



“Influence of Online Visual Merchandising and Personality attributes on purchase intention of generations in Apparel Industry”

Dear all,

As a part of my PhD research work I Mary Rani Thomas from Christ University under the supervision of Dr Jain Mathew wish to conduct a survey on the “Influence of Online Visual Merchandising and Personality attributes on purchase intention of generations in Apparel Industry” Personal information will be saved for academic use and will not be disclosed. I will be very grateful if you could take a few minutes for completing the questionnaire. Thank you for your precious time.

* Required

Year of Birth *

- 1965-1976
- 1977-1994
- 1995-2015

Sex *

- Female
- Male
- Other

Education *

- Below Under Graduation
- Under graduation
- Post graduation
- Above post graduation

Annual Income *

- Less than 5lakhs
- 5 – 7 lakhs
- 7-10lakhs
- Above 10 lakhs
- none



PP3 Online apparel store should give me enough information so that I can identify the item to the same degree as if I am in the store. *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PP4 Online apparel store should have mannequin displays *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PP5 Online apparel store should have a live model(male/female) displays *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PP6 Online apparel store should provide pictures I can enlarge. *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PP7 Online apparel store should have mix and match options *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

A8 Color in an online apparel store make a difference to me in deciding to buy the product *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

A9 Lighting in an online apparel store make a difference to me in deciding to buy the product *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

A10 Fonts in an online apparel store make a difference to me in deciding to buy the product *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

A11 Setting and backdrop in an online apparel store make a difference to me in deciding to buy the product *

	1	2	3	4	5
Strongly Disagree					Strongly Agree



A12 Products being placed with adequate spaces in presentation in an online apparel store make a difference to me in deciding to buy the product *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

A13 Virtual setting room in an online apparel store make a difference to me in deciding to buy the product *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PI14 Online apparel store should have simple and easy to understand website design *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PI15 Online apparel store should facilitate in searching for products *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PI16 Online apparel store search function should give me useful results *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PI17 Online apparel store should have an easy and efficient navigation. *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PI18 Online apparel store should have flexibility in my interaction while searching for information. *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

PI19 Online apparel store interaction should be clear and understandable *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

AD20 Online apparel store should have simple click on menu *

	1	2	3	4	5
Strongly Disagree					Strongly Agree



AD21 Online apparel store should have pop up advertisements *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

AD22 Online apparel store should have automatically moving advertisements *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

AD23 Online apparel store should have static image advertisements without links to sale pages *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

AT24 I should get positive impression regarding online apparel store design *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

AT25 I always find existing online apparel stores are more exaggerated *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

AT26 Purchasing on the online apparel store is sometimes risky*

	1	2	3	4	5
Strongly Disagree					Strongly Agree

AT27 Online apparel store prices should be checked with offline store for authenticity of the price *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

AT28 I need much more information online about particular brand apparel before I buy it *

	1	2	3	4	5
Strongly Disagree					Strongly Agree



E29 I get a sense of joy and refreshment when I look at the online apparel store *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

E30 I get a sense of excitement when I look at the online apparel store *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

E31 I get a sense of peacefulness when I look at the online apparel store *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

E32 I would not purchase from the site if I am disappointed and disgusted *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

T33 I feel online apparel store should be trustworthy *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

T34 I feel online apparel store you purchase is known for the online visual elements *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

T35 I feel online apparel store is of high integrity *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

T36 A brand failure of online store would be inconsistent with my expectations *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

P37 My willingness to buy on an online apparel store is very high in near future *

	1	2	3	4	5
Strongly Disagree					Strongly Agree

P38 I intend to shop at the online apparel store in near future. *

