



Arhiv družboslovnih podatkov

Gradivo vezano na raziskavo

**Survey about reputation of corporate brands, 2019: Consumers' perceptions of corporate reputation for American brands**

ADP-IDNo: AUKZ19

**Questionnaire**

Invitation to the survey / Introduction page displayed on the panel's website:

The following study is conducted by the School of Economics and Business, University of Ljubljana, Slovenia.

We are especially interested in consumers' attitudes toward businesses. Completing the questionnaire should take 7 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!

#### Q25 -

**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 status), 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 The personal data will be processed until the consent is withdrawn or until the end of the scientific research project, after which they will be stored in anonymous form for research purposes in ADP - Social Science Data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 The given consent may be withdrawn at any time by a written notice to Faculty of Economics, Ljubljana University (FELU), Kardeljeva ploščad 17, 1000 Ljubljana, Slovenia.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](mailto:natasa.mulec@ef.uni-lj.si)) or one of her assistants Jure Jeklič ([jure.jeklic@ef.uni-lj.si](mailto:jure.jeklic@ef.uni-lj.si)) or Aljaž Kotar Mlakar ([aljaz.kotar.mlakar@ef.uni-lj.si](mailto: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 can not 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

**IF (1) Q25 = [1]**

**IF (2) mod(recnum, 7) = 0 ( BRAND )**

**BFam - How familiar are you with BRAND? BRAND's logo was displayed (see at the end of the questionnaire)**

Slider: 0-100)

**IF (1) Q25 = [1]**

**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/SERVICE.	<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"/>

**BLoy - To what extent do you agree with following statements about BRAND?**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I consider myself to be loyal to BRAND.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
BRAND would be my first choice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not buy other brands of PRODUCT/SERVICE if BRAND is available.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PWOM - How likely are you to do any of the following?**

	Very unlikely	2	3	4	5	6	Very likely
Say positive things about BRAND.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommend BRAND to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recommend BRAND to someone else who seeks my advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**BT - To what extent do you agree with following statements about BRAND?**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I trust BRAND.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel comfortable depending on BRAND.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I rely on BRAND to deliver on its brand promise.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

Next page

IF (4) ATTCHECK1 = [5]

Q1 - We now want you think about how does the majority of Americans see BRAND.

**BW - The majority of Americans sees BRAND as ...**

	1	2	3	4	5	6	7	
cold	<input type="radio"/>	<input type="radio"/>	<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"/>	<input type="radio"/>	<input type="radio"/>	good-natured

	1	2	3	4	5	6	7	
unfriendly	<input type="radio"/>	<input type="radio"/>	<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"/>	<input type="radio"/>	<input type="radio"/>	kind

**BC - The majority of Americans sees BRAND as ...**

	1	2	3	4	5	6	7	
incompetent	<input type="radio"/>	<input type="radio"/>	<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"/>	<input type="radio"/>	<input type="radio"/>	intelligent
inefficient	<input type="radio"/>	<input type="radio"/>	<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"/>	<input type="radio"/>	<input type="radio"/>	capable

Next page of the questionnaire

**Q2 - Now we want you to again focus on your own opinion about BRAND.**

**CO - Do you disagree or agree that BRAND...**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... has employees who treat customers courteously.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... has employees who are concerned about customer needs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... is concerned about its customers.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**GE - Do you disagree or agree that BRAND...**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... looks like a good company to work for.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... seems to treat its people well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... seemsto have excellent leadership.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**RFSC - Do you disagree or agree that BRAND...**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... tends to outperform competitors.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... seems to recognize and take advantage of market opportunities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... looks like it has strong prospects for future growth.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... is a top competitor in its market.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**PSQ - Do you disagree or agree that BRAND...**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... offers high quality products and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... is a strong, reliable company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... develops innovative products and services.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... offers products and services that are 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"/>

**SER - Do you disagree or agree that BRAND...**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
... seems to be environmentally responsible.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... seems to make an effort to create new jobs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... supports good causes that benefit society.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
... would reduce its profits to ensure a clean environment.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
For me, PRODUCT/SERVICE is 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/SERVICE does not matter.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PRODUCT/SERVICE is 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"/>

Next page of the questionnaire

**IF (1) Q25 = [1]**

**IF (37) ( ATTCHECK1 = [5] and ATTCHECK2 = [5] ) or ( Q9 = [5] and ATTCHECK2 = [5] ) or ( Q22 = [5] and ATTCHECK2 = [5] ) or ( Q23 = [5] and ATTCHECK2 = [5] ) or ( Q27 = [5] and ATTCHECK2 = [5] ) or ( Q24 = [5] and ATTCHECK2 = [5] ) or ( Q28 = [5] and ATTCHECK2 = [5] )**

**BLOCK (38) ( Demography and consumer level moderator )**

**Nagovor -**

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

**BLOCK (38) ( Demography and consumer level moderator )**

**BSch - To which extent do you agree or disagree with following statements?**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I couldn't care less what brands people around me are using.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product features are more important than brand names in my buying decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I go shopping, I am always scanning the environment for brand names.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brands are not at all important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand name considerably influences my buying decisions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to surround	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
myself with recognizable brand names at home.							
When I am considering products, the brand name is more important to me than any other information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brands are important to me because they indicate social status.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The brand name is the least important information to me when I am considering a product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I keep abreast of the brands people around me are using.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**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"/>



**RStat - Are you currently a student enrolled in a college or university?**

- No  
 Yes

**XSTARleta - How old are you?**

**XSPOL - Your gender is:**

- Male  
 Female  
 Other  
 Do not want to say

**IF (1) Q25 = [1]**

**IF (37) ( ATTCHECK1 = [5] and ATTCHECK2 = [5] ) or ( Q9 = [5] and ATTCHECK2 = [5] ) or ( Q22 = [5] and ATTCHECK2 = [5] ) or ( Q23 = [5] and ATTCHECK2 = [5] ) or ( Q27 = [5] and ATTCHECK2 = [5] ) or ( Q24 = [5] and ATTCHECK2 = [5] ) or ( Q28 = [5] and ATTCHECK2 = [5] )**

**BLOCK (38) ( Demography and consumer level moderator )**

**XDOH - What was your total household income before taxes for the most recent calendar year (January through December)? By your household, we mean all persons living in your primary home who share basic finances with you.**

(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  
 \$5,000 – \$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  
 \$50,000 – \$59,999  
 \$60,000 – \$74,999  
 \$75,000 – \$99,999

- \$100,000 – \$149,999
- \$150,000 – \$199,999
- \$200,000 – \$249,999
- \$250,000 or more

**Q29 - Thank you for participating in this survey! You have completed the questionnaire** and you can now return to Prolific with the completion code by clicking on the following link: <https://app.prolific.ac/submissions/complete?cc=J5BW3WJA> There is no need to advance to the next page of the questionnaire! Simply click on the link above and you will be redirected back to Prolific with the completion code.

New page of the questionnaire

**IF (1) Q25 = [1]**

**IF (39) ATTCHECK1 = [1, 2, 3, 4, 6, 7, 8, 9, 10] or Q9 = [1, 2, 3, 4, 6, 7, 8, 9, 10] or Q22 = [1, 2, 3, 4, 6, 7, 8, 9, 10] or Q23 = [1, 2, 3, 4, 6, 7, 8, 9, 10] or Q27 = [1, 2, 3, 4, 6, 7, 8, 9, 10] or Q24 = [1, 2, 3, 4, 6, 7, 8, 9, 10] or Q28 = [1, 2, 3, 4, 6, 7, 8, 9, 10]**

**Q20 - Unfortunately, you failed the attention check, when you were asked to select number 5 (five) on the list, you actually selected another number. Therefore, we cannot use your questionnaire and we cannot reward your effort.**

**IF (1) Q25 = [1]**

**IF (40) ATTCHECK2 = [1, 2, 3, 4, 6, 7] or ATTCHECK2 = [1, 2, 3, 4, 6, 7] or ATTCHECK2 = [1, 2, 3, 4, 6, 7] or ATTCHECK2 = [1, 2, 3, 4, 6, 7] or ATTCHECK2 = [1, 2, 3, 4, 6, 7] or ATTCHECK2 = [1, 2, 3, 4, 6, 7] or ATTCHECK2 = [1, 2, 3, 4, 6, 7]**

**Q21 - Unfortunately, you failed the attention check, when we asked you to select answer "Somewhat agree", you actually selected another one. Therefore, we cannot use your questionnaire and we cannot reward your effort.**

**IF (41) Q25 = [2]**

**Q26 - Unfortunately, you cannot participate in this survey if you disagree with processing of your personal information.**

The end of the questionnaire



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**American Airlines**



**amazon**



**HONDA**



**Nestlé**