

Questionnaire

Thank you for agreeing to complete this questionnaire. The purpose is to find your attitudes towards store brands in supermarkets and explore factors influencing them. This questionnaire should take your 10 minutes to complete.

NB: store brands also known as 'shops' own brands', e.g. Tesco value/standard/finest brands.

Read the following questions and **highlight** the answers which **best reflect** your opinion.

Part I: attitudes towards store brands

1. Which supermarkets do you most usually go shopping? A. Tesco B. Sainsbury's B. ASDA C. Waitrose D. Morrison E. Other _____	2. Do you ever buy store brands products in above supermarket you choose? A. Yes B. No (turn to question 22)
3. I am willing to buy store brands in the above supermarket. A. Agree strongly B. agree C. no difference D. disagree E. disagree strongly	4. What is your opinion about quality of store brands compared with well-known brands? A. Lower quality B. equal quality C. higher quality
5. What is your opinion about price of the store brands products? A. Very cheap B. cheap C. fair D. expensive E. very expensive	6. I prefer to buy well-known brands than store brands in categories I usually buy. A. Agree strongly B. agree C. no difference D. disagree E. disagree strongly
7. I believe there is a difference in quality between store brands and well-known brands. A. Agree strongly B. agree C. no difference D. disagree E. disagree strongly	

Part II: Personal information

8. What is your gender? A. Male B. Female	9. What is your nationality?
10. What is your age bracket? A. 16-25 B. 26-30 C. 31-35 D. 36-40 E. 41-45 F. 46-50 G. 50+	

11. What best describes your current educational level?
 A. elementary school or lower B. middle school C. high school D. college

12. Who do you usually buy products for?
 A. yourself B. family C. other _____
 If you choose B

13. Do you have any supermarket loyalty card (or membership card)?
 A. Yes B. No

How often do you use it? A. always B. sometimes C. seldom D. never

Part III: How I evaluate products.

14. When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money.	1	2	3	4	5
15. When grocery shopping, I always try to maximize the quality I get for the money I spend.	1	2	3	4	5
16. When buying products from supermarkets, I look for the cheapest brand available.	1	2	3	4	5
17. When grocery shopping, I buy higher quality (better tastes or higher nutritious) products even if price is higher.	1	2	3	4	5
18. When grocery shopping, I use the external cues (price, packing or brand name) to evaluate the quality.	1	2	3	4	5
19. When grocery shopping, I usually look for ingredients and calorie information to evaluate quality.	1	2	3	4	5

20. Why do you not buy store brands of the supermarket you usually go to?

The end

Thank you again.