

## SHOPPING PREFERENCES OF WOMEN QUESTIONNAIRE

*(Please note: This is only a sample provided by the author based on personal opinion, experience & research)*

S.No	Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Shopping for personal needs is an enjoyable experience for me					
2.	I prefer to do online shopping					
3.	I always like to buy branded items					
4.	I collect information on the things I want to buy before I go for shopping					
5.	I am selective in my purchases as I am very conscious of looking presentable among colleagues					
6.	I always love to shop during festive season					
7.	Shopping is a form of entertainment to me					
8.	Shopping gives me a feeling of contentment and happiness					
9.	I feel happy when I am able to spend the money I earned as I please					
10.	I feel relaxed when I go for shopping					
11.	Shopping brings out the self-worth in me					
12.	Shopping gives me great pleasure than anything else					
13.	Buying things I like gives me a sense of achievement					
14.	I love to shop for giving gifts					

15.	I feel entitled to spend for my colleagues as an earning member					
16.	I always buy things if they are trendy though I don't actually need them					
17.	I love to collect unique souvenirs during my trips to different countries					
18.	I derive emotional power from shopping					
19.	Shopping enhances the feeling of empowerment					
20.	Shopping helps me to be aware of new things in market					
21.	I have the freedom in my family to do shopping as much as I like					
22.	I enjoy the liberty to shop with my earnings					

Scoring	Strongly Agree 5	Agree 4	Neutral 3	Disagree 2	Strongly Disagree 1
Statement 16	1	2	3	4	5