



Online Shopping Conversation

1. What is better; online shopping or in-person shopping? Why? What are the pros and cons of each?
2. Have you ever had any bad online shopping experiences? If so, please explain.
3. What are your favourite online retailers? Why?
4. Do you always shop at the same brands and online retailers? Why/not?
5. Is brand name important to you? Why/not?
6. Is it easy to get online shopping delivered to you? Why/not?
7. Have you ever needed to return and refund something you bought online? If so, explain. Do you think this process is easy? Why/not?
8. Do you think online shopping has evolved over recent years? If so, how? Why/not?
9. Do you use price comparison websites? Why/not? If so, which ones?
10. What is your opinion about online data privacy when shopping online? Is it safe to provide personal and payment details online? Why/not?
11. How do you typically pay nowadays? Why?
12. Do you think online shopping has created more shopaholics? Why/not?
13. Are you a bargain hunter? Do you enjoy the big shopping events such as Black Friday, Prime Day etc...?
14. Do you search for promo codes before checking out online?
15. Would you ever be interested in working in retail? Why/not?
16. Do you enjoy window shopping? Why/not?
17. Do you ever go shopping in town to get inspired or do you always know exactly what you want?
18. Do you ever shop in second-hand stores? Why/not?
19. Are you a price-conscious or quality-conscious shopper? Why?
20. Do you go shopping often? Why/not?