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Customers' Experience with Online Shopping: Amazon

Objectives

The 2 main objectives of this study are:

- 1) To find out what motivate customers to shop on Amazon
- 2) To find out what customers want when shopping on Amazon

Data Collection

Focus group is appropriate for “studying attitudes, preferences and priorities, and beliefs”, which allows researchers to study “participants’ rationalizations and justifications” (Lune & Berg, 2017). Hence, focus group is suitable for this study because the research objectives are about customers’ motivations and preferences shopping on Amazon. Focus group also allows participants to have “interactions, cross-conversations, negotiations, confrontation, and collective decision processes” (Lune & Berg, 2017) with each other. Unlike individual interview, which only provides opinions of an individual (Lune & Berg, 2017), focus group allows participants to “actively explain themselves to each other” and reflect on each other’s response (Lune & Berg, 2017), and thereby gaining valuable insights and information about customers’ shopping experience on Amazon. Also, under the right condition, individuals in a focus group with shared experiences may feel empowered and supported (Lune & Berg, 2017).

Reference: Lune, H., & Berg, B.L. (2017). *Qualitative research methods for the social sciences* (9th edition). Pearson Education.

Recruitment method

The participants in the study are Amazon customers or people who frequently purchase products on Amazon. There will be only 5 participants in each focus group. Participants would be recruited through an online survey sent to them via email. If they agreed to join the focus group after completing the online survey, then they will be invited to join a focus group session. To make sure all participants contribute during the focus group and eliminate dominant personalities, a pre-group questionnaire will be sent to their email.

Interview Guide

Introduction

Hello everyone! Thank you for coming in today to participate in this focus group about your shopping experience on Amazon. My name is Bryan. I will be your moderator for today. This focus group will take at least 2 hours. Please be advised that this focus group discussion will be recorded by video cameras with audio located above this table and 1 at each side of the room. Should any member of the group decide to leave during the focus group, you are welcome to do so. However, all responses provided by the participants cannot be removed from the video/audio recording and transcripts. The purpose of this focus group is to get your perspective on your shopping experience on Amazon. I am very excited to hear from all of you. But before we begin, I just want to state some ground rules: 1) There are no right or wrong answers, so please respect each other's answers, 2) Before voicing out your disagreement, you have to let the other person finish first. So, please do not interrupt each other, 3) I expect a polite, open, and orderly environment. So, with that being said, let's start the focus group!

Focus Group Questions

- 1) What was the last product you bought on Amazon?
Prompt: What made you choose Amazon to purchase [the product]?
- 2) What was your first impression when you entered Amazon website?
Probe: What is your primary goal when you visit Amazon website?
- 3) As you may all know, when searching products on Amazon there are usually several similar products that show up, what is your deciding factor(s) to purchase the item from the list of products generated on your search?
Prompt: Show a demonstration, if needed
- 4) When shopping online such as Amazon, what features of online shopping do you find helpful?
Prompt 1: Tell me about this feature(s) that makes it helpful when online shopping.
Prompt 2: What other features do you think we should add on Amazon website?
- 5) Tell me about a time when you were shopping on Amazon, and then thought shopping at a store or elsewhere might be a better option.
Prompt: (If answered never had that moment) What was the one thing that almost stopped you from purchasing a product on Amazon?
- 6) Tell me about your online shopping experience with Amazon so far.

- 7) What do you recommend Amazon should do to provide an excellent online shopping experience?
- 8) Do any of you have questions or comments?

Concluding Statement

This concludes our focus group. On behalf of Amazon, I would like to thank you for your active participation. Your responses will help Amazon to provide you an excellent online shopping experience. As a token of our appreciation, each of you will get \$100 amazon gift card. I will be handing this out as you leave the room. Have a great day everyone!