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## Appendix A

Please, Answer The Following Questions As Thorough as Possible.

1. Gender:    Male                          Female
2. Age:            0 – 18                          18 – 45                          45+
3. How many regular Loyalty cards do you have?    0                          1                          2+

### How Do You Decide On Which Shop To Buy Your Goods And Services?

Question	Preference				
	Strongly agree	Agree	Don't know	Disagree	Strongly Disagree
I buy mostly from the shop,					
4. Which is closest to me.					
5. Which offers low prices.					
6. Which sells current, fashionable or trendy goods					
7. Where I'm treated with respect and in a friendly manner					
8. Where attendants show concern about my problem					
9. Where I spend less time during transaction					
10. Which is located where transportation, transiting is easier					
11. Where the shops are experts in the area of business					
12. Where the shop offers additional products, services for free					
13. Which offers regular sales promotion or discounts.					
14. Which has the best rewards for the loyal customers.					
15. Which granted me the first loyalty card					
16. Where the needed items can be easily located.					
17. Which has granted me with a loyalty card					

18. What type of products would you like to have the regular discounts? (Rank your preference using numbers 1-5, same rank can be given to many)

- a) Vegetables/Fruits     b) Beverages     c) Grocery     d) fish/meat
- e) Bath-ware

Give one major reason why you buy mostly from a particular shop.

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Thank you!