## APPENDIX

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<table>
<thead>
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<tbody>
<tr>
<td>I</td>
<td>Publications</td>
</tr>
<tr>
<td>II</td>
<td>Questionnaire</td>
</tr>
</tbody>
</table>
APPENDIX-I

PUBLICATIONS
PERFORMANCE APPRAISAL OF SELECTED SHOPPING MALLS IN GUJARAT

Respected Sir / Madam,
I, the undersigned, am a Ph.D. scholar from Sardar Patel University. I am pursuing doctoral research for the above mentioned subject. For this purpose, I would like to have some information from you, which would be solely used for academic purpose only. I take this opportunity to express my sincere thanks for your having spared valuable time to fill in this Questionnaire. I assure you that the information provided by you would be kept confidential.
Thanking you,
Sincerely Yours,

(Chirag V. Raval)
Assistant Professor,
AIMS College of Management of Technology,
Bakrol, Vallabh Vidyanagar- Vadtal Road,
Dist. Anand, Gujarat.

Questionnaire to Consumers:

Please put a tick (√) mark in appropriate box.

1. **Do you purchase the product from Mall?**
   - Yes □
   - No □

2. **How many time do you visit the Malls in a month?**
   - Once □
   - Twice □
   - Three □
   - Fourth □
   - Fifth □
   - Sixth □

3. **What time do you prefer for going in to the Mall?**
   - Morning □
   - Afternoon □
   - Evening □
   - _____________ day
4. **How much time are you spending in the Mall?**
   - Less than 15 minutes  
   - 15 minute to 30 minute  
   - More than 30 minute  

5. **How are you getting information regarding various Malls?**
   - Advertisement through mass media
   - Friends & Relatives  
   - Neighbors and colleagues  
   - Dealers  
   - Others  

6. **Who is the decision maker for the choice of Malls?**
   - Self
   - Spouse
   - Family member
   - Friends
   - Relatives
   - Other

7. **Form the following different types of facility, what is your preference?**

<table>
<thead>
<tr>
<th>No</th>
<th>Facility</th>
<th>Very Imp</th>
<th>Imp</th>
<th>Neutral</th>
<th>Less Imp</th>
<th>Not Imp</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Store Atmosphere</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Relaxation &amp; enjoyment</td>
<td></td>
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<tr>
<td>3</td>
<td>More space to move in</td>
<td></td>
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<tr>
<td>4</td>
<td>A good elevator system</td>
<td></td>
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<tr>
<td>5</td>
<td>Convenient layout at the Mall</td>
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<tr>
<td>6</td>
<td>Easily accessible billing counters</td>
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<tr>
<td>7</td>
<td>Trail rooms</td>
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<tr>
<td>8</td>
<td>Easily locatable stairs</td>
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<tr>
<td>9</td>
<td>Ample parking space</td>
<td></td>
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<tr>
<td>10</td>
<td>Prolonged experience</td>
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<tr>
<td>11</td>
<td>Promotion Schemes</td>
<td></td>
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</tr>
</tbody>
</table>
8. Please put a tick mark (✓) on the following types of products which product do you prefer mostly in the Mall?

<table>
<thead>
<tr>
<th>No</th>
<th>Products</th>
<th>Regularly</th>
<th>Sometimes</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Books</td>
<td></td>
<td></td>
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<td>3</td>
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<tr>
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<td>Clothes</td>
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</table>

9. What is your expenditure in month towards purchasing product from Mall?

- Less than 500
- 500 to 1000
- 1001 to 5000
- 5001 to 10000
- More than 10000

10. What types of problems do you face during choice of Malls?

- High price
- Far from the home
- Bad Product quality
- Bad Service Quality

11. Are you satisfied with overall service provided by Mall?

- Highly satisfied
- Satisfied
- Dissatisfied
- Highly dissatisfied

12. Your overall experience of Mall in your city.

- Excellent
- Good
- Fair
- Poor
### PERSONAL INFORMATION

1. **Name of City:** ________________
2. **Name of Mall:** ________________
3. **Age in completed years:** ________
4. **Gender:** Male [ ] Female [ ]
5. **Occupation:**
   - Self Employed [ ]
   - Service [ ]
   - Study [ ]
   - House wife [ ]
   - Professional [ ]
   - Any other ______
6. **Monthly Family Income:**
   - Less than 2500 [ ] 2501 to 5000 [ ] 5001 to 10000 [ ]
   - 10001 to 15000 [ ] Above 15000 [ ]
7. **Marital Status:**
   - Married [ ]
   - Unmarried [ ]
   - Widow [ ]
   - Separated [ ]
8. **Education:**
   - Uneducated [ ]
   - Up to SSC [ ]
   - HSC [ ]
   - Graduate [ ]
   - Higher education [ ]

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**Thank you**
PERFORMANCE APPRAISAL OF SELECTED SHOPPING MALLS IN GUJARAT

Respected Sir / Madam,
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Questionnaire to Shopping Malls

1. Do you provide better services to customers?
   - Yes ☐
   - No ☐

2. Which types of services do you provide to customers?

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</table>
3. **How are you giving the information to the consumer about various offers?**
   - Through Television □
   - Newspapers □
   - Hoardings □
   - Any other □

4. **Which time and which day consumer prefer for visit the Mall?**
   - Morning □
   - Afternoon □
   - Evening □
   - _______ Day

5. **How much time consumers spend in Mall?**
   - Less than 15 minutes □
   - 15 minute to 30 minute □
   - More than 30 minutes □

6. **Please put a tick mark (✓) on the following types of products which products demand more from consumer?**

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</table>
7. Do you think that provide better services to the consumers help you to improve your retail market?
   
   Yes □
   No □
   Don’t know □

8. Your overall experience of towards consumers.
   
   Excellent □ Good □
   Fair □ Poor □

Profile of Shopping Mall

Name: _________________________________
Address: _______________________________ 
   _______________________________

Visiting consumers per day _________ (approx.)

Thank you