



Survey for Unplanned Buying through online shopping

Name

Your answer

Gender *

- Female
- Male
- Transgender

Age group *

- 18 to 24 years
- 25 to 35 years
- 36 to 50 years
- More than 50 years

Residential Place *

Your answer

Marital Status *

- Married
- Unmarried
- Other :



No. of years of marriage
(If married)

Family type *

- Nuclear
- Combined

Family values *

- Liberal
- Moderate
- Conservative

Number of dependents in family *

- 0 to 2
- 3 to 5
- More than 5

Family Income *
(in INR per annum)

- Less than 5 lakhs
- 5 to 10 lakhs
- 10 to 20 lakhs
- More than 20 lakhs

Education *

- Doctoral or less
- Masters or less
- Bachelors or less
- Other :



Occupation *

- Employed
- Unemployed
- Businessman
- Retired
- Student
- Housewife
- Other :

Internet usage per day *
(In number of hours)

- 0 to 2 hours per day
- 3 to 5 hours per day
- 6 to 10 hours per day
- More than 10 hours per day

Internet connection device used by you: *

- Broad band
- Wi-Fi
- Mobile internet pack
- Dial-up
- Other:

I am satisfied with the internet speed of above mentioned internet connection device *
Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree



I frequently shop from online shopping websites *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I usually do online shopping from: *

- Mobile app
- World wide web browsing
- Other:

Mention the product type you usually buy from shopping websites *

- Apparels
- Lifestyle accessories - footwear, shoes, watches, belts, perfumes, glasses, cosmetics etc-
- Electronics and appliances
- Books
- Mobile accessories and gadgets
- Jewellery and stones
- Home decor and furniture
- Baby products
- Other:

I usually buy products from online shopping sites without any prior planning *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Have you recently bought something unplanned from shopping website; if yes mention the

product name

Your answer



I usually prefer the following payment mode for online shopping*

- Cash on delivery
- Card payment
- Virtual money
- Other :

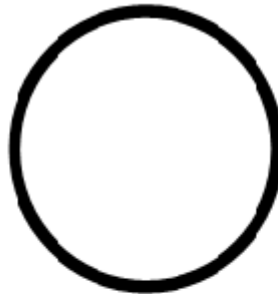
Just take a glance of the shapes showing below in the picture and rank the them as per your choice: *

Square
Triangle
Circle
Rectangle
Squiggle
Square
Triangle
Circle
Rectangle
Squiggle

Shapes



SQUARE



CIRCLE



TRIANGLE



RECTANGLE



SQUIGGLE

I usually take spontaneous decisions in my daily life *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I just react on incidences and thinks later *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I always analyze the situation first and then respond *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree



I never take decisions in hurry *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I like to decide at the moment only without much thinking *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I always need time to take any decision *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I often feel unstable and uncertain about my decisions in life *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Most of the time my behaviour is unpredictable *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I hardly do unplanned buying on internet *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Most of my online shopping is well planned *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I usually shop online without much thinking *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

If I like something then I have to buy it right now *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I buy something online and evaluate my purchase decision later*

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I often buy items from website that is not actually needed at that time *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I never buy anything online in addition to my shopping list *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

If I like more items instead of one then I purchase all of them at the same time *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

My online purchase decisions are always based on deep analysis *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I do unplanned buying only for the utility products *



Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

For me unplanned buying means to purchase products for enjoyment *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I avoid buying expensive luxury items without prior planning to shop *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I go for unplanned buying only if product is less priced *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Agree 1 2 3 4 5 6 7 Strongly Disagree

I always feel to shop online without any prior planning *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I really enjoy spontaneous and unplanned online shopping *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

For me planned buying is irritating I just love to browse and buy immediately whatever I like *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree



Product attractiveness compels me to buy online *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I hardly get impressed by product appearance on the website *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

First thing that influences me to buy without planning is product's appearance *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

If I noticed something eye-catching I immediately place an order*

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

High quality of the product influences me for buying at the spur-of-the-moment *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I never feel to buy unplanned if I have doubts for quality *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Often, I do unplanned buying if there is a lucrative deal *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree



I often feel to buy unplanned, if following offers are available on shopping website: *

Free Delivery of Product

Festive Sale

Online Contest

Lottery

Cash Back

Flat Rates

Seasonal Sale

Special Vouchers

Discount

Coupons

Relaxation in price if paying through debit or credit card

Dual or Combo Product Scheme

Free Mobile Recharge

Flash Sale

Clearance Sale

Free Complementary Product

Free Delivery of Product

Festive Sale

Online Contest

Lottery

Cash Back

Flat Rates

Seasonal Sale

Special Vouchers

Discount

Coupons

Relaxation in price if paying through debit or credit card



Dual or Combo Product Scheme

Free Mobile Recharge

Flash Sale

Clearance Sale

Free Complementary Product

Following source of information increases my urge to buy immediately from shopping websites: *

Television Advertisement

Radio Advertisement

Print Media Advertisement

Brand Communities

Social Group

Social Websites

Blogs

Emails

Youtube

Text Messages

Quick Response Codes

Website Links

Pop-ups and Blinks

Reviews

Word-of-mouth

Recommendations on internet

Television Advertisement

Radio Advertisement

Print Media Advertisement

Brand Communities

Social Group



Social Websites

Blogs

Emails

Youtube

Text Messages

Quick Response Codes

Website Links

Pop-ups and Blinks

Reviews

Word-of-mouth

Recommendations on internet

Often I buy items unplanned from websites if: *

I found a brand online that is not available in local market

Unique and attractive products available online only not in traditional markets

My favourite brands are available online

Price of the online product is lower than price in local market

A wide variety of products is available on websites

Up to date fashion products are available online

Product packaging is protective and attractive

A celebrity is promoting that product

Website design is not complex

Website is easy to search for information

Website is easy to navigate

Website is creative and exciting

Website is safe and secure

I am confident of security with the site

I trust the Website administrators will not misuse my personal information

I feel like my privacy is protected at this site

The site has adequate security features

The site ensures me of security

Website response quickly to shoppers' enquiries

Website is reliable and trustworthy

Website is interactive and entertaining

I can interact with this site in order to get information tailored to my specific needs

This site has interactive features, which help me accomplish my search

If site is an existing reputed shopping website

I have a satisfactory previous shopping experience on this website

Return and refund policies of that website are transparent

Website stick on their words whatever it is communicating to shoppers

Website delivers the product on time and in a same manner as mentioned on the site

Website policies and terms and conditions are clear and authentic

I feel emotional attachment with website

Website is ethnically and culturally appealing

I have plenty of money to spend

I have nothing to do and I am feeling bore

I have sufficient time to browse and shop

I have free access to internet

I have no time to go to local market

Local market is too far from my place

I feel that comparing products on websites are easier than in local market

I have a hectic professional schedule

I have a burden of family responsibilities

I can try and check the features of that online product in showrooms first

I like something in showroom and that item is available on websites at discount

I am in a bad mood

I am in a good mood

- I want to boost up my mood by browsing and online shopping
- My friends and family recommend me to buy that product
- My peer group give positive reviews about that product
- My family is not resisting me to buy that product
- I have peers' suggestions are positive about that purchase decision
- I found a brand online that is not available in local market
- Unique and attractive products available online only not in traditional markets
- My favourite brands are available online
- Price of the online product is lower than price in local market
- A wide variety of products is available on websites
- Up to date fashion products are available online
- Product packaging is protective and attractive
- A celebrity is promoting that product
- Website is design is not complex
- Website is easy to search for information
- Website is easy to navigate
- Website is creative and exciting
- Website is safe and secure
- I am confident of security with the site
- I trust the Website administrators will not misuse my personal information
- I feel like my privacy is protected at this site
- The site has adequate security features
- The site ensures me of security
- Website response quickly to shoppers' enquiries
- Website is reliable and trustworthy
- Website is interactive and entertaining
- I can interact with this site in order to get information tailored to my specific needs
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I have plenty of money to spend

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I have sufficient time to browse and shop

I have free access to internet

I have no time to go to local market

Local market is too far from my place

I feel that comparing products on websites are easier than in local market

I have a hectic professional schedule

I have a burden of family responsibilities

I can try and check the features of that online product in showrooms first

I like something in showroom and that item is available on websites at discount

I am in a bad mood

I am in a good mood

I want to boost up my mood by browsing and online shopping

My friends and family recommend me to buy that product

My peer group give positive reviews about that product

My family is not resisting me to buy that product

I have peers' suggestions are positive about that purchase decision

I feel delighted after buying something unplanned on internet *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree



Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Unplanned buying makes me feel regret *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I often feel confused about my unplanned purchase decision *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I always feel satisfied after unplanned online buying *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I never feel satisfied after unplanned online buying *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Most of my unplanned shopping depressed me at last *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I have mixed feelings for unplanned online shopping *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I found unplanned buying as a risky game on internet *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree



Strongly disagree 1 2 3 4 5 6 7 Strongly agree

I considered unplanned online shopping as unnecessary spending *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Unplanned buying from websites is a profitable deal *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Satisfactory shopping experiences leads to more unplanned buying from websites *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

As I browsed the online shopping websites, I had the urge to purchase items other than or in addition to my specific shopping goal *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

Browsing online shopping websites, I had a desire to buy items that did not pertain to my specific shopping goal *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

While browsing online shopping websites, I had the inclination to purchase items outside my specific shopping goal *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree



When I saw this product, I suddenly wanted to buy it *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree

When I saw this product, I could not resist the desire to buy it *

Mark as per the alternatives: 1 - Strongly Disagree, 2 - Disagree, 3 - Slightly Disagree, 4 - Neither Agree Nor Disagree, 5 - Slightly Agree, 6 - Agree, and 7 - Strongly Agree

Strongly disagree 1 2 3 4 5 6 7 Strongly agree