

The Economic and Social Research Council (ESRC) awarded funding to the University of Birmingham [RES-000-22-3431] for cross-national research to understand consumers' perceptions of brands. The project includes collaboration with academics affiliated with the University of Glasgow (UK), Università della Svizzera italiana (Switzerland), Aston Business School (UK), and University of Bremen (Germany).

We invite you to answer a set of questions regarding your perceptions of a brand. It should take no longer than 15 minutes. Your participation is voluntary and you may withdraw from the survey at any time.

We are grateful for your assistance with this questionnaire and once you have completed the questionnaire we offer an opportunity for you to enter a prize draw to win a gift voucher worth £100.

If you have any questions about this research please contact the Principal Investigator of the project, Dr George Christodoulides (g.christodoulides@bham.ac.uk).

Thank you for your co-operation.

The research team

**1. Choose one product or service you are familiar with from the list below
(State one answer only)**

shampoo	<input type="checkbox"/>	television set	<input type="checkbox"/>	coffee house	<input type="checkbox"/>
mobile network	<input type="checkbox"/>	bank	<input type="checkbox"/>	internet retailer	<input type="checkbox"/>

2. What is your most favourite brand of _____ (answer from Q1)?

3. The first set of items in this question is about your knowledge of the brand you specified at question 2.

Please indicate your agreement or disagreement with each of the statements on a scale from 1 ("strongly disagree") to 7 ("strongly agree"). (Circle only one number per item)

I have heard of this brand	1	2	3	4	5	6	7
I am quite familiar with this brand	1	2	3	4	5	6	7
I can quickly recall the symbol, logo or colour of this brand	1	2	3	4	5	6	7
This brand has strong associations	1	2	3	4	5	6	7
This brand has favourable associations	1	2	3	4	5	6	7
It is clear what this brand stands for	1	2	3	4	5	6	7
This brand has a strong personality	1	2	3	4	5	6	7
This brand has a distinct personality	1	2	3	4	5	6	7
I can describe this brand with adjectives I would use to describe a person	1	2	3	4	5	6	7

4. The second set of items is about your views about the brand from question 2.

Please indicate your agreement or disagreement with each of the statements on a scale from 1 ("strongly disagree") to 7 ("strongly agree"). (Circle only one number per item)

The brand is unique	1	2	3	4	5	6	7
This brand is different from other brands	1	2	3	4	5	6	7
This brand is distinct from other brands in its category	1	2	3	4	5	6	7
This brand is highly-regarded	1	2	3	4	5	6	7
This brand has status	1	2	3	4	5	6	7
This brand has a good reputation	1	2	3	4	5	6	7
This brand has a clear advantage over competitive brands	1	2	3	4	5	6	7
There is a distinct benefit from using this brand over other brands	1	2	3	4	5	6	7
This brand is superior to other brands in its category	1	2	3	4	5	6	7

5. The third set of items is about your perceptions of the quality of the brand you specified at question 2.

Please indicate your agreement or disagreement with each of the statements on a scale from 1 ("strongly disagree") to 7 ("strongly agree"). (Circle only one number per item)

This brand is good quality	1	2	3	4	5	6	7
This brand has excellent features	1	2	3	4	5	6	7
Compared to other brands in its category, this brand is of very high quality	1	2	3	4	5	6	7
This brand reminds me of someone who's competent and knows what he/she is doing	1	2	3	4	5	6	7
This brand has the ability to deliver what it promises	1	2	3	4	5	6	7
This brand is a leading brand in its category	1	2	3	4	5	6	7
This brand is leading its category	1	2	3	4	5	6	7
This brand tends to outperform its competitors	1	2	3	4	5	6	7
This is a brand whose history is important	1	2	3	4	5	6	7
This brand has long history	1	2	3	4	5	6	7
This brand has been around for a long time	1	2	3	4	5	6	7

6. The fourth set of items is about the trustworthiness of the brand you specified at question 2.

Please indicate your agreement or disagreement with each of the statements on a scale from 1 ("strongly disagree") to 7 ("strongly agree"). (Circle only one number per item)

This brand delivers what it promises	1	2	3	4	5	6	7
This brand's product claims are believable	1	2	3	4	5	6	7
This brand has a name you can trust	1	2	3	4	5	6	7
This brand meets my expectations	1	2	3	4	5	6	7
I feel confidence in this brand	1	2	3	4	5	6	7
This brand never disappoints me	1	2	3	4	5	6	7

7. The fifth set of items is about your relationship with the brand you specified at question 2.

Please indicate your agreement or disagreement with each of the statements on a scale from 1 ("strongly disagree") to 7 ("strongly agree"). (Circle only one number per item)

I am very interested in what others think about this brand	1	2	3	4	5	6	7
I feel good when I see a positive report in the media about this brand	1	2	3	4	5	6	7
This brand's successes feel like my own personal successes	1	2	3	4	5	6	7
It is a feeling of loss when I have not used this brand for a while	1	2	3	4	5	6	7
Something would definitely be missing in my life when this brand would not exist anymore	1	2	3	4	5	6	7
I really understand this brand	1	2	3	4	5	6	7
It feels like I know this brand for a long time	1	2	3	4	5	6	7
This brand and I have lots in common	1	2	3	4	5	6	7
This brand reminds me of who I am	1	2	3	4	5	6	7
This brand reminds me of things I have done or places I have been	1	2	3	4	5	6	7
This brand reminds me of a certain period in my life	1	2	3	4	5	6	7
This brand has always been good to me	1	2	3	4	5	6	7
This brand treats me as important and valuable customer/user	1	2	3	4	5	6	7
This brand can always count on me	1	2	3	4	5	6	7
I am more willing to learn news about this brand than any other brand	1	2	3	4	5	6	7
I am willing to give feedback to managers of this brand	1	2	3	4	5	6	7
This brand is relevant to my family and/or close friends	1	2	3	4	5	6	7
This brand fits my lifestyle	1	2	3	4	5	6	7
This brand has personal relevance to me	1	2	3	4	5	6	7

8. The sixth set of items is about your attitudes and behaviour towards the brand you specified at question 2.

Please indicate your agreement or disagreement with each of the statements on a scale from 1 ("strongly disagree") to 7 ("strongly agree"). (Circle only one number per item)

I feel loyal to this brand	1	2	3	4	5	6	7
This brand is my first choice	1	2	3	4	5	6	7
I am committed to this brand	1	2	3	4	5	6	7
I would be prepared to compromise something important to own this brand	1	2	3	4	5	6	7
I am willing to make small sacrifices to use this brand	1	2	3	4	5	6	7
I would be prepared to go out of my way to get this brand	1	2	3	4	5	6	7
I would recommend this brand to friends and relatives	1	2	3	4	5	6	7
I will speak positively about this brand	1	2	3	4	5	6	7
I intend to encourage other people to buy this brand	1	2	3	4	5	6	7
It makes sense to buy this brand instead of any other brand, even if they are the same	1	2	3	4	5	6	7
Even if another brand has the same features as this, I would prefer to buy this brand	1	2	3	4	5	6	7
If there is another brand as good as this, I prefer to buy this brand	1	2	3	4	5	6	7
If another brand is not different from this in any way, it seems smarter to purchase/use this one	1	2	3	4	5	6	7

9. The final set of items is about your evaluation of the price of the brand you specified at question 2 and your attitudes.

Please indicate your agreement or disagreement with each of the statements on a scale from 1 ("strongly disagree") to 7 ("strongly agree"). (Circle only one number per item)

The price of this brand would have to go up quite a bit before I would switch to another brand in this category	1	2	3	4	5	6	7
I am willing to pay a higher price for this brand than for other brands in this category	1	2	3	4	5	6	7
I am willing to pay a lot more for this brand than other brands in this category	1	2	3	4	5	6	7
I would be happy to see this brand extended into other categories	1	2	3	4	5	6	7
This brand could be applied to several product categories	1	2	3	4	5	6	7
There are no limits to the potential of this brand to be extended into other product categories	1	2	3	4	5	6	7

**10. On a scale from 1 (= very dissatisfied) to 7 (= very satisfied) how satisfied are you with the brand you specified at question 2, based on your own experience?
(Circle one number only)**

Very dissatisfied

1 2 3 4 5 6 7

Very satisfied

**11. On a scale from 1 (= never) to 7 (= always), how often do you use the brand you specified at question 2?
(Circle one number only)**

Never

1 2 3 4 5 6 7

Always

**12. Overall how do you rate your attitudes towards the brand you specified at question 2?
(Circle only one number per question)**

Very unfavourable

1 2 3 4 5 6 7

Very favourable

Very bad

1 2 3 4 5 6 7

Very good

Very negative

1 2 3 4 5 6 7

Very positive

13. On a scale from 1 (=very unlikely) to 7 (=very likely), how likely are you to buy/use the brand you specified at question 2 in the near future?
(Circle one number only)

Very unlikely

1 2 3 4 5 6 7

Very likely

14. What is your gender?

Male ☐ ¹

Female ☐ ²

15. What age group do you belong to?
(State one answer only)

18-24 ☐ ¹

25-44 ☐ ²

45-64 ☐ ³

65 and older ☐ ⁴

16. How many years have you been living in the UK?
(State one answer only)

I have lived all my life in the UK ☐ ¹

Less than 5 ☐ ²

5-10 ☐ ³

More than 10 ☐ ⁴

17. What is your highest held qualification?
(State one answer only)

- ☐ ¹ Higher degree and postgraduate qualifications
☐ ² Degree, or degree level equivalent
☐ ³ School leaving certificate (A levels, Apolyterion, Baccalauréat, Abitur)
☐ ⁴ Other qualifications (eg GCSE)
☐ ⁵ No qualifications

18. What is your employment status?
(State one answer only)

- ☐ ¹ In full-time employment ☐ ² In part-time employment ☐ ³ Retired
☐ ⁴ Unemployed ☐ ⁵ Other

19. What is your gross personal annual income?
(State one answer only)

- Lower than £9,000 ☐ ¹ £9,001-17,000 ☐ ² £17,001-25,000 ☐ ³ £25,001– 34,000 ☐ ⁴
£34,001-42,000 ☐ ⁵ £42,001-50,000 ☐ ⁶ £50,001-59,000 ☐ ⁷ More than £59,001 ☐ ⁷

20. Thank you for your participation. If you would like to take part in a prize draw to win a gift voucher worth £100 please provide your email address or your phone number in the space provided. Your email/phone number will only be used to contact you should you win.
