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# APPENDIX 1



## ASSESSMENT OF THE IN-STORE ENVIRONMENT BY STORE MANAGEMENT

Store:	Date:	No:
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### 1. PRODUCTS

	1: POOR	2: SATISFACTORY	3: COMMENDABLE	
1.1 Is the appliance section in the store easy to locate when entering the store?	No, it is difficult to locate	Not clearly visible	It is prominent, easy to locate	V1
1.2 Are similar appliances grouped together for ease of comparison by clients?	No	Only to a certain extent	Yes	V2
1.3 Are appliances presented in such a way that customers can investigate them easily?	No	Not all appliances	Yes	V3
1.4 Are appliances operational, i.e. connected to power, water and drainage to demonstrate functioning?	No	Some (less than 50%)	Mostly (more than 50%)	V4
1.5 Does the store display a variety of every type of appliance, e.g. dishwashers?	Maximum two of a kind	Mostly 3 to 4 of a kind	Mostly more than 5 of a kind	V5
1.6 Does the store stock and display appliances in a wide price and sophistication range?	No, limited to certain brands, models	A wider range, but excludes top of the range appliances	A wide range across brands and price levels	V6
1.7 Are appliances installed in matching kitchen/laundry units to give an indication of the eventual effect, social image?	No	Per exception for certain brands / products	Special displays for a variety of appliances	V7
1.8 Is information available about the technological aspects of the appliances, like water consumption, electricity efficiency?	None	Provided only when requested	Information on posters /labels on 50% or more appliances	V8
1.9 Are there demonstration models in the store to demonstrate the functioning of appliances?	None	Present but not operational	Yes, installed whenever possible	V9
1.10 Is there a possibility of showing video clips about the functioning of appliances to customers?	None	Present but not in use	Yes, used whenever possible	V10



**2. PRICE**

	<b>1: POOR</b>	<b>2: SATISFACTORY</b>	<b>3: COMMENDABLE</b>	
2.1 Are prices attached to/displayed on all appliances?	No, displayed on less than 50% of appliances	Displayed on more than 50% of appliances	Yes, displayed on all the appliances	V11
2.2 Are price-structures clear and easy to follow?	No, confusing and/ or incomplete	Information incomplete	Yes, very clear , and understandable	V12
2.3 Are special offers clearly indicated for consumers to see when they enter the department?	The "special", is indicated without details	The "special", is indicated plus new price	The "special", is indicated with new price, old price plus saving	V13
2.4 Are price tags large enough to be identifiable and to prevent confusion?	No, only a few	More than 50% of products	Yes, all tags	V14
2.5 Is the price you see the price you pay?	Generally not	Sometimes not	Yes, always	V15
2.6 Are consumers informed about all cost implications, e.g. cost of delivery, spare parts?	Generally not	Provided upon request	Yes, always	V16
2.6 Are special discounts offered to clients?	Generally not	Upon request	Yes, always	V17
2.8 Are consumers informed about special offers in the store that might be to their benefit?	Generally not	Upon request	Yes, always	V18
2.9 Are salespeople unbiased about products in different price categories?	Generally not	Not always	Yes, always	V19
2.10 Are prices of appliances competitive compared to the offering at similar stores?	Generally not	Not always	Yes, always	V20

**3. PHYSICAL ENVIRONMENT**

	<b>1: POOR</b>	<b>2: SATISFACTORY</b>	<b>3: COMMENDABLE</b>	
3.1 Is the store easily accessible from the parking area?	No	Probably	Definitely	V21
3.2 Are there clear indications at the store entrance to locate this department?	No	Yes but not obviously	Yes, very clear	V22
3.3 Is the temperature in the store well regulated?	No air conditioning	Most of the time	Always	V23
3.4 Are the corridors spacious enough for consumers to investigate the appliances properly while other consumers are present?	No, the area is very crowded	Most of the area is fine	The area is spacious	V24
3.5 Is colour intentionally used	No attention to	Only in certain areas	Yes	V25



in the department to create a pleasant atmosphere that can be associated with kitchens and laundries?	the effect of colour	of the department		
3.6 Is the lighting in the department bright enough to allow for a proper investigation of all the products?	No	Not in all areas	Yes	V26
3.7 Does the store use background music to enhance the mood in the store?	No/Too loud/ Inappropriate choice	Sometimes pleasant	Well chosen, not disturbing	V27
3.8 Does this department provide extra facilities such as comfortable chairs for customers while they are waiting for transactions to be processed?	No	Limited	Yes, the area is equipped to be comfortable	V28
3.9 Can appliances be picked up at a nearby, convenient location?	No, consumers must go elsewhere	Collections are done at the same building, but it is not convenient	Yes, appliances can be collected, loaded effortlessly	V29
3.10 Does the store create a modern, well-kept impression?	No	Acceptable	Impressive	V30

#### 4. PERSONNEL

	1: POOR	2: SATISFACTORY	3: COMMENDABLE	
4.1 How many salespeople are present in the store to attend to customers on weekdays?	Only one	2-4	More than five	V31
4.2 How many salespeople are present in the store to attend to customers over week ends?	Only one	2-4	More than five	V32
4.3 Are the salespeople easily identifiable?	No	They wear uniforms	They wear uniforms and name tags	V33
4.4 Are all salespeople generally friendly towards the customers?	No	Not necessarily	Yes, always	Mostly
4.5 Do salespeople attend to customers who enter the department immediately?	Only upon request	After 5-8 min	Yes, immediately	V35
4.6 How much time, on average, do salespeople spend with customers?	Brief, as little as possible	As much as salesperson can afford	As much as customers require	V36
4.7 Do all the salespeople regard the customers as important irrespective of who they are?	No	Mostly	Yes without a doubt	V37



4.8 Do the salespeople make an effort to inform and show customers various models of a specific type of appliance in the store?	No, they usually focus on certain brands	Upon request	As much as customers will allow them	V38
4.9 Can salespeople give customers their undivided attention or do they have to perform other duties simultaneously?	No, they have to perform other tasks simultaneously	The mostly provide undivided attention	They will always put customers first	V39
4.10 Are salespeople well trained to answer customers' questions confidently?	No	Not necessarily	Yes without a doubt	V40

**5. PROCESSES**

	<b>1: POOR</b>	<b>2: SATISFACTORY</b>	<b>3: COMMENDABLE</b>	
5.1 Does the store deliver appliances at customers' homes in all areas?	No deliveries	Yes, at fixed rate	Deliveries free of charge within 30 km radius	V41
5.2 Will the store install the appliances after delivery?	No	Can be arranged upon special request	Yes, at minimal fee	V42
5.3 Will the store make effort to find a model for a customer if it is out of stock?	No, will recommend an alternative	Sometimes, for some brands	Yes, always	V43
5.4 Does the store offer extended guarantees on purchases?	No	On certain brands	Yes, on all brands	V44
5.5 Does the store offer cash back or discounts?	No	Seldom	Regularly	V45
5.6 Will salespeople spend time with customers even if they get the impression that the customers are not planning to purchase an appliance during that store visit?	No	Not always	Yes	V46
5.7 Are salespeople competent to redress problems in the store?	No	Not all salespeople	Yes	V47
5.8 Can consumers contact salespeople about problems that they encounter with appliances?	No	Not recommended	Yes	V48
5.9 Does the store honour manufacturer's guarantees?	No, referrals to the suppliers	Only certain brands	Yes	V49
5.10 Are customers informed about the after sales service centres and maintenance procedures for appliances before they leave the store?	No	Upon request	Yes	V50

**6. PROMOTIONS**

	<b>1: POOR</b>	<b>2: SATISFACTORY</b>	<b>3: COMMENDABLE</b>	
6.1 Does the store make effort to communicate information about appliances by means of visual material such as posters, etc?	No	Sometimes	Yes, regularly	V51



6.2	Does the store make any effort to draw consumers' attention to manuals, brochures?	No	Only in terms of certain brands	Yes, in principle	V52
6.3	Does the store make public announcements in the store to inform customers about special offers, etc.?	No	Sometimes	Yes, regularly	V53
6.4	Are special presentations done in the store to capture customers' attention?	No	Sometimes	Yes, regularly	V54
6.5	Is the department well equipped with posters, brochures of all the brands that are sold in the department?	No	Only a few of selected brands	Yes, well organised	V55
6.6	Does the store reward customers' reaction to media ad's with special discounts/rewards?	No	Sometimes	Often	V56
6.7	Are appliances advertised in different media to reach different types of customers?	No	Sometimes	Yes, regularly	V57
6.8	Does the store offer attractive incentives such as detergents to customers when purchases are made?	No	Sometimes	Yes, regularly	V58
6.9	Are promotions designed as part of the store's regular trade to create an exciting environment?	No	Sometimes	Yes, in principle	V59
6.10	Are promotions designed to draw customers' attention to many brands in the store?	No, only for selected brands	Sometimes	Yes, in principle	V60



## APPENDIX 2

100  
1908 - 2008



### Department of Consumer Science

#### QUESTIONNAIRE: CUSTOMER SERVICE IN RETAIL IN DEPARTMENTS FOR HOUSEHOLD APPLIANCES

Dear Participant,

This study forms part of a research project for a Doctoral degree. The intention is to gain an understanding of how consumers evaluate customer service in department stores – specifically of the departments that supply electrical household appliances. Through this project we would like to assist retailers to improve their customer service. Thank you for filling in this questionnaire. Please give your honest opinion through out.

**All information will be treated as highly confidential and participants will not be identified.**

Thank you for your participation!

Alida Gothan (Doctoral Student) (082 773 4740)

Prof. Alet C Erasmus (Study leader) (+27 012 420 2575)

### Departement Verbruikerswetenskap

#### VRAELYS : KLIËNTEDIENS IN KLEINHANDEL IN AFDELINGS VIR HUISHOUDELIKE TOESTELLE

Geagte Respondent,

Hierdie studie vorm deel van 'n navorsingsprojek vir 'n Doktorsgraad. Die doel is om insig te verkry in verbruikers se beoordeling van die kliëntediens in afdelings winkels - spesifiek in die afdelings wat elektriese huishoudelike toerusting verkoop. Ons wil handelaars op hierdie wyse help om hulle dienslewering te verbeter. Baie dankie vir die invul van hierdie vraelys. Gee asseblief deurgaans u eerlike opinie.

**Alle inligting sal as vertroulik beskou word en deelnemers sal nie geïdentifiseer word nie.**

Baie dankie vir u deelname!

Alida Gothan (Doktorale Student) (082 773 4740)

Prof. Alet C Erasmus (Studieleier) (+27 012 420 2575)



SECTION A / AFDELING A

FOR OFFICIAL USE: RESPONDENT NO V1

<p>How would you describe the QUALITY OF THE SERVICE OFFERING in the household appliance department of this store?</p> <p>For each statement, please circle the option that best describes your interpretation.</p> <p><i>Hoe sal u die KWALITEIT VAN DIENSLEWERING in die afdeling vir elektriese huishoudelike toestelle van hierdie winkel beskryf?</i></p> <p><i>Omkring asseblief by elke stelling die opsie wat u indruk die beste beskryf.</i></p>	Agree definitely / Stem beslis saam	Agree /Stem saam	Uncertain / Onseker	Disagree/ Stem nie saam nie	Disagree definitely / Stem beslis nie saam nie	FOR OFFICIAL USE
1. The department gives a modern impression. <i>Die afdeling vertoon modern.</i>	5	4	3	2	1	V2
2. The general impression of the department is one that is visually pleasing. <i>Die afdeling het in die algemeen 'n aantreklike voorkoms.</i>	5	4	3	2	1	V3
3. Supplementaries associated with this store's service (e.g. shopping bags, catalogues and statements) create a good impression. <i>Bykomstighede wat met dienslewering in hierdie winkel verband hou, (bv. katalogusse en fakture) skep 'n goeie indruk.</i>	5	4	3	2	1	V4
4. The general environment in the store is acceptable. <i>Die algemene omgewing in die winkel is aanvaarbaar.</i>	5	4	3	2	1	V5
5. The store lay-out makes it easy for customers to find what they are looking for. <i>Die uitleg van die winkel is so dat klante maklik vind waarna hulle soek.</i>	5	4	3	2	1	V6
6. The lay-out of this store makes it easy for customers to move around. <i>Die uitleg van hierdie winkel is so dat klante maklik kan rond beweeg.</i>	5	4	3	2	1	V7
7. When this store undertakes to do something by a certain time, it keeps its promises. <i>As hierdie winkel belowe om iets teen 'n bepaalde tyd te doen, kom hulle die beloftes na.</i>	5	4	3	2	1	V8
8. This store deals with transactions correctly the first time. <i>Hierdie winkel handel transaksies die eerste keer korrek af.</i>	5	4	3	2	1	V9
9. This store has merchandise available when customers want it. <i>Hierdie winkel het voorraad beskikbaar wanneer klante dit verlang.</i>	5	4	3	2	1	V10
10. This store provides error-free sales transactions. <i>Verkoopstransaksies van hierdie winkel is foutvry.</i>	5	4	3	2	1	V11
11. This store's salespeople are neatly dressed. <i>Verkoopspersoneel van hierdie winkel is netjies geklee.</i>	5	4	3	2	1	V12
12. Salespeople in this department have sufficient knowledge to answer customers' questions. <i>Verkoopspersoneel in hierdie afdeling is kundig genoeg om klante se vrae te beantwoord.</i>	5	4	3	2	1	V13
13. Salespeople's behaviour in this department instils confidence in customers. <i>Die optrede van verkoopspersoneel in hierdie afdeling skep vertroue by klante.</i>	5	4	3	2	1	V14
14. Customers trust their dealings with this store. <i>Klante vertrou transaksies met hierdie winkel.</i>	5	4	3	2	1	V15
15. Salespeople in this store attend to customers promptly when they enter the department. <i>Verkoopspersoneel van hierdie winkel gee dadelik aandag aan klante wat die afdeling binnekom.</i>	5	4	3	2	1	V16
16. Sales people in this department tell customers exactly when services will be performed. <i>Verkoopspersoneel in hierdie afdeling sê aan klante presies wanneer dienste gelewer gaan word.</i>	5	4	3	2	1	V17
17. Salespeople in this department are always willing to assist customers. <i>Verkoopspersoneel in hierdie afdeling is altyd gewillig om klante te help.</i>	5	4	3	2	1	V18
18. In this department customers receive personal attention. <i>In hierdie afdeling kry klante persoonlike aandag.</i>	5	4	3	2	1	V19
19. Salespeople in this department always behave courteously towards customers. <i>Verkoopspersoneel van hierdie afdeling tree altyd hoflik op teenoor klante.</i>	5	4	3	2	1	V20





<b>SECTION A continued..... / AFDELING A vervolg.....</b> <b>How would you describe the QUALITY OF THE SERVICE OFFERING in the household appliance department of this store? For each statement, please circle the option that best describes your interpretation.</b>  <b>Hoe sal u die KWALITEIT VAN DIENSLEWERING in die afdeling vir elektriese huishoudelike toestelle van hierdie winkel beskryf?</b> <b>Omkring asseblief by elke stelling die opsie wat u indruk die beste beskryf.</b>	Agree definitely / Stem beslis saam	Agree /Stem saam	Uncertain / Onseker	Disagree/ Stem nie saam nie	Disagree definitely / Stem beslis nie saam nie	FOR OFFICIAL USE
20. Telephonic enquiries to this department are handled courteously. <i>Telefoniese navrae na hierdie afdeling word hoflik hanteer.</i>	5	4	3	2	1	V21
21. This store willingly accepts returns and exchanges goods. <i>Hierdie winkel is gewillig om artikels terug te neem of om te ruil.</i>	5	4	3	2	1	V22
22. This store shows a sincere interest in solving customers' problems. <i>Hierdie winkel is opreg daarop ingestel om klante se probleme op te los.</i>	5	4	3	2	1	V23
23. Salespeople in this department handle customers' complaints themselves. <i>Verkoopspersoneel van hierdie afdeling hanteer self klante se klagtes.</i>	5	4	3	2	1	V24
24. The appliances available in this department are of a high quality. <i>Die toerusting wat in hierdie afdeling beskikbaar is, is van hoogstaande gehalte.</i>	5	4	3	2	1	V25
25. This store provides convenient parking for customers. <i>Hierdie winkel verskaf gerieflike parkering vir klante.</i>	5	4	3	2	1	V26
26. The operating hours of this store are convenient. <i>Die besigheidsure van hierdie winkel is gerieflik.</i>	5	4	3	2	1	V27
27. This store accepts most major credit cards. <i>Hierdie winkel aanvaar die vernaamste kredietkaarte.</i>	5	4	3	2	1	V28
28. This store offers enough credit options. <i>Hierdie winkel bied voldoende kredietfasiliteite.</i>	5	4	3	2	1	V29

**SECTION B / AFDELING B**

<b>How SATISFIED are you in general with the following aspects of CUSTOMER SERVICE in this department?</b>  <b>Hoe TEVREDE is u in die algemeen met die onderstaande aspekte van die KLIËNTEDIENS van hierdie afdeling?</b>	Highly satisfied / Hoogs tevrede	Satisfied/Tevrede	Uncertain / Onseker	Somewhat satisfied/ Deels tevrede	Highly dissatisfied/ Hoogs ontevrede	FOR OFFICIAL USE
1. Speedy handling of transactions / <i>Vinnige afhandeling van transaksies.</i>	5	4	3	2	1	V30
2. Convenience of store layout / <i>Gerieflikheid van die winkelluitleg.</i>	5	4	3	2	1	V31
3. Availability of new and interesting products / <i>Beskikbaarheid van nuwe en interessante produkte.</i>	5	4	3	2	1	V32
4. Availability of bargains / <i>Beskikbaarheid van winskopies</i>	5	4	3	2	1	V33
5. Signs indicating where to find products in the store / <i>Aanwysings om produkte in die winkel te vind.</i>	5	4	3	2	1	V34
6. Availability of salespeople / <i>Beskikbaarheid van verkoopspersoneel.</i>	5	4	3	2	1	V35
7. Attractive appearance of the department / <i>Aantreklike voorkoms van die afdeling.</i>	5	4	3	2	1	V36
8. Knowledge of salespeople / <i>Kundigheid van verkoopspersoneel.</i>	5	4	3	2	1	V37
9. Product variety available / <i>Verskeidenheid produkte beskikbaar.</i>	5	4	3	2	1	V38
10. Efficiency of salespeople in solving problems / <i>Bekwaamheid van verkoopspersoneel om probleme op te los.</i>	5	4	3	2	1	V39
11. Quality control of products that leave the store / <i>Gehaltebeheer van produkte wat die winkel verlaat.</i>	5	4	3	2	1	V40
12. Quality of products / <i>Gehalte van produkte.</i>	5	4	3	2	1	V41
13. In-store promotions or demonstrations / <i>Promosies of demonstrasies in die winkel.</i>	5	4	3	2	1	V42
14. Availability of manuals for appliances / <i>Beskikbaarheid van handleidings vir toestelle.</i>	5	4	3	2	1	V43
15. Availability of products in different price ranges / <i>Beskikbaarheid van produkte in verskillende prysklasse.</i>	5	4	3	2	1	V44



SECTION B continued..... / AFDELING B vervolg..... How SATISFIED are you in general with the following aspects of CUSTOMER SERVICE in this department?  Hoe TEVREDE is u in die algemeen met die onderstaande aspekte van die KLIËNTEDIENS van hierdie afdeling?	Highly satisfied / Hoogs tevrede	Satisfied/Tevrede	Uncertain / Onseker	Somewhat satisfied/ Deels tevrede	Highly dissatisfied/ Hoogs ontevrede	FOR OFFICIAL USE	
16. Special offers on various appliances / <i>Spesiale aanbiedinge op verskeie toestelle.</i>	5	4	3	2	1	V45	
17. Cost implications of in-store guarantees / <i>Die koste verbonde aan waarborge wat in die winkel aangebied word.</i>	5	4	3	2	1	V46	
18. Safety relating to the environment of the store / <i>Veiligheid van die omgewing van die winkel.</i>	5	4	3	2	1	V47	
19. Availability of advertised products / <i>Beskikbaarheid van geadverteerde produkte</i>	5	4	3	2	1	V48	
20. Prices in the shop compared to advertised prices / <i>Pryse in die winkel vergeleke met geadverteerde pryse.</i>	5	4	3	2	1	V49	
21. Appearance of sales people / <i>Voorkoms van verkoops personeel.</i>	5	4	3	2	1	V50	
22. Availability of alternative payment facilities / <i>Beskikbaarheid van alternatiewe betaalgeriewe.</i>	5	4	3	2	1	V51	
23. Friendliness of salespeople / <i>Vriendelikheid van verkoops personeel.</i>	5	4	3	2	1	V52	
24. Access to loading zones to collect purchased appliances / <i>Toegang tot laaisones om gekoopte toerusting op te laai.</i>	5	4	3	2	1	V53	
25. Arrangement of appliances in the department to enable comparative shopping / <i>Groepering van toestelle om vergelykings moontlik te maak.</i>	5	4	3	2	1	V54	
26. Prices compared to those in similar stores / <i>Pryse in vergelyking met soortgelyke winkels.</i>	5	4	3	2	1	V55	
27. Special displays of exclusive appliances / <i>Spesiale uitstallings van eksklusiewe toestelle.</i>	5	4	3	2	1	V56	
28. Availability of delivery and installation / <i>Beskikbaarheid van aflewering en installasie.</i>	5	4	3	2	1	V57	
29. Space available to evaluate appliances with ease / <i>Spasie om toestelle met gemak te bekyk.</i>	5	4	3	2	1	V58	
30. Indication of prices / <i>Aanduiding van pryse.</i>	5	4	3	2	1	V59	

<p><b>Tick the expression that best indicates your level of satisfaction with the service in this store.</b> <b>Merk die uitdrukking wat u tevredenheid met die diens in hierdie winkel die beste uitbeeld.</b></p>		
<p><b>A</b> 😊      <b>B</b> 😐      <b>C</b> ☹️</p>	V60	



### SECTION C / AFDELING C

Indicate your ownership of appliances in the following table with an X/

*Dui u besit van toestelle in die volgende tabel met 'n X aan*

Appliance / Toestel	Today's purchase is the first for me / Vandag se aankoop is die eerste vir my	I bought one today, but have owned one before / Ek het dit vandag gekoop maar het reeds voorheen een besit	I already own these appliances / Ek besit reeds hierdie toestelle	I have never owned one / Ek het nog nooit een besit nie		
Dishwasher / Skottelgoedwasser					V61	
Fridge / Yskas					V62	
Freezer / Vrieskas					V63	
Fridge-freezer combination / Yskas-Vriekas kombinasie					V64	
Top loader washing machine / Bo-laaier wasmasjien					V65	
Front loader washing machine / Voorlaaier wasmasjien					V66	
Microwave oven / Mikrogolfoond					V67	
Tumble dryer / Tuimeldroër					V68	

In the following section, please answer questions on THREE appliances only: Firstly on the appliance you have just purchased and then on any two appliances that you already own.

***In die volgende afdeling, beantwoord asseblief vrae oor slegs DRIE toestelle: Eerstens oor die toestel wat u so pas gekoop het, daarna die vrae oor enige twee ander toestelle wat u reeds besit.***

Dishwashers / Skottelgoedwassers	True / Waar	False / Vals	Uncertain / Onseker		
1. Detergents for dishwashers are more alkaline than washing machine detergents. / <i>Wasmiddels vir skottelgoedwassers is meer alkalies as wasmasjien detergente.</i>				V69	
2. If stainless steel cutlery is washed in a dishwasher regularly, it will discolour. / <i>As vlekvrystaal eetgerei gereeld in 'n skottelgoedwasser gewas word, sal dit verkleur.</i>				V70	
3. The various washing programmes of a dishwasher require different amounts of detergent. / <i>Die verskillende wasprogramme van 'n skottelgoedwasser vereis verskillende hoeveelhede wasmiddel.</i>				V71	
4. "Fuzzy logic" indicates that a dishwasher will automatically select an appropriate washing programme based on the type of dishes. / <i>"Fuzzy logic" beteken dat die skottelgoedwasser outomaties 'n geskikte wasprogram vir die skottelgoed sal kies.</i>				V72	
5. The use of salt in a dishwasher is required for sterilization. / <i>Sout word in 'n skottelgoedwasser gebruik as steriliseerder</i>				V73	
6. Longer washing programmes also use more water. / <i>Langer wassiklusse verbruik ook meer water.</i>				V74	
7. The capacity of a dishwasher is indicated in litres. / <i>Die kapasiteit van 'n skottelgoedwasser word in liters aangedui.</i>				V75	
8. Dishwashers with a metallic exterior finish are made of stainless steel. / <i>Skottelgoedwassers met 'n metaal buite-afwerking, is van vlekvrystaal vervaardig.</i>				V76	
9. The drying elements of modern dishwashers are concealed to prevent electric shocks. / <i>Die drogingselemente van moderne skottelgoedwassers is bedek om elektriese skokke te verhoed.</i>				V77	
10. All dishwashers distribute water from two angles, namely from the bottom and the middle of the machine. / <i>Alle skottelgoedwassers versprei water vanuit twee rigtings – van onder en vanuit die middel van die masjien.</i>				V78	



<b>Combination fridge - freezer</b> Kombinasie yskas vrieskas		True / Waar	False/ Vals	Uncertain/ Onseker	
1	The interior temperature of a household <b>refrigerator</b> is 8°C. / <i>Die interne temperatuur in 'n huishoudelike yskas is 8 °C.</i>				V79
2	Frost-free fridges and freezers with dual compressors are more energy efficient. / <i>Vriesvrye yskaste en vrieskaste met dubbele kompressors is meer energie effektief.</i>				V80
3	The recommended interior temperature of a household <b>freezer</b> is -30°C./ <i>Die aanbevole interne temperatuur in 'n huishoudelike vrieskas is -30 °C.</i>				V81
4	Some manufacturers treat the interior of fridges and freezers to inhibit bacterial growth. / <i>Sommige vervaardigers behandel die binnewande van yskaste en vrieskaste om bakteriële groei te verhoed.</i>				V82
5	Dual compressors are advised for combination fridge/ freezers for better temperature control. / <i>Dubbele kompressors word vir kombinasie yskas/vrieskaste aanbeveel vir beter temperatuur kontrole.</i>				V83
6	The capacity of fridges is indicated in litres. / <i>Die kapasiteit van yskaste word in liters aangedui.</i>				V84
7	Cold is contained better in a chest freezer than in an upright freezer. / <i>Koue bly beter behoue in 'n kisvrieskas as in 'n regop vrieskas.</i>				V85
8	Temperature control in frost-free refrigerators is less effective than in ordinary models. <i>Temperatuurbeheer in ysvrye yskaste is minder doeltreffend as in gewone modelle.</i>				V86
9	Solid shelves, e.g. glass shelves and drawers in refrigerators prevent proper cold air circulation / <i>Soliede rakke, bv. glasrakke en laaie in yskaste, verhoed behoorlike sirkulasie van koue lug.</i>				V87
'10	The energy consumption of a large chest freezer is lower than that of a microwave oven. / <i>'n Groot kisvrieskas se energieverbruik is laer as die van n mikrogolfoond.</i>				V88

<b>Washing Machine</b> Wasmasjien		True / Waar	False/ Vals	Uncertain/ Onseker	
1	Front loading washing machines that use less water (less than 11 liters per kilogram of laundry) also use less electricity. / <i>Voorlaaier wasmasjiene wat minder water gebruik (minder as 11 liter per kg wasgoed), gebruik ook minder elektrisiteit.</i>				V89
2	Front loading washing machines use less water than top-loading machines. <i>Voorlaaier wasmasjiene gebruik minder water as bo-laaiers.</i>				V90
3	1000-1200 rpm is the minimum recommended rotation speed for washing machines. <i>1000-1200 rpm is die minimum aanbevole rotasiespoed vir wasmasjiene.</i>				V91
4	Low sudsing detergent can be used for both front loaders and top loaders. <i>Lae-skuim waspoeier kan in voorlaaiers sowel as in bo-laaiers gebruik word.</i>				V92
5	Top loaders are generally more environmental friendly in terms of water and energy consumption. / <i>Bo-laaiers is gewoonlik meer omgewings vriendelik in terme van water – en elektrisiteitsverbruik.</i>				V93
6	Front loading washing machines offer more wash programmes. <i>Voorlaaier wasmasjiene bied meer wasprogramme.</i>				V94
7	All top loaders have lint filters that need to be cleaned regularly. <i>Alle bo-laaiers het donsfilters wat gereeld skoongemaak moet word.</i>				V95
8	The capacity of a washing machine is indicated in kilograms. <i>Die kapasiteit van 'n wasmasjien word in kilogramme aangedui.</i>				V96
9	The wash cycles of top loaders are longer than those of front loaders. <i>Die wassiklusse van bo-laaiers is langer as die van voorlaaiers .</i>				V97
10	Most front loaders need only be connected to a cold-water faucet. <i>Meeste voorlaaiers hoef net aan 'n koue water kraan gekoppel te word.</i>				V98



Microwave oven Mikrogolfoond	True / Waar	False/ Vals	Uncertain/ Onseker	
1. At least 5 cm space is required around a microwave oven for proper ventilation. / <i>Minstens 5 cm spasie is nodig rondom 'n mikrogolfoond vir goeie ventilasie.</i>				V99
2. A microwave oven consumes less electricity than a stove and can easily be connected at a double adaptor. / <i>'n Mikrogolfoond verbruik minder elektrisiteit as 'n stoof en kan maklik by 'n dubbelprop gekonnekteer word.</i>				V100
3. When the door of a microwave oven is opened, the cooking process is interrupted. / <i>Wanneer die deur van 'n mikrogolfoond oopgemaak word, word die kookproses onderbreek.</i>				V101
4. A 700 watt oven can take twice as long to heat food than a 1 150 watt model. / <i>'n 700 watt oond kan twee keer langer neem om kos te verhit as 'n 1150 watt oond.</i>				V102
5. A turntable in a microwave oven ensures faster heating. / <i>n Draaitafel in 'n mikrogolfoond verseker vinniger opwarming.</i>				V103
6. A microwave oven with a built in griller will use more electricity. / <i>n Mikrogolfoond met 'n ingeboude rooster sal meer elektrisiteit gebruik.</i>				V104
7. It is not safe to touch the glass door of a microwave oven while in use because microwaves can pass through glass. / <i>Dit is onveilig om aan die glasdeur van 'n mikrogolfoond te raak terwyl dit in werking is omdat glas mikrogolwe deurlaat.</i>				V105
8. A microwave oven can be damaged when it is switched on while it is empty. / <i>'n Mikrogolfoond kan beskadig word as dit aangeskakel word as dit leeg is.</i>				V106
9. The interior walls of a microwave oven are light in colour to reflect the waves better. / <i>Die binnewande van mikrogolfoonde is lig van kleur om die golwe beter te weerkaats.</i>				V107
10. The power of the magnetron influences the cooking speed of the oven more than the size of the cooking chamber. / <i>Die sterkte van die magnetron beïnvloed die spoed waarmee die mikrogolfoond werk meer as die grootte van die oond.</i>				V108




Tumble dryer Tuimeldroër	True / Waar	False/ Vals	Uncertain/ Onseker	
1. Tumble dryers are more effective when filled to full capacity. / <i>Tuimeldroërs werk meer doeltreffend as dit vol gelaai is.</i>				V109
2. Moisture sensors in tumble dryers will prevent clothes from creasing. / <i>Vogsensors in tuimeldroërs verhoed dat klere kreukel.</i>				V110
3. A cool down cycle in dryers is important for safety reasons. / <i>'n Afkoelsiklus in droërs is belangrik om veiligheidsredes.</i>				V111
4. The accumulation of lint in the filter will increase the drying time. / <i>Opbou van dons in die filter sal drogingstyd verleng.</i>				V112
5. A dryer with a timer consumes more electricity than one with a moisture sensor. / <i>'n Droër met 'n tydskakelaar verbruik meer elektrisiteit as een met 'n vogsensor.</i>				V113
6. The air vent is situated at the back of the dryer for safety reasons. / <i>Die ventilasie opening is aan die agterkant van die droër om veiligheidsredes.</i>				V114
7. An air-vented dryer will dry washing faster than condenser dryers. / <i>Droërs wat ventileer se droogtyd is korter as kondensor tipes.</i>				V115
8. A condenser tumble-dryer should be installed near a window for proper venting. / <i>'n Kondensor droër moet naby 'n venster geïnstalleer word vir goeie ventilasie.</i>				V116
9. Tumble dryers have different heat settings to save electricity. / <i>Tuimeldroërs het verskillende hitte verstellings ter wille van elektrisiteitsbesparing.</i>				V117
10. A tumble dryer that can dry without tumbling is more versatile. / <i>'n Tuimeldroër wat kan droog sonder om te tuimel, is meer veelsydig..</i>				V118



**SECTION D / AFDELING D**

**Please indicate your personal details:**

*Dui asseblief u persoonlike besonderhede aan:*

<p>1. Gender / Geslag:</p>	<p>Male/ Manlik <input type="checkbox"/></p>	<p>V119</p>	
	<p>Female/ Vroulik <input type="checkbox"/></p>		
<p>2. Age / Ouderdom</p>	<p><input type="text"/> <input type="text"/> year/jaar</p>	<p>V120</p>	
<p>3. How many years have you been managing your own household? <i>Hoeveel jaar bestuur u al u eie huishouding?</i></p>	<p><input type="text"/> <input type="text"/> year/jaar</p>	<p>V121</p>	
<p>4. How difficult do you find it personally to choose a new electrical household appliance? Please circle the relevant number on the scale where 1 indicates "very difficult" and 5 is "quite easy". <i>Hoe moeilik vind u dit om nuwe elektriese huishoudelike toerusting te kies? Omkring die gepaste syfer op die skaal waar 1 = "besonder moeilik" en 5 = "heel maklik."</i></p> <p>            </p> <p>1      2      3      4      5</p>		<p>V122</p>	

*Thank you kindly for your participation*

*Baie dankie vir u deelname*



## APPENDIX 3

100  
1908 - 2008



### SALESPeople's SUGGESTIONS IN TERMS OF AUGMENTED CUSTOMER SERVICE

Dear sir/madam

This exercise is part of a research project that is done for a doctoral degree. You have been selected based on your experience as a salesperson in the appliance sales department in a major retail store. You are under no obligation to participate and may withdraw if you wish to do so. The content of your written proposal will remain confidential.

Please read the instructions and complete the following written task in your own time in as much detail as possible. Please do not discuss the content with colleagues. I need your honest, personal opinion.

#### **Instructions:**

***Imagine that you have been appointed as the manager of a similar department in another branch of this store. You have been told that customers are not very happy with the customer service offered by the store.***

#### **Request:**

***☀ Describe and explain possible reasons for customers' dissatisfaction with the service in the store, and***

***☀ Describe how the manager should improve the customer service offering in order to assist customers in making informed responsible buying decisions.***

***☀ Describe your recommendations in as much detail as possible (Minimum 300 words).***

Your cooperation is highly appreciated!

U is welkom om die opdrag in Afrikaans te doen as u dit verkies.



## APPENDIX 4

# SEMI-STRUCTURED INTERVIEW WITH SUPPLIERS

Appointments were made with representatives from industry, i.e. distributors of the appliances that are sold in major retail outlets.

### **The interview followed the following approach:**

Individuals were briefly informed about the objectives for the research project.

The research method was explained briefly.

Without mention of any findings, the following prompts were used to obtain the view of representatives of industry regarding augmented customer service in appliance sales departments in retail stores.

1. How often does a representative of your company visit department stores that sell your merchandise? What is the main objective of these visits?
2. Which aspects of customer service in retail stores are important to the industry? Please prioritize and motivate.
3. What influence does the industry have with regard to the potential to enhance informed consumer decision-making in the stores considering the complexity of the decisions when household appliances are involved?
4. What is industry's (your) contribution in terms of the training of salespeople?
5. Are you aware of specific problems in retail that may be to the detriment of optimal customer service and that may inhibit informed consumer decision-making? What would you recommend to improve the situation?
6. What changes would you propose for the retail environment to enhance informed, responsible buying decisions, especially of inexperienced previously disadvantaged consumers?