- 36-45
- 46-55
- Above 56

I am

- Student
- Pvt Employed
- Govt Employed
- Business Owner
- Professional

I have internet Access

- YES
- NO

I have internet Access for the past

- 1 year
- 2-5 years
- more than 5 years

Please choose the income range (Per Month) you are in

- Less than 20000
- 20000-50000
- 50000-80000
- Above 80000

How did you hear about the book stores/online bookstore website?

- News paper /Media
- Referred by Friends



Which of the following methods have you used for your purchase of books for the past 6 months

- Cash
- Debit Card
- Credit Card
- Online Banking
- Cash on Delivery

How often do you shop for books

- Never
- Once in a week or more
- Once a Month
- Once in every 2-5 months
- About once in 6 months to a year



Section B- This part captures the Purchase behaviour pattern

Please click your response for both online books stores and traditional books stores STRONGLY DISAGREE-1, DISAGREE-2, NEUTRAL-3, AGREE-4, STRONGLY AGREE-5

This part of the Purchase Behaviour pattern *

	Always	Very often	often	sometimes	Never
I make regular purchase of books					
I often make purchase of non-academic books					
I prefer to make online purchase of books					
The response time I seek when I make a purchase of books is an immediate receipt of my book/books					
When I hear of a new book store/online book stores site, I often find an excuse to go and visit the same.					
In general I am interested to find new book stores/online book stores.					
Shopping/browsing for books is a "getting away from it all"					
I get so involved in purchase activity when I shop here I forget everything else					
I Often select and place items in the shopping cart when I am bored					
I select and place items in the shopping cart to entertain myself					
I find placing items in the shopping cart enjoyable					
Compared to my friends I do more shopping for books					
I am willing to try out new authors of books					
I know more about new release than other people that I know					
Because I have an active life style I need variety of authors books in my collection.					
I spend a lot of money on books collection.					
It is important to be well informed about latest books , latest authors					
If you have to get ahead in life, you need to be well read and be informed					
You are what you read.					
I resent being told what to read by so called "reviews"					
New editions is just another way of making money by the publishers					



I buy books I like, regardless of bestsellers					
Given a choice, I would probably come back to visit this store					
This is my choice of store in which I regularly come to shop					
I spent more time in this store than I originally planned					

The comparative questionnaire for customer perception for Traditional Book Stores *
TRADITIONAL BOOK STORES

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The ease of Buying is high(locating the books inside the stores/search, refine search options in company website)					
It is safe to purchase in the store					
The price shown in this stores is acceptable and reasonable					
Customer service in the stores/online help is good					
Customer Service Associate of this stores do not provide personal attention to its customers					
Personal recommendations/online suggestions help is available					
The availability of the books-this information is given by the stores.					
The variety of books is not very high					
Plenty of relevant information's of a particular author's book is available					
Both International and Indian Editions of books are available					
There are discounts on the MRP in the stores in the form of discount.					
The prices are low					
Billing/payment, payment gateway is smooth and done in ease.					
All options of payments is offered by the stores/website (cash, credit/debit/net banking/COD)					
There is no risk of non-cash purchase.					
Returns and Exchanges are handled smoothly and efficiently.					
Promotional activities of the store is not good					
The delivery is done as promised by the stores in case of non-availability of a book.					
The purchase activity is cumbersome and lengthy					



There is problem in giving personal information to stores					
The technology allows smooth seamless transaction to complete in one sitting.(Technology frustration)					
I would go for repurchase from the same stores					
I am happy with the merchandise of the stores					
The overall shopping experience is good					

The comparative questionnaire for customer perception for Online Book Stores * ONLINE BOOK STORES

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The ease of Buying is high(search, refine search options in company website)					
It is safe to purchase in the ONLINE BOOK STORES					
The price shown in this ONLINE BOOK STORES is acceptable and reasonable					
Customer service in the ONLINE BOOKS STORES help is good					
Customer Service Associate of this ONLINE BOOKS STORES do not provide personal attention to its customers					
Personal recommendations/online suggestions help is available in this ONLINE BOOKS STORES					
The availability of the books-this information is given by the ONLINE BOOKS STORES					
The variety of books is not very high in the ONLINE BOOKS STORES					
Plenty of relevant information's of a particular author's book is available in the ONLINE BOOKS STORES					
Both International and Indian Editions of books are available in the ONLINE BOOKS STORES					
There are discounts on the MRP in the stores in the form of discount in this ONLINE BOOKS STORES					
The prices are low in this ONLINE BOOKS STORES					
Billing/payment, payment gateway is smooth and done in ease in this ONLINE BOOKS STORES					



All options of payments is offered by the stores/website (cash, credit/debit/net banking/COD)					
There is no risk of non-cash purchase in this ONLINE BOOKS STORES					
Returns and Exchanges are handled smoothly and efficiently by the ONLINE BOOKS STORES					
Promotional activities of the ONLINE BOOKS STORES is not good					
The delivery is done as promised by the ONLINE BOOKS STORES in case of non-availability of a book.					
The purchase activity is cumbersome and lengthy in the ONLINE BOOKS STORES					
There is problem in giving personal information to the ONLINE BOOKS STORES					
The technology allows smooth seamless transaction to complete in one sitting.(Technology frustration)					
I would go for repurchase from the same ONLINE BOOKS STORES					
I am happy with the merchandise of the ONLINE BOOKS STORES					
The overall shopping experience is good in the ONLINE BOOKS STORES					