

APPENDIX

Appendix 1

Research Questionnaire**Part one: basic information** (please mark “√” in the square below your agreed answer)

1 Age: <20 20-35 35-50 50-65 >65

2 Gender: male female

3 Please choose your estimated total household income per month :

(Chinese currency : RMB)

<1000 1000-1999 2000-3999 4000 - 5999 6000-7999 ≥8000

Part two: formal questions (please mark “√” in the square below your agreed answer)

1 How often do you visit the television set department in the home appliance supermarket?

always seldom sometimes often

(single choice)

2 Do you know what brand to buy before purchasing?

yes no not sure

(single choice)

3 How important is it to look through and compare several brand alternatives on the market before purchasing ?

very unim- unim- neither im- very im-

portant portant important portant portant

(single choice)

4 Please rate the following choice criteria in your general evaluation of TV set?
(you are allowed to choose only one number for every item, and the number for each item can not be repeated)

rating criteria: very unimportant

very important

	1	2	3	4	5
Styling/appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Easy to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Value for money	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

serviceability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
conformance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
style and design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you think something else besides these factors important, please write here

10 At your chosen brand's price level, do you clearly have an idea about more detailed acceptable price range including both the minimum and maximum of the product?

very un-clearly	un-clearly	neither un-clearly nor clearly	clearly	very clearly
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(single choice)

11 At your chosen brand's price level, please rank the following benefits that the price is related to in the brand's value proposition by the importance.

(you are allowed to choose only one number for every item, and the number for each item can not be repeated)

rating criteria :	unimportant		important	
	1	2	3	
Functional benefits (e.g speed, capacity, functional utility)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Emotional benefits (offering you positive feeling with the brand)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Self-expressive benefits (providing a way to communicate your self-image)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

12 If there is one brand with perceived quality that you favour, are you willing to pay an extra amount of money for it compared to the others?

yes no not sure

(single choice)

13 In your general evaluation process concerning quality and price, which one of the following choices do you agree with? (single choice)

- a Quality is more important than price
- b Price is more important than quality
- c Price and quality are equally important
- d something else than price and quality

If you choose "d", please write your consideration elements here.

14 If you have other opinions about perception of quality or price in the category of home appliance, like TV set, please write here.

Thanks for your cooperation