APPENDIX Appendix 1 Research Questionnaire Part one: basic information (please mark " $\sqrt{}$ " in the square below your agreed answer) 20-35 35-50 50-65 1 Age: < 20 >65 П 2 Gender: female male <1000 1000-2000-4000 -6000-≥8000 **3** Please choose your estimated total household income per month: 1999 3999 5999 7999 П (Chinese currency: RMB) Part two: formal questions (please mark " $\sqrt{}$ " in the square below your agreed answer) 1 How often do you visit the television set department in the always seldom sometimes often home appliance supermarket? П П (single choice) 2 Do you know what brand not sure yes no to buy before purchasing? П (single choice) 3 How important is it to look neither through and compare several very important very brand alternatives on unimunimnor unimimimthe market before purchasing? portant portant portant portant portant П (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 2 1 3 5 4 Styling/appearance Easy to use

Value for money

After-sales service	e							
Availability	alaa baaida	a those for						
If you think something	eise deside	s these rac	tors imp	ortant,	please write	e nere		
5 How important is the price in the selection process?	very unim- portant	unim- portant	neith impo nor u	rtant	important	very im- portant		
			porta	ant				
(single choice)								
6 Do you agree the price dimension of product		ye	es		no	not s	ure	
(single choice)	gle choice)							
7 If you choose "yes", to what extent do you think the price can function as a quality cue	very ?? sma		all	medi	um la	_	ery ge	
(single choice)]			
8 Given your economy which price level of brantelevision set do you alw prefer? (RMB: Chinese Currer	nded vays	low- _] b 99	priced: rand: 19-7999 B per set	800	lle-priced: brand: 00-14999 MB per set	high-pric branc 15000-2 RMB p	l: 29999	
(single choice)								
9 At your chosen brand Please rate the follor (you are allowed to che can not be repeated) rating criteria:very un	wing factor	rs by the in	mportanc	e.			-	
important	-		2		_		_	
1	1	2	3	4 —	5 —	6 □	7	
product performance								
features						Ц		
reliability								
durability								

serviceability								
conformance								
style and design								
If you think something e	lse beside	s these fa	actors imp	oortant, p	lease w	rite here		
10 At your chosen brand you clearly have an idea a iled acceptable price rang the minimum and maxim duct?	bout monge includi	re deta- ng both	very un- clearly	u	either nclearly or cle- arly	clearly	very clearly	
(single choice)								
11 At your chosen brand's related to in the brand's v (you are allowed to choo can not be repeated)	value prop	position l one numb	by the im	portance. ery item, a		number	for each	
					1	2	2	3
Functional benefits (e.g	speed, ca	pacity, fu	ınctional	utility)]		
Emotional benefits (offe	ering you	positive	feeling w	ith the br	and) [
Self-expressive benefits (self-image)	providing	g a way to	o commu	nicate you	ır 🗆]		
12 If there is one brand that you favour, are you amount of money for it of	willing to	pay an ex	xtra	yes	n	o no	ot sure	
(single choice)	F							
13 In your general evalua following choices do you	_		erning qu single ch		orice, w	hich one	e of the	
a Quality is more importa	ant than p	orice						
b Price is more importan	t than qua	ality						
c Price and quality are eq	ually imp	ortant						
d something else than pri	-	-	eration e	lements h	ere.			

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