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

(Chinese currency: RMB)

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 unimportant  unimportant  neither important nor unimportant  important  very important

(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

<table>
<thead>
<tr>
<th>Styling/appearance</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Easy to use</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Value for money</td>
<td></td>
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</tbody>
</table>
After-sales service □ □ □ □ □ □
Availability □ □ □ □ □
If you think something else besides these factors important, please write here ____________ .

5 How important is the price in the selection process? very unimportant unimportant neither important nor unimportant important very important

(single choice ) □ □ □ □ □ □

6 Do you agree the price is a dimension of product quality? yes no not sure

(single choice ) □ □ □ □

7 If you choose “yes”, to what extent do you think the price can function as a quality cue? very small medium large very large

( single choice ) □ □ □ □ □ □

8 Given your economy capability, which price level of branded television set do you always prefer? low-priced: brand: 999-7999 middle-priced: brand: 8000-14999 high-priced brand: 15000-29999

( RMB: Chinese Currency ) RMB per set RMB per set RMB per set

( single choice ) □ □ □ □

9 At your chosen brand’s price level, which factors about quality do you consider important? Please rate the following factors 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 :very unimportant very important

product performance □ □ □ □ □ □ □
features □ □ □ □ □ □ □
reliability □ □ □ □ □ □ □
durability □ □ □ □ □ □ □
serviceability □ □ □ □ □ □ □ □
conformance □ □ □ □ □ □ □ □
style and design □ □ □ □ □ □ □ □

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? ( 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)

Emotional benefits ( offering you positive feeling with the brand)

Self-expressive benefits ( providing a way to communicate your self-image)

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.
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