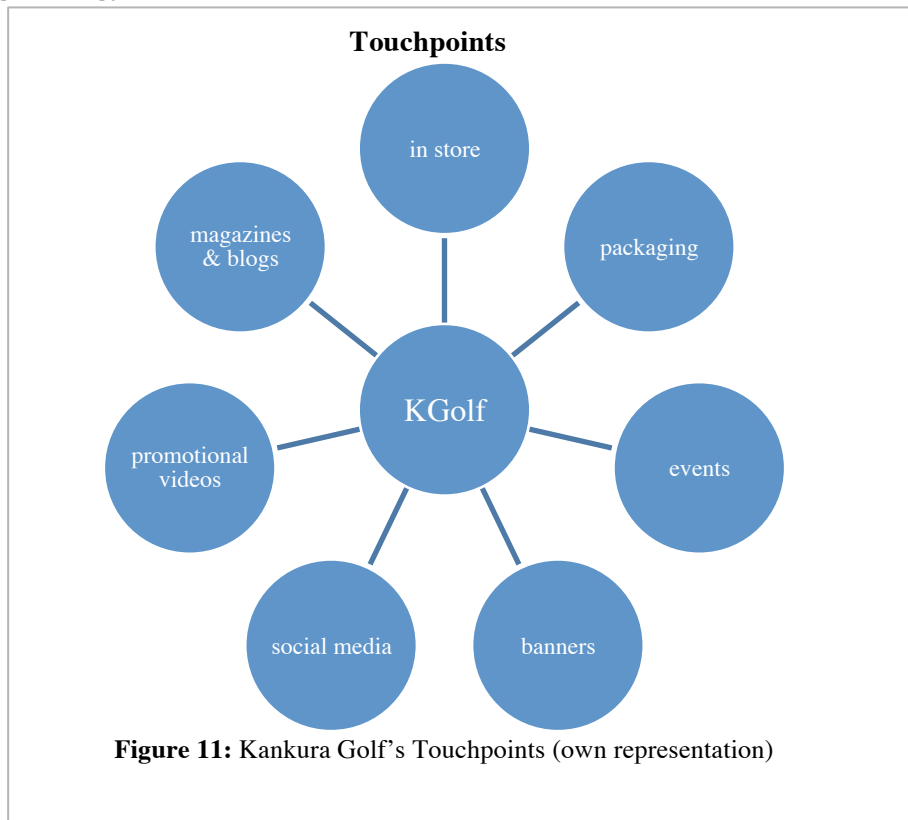


## Appendix (continuation)

### C: Marketing Strategy



### D: Questionnaire

1. How many pairs of golf shoes do you have?
  - a. 1
  - b. 2
  - c. More than 3.
  
2. Which is/are the brand(s) of your golf shoes? (Interviewees can select more than one)
  - a. Footjoy
  - b. Adidas/Taylormade
  - c. Nike
  - d. Ecco
  - e. Puma
  - f. Stuburt
  - g. Puma
  - h. Callaway
  - i. Skechers
  - j. True Linkswear
  - k. New Balance
  - l. Oakley
  - m. Golfstream
  - n. Sandbaggers
  - o. Under Armour
  - p. Other: \_\_\_\_\_

3. How would you define your golf shoes?
  - a. Traditional
  - b. Fashionable
  - c. Sporty
  - d. Other: \_\_\_\_\_
  
4. When did you buy your last pair of golf shoes?
  - a. 2016
  - b. 2015
  - c. 2014
  - d. 2013
  - e. 2012
  - f. 2011
  - g. 2010
  - h. More than 6 years ago.
  
5. How much did the last pair of golf shoes cost?
  - a. Less than 60€
  - b. 60-79€
  - c. 80-99€
  - d. 100-119€
  - e. 120-139€
  - f. More than 140€
  
6. Where did you buy the shoes?
  - a. Pro-Shop
  - b. Internet
  - c. Sports Store
  - d. Golf Store outside of Club House (Golf Outlets etc.)
  - e. Other: \_\_\_\_\_
  
7. Refer the one shoe characteristic that led you to buy this pair of shoes.  
\_\_\_\_\_
  
8. Which other characteristics are important in golf shoes?  
\_\_\_\_\_
  
9. Rank the following golf shoe characteristics by importance (in which 1 is more important and 6 is less important)
  - ( ) Comfort
  - ( ) Waterproof
  - ( ) Fashionable/Modern
  - ( ) Ability to wear outside of the golf course
  - ( ) Price
  - ( ) Quality
  
10. When are you planning to buy new shoes?
  - a. This year
  - b. Next year
  - c. In 2-3 years
  - d. In 4-5 years
  - e. In 6-7 years
  - f. In more than 7 years

11. Which brands will you consider? (Interviewees can select more than one)
- Footjoy
  - Adidas/Taylormade
  - Nike
  - Ecco
  - Puma
  - Stuburt
  - Puma
  - Callaway
  - Skechers
  - True Linkswear
  - New Balance
  - Oakley
  - Golfstream
  - Sandbaggers
  - Under Armour
  - Other: \_\_\_\_\_
12. Where are you planning to buy your next golf shoes?
- Pro-Shop
  - Internet
  - Sports Store
  - Golf Store outside of Club House (Golf Outlets etc.)
  - Other: \_\_\_\_\_
13. How much did you spend in golf equipment (balls, shoes, apparel, clubs, gear, trolleys, etc.) this year (2016)?
- Less than 250€
  - 250-500€
  - 500-750€
  - 750-1000€
  - 1000-1250€
  - 1250-1300€
  - More than 1300€
14. How often do you play golf?
- At least one time a week
  - Several times a month
  - Once a month
  - Less than once a month
  - Once a year
15. What is your handicap?
- 0-6
  - 6-12
  - 12-18
  - 18-24
  - 24-30
  - 30-36
  - More than 36
  - I don't have handicap.
16. How old are you?
- 10-20 years old
  - 20-30 years old

- c. 30-40 years old
- d. 40-50 years old
- e. 50-60 years old
- f. 70-80 years old
- g. More than 80 years old.

17. What is your household income (net, monthly)?

- a. Less than 1000
- b. 1000-1500€
- c. 1500-2000€
- d. 2000-2500€
- e. 2500-3000€
- f. 3000-3500€
- g. 3500€-4000€
- h. 4000€-4500€
- i. 4500€-5000€
- j. More than 5000€

18. Marital Status

- a. Single
- b. Married
- c. Widow
- d. Other: \_\_\_\_\_

19. Sex

- a. Male
- b. Female

20. Education

- a. Lower than Middle School
- b. Middle School
- c. High School
- d. Technical School
- e. University