



“A study on Retail Store Image Attributes and its Impact on Shoppers Behavior with Special reference to Organized Gem and Jewellery Retail”

Age *

- 18 to 24
- 25 to 35
- 35 to 50
- More than 50 Years

Gender *

- Male
- Female

Marital Status *

- Married
- Single
- Divorced
- Widow

Family Type *

- Nuclear
- Combined

Family Income (Per Year) *

- Less than 2 Lks
- 2 lks to 3 lks
- 3 lks to 4 lks
- 4 lks to 5 lks
- Above 5lks

Education *

- Upto Matric
- Hig. Sec
- Graduate



- Post Graduate

Occupation *

- Government
- Private
- Self Employed/ Business
- Unemployed
- Other

Occasion of Purchasing Gold Jewellery *

- Wedding
- Birthday
- Religious Festival
- Gift
- Other

Years of association with Organized Gem and Jewellery Retail Outlet *

- Less than 1 Year
- 2 to 3 yrs
- 3 to 4 yrs
- 4 to 5 yrs
- More than 5 yrs

While purchasing Gem and Jewellery in Organized Retail Outlets what are the items you will consider as Important

Rate the following Question under Store Related Items *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Store Decoration					
Display of Items					
Pleasant Fragrance					
Light Music					
Parking Facility					



Location of store – Easy to access

Labels/ Tags Visible in Products

Availability of Transport to Reach Store

Washrooms

Proper Lighting

Proper Temperatures

Sufficient Mirrors for Trial Purpose

Store has Good History

Reliable Store

Has Positive Word of Mouth about Store

Larger variety of Merchandise

Unique Merchandise

Fashionable Merchandise

Specialized in varieties of Merchandise

Merchandise are Value for Money

Fair on Charging Wastages Charges

Fair on Charging Making Charges

Attractive Advertisements

Reliable Advertisements

Store Conducts Special Events

Store Does Special Display

Friendly Salespersons

Salesperson Helpful on Purchase Decision

Knowledgeable Salesperson on Merchandise



Appearance of the Sales Person

Store Decoration

Display of Items

Pleasant Fragrance

Light Music

Parking Facility

Location of store – Easy to access

Labels/ Tags Visible in Products

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Washrooms

Proper Lighting

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Larger variety of Merchandise

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Fashionable Merchandise

Specialized in varieties of Merchandise

Merchandise are Value for Money

Fair on Charging Wastages Charges

Fair on Charging Making Charges

Attractive Advertisements

Reliable Advertisements

Store Conducts Special Events



Store Does Special Display

Friendly Salespersons

Salesperson Helpful on
Purchase Decision

Knowledgeable Salesperson
on Merchandise

Appearance of the Sales Person

On the basis of Emotion over Organized Retailers

Rate the following Questions

While shopping in Organized Retail outlet I Feel Exciting *

1 2 3 4 5

Strongly Disagree

Strongly Agree

While shopping in Organized Retail outlet I Feel Interesting *

1 2 3 4 5

Strongly Disagree

Strongly Agree

While shopping in Organized Retail outlet I Feel Appealing *

1 2 3 4 5

Strongly Disagree

Strongly Agree

While shopping in Organized Retail outlet I Feel Sensational

1 2 3 4 5

Strongly Disagree

Strongly Agree

I have a favourable opinion about Organized Retailers *

1 2 3 4 5

Strongly Disagree

Strongly Agree



I like Organized Retailers store *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I have a positive opinion about Organized Retailers *

1 2 3 4 5

Strongly Disagree

Strongly Agree

The Organized Retailers store was good *

1 2 3 4 5

Strongly Disagree

Strongly Agree

On the basis of Overall Satisfaction with Organized Retailers

Rate the Following Questions

I think shopping in organized retail outlet is a right decision *

1 2 3 4 5

Strongly Disagree

Strongly Agree

The organized retail outlet aims to satisfy the customer *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I am pleased to prefer organized retail outlet *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I am pleased to shop in organized retail outlet

1 2 3 4 5

Strongly Disagree

Strongly Agree



I am really satisfied with organized retail outlet *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I am satisfied with service that I get from organized retail outlet *

1 2 3 4 5

Strongly Disagree

Strongly Agree

On the basis of Loyalty towards Organized Retailers

Rate the Following Questions

I believe that buying from organized retail outlet is preferable when comparing to other type of Retail stores. *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I believe that organized retailers have best offers of all time. *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I prefer the service of organized retailers when comparing other type of store services. *

1 2 3 4 5

Strongly Disagree

Strongly Agree

Organized retail outlet facilities are visually appealing *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I am intended to do shopping in organized retail outlet in future too. *

1 2 3 4 5

Strongly Disagree

Strongly Agree



Repeatedly the overall performance of organized retail outlet is superior *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I consider myself to be highly loyal to organized retail outlet *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I recommend the organized retail outlet to those who ask advice. *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I say positive thing about organized retail outlet to others. *

1 2 3 4 5

Strongly Disagree

Strongly Agree

I consider organized retail outlet as my first choice while doing shopping. *

1 2 3 4 5

Strongly Disagree

Strongly Agree

As a whole I consider myself to be loyal to the organized retail outlet? *

1 2 3 4 5

Strongly Disagree

Strongly Agree