

# QUESTIONNAIRES STUDYING FACTORS THAT IMPACT ON CUSTOMERS' SHOPPING BEHAVIOR.

I am studying factors that impact on customers' shopping behavior. Then it helps online vendors fill their gaps in marketing strategies, improve drawback of purchasing process for customers. As a result, the online vendors can meet online-shoppers.

First part, the questionnaire aims to learn about.

Study background:

Interest:  Online shopping  Off-line shopping

The respondent's age: .....years old.

Shopping rate:

One/day  One/week  One/month  One/3 month  .....

Job status:

Working

Looking for a job

Your gender: Male  Female

Second part, please evaluate the possibility of these following issues:

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<http://phantichspss.com/lien-he-gioi-thieu> **Để được:**

1. Tư vấn mô hình nghiên cứu/bảng câu hỏi/ training trực tiếp về các bước làm luận văn như là: phân tích hồi quy, phân tích nhân tố, Cronbach's Alpha... trong SPSS, và mô hình SEM, CFA, AMOS.
2. Cung cấp/chỉnh sửa số liệu khảo sát phù hợp với bảng câu hỏi của bạn để chạy ra kết quả có ý nghĩa thống kê.

<b>Types of risks</b>						
		Very weak	Weak	Average	Good	Very good
1	When the risks are assessed high, purchasing decision will be reduce.	1	2	3	4	5
2	A virus affecting computer negatively impacts on customers' shopping online	1	2	3	4	5
3	Credit risk is one of the biggest problems to prevent customers from coming to online-shopping.	1	2	3	4	5
4	Purchasing a product online on time will get a big discount.	1	2	3	4	5
<b>Product Quality</b>						
1	Feature is one of the most important factors for customers to purchase a product quickly.	1	2	3	4	5
2	A customer will accept a product if its design specifications correctly interpret what they want.	1	2	3	4	5
3	A customer always wants to buy a product having long durable time.	1	2	3	4	5
4	A customer always chooses a product having good and reputable serviceability	1	2	3	4	5
5	The visual appearance of products is a critical determinant of consumer response and product success	1	2	3	4	5
<b>Identity theft</b>						
01	Dumpster Diving scares customers in shopping online	1	2	3	4	5
02	P2P File scares customers in shopping online	1	2	3	4	5
03	Change of Address scares customers in shopping online	1	2	3	4	5

04	Mail theft scares customers in shopping online	1	2	3	4	5
05	SMS phishing scares customers in shopping online	1	2	3	4	5
<b>Online shopping frauds</b>						
01	After evaluating a good product online, a customer can receive a fake product in reality	1	2	3	4	5
02	Possibility of no product delivery when completing payment prevents a customer from purchasing online.	1	2	3	4	5
03	A customer always scares to be cheated with the price by the online Vendors	1	2	3	4	5
04	High quality execution services are a key differentiator that helps the clients get better results from their trading.	1	2	3	4	5
<b>Customer behavior</b>						
		Totally disagree	Disagree	Neutral	Agree	Totally agree
01	A purchase cannot take place without the recognition of the need.	1	2	3	4	5
02	Seeking information affects to customers of purchasing or not purchasing an online- products	1	2	3	4	5
03	Customer behavior is impacted by alternative products	1	2	3	4	5
04	Direct or indirect referencers will impact on customer behavior for purchase decision.	1	2	3	4	5
05	Post-purchase evaluation decide customer behavior if customers continue purchasing or not purchasing an online product	1	2	3	4	5

In short,

30. Customer behavior is affected by Risks in online-shopping.

Very low

- Low
- Average
- High
- Very high

31. Customer behavior is affected by product quality.

- Very low
- Low
- Average
- High
- Very high

32. Customer behavior is affected by identity theft.

- Very low
- Low
- Average
- High
- Very high

33. Customer behavior is affected by online frauds.

- Very low
- Low
- Average
- High
- Very high

Thanks very much for your help.  
Wish you best in your study and job.

