



Survey on E-retailer

Study on E-Retailers (Jan 2014)

1. Name of the e-retail website with respect to which you would be answering the following questions (Mention the name of one website only): *
2. Please evaluate the above e-retail website on attributes 1 to 27, on the following scale: *

Statement	1 Strongly Disagree	2	3	4	5	6	7 Strongly Agree
01. A first-time buyer can make a purchase from this online website without much help.							
02. This online website is user-friendly.							
03. This online website is very convenient to use.							
04. This online website has a search tool that enables me to locate products.							
05. I can compare prices, features etc. of two or more products at this online website.							
06. I feel that it is a very engaging (in terms of usefulness of content and attractiveness) online website							
07. This online website makes purchase recommendations that match my needs.							
08. The mails and promotions this online website sends to me are tailored (personalised) to my needs.							
09. This online website makes me feel that I am a unique customer.							
10. This online website design is attractive to me.							
11. For me, shopping at this online website is fun.							
12. I feel comfortable shopping at this online website.							
13. This online website is a secure site through which to send sensitive information.							
14. I would feel totally safe providing sensitive, personal information (like my phone number, bank/ credit card details, address etc.) about myself through this online website.							
15. Overall, this online website is a safe place to transmit sensitive information.							
16. I feel that it would be a nuisance to change (switch) to another site, once I am used to this online website.							
17. It would take a lot of time and effort to change to other online websites from this website.							
18. For me, switching costs (i.e. changing) from this online website to another website are high.							
19. I am satisfied with my decision to make purchases from this online website.							
20. I am likely to make my future purchases from this online website.							
21. My choice to purchase from this online website was a wise one.							
22. I think I did the right thing by buying from this online website.							



23. I try to use this online website whenever I need to make a purchase.							
24. When I need to make a purchase, this online website is my first choice.							
25. I like using this online website.							
26. To me this online website is the best retail website to do business with.							
27. I believe that this is my favourite online retail website.							

Your gender *

- Male
- Female

Your age *

- Less than 25 years
- 26 to 35 years
- 36 to 45 years
- 46 years & above

Your highest qualification (Tick one only) *

- No formal education
- S.S.C/ 10th Standard
- Intermediate (10+2)
- Graduation
- Post-graduation

On an average how many hours do you spend online during a week (for browsing, chatting, networking, buying etc.)? *

- Less than 10 hours
- 11 to 20 hours
- 21 to 30 hours
- More than 30 hrs

How do you rate your own skills of using the Internet? *

- Poor
- Fair
- Good
- Very good
- Excellent

How would you describe the frequency of your online purchases? *

- Occasional (1 to 2 times in a year)
- Moderate (1 to 2 times in a quarter)
- Frequent (1 to 2 times in a month)



- Heavy (more than twice in a month)

Generally, how do you pay for your internet purchases? (tick one only) *

- Cash on delivery
- Credit/ debit card
- Credit card with EMI
- Internet banking

Who is the highest earner in the family (Mention your relation with him/ her) *

What is his/ her educational level? (Tick one only): *

- Illiterate
- Literate, but without formal schooling (or, schooling up-to 4th standard)
- School - 5 to 9 years
- SSC/ HSC/ 10th standard
- Some college (including any diploma), but no graduation
- Graduate/ Post Graduate – General
- Graduate/ Post Graduate - Professional

Which of the following does your family own/ have? (Tick as many as applicable) *

Electricity connection	Colour TV	Car/ Jeep/ Van
Ceiling fan	Refrigerator	Air conditioner
LPG Stove	Washing machine	Agricultural land
Two wheeler	Personal computer/ laptop	