*The following questionnaire asks questions about your experiences and opinions regarding many aspects of**a shopping mall you have visited last. Take your time and answer them truthfully as per your ability. This survey is completely anonymous and the data collected will not be shared with anyone other than the course instructor as the purpose of this study is academic..*

1. Which shopping mall have you visited last?........................................

2. Please rate the following statements based on the shopping mall you have identified in "Question 1"

| **Code** | **Statement** | **Strongly Disagree.....................................................Strongly Agree** | | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CN 1 | The number of lifts are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| CN 2 | The number of escalators are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| CN 3 | The corridors are spacious | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| CN 4 | There are adequate directory signboards | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| CN 5 | The number of direction signs are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| CN 6 | The parking spaces are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| CN 7 | The number of entrants and exists to the mall are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| CN 8 | It is easy to get around the shopping mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| CN 9 | The number of restrooms are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| AT 1 | The mall is well air-conditioned | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| AT 2 | The decoration of the mall is pleasant | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| AT 3 | The background music is pleasant | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| AT 4 | The cleanliness of the mall is satisfactory | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| MS 1 | The announcements are attention grabbing | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| MS 2 | The number of mall management personnel spread across the mall is adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| MS 3 | The mall management personnel are helpful | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| MS 4 | The attitudes of the mall management staff are friendly | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| SC 1 | Vehicles at the car parks are safe | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| SC 2 | There are no personal safety issues within the mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| SC 3 | The number of security guards are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| SC 4 | All areas of the establishment are well covered by security guards | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| FS 1 | The space of food court is large enough | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| FS 2 | The number of sitting arrangements at the food court are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| FS 3 | The number of food shops at the food court are adequate | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| FS 4 | There are a wide variety of food available at the food court | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| FS 5 | Most of my preferred restaurants' outlets are present at the food court | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| EN 1 | The cinema theater is satisfactory | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| EN 2 | The gaming zone is satisfactory | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| EN 3 | The kids zone is satisfactory | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| EN 4 | The number of entertainment option at the mall is satisfactory | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| EN 5 | A day spent in the mall is entertaining | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| SV 1 | There are wide varieties of shops at the mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| SV 1 | Outlets of my preferred brands are available here | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| SV 1 | I always find the type of shop that I am looking for at this mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| PV 1 | A good range of products are available at the mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| PV 2 | Products of my preferred brands are available at the mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| PV 3 | I always find the product that I am looking for at this mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| ST 1 | I am satisfied with the shopping mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| ST 2 | The shopping mall meets all the reasonable requirements | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| ST 3 | The shopping mall satisfies my needs | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| MP 1 | The likelihood that I will shop in this mall again is very high. | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| MP 2 | I will shop in this mall regularly. | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| MP 3 | I will prefer to buy the products that are important to me from this mall. | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| WM 1 | I will say positive things about this shopping mall to other people | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| WM 2 | I will recommend this shopping mall to someone who seeks my advice | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| WM 3 | I will encourage relatives and friends to visit this shopping mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| TR 1 | The shopping mall is reliable for the goods I need | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| TR 2 | I believe shops at this mall do not sell any counterfeit products | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| TR 3 | I believe the mall management continuously works to make sure customers have the best experiences | 8 | 9 | 10 | 11 | 12 | 13 | 14 |
| TR 4 | I trust this shopping mall | 8 | 9 | 10 | 11 | 12 | 13 | 14 |

**3. Your gender: a. Male b. Female**

**4. Your age group: a. below 20**

**b. 20-30**

**c. 30-40**

**d. above 40**