

Quantitative Research Instrument

Introduction

Thank you for participating in this short survey. This study explores how Costco members like you perceive a new digital landing page concept for Kirkland Signature products. You will be shown a sample version of this online page and asked a few questions about your impressions. The survey should take approximately 3–5 minutes, and your responses will remain anonymous and confidential.

Demographics

1. What is your age?
 - a. Fill in the blank
2. What gender do you identify as?
 - a. Male
 - b. Female
 - c. Non-binary
 - d. Prefer not to say
 - e. Others (please specify)
3. Where do you primarily shop for groceries?
 - a. Costco - online
 - b. Costco - in store
 - c. Mix of both
 - d. Others (please specify)
4. How often do you shop at Costco?
 - a. Never
 - b. Weekly
 - c. 2-3 times per month
 - d. Monthly
5. Are you familiar with the Kirkland Signature product line?
 - a. Yes, I regularly purchase them.
 - b. Yes, but I rarely purchase them.
 - c. No
6. Do you currently purchase dried fruits and/or nuts?
 - a. Yes
 - b. Sometimes
 - c. No
7. How often do you purchase dried fruits and/or nuts?
 - a. Never
 - b. Weekly

- c. 2-3 times per month
 - d. Rarely
8. Which of the following Kirkland Signature product categories do you regularly purchase?
[Select all that apply]
- a. Dried fruits and nuts
 - b. Vitamins and supplements
 - c. Household goods (e.g., paper towels, detergent)
 - d. Kitchen and cooking essentials
 - e. Frozen or refrigerated food
 - f. Packaged snacks
 - g. Apparel (e.g., socks, T-shirts)
 - h. Personal care (e.g., shampoo, body wash)
 - i. Others (please specify)
 - j. None of the above

Landing Page Concept & Evaluation

9. Please review the concept page you're shown.
- a. Randomized version A: landing page screenshot highlighting sustainability
 - b. Randomized version A: landing page screenshot highlighting scarcity
 - c. Randomized version A: landing page screenshot highlighting premium packaging
10. Please evaluate the following statements with 1 = Strongly Disagree, 5 = Strongly Agree.
- a. I am likely to purchase one or more products from this page.
 - b. The products appear high quality.
 - c. The design makes the products feel trustworthy.
 - d. I feel a sense of urgency to buy due to the limited-time messaging.
 - e. The sustainability claims make me more interested in trying the product.
 - f. This feels like an upgraded, premium version of Costco's usual offerings.
 - g. I would consider reordering these types of products in the future.

Purchase Behavior & Preferences

11. Please evaluate the following statements with 1 = Strongly Disagree, 5 = Strongly Agree.
- a. I trust Kirkland Signature more than national brands when shopping online.
 - b. When I see a Kirkland product labeled "premium," I believe it will be worth the extra cost.
 - c. I often try new Kirkland products when they are marketed as seasonal or limited-time.
 - d. If I see a Kirkland product labeled as organic or sustainably sourced, I'm more likely to add it to my online cart.
 - e. A more premium landing page design makes me feel more confident in the quality of the products.

- f. Compared to in-store shopping, I feel it's harder to discover new products on Costco's website.
12. How likely are you to try a Kirkland product you've never purchased before if you see it online with 1 = Strongly Disagree, 5 = Strongly Agree.
- a. Sustainability certification
 - b. Premium packaging design
 - c. Limited time drop
 - d. Customer testimonials or reviews
13. How often do you add impulse items to your Costco online order?
- a. Frequently
 - b. Sometimes
 - c. Rarely
 - d. Never
14. What's the most important reason you would add a new Kirkland item to your online cart?
- a. Trust in the Kirkland brand
 - b. Great price
 - c. Unique product or flavor
 - d. Organic or sustainable claim
 - e. Eye-catching packaging
15. Which of the following matters most when choosing a Kirkland product online? [Select two]
- a. Price
 - b. Organic or sustainability
 - c. Packaging appearance
 - d. Limited-time or seasonal drops
 - e. Brand trustworthiness
16. In your own words, what stood out most about the page you just saw?
- a. Fill in the blank