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MYY TUNTEELLA.

## EU Music 360 Finnish Living Lab 2 Questionnaires for customers

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# Kysymykset asiakkaille, questions for customers




 1. Miltä sinusta tuntuu juuri tällä hetkellä?

 2. Kuinka laadukkaana koet Starkin tuotevalikoiman kokonaisuutena?

 3. Millainen mielikuva sinulla on Stark-brändistä?

 4. Kuinka ystävälliseltä Starkin henkilökunta vaikutti käyntisi aikana?

 5. Miten arvioisit palveluhenkilön osaamista ja kyvykkyyttä asiakastilanteessa?


 6. Ostitko ylimääräisiä tuotteita, joita ei ollut ostoslistallasi?

 7. Kuinka paljon rahaa käytit tällä ostoskäynnillä verrattuna alkuperäiseen suunnitelmaasi?





 8. Kuinka miellyttävänä koit taustamusiikin käyntisi aikana?


 9. Kuinka hyvin tämänpäiväinen taustamusiikki sopi myymälän yleiseen tunnelmaan?


 10. Haluatko lisätä vielä jotain kokemuksestasi tai ajatuksistasi tähän kyselyyn liittyen?


 11. Jos haluat osallistua arvontaan, jätä sähköpostiosoitteesi. Muussa tapauksessa jätä kenttä tyhjäksi ja paina lähetä.


 Kyselyn loppu: Kiitos osallistumisesta!





 1. How do you feel right now, at this very moment?


 2. How would you rate the overall quality of Stark's product selection?


 3. What kind of image do you have of the Stark brand?


 4. How friendly did Stark's staff seem during your visit?


 5. How would you rate the service person's competence and ability in a customer situation?


 6. Did you buy any additional products that were not on your shopping list?


 7. How much money did you spend during this shopping trip compared to your original plan?

 8. How enjoyable was the background music during your visit?

 9. How well did today's background music fit the overall atmosphere of the store?

 10. Is there anything else you'd like to add about your experience or this survey?

 11. If you wish to enter the prize draw, please leave your email address. Otherwise, leave the field empty and submit.

 Kyselyn loppu: Thank you!

Q1: This is a "ice braker question" recommended by Feedbackly for EVI ([Emotional Value Index](#)). Helps to understand the customers' mindset during the response. This question can show already if the music has an effect on the mood of people: we compare both music conditions and see if there is a difference between them





Suomi ▾

**Miltä sinusta tuntuu juuri tällä hetkellä?**




Tietosuojaseloste

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English ▾

**How do you feel right now, at this very moment?**



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Q2: Here again we compare the two music conditions. It might be that commercial, familiar music will have a positive effect on the quality, compared to the rightsfree, and less familiar music.

 Suomi ▾

**Kuinka laadukkaana koet Starkin tuotevalikoiman kokonaisuutena?**

Erittäin hyvälaatuinen

Hyvälaatuinen

Kohtalainen



Heikkolaatuinen

Erittäin heikkolaatuinen

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Tietosuojaseloste

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 English ▾

**How would you rate the overall quality of Stark's product selection?**

Excellent quality

Good quality


Moderate quality

Poor quality

Very poor quality

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Q3: we think this is an essential question that can show the effect of music. Lots of scientific evidence that music has an effect on brands. E.g. sonic branding, music in service environments etc.

 Suomi ▾

### Millainen mielikuva sinulla on Stark-brändistä?

Erittäin myönteinen mielikuva

Myönteinen mielikuva

Neutraali mielikuva

Kielteinen mielikuva



Erittäin kielteinen mielikuva

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Tietosuojaseloste

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 English ▾

### What kind of image do you have of the Stark brand?

Very positive image

Positive image

Neutral image


Negative image

Very negative image

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Q4: We think that the music can have an effect on the customers and on the employees: the question we want to address is how the music you choose is going to affect their interaction between employees and customers.

Suomi

**Kuinka ystävälliseltä Starkin henkilökunta vaikutti käyntisi aikana?**



Kauhea.



Huono.



Ok.



Hyvä.





Mahtava.


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Tietosuojaseloste


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English


**How friendly did Stark's staff seem during your visit?**




Terrible.




Bad.



Ok.




Good.



Amazing.

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Q5: The idea we have is that there might be a difference in the perception of the employees due to the music: e.g. familiarity might have a positive influence on the perception of how capable the employees are.

 Suomi ▾

**Miten arvioisit palveluhenkilön osaamista ja kyvykkyyttä asiakastilanteessa?**

Erinomainen

Hyvä

Kohtalainen



Melko heikko

Erittäin heikko

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Tietosuojaseloste

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 English ▾

**How would you rate the service person's competence and ability in a customer situation?**

Excellent

Good


Moderate

Somewhat poor

Very poor

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Q6: there is a lot of research that shows that people who like the environment also stay longer, feel better, and also spend more easily. With this question we want to know if they bought more than they planned, and the next one (Q7) is measuring more or less the same, but is more broad, and is focused on the amount of money spend instead of the products.



**Ostitko ylimääräisiä tuotteita, joita ei ollut ostoslistallasi?**



Kyllä

En

[< Edellinen](#)

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Tietosuojaseloste  
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**Did you buy any additional products that were not on your shopping list?**

Yes

No



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Q7: there is a lot of research that shows that people who like the environment also stay longer, feel better, and also spend more easily. With this question we want to know if they bought more than they planned, and the next one (Q8) is measuring more or less the same, but is more broad, and is focused on the amount of money spend instead of the products.

 English ▾

**How much money did you spend during this shopping trip compared to your original plan?**

Much more than planned

More than planned


Approximately as planned

Less than planned

Much less than planned

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 Suomi ▾

**Kuinka paljon rahaa käytit tällä ostoskäynnillä verrattuna alkuperäiseen suunnitelmaasi?**

Paljon enemmän kuin suunnittelin

Enemmän kuin suunnittelin

Suunnilleen suunnitellun verran

Vähemmän kuin suunnittelin

Paljon vähemmän kuin suunnittelin

◀ Edellinen

Tietosuojaseloste

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Q8: here we end with two questions on the perception of the music that is played. first one is measuring if people like the music, second one (Q9) if they think the music is fit for the shop.

 Suomi

**Kuinka miellyttävänä koit taustamusiikin käyntisi aikana?**





Kauhea. Huono. Ok. Hyvä. Mahtava.






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Tietosuojaseloste

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 English


**How enjoyable was the background music during your visit?**



Terrible. Bad. Ok. Good. Amazing.

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Q9: second one if they think the music is fit for the shop.

 Suomi

**Kuinka hyvin tämänpäiväinen taustamusiikki sopi myymälän yleiseen tunnelmaan?**

El lainkaan (0) ----- Erittäin hyvin (10)



!

0 1 2 3 4 5 6 7 8 9 10

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Tietosuojaseloste

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 English

**How well did today's background music fit the overall atmosphere of the store?**


Not at all (0) ----- Very well (10)

!

0 1 2 3 4 5 6 7 8 9 10

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Q10: this is to give customers the option to give feedback in general: we dont know what will come out, but we'll check if there are things that might be important.

 Suomi

### Haluatko lisätä vielä jotain kokemuksestasi tai ajatuksistasi tähän kyselyyn liittyen?

Esimerkiksi asiakaskokemukseen, taustamusiikkiin tai yleiseen  
tunnelmaan liittyen.



Kirjoita tähän

< Edellinen

Seuraava >

Tietosuojaseloste

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 English

### Is there anything else you'd like to add about your experience or this survey?


For example, in relation to customer experience, background music, or  
general atmosphere.

Write Here

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Q11: email will be only used for the raffle and deleted a.s.a.p. when raffle has taken place.

 Suomi ▾

**Jos haluat osallistua arvontaan, jätä sähköpostiosoitteesi. Muussa tapauksessa jätä kenttä tyhjäksi ja paina lähetä.**

Stark ilmoittaa voitosta sähköpostitse. Sähköpostia käytetään ainoastaan arvontaan ja poistetaan välittömästi arvonnän jälkeen.

Sähköposti



Sähköposti

◀ Edellinen

Lähetä

Tietosuojaseloste

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 English ▾


**If you wish to enter the prize draw, please leave your email address. Otherwise, leave the field empty and submit.**

Stark will notify the winner by email. The email address will be used only for the draw and will be deleted immediately afterward.

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## Q12: Kiitos osallistumisesta.

