



Online Shopping

I, Akshay Kothari, student of MBA (4th Sem) of Prestige Institute of Management, Gwalior doing research on Customer Satisfaction, Customer Perceived Value, Customer Loyalty: The Role of Switching Costs.

Please fill up this form.

For this form, I am using likert scale, in which

1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree

Which website is mostly used for purchasing?

- Snapdeal
- Flipkart
- Jabong
- Myntra
- Other: _____

What is the purpose of visiting website?

- Surfing
- Making Comparison
- Shopping
- Other _____

Note: For this form, I am using likert scale, in which

1: Strongly Disagree; 2: Disagree; 3: Neutral; 4: Agree; 5: Strongly Agree

Sl. No	Statement	1	2	3	4	5
1	I prefer this website due to reasonable price					
2	I prefer this website due to various discounts offered					
3	I prefer this website due to different promotional benefits					
4	Customer care executives have knowledge to answer my queries					
5	Customer care executives properly handle any problem that is raised					
6	Customer care executives have a friendly behavior of response					
7	The website performs the service correctly at the first time					
8	My online transactions are always processed successfully					
9	The products which I ordered were delivered to me within the stipulated time					
10	Using the company's website requires a lot of effort					
11	All my purchasing needs are included in the menu options					
12	The website provides wide range of products					
13	The website provides products with the features I want					
14	Reviews of the products are available on the website					
15	Rating of the suppliers are also available on the website					

16	Crystal clear specification of the product are available on the website						
17	I commit myself to this website						
18	I will not switch this website even though there are lots of other options available						
19	I am willing to pay more to keep myself loyal to this website						
20	I will recommend same website to my friends and relatives						
21	I would like to post positive review about the website on the internet						
22	The website provides me with excellent promotional and sale offers						
23	The website offers fair price on each product						
24	The website provides various services (free home delivery, cash back service and credit rewards)						
25	I like to buy products from reputed websites						
26	It takes me a great deal of time and efforts to get used to a new website						
27	It costs me too much to switch to another website						
28	In general, it would be a hassle, switching to another website						

Personal Information

Gender

- Male
- Female

Education

- Under-Graduate
- Graduate
- Post-Graduate

Age

- Less than 18
- 18-25
- 26-40
- 40 Above

Annual Income

- Less than 2 Lac
- 2-4 Lac
- 4-8 Lac
- Above 8 Lac

Internet Usage Frequency

- Daily
- Weekly
- Bi-weekly
- Monthly

Mode of Payment

- Internet Banking
- Credit/Debit Cards
- Cash on Delivery
- Cheque/DD