A STUDY ON OPPORTUNITIES FOR MARKETING AND PROMOTION OF ONLINE SHOPPING PORTALS AMONG APPAREL & TEXTILE SECTOR IN CHENNAI

QUESTIONNAIRE – CUSTOMER

1. Age : □ (1) Below 20 □ (2) 20 – 25 □ (3) 30 – 35 □ (4) Above 35
2. Gender : □ (1) Male □ (2) Female
3. Marital Status : □ Married □ Unmarried
4. Qualification : □ School □ UG □ PG □ Diploma □ Technical
5. Social Status : □ Business □ Government □ Private □ Others
6. Monthly Income : □ Up to 25000 □ 25001 to 50,000 □ above 50,000
7. Please select from the below mentioned Dress Material you prefer buying online
   □ Ready Made Garments □ Sarees □ Kids Wear □ Innerwear
8. Please select your preferred Readymade Garment from online?
   □ T Shirts □ Jeans □ Kurtis □ Nightwear □ Leggins □ Formal Wear
9. Please select your preferred Textile to buy from online
   □ Fancy Saree □ Cotton Sarees □ Silk Sarees □ Silk Cotton Sarees
10. Please select your preferred Innerwear from Online
    □ Brief □ Vest □ Lingerie’s
11. Please select your favorite portals to buy dress material online
    □ Amazon □ Flipkart □ Snapdeal □ Jabong □ Myntra □ Others
12. Since how long have you been buying apparel online

☐ Less than 1 Year  ☐ 1-2 Years  ☐ 2-3 Years  ☐ More than 3 years

13. How much amount you spend every month for buying dress material from online

☐ 1000-2000 ☐ 2000-4000 ☐ Above 4000

14. Mention your frequency of buying Dress Material Online

☐ Weekly  ☐ Fortnight  ☐ Monthly Once  ☐ Need Based

16. Please select your preferred mode of buying online

☐ Prepaid  ☐ COD

17. If Prepaid please mention your preference

☐ Debit Card  ☐ Credit Card  ☐ Internet Banking

18. From the following please select your preference in Listings

☐ Single  ☐ Bundle/Combo

19. On the given below, which do you think very important driving force to buy online

☐ Need  ☐ Promotional Offers  ☐ Convenience  ☐ Habitat Disagree

21. How do you know about the various promotional schemes run by online companies

☐ Promotional Mailers  ☐ Friends/Colleagues  ☐ Advertisement  ☐ Self Search
22. **Mention your opinion to the following aspects for buying dress material from online**
   (SA – Strongly Agree; A – Agree; N - Neutral; D – Disagree; SD – Strongly disagree)

<table>
<thead>
<tr>
<th>Opinion</th>
<th>SA</th>
<th>A</th>
<th>N</th>
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<td>Fast Delivery Time</td>
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<td>Reputation of Company</td>
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<td>Good Presentation – Images and Description</td>
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<td>Aggressive Offers</td>
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<td>Comparison and Availability of Various brands in single window</td>
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<td>Convenience in shopping</td>
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23. **Mention your opinion to the following challenges for buying dress material from online**
   (SA – Strongly Agree; A – Agree; N - Neutral; D – Disagree; SD – Strongly disagree)

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<tr>
<th>Opinion</th>
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<td>Size Classification issue between Brand</td>
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<td>Touch Feel on Quality Standards</td>
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<td>Complication in return formalities</td>
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<td>Security Aspects</td>
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<td>Unknown People using/viewing Personal information</td>
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<td>Loosing Social Contact</td>
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24. **Are you satisfied with your online shopping of Dress Material?**
   □ Yes        □ No

25. **If No. Please specify the reasons for dissatisfaction**

26. **Are you satisfied with your Sarees Bought Online?**
   □ Yes        □ No

27. **If No. Please specify the reasons for dissatisfaction**