

Shopping orientation

Please check the most appropriate description of your shopping tendency.

1. Brand name is important to my shopping.
2. I save money by shopping at store where has bargain sale.
3. I like to try new fashion products.
4. I usually shop specific brands.
5. I usually read sale advertising.
6. I always try to have the newest fashion.
7. Well-known brands mean good quality.
8. I buy clothing regardless of fashion.
9. I usually purchase the low-priced products.
10. I usually shop at department stores, discount stores, specialty stores.
11. I usually shop apparel at department stores, discount stores, specialty stores.
12. Please check which is describing about the proper description of your shopping behavior; No shopping experience at Wal-Mart, Visited at Wal-Mart but inexperience shopping at Wal-Mart, Shopping experience at Wal-Mart; socks, sweatshirt, coat, suit, dress.

Importance of discount store attributes in general

Following question is asking about the importance of store characteristics of general discount stores. Please rate the importance of each store characteristics.

Sales person (kindness, ease to reach, expert), Parking, Advertisement (helpful information, impressive, frequency), Store reputation, Ease to return, Rest area (include chair), Rest room (number, clean), Store layout (ease to find and pick up), Price label (ease to find and read), Always low price on every product, Special sales on special items (frequency, product quality), Product variety (clothing, electronics, etc.), Number of product in each product category, Famous brands, Product quality, The worth of

product comparing price, Credit card acceptance, Transportation (ease to visit), Local community involvement, Low priced brands.

Importance of discount store attributes regarding apparel items

Following question is asking about the apparel products which are selling at general discount stores. Please rate the importance of store characteristics which influence on shopping apparel at discount stores.

Clothing advertisement in media, Price, Store reputation, Product variety (ladies', men's, suits, sportswear, etc.), Number of product in each product, Famous brands, Product quality, The worth of product comparing price, Number of dressing rooms, Lighting in dressing room, Number of mirrors (between display racks and in dressing rooms), Fashion items availability, Price label, Style and fit, Various sizes availability, Low price brand.

Evaluation of Wal-Mart performance in general

Following question is asking about the store characteristics of Wal-Mart. Please evaluate each store characteristics of Wal-Mart.

Evaluation of apparel items in Wal-Mart

Following questions are asking about apparel products which are selling at Wal-Mart. Please evaluate store characteristics which influence on shopping apparel at Wal-Mart.

Overall satisfaction/dissatisfaction with Wal-Mart

Please rate the satisfaction with Wal-Mart in general and the satisfaction with apparel products in Wal-Mart.

Preference of suggested attributes

Following question is asking about opinion of changes in store characteristics of Wal-Mart. Please evaluate your preference of new store characteristics of Wal-Mart over the old store characteristics of Wal-Mart.

1. I prefer special sales on some items to general sales (normally low price) on all items.
2. I like the rule that every customer should keep his/her bags in the cabinet to reduce the cost occurred by stealing.
3. I think that receiving catalog directly is better than TV ads to get information of items on sale
4. I think Wal-Mart have to increase the number of sales personnel rather than to lower down the price.
5. I prefer keeping the return policy strict to guarantee that customers can always get new products.
6. I prefer some snack bars inside the store for rest to more product display.
7. I prefer every product has its price label to lowering product prices by cut the cost of labeling.
8. I want many inventories per brand displayed on shelves to purchase whenever I want at that point of purchasing even though the number of brands is limited.
9. I will visit more often and buy more if credit cards are permitted at Wal-Mart.
10. I prefer Wal-Mart offers more services for local community to Wal-Mart focuses only on reducing the price.
11. I prefer more product display to more mirrors in the aisles of apparel corner which makes it possible to reduce the effort to go to fitting rooms.

Demographics

Please check the blank where you belong to.

1. How often do you shop at Wal-Mart?
2. How often will you visit Wal-Mart in the future?
3. On average, how much do you spend each time when you visit Wal-Mart?
4. How much do you spend on apparel at Wal-Mart, basis of three month?
5. Occupation
6. Marriage status-single, married, separate, divorce, widow
7. Age
8. Education
9. Job
10. Household income in 1998
11. How much did you spend on apparel last year?