

QUESTIONNAIRE



Questionnaire

Section 1: Demographic Information

1. **Age:**

- 18-24
- 25-34
- 35-44
- 45-54
- 55 and above

2. **Educational Qualification:**

- High School
- Undergraduate
- Postgraduate
- Doctorate
- Other (Please specify)

3. **Occupation:**

- Student
- Employed
- Self-Employed
- Homemaker
- Retired
- Other (Please specify)

4. **Monthly Household Income:**

- Below ₹20,000
- ₹20,001 - ₹50,000
- ₹50,001 - ₹1,00,000
- Above ₹1,00,000

Section 2: Perception towards Online Buying**5. How frequently do you shop online for apparel?**

- Never
- Rarely (Once a year)
- Occasionally (2-3 times a year)
- Frequently (Once a month)
- Very Frequently (Multiple times a month)

6. What are your primary reasons for shopping online for apparel? (Select all that apply)

- Convenience
- Variety of options
- Better prices
- Time-saving
- Easy comparison of products
- Customer reviews and ratings
- Other (Please specify)

7. How satisfied are you with your overall online shopping experience for apparel?

- Very Dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very Satisfied

8. Rate the following factors based on their importance to you when shopping online for apparel:

(1 = Not Important, 5 = Very Important)

- Price
- Brand reputation
- Product quality
- Availability of sizes
- Fashion trends
- Ease of website navigation
- Customer reviews
- Return policy

9. What challenges do you face while shopping online for apparel? (Select all that apply)

- Poor product quality
- Size/fit issues
- Delayed delivery
- Complicated return process
- Lack of product information
- Inconsistent product images
- Other (Please specify)

10. How likely are you to recommend online shopping for apparel to others?

- Very Unlikely
- Unlikely
- Neutral
- Likely
- Very Likely

Section 3: Influence of Progressive “Digital marketing”

11. Which “Digital marketing” channels influence your apparel buying decisions the most? (Select all that apply)

- Social Media (Facebook, Instagram, etc.)
- Email Marketing
- Search Engine Ads
- Influencer Marketing
- Online Reviews and Ratings
- Brand Websites
- Other (Please specify)

12. How often do you encounter digital advertisements for apparel?

- Never
- Rarely
- Occasionally
- Frequently
- Very Frequently

13. How effective do you find “Digital marketing” in influencing your apparel purchasing decisions?

- Very Ineffective
- Ineffective
- Neutral
- Effective
- Very Effective

14. Rate the following aspects of “Digital marketing” based on their influence on your buying decisions:

(1 = No Influence, 5 = Strong Influence)

- Visual appeal of advertisements
- Personalized recommendations
- Promotional offers and discounts
- Influencer endorsements
- Customer reviews and testimonials
- Interactive content (videos, virtual try-ons, etc.)

15. How do you feel about personalized advertisements based on your browsing history and preferences?

- Strongly Dislike
- Dislike
- Neutral
- Like
- Strongly Like

16. Do you trust recommendations and endorsements from influencers when buying apparel online?

- Strongly Distrust
- Distrust
- Neutral
- Trust
- Strongly Trust

17. What type of content do you find most engaging on social media related to apparel? (Select all that apply)

- Product showcases
- Fashion tips and trends
- Behind-the-scenes content
- User-generated content
- Influencer collaborations
- Promotional offers
- Other (Please specify)

18. How important are online reviews and ratings in your decision-making process for buying apparel?

- Not Important
- Slightly Important
- Moderately Important
- Very Important
- Extremely Important

19. Have you ever made a purchase decision influenced by an online advertisement for apparel?

- Yes
- No

20. Please provide any additional comments or suggestions regarding your online shopping experience and “Digital marketing” influence:

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21. Overall, how positive is your perception of online shopping for apparel?

- Very Negative
- Negative
- Neutral
- Positive
- Very Positive

In-Depth Interview Guide

Introduction

- **Interviewer:**
- **Interviewee:**
- **Date:**
- **Location:**

Section 1: Online Buying Behaviour

1. **Can you describe your experience with online shopping for apparel?**
 - How often do you shop online for clothes?
 - What are your preferred online shopping platforms and why?
2. **What factors do you consider most important when buying apparel online?**
 - How do price, quality, brand, and other factors influence your decision?
3. **Can you tell me about a recent online apparel purchase?**
 - What prompted you to buy this item online?
 - Were you satisfied with the purchase? Why or why not?
4. **What are the main advantages of shopping for apparel online compared to physical stores?**
 - Are there any specific features or services that make online shopping appealing to you?
5. **What challenges or issues have you faced when shopping for apparel online?**
 - How do you typically resolve these issues?
6. **How important are online reviews and ratings in your decision-making process?**
 - Do you write reviews or rely on them heavily when making purchases?

Section 2: Perceptions of “Digital marketing”

7. **How do you feel about the digital advertisements you see online?**
 - Can you give examples of ads that have caught your attention?
 - What aspects of these ads appealed to you?
8. **What type of “Digital marketing” content do you find most engaging and why?**
 - Are there specific formats or styles that you prefer (e.g., videos, images, interactive content)?
9. **How do you feel about personalized advertisements based on your browsing history and preferences?**
 - Do these personalized ads influence your purchase decisions?
10. **Can you describe your experience with social media marketing for apparel brands?**
 - Do you follow any apparel brands or influencers on social media?
 - How do their posts influence your buying decisions?
11. **What role do influencers play in your online shopping behaviour for apparel?**
 - Can you recall a time when an influencer's recommendation led you to make a purchase?
12. **How effective are promotional offers and discounts in influencing your online purchases?**
 - Can you share an example of when a discount or promotion influenced your decision to buy?

Section 3: Impact of Progressive “Digital marketing”

13. How do you perceive the impact of “Digital marketing” on your overall shopping behaviour?

- Do you believe it has significantly changed the way you shop for apparel?

14. What “Digital marketing” strategies do you find most effective in influencing your apparel purchases?

- Are there specific campaigns or tactics that have stood out to you?

15. Have you ever participated in interactive content such as virtual try-ons or live shopping events?

- If yes, how did these experiences influence your buying decisions?

16. How important is brand loyalty in your online shopping decisions?

- Does “Digital marketing” play a role in building or maintaining your loyalty to certain brands?

17. Can you share an instance where a “Digital marketing” campaign strongly influenced your decision to purchase apparel?

- What elements of the campaign were most compelling?

Section 4: Suggestions and Insights

18. What improvements would you suggest for online apparel retailers to enhance your shopping experience?

- Are there specific features or services you feel are currently lacking?

19. How can “Digital marketing” strategies be improved to better meet your needs and preferences?

- Are there any specific changes or innovations you would like to see?

20. Is there anything else you would like to add about your experiences with online shopping and “Digital marketing”?

- Any final thoughts or comments?