

Your Feedback is valuable to us. Be genuine :)

We at ZEFO want to know how we can serve you better.

* Required

1. Name *

2. Email address *

Rs. 500 Voucher will be credited to this email address

3. Contact number

4. Location (Residing City) *

Personal details

5. How Young are you (Age) ? *

6. Gender *

Mark only one oval.

- Male
- Female
- Prefer not to say
- Other: _____

7. Relationship Status *

Mark only one oval.

- Single
- Happily Married! Just us
- Happily married, with kids
- Happily married, living with Elders!
- Happily married, living with kids and Elders!
- In domestic partnership
- Other: _____

8. Which of these describes your income last month? **Mark only one oval.*

- Less than 30k
- 30k to 70k
- 70k to 1.5 lakh
- Greater than 1.5 lakh
- Prefer not to answer.

9. What is the most preferred medium for you to do shopping online? **Mark only one oval.*

- Mobile
- Laptop
- Tablet
- Browse in mobile and place order on laptop

10. Who do you consult while making the purchase decision? **Mark only one oval.*

- Wife
- Husband
- Loved one
- Parents
- Room mates
- Colleagues
- Youngsters/kids; young generation
- Reviews from other websites
- Other: _____

11. Where do you prefer browsing for shopping? **Mark only one oval.*

- More in Office
- More in Home
- Equally both places
- During daily travel / cab / public transport
- Other: _____

12. What are the possible reasons for you to postpone/delay the purchase once the decision is almost made towards buying the product? **Check all that apply.*

- Technical problem in the checkout function of website.
- Was not clear about my requirement.
- Will wait for the sales/discount.
- Generally postpone without any reason
- Other: _____

13. What are the categories you don't prefer buying online? (multiple selection option) **Check all that apply.*

- Electronic appliances (TV, AC, Refrigerator, etc)
- Furniture
- Mobiles
- Books
- None
- Other: _____

14. What category you do not prefer to buy second hand? (multiple selection option) **Check all that apply.*

- TV
- Furniture
- Mobile
- Automobile
- Laptops
- Appliances
- Books
- None
- Other: _____

15. What are your general concerns while buying second hand products? (multiple selection option) **Check all that apply.*

- Functionality (in electronics/automobiles)
- Reliability
- Lack of warranty
- Age/condition of the product.
- Transparency in the transaction (hidden defects)
- Delivery terms/duration

16. How do you prefer buying second hand products? **Mark only one oval.*

- Physical store
- Online
- Classified Websites - Consumer to consumer (OLX, Quickr)

17. Have you ever transacted at OLX or Quickr? **Mark only one oval.*

- Yes
- No

18. From which medium did you hear about ZEFO? (multiple selection options) *

Check all that apply.

- Google Search
- Friend told me
- Facebook group
- Newspaper articles
- Facebook advertisement
- Other: _____

19. How much time did you take between first coming to the site / finding ZEFO and finalizing the purchase? *

Mark only one oval.

- Less than a day
- 1 - 3 days
- 1 week
- 1 - 3 weeks
- 1 month
- Above 1 month

20. For how many months do you intend to keep the products you bought from ZEFO?

Mark only one oval.

- Less than 6 months
- 6 months to 1 year
- 1 to 2 years
- more than 2 years
- Other: _____

21. What do you love about us? Please rank your top 3 lovable. *

Mark only one oval per row.

	Buyback	Delivery time	Exchange	Transparency-Defect Cataloguing	3 Day Return	Warranty	Clean and Disinfected Products.
1st preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2nd preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3rd preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. Do you understand the meaning of the following product condition options? *

Mark only one oval per row.

	Yes	No
Unboxed	<input type="radio"/>	<input type="radio"/>
Like new	<input type="radio"/>	<input type="radio"/>
Gently used	<input type="radio"/>	<input type="radio"/>
Well used	<input type="radio"/>	<input type="radio"/>

23. **Do you think the product on ZEFO are priced competitively? ***

Mark only one oval.

Yes

No

24. **Do you perceive ZEFO to be the only company providing best in class seconds articles? ***

Mark only one oval.

Yes

No

25. **Had you bought anything second hand if ZEFO was not there? ***

Mark only one oval.

Yes

No

Other: _____

26. **In the last 6 weeks, have you referred us to a friend or colleague? ***

Mark only one oval.

Yes

No

27. **Do you think that we are promoting the idea of reusing seconds product and slowing down the consumption of resources, thus facilitating you to add your contribution towards this cause? ***

Mark only one oval.

Yes

No

28. **Participate in our next round of 15 minutes 1-on-1 conversation and get upto Rs. 500 additional Zefo voucher**

Mark only one oval.

Yes, participate via meeting at your convenient place.(Rs. 500)

Yes, participate via skype call (Rs. 400)

Yes, participate via phone call (Rs. 300)

Not interested

29. **If yes, please share the details of your available date.**

Example: December 15, 2012

30. **If yes, please share the details of your available time.**

Example: 8:30 AM