

# Welcome to the final round of ZEF0 User research-2018

1. Why do you use the above selected medium the most for online shopping?

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2. Why do you prefer to buy above selected category off line/through physical stores?

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3. How do you approach the purchase process or initiate the purchase?

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4. Inhibition factors for the buying decision online: in the past what factors have led to the deferral/postponement of your purchase.

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5. Why you don't prefer buying seconds of the selected category?

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**6. What were your apprehensions (doubts before/after the purchase) while transacting from OLX or QUICKER?**

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**7. Why did you take the mentioned time to mak/finalize any purchase. was zefo your 1st or the last option in the buying process.**

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**8. Why did you give the rank 1 to the selected feature/value proposition option? Reason for choosing/not choosing the buyback option?**

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**9. Do understand the meaning of the product conditions mentioned on the website?**

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**10. Why you do/donot perceive ZEFO as the good service provider?**

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**11. Would you have purchased a second-hand item if not for ZEFO?**

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