



Online Purchasing Behaviour of Social Media Users

Do you use Social Media? *

(Social media are facebook, tweeter, linked in, etc.)

- Yes
- No

How much time do you spend on the internet? *

(in hours per week)

- 1-6
- 7-14
- 15-21
- 22-42
- Other

How much time do you spend on the social media? *

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Where are you using the internet connection? *

- Home
- Cybercafe
- Office
- On Mobile
- Other

Which of the following are you currently using? * (the answer can be one or more)

- Facebook
- Google +
- Tweeter
- Linked In
- Other:

Indicate your user interests from the following list. * (Why you use the social media)

- To keep in touch with your friends and family
- For business
- For expressing opinion on a issue
- To share content
- To upload and share self-made content

How will the following factors influence your trust in buying shopping goods online?

Please rank according to importance. (1=most important, 3=least important)

Statements	Rank1	Rank2	Rank3
a. Customer's privacy			
b. Transaction Safety			
c. Dealers' Reliability and capability			

How will the following factors influence your product approach when buying shopping goods online?

Please rank according to importance. (1=most important, 4=least important)

Statements	Rank1	Rank2	Rank 3	Rank4
a. Product price				
b. Product availability				
c. Product quality				
d. Product variety				

How will the following factors influence your product approach when buying shopping goods online?

Statements	Not Important at All	Not Important	Neutral	Important	Very Important
a. Customer communication channel					
b. Easy return or refund					
c. Delivery channels					

To what extent do these following factors influence you when choosing a website for purchasing shopping goods online?

Statements	Not Important at All	Not Important	Neutral	Important	Very Important
a. Easy to navigate					
b. Useful Web Content					
c. Fun Experience					
d. Multimedia (Video, pictures, flash, etc)					
e. Website Appearance					

Which of the following payment methods would you use when purchasing shopping goods online?

- Paypal

- Credit/Debit Card
- Invoice
- Online Banking
- Cash on Delivery
- Other

On which of the social media have you found it easier to locate what you wanted to buy?

- Facebook
- Linked in
- Tweeter
- Google+
- Other

The country you are living in is: *

- India
- Other