

## Indoor Map Use and Brand Familiarity Questionnaire

1. Gender? \*
  - ☐ Male
  - ☐ Female
2. Age? \*
  - ☐  $\leq 18$
  - ☐ 19-23
  - ☐ 24-30
  - ☐ 31-39
  - ☐  $\geq 40$
3. How many larger indoor malls have you been to? \*
  - ☐ Never
  - ☐ 1-3
  - ☐ 4-8
  - ☐ 9-15
  - ☐  $\geq 15$
4. What is your main purpose for going to the mall? (multiple choice) \*
  - ☐ Hang out
  - ☐ Food
  - ☐ Buy clothing, shoes, bags, etc.
  - ☐ Buy daily necessities
  - ☐ Go to entertainment venues
  - ☐ Others
5. Have you ever gotten lost or had trouble finding your destination the first time you went to a mall? \*
  - ☐ occur frequently
  - ☐ Occasionally
  - ☐ Rarely
  - ☐ Never appeared
6. Have you used indoor maps? \*
  - ☐ Didn't know there was an indoor map.  
Display after selection: Question 8
  - ☐ I know but haven't used it.  
Display after selection: Question 8
  - ☐ less used  
Display after selection: Question 7、 Question 8
  - ☐ use frequently  
Display after selection: Question 7、 Question 8

7. What is your main purpose for using indoor maps? \*
- View or find product information
  - Wayfinding Navigation
  - Determine where you are in the mall
  - Other
8. What is your general reference for judging direction or wayfinding in indoor shopping malls? \*
- Walls, piers and other structures  
Display after selection: Question 10
  - Mall corridors, elevators and passages  
Display after selection: Question 10
  - Various shops and brands in the mall  
Display after selection: question 9, question 10
  - Other  
Display after selection: Question 10
9. What kind of shops do you usually choose as the reference for judging the direction and finding the way in the shopping mall? (multiple choice) \*
- Stores at the corners of the aisles and multi-channel entrances
  - Visually larger stores
  - Stores that are unique in terms of name, decoration, content, etc.
  - Stores with high reputation
  - Other
10. Please rate the personal familiarity of the following brands or stores. The larger the value, the more familiar it is. \*

	通常	熟悉
Adidas	1	10
Westlink	1	10
Nike	1	10
无印良品	1	10
一點點	1	10







