APPENDICES
APPENDIX 1
INSTRUCTIONS

Dear Respondent,

A set of statements and questions about different situations are provided below. Please respond to them using the following scale.

If your answer is a FIRM NO or NEVER TRUE in your case or if you STRONGLY DISAGREE give a score of 1.

If your answer is a FIRM YES or ALMOST ALWAYS TRUE in your case or if you STRONGLY AGREE give a score of 4.

You may choose 1, 2, 3 or 4 but not answer using any decimals. Please mark your answer by circling the appropriate number. It is very important that you answer all questions.
APPENDIX 2

SELF-ESTEEM ITEMS

1. On the whole, I am satisfied with myself.

2. At times I think I am no good at all.

3. I feel I do not have much to be proud of.

4. I certainly feel useless at times.

5. I wish I could have more respect for myself.

6. I can market myself with no difficulty

7. I know where I am going in my life

8. Most people around me seem to be better off than I am.

9. I see myself as someone special and worthy of other people's attention and affection.

10. I will never be as capable as I should be
APPENDIX 3
RISK TAKING ITEMS

1. Would you prefer a job involving change, travel and variety even though the job is insecure?

2. When the odds are against you, do you still feel it is worth taking a chance?

3. Would life with no danger in it be too dull for you?

4. Would you enjoy fast driving?

5. Do you find that you have sometimes crossed a road leaving more careful companions on the other side?

6. Does driving a fast car or jet airplane appeal to you?

7. Are you willing to try anything once.

8. Do you seek adventure.

9. Do you like doing crazy things.

10. Do you often think you know how to get around the rules.
APPENDIX 4
LOCUS OF CONTROL ITEMS

1. I usually get what I want in life.

2. It is better to be smart rather than lucky.

3. The success I have is largely a matter of chance.

4. It is not important for me to vote.

5. My life seems like a series of random events.

6. Whether or not people like me depends on how I behave.

7. I earn the respect and honours I receive.

8. Leaders are successful when they work hard.

9. Some people are just born lucky?

10. What happens to me is my own doing.

11. In the long run people get the rewards for their efforts in this world.

12. When I get what I want it is usually because I worked hard for it.

13. Becoming successful in life is a matter of hard work, luck has little or nothing to do with it.

14. When I get what I want, it is usually because I am lucky.
APPENDIX 5
PUBLIC SELF-CONSCIOUSNESS ITEMS

1. I care a lot how I present myself to others.

2. I am self conscious about the way I look.

3. I usually worry about making a good impression.


5. I am concerned about what other people think of me.

6. I am usually aware of my appearance.
APPENDIX 6
SOCIAL ANXIETY ITEMS

1. It takes time for me to get over shyness in new situations.

2. I find it easy to talk to strangers.

3. I feel nervous when speaking in front of a group.

4. I am easily embarrassed

5. Large groups make me nervous
APPENDIX 7
APPEARANCE ANXIETY ITEMS

1. I am a physically attractive person.

2. I feel confident of my appearance.

3. When I look in the mirror I feel good about my body.

4. I feel comfortable with my looks.

5. I am concerned about my looks.

6. I think I am good looking.

7. I think I do not have an attractive body.

8. I am not concerned about my appearance.

9. I am considered attractive by others.

10. I attract attention from the opposite sex.

11. I am conscious of my appearance.

12. I some times wonder what others think of my looks.

13. I am concerned with how others evaluate my looks.

14. I am concerned about how my body appear to others.
APPENDIX 8

APPEARANCE MOTIVE ITEMS

1. It is really important to me that I keep myself good looking.

2. I am motivated to devote time and effort to improve my appearance.

3. I have a strong desire to keep myself good looking.
APPENDIX 9
CONSUMER SUSCEPTIBILITY TO
INTERPERSONAL INFLUENCE (CSII)- ITEMS

Normative Dimension

1. I achieve a sense of belonging by purchasing the same products and brands others purchase.

2. If other people can see me using a product, I often purchase the brand they expect me to buy.

3. When buying products, I generally purchase those brands that I think others will approve of.

4. I often identify with other people by purchasing the same products and brands they purchase.

5. If I want to be like someone, I often try to buy the same brands that they buy.

6. It is important that others like the products and brands I buy.

7. I like to know what brands and products make good impressions on others.

8. I rarely purchase the latest fashion styles until I am sure my friends approve of them.
APPENDIX 10

CONSUMER SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE (CSII)- ITEMS

Informational Dimension

1. I often consult other people to help choose the best alternative available from a product class.

2. I frequently gather information from friends or family about a product before I buy.

3. If I have little experience with a product, I often ask my friends about the product.

4. To make sure I buy the right product or brand, I often observe what others are buying and using.
APPENDIX 11

CONSUMER SELF CONFIDENCE (CS) – ITEMS

1. I know where to find the information I need prior to making a purchase.
2. I know where to look to find the product information I need.
3. I am confident in my ability to recognize a brand worth considering.
4. I trust my own judgment when deciding which brands to consider.
5. I often have doubts about the purchase decisions I make.
6. I often wonder if I have made the right purchase selection.
7. My friends are impressed with my ability to make satisfying purchases.
8. I impress people with the purchases I make
9. I know when an offer is too good to be true.
10. I can tell when an offer has strings attached
11. I find it difficult to say “no” to a salesperson.
12. I am hesitant to complain when shopping
APPENDIX 12
SUSCEPTIBILITY TO TELEVISION ADVERTISING (STA) – ITEMS

1. Television advertising makes me aware of products I need

2. Television commercials provide me with important information regarding products that are advertised.

3. Television ads tell me which brand of products is the best to buy

4. I watch television commercials because they tell me about products I need.

5. Television advertising is sometimes exaggerated; therefore I am reluctant to purchase a product based solely on the ad

6. I pay little attention to television advertisements when I am planning a purchase.
APPENDIX 13
L SCALE- ITEMS

1. I gossip a little at times

2. Once in a while I laugh at a dirty joke.

3. Once in a while I think of things too bad to talk about.

4. I do not always tell the truth.

5. Once in a while I put off till tomorrow what I ought to do today.
APPENDIX 14
USE OF PERSONAL CARE PRODUCTS-
INSTRUCTIONS AND MEASUREMENT

Please indicate how often you use the following products. Please use the following options to mark your answer by circling the appropriate number.

1. A regular user- Use it almost every day
2. Frequent User- Use it 2 to 3 times a week
3. Occasional User- Use it may be 2 or 3 times a month on occasions like marriages, parties etc.
4. Non User- never or very rarely uses it.

Products Listed

1. Talcum Powder
2. Shampoo
3. Fairness Cream
4. Moisturizing Cream
5. Moisturizing Lotions
6. De Odorants
7. Perfumes
APPENDIX 15
BODY ESTEEM SCALE –
INSTRUCTIONS AND ITEMS

A number of body features and aspects are listed below. Please read each item and indicate how you feel about it in your case using the following scale.

1. Have strong negative feelings - Very dissatisfied
2. Have moderate negative feelings - Somewhat dissatisfied
3. Have moderate positive feelings - Somewhat satisfied
4. Have strong positive feelings - Very Satisfied

1. Nose
2. Body Scent
3. Physical Fitness
4. Body Shape
5. Body Hair
6. Face
7. Weight
8. Height
9. Skin Texture
10. Complexion (Skin Colour)
11. Hair
12. Teeth
13. Breath
14. Perspiration
15. Eyes
16. Nails
17. Hands
18. Palms
19. Lips
APPENDIX 16
SOCIAL EMBARRASSMENT

Instructions and items

Many people feel that some physical characteristics may cause social embarrassment. Some such physical characteristics are given below. Please indicate whether according to you these may lead to social embarrassment. Use the following scale.

1- Not at all embarrassing  2- Relatively Less Embarrassing
3- Somewhat Embarrassing  4- Very Embarrassing

1. Baldness
2. Dandruff
3. Dry Skin
4. Pimples/Acne
5. Bad Breath
6. Lack of Height
7. Oily Skin
8. Body Odour
9. Dark Skin
10. A thin body
11. Overweight