Indoor Map Use and Brand Familiarity Questionnaire

1.	Gender? *
	o Male
	o Female
2.	Age? *
	○ ≤18
	○ 19-23
	○ 24-30
	○ 31-39
	○ ≥40
3.	How many larger indoor malls have you been to? *
	o Never
	○ 1-3
	o 4-8
	o 9-15
	∘≥15
4.	What is your main purpose for going to the mall? (multiple choice) *
	○ Hang out
	○ Food
	o Buy clothing, shoes, bags, etc.
	Buy daily necessities
	o Go to entertainment venues
	o Others
5.	Have you ever gotten lost or had trouble finding your destination the first time you went to a mall? *
	occur frequently
	o Occasionally
	o Rarely
	Never appeared
6.	Have you used indoor maps? *
	O 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
	o less used
	Display after selection: Question 7 Question 8
	o 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
 - o Determine where you are in the mall
 - o Other
- 8. What is your general reference for judging direction or wayfinding in indoor shopping malls?

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• Walls, piers and other structures

Display after selection: Question 10

o Mall corridors, elevators and passages

Display after selection: Question 10

o Various shops and brands in the mall

Display after selection: question 9, question 10

o 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) *
 - O Stores at the corners of the aisles and multi-channel entrances
 - Visually larger stores
 - O Stores that are unique in terms of name, decoration, content, etc.
 - o Stores with high reputation
 - o Other
- 10. Please rate the personal familiarity of the following brands or stores. The larger the value, the more familiar it is. *



优衣库	1	5	10
ANTA	1	5	10
New balance	1	5	10
屈臣氏	1	5	10
Puma	1	5	10
书亦烧仙草	1	5	10
Vans	1	5	10
绝味	1	5	10
匡威	1	5	10
Fila	1	5	10
一只酸奶牛	Í	5	10
莱得快	1	5	10
热风	1	5	10

Apple	1	5	10
GXG	1	5	10
Keds	1	5	10
Dickes	1	5	10
华为	1	5	10
周黑鸭	1	5	10
快乐柠檬	1	5	10
UR	1	5	10
章鱼烧	1	5	10
Карра	1	5	10
全棉时代	1	5	10
三福	1	5	10
NBA	1	5	10

vivo	1	5	10
Воу	1	5	10
耍家猪脚	1	5	10
斯凯奇	1	5	10
意尔康	1	5	10
八方渔蛋	1	5	10
Zippo	1	5	10
缤果鲜茶	1	5	10
Lee	1	5	10
OPPO	1	5	10
O.C.E	1	5	10
ANTA kids	1	5	10
娇兰佳人	1	5	10

红蜻蜓	1	5	10
华润万家	1	5	10
丑酥肉	1	5	10
AK club	1	5	10
钵钵鸡	1	5	10
味子夫鸡柳	1	5	10
太平鸟	1	5	10
每味每客	1	5	10
速写	1	5	10
中国电信	1	5	10
寿司老爸	1	5	10
慢城	1	5	10
单农	1	5	10