**QUESTIONNAIRE**

Kindly fill this questionnaire with concentration and responsibility to help me out to get appropriate results for improving online business and advertisement scenario. Select answer in **bold.**

1. What search engines you usually use? *(Select more than 1 option, if you use)*

**🞎 Google (www.google.com)** 🞎 MSN (www.msn.com)

🞎 Yahoo.com 🞎 Ask (www.ask.com)

🞎 Bing (www.bing.com) 🞎 AltaVista (www.altavista.com)

🞎 Aol Search (www.search.aol.com) 🞎 Search (www.search.com)

🞎 HotBot (www.hotbot.com) 🞎 Netscape.com (www.netscape.com)

1. How do you visit a website? *(Select more than 1 option, if you use)*

**🞎 Followed link from another webpage**

🞎 Followed a graphical banner/icon from another webpage

**🞎 Found by using a search engine**

🞎 Posting to a news groups

**🞎 Received email from www mailing list**

🞎 Was told URL by friend

🞎 Read about in newspaper/magazine

1. What is your objective to visit a website? *(Select more than 1 option, if you use)*

**🞎 To get information**

**🞎 To see variety of products and services**

🞎 To solve a specific problem

🞎 To be entertained

1. Do you achieve the purpose of visiting any website?

**🞎 Yes** 🞎 No

1. If you fail to achieve your purpose of visiting any website, what are the reasons?

*(Select more than 1 option, if you use)*

**🞎 The website takes time to load**

🞎 Poor design of website (poor fonts, bad color combination)

🞎 Long website pages

**🞎 Hard to find the links in website what I was looking for**

1. Have you ever used services of online order or buy any product online?

**🞎 Yes** 🞎 No

If you use online purchases services, then please fill below questions and then start from Q9 - 11. If you don’t use online purchases services then please leave below questions and continue from Q7.

If yes, how often do you buy online products?

🞎 Once a week or more often

🞎 In every 2-3 weeks

🞎 **Once in a month**

🞎 Once in a year

How satisfied are you with your online order or purchasing?

**🞎 Satisfied** 🞎 Neutral 🞎 Dissatisfied

Modes of placing order do you usually use? *(Select more than 1 option, if you use)*

🞎 Mail order 🞎 **Internet**  🞎 Over the phone

How much do you often spend on buying any online product?

🞎 $1 to $20 🞎 $21 to $50 🞎 **$51 to $100** 🞎 More than $100

Preferable payment options? *(Select more than 1 search engine, if you use)*

🞎 PayPal, money bookers, Google Checkout, etc

🞎 **Credit or Debit Card**

🞎 Wire Transfer

Do you buy any product online through advertising on social media like on Facebook, Twitter, etc?

🞎 Yes 🞎 **No**

1. How many often do you use internet?

🞎 **Daily** 🞎 Once in a week 🞎 2-3 times a month 🞎 Once in a month

1. What is the core benefit of online purchasing?

🞎 Time Saving 🞎 Money Saving 🞎 **Both**

1. If you are interested in online purchasing, what kind of products are you often interested to purchase online? *(Select more than 1 option, if you use)*

🞎 Softwares 🞎 Books & Magazines

🞎 Garments 🞎 Computer Hardware

🞎 Music, CDs, & Videos 🞎 Tickets (concerts, movies, airline, etc)

🞎 **Home Electronics** 🞎 **I don’t purchase, just download at free of cost**

1. If you are interested in online purchasing, how much can you often spend on buying any online product?

🞎 $1 to $20 🞎 $21 to $50 🞎 **$51 to $100** 🞎 More than $100

1. Preferable payment options if you are interested in online purchasing?

*(Select more than 1 search engine, if you use)*

🞎 PayPal, money bookers, Google Checkout, etc

**🞎 Credit or Debit Card**

🞎 Wire Transfer

1. Do you use social websites?

🞎 **Yes** 🞎 No

1. What social websites you usually use? *(Please select more than 1 option, if you use)*

🞎 **Facebook** 🞎 **YouTube**  🞎 Twitter 🞎 Linked In

🞎 MySpace 🞎 **Google Plus +** 🞎 Netlog 🞎 Orkut

🞎 Hi5

1. Does any product advertisement on social sites like Facebook, Twitter, etc grab your attention to click and see more?

🞎 Yes 🞎 **No**

1. Do you prefer to buy any product online or recommend others through advertising on social media like on Facebook, Twitter, etc?

🞎 Yes 🞎 **No**

1. What do you usually do in your spare time on internet?

*(Select more than 1 option, if you use)*

🞎 **Information gathering** 🞎 **Use social websites** 🞎 **Academic research** 🞎 Games 🞎 **News** 🞎 **Email**

🞎 Job hunting 🞎 Classifieds 🞎 **Shopping**

🞎 Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Do you sign up for newsletters, new offers or product updates while visiting any website?

🞎 Yes 🞎 **No**

1. What are the reasons you signup for newsletters, new offers or product updates?

🞎 I sign up myself for future use.

🞎 I have to sign up for newsletters or new offers updates because a popup appears which

does not go unless I enter my email address in it.

🞎 **I hate to sign up for newsletters or new offers, I prefer to close website if it appears.**