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Apêndice A – Instrumento de Pesquisa

A- Questionário utilizado na pesquisa.

Q1. Com relação à música ambiente da **loja de desembarque do Free Shop de São Paulo**, podemos afirmar que:

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
1.A música da loja era agradável	☐	☐	☐	☐	☐
2.A música da loja era apropriada	☐	☐	☐	☐	☐
3.A música da loja era horrível	☐	☐	☐	☐	☐

Q2



Na sua última compra no **Free Shop da loja de desembarque de São Paulo**, podemos afirmar que a iluminação da loja era :

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
4.A loja era bem iluminada	☐	☐	☐	☐	☐
5.A iluminação da loja era correta (nem muito nem pouco iluminada)	☐	☐	☐	☐	☐
6.A iluminação da loja era agradável	☐	☐	☐	☐	☐

Q3



O que podemos afirmar sobre os atendentes do **Free Shop da loja de desembarque de São Paulo** :

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
7.Os atendentes eram bem informados	☐	☐	☐	☐	☐
8.Os atendentes eram amigáveis	☐	☐	☐	☐	☐

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
9.Os atendentes eram solícitos	☒	☒	☒	☒	☒

Q4

☐

Com relação ao design (lay out) da loja **Free Shop do desembarque de São Paulo**, podemos afirmar que :

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
10.Foi fácil se locomover pela loja	☒	☒	☒	☒	☒
11.Foi fácil localizar os produtos na loja	☒	☒	☒	☒	☒
12.A loja tinha displays de exibição atraentes	☒	☒	☒	☒	☒

Q5

☐

As afirmações abaixo refletem o meu sentimento enquanto fazia as minhas compras no **Free Shop do desembarque de São Paulo**:

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
13.Eu me senti animado durante as minhas compras no free shop	☒	☒	☒	☒	☒
14.Eu me senti entusiasmado durante as minhas compras no free shop	☒	☒	☒	☒	☒
15.Eu me senti feliz nas minhas compras no free shop	☒	☒	☒	☒	☒

Q6

☐

As afirmações abaixo descrevem como me senti durante as minhas compras no **Free Shop do desembarque de São Paulo**:

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
16.Eu me senti entediado nestas compras	☐	☐	☐	☐	☐
17.Eu me senti apático nestas compras	☐	☐	☐	☐	☐
18.Eu me senti triste durante as compras	☐	☐	☐	☐	☐

Q7

☐

Lembro que quando estava comprando no **Free Shop do desembarque de São Paulo** ...:

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
19.Eu senti uma vontade de comprar coisas que não havia planejado	☐	☐	☐	☐	☐
20.Eu fiquei tentado a comprar itens que não estavam na minha lista de compras	☐	☐	☐	☐	☐
21.Eu não senti vontade de comprar itens que estavam fora da minha lista	☐	☐	☐	☐	☐

Q8

☐

As afirmativas abaixo refletem como eu me comporto no **Free Shop**

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
22.Quando estou no Free Shop, eu evito comprar coisas que não estão na minha lista de compras	☐	☐	☐	☐	☐
23.Quando vou às compras no Free Shop, eu compro coisas que eu não tinha a intenção de comprar	☐	☐	☐	☐	☐
24.Eu sou uma pessoa que faz compras não planejadas no Free Shop	☐	☐	☐	☐	☐

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
25.Quando eu vejo alguma coisa que realmente me interessa no Free Shop,eu compro sem pensar nas consequências	☐	☐	☐	☐	☐
26.É divertido comprar espontaneamente no Free Shop	☐	☐	☐	☐	☐

Q9



As afirmativas abaixo me descrevem quando estou fazendo compras :

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
27.Fazer compras é uma das minhas atividades favoritas	☐	☐	☐	☐	☐
28.Eu acho fazer compras uma experiência agradável	☐	☐	☐	☐	☐
29.Fazer compras em loja é uma perda de tempo	☐	☐	☐	☐	☐

Q10



Quando estou fazendo compras no Free Shop, posso afirmar que :

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
30.Eu compro espontaneamente na maioria das vezes no Free Shop	☐	☐	☐	☐	☐
31." Faça "(just do it) descreve como eu compro no Free Shop	☐	☐	☐	☐	☐
32.Eu normalmente compro coisas sem pensar no Free Shop	☐	☐	☐	☐	☐
33."Eu vejo, eu compro".Isso me descreve	☐	☐	☐	☐	☐

	Concordo totalmente	Concordo parcialmente	Nem concordo e nem discordo	Discordo parcialmente	Discordo totalmente
34."Compre agora , pense depois". Isso me descreve	☐	☐	☐	☐	☐
35.As vezes eu compro na empolgação de momento	☐	☐	☐	☐	☐
36.Eu compro dependendo de como me sinto no momento	☐	☐	☐	☐	☐
37.Eu planejo a maioria das minhas compras com calma	☐	☐	☐	☐	☐
38.As vezes eu compro sem pensar	☐	☐	☐	☐	☐

