

Online Shopping Survey

SCREENING QUESTIONS

Thank you for your interest in participating. One in every ten participants will win a \$15 gift card to Amazon. Only one submission per person is permitted.

First, please answer the questions below to see if you qualify to participate in this study.

1. In which US zip code do you live? (You must live in the United States to participate)

[text]

2. Are you 18 years old or older?

[1] Yes

[2] No

3. Have you ever made an unplanned, impulsive purchase online?

[1] Yes

[2] No

4. Would you like to reduce the amount of impulse buying you do online?

[1] Yes

[2] No

INFORMED CONENT

[Insert informed consent form language here]

[1] I agree to participate in the study.

MAIN SURVEY

1. How often do you make purchases online?

[1] Never

[2] A few times a year

[3] A few times a month

[4] A few times a week

[5] Every day

2. How often do you make unplanned, impulse purchases online?

[1] Never

- [2] A few times a year
- [3] A few times a month
- [4] A few times a week
- [5] Every day

3. This question is asking what you think, not what anyone else thinks. I think that the amount of impulse purchasing I do online is:

- [1] Far too much
- [2] Somewhat too much
- [3] About right
- [4] Somewhat too little
- [5] Far too little

4. How interested would you be in using an app or online tool that helps you make fewer impulse purchases online?

- [1] Very interested
- [2] Somewhat interested
- [3] Not really interested
- [4] Definitely not interested

5. Imagine you are shopping online for a friend's birthday gift but you unexpectedly see a product that you really like for yourself. You were not planning on buying this product but now you really want to buy it for yourself. What are some ways you might try to stop yourself from buying that product for yourself?

[Free Text]

6. If you could talk to the designers of an app or an online tool that is meant to help you control the amount of impulse buying you do online, what would you tell them to design / build / create for you?

[Free Text]

7. What type of features could online stores offer to help people control their impulse buying?

[Free Text]

8. When I'm trying to control my impulse buying online, I would like to use an app or online tool that (*check all that apply*):

- Makes me wait 1-2 hour before I can checkout
- Makes me wait 1-2 days before I can checkout
- Makes me wait 1-2 months before I can checkout
- Hides text like "limited time offer" or "only a few left in stock"
- Makes me list reason why I need the product I am trying to buy
- Makes me rate how much I want to buy each product in my shopping cart
- Won't let me buy without the approval of someone I designated (like a trusted friend or partner)
- Reminds me of my goals, such as to save money.
- Reminds me of my past regretted impulse buys online.
- Let's me shop and create wish lists but stops me from actually buying
- Reminds me of my spending budget

Other: [Free Text]

9. When I go shopping online, I buy things that I had not intended to purchase.

- [1] Very rarely
- [2]
- [3]
- [4] Sometimes
- [5]
- [6]
- [7] Very often

10. I am a person who makes unplanned purchases online.

- [1] Very rarely
- [2]
- [3]
- [4] Sometimes
- [5]
- [6]
- [7] Very often

11. When I see something online that really interests me, I buy it without considering the consequences.

- [1] Strongly Disagree
- [2]
- [3]
- [4] Neither
- [5]
- [6]
- [7] Strongly Agree

12. It is fun to buy spontaneously online.

- [1] Strongly Disagree
- [2]
- [3]
- [4] Neither
- [5]
- [6]
- [7] Strongly Agree

13. I avoid buying things online that are not on my shopping list.

- [1] Strongly Disagree
- [2]
- [3]
- [4] Neither

- [5]
- [6]
- [7] Strongly Agree

14. When I buy something online, I tend to feel

- [1] very pessimistic that I will be satisfied with my purchase
- [2] somewhat pessimistic that I will be satisfied with my purchase
- [3] neutral (neither pessimistic, nor optimistic)
- [4] somewhat optimistic that I will be satisfied with my purchase
- [5] very optimistic that I will be satisfied with my purchase

15. What is your gender?

- [1] Female
- [2] Male
- [3] Non-binary/ third gender
- [4] Prefer to self-describe _____
- [5] Prefer not to say

16. How old are you?

[Drop down menu]

17. What is your annual household income?

- [1] Less than \$30,000 per year
- [2] \$30,000-\$49,999
- [3] \$50,000-\$74,999
- [4] \$75,000-\$149,999
- [5] \$150,000 or more

18. What is your race?

- [1] White
- [2] Hispanic or Latino
- [3] Black or African American
- [4] Native American or American Indian
- [5] Asian
- [6] Pacific Islander
- [7] Other

19. What is your current employment status?

- [1] Employed full-time
- [2] Employed part-time
- [3] Out of work and looking for work
- [4] Out of work but not currently looking for work
- [5] Stay-at-home-parent
- [6] A student

- [7] Military
- [8] Retired
- [9] Unable to work

20. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

- [1] Married
- [2] Living with a partner
- [3] Divorced
- [4] Separated
- [5] Widowed
- [6] Never been married

21. What is your highest completed level of education?

- [1] Some high school, no diploma
- [2] High school graduate, diploma or the equivalent (for example: GED)
- [3] Some college credit, no degree
- [4] Trade/technical/vocational training
- [5] Associate degree
- [6] Bachelor's degree
- [7] Master's degree
- [8] Professional degree
- [9] Doctorate degree