DEPARTMENT STORE STUDY

Dear respondent, this study being conducted on department stores is purely for academic interests. Your responses are thus sought to help researcher develop an insight and understanding of the buying behavior and awareness levels that form a major portion of this doctoral study. The responses and personal details will not be shared or disclosed for any other reason. Kindly spare some time to fill this questionnaire.

A. Please tick (✓) the relevant box in relation to the following stores

1. Frequency of visit per month
   a. Ebony
   b. Globus
   c. Lifestyle
   d. Pantaloons
   e. Shopper’s Stop
   f. Any Other (Please Specify ____________________________)

2. Goods Purchased
   a. Apparels
   b. Accessories
   c. Home decor
   d. Gifts

3. Average amount spent on each visit
   a. Less than Rs. 2,000
   b. Rs. 2,001 - Rs. 5,000
   c. Rs. 5,001 - Rs. 10,000
   d. More than Rs. 10,000

B. Listed below are statements about store and your shopping behaviour for apparel/accessories. Please tick (✓) one box for each statement to indicate the extent to which you agree or disagree with each statement.

   - 1 means that you Totally Disagree
   - 5 means that you Totally Agree

1. I don’t like to go for shopping.
2. I make a purchase only when there is a need, not an impulse.
3. I often go shopping to get ideas even though I have no intention of buying.
4. I prefer to shop in stores that offer a wide variety of clothing selections.
5. I shop only when I have to replace worn out worn out or are out of style.
6. I go shopping often.  
7. I like to go to stores to see what’s new in apparels.  
8. I make fewer shopping trips because of high fuel prices.  
9. Because of my active lifestyle I need variety of apparels and accessories.  
10. I like to shop in many different stores.  
11. I am current with fashion trends as pictured in advanced fashion magazines.  
12. I prefer traditional styling in my apparels.  
13. I buy clothes I like, regardless of current fashion.  
14. I prefer to buy well-known labels than take a chance on something new.  
15. I have no inhibitions in purchasing store’s own brands (private labels)  
16. My friends regard me as a good source of advice on fashion selection.  
17. I buy new fashion looks only when they are well accepted  
18. I feel good when I buy something new.  
19. I am the first to try new fashions, and am regarded as fashion pacesetter.  
20. Spending excessive amounts of money on assortments is ridiculous.  
21. What you think of yourself is reflected by what you buy.  
22. I plan my shopping trips carefully.  
23. You can tell you are a bit better than others if you dress better than they do.  
24. I plan my wardrobe carefully.  
25. I like apparels and accessories that emphasize my personality.

C. Listed below are statements for the store you usually purchase from. Please tick (✓) one box for each statement to indicate the extent to which you agree or disagree with each statement.

- 1 means that you Totally Disagree
- 5 means that you Totally Agree

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26. The store displays well-assorted rest area (toilets, seating etc.)
27. The sales persons at the store are courteous and humble.
28. The sales persons are well informed to help customers purchase.
29. The sales persons at store offer affirmative actions and solutions.
30. This store offers safe and easy way to pay for.
31. The store provides for easy return and exchange of goods.
32. The store provides an atmosphere of happiness while shopping.
33. The store offers luxurious atmosphere of lighting and colour.
34. This store beams a high class image among publics.
35. The store enjoys high brand name among customers.

D. Please tick (✔) one box for each statement to indicate the extent to which you are satisfied or dissatisfied for the following parameters of the department store you usually purchase from.
   • 1 means that you are Highly Dissatisfied
   • 5 means that you are Highly Satisfied

1. Price of goods.
2. Convenience of approach.
3. Availability of goods.
4. Service quality.
5. Add on services provided.
7. Sales person services.
8. Promotional offers and discounts.
9. Store layout and ambience.
10. Overall satisfaction with the store.

E. Listed below are statements about the association you perceive with the store you usually purchase from. Please tick (✔) one box for each statement to indicate the extent to which you agree or disagree with each statement.
   • 1 means that you Totally Disagree
   • 5 means that you Totally Agree

1. I am proud to be customer of this department store.
2. The store is not keen on customer feedback.
3. I would eagerly recommend this store to my friends and colleagues.
4. I would continue to shop at this store even if I get better option to shop at.
5. In case I see any sort of inefficiency, I would not hesitate to recommend any appropriate action.

G. Your Personal Details

1. Age (in years)
   18 – 24
   25 – 34
   35 – 44
   45 – 54
   55 - 64
   65 and over
2. **Gender**
   - Male
   - Female

3. **Marital Status**
   - Married
   - Single

4. **Family Size** (number of family members)
   - 1
   - 2
   - 3
   - 4
   - 5
   - 6

5. **Education**
   - High School
   - Senior School
   - Graduate
   - Post Graduate
   - Professional

6. **Vocation**
   - White Collar
   - Self Employed
   - Sales/ Skilled
   - Housewife
   - Other

7. **Income (per annum)**
   - Up to Rs. 3,00,000
   - Rs. 3,00,001 to Rs. 6,00,000
   - Rs. 6,00,001 to Rs. 10,00,000
   - Rs. 10,00,001 and above

*THANK YOU FOR YOUR KIND COOPERATION!*