

Appendices

Survey Questions (created in Google Forms)

Consumer Behavior – Online Shopping in India (Survey)

What is your gender?

- Male
- Female
- Other

What is your age?

- Below 20 years
- Between 21 and 30 years
- Between 31 and 40 years
- Between 41 and 50 years
- 51 years and above

Are you aware that Adidas has an elaborate product line specializing on men's grooming?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you prefer the brand, in terms of product quality and price affordability of their products in general?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you prefer purchasing from Adidas when it comes to grooming products?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Have you already purchased or want to purchase the Adidas Shower gel?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Have you come across any advertisements by Adidas through your social media accounts or any other digital platforms?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

If yes, what was most important product attribute that convinced you that the shower gel is worth your money?

- Its Fragrance
- Its Gentle Cleansing Capability
- Its Capability to Maintain the PH Level on Skin
- Its Affordability
- The promotional offers, shipping or delivery related conveniences

Does the quantity of the shower gel offered for its price satisfy you comparing it with similar products of other companies?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think that the packaging of the shower gel would come in handy while using it?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think the overall offering of the Adidas of its shower gel marketing attractive enough to available for it?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think you would easily switch to another brand if the shower gel offered by Adidas becomes temporarily unavailable?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think you would easily switch to another brand if the Adidas shower gel becomes marketed with a hike in its price?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you feel that Adidas is falling short when it comes to making the shower gel quickly available to the customers through online channels?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you think that the company should make more advertisements to make the shower gel more popular?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Would you like to keep re-purchasing the product?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree