

Tytuł projektu: Analiza trendów i możliwości rozwoju logistycznej obsługi klienta w e-commerce oraz ich wpływu na optymalizację decyzji konsumenckich – przykład Polski i Turcji Numer rejestracyjny projektu: 2025/09/X/HS4/00180 Kierownik projektu: dr inż. Daniel Tokarski Podmiot realizujący: Uniwersytet Łódzki
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Tytuł: Kwestionariusz narzędzia badawczego (wersja dla rynku tureckiego)

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Słowa kluczowe: e-commerce, logistyka e-commerce, zachowania konsumentów, decyzje zakupowe, optymalizacja wydatków, CAWI, Polska, Turcja

SURVEY QUESTIONNAIRE

Research title:

Logistics customer service in e-commerce: trends, development and impact on consumer decisions in Poland and Turkey. **Phase II: Turkey**

Instructions for the respondent:

The survey concerns e-commerce shopping experiences and opinions on logistics services (delivery, returns, lead time, contact). The survey is anonymous and will take 10 minutes to complete. The data will be used for scientific purposes only. Thank you for participating in the study!

The survey consists of 5 sections: socio-demographic profile, recognition of e-commerce services, online consumer behavior, delivery and returns, online consumer choices and spending.

I. SOCIO-DEMOGRAPHIC PROFILE

Gender

- ☐ female
- ☐ male

Age

- ☐ 15 – 24 years
- ☐ 25 – 34 years
- ☐ 35 – 49 years
- ☐ 50 years and more

Education

- ☐ primary
- ☐ secondary
- ☐ higher

Province of residence

- ☐ Adana
- ☐ Adıyaman
- ☐ Afyonkarahisar
- ☐ Ağrı
- ☐ Aksaray
- ☐ Amasya
- ☐ Ankara
- ☐ Antalya
- ☐ Ardahan
- ☐ Artvin
- ☐ Aydın
- ☐ Balıkesir
- ☐ Bartın
- ☐ Batman
- ☐ Bayburt
- ☐ Bilecik
- ☐ Bingöl
- ☐ Bitlis
- ☐ Bolu
- ☐ Burdur
- ☐ Bursa
- ☐ Çanakkale
- ☐ Çankırı
- ☐ Çorum
- ☐ Denizli
- ☐ Diyarbakır
- ☐ Düzce

Material situation of the household

- ☐ good
- ☐ average
- ☐ poor

Monthly net household income

- ☐ up to 30 000 TL
- ☐ 30 001 – 50 000 TL
- ☐ 50 001 – 70 000 TL
- ☐ 70 001 – 90 000 TL
- ☐ 90 001 – 110 000 TL
- ☐ 110 001 – 150 000 TL
- ☐ 150 001 TL ve üzeri

Size of place of residence

- ☐ village
- ☐ city

- ☐ Edirne
- ☐ Elazığ
- ☐ Erzincan
- ☐ Erzurum
- ☐ Eskişehir
- ☐ Gaziantep
- ☐ Giresun
- ☐ Gümüşhane
- ☐ Hakkari
- ☐ Hatay
- ☐ Iğdır
- ☐ Isparta
- ☐ İstanbul
- ☐ İzmir
- ☐ Kahramanmaraş
- ☐ Karabük
- ☐ Karaman
- ☐ Kars
- ☐ Kastamonu
- ☐ Kayseri
- ☐ Kilis
- ☐ Kırkkale
- ☐ Kırklareli
- ☐ Kırşehir
- ☐ Kocaeli
- ☐ Konya
- ☐ Kütahya

- ☐ Malatya
- ☐ Manisa
- ☐ Mardin
- ☐ Mersin
- ☐ Muğla
- ☐ Muş
- ☐ Nevşehir
- ☐ Niğde
- ☐ Ordu
- ☐ Osmaniye
- ☐ Rize
- ☐ Sakarya
- ☐ Samsun
- ☐ Şanlıurfa
- ☐ Siirt
- ☐ Sinop
- ☐ Sivas
- ☐ Şırnak
- ☐ Tekirdağ
- ☐ Tokat
- ☐ Trabzon
- ☐ Tunceli
- ☐ Uşak
- ☐ Van
- ☐ Yalova
- ☐ Yozgat
- ☐ Zonguldak

II. RECOGNITION OF E-COMMERCE SERVICES

1. Choose up to three names of online shopping websites that first come to your mind.

- ☐ Trendyol
- ☐ Hepsiburada
- ☐ N11
- ☐ Gitti Gidiyor
- ☐ Amazon Türkiye
- ☐ Çiçek Sepeti
- ☐ Mono-brand e-shops
- ☐ Other: _____
- ☐ Hard to say

2. Choose up to three names of online clothing stores that first come to your mind.

- ☐ Trendyol
- ☐ LC Waikiki
- ☐ Koton
- ☐ Defacto
- ☐ Mavi
- ☐ Modanisa
- ☐ Mono-brand e-shops
- ☐ Other: _____
- ☐ Hard to say

3. Choose up to three names of perfumeries/online drugstores that come to your mind first.

- ☐ Watsons Türkiye
- ☐ Gratis
- ☐ Cosmetica
- ☐ T-Shop
- ☐ Rossmann Türkiye
- ☐ Sephora Türkiye
- ☐ Other: _____
- ☐ Hard to say

4. Choose up to three names of websites selling home and garden products (finishing materials, decorative materials, furniture, etc.) that first come to your mind.

- ☐ Koçtaş
- ☐ IKEA Türkiye
- ☐ Vivense
- ☐ Enza Home
- ☐ Trendyol Home
- ☐ Tepe Home
- ☐ Other: _____
- ☐ Hard to say

III. ONLINE CONSUMER BEHAVIOR

5. How often do you shop online?

- ☐ several times a week
- ☐ once a week
- ☐ several times a month
- ☐ once a month
- ☐ several times a year
- ☐ less often than once a year

6. Based on your own experience or the opinions of others, indicate which statements about online shopping you agree with more strongly (please rate on a scale of 1–5, where 1 „means strongly disagree” and 5 means „strongly agree”).

- ☐ it is uncomplicated
- ☐ it offers more product choices than traditional stores
- ☐ it takes less time than shopping in a traditional store
- ☐ it is cheaper than shopping in traditional stores
- ☐ it is safe

7. Which of the following reasons motivate you to shop online?

- ☐ 24/7 availability
- ☐ no need to go to a store
- ☐ more attractive prices than in traditional stores
- ☐ unlimited browsing time
- ☐ wider assortment than in traditional stores
- ☐ ease of comparing offers
- ☐ ability to shop when stationary stores are closed/unavailable
- ☐ various payment options available
- ☐ multiple delivery/pick-up options
- ☐ faster than traditional shopping
- ☐ possibility to return purchased goods within 14 days without giving a reason
- ☐ ease of finding rare/specialized products
- ☐ more product information available
- ☐ loyalty discounts
- ☐ ability to buy used/collectible items
- ☐ ability to collect points for purchases
- ☐ personalized promotions
- ☐ personalized product offers

8. What would encourage you to shop online more frequently?

- ☐ lower prices than in traditional stores
- ☐ lower delivery costs
- ☐ discount codes
- ☐ online shopper discount
- ☐ faster delivery
- ☐ more detailed product descriptions
- ☐ wider product assortment
- ☐ better product quality
- ☐ personalized promotions
- ☐ safer payment methods
- ☐ more delivery options (e.g. parcel machines, gas stations)
- ☐ better product images (higher resolution, greater accuracy)
- ☐ longer return period without giving a reason
- ☐ easier-to-use online stores
- ☐ better warranty terms
- ☐ possibility to see products
- ☐ quick in-store pick-up
- ☐ more product information on store/platform websites
- ☐ better mobile accessibility of store websites
- ☐ interesting content and discounts on the store’s fanpage
- ☐ more personalized offers based on my purchase history
- ☐ better customer service/more service options
- ☐ nothing would encourage me to shop online more frequently

9. Indicate any negative experiences you've encountered in the past year while shopping online.

- ☐ long wait for product delivery
- ☐ intrusive ads for products I previously viewed
- ☐ high delivery costs
- ☐ damaged package
- ☐ dissatisfaction with the received products due to mismatched expectations
- ☐ difficulties finding the desired product
- ☐ false information on the website (about product, price, etc.)
- ☐ payment issues
- ☐ receiving a substandard product
- ☐ issues with warranty, complaints, or returns
- ☐ poor customer service (no answers to questions, rude service, etc.)
- ☐ not receiving the purchased product
- ☐ lack of important information during purchase (concerning the store, goods, transactions, etc.)
- ☐ receiving a non-original product
- ☐ problems navigating the shopping platform (too complicated)
- ☐ none of the above happened to me

IV. DELIVERY AND RETURNS

10. Which of the following delivery options most encourage you to shop online?

- ☐ delivery to a parcel locker
- ☐ courier delivery directly to home/work
- ☐ delivery to a partner point
- ☐ postal delivery directly to home/work by mailman
- ☐ direct transfer from the website (e.g. e-books, music)
- ☐ delivery to the store branch (click and collect)
- ☐ delivery to a post office
- ☐ drone delivery/autonomous delivery robots

11. How much do the following delivery methods encourage you to shop online? (please rate on a scale of 1–5, where 1 means „not encouraging” and 5 means „very encouraging”).

- ☐ distance to the parcel locker
- ☐ free home delivery with free carrying service
- ☐ shipment tracking
- ☐ weekend delivery
- ☐ managing parcels via app
- ☐ same-day home delivery
- ☐ contactless pick-up from parcel locker
- ☐ environmentally friendly delivery (e.g. eco-packaging)
- ☐ drone delivery/autonomous delivery robots

12. Which of the following return methods most encourage you to shop online?

- ☐ free return via parcel locker
- ☐ free return to a physical store
- ☐ free return via courier (door_to_door)
- ☐ free return at a partner point (kiosk, gas station, store)
- ☐ free return via postal service
- ☐ extended return period beyond standard 14 days
- ☐ possibility of return without printing (e.g. using a QR code)
- ☐ I was not aware of the possibility of returning online purchases

13. Please rate the following delivery/shipping methods in terms of how environmentally friendly they are (use a scale from 1 to 5, where 1 means „very non-eco-friendly” and 5 means „very eco-friendly”).

- ☐ delivery to a parcel locker
- ☐ delivery to a partner point
- ☐ delivery to the store branch (click and collect)
- ☐ delivery to a post office
- ☐ courier delivery directly to home/work
- ☐ postal delivery directly to home/work by mailman
- ☐ drone delivery/autonomous delivery robots

14. How important is the environmental impact of delivery and returns to you? (use a scale from 1 to 5, where 1 means „not important at all” and 5 means „very important”).

15. Which issues related to ecological forms of delivery/return are the most important to you?

- ☐ use of ecological packaging
- ☐ elimination of carbon footprint
- ☐ possibility of using reusable packaging, returned for example to a parcel locker
- ☐ transport using electric vehicles
- ☐ possibility to choose the „green delivery” option (longer delivery time in exchange for lower environmental impact)
- ☐ minimizing the number of shipments (combining orders in one delivery)
- ☐ local warehouses and shorter delivery routes
- ☐ possibility to opt out of unnecessary materials in the package (bubble wrap, leaflets, freebies)
- ☐ seller transparency regarding the environmental impact of delivery (carbon footprint shown when ordering)
- ☐ seller’s cooperation with certified logistics companies that care about sustainable development

16. Would paying a higher amount for an ecological form of delivery be acceptable to you?

- ☐ yes, even up to 10% more
- ☐ yes, but only up to 5% more
- ☐ yes, up to 2% more
- ☐ yes, but only for selected purchases (clothing, cosmetics)
- ☐ yes, if the seller provides full information about the ecological nature of the delivery
- ☐ I don't know
- ☐ no
- ☐ no, I believe the company should bear the costs of ecological solutions
- ☐ no, but I willingly choose free ecological options if they are available

V. ONLINE CONSUMER CHOICES AND SPENDING

17. What makes you decide to make your first purchase on a given online store rather than on another one offering similar products/services?

- ☐ attractive product price
- ☐ low shipping/delivery costs
- ☐ positive previous experience
- ☐ short delivery time
- ☐ easy payment method (payment card, fast payment systems, BLIK, cryptocurrency))
- ☐ attractive promotions, special offers
- ☐ easy ordering process
- ☐ various available payment methods
- ☐ various available delivery options
- ☐ discount codes
- ☐ clear and functional website

- reviews on various websites and portals (e.g. rankings, ratings, descriptions)
- detailed information on order/complaint/return terms
- recommendations from friends/family
- company details available on the website (address, tax ID, contact phone number)
- reviews on social media
- results from price comparison sites or rankings
- reviews on internet forums/discussion groups
- attractive product presentation
- physical pick-up points (kiosks, stands, traditional stores)
- longer return period without giving a reason
- attractive appearance of the store's website
- reviews found outside the Internet (e.g. price lists in magazines, articles)
- friendly customer service (call center)
- interesting fanpage or blog
- I don't know/hard to say

18. Imagine you are visiting an online store's website for the first time. Please mark up to three aspects that most influence your belief that the store is trustworthy.

- reviews about this online store
- option to pay on delivery
- clear and transparent information about return and complaint policies
- various available payment options (e.g. payment card, fast payment systems, BLIK, cryptocurrency)
- office address in Turkey
- contact information
- presence in rankings and comparison sites
- nice and clear product presentation
- physical pick-up points (kiosks, stands, traditional stores)
- quality marks and trust certificates awarded by independent organizations
- information about warranties
- store regulations
- graphic appearance of the store
- option to buy in installments
- photo of the physical store location
- bank logos displayed in payment options
- foreign office address
- interesting fanpage or blog
- I don't know/hard to say

19. For each product category listed below, please indicate whether you have ever purchased it online, whether you purchased it in the last 12 months, and whether you plan to purchase it in the future.

- clothing, accessories, add-ons
- footwear
- cosmetics/perfumes
- pharmaceutical products
- books, CDs, movies
- sportswear
- tickets to cinema/theatre
- meals from restaurants (e.g. uber eats)
- RTV/household appliances
- groceries
- travel, reservations
- phones, smartphones, tablets, GSM accessories
- furniture and interior design
- insurance

- ☐ children's articles/toys
- ☐ jewelry
- ☐ multimedia (apps, e-books etc.)
- ☐ computer equipment
- ☐ cars and car parts
- ☐ construction and finishing materials
- ☐ computer games
- ☐ computer software
- ☐ e-learning (courses, training)
- ☐ collectibles
- ☐ diet catering (subscription-based)
- ☐ used products (second hand)

20. Which of the following payment methods do you use most often when shopping online?

- ☐ BLIK payments
- ☐ fast bank transfer via a payment service
- ☐ payment by card when placing the order
- ☐ cash on delivery (payment in cash or by card upon delivery, also to courier)
- ☐ traditional bank transfer (with manual entry of the account number)
- ☐ deferred payment
- ☐ payment by card/cash upon personal pickup in the store
- ☐ cryptocurrency payment

21. What is the approximate amount you spend on all online purchases during one month?

- ☐ TL _____

22. What is the approximate amount you spent on online purchases last month for products in the category: clothing, accessories, add-ons?

- ☐ TL _____

23. What is the approximate amount you spent on online purchases last month for products in the category: cosmetics and perfumes?

- ☐ TL _____

24. What is the approximate amount you spent on online purchases last month for products in the category: furniture and interior design?

- ☐ TL _____

25. How do you expect your online shopping expenses to change in the next year (compared to current levels)?

- ☐ will definitely increase (increase by more than 20%)
- ☐ will probably increase (increase by 10–20%)
- ☐ will increase slightly (increase by less than 10%)
- ☐ will remain at a similar level
- ☐ will decrease slightly (decrease by less than 10%)
- ☐ will probably decrease (decrease by 10–20%)
- ☐ will definitely decrease (decrease by more than 20%)
- ☐ I don't know/it's hard to say