

Annotated Questionnaire

The questionnaire is a dynamic Internet survey done on a representative sample of the US population. Respondents were recruited through a sample provider and then referred to a password protected website to do the survey. The survey process was complex for two main reasons: First, the system had to dynamically allocate brands to respondents so respondents would answer on brands they are familiar with on one hand, and ensure enough responses were obtained for each brand on the other hand. Second, due to the large number and diversity of brands on the list, some questions had to be modified for particular categories. For example the item: "iPhone is not very visible in my environment" was adjusted to "Boston Celtics fans are not very visible in my environment", for sports teams. We bring here a generic wording. The survey started with screening questions on gender, age, education, ethnicity, zipcode. If we still needed people in their profile, they continued to the next stage. Because our sample matched our quotas, we did not weight the respondents.

The quotas used are:

Group	Percentage
Gender and Age	
M 13-17	7.00%
M 18-39	18.29%
M 40-69	23.57%
F 13-17	7.00%
F 18-39	19.29%
F 40-69	24.86%
Education	
HS/ less	48.57%
College+	51.43%
Ethnicity	
Hispanic	13.86%
African American	12.14%
Other	74.00%
Region (based on zipcode)	
NE	20.29%
MW	23.43%
S	36.43%
W	19.86%

Average response rate is 82%. This is the percentage of people who were approached by Decipher that logged in to the survey. Completion rate (after starting the 2nd stage) is 96%

(TEXT) We are conducting a survey in order to understand the thoughts and perceptions of customers on the brands and products they use. You will be asked questions on several brands, please answer all the questions for each brand.

Category familiarity

Q1. To what extent are you familiar with each of the following types of products and services? (A five-point scale with “1” for “unfamiliar” and “5” for “familiar”. Order of categories is randomized).

Category list: Beverages, Beauty products, Cars, Children’s Products, Clothing products, Department stores, Financial services, Food and dining, Health products and services, Household Products (cleaning ingredients etc.), Media and entertainment, Sports and hobbies, Technology products and stores, Telecommunications, Home design and decoration, Travel services

(SELECT UP TO THREE CATEGORIES PUNCHED “4” OR “5” AT Q1 BASED ON LEAST-FILLED QUOTA TO ASK FOR Q2-Q4.)

Category involvement

Q2. For each of the following product types, how important to you is the decision of which specific product to choose within that type? (A five-point scale with “1” for “very unimportant” and “5” for “very important”. Order of categories is randomized. Use same category list as Q1).

Q3. How much thought is required to choose a specific product of the following types? (A 5-point scale with a “1” for “decision requires little thought” and a “5” for “decision requires a lot of thought”. Order of categories is randomized. Use same category list as Q1).

Q4. How much risk do you take when choosing a specific product of the following types? (Insert a 5-point scale with a “1” for “little to lose if i choose the wrong product” and a “5” for “a lot to lose if i choose the wrong product”. Order of categories is randomized. Use same category list as Q1).

(SELECT ONE OF THE SELECTED CATEGORIES TO BE USED FOR THE BRAND SECTIONS BASED ON LEAST-FILLED QUOTA.)

Brand familiarity

Q5. To what extent are you familiar with the following brands? (Insert a 5-point scale with a “1” for “unfamiliar” and a “5” for “familiar”. Select 20 brands from the selected category based on least-filled quota. Randomize brands).

Brand perceptions

(SELECT UP TO 10 BRANDS FOR WHICH THE RESPONDENT SELECTED EITHER “4” OR “5” AT Q5 BASED ON LEAST-FILLED QUOTA. NEED TO ACHIEVE A MINIMUM OF 30 RATINGS PER BRAND.)

(ASK Q6-Q7 AS A SERIES FOR EACH BRAND BEFORE PROCEEDING TO THE NEXT BRAND. STORE THE ORDER IN WHICH THE BRANDS ARE SHOWN TO THE RESPONDENT IN THE SERIES.)

Q6. To what extent do you agree with the following statements for (BRAND). (Insert a 5-point scale with a "1" for "totally disagree" and a "5" for "totally agree". Randomize statements).

Complexity

[Q6_1] Getting used to (BRAND) requires a major learning effort .

[Q6_2] Getting used to (BRAND) takes a long time before one can fully understand the advantages.

[Q6_3] The product concept of (BRAND) is difficult to evaluate and understand.

[Q6_4] Overall, I believe that using (BRAND) is easy.

[Q6_5] Using (BRAND) requires a lot of mental effort.

Visibility

[Q6_6] I have seen how another person is using (BRAND).

[Q6_7] In my environment, one sees (BRAND) quite often.

[Q6_8] (BRAND) is not very visible in my environment.

[Q6_9] I have had plenty of opportunities to see someone else using (BRAND).

[Q6_10] It is rare that I see someone else using (BRAND).

Perceived risk

[Q6_11] When using (BRAND) I am sure I will get what I expected.

[Q6_12] Using (BRAND) may cause me additional unplanned expenses [FOR THE MEDIA CATEGORY, USE THE FOLLOWING SENTENCE: I have frequently felt that watching (BRAND) was a waste of my time

[Q6_13] Using (BRAND) might cause me social embarrassment.

Q7. Now please think of (BRAND) as if it were a person. This may sound unusual, but think of the personality traits or human characteristics that come to mind when you think of (BRAND).

(A 5-point scale with a "1" for "not at all descriptive" and a "5" for "extremely descriptive". Randomize statements.)

Excitement

Daring

Trendy

Exciting

Spirited

Cool

Young

Imaginative

Unique

Up to date

Independent
Contemporary

Competence

Reliable
Hard-working
Secure
Intelligent
Technical
Corporate
Successful
Leader
Confident

Demographics

To end the survey, the subscriber is asked a set of demographic questions on employment, occupation, income, marital status and children living at home.