



Impact of Online Shopping on Physical Stores

Age *

- 18-25
- 26-35
- 36-45
- 46 and above

Gender *

- Male
- Female

Educational Qualification *

- UG
- PG
- Professional

Monthly Household Income *

- 25000-50000
- 50001-100000
- Above 100000

Through which mode do you frequently/ would like to make the purchase online? *

- Desktop/Laptop
- Smart Phone Apps

Where do you normally purchase the products/services online? *

- Company owned website
- Online Dealers



Total amount spent in a year for online shopping and physical store *

Sl. No.	Statement	Less than Rs. 5000	Rs. 5001-10000	Rs. 10001-25000	Rs. 25001-50000	Above Rs. 50000
1	Physical Store					
2	Online Shopping					

Do you visit physical stores for product information before making a purchase online? *

Sl. No.	Statement	Always	Sometimes	Never
1	Cosmetics			
2	Groceries			
3	Clothing and Apparels			
4	Electronic Goods			
5	Home Appliances			
6	Kids Items			
7	FMCG			
8	Foot Wear			
9	Accessories			
10	Jewellery			
11	Books			



Do you visit online stores for product information before making a purchase in a physical store? *

Sl. No.	Statement	Always	Sometimes	Never
1	Cosmetics			
2	Groceries			
3	Clothing and Apparels			
4	Electronic Goods			
5	Home Appliances			
6	Kids Items			
7	FMCG			
8	Foot Wear			
9	Accessories			
10	Jewellery			
11	Books			



What are the items that you buy the most in online / offline? *

Sl. No.	Statement	Online Store	Physical Store
1	Cosmetics		
2	Groceries		
3	Clothing and Apparels		
4	Electronic Goods		
5	Home Appliances		
6	Kids Items		
7	FMCG		
8	Foot Wear		
9	Accessories		
10	Jewellery		
11	Books		

What's your preferred mode of shopping during weekdays? *

- Online Stores
- Physical Store

What's your preferred mode of shopping during weekends? *

- Online Stores
- Physical Store



Kindly give your level of agreement for the following statements.

1-Strongly Disagree 2- Somewhat Disagree 3- Neutral 4- Somewhat Agree 5- Strongly Agree

Sl. No.	Statement	1	2	3	4	5
1	I prefer online stores than physical stores for the reasonable price *					
2	I prefer online stores than the physical store for the best price. *					
3	I prefer online stores than the physical store for the lowest price.*					
4	I prefer online stores than the physical store for the convenience of comparing price. *					
5	I prefer online stores as I get discounts when I place multiple orders. *					
6	I prefer online store as I do not have the intrusion of the sales personnel. *					
7	I do not prefer online stores as I lack guidance of sales personnel. *					
8	I prefer online stores as I can shop different products at the same time sitting at the same place. *					
9	I do not prefer online stores as I cannot touch and feel the products. *					
10	I do not prefer online stores as there is a huge difference between product shown in the website and what is delivered. *					
11	I do not prefer online stores as it lacks demo effect. *					
12	I prefer online stores as it has quality products than physical stores *					
13	I do not prefer online stores as I miss the store ambeince. *					
14	I do not prefer online store and I prefer physical stores due to the delivery time *					
15	I prefer to buy from online store due to the website quality. *					
16	I prefer to buy from online store due to ease of navigation to					



	different product categories. *					
17	I prefer to buy from online store as the websites display the products in an attractive fashion. *					
18	I prefer online stores than physical stores due to the product information. *					
19	I prefer online stores due to the lack of accessibility to the physical stores. *					
20	I prefer online stores as I do not have the vehicle parking hassles. *					
21	I do not prefer online stores and I purchase from physical stores due to the security threats *					
22	I do not prefer online stores as it does not allow for trial. *					
23	I do not prefer online stores as it lacks variety. *					
24	I prefer online store as it has a good return policy *					
25	I prefer online store as I can pay cash on delivery. *					
26	I prefer online store as the process of buying products are easy and hassle free. *					
27	I do not prefer online store as I am confused with the terms and condition while purchasing. *					
28	I am attracted by the advertisements for online store which makes me to go for the product. *					
29	I prefer online store during the festive seasons for the attractive offers. *					
30	I am attracted to the online store due to the positive feed backs got from my friends and relatives. *					
31	I am attracted to the online store due to the positive reviews given by other customers. *					



Kindly choose the product categories that you used to buy in physical store but now you buy from online stores. *

- Cosmetics
- Grocery
- FMCG
- Electronics goods
- Household appliances
- Clothing Apparels
- Jewellery
- Foot Wear
- Accessories
- Books
- Kids Items

Frequency of visit to physical stores in a year after started buying from online stores *

Sl. No.	Statement	Less than 10 times	10-20 times	21-30 times	31 and above	Not Applicable
1	Cosmetics					
2	Grocery					
3	Clothing and Apparel					
4	Electronic goods					
5	Home Appliances					
6	Kids Items					
7	FMCG					
8	Foot Wear					
9	Accessories					
10	Jewellery					
11	Books					



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