

E-commerce Florist Survey

Hi! My name is Hanna and I would like to thank you for taking part in this survey. It takes less than 5 minutes. My goal is to find out how you use online florists and what issues you have. Hop you have a great day!

***Required**

1. What is your gender? *

Mark only one oval.

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

2. What is your age range? *

Mark only one oval.

- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 or older

3. How often do you order bouquets for delivery? *

Mark only one oval.

- Once a month
- Special occasions only
- 4 to 6 times a year
- Never

4. If applicable where do you order flowers from? *

Mark only one oval.

- Local Florist
- Online
- Not Applicable

5. If applicable where do you order your flowers from online? *

Mark only one oval.

- Moonpig
- Interflora
- Bloom & Wild
- Prestige Flowers
- Serenata Flowers
- 1800 Flowers
- Wild at Heart.com
- From You Flowers
- Flying Flowers
- Appleyard Flowers
- Flower Card
- Not Applicable
- Other: _____

6. How did you discover your online florist of choice? *

Tick all that apply.

- Search engine - I was searching Google
- Recommended by friend/colleague
- They were mentioned in a magazine article
- They were mentioned in a blog
- They were mentioned in a social media post
- Other: _____

7. What factors effected your choice when selecting an online florist? *

Tick all that apply.

- They had the specific item you were looking for in stock
- They had a product that met your needs that you didn't find elsewhere
- Price
- Free shipping
- Well known brand
- You had a promotional voucher for that store
- The depth of product information available
- You are a loyal customer
- They came up first in your search
- Referral from friend
- Product reviews
- Other: _____

8. Did you encounter any of the following problems while ordering flowers online? *

Tick all that apply.

- No or minimal product description
- No zoom facility on product page
- Not enough images of bouquet on product page
- Customer reviews not available on product page
- Stem count not mentioned on product page
- The bud versus bloom state of bouquet not shown on the product page
- Delivery information difficult to find
- Add on items not available on product page
- Other: _____

9. If you agree for a follow up interview, please provide your email address and I will contact you. Your email will not be shared.

Thank you so much for taking part in this survey

We appreciate your time and feedback. Your participation is extremely valuable to us.

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