

Website Survey Questionnaire

Thank you for taking the time to answer these questions. The following questions are about to know how well known and successful is [Site Name]

1. Have you ever heard about [Site Name]?

Yes

No

2. How did you learn about [Site Name]?

3. Do you purchase goods from [Site Name]?

Yes

No

4. How old are you?

Under 18

18 - 25

25 - 45

45 or more

5. Gender?

6. How often do you visit our website?

7. Overall, how satisfied are you with our website?

8. How likely would you be to recommend [Your Website Name] to your friends or colleagues?

9. What particular aspect(s) of our website do you like?

10. What particular aspect(s) of our website do you dislike?

11. What factors motivated you to purchase on our site?

12. Why do you think our site is so successful?

13. What is the main reason you visit our website?

14. How easy it to navigate our website?

15. How often do you buy on our site?

16. Was this a personal purchase for you, a gift, a company purchase or something else?

17. How do you pay your purchase?

Credit card online

Cheque by mail

Paypal

Nochex

18. How satisfied were you with the available shipping option?

19. Was your order complete when you received it?

20. Did you return any items you purchased from us?

21. What was the main reason for your return?

Wrong size

Wrong colour

Not what I ordered

Damaged

Not satisfied with the item

22. How satisfied were you with the return process?

23. Please rank what you look for in order of importance when selecting products on [Site Name]?

1 - Not Important

2

3 - Maybe

4

5 - Very Important

Quality

Cost

Quantity

Brand name

Familiarity

24. How competitive do you find the prices on [Site Name]?

25. Please grade the eBay website on the overall content.