ANNEXURES
QUESTIONNAIRE FOR CUSTOMERS

Dear Sir / Madam, this is a research cum investigative study being conducted on Shopping Malls & Hypermarkets across India to study the changing perspectives of contemporary shopping. The study is meant solely for academic research purposes and complete confidentiality will be maintained. It will take approximately 15 minutes to complete the questionnaire. Kindly extend your cooperation in filling up this questionnaire. Your participation in this study is completely voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable answering any of the questions, you can withdraw from the survey at any point. There is No Right or Wrong answer, so please give your response to all the items. If you have questions at any time about the survey or the procedures, you may contact Mr Sandeep S. Virdi by email at sandeepsvirdi@gmail.com or at 098153-00431. Thank you very much for your time and support.

PART - I

☉ Name of the Mall / Hypermarket you have come to visit: _____________________________________

☉ Address of the Mall / Hypermarket: _____________________________________________________

☉ City: _______________________________________________________________________________

☉ Builder Group: _______________________________________________________________________

☉ Why are you visiting this particular mall? ________________________________________________

☉ This is my ☐ 1st ☐ 2nd ☐ 3rd ☐ 4th ☐ More than 4th visit to this particular mall.

☉ This particular Mall’s overall hours of operation: From _____am to ______ pm.

☉ How frequently do you visit a Mall / Hypermarket?
☐ More than once a week ☐ Once a week ☐ Once a fortnight ☐ Once a month
☐ Once in 2 months ☐ Once in 6 months ☐ Once a year ☐ Other ________________

☉ Primarily I visit a shopping Mall / Hypermarket to (Tick as many as applicable for you):
☐ Shop ☐ Watch a Movie ☐ Visit an Eatery ☐ Go on a Date ☐ Window Shop
☐ Gaming ☐ Attend Parties ☐ Just get away ☐ Comparison Shop ☐ Watch people
☐ To a Library ☐ To a Gymnasium ☐ Meet Friends ☐ To a Pub / Bar ☐ To an Internet café
☐ Visit an Amusement Park / Museum / Rides ☐ To a Discotheque
☐ Participate in the Events or Promotional activities ☐ For Personal care services

☉ I generally go to a Shopping mall / Hypermarket on:
☐ Weekdays ☐ Weekends ☐ Festivals ☐ Other Holidays ☐ No specific day

☉ How much time do you usually spend in a Shopping mall / Hypermarket?
☐ Less than an hour ☐ 1 – 2 hours ☐ 3 – 4 hours ☐ 5 – 6 hours ☐ More than 6 hours
I prefer to visit the Malls / Hypermarkets by (Can tick more than 1):

- Car
- 2-wheeler
- 3 Wheeler
- Rickshaw
- Bus
- Train
- Metro
- Walking
- Any other, ________________

Have you ever been to a Theme Mall (or a Niche Mall)?

- YES
- NO

If yes, what kind of theme mall was it:

- Wedding Mall
- Electronics products Mall
- Stationery Mall
- Footwear Mall
- Books Mall
- Furniture Mall
- Jewellery Mall
- Any other theme(s), ________________

Do you perceive such Theme Malls can be successful?

- YES
- NO

Because, ______________________________________________________________________________

The layout / ambience / arrangement of my favourite mall / hypermarket influences my purchase decisions because it…

<table>
<thead>
<tr>
<th>1. Enables me to get in, get what I want and get out.</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tr>
<td>2. Holds exciting &amp; participative special events and shows</td>
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<td>3. Has attractive interior walls and floor colours</td>
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<td>4. Regularly offers some products at a discounted price and at everyday low prices</td>
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<td>5. Has prompt help or knowledgeable, friendly, courteous and available sales persons / employees who approach me only when needed</td>
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<td>6. Is a good place to see and follow trends that are coming for the new season</td>
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<td>7. Allows me to view a wide assortment of related items in a short period of time</td>
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</table>

The influencing factor for me to purchase in a mall is…

<table>
<thead>
<tr>
<th>8. Being able to find famous name brands</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tr>
<td>9. Being able to find high quality products</td>
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<td>10. Being able to find out about new, latest and unique products</td>
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<tr>
<td>11. Being able to comparison shop</td>
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</tbody>
</table>
12. Finding nice displays of merchandise

13. Feeling that the physical environment is comfortable

14. Having a no hassle return policy

15. Having a reliable delivery service

The promotional strategies and endorsement tools of any mall / hypermarket play a major role in my purchase decision behaviour, especially if…

16. The stores I shop at,

- Offers use of my choice of credit cards
- Offers Coupons / discounts
- Offers good bargains / competitive prices / everyday low prices
- Sends Mailers, Flyers, and Coupons at home for product information and sales.
- Has lots of items on sale, holds special sales / exhibits and other promotional events / recreational services / Activities / Concerts / Live performances etc
- Offers Services like gift wrapping, photo processing, courier, gift delivery etc

17. A good day care for kids / toddlers or play pen.

18. Availability of store schedule information and has a good customer service center (where I can obtain a list of current sales, discount coupons, activities schedules etc)

19. Has lockers for Bags, Backpacks etc

What other promotional strategies and endorsement tools would you suggest in a mall / hypermarket to make it more appealing?

20. No Sales tax / VAT days

21. Online Mall stores so as to check on prices / sales before actually going

22. Free concerts, live music on weekend evenings

23. Any Other, Pls Specify

The locational and situational considerations in deciding where I shop (Mall / Hypermarket) addresses my following requirements, that…

24. It is located on a main highway

25. It is closest to my home
26. It is on the way home, to or from work

27. Topography (landscape, geography etc) of the region affects my choice of a mall / hypermarket.

28. My choice of a mall / hypermarket is severely affected by the traffic congestion in that area.

29. The travel modes available affect my choice of a mall / hypermarket.

30. Presence of competing shopping malls / retail outlets in the vicinity affects my choice of a mall / hypermarket.

31. Store locational environment and security – Feeling that the mall atmosphere is safe

32. It has presence of related services like banks, ATMs, Restaurants theatres etc nearby.

33. It has Centralised pick up facility.

34. It has parking in a convenient and safe location from the mall building / store.

35. It has parking arranged in a convenient and organised layout (Eg Multi-level, easy to negotiate etc)

36. It has Valet parking.

37. The layout of the stores should not be such that it increases the distance I walk for shopping

### Functional disparity between a Multiplex and a conventional format Cinema Theatre…

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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</thead>
<tbody>
<tr>
<td>I prefer the wide-ranging choice of movies one can watch in a Multiplex as compared to a traditional Cinema Hall.</td>
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<tr>
<td>I prefer the flexibility of timings of movies screened in a Multiplex as compared to a traditional Cinema Hall.</td>
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<td>Multiplexes offer Club Memberships, wherein I get discounts / packages for frequent goers etc.</td>
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<td>The Digital picture clarity and the Sound system are better in a Multiplex.</td>
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<tr>
<td>There is an added attraction of supplementing services available in a multiplex which one can resort to after watching the movies like Shopping, Beauty / Hair Salons, Dining etc</td>
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<tr>
<td>I am comfortable and unperturbed while watching a movie in a multiplex, because I know my toddler / kids shall be taken care of in the crèche / day care / children pen</td>
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<td>There are many events &amp; promotional activities in a Multiplex which attract me to visit there.</td>
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<td>The ticket is very expensive compared to a Cinema hall.</td>
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<td>The sitting capacity of the Multiplexes is limited and gets filled up very soon.</td>
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<td>Going to Multiplex results in Impulsive buying behaviour – I tend to shop unnecessarily.</td>
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</table>
48. It’s difficult to walk from the parking to the theatre due to the large size of the parking area of the shopping mall.

49. The Multiplexes in a Mall should be located
   - [ ] At the Top floor
   - [ ] At Any of the Middle floors
   - [x] At the Ground floor

<table>
<thead>
<tr>
<th>Theme malls (or Niche Malls e.g. Gold Souks, Croma, Wedding Mall etc) have an advantage of being successful because…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly Agree</td>
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</table>

50. All similar products (having the same end use) of every quality, range and assortment are available under one roof.

51. All national & international brands of the product range are available at one place.

52. The range of pricing is vast and there is greater flexibility in shopping (lower prices with all brands available)

53. The facility to Comparison shop is a major advantage in a Theme Mall.

54. Due to alike products and presence of all brands the customer gets the benefit of Competitive prices

55. Theme malls offer more Discounts / promotional schemes,

56. The duration for which the stores are open is usually more. (E.g. more timings of a jewellery store in a Gold Souk than a stand alone jewellery shop)

57. These malls encourages serious shoppers and discourages other visitors (only those customers visit who are in need of a particular products)

58. There is less of window shopping in Theme Malls.

<table>
<thead>
<tr>
<th>Standalone Retail Store as against a Store in a Mall (e.g. a Levis or an Adidas Store in your neighbourhood market as against a Levis Store in a Mall) has the following advantages…</th>
</tr>
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<tr>
<td>Strongly Agree</td>
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59. Store factor
   - salesmen know the crowd, makes one feel comfortable
   - in the neighbourhood, sense of belongingness identify themselves and feel more comfortable
   - impulsive buying at other stores / outlets is discouraged

60. Walking incentive and comfort
   - is usually within a reasonable walking distance & I feel comfortable & safe walking around local shopping areas
   - Flip side is that I have to walk along busy roads or cross busy streets

61. Service
   - personalised attention and one to one interaction with the attendant who knows my needs
   - opens early & closes late and is convenient
   - parking lot is convenient & user friendly & free
   - fewer crowds and shorter cash counter lines
   - provides information regarding the schemes & discounts
- return policy cumbersome in hypermarkets / malls

62. Products
- visibility of products is better

63. Cost
- costs less to reach – money wise and time wise
- get personalised discounts

<table>
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<tr>
<th>Buying behaviour disparity between a Hypermarket (E.g. Big Bazaar, Vishal, Shopper’s Stop, Ebony etc) and a Shopping Mall</th>
<th>Strongly Agree</th>
<th>Agree</th>
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<th>Disagree</th>
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<tr>
<td>64. Even if a product is available at a higher price, I would still prefer to buy it from a Shopping Mall.</td>
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<td>65. National / International range of products is available in malls whereas hypermarkets have local / limited variety.</td>
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<td>66. National / International range of brands is available in malls whereas hypermarkets have local / limited variety.</td>
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<td>67. The extensive category, type and variety of products (e.g. Katori, Toilet Brush, Dhoop / Agarbati, typical grocery items etc) available in hypermarkets are not present in malls.</td>
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<td>68. Quality of products available in malls is better than those available in hypermarkets</td>
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<td>69. The discounts / schemes / deals offered on various products and brands are limited in malls but ample / attractive in hypermarkets</td>
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<td>70. The Salesmen are attentive, prompt &amp; personalised in assistance in malls whereas they are not aggressive, Lack Training &amp; ill-equipped in terms of product knowledge &amp; service in hypermarkets</td>
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<td>71. There is convenience of Comparison shopping at one place and at one point of time in hypermarkets whereas it is cumbersome and unmanageable in malls</td>
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<td>72. There are limited Parking facilities in a typical hypermarket whereas there is well organised and convenient parking in malls</td>
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<td>73. The hypermarkets are mostly centrally located in a city while the malls are located on the outskirts / suburbs.</td>
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<td>74. Products are usually sold on MRP in hypermarkets compared to the inflated prices in malls</td>
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<td>75. Less walking is required in hypermarkets compared to malls</td>
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<td>76. Hypermarkets carry lesser entertainment value whereas there is always some or the other event / show happening in malls</td>
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<td>77. There are no child care faculties / play areas in hypermarkets which are inherently present in most malls.</td>
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<td>78. There are no eateries / food joints in hypermarkets which are an intrinsic &amp; essential part of every mall.</td>
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<td>79. The average time spent shopping is more in malls compared to hypermarkets.</td>
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<td>80. ATMs and other similar, but necessary, facilities present in malls are not available in hypermarkets.</td>
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<td>81. Home delivery &amp; similar personalised services are available in hypermarkets which is a lacking factor in malls.</td>
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</table>
82. Hypermarkets have more chance of surviving in the long run compared to malls.

83. If a product of the same type, make, quality and brand is available both in a hypermarket as well as in a shopping mall, I will prefer to buy it from a:

<table>
<thead>
<tr>
<th></th>
<th>Shopping Mall</th>
<th>Hypermarket</th>
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<tr>
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</table>

84. It is Nice / Pleasant / Clean / Bright / well lit

85. It is Big and Spacious and has adequately wide aisles

86. It has a Vibrant & Cheerful décor & Ambience (Water Fountains, Trees, Flowers Artistic Layout, Good music playing etc)

87. Has a unique and inimitable architecture which gives it an attractive character

88. It has a convenient location from home / work

89. It has convenient operational hours

90. It has Spacious, Structured & Organised Parking (has steerers, clear signage etc in parking lot)

91. It has Valet Parking

92. Transportation facilities like escalators, elevators etc are easily located (centrally or otherwise)

93. It has multiple entrances and egresses (Exits)

94. It has ample seating arrangements on all floors (Areas with couches, comfortable places to sit down & relax)

95. Here I am able to find exactly what I want in the least amount of time and easily.

96. Here I can find bargains and / or competitive or everyday low prices

97. Here I am able to find wide ranging selection of famous and high quality products / brands

98. It has finest variety under one roof vis-à-vis variety of stores, Number of department stores, Number of speciality stores, Presence of new fashions

99. It has ample variety of Food outlets / Big Food Court

100. It has the best in class Multiplex

101. It is an excellent place to take children and / or spend few hours

102. There is always something new and interesting going on in the mall vis-à-vis special events and shows

103. It provides me with valuable Shopper knowledge of store schedule information – e-mail, mailers, info desk.

104. It has an effective Complaint handling system.

105. It has a good day care for kids / toddlers to mind my kids while I shop.
106. It has an adequate Security Systems & Security Personnel

107. It has an adequate Fire fighting and other Safety measures in place

108. It has excellent Hygienic Conditions (including sanitation, well lit / clean toilets etc)

109. It is upscale and classy as compared to other malls

110. Shopping in this mall is fun and enjoyable

**MY EXPECTATIONS OF AN IDEAL SHOPPING MALL**

*(Tick only the very relevant ones you would like to be there in a mall)*

- Should have a layout that Entails lesser amount of walking in the mall
- Should have benches and furniture to sit in and a spacious well seated lounge
- Should have internet cafes
- Should have a good quality and well stocked library
- Should have parking lot shuttle service (for ferrying people from parking lot to the main building)
- Should have people movers (for facilitating people to move around the mall, like small trolleys, trams, electric cars, moving sidewalks etc)
- Should have amusement rides in malls
- Should have a tavern / night club
- Should have doctors office / dispensary
- Should have Spas
- Should have Banks
- Should have Physical fitness centres
- Should have Swimming Pool(s)
- Should have Big TV Screens hanging around at various places
- Should have a Theme park
- Should have Drug stores
- Should have adequate facilities for handicapped
- Should have concierges at various points in the malls / hypermarket to direct people according to their needs / requirements
- Should have a pet attendant center (to take care of my pets)
- Should have lockers for Bags, Backpacks etc
- Should have ample ATM machines
- Should have a discotheque
- Should have a pub / bar
- Should have a health center / gymnasium
- Should have a Museum
- Should have Wi-Fi Internet Connectivity
- Should have pick up and drop off taxi services by the mall
**PERSONAL INFORMATION**

**NAME:** _______________________________________________________

**CONTACT NO:** ___________________________ **E-MAIL:** ___________________________

**ADDRESS:** _______________________________________________________________________________

**AGE:**

- [ ] Less than 20 yrs  
- [ ] 20 – 25 years  
- [ ] 25 – 30 years  
- [ ] 30 – 35 years  
- [ ] 35 – 40 years  
- [ ] 40 – 45 years  
- [ ] More than 45 years

**GENDER:**

- [ ] Male  
- [ ] Female

**INCOME (PER MONTH):**

- [ ] Less than Rs 15,000  
- [ ] Rs 15,000 to Rs 30,000  
- [ ] Rs 30,000 to Rs 45,000  
- [ ] Rs 45,000 to Rs 60,000  
- [ ] Rs 60,000 to Rs 75,000  
- [ ] Rs 75,000 to Rs 90,000  
- [ ] Rs 90,000 and above  
- [ ] Not Applicable

**PROFESSION:**

- [ ] Student  
- [ ] Public Servant  
- [ ] Private Service  
- [ ] Own Business  
- [ ] Home Maker  
- [ ] Retired  
- [ ] Unemployed  
- [ ] Any other __________

**EDUCATION (Highest):**

- [ ] Less than 10th Grade  
- [ ] 10th Grader  
- [ ] 10th Grader  
- [ ] Finished High School  
- [ ] Diploma  
- [ ] PG Diploma  
- [ ] Graduate  
- [ ] Post Graduate  
- [ ] Doctorate  
- [ ] Any other __________________________

**MARITAL STATUS:**

- [ ] Married  
- [ ] Separated  
- [ ] Divorced  
- [ ] Widowed  
- [ ] Live-in  
- [ ] Never Married

**NO OF DEPENDENTS:**

- [ ] 1  
- [ ] 2  
- [ ] 3  
- [ ] More than 3  
- [ ] Not Applicable

*Thank you for your valuable time & imperative contribution to the cause of this research. Have a good day!*
QUESTIONNAIRE

(RETAIL OUTLET OWNER / FRANCHISEE HOLDER)

Dear Sir/Madam, This is a research cum investigative study regarding services provided by various Shopping Malls / Hypermarkets in Punjab, Haryana and Delhi / NCR. The questionnaire being filled is solely for research / educational purpose and complete privacy & confidentiality will be maintained in this context. Kindly extend your cooperation in filling this questionnaire. Your participation in this study is complete voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable in answering any of the questions, you can withdraw from the survey at any point of time. It is very important for us to learn of your valuable opinions. If you have questions at any time about the survey or the procedures, you may contact Mr Sandeep Virdi at +91 98153 00431 or by email at: sandeepsvirdi@gmail.com. Thank you very much for your time and support.

PART -I

☐ Duration of operation of your Retail Outlet:
  - <6 months
  - 6 months – 1 yr
  - 1 – 2 yrs
  - 3 – 4 yrs
  - > 4 yrs

☐ Type of products your retail outlet furnishes / caters to:
  - Clothing / Apparel
  - Footwear
  - Jewellery / Accessories
  - Music / Movies
  - Mobile Store
  - Automobile Maintenance Items
  - Sporting Goods
  - Books & Periodicals
  - Pet Supplies
  - Toys
  - Fast Food
  - Café
  - Consumer Electronics
  - Home Improvement / Furnishings
  - Gaming
  - Others

☐ Type of customers mostly frequenting your Retail Outlet:
  - Private Service
  - Public Service
  - Business Men
  - Home Makers
  - Students
  - Others

☐ General age group of the customers that are the most frequent visitors:
  - <20 yrs
  - 20 – 25 yrs
  - 25 – 30 yrs
  - 30 – 35 yrs
  - 35 – 40 yrs
  - > 40 yrs

☐ The usual background of the customers:
  - Rural
  - Semi – Urban
  - Urban

☐ Class you would categorize your frequenting customers into:
  - Lower Class
  - Lower Middle Class
  - Middle Class
  - Upper Middle Class
  - Lower High Class
  - High Class
  - Upper High Class

☐ Your frequenting customers usually prefer to come with:
  - Spouse
  - Families
  - Friends
  - Relatives
  - Alone

☐ The frequency of customers visiting your outlets:
  - More than once a week
  - Once a week
  - Once a fortnight
  - Once a Month
  - Once in a quarter
  - Half Yearly
  - Once a year
The general frequency of buying by the visitors:

- Never Buy
- Seldom Buy
- Often buy
- Frequently Buy
- Regularly buy
- Always buy

Are you familiar with the concept of the term “Anchor Tenant”?

- Yes
- Somewhat Familiar
- Not at all Familiar

Has your outlet being an anchor tenant significantly affected the sales of your retail outlet?

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
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<th>Disagree</th>
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<th>Not Applicable</th>
</tr>
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</table>

Would you be willing to invest extra for the space of an Anchor Tenant?

- Definitely Yes
- Possibly Yes
- Depends
- Most Likely not
- Definitely not

The chances of translating the footfalls of the customers into actual buying behaviour, in a retail outlet situated in a mall, would be affected by . . .

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<tr>
<th></th>
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<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tbody>
<tr>
<td>1.</td>
<td>If the customers can find a bargain more easily</td>
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<td>2.</td>
<td>If it has friendly and pleasant employees</td>
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<td>3.</td>
<td>If it has knowledgeable and available sales persons</td>
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<td>4.</td>
<td>If it has comfortable chairs to wait for his / her family, while the customer can shop freely</td>
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<td>5.</td>
<td>If it offers coupons / discounts</td>
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<td>6.</td>
<td>If it is arranged in a manner that is convenient for the customer</td>
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<td>7.</td>
<td>If the customer is able to find everyday low prices</td>
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<td>8.</td>
<td>If the customer is able to find famous name brands</td>
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<td>9.</td>
<td>If the customer is able to find high quality products</td>
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<td>10.</td>
<td>If the customer is able to find out new and the latest products</td>
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<td>11.</td>
<td>If the customer is able to find out unique products not available elsewhere</td>
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<td>12.</td>
<td>If the store environment is attractive and has a nice display of merchandise</td>
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<td>13.</td>
<td>A Mall Kiosk in the vicinity of your outlet affects the footfalls positively</td>
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</table>
The approximate conversion of visitors into actual buyers in your retail outlet would be anywhere around:

- <10%
- 10 – 30%
- 30 – 60%
- 60 – 90%
- > 90%

<table>
<thead>
<tr>
<th>The promotional strategies and endorsement tools of a retail outlet situated in a mall would play a major role in the customer’s purchase decision behaviour, especially if . . .</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tbody>
<tr>
<td>14. It offers coupons / discounts</td>
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<tr>
<td>15. It offers good bargains / deals</td>
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<td>16. There is a reliable home delivery service</td>
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<td>17. There are special exhibits</td>
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<td>18. There are knowledgeable and pleasant sales people</td>
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<td>19. There are other services (gift wrapping, bank, photo processing, restaurant etc)</td>
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<td>20. There is availability of store schedule information</td>
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<tr>
<td>21. There are good customer service center (where he can obtain list of current sales, discount coupons, activities schedules etc)</td>
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<td>22. There are Regular Event promotions / Activities / Concerts / Live performances etc</td>
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<td>23. There are Loyalty Schemes for return / repeat trip</td>
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<tr>
<td>24. There are Frequent shopper card for all mall stores</td>
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<td>25. The customer is able to use his / her choice of credit cards</td>
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<td>26. There is a no hassle return policy (Ease and convenience of returning merchandise)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Spot Promotional strategies in shopping arcades play a significant role in purchase decision making</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tbody>
<tr>
<td>27. Spot Promotional strategies in shopping arcades play a significant role in purchase decision making</td>
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<tr>
<td>28. The store personnel in a shopping mall should be skill trained by an expert, on tips on promotional strategies and tools</td>
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<tr>
<td>29. Discounts / Price cuts hardly influence the footfalls in the shopping malls</td>
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<table>
<thead>
<tr>
<th>Do you take regular feedback from the customers who visit your outlet?</th>
<th>Always</th>
<th>Frequently</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>30. Do you take regular feedback from the customers who visit your outlet?</td>
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</tbody>
</table>
The locational and situational considerations would play a major role in the decision making of a customer, while deciding on a mall / hypermarket, especially if . . .

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<tr>
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<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<tbody>
<tr>
<td>31.</td>
<td>It increases the distance to be walked for shopping inside the mall / hypermarket</td>
<td></td>
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<td>32.</td>
<td>There are multiple entrances and exits in a mall / hypermarket</td>
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<td>33.</td>
<td>It has convenient parking facilities (Spacious &amp; Structured Parking)</td>
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<td>34.</td>
<td>It has valet parking</td>
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<td>35.</td>
<td>It has proper security and provides a feeling of safe environment while shopping</td>
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<tr>
<td>36.</td>
<td>It has centralised pick up facilities</td>
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<td>37.</td>
<td>It has fewer crowds, less pedestrian congestion</td>
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<td>38.</td>
<td>It is in a busy marketplace (other shopping options available)</td>
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<td>39.</td>
<td>It has a convenient store location from home</td>
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<tr>
<td>40.</td>
<td>It has a convenient store location from work</td>
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<td>41.</td>
<td>It is be located on a main highway</td>
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<td>42.</td>
<td>It has other malls in the vicinity</td>
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<td>43.</td>
<td>There is traffic congestion to get to a mall / hypermarket</td>
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<td>44.</td>
<td>Travel distance and time is inversely proportional to the attractiveness of a mall</td>
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<td>45.</td>
<td>Greater mall Size is directly proportional to the attractiveness of a mall</td>
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<td>46.</td>
<td>Travel modes available affects the decision making criteria of a customer</td>
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<td>47.</td>
<td>Being well connected affects the decision making criteria of a customer</td>
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<td>48.</td>
<td>Shopping Malls are sustainable only in metros</td>
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<td>49.</td>
<td>The store layout / plan in a shopping mall should be designed by a professional or a specialist</td>
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Theme malls (or Specialty Malls e.g. Gold Souks, Croma, Wedding Mall etc) have an advantage of being successful because the theme malls . . .

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<th>Strongly Agree</th>
<th>Agree</th>
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<th>Disagree</th>
<th>Strongly Disagree</th>
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<tbody>
<tr>
<td>50.</td>
<td>provide all the brands for all categories of income / age groups</td>
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<tr>
<td>51.</td>
<td>provide all the products for all categories of income / age groups</td>
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<td>52.</td>
<td>provide all the range of pricing (lower prices with all brands are available)</td>
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<td>53.</td>
<td>provide better discounts / promotional schemes</td>
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<td>54.</td>
<td>constitute less hassle to the customer for comparison shopping</td>
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<td>55.</td>
<td>encourage serious shoppers (only those who are in need of a particular product)</td>
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<td>56.</td>
<td>discourage window shoppers</td>
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<td>57.</td>
<td>create a distinct identity separating their stores from stores in other malls</td>
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<td>58.</td>
<td>are a wise investment</td>
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<td>59.</td>
<td>are more risky, as they pertain to only one product category and limited brands</td>
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<tr>
<td>Local brands (non branded) which enjoy major percentage are reluctant to be a part of such theme malls, and therefore many customers do not subscribe to the idea of theme malls / specialty malls.</td>
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<tr>
<td>Theme Malls / Specialty malls affect the buying behaviour of a customer (the buying behaviour and purchase decisions are different in a theme mall as compared to shopping for the similar commodity / service in a general shopping mall)</td>
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<td>Your perception or rating of Theme malls / Speciality malls in India</td>
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**Stand alone Retail Store as against a Store in a Mall (e.g. a Levis or an Adidas Store in the neighbourhood market as against a Levis Store in a Mall) has the following advantages . . .**

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<tr>
<td>63.</td>
<td>Store factor:</td>
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<tr>
<td>a)</td>
<td>local stores meet all the needs</td>
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<td>b)</td>
<td>ambience of local stores is better</td>
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<td>c)</td>
<td>customers identify themselves and feel more comfortable</td>
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<td>d)</td>
<td>impulsive buying is discouraged at local stores</td>
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<td>64.</td>
<td>Walking incentive and comfort:</td>
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<td>a)</td>
<td>have pedestrian connections to the neighbourhood</td>
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<tr>
<td>b)</td>
<td>it is hard to find parking spaces at local stores</td>
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<tr>
<td>c)</td>
<td>it is comfortable walking around local shopping areas</td>
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</table>
65. Service (in standalone stores):
   a) personalised attention
   b) one to one interaction with the seller
   c) feel comfortable with the attendant
   d) prompt service rendered
   e) attendant knows the customer’s needs
   f) opens early & closes late
   g) fewer crowds
   h) shorter cash counter lines
   i) provide credit
   j) provide home delivery

66. Products:
   a) visibility of products is better as they are larger
   b) wider selection of products

67. Cost:
   a) costs less to reach – money wise and time wise
   b) get personalised discounts

68. A retail outlet in a shopping mall requires an entirely different set up / layout in contrast to a normal outlet

69. Mall Credibility is an important perception that influences the footfalls in a retail outlet in a shopping mall as compared to a standalone retail outlet

70. Shopping Mall loyalty has a significant effect on the Store loyalty of a customer

The reason customers prefer your retail outlet in comparison to a standalone outlet of the same franchisee:

- Located in shopping mall
- Easy accessibility
- Adequate parking space
- Presence of complimenting outlets
- Better Layout & Display than the standalone outlet

Buying behaviour disparity between a Hypermarket (E.g. Big Bazaar, Vishal, Shopper’s Stop, Ebony etc) and a store in Shopping Mall can be attributed to the following issues . . .

- The extensive category, type and variety of products (e.g. Katori, Toilet Brush, Dhoop / Agarbati, Grocery items etc) available in hypermarkets are not present in malls.

- National / International range of products and brands is available in malls whereas hypermarkets have local / limited variety.
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<tbody>
<tr>
<td><strong>73.</strong></td>
<td>The discounts / schemes / deals offered on various products and brands are limited in malls but ample / attractive in hypermarkets</td>
</tr>
<tr>
<td><strong>74.</strong></td>
<td>The Salesmen are attentive, prompt &amp; personalised in assistance in stores in malls whereas they are not aggressive, lack training &amp; are ill-equipped in terms of product knowledge in hypermarkets</td>
</tr>
<tr>
<td><strong>75.</strong></td>
<td>There is convenience of comparison shopping at one place and at one point of time in hypermarkets whereas it is cumbersome and unmanageable in malls</td>
</tr>
<tr>
<td><strong>76.</strong></td>
<td>There are limited Parking facilities in a typical hypermarket whereas there is well organised and convenient parking in malls</td>
</tr>
<tr>
<td><strong>77.</strong></td>
<td>Products are usually sold on MRP in hypermarkets compared to the inflated prices in the stores in malls</td>
</tr>
<tr>
<td><strong>78.</strong></td>
<td>Less walking is required in hypermarkets compared to malls</td>
</tr>
<tr>
<td><strong>79.</strong></td>
<td>Malls are more attractive in décor / ambience compared to hypermarkets.</td>
</tr>
<tr>
<td><strong>80.</strong></td>
<td>Hypermarkets carry lesser entertainment value whereas there is always some or the other event / show happening in malls</td>
</tr>
<tr>
<td><strong>81.</strong></td>
<td>There are no child care faculties / play areas in hypermarkets which are inherently present in most malls.</td>
</tr>
<tr>
<td><strong>82.</strong></td>
<td>There are no eateries / food joints in hypermarkets which are an intrinsic &amp; essential part of every mall.</td>
</tr>
<tr>
<td><strong>83.</strong></td>
<td>There are no places to sit in hypermarkets as compared to lounges in malls</td>
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<tr>
<td><strong>84.</strong></td>
<td>ATMs and other similar, but necessary, facilities present in malls are not available in hypermarkets.</td>
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<tr>
<td><strong>85.</strong></td>
<td>Credit card acceptability is less in hypermarkets as compared to shopping malls.</td>
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<tr>
<td><strong>86.</strong></td>
<td>Home delivery &amp; similar personalised services are available in hypermarkets which is a lacking factor in malls.</td>
</tr>
<tr>
<td><strong>87.</strong></td>
<td>Hypermarkets have more chance of surviving in the long run compared to malls.</td>
</tr>
<tr>
<td><strong>88.</strong></td>
<td>Category Killers are taking away the customers from the malls</td>
</tr>
</tbody>
</table>

Name: ____________________________________________________________

Name of your Retail Outlet: ____________________________________________________________

Franchising Company: ________________________________________________________________
Address of the Retail Outlet (Shopping Mall): ____________________________________________

___________________________________________________________________________________

Size of the Retail Outlet: _______________________________________________________(in sq feet)

Number of Employees in the outlet: _________________________________________________

Contact Numbers: _________________________________________________________________

E-mail Address: __________________________________________________________________

Website: ________________________________________________________________________


Thank you for your valuable time & imperative contribution to the cause of this research. Have a good day!
QUESTIONNAIRE FOR SHOPPING MALL AND / OR HYPERMARKET MANAGERS

Dear Sir / Madam, This is a research cum investigative study regarding services provided by various Shopping Malls / Hypermarkets in Punjab, Haryana and Delhi / NCR. The questionnaire being filled is solely for research / educational purpose and complete privacy & confidentiality will be maintained in this context. Kindly extend your cooperation in filling this questionnaire. Your participation, as a Shopping Mall / Hypermarket Manager, in this study is very valuable and complete voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable in answering any of the questions, you can withdraw from the survey at any point of time. It is very important for us to learn of your valuable opinions. If you have questions at any time about the survey or the procedures, you may contact Mr. Sandeep Virdi at 98153-00431 or by email at: sandeepsvirdi@gmail.com. Thank you very much for your time and support.

1. What should be the ideal operating hours according to you for a Mall / Hypermarket?
   __________ am to __________ pm?

2. Do you think professional Mall Management (or Hypermarket) is required today for effectively and efficiently managing malls / hypermarket?
   □ Yes □ No
   Because, ____________________________________________________________

3. Active enforcement of Mall / Hypermarket policies & procedures such as dress code for staff, no loitering etc will lead to better management and functioning of any mall / hypermarket?
   Strongly Agree □ □ □ □ □ Strongly Disagree

4. Overall design of the mall should be extremely appealing as Mall’s / Hypermarket’s architecture attracts footfalls
   Strongly Agree □ □ □ □ □ □ Strongly Disagree

5. A Shopping Mall / Hypermarket ideally should have (Can tick more than one option if you want to include Basements)
   □ A Horizontal spread out on Ground floor only
   □ 2 floors
   □ 3 floors
   □ 4 floors
   □ 5 floors
   □ More than 5 floors
   □ Including Single Basement level
   □ Including 2 Basement levels
6. Which floor(s) should ideally house the Parking Lot(s)? (Can tick more than one option if you want to include basements)
   - [ ] Basement – 1
   - [ ] Basement – 2
   - [ ] Ground floor
   - [ ] 2nd floor
   - [ ] 3rd floor
   - [ ] 4th floor
   - [ ] 5th floor
   - [ ] Any Other Floor

7. There should be extensive Advertising (Banners, Rolling Displays etc) inside and just outside the premises, to promote the Mall / Hypermarket
   - [ ] Strongly Agree
   - [ ] Strongly Disagree

8. Mall Managers need to do exhaustive Liaisoning with advertising agencies, on part of Mall as well as on part of Retailers also.
   - [ ] Strongly Agree
   - [ ] Strongly Disagree

9. There should be Clear & proper Signages and / or displays along the mall / Hypermarket
   - [ ] Strongly Agree
   - [ ] Strongly Disagree

10. There needs to be effective & efficient Complaint handling / redressal system
    - [ ] Strongly Agree
    - [ ] Strongly Disagree

11. Customer Experience Management (CEM) – Mailers, Flyers, Surprise elements for repeat visitors, sending e-mails etc is the mantra for the success / popularity of a mall / Hypermarket.
    - [ ] Strongly Agree
    - [ ] Strongly Disagree

12. There needs to be a effectual customer service centre and centralised info / help desk where list of store schedule information, list of current sales, discount coupons, activities, schedules etc can be obtained
    - [ ] Strongly Agree
    - [ ] Strongly Disagree

13. A Shopping Mall / Hypermarket should keep providing something new & interesting at the mall / hypermarket
    - [ ] Strongly Agree
    - [ ] Strongly Disagree

14. A Mall / Hypermarket should provide the best Ambience in terms of
   - [ ] Designing
   - [ ] Fountains
   - [ ] Colourful & Attractive Lighting
   - [ ] Décor
   - [ ] Play piped music
15. It is imperative to keep updating information on website of Mall / Hypermarket

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

16. A Mall / Hypermarket should essentially provide the facility of Valet parking

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

17. There should be Centralised pick up & drop off services for the visitors / staff

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

18. A Mall / Hypermarket should provide the facility of Shuttle services to & from parking lots.

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

19. A Mall / Hypermarket should provide the facility of People movers

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

20. Amount of walking required inversely affects the willingness of a customer to shop

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

21. A Mall / Hypermarket should essentially have special exhibits and keep hosting events and shows

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

22. Mall Managers need to Liaison with retailers to acquire information about promotional strategies, products, discounts, offer packages, new innovative ways to work as a team for the success of the Mall / Hypermarket

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

23. There should be comfortable chairs / resting lounge while a customer’s family can hang around.

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐  Strongly Disagree

24. Presence of following allied services in a mall affects the customer’s shopping experience

☐ Banks
☐ ATMs
☐ Pet care attendants
☐ Drug stores
☐ Big TV screens
☐ Adequate facilities for handicapped (Wheel chairs)
☐ Postal service
☐ Courier service
☐ Photo shop
☐ Dry cleaner
☐ Lockers for bags / bag packs
Any other you would like to suggest, ________________________________

25. To make it more popular & appealing & to increase the duration of stay of visitors, a mall should definitely have a (essentials)

- Nightclub
- Museum
- Swimming Pool
- Amusement parks
- Gaming arcades like Bowling Alleys, Skating Rinks etc
- Internet cafés
- Medical services
- Dental services
- Hair salon services
- Beauty parlours
- Massage Parlours
- Spas
- Day care for toddlers / kids
- Physical fitness theatres
- Pub / Bar
- Theme Park
- Library
- Discotheque
- Wi-Fi services
- Restaurants (other than the food courts)
- Any other you would like to suggest, ________________________________
- Not Applicable

26. Mall / Hypermarket should have regular event promotions / concerts / activities / live performances, jam sessions, plays etc

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐ Strongly Disagree

27. Mall / Hypermarket should have longer hours of operations

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐ Strongly Disagree

28. Mall / Hypermarket should have pleasant, knowledgeable, available & Courteous attendants

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐ Strongly Disagree

29. A Mall / Hypermarket should have adequate security & extremely thorough check up at all entry points.

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐ Strongly Disagree

30. CCTV is an important & indispensable feature of security in today’s malls / hypermarkets.

Strongly Agree ☐ ☐ ☐ ☐ ☐ ☐ Strongly Disagree
31. Distance of Mall / Hypermarket from the nearest competitor affects the buying behaviour or footfalls in a Mall / Hypermarket

*Strongly Agree* □ □ □ □ □ □ □ *Strongly Disagree*

32. Which of the following factors, according to you, would affect the popularity / likingness for a Mall / Hypermarket?

- □ Topography of the region
- □ Accessibility to the Mall / Hypermarket
- □ Travel modes available
- □ Being well connected
- □ Public Transportation availability
- □ Traffic Congestion

33. A Mall / Hypermarket should have proper Infrastructure in terms of:

- □ Parking organization, layout, distance from the mall / hypermarket
- □ Security / discipline
- □ Layout of the stores
- □ Sitting lounges
- □ Sanitation
- □ Hygiene
- □ Maintenance – breakdown / preventive maintenance
- □ Earthquake resistant building
- □ Adequate fire safety provisions
- □ Any other, pls specify, ______________________________________

34. Multiplexes don’t feel any sort of competition from the stand alone theatres.

*Strongly Agree* □ □ □ □ □ □ □ *Strongly Disagree*

35. The following factors affects the decision of a movie goer to come to a multiplex

- □ Wide ranging choices in a multiplex
- □ Flexibility of timings
- □ Club memberships which offer discounts etc, preferred customers
- □ Added attraction of in-theatre service of eatables which is not there in traditional cinema halls
- □ Sound system is better
- □ Digital picture clarity is better
- □ Electricity back up is superior
- □ Chairs (Recliners) are far more comfortable & relaxing
- □ Air conditioning is better
- □ Added attraction of supplementing services available like shopping, beauty salons, eating / dining etc
- □ Superior parking is available
- □ Enhanced safety & security
- □ Type of crowd coming is better
- □ People feel comfortable & unperturbed while watching a movie. Since they know their kids shall be taken care of in the crèche / child care facilities
- □ Events & promotions attract people (giving every 1000th footfall a surprise gift)
People find going to a multiplex as a status symbol compared to a cinema
Customers coming to watch a movie are treated to their best, beyond their expectations

36. Multiplexes tend to be at a disadvantage since
- System of tele/internet-booking is quite unorganised – there is a lot if discrepancy between the issuing of tickets and the actual availability of seat for a show – people are unhappy, disappointed at the inefficiency
- Eatables are exorbitantly expensive and over priced
- Multiplexes are at a locational disadvantage because they are usually housed in a shopping mall, which in turn is located on the outskirts of the city or the suburbs
- Parking tends to get expensive because of the high cost of parking of a shopping mall
- Operational cost of a multiplex is very high as compared to a traditional cinema hall
- There is a serious problem of revenue sharing with the film producers which results in problems in revenue generation.

37. Theme malls are a riskier proposition since it pertains to only limited product category and/or limited brands.

Strongly Agree  ☐  ☐  ☐  ☐  ☐  ☐  Strongly Disagree

38. Theme malls can be successful since they
- Make available all products and brands for all income and age groups.
- Make it a less hassle for the customers to comparison shop.
- Encourage serious shoppers
- Discourage non-serious visitors and window shoppers also lessen.

PARTICULARS RELATED TO YOUR MALL / HYPERMARKET

Name & Address of your Mall / Hypermarket __________________________________________________________

City: __________________________________________  State: _______________________________

Phones: ______________________________________________________________________________________

E-mail Id: _____________________________________________________________________________________

Website of the Mall / Hypermarket: ________________________________________________________________

My total experience as a Mall / Hypermarket Manager: ____________________________ yrs

My Qualifications ______________________________________________________________________________

39. What is the average daily footfall in your Mall / Hypermarket? ______________________ footfalls
40. Have you noticed any change in the amount of customers during the last 1 year?

- [ ] Increased manifold
- [ ] Increased slightly
- [ ] Remained same
- [ ] Decreased Slightly
- [ ] Decreased Manifold

41. Why do you think retailers are leaving the malls and going to Market Places / Plazas?
Because, _________________________________________________________

42. What is the approx monthly operational cost of your Mall / Hypermarket?

- [ ] < Rs 20 Lakhs
- [ ] Rs 20 – 40 Lakhs
- [ ] Rs 40 – 60 Lakhs
- [ ] Rs 60 – 80 Lakhs
- [ ] > Rs 80 Lakhs

43. How many floors are there in your Mall / Hypermarket? (Can tick more than one option if you want to include Basements)?

- [ ] A Horizontal spread out on Ground floor only
- [ ] 2 floors
- [ ] 3 floors
- [ ] 4 floors
- [ ] 5 floors
- [ ] More than 5 floors
- [ ] Including Single Basement level
- [ ] Including 2 Basement levels

44. Which floor(s) houses the Parking Lot(s)? (Can tick more than one option if you want to include basements)

- [ ] Basement – 1
- [ ] Basement – 2
- [ ] Ground floor
- [ ] 2nd floor
- [ ] 3rd floor
- [ ] 4th floor
- [ ] 5th floor
- [x] Any Other Floor

45. How many shops are there in your Mall / Hypermarket? ________________________________

46. How many shops are leased out / on rent? (Occupied / Unoccupied both) _______________

47. Out of these, how many shops / showrooms have been occupied till date? ________________

48. How are the maintenance costs decided / distributed amongst the retailers?
_____________________________________________________

49. What is the Average Monthly Rental per showroom (for a Standard / Basic unit)

   a) Ground Floor Showroom Rs _______

   b) 1st Floor Showroom Rs _______
50. Cleanliness is an extremely focus area and I, as a Mall / Hypermarket manager, pay special attention to it.

Strongly Agree □ □ □ □ □ □       Strongly Disagree

51. Which Anchor Store did your Mall sublet to, when you started the operations?

____________________________________________________________

52. Which floor(s) houses the Parking Lot(s)? (Can tick more than one option if you want to include basements)

☐ Basement – 1
☐ Basement – 2
☐ Ground floor
☐ 2nd floor
☐ 3rd floor
☐ 4th floor
☐ 5th floor
☐ Any Other Floor

53. Which floor of your Mall / Hypermarket houses the Food Court?

☐ Ground floor
☐ 2nd floor
☐ 3rd floor
☐ 4th floor
☐ 5th floor
☐ Any Other Floor
☐ Not Applicable

54. Which floor of your Mall / Hypermarket houses the Multiplex?

☐ Ground floor
☐ 2nd floor
☐ 3rd floor
☐ 4th floor
☐ 5th floor
☐ Any Other Floor
☐ Not Applicable

55. How many screens does your multiplex have?

☐ 1       ☐ 2       ☐ 3       ☐ 4       ☐ 5       ☐ More than 5       ☐ Not Applicable

56. Who decides the choice of the movie to be screened? ______________________________

57. Who decides for how long a movie is to be screened? ______________________________
58. Our Mall / Hypermarket provides Valet Parking.
   ☐ Yes ☐ No

59. There are CCTVs installed at all the strategic locations in our Mall / Hypermarket.
   ☐ Yes ☐ No

60. There is adequate Safety & Fire fighting equipment in our Mall / Hypermarket.
   ☐ Yes ☐ No

61. Our Mall / Hypermarket has Shuttle services to & from the Parking lot.
   ☐ Yes ☐ No

62. We keep up-to-the-minute information on website of Mall / Hypermarket
   Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

63. Our Mall / Hypermarket has special exhibits and we keep hosting events and shows
   Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

64. Our Mall / Hypermarket has regular event promotions / concerts / activities / live performances, jam sessions, plays etc to make the visit of customers as interesting as possible and as much participative.
   Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

65. Our Mall / Hypermarket has pleasant, knowledgeable, available & courteous attendants
   Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

66. Our Mall / Hypermarket has adequate security & extremely thorough check up at all entry points.
   Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

67. Our mall / Hypermarket has a customer service centre and centralised info / help desk where list of store schedule information, list of current sales, discount coupons, activities, schedules etc can be obtained
   Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

68. We prioritise Customer Experience Management (CEM) – Mailers, Flyers, Surprise elements for repeat visitors, sending e-mails etc.
   Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

Thank you for your valuable time & imperative contribution to the cause of this research. Have a good day!
QUESTIONNAIRE FOR SHOPPING MALL AND / OR HYPERMARKET OWNERS / BUILDERS

Dear Sir / Madam, This is a research cum investigative study regarding services provided by various Shopping Malls / Hypermarkets in Punjab, Haryana and Delhi / NCR. The questionnaire being filled is solely for research / educational purpose and complete privacy & confidentiality will be maintained in this context. Kindly extend your cooperation in filling this questionnaire. Your participation, as a Shopping Mall / Hypermarket Owner and / or Shopping Mall / Hypermarket Builder, in this study is very valuable and complete voluntary. There are no foreseeable risks associated with this project. However, if you feel uncomfortable in answering any of the questions, you can withdraw from the survey at any point of time. It is very important for us to learn of your valuable opinions. If you have questions at any time about the survey or the procedures, you may contact Mr Sandeep Virdi at 98153-00431 or by email at: sandeepsirdi@gmail.com. Thank you very much for your time and support.

1. What should be the ideal operating hours according to you for a Mall / Hypermarket?
   __________ am to __________ pm?

2. How important is geographical area while deciding on a location for a Mall / Hypermarket?
   Very Important □ □ □ □ □ □ Not at all Important

3. A shopping Mall should be ideally located outside a town.
   Strongly Agree □ □ □ □ □ □ Strongly Disagree

4. A Hypermarket should be ideally located inside a town.
   Strongly Agree □ □ □ □ □ □ Strongly Disagree

5. Travel distance to a particular Mall / Hypermarket is inversely proportional to its appeal.
   Strongly Agree □ □ □ □ □ □ Strongly Disagree

6. Number of competing Malls / Hypermarkets in a particular region would affect the drawing power of a particular Mall / Hypermarket and thereby increase or decrease the footfalls?
   Strongly Agree □ □ □ □ □ □ Strongly Disagree

7. Which of the following locational factors, according to you, would affect the popularity / likingness for a Mall / Hypermarket?
   □ Topography of the region
   □ Accessibility to the Mall / Hypermarket
   □ Travel modes available
   □ Being well connected
   □ Public Transportation availability
   □ Traffic Congestion
   □ Any other, pls specify, _____________________________________________
8. A Mall / Hypermarket should be located on a Main / National highway.

   Strongly Agree □ □ □ □ □ □ Strongly Disagree

9. A Mall / Hypermarket should not have other Malls / Hypermarkets in its vicinity.

   Strongly Agree □ □ □ □ □ □ Strongly Disagree

10. A Mall / Hypermarket should be in a busy market place to increase the probability of footfalls.

    Strongly Agree □ □ □ □ □ □ Strongly Disagree

11. Size of a particular mall / hypermarket is directly proportional to its appeal.

    Strongly Agree □ □ □ □ □ □ Strongly Disagree

12. There should be Multiple Parking lots, geographically spread around the Mall / Hypermarket, to cater to visitors approaching from all directions so that they do not have to drive all around the Mall / Hypermarket to get to the parking lot.

    Strongly Agree □ □ □ □ □ □ Strongly Disagree

13. Multiplexes tend to be out of favour with the customers since they are at a locational disadvantage as they are usually housed in a shopping mall, which in turn is located on the outskirts of the city or the suburbs.

    Strongly Agree □ □ □ □ □ □ Strongly Disagree

14. For people coming to view movies in a Multiplex, parking tends to get expensive because of the high cost of parking of a shopping mall.

    Strongly Agree □ □ □ □ □ □ Strongly Disagree

15. Mall’s architecture is exceptionally & extremely significant and should be such that it lends an attractive character to the façade.

    Strongly Agree □ □ □ □ □ □ Strongly Disagree

16. A Mall / Hypermarket should have proper Infrastructure in terms of:

    □ Parking organization, layout, distance from the mall / hypermarket
    □ Layout of the stores
    □ Sitting lounges
    □ Sanitation
    □ Hygiene
    □ Maintenance – Breakdown / Preventive maintenance provisions
    □ Earthquake resistant building
    □ Adequate fire safety provisions
    □ Security & other safety measures
    □ Any other, pls specify, ______________________________________

17. A Mall / Hypermarket should have a big lounge area / Atrium.

    Strongly Agree □ □ □ □ □ □ Strongly Disagree
18. A Shopping Mall / Hypermarket ideally should have (Can tick more than one option if you want to include Basements)

- A Horizontal spread out on Ground floor only
- 2 floors
- 3 floors
- 4 floors
- 5 floors
- More than 5 floors
- Including Single Basement level
- Including 2 Basement levels

19. A Mall / Hypermarket should have wide aisles and easy to follow layout

Strongly Agree

Strongly Disagree

20. A Mall / Hypermarket should have clear & proper Signages and / or displays

Strongly Agree

Strongly Disagree

21. Which floor(s) should ideally house the Parking Lot(s)? (Can tick more than one option if you want to include basements)

- Basement – 1
- Basement – 2
- Ground floor
- 2nd floor
- 3rd floor
- 4th floor
- 5th floor
- Any Other Floor

22. There should be multiple entrances and egresses in a Mall / Hypermarket.

Strongly Agree

Strongly Disagree

23. Food Courts in a Mall should ideally be located on

- Ground floor
- Any of the Middle Floors
- Top Floor

24. Multiplex in a Mall should ideally be located on

- Ground floor
- Any of the Middle Floors
- Top Floor

25. For every floor there should be ____________ pairs of escalators. (Pairs refers to a combination of one upward and one downward escalators)

- 2 Pairs
26. In a Mall / Hypermarket, ideally there should be
   - Stairs & Elevators only
   - Stairs & Escalators only
   - Combination of Stairs, Escalators & Elevators
   - Stairs only

27. Toilets’ layout & their design are an extremely important focus area from facilities’ location point of view, while designing a mall / hypermarket.

   Strongly Agree □ □ □ □ □ □  Strongly Disagree

28. Parking should be spacious, structured, organised & distance needed to walk to the Mall / Hypermarket should be less.

   Strongly Agree □ □ □ □ □ □  Strongly Disagree

29. Theme malls is a wise investment, since the size of the mall is relatively smaller & hence Operational Costs are lessened making it a more profitable venture.

   Strongly Agree □ □ □ □ □ □  Strongly Disagree

30. Amusement / Theme parks are an inherent component & a definite must for every Mall.

   Strongly Agree □ □ □ □ □ □  Strongly Disagree

31. There should be Centralised pick up & drop off services for the visitors / staff.

   Strongly Agree □ □ □ □ □ □  Strongly Disagree

32. No of screens in a Multiplex should be
   - 3 screens
   - 4 screens
   - 5 screens
   - More than 5 screens

33. A Mall / Hypermarket should have big TV screens placed strategically.

   Strongly Agree □ □ □ □ □ □  Strongly Disagree


   Strongly Agree □ □ □ □ □ □  Strongly Disagree

35. To make it more appealing & to increase the duration of stay of visitors, a mall should definitely (essentially) have a

   □ Nightclub
Malls and Hypermarkets: Perspectives of Contemporary Shopping

☐ Museum
☐ Swimming Pool
☐ Physical fitness theatres
☐ Pub / Bar
☐ Theme Park
☐ Library
☐ Restaurants (other than the food courts)
☐ Any other, pls specify, ___________________________

36. A Mall / Hypermarket should provide the best Ambience in terms of
☐ Designing
☐ Fountains
☐ Colourful & Attractive Lighting
☐ Décor
☐ Play piped music
☐ Any other, pls specify, ___________________________

37. A Mall / Hypermarket should essentially provide the facility of Valet parking

Strongly Agree   ☐ ☐ ☐ ☐ ☐ Strongly Disagree

38. A Mall / Hypermarket should provide the facility of Shuttle services to & from parking lots.

Strongly Agree   ☐ ☐ ☐ ☐ ☐ Strongly Disagree

39. A Mall / Hypermarket should provide the facility of People movers

Strongly Agree   ☐ ☐ ☐ ☐ ☐ Strongly Disagree

40. Amount of walking required in a Mall / Hypermarket inversely affects the willingness of a customer to shop

Strongly Agree   ☐ ☐ ☐ ☐ ☐ Strongly Disagree

41. There should be comfortable chairs / resting lounges where a customer’s family can hang around.

Strongly Agree   ☐ ☐ ☐ ☐ ☐ Strongly Disagree

42. Presence of following allied services in a Mall supplementingly affects the customer’s shopping experience

☐ Banks
☐ ATMs
☐ Medical services
☐ Dental services
☐ Hair salon services
☐ Amusement parks
☐ Gaming arcades like Bowling Alleys, Skating Rinks etc
☐ Any other you would like to suggest, ___________________________
43. A Mall / Hypermarket should have adequate security & extremely thorough check ups at all entry points.

*Strongly Agree* ☐ ☐ ☐ ☐ ☐  *Strongly Disagree*

44. CCTV's are an important & indispensable feature of security in today's Malls / Hypermarkets.

*Strongly Agree* ☐ ☐ ☐ ☐ ☐  *Strongly Disagree*

45. Which of the following do you consider as the ideal Anchor stores for a new Shopping Mall?

☐ Hypermarkets (e.g. Big Bazaar, Easy Day etc)
☐ Food Outlets (e.g. McDonalds, Dominos, KFC etc)
☐ Any other, _____________________________________________________

46. On what merits do you / did you recruit / select your Mall managers? Kindly fill up the following information you keep in consideration while recruiting a Mall Manager.

☐ Their Essential qualifications _______________________________________
☐ Their Desirable qualifications _____________________________________
☐ Their years of experience? _________________________________________
☐ Any other particular requirement, _________________________________

47. How are the rentals for retail outlets / showrooms decided in your Mall?

__________________________________________________________

48. Theme malls are a riskier proposition since it pertains to only limited product category and / or limited brands.

*Strongly Agree* ☐ ☐ ☐ ☐ ☐  *Strongly Disagree*

49. Local brands (non-branded) which enjoy major proportion in a product category, are reluctant to be a part of such theme malls, therefore, many customers do not subscribe to the idea of theme malls.

*Strongly Agree* ☐ ☐ ☐ ☐ ☐  *Strongly Disagree*

50. The following factors affects the decision of a movie goer to come to a multiplex (apart from theatrical effects of the movies)

☐ Better Air conditioning
☐ Superior parking
☐ Enhanced safety & security

51. Why do you think retailers are leaving the malls and going to Market Places / Plazas?

Because, ______________________________________________________________________

**PARTICULARS RELATED TO YOUR MALL / HYPERMARKET**

Name & Address of your Mall / Hypermarket ________________________________
City: _______________________________ State: ________________________________

Phones: _____________________________________________________________________

E-mail Id: ________________________________________________

Website of the Mall / Hypermarket: _____________________________________________

52. How many floors are there in your Mall / Hypermarket? (Can tick more than one option if you want to include Basements)

- A Horizontal spread out on Ground floor only
- 2 floors
- 3 floors
- 4 floors
- 5 floors
- More than 5 floors
- Including Single Basement level
- Including 2 Basement levels

53. Time Taken to construct this Mall / Hypermarket (in yrs) _______________________

54. Month & Year of Establishment of your Mall / Hypermarket ______________________

55. My Mall / Hypermarket is located on the Main / National highway.

- Yes
- No

56. Did you keep an eye out for any building / structure that could have a negative / positive consequence in its being located near the mall, for e.g. a religious place, school, stadium etc?

- Yes
- No

If Yes, please specify, _______________________________________________________

57. How many shops are there in your mall? _________________________________

58. How many shops are leased out / on rent? (Occupied / Unoccupied both) __________

59. Out of these, how many shops / showrooms have been occupied till date? __________

60. What is the Average Monthly Rental per showroom (for a Standard / Basic unit)

   a) Ground Floor Showroom Rs _____  b) 1st Floor Showroom Rs _____
   c) 2nd Floor Showroom Rs ________  d) 3rd Floor Showroom Rs _______
   e) 4th Floor Showroom Rs ________  f) Other, Rs _________________

61. Which Anchor Store did you sublet to, when you started the operations? __________
62. Which floor(s) houses the Parking Lot(s)? (Can tick more than one option if you want to include basements)
   - [ ] Basement – 1
   - [ ] Basement – 2
   - [ ] Ground floor
   - [ ] 2nd floor
   - [ ] 3rd floor
   - [ ] 4th floor
   - [ ] 5th floor
   - [ ] Any Other Floor

63. Which floor of your Mall houses the Food Court?
   - [ ] Ground floor
   - [ ] 2nd floor
   - [ ] 3rd floor
   - [ ] 4th floor
   - [ ] 5th floor
   - [ ] Any Other Floor
   - [ ] Not Applicable

64. Which floor of your Mall houses the Multiplex?
   - [ ] Ground floor
   - [ ] 2nd floor
   - [ ] 3rd floor
   - [ ] 4th floor
   - [ ] 5th floor
   - [ ] Any Other Floor
   - [ ] Not Applicable

65. How many screens does your multiplex have?
   - [ ] 1
   - [ ] 2
   - [ ] 3
   - [ ] 4
   - [ ] 5
   - [ ] More than 5

66. My Mall / Hypermarket provides Valet Parking.
   - [ ] Yes
   - [ ] No

67. There are CCTVs installed at all the strategic locations in my Mall / Hypermarket.
   - [ ] Yes
   - [ ] No

68. There is adequate Safety & Fire fighting equipment in the Mall / Hypermarket.
   - [ ] Yes
   - [ ] No

69. My Mall / Hypermarket has Shuttle services to & from the Parking lot.
   - [ ] Yes
   - [ ] No
70. Which of the following services are there in your Mall / Hypermarket?

- Banks
- ATMs
- Clinic / Medical services
- Hair salon services
- Amusement / Theme parks
- Gaming arcades like Bowling Alleys, Skating Rinks etc
- Nightclub
- Museum
- Swimming Pool
- Physical fitness centre
- Pub / Bar
- Library
- Restaurants (other than the food courts)
- Comfortable Sitting lounges
- Exceptional Hygiene and Sanitation
- Appropriate provisions for Maintenance – both Breakdown / Preventive maintenance
- Earthquake Resistant Building
- Adequate fire safety provisions
- State-of-art Interior Designing
- Mesmerising Fountains
- Colourful & Attractive Lighting
- Beguiling Décor
- Plays piped music
- Superior Air conditioning
- Organised parking with proper signages to the parking lot and guiding personnel
- Enhanced safety & security

Thank you for your valuable time & imperative contribution to the cause of this research. Have a good day!