

Thank you for participating in this study

Please circle the number or check the blank which most accurately describes your shopping behavior for each of the following statements:

	Strongly Disagree					Neutral					Strongly Agree
Brand names are important when I shop.....	1	2	3	4	5	6	7				
I save a lot of money by shopping around for bargains.....	1	2	3	4	5	6	7				
I like to try new fashion products.....	1	2	3	4	5	6	7				
I try to stay with certain brands.....	1	2	3	4	5	6	7				
I usually read sale advertising.....	1	2	3	4	5	6	7				
I always try to have the newest fashions.....	1	2	3	4	5	6	7				
A well-known brand means good quality.....	1	2	3	4	5	6	7				
I buy clothes I like, regardless of the current fashion.....	1	2	3	4	5	6	7				
I usually choose the lower priced products.....	1	2	3	4	5	6	7				

I shop mostly at _____ Department stores _____ Discount stores _____ Specialty stores

I usually buy my clothes at _____ Department stores _____ Discount stores _____ Specialty stores

Please check the blank which most accurately describes your shopping behavior for each apparel item listed.

	Never shopped for this item at Wal-Mart	Shopped for this item at Wal-Mart, but never purchased it	Purchased this item at Wal-Mart
Socks/Hosiery	_____	_____	_____
Sweatshirt	_____	_____	_____
Coat	_____	_____	_____
Suits	_____	_____	_____
Dress	_____	_____	_____
Why not?	_____	Why not? _____	
	_____	_____	
	_____	_____	

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Importance of discount store attributes in general

Please circle the number which most accurately describes the importance of each of the following attributes of a discount store in general.

	Not		Neutral			Very	
	Important at all					Important	
Sales personnel & cashiers (friendliness, expertise, availability).....	1	2	3	4	5	6	7
Parking availability.....	1	2	3	4	5	6	7
Advertising in mass media (informative, impressive, frequency)	1	2	3	4	5	6	7
Store reputation	1	2	3	4	5	6	7
Ease of returning items.....	1	2	3	4	5	6	7

Seating for resting.....	1	2	3	4	5	6	7
Rest room (number, cleanness)	1	2	3	4	5	6	7
Store layout (easy to find and reach items)	1	2	3	4	5	6	7
Price labels (easy to find and read)	1	2	3	4	5	6	7
Every day low prices.....	1	2	3	4	5	6	7

Special sale prices.....	1	2	3	4	5	6	7
Variety of product categories (e.g., apparel, electronics, etc.)	1	2	3	4	5	6	7
Number of products in each category.....	1	2	3	4	5	6	7
Well-known brands availability.....	1	2	3	4	5	6	7
Product quality.....	1	2	3	4	5	6	7

Value for money.....	1	2	3	4	5	6	7
Acceptance of credit cards.....	1	2	3	4	5	6	7
Transportation availability (ease of reaching store).....	1	2	3	4	5	6	7
Community involvement.....	1	2	3	4	5	6	7
Low-priced brands.....	1	2	3	4	5	6	7

Importance of discount store attributes regarding apparel items

Please circle the number which most accurately describes the importance of each of the following attributes regarding the apparel items in a discount store.

	Not		Neutral			Very	
	Important at all					Important	
Advertising for apparel products in mass media	1	2	3	4	5	6	7
Prices.....	1	2	3	4	5	6	7
Store reputation.....	1	2	3	4	5	6	7
Variety of product categories (Men's/Miss's, suits/sports wear, etc.).....	1	2	3	4	5	6	7
Product assortment in each category.....	1	2	3	4	5	6	7

Well-known brands availability.....	1	2	3	4	5	6	7
Product quality (fabric, sewing, after wash performance).....	1	2	3	4	5	6	7
Value for money.....	1	2	3	4	5	6	7
No. of fitting rooms.....	1	2	3	4	5	6	7
Lighting in the fitting room.....	1	2	3	4	5	6	7

No. of mirrors in aisles & fitting room.....	1	2	3	4	5	6	7
Latest fashion.....	1	2	3	4	5	6	7
Price labels (easy to find and read)	1	2	3	4	5	6	7
Style & garment shape.....	1	2	3	4	5	6	7
Available sizes	1	2	3	4	5	6	7
Low-priced brands.....	1	2	3	4	5	6	7

Evaluation of Wal-Mart performance in general

Please circle the number which most accurately describes your evaluation of Wal-Mart's performance in general related to the following attributes.

	Terrible		Neutral			Excellent	
Advertising in mass media.....	1	2	3	4	5	6	7
Ease of returning items.....	1	2	3	4	5	6	7
Price labels.....	1	2	3	4	5	6	7
Well-known brands availability.....	1	2	3	4	5	6	7
Transportation availability (ease of reaching store).....	1	2	3	4	5	6	7

Seating for resting.....	1	2	3	4	5	6	7
Rest room	1	2	3	4	5	6	7
Parking availability.....	1	2	3	4	5	6	7
Store reputation	1	2	3	4	5	6	7
Special sale prices.....	1	2	3	4	5	6	7

Variety of product categories	1	2	3	4	5	6	7
Number of Products in each category.....	1	2	3	4	5	6	7
Every day low prices.....	1	2	3	4	5	6	7
Product quality.....	1	2	3	4	5	6	7
Store layout	1	2	3	4	5	6	7

Value for money.....	1	2	3	4	5	6	7
Acceptance of credit cards.....	1	2	3	4	5	6	7
Community involvement.....	1	2	3	4	5	6	7
Sales personnel & cashiers	1	2	3	4	5	6	7
Low-priced brands.....	1	2	3	4	5	6	7
Overall performance of Wal-Mart in general.....	1	2	3	4	5	6	7

Evaluation of apparel items in Wal-Mart

Please circle the number which most accurately describes your evaluation of Wal-Mart's performance regarding apparel items.

	Terrible		Neutral			Excellent	
Advertising for apparel products in mass media	1	2	3	4	5	6	7
Product assortment in each category.....	1	2	3	4	5	6	7
Variety of product categories	1	2	3	4	5	6	7
Value for money.....	1	2	3	4	5	6	7
Style & garment shape.....	1	2	3	4	5	6	7

Well-known brands availability.....	1	2	3	4	5	6	7
No. of fitting rooms.....	1	2	3	4	5	6	7
Prices.....	1	2	3	4	5	6	7
Price labels.....	1	2	3	4	5	6	7
Available sizes.....	1	2	3	4	5	6	7

No. of mirrors in aisles & fitting room.....	1	2	3	4	5	6	7
Latest fashion.....	1	2	3	4	5	6	7
Product quality	1	2	3	4	5	6	7
Lighting in the fitting room.....	1	2	3	4	5	6	7
Store reputation.....	1	2	3	4	5	6	7
Low-priced brands.....	1	2	3	4	5	6	7
Overall performance of Wal-Mart regarding apparel items.....	1	2	3	4	5	6	7

Overall satisfaction/dissatisfaction with Wal-Mart

Please circle the number that most accurately describes your general satisfaction with the Wal-Mart stores and with their apparel items.

	Very Dissatisfied		Neutral			Very Satisfied	
My degree of satisfaction with Wal-Mart in general is.....	1	2	3	4	5	6	7
My degree of satisfaction with Wal-Mart's apparel items is.....	1	2	3	4	5	6	7

Preference of suggested attributes

Please circle the number which most accurately describes your agreement with each of the following suggestions for the improving Wal-Mart stores.

	Strongly Disagree		Neutral			Strongly Agree	
I prefer an extra low price on some products rather than have everyday low prices for every product.....	1	2	3	4	5	6	7
I prefer to have a strict policy of keeping all customers' bags in the cabinet to reduce the cost of stealing.	1	2	3	4	5	6	7
Wal-Mart should send sale flyers directly to me rather than putting an ads on TV.....	1	2	3	4	5	6	7
Wal-Mart should concentrate on providing more sales personnel to serve customers than on reducing the price of the product.....	1	2	3	4	5	6	7
I prefer a strict return policy to make sure that I always buy a new, unused product.....	1	2	3	4	5	6	7
I prefer more in-store small snack bars for rest rather than more product displays.....	1	2	3	4	5	6	7
I prefer Wal-Mart to have an individual price label on each product instead reducing the price of the product by saving the cost of putting labels.	1	2	3	4	5	6	7
I prefer a large quantity of selected brands displayed in the Wal-Mart to a small quantity of many different brands displayed in Wal-Mart, so that I can always purchase what I want right at the shop.....	1	2	3	4	5	6	7
If I can use credit cards at Wal-Mart, I will visit Wal-Mart more frequently and buy more products there.....	1	2	3	4	5	6	7
I prefer that Wal-Mart provide more services to the community rather than only focus on lowering the price of the product.	1	2	3	4	5	6	7
In the apparel department, I prefer that more garments be displayed to show how garments look rather than providing more mirrors in aisles to avoid trips to the fitting rooms.....	1	2	3	4	5	6	7

Please mark the blank to indicate your responses to the following items.

On average, how frequently do you shop at a Wal-Mart store?

- More than once a week
- Once a week
- 2~3 times a month
- Once a month
- Once every two months
- Less than once every two months

In the future, how frequently do you think you will shop at a Wal-Mart store?

- More than once a week
- Once a week
- 2~3 times a month
- Once a month
- Once every two months
- Less than once every two months

On average, how much do you spend at a Wal-Mart store on a single trip?

- \$10~\$30
- \$31~\$50
- \$51~\$80
- \$81~\$120
- \$121~\$170
- \$171~\$250
- more than \$250

Estimate how much you spend on apparel at Wal-Mart every three months.

- \$0~\$30
- \$31~\$50
- \$51~\$80
- \$81~\$120
- \$121~\$170
- \$171~\$250
- more than \$250

Occupation:

- technical
- professional (e.g. professor)
- retired
- management (e.g. manager)
- homemaker
- not currently employed
- other _____ (specify)

Marriage Status:

- never married
- now married
- separated
- divorced
- widowed

Age:

- Under 20
- 21 - 25
- 26 - 30
- 31 - 35
- 36 - 40
- 41 - 45
- 46 - 50
- 51 - 55
- 56 - 60
- 61 - 65
- 66 - 70
- 71 - 75
- 75 and over

The highest level of education that you have achieved.

- Some high school
- High school graduate
- Bachelors
- Masters
- Doctorate
- Others (Please specify) _____

Your total household income before taxes in 1998.

- below \$ 9,999
- \$ 10,000 - \$ 19,999
- \$ 20,000 - \$ 29,999
- \$ 30,000 - \$ 39,999
- \$ 40,000 - \$ 49,999
- \$ 50,000 - \$ 59,999
- \$ 60,000 - \$ 69,999
- \$ 70,000 - \$ 79,999
- \$ 80,000 - \$ 89,999
- \$ 90,000 or over

Approximately how much money did you spend on your wardrobe last year?

- under \$200
- \$200-\$499
- \$500-\$999
- \$1000-\$1499
- \$1500-\$1999
- \$2000-\$2499
- \$2500-\$2999
- \$3000 or over