

Questionnaire

“An Analytical Study of Online Vs Offline Buying Behaviour of Consumers’ of Western India for Selected Durable and Non Durable Products”

Dear Respondent,

I, Minhas Jaspreet Binder Singh, am pursuing Ph.D. on “An Analytical Study of Online Vs Offline Buying Behaviour of Consumers of Western India for Selected Durable and Non Durable Products” under the guidance of Dr. Umesh R. Dangarwala, Associate Professor, Department of Commerce and Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat, request you to provide the information by filling this questionnaire. The information collected will be used for academic purpose only.

Basic Terms for understanding:

- *Durable goods are good that does not quickly wear out or, more specifically, one that yields utility over time rather than being completely consumed in one use.*
- *Nondurable goods are the opposite of durable goods. They may be defined either as goods that are immediately consumed in one use or ones that have a lifespan of less than three years.*
- *Durable Products considered for the study: Books, House Appliances, Home Furnishing, Furniture, Automobiles*
- *Non - Durable Products considered for the study : Pharmacy, Grocery, Cosmetics, Dairy, Apparels*

Looking forward for your kind co-operation.

Thanking you,

Ms. Minhas Jaspreet Binder Singh

Part – I: Demographic Information

Name of the Respondent: _____

Contact Number: _____

E-Mail ID: _____

1. Gender: [a] Male ☐ [b] Female ☐ [c] Transgender ☐
2. Age: [a] Below 18 Years ☐ [b] 18 to 24 Years ☐ [c] 25 to 34 Years ☐
[d] 35 to 44 Years ☐ [e] 45 to 54 Years ☐ [f] 55 to 64 Years ☐
[g] 65 Years & Above ☐
3. Residential Location:
[a] Rural ☐ [b] Urban ☐
4. Marital Status: [a] Unmarried ☐ [b] Married ☐ [c] Divorced ☐
[d] Separated ☐ [e] Widowed ☐
5. Qualification: [a] Secondary School (10th) ☐ [b] Higher Secondary School (12th) ☐
[c] Diploma ☐ [d] Graduation ☐ [e] Post Graduation ☐
[f] Doctorate ☐ [g] Professional ☐
6. Occupation: [a] Service ☐ [b] Business ☐ [c] Self Employed ☐
[d] Professional ☐ [e] Student ☐
7. Family Monthly Income:
[a] less than Rs. 30,000 ☐ [b] Rs. 30,000 to 60,000 ☐
[c] Rs. 60,000 to 90,000 ☐ [d] More than Rs. 90,000 ☐
8. Family Type: [a] Joint Family ☐ [b] Nuclear Family ☐ [c] Bachelor ☐
[d] Hosteller ☐ [e] Paying Guest ☐

9. Family Size: [a] Up to 3 Members ☐ [b] 3 to 5 Members ☐ [c] 5 to 7 Members ☐
[d] More than 7 Members ☐
10. Number of earning person in the family:
[a] One ☐ [b] Two ☐ [c] Three ☐ [d] Four and above ☐
11. Who makes the purchase decision of durable goods in your family?
[a] Senior Member ☐ [b] Earning Member ☐
[c] Home Maker ☐ [d] Consumer ☐
12. Who makes the purchase decision of non- durable goods in your family?
[a] Senior Member ☐ [b] Earning Member ☐
[c] Home Maker ☐ [d] Consumer ☐
13. How frequently do you buy Durable Goods?
[a] Weekly ☐ [b] Fortnightly ☐
[c] Monthly ☐ [d] Rarely ☐
14. How Frequently Do You Buy Non - Durable Goods?
[a] Daily ☐ [b] Twice a Week ☐ [c] Weekly ☐
[d] Fortnightly ☐ [e] Monthly ☐

Part – II: Preferences: Offline Shopping Or Online Shopping

15. Which buying mode do you prefer for Non Durable Products?
[a] Online ☐ [b] Offline ☐
16. Which buying mode do you prefer for Durable Products?
[a] Online ☐ [b] Offline ☐
17. Do you trust online shopping mode? [a] Yes ☐ [b] No ☐
18. Rank the factors that influences your decision to purchase in Both Offline Buying and Online Buying with 1= Highly Preferred, 2= Preferred, 3=Neutral, 4=Least Preferred and 5= Not Preferred

Sr. No.	Attributes for Buying	Rank for Offline Buying	Rank for Online Buying
1.	Price	1 2 3 4 5	1 2 3 4 5
2.	Discount	1 2 3 4 5	1 2 3 4 5
3.	Quality	1 2 3 4 5	1 2 3 4 5
4.	Convenience	1 2 3 4 5	1 2 3 4 5
5.	Time Saving	1 2 3 4 5	1 2 3 4 5
6.	Availability	1 2 3 4 5	1 2 3 4 5
7.	Product Variety	1 2 3 4 5	1 2 3 4 5
8.	Brand Name	1 2 3 4 5	1 2 3 4 5
9.	Packaging	1 2 3 4 5	1 2 3 4 5
10.	Features	1 2 3 4 5	1 2 3 4 5
11.	Design	1 2 3 4 5	1 2 3 4 5
12.	Appearance	1 2 3 4 5	1 2 3 4 5
13.	Size	1 2 3 4 5	1 2 3 4 5
14.	Touch	1 2 3 4 5	1 2 3 4 5
15.	Manufacturer's Goodwill	1 2 3 4 5	1 2 3 4 5
16.	Payment Facility	1 2 3 4 5	1 2 3 4 5
17.	Delivery Service	1 2 3 4 5	1 2 3 4 5
18.	After Sales Service	1 2 3 4 5	1 2 3 4 5
19.	Warranty	1 2 3 4 5	1 2 3 4 5
20.	Returns	1 2 3 4 5	1 2 3 4 5
21.	Replacements	1 2 3 4 5	1 2 3 4 5
22.	Guarantee	1 2 3 4 5	1 2 3 4 5

19. What distance are you willing to travel for offline shopping for durable products?
 [a] Less than 5 KMs ☐ [b] 5 KMs to 10 KMs ☐
 [c] 10 KMs to 15 KMs ☐ [d] More than 15 KMs ☐
20. What distance are you willing to travel for offline shopping for non - durable products?
 [a] Less than 1 KMs ☐ [b] 1 KMs to 5 KMs ☐
 [c] 5 KMs to 10 KMs ☐ [d] More than 10 KMs ☐
21. While making a buying decision do you compare the factors of offline buying with online buying of that product?
 [a] Yes ☐ [b] No ☐
22. What will you prefer if both Offline and Online offers you exactly the same attributes?:
 [a] Offline ☐ [b] Online ☐
23. While making a buying decision are you ready to forgo/compromise buying method (offline or online), if you find the most important factors that influence your buying for a specific product?
 [a] Yes ☐ [b] No ☐
24. Rank the variables on the basis of frequency for online buying.

1= Highly Preferred, 2=Preferred, 3=Neutral, 4= Least Preferred and 5= Not Preferred

Sr. No.	Attributes for Buying	Rank for Online Buying
1	Books	1 2 3 4 5
2	Furniture	1 2 3 4 5
3	House Appliances	1 2 3 4 5
4	Home Furnishing	1 2 3 4 5
5	Automobiles	1 2 3 4 5
6	Pharmacy	1 2 3 4 5
7	Grocery	1 2 3 4 5
8	Cosmetics	1 2 3 4 5
9	Dairy	1 2 3 4 5
10	Apparels	1 2 3 4 5

Part – III: Experience With Online Shopping & Offline Shopping

25. Have you faced any problems while buying online? [a] Yes ☐ [b] No ☐
26. If yes, tick all the appropriate kind of problems:
 [a] Delay in Delivery ☐ [b] Damaged Product ☐
 [c] Cheap Quality of Product ☐ [d] Less Quantity of Product ☐
 [e] The Product is not as shown in the picture ☐
 [f] Failure in Payment ☐ [g] Non-Delivery of Product ☐
 [h] Fraud ☐ [i] Fake Product ☐
 [j] If any other, please specify _____
27. Tick all the appropriate reasons for not buying online:
 [a] Risk of transactions ☐ [b] Internet Illiteracy ☐
 [c] Risk of Identity Theft ☐ [d] Tangibility ☐
 [e] High Delivery Charges ☐

28. Which of the following reasons would make your switch over to another mode of buying from the current one?

[a] For a Change ☐

[b] Dissatisfaction ☐

[c] Extensive Promotion of Competing Brands ☐ [d] Would not switch ☐

29. What are the reasons that helped you switch from Offline Buying to Online Buying?

1= Highly Preferred, 2=Preferred, 3=Neutral, 4= Least Preferred and 5= Not Preferred

Sr. No.	Reason for Switch	Rank for Offline Buying
1	Convenience	1 2 3 4 5
2	Better Prices	1 2 3 4 5
3	Discounts & Offers	1 2 3 4 5
4	Easy Price Comparison	1 2 3 4 5
5	Variety	1 2 3 4 5
6	Availability	1 2 3 4 5
7	No Sales Pressure	1 2 3 4 5
8	International Brands	1 2 3 4 5

30. What are the reasons that helped you switch from Online Buying to Offline Buying?

1= Highly Preferred, 2=Preferred, 3=Neutral, 4= Least Preferred and 5= Not Preferred

Sr. No.	Reason for Switch	Rank for Offline Buying
1	No Waiting for Delivery	1 2 3 4 5
2	Easy/Quick Returns	1 2 3 4 5
3	Personalisation	1 2 3 4 5
4	Customer Satisfaction	1 2 3 4 5
5	Joy Of Shopping	1 2 3 4 5
6	Financial Safety	1 2 3 4 5
7	Tangibility	1 2 3 4 5
8	Credit Period	1 2 3 4 5

Part – IV: Impact of COVID-19 on Buying Behaviour

31. To show whether you are agree or disagree with the following statements that describe the impact of COVID-19 on Buying Behaviour. Circle the appropriate numbers on ANY ONE of the following scales defined as: 1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree.

Sr. No.	Reason for Switch	Rank for Offline Buying
1	Online Buying is more convenient than Offline Buying for Durable Products.	1 2 3 4 5
2	Online Buying is more convenient than Offline Buying for Non Durable Products.	1 2 3 4 5
3	Started Buying Online during Covid 19 out of Compulsion	1 2 3 4 5
4	Started Buying Online post Covid 19 out of Choice	1 2 3 4 5
5	Post Covid Online Shopping has become a habit	1 2 3 4 5
6	Is there increase in digital platforms to sell more products post covid 19	1 2 3 4 5
7	Has the increase in digital platform made online shopping easy	1 2 3 4 5
8	Monthly Consumption have increased by using Online Mode of Buying	1 2 3 4 5
9	Digital Mode of Payment is User Friendly	1 2 3 4 5
10	Monthly Expenditure have increased by using Online Mode of Buying	1 2 3 4 5

Thank you