Questionnaire-1

A SURVEY ON BUYING BEHAVIOUR OF TEENAGERS IN SHOPPING MALLS
Part-I

Personal Information:-
1. Name: ...........................................................................................................................................
2. Age Group:  12-14 □ 15-17 □  18-19 □
3. Gender:     Male □ Female □
4. School/College: ................................................................................................................................
5. Class: ................................................................................................................................................
6. Father's Name: ....................................................................................................................................... 
7. Occupation of Father:-
   (i) Service □
   (ii) Business □
   (iii) Profession ......................
      (Please Specify)
8. Mother's Name: .....................................................................................................................................
9. Occupation of Mother:-
   (i) Service □
   (ii) Business □
   (iii) Profession ......................
      (Please Specify)
   (iv) House wife □
10. No. of Vehicle at home:
    (i) Two Wheeler: ...................... (ii) Four Wheeler ......................
11. No. of Employed persons in the house
    1. □ 2. □ 3. □ 4. □
12. Monthly Income of parents
    (i) Below `25000 □
    (ii) `25001-`50000 □
    (iii) `50001-`75000 □
Part-II

1. Do you visit Shopping Malls?
   (a) Yes ☐ (b) No ☐

2. Do you like purchasing or buying at the shopping malls?
   (a) Yes ☐ (b) No ☐

3. When you prefer going to shopping malls?
   (a) Week days ☐ (b) Weekends ☐ (c) Holidays ☐ (d) Occasionally ☐

4. How much do you normally spend in shopping malls in a single shopping?
   (a) Less than ` 500 ☐ (b) Between `500 to `1000 ☐
   (c) Between `1001 to `2000 ☐ (d) Between `2001 to `5000 ☐
   (e) More than `5001 ☐

5. What is the role of following groups in your buying decision?

<table>
<thead>
<tr>
<th>Groups</th>
<th>High</th>
<th>Moderate</th>
<th>Little</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents</td>
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<tr>
<td>Siblings</td>
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<td>Friends</td>
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<tr>
<td>If others please specify</td>
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</tbody>
</table>

6. Do you consider advertisements as source of information regarding shopping malls?
   (a) Yes ☐ (b) No ☐

7. Do you feel any type of difference between shopping mall and general store? If yes what?
   (a) Yes ☐ (b) No ☐
   ………………………………………………………………………………………………………………………………

8. Did you purchase daily use products from shopping malls only?
   (a) Yes ☐ (b) No ☐

9. Do you think highly priced and superior quality products are available at
shopping malls?
(a) Strongly Agree ☐ (b) Agree ☐
(c) Neither Agree nor Disagree ☐ (d) Disagree ☐
(e) Strongly Disagree ☐

10. Do you think products of new style and designs are available at shopping malls?
(a) Strongly Agree ☐ (b) Agree ☐
(c) Neither Agree nor Disagree ☐ (d) Disagree ☐
(e) Strongly Disagree ☐

11. Do you think exclusive and unique products are available at shopping mall?
(a) Strongly Agree ☐ (b) Agree ☐
(c) Neither Agree nor Disagree ☐ (d) Disagree ☐
(e) Strongly Disagree ☐

12. Do you like purchasing product from shopping malls at the offer time only?
(a) Yes ☐ (b) No ☐

13. Which is your favourite combination at shopping malls?
(a) Shopping + Entertainment ☐ (b) Shopping + Food ☐
(c) Shopping + Food + Entertainment ☐ (d) Food + Entertainment ☐

14. How much you will rate the product quality in shopping malls out of 5?
1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐

15. How much of these mall attributes motivate you to buy from shopping malls?

<table>
<thead>
<tr>
<th>Attributes</th>
<th>High</th>
<th>Moderate</th>
<th>Little</th>
<th>Not at all</th>
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</thead>
<tbody>
<tr>
<td>Parking</td>
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<tr>
<td>Atmosphere</td>
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<tr>
<td>Time Saving</td>
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<tr>
<td>Cost Saving</td>
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<tr>
<td>Variety of Stores</td>
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<tr>
<td>Customers Service</td>
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</table>
16. **In your visit to shopping malls how far the following factors are important?**

<table>
<thead>
<tr>
<th>Factors</th>
<th>High</th>
<th>Moderate</th>
<th>Little</th>
<th>Not at all</th>
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<tbody>
<tr>
<td>Recreation</td>
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<td>Socialization</td>
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<td>Seeking Status</td>
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<tr>
<td>Branded Products</td>
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<tr>
<td>Information</td>
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<tr>
<td>Variety of Products</td>
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</tbody>
</table>

17. **How far the following factors affect your buying decision in shopping malls?**

<table>
<thead>
<tr>
<th>Factors</th>
<th>Highly</th>
<th>Moderately</th>
<th>Little</th>
<th>Not at all</th>
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</thead>
<tbody>
<tr>
<td>Company Image</td>
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<tr>
<td>Brand Reputation</td>
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<tr>
<td>Dealers Influence</td>
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<tr>
<td>Word of mouth</td>
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<tr>
<td>Salesman's persuasion</td>
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<tr>
<td>Company Leaflet</td>
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</table>

18. **Do branded products provide more value than unbranded products?**
   (a) Yes ☐  (b) No ☐

19. **Do you consider ambience and location of shopping mall while purchasing?**
   (a) Strongly Agree ☐  (b) Agree ☐
   (c) Neither Agree nor Disagree ☐  (d) Disagree ☐
   (e) Strongly Disagree ☐

20. **How would you rate the employee behaviour in shopping malls out of 5?**
   1 ☐  2 ☐  3 ☐  4 ☐  5 ☐

21. **How would your ideal mall look like?**
Questionnaire-2

Questionnaire for Retailers

Part-I

Personal Information:-
Name: _________________________________________________________________
Contact No.: ______________________ Email: _______________________________
Address: __________________________________________________________________
Shopping Mall Name: - _______________________________________________________________________

Part-II

Q.1 Duration of operation of your retail outlet:
☐ <6 months ☐ 6 months – 1 yr. ☐ 1-2 yrs.
☐ 3-4 yrs. ☐ > 4 yrs.

Q.2 Type of products your retail outlet furnishes / caters to:
☐ Clothing / Apparels ☐ Footwear
☐ Jewellery / Accessories ☐ Music / Movies
☐ Mobile Stores ☐ Automobile Maintenance Items
☐ Sporting Goods ☐ Books & Periodicals
☐ Pet Supplies ☐ Toys
☐ Fast Food ☐ Cafe
☐ Consumer Electronics ☐ Home Improvement / Furnishings
☐ General Stores ☐ Gaming ☐ Others

Q.3 General age group of the customers that are the most frequent visitors:
☐ <12 yrs. ☐ 12-18 yrs. ☐ 18-25 yrs. ☐ 25-35 yrs.
☐ 35-46 yrs. ☐ > 45 yrs.

Q.4 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

Q.5 Your frequenting customers usually prefer to come with:
☐ Parents ☐ Siblings ☐ Friends ☐ Relatives ☐ Alone
Q.6  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

Q.7  The general frequency of buying by the visitors:

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

Q.8  What is major attraction of customers for shopping malls?

______________________________________________________________

Q.9  What promotional tools are used by you for attracting customers?

______________________________________________________________

Q.10 What is the mindset of customers about shopping malls?

______________________________________________________________

Q.11 What facilities are provided in shopping malls?

______________________________________________________________

Q.12 How advertising is done in different medias?

______________________________________________________________