

1 Appendix

Questionnaire

Consumer buying behavior towards online marketing - A case study of Amazon in three locations

Dear Sir/Madam, I am a student at Czech university. I will be very thankful if you can spare 5 minutes from your valuable time to answer the questionnaire, which will help me to know about the consumer attitude towards online marketing of Amazon. Please answer all the questions honestly and without any forced influence.

Disclaimer: This questionnaire is prepared for the research project. The information will be kept confidential and not be used other than the project.

Name *

Your answer

Email-ID *

Your answer

Gender *

- Male
- Female

Age *

- < 18
- 19-28
- 29-38
- 39-48
- >48

Qualification *

- Primary
 - Higher secondary
 - Bachelor's Degree
 - Master's Degree
 - PHD
 - Other:
-

Occupation *

- Professional
 - Business
 - Service
 - Student
 - Homemaker
 - Other:
-

How often do you buy products online? *

- Every month
 - Once in three months
 - Once in six months
 - Whenever needed
 - Other:
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How much do you spend while buying online? *

- 1000
 - 1001-2000
 - 2001-3000
 - Above 3000
 - Other:
-

How much time do you spend while buying online? *

- 1 hour
 - 2 hours
 - 4 hours
 - Other:
-

How long are you using Amazon for shopping? *

- Less than one month
 - One month
 - Less than one year
 - One year
 - More than Year
 - Other:
-

Who influences your purchase at Amazon? *

- Friends
 - Self
 - Family
 - Spouse
 - Other:
-

What influenced you to buy the products from Amazon? *

- Lower Price
 - Better Quality
 - Fast Delivery
 - Availability of products
 - Easy to compare
 - Easy to exchange policy
 - Promotional offers
 - Advertising
 - Word of mouth
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Which social media site is used by you for checking the latest information related to products?

- Facebook
 - Twitter
 - Youtube
 - Pinterest
 - Instagram
 - Snapchat
 - Other:
-

Which of the following factors are most important to you while buying online? *

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Price					
Easy return policy					
Customer service					
Delivery on time					
Shipping cost					
Availability of products					
Promotional offers					

Which of the following promotional strategy do you like the most on Amazon? *

- Discounts
 - Offers
 - Flash sales
 - Celebrity endorsements
 - Free Delivery
 - Quick service
 - Easy exchange policy
 - Other:
-

If you change your buying preferences and purchase products from another e-commerce company instead of Amazon, what will be its reason? *

- Price
 - Better Quality
 - Brand
 - Promotional offers
 - Other:
-

Which of the following problem is faced by you while buying products from Amazon? *

- Out of stock
 - Payment issues
 - Replacement issues
 - Delay in Delivery
 - No difficulties were faced over
 - Other:
-

Given below are some statements regarding Amazon's online marketing, you are requested to state your degree of agreement/disagreement on each statement as mentioned below on a 5-point scale? *

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Digital Marketing helps in acquiring information about the product.					
Digital Marketing has an impact on your purchase decision.					
Digital Marketing has enhanced the relationship between consumers and companies.					
Is your purchase decision solely based on the aspect of digital marketing?					

Are you a prime member of Amazon? *

- Yes
- No
- I am planning to purchase

Will you like to switch your preference for Amazon if you get some promotional scheme with another e-commerce company? *

- Yes always. I keep experimenting with new products.
- Never. I stick to the same products.