



Arhiv družboslovnih podatkov

Gradivo vezano na raziskavo

Survey about consumer stereotypes about brands, 2019

ADP-IDNo: APSBZ19

Questionnaire

Survey about brand attitudes

Na spletni strani panela je bilo objavljeno sledeče vabilo:

The following study is conducted by the Faculty of Economics, University of Ljubljana, Slovenia.

We are especially interested in consumers' attitudes toward brands. Completing the questionnaire should take about 6 minutes of your time. Your participation is very valuable to us. This is a purely academic study and serves no commercial purpose whatsoever.

- Please read the questions carefully and follow the instructions.
- We are only interested in your personal views.
- Participation is limited to 25 minutes.
- The questionnaire contains two attention checks. Failing on any of those will disqualify you from participating in the study.

Thank you very much for your participation in this study!

Consent -**CONSENT FOR PERSONAL DATA PROCESSING FOR THE PURPOSES OF THE SCIENTIFIC-RESEARCH PROJECT (GDPR)**

By clicking "I agree", I hereby give my explicit consent for the processing of the personal data (age, gender, yearly income and educational level), as collected in this survey questionnaire. The personal data will be processed solely for the purpose of carrying out the scientific research project. All personal data obtained with the survey will be stored under a research code (anonymisation), thus fully protecting the identity of the participants, while only summary results (anonymised and presented in different statistical forms) will be publicly available. The personal data will be processed until the consent is withdrawn or until the end of the scientific research project, after which they will be stored in anonymous form for research purposes in ADP - Social Science Data Archives (<https://www.adp.fdv.uni-lj.si/eng/>). The given consent may be withdrawn at any time by a written notice to Faculty of Economics, Ljubljana University (FELU), Kardeljeva ploščad 17, 1000 Ljubljana, Slovenia. For any further information regarding the processing of the data or consent in question, you may contact the authorized person for the protection of personal data at FELU Nataša Mulec (natasa.mulec@ef.uni-lj.si) or one of her assistants Jure Jeklič (jure.jeklic@ef.uni-lj.si) or Aljaž Kotar Mlakar (aljaz.kotar.mlakar@ef.uni-lj.si). FELU ensures that personal data collected on the basis of this consent will be used only for the above mentioned purposes and cannot be transferred to third parties without your written consent. The legal basis for the processing of personal data in the public sector is regulated by Article 9 of the Personal Data Protection Act (Official Gazette of the Republic of Slovenia, No. 86/2004), which states that processing of personal data in the public sector without legal basis, can only be done with the personal consent of the individual. This consent and the processing of personal data itself is also justified by the provisions of the General Data Protection Regulation in EU (GDPR). By clicking "I agree" and participating in the survey, and by consequently consenting, you declare that you have read and understood the terms of this statement and fully agree with them.

I agree I disagree

Po pridobitvi soglasja, je bila respondentom naključno dodeljena ena izmed devetih blagovnih znamk. Namesto »BRAND« je bilo prikazano ime dotične blagovne znamke.





GUCCI





BFam - How familiar are you with BRAND? [A logo was displayed here]

(Graphical slider: 0-Not familiar at all; 100-Totally familiar)

BUsage - Have you personally used BRAND's products or services over the past 12 months?

- No
- Yes

PI - Do you agree or disagree with following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
It is very likely that I will use BRAND in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will purchase from BRAND the next time I need such a product	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will definitely try BRAND in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BATT - How would you evaluate BRAND?

bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	good
negative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	positive
unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	favourable

PV - To what extent do you agree with following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
What I get from BRAND is worth the cost.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All things considered (price, time, and effort), BRAND is a good buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Compared to other brands, BRAND is a good value for the money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I use a BRAND, I feel I am getting my money's worth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

COO - What do you personally think, what country does BRAND come from? Please write in a single country in the box below.

ATTCHECK1 - Please, select number 5 on the list and move to the next page.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following...

BW - The majority of people in UK sees the brand BRAND as ...

cold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	warm
ill-natured	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	good-natured
unfriendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	friendly
unkind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	kind

BC - The majority of people in UK sees the brand BRAND as ...

incompetent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	competent
unintelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	intelligent
inefficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	efficient
incapable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	capable

BUW - The majority of people in UK sees users of BRAND as ...

	Not at all	Somewhat	Moderately	Very	Extremely
warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
good-natured	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
kind	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BUC - The majority of people in UK sees users of BRAND as ...

	Not at all	Somewhat	Moderately	Very	Extremely
competent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
intelligent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
efficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
capable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

BOC - The majority of people in the UK sees citizens of #COO# as .. (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided)

1	2	3	4	5
Not at all	Somewhat	Moderately	Very	Extremely

Please, write in the number for your answer in boxes below.

... competent	
... intelligent	
... efficient	
... capable	

BOW - The majority of people in the UK sees citizens of #COO# as ... (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided)

Please, write in the number of your answer in boxes below.

... warm	
... friendly	
... good-natured	
... kind	

PCInv - Do you disagree or agree with the following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
For me, PRODUCT CATEGORY is/are very important.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
For me, PRODUCT CATEGORY do(es) not matter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PRODUCT CATEGORY is/are a very important part of my life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please select "Somewhat agree".	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself.

SDB - To what degree do you disagree or agree with following statements?

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I like to gossip at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have never deliberately said something that hurt someone's feelings.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm always willing to admit it when I make a mistake.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There have been occasions when I took advantage of someone.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I sometimes try to get even rather than forgive and forget.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times, I have really insisted on having things my own way.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

EDU - What is your current educational level?

- Degree or equivalent
- Higher education
- A Level or equivalent
- GCSEs grades A*-C or equivalent
- Other qualifications
- No qualification
- Don't know

XSTARleta - How old are you?

XSPOL - Your gender is:

- Male
- Female
- Other
- Do not want to say

XDOH - What was your total personal income after taxes for the most recent calendar year (January through December)?

(Please include income received by all members of your household and from all sources, including salaries, pensions, interest, dividends, bonuses, capital gains, and profits.)

- Less than 5,000 £
- 5,001 – 9,999 £
- 10,000 – 14,999 £
- 15,000 – 19,999 £
- 20,000 – 24,999 £
- 25,000 – 29,999 £
- 30,000 – 34,999 £
- 35,000 – 39,999 £
- 40,000 – 44,999 £
- 45,000 – 49,999 £
- more than 50,000 £