APPENDIX - B

Questionnaire
QUESTIONNAIRE FOR EXPERIMENT

Instructions and items (final items in bold) of the CIQ. In brackets, the tentative component each item seeks to cover (AL, SIP, PP, SR and SI).

The test consists of some sentences and you are asked simply to express your agreement or disagreement with each of those sentences. You can classify your opinion in seven categories:

Completely disagree (-3)  
Strongly disagree (-2)  
Slightly disagree (-1)  
No particular feelings (0)  
Slightly agree (+1)  
Strongly agree (+2)  
Completely agree (+3)

Please read each sentence and then tick the category which more accurately reflects your agreement or disagreement with the sentence. There are no right or wrong responses. What is important is that you express your opinions as honestly as possible. Thank you for your help.

Please remember to be sure that you give a mark for each sentence (do not omit any), and that you never give more than one mark to a single sentence.

1) (AL) My life would change without this product  
2) (SIP) I read all available information about this product.  
3) (SI) I enjoy talking with knowledgeable people about the product.  
4) (AL) I think it is sufficient if the product fulfils the purpose for which it was designed.  
5) (PP) I like having it (or would like to have it).  
6) (SR) This product is important for people.  
7) (SIP) I try to get to know the pros and cons of each brand of the product.  
8) (AL) Being without it makes me unhappy.  
9) (SIP) Time spent learning about the product is time well spent.  
10) (PP) I would choose it among other products of the same price.  
11) (SR) This product is an important social advancement.  
12) (SI) I talk about the product with my relatives and friends.  
13) (AL) I enjoy using it.
14) (SIP) I am interested in experts’ evaluations and comments on this product.
15) (AL) I do not mind spending money on this product.
16) (SIP) I know different brands or models of this product.
17) (PP) If I can afford it, I buy it.
18) (SR) The product is something which people are interested in.
19) (SIP) I pay attention to adverts about this product.
20) (SIP) I can remember some adverts about the product.
21) (AL) I would join a user’s club of this product.
22) (AL) I would find it very difficult to stop using it.
23) (AL) Using it helps me feel secure.
24) (AL) The product is better than all others with the same purpose.
25) (AL) I am interested in this product.
26) (SIP) I notice the differences between the various brands of the product.
27) (SIP) I would like to know about the manufacturing of the product.
28) (SI) I enjoy talking about the product.
29) (AL) When I use the product, I feel well.
30) (AL) I am not at all interested in this product.
31) (AL) I do not have a preferred brand of the product.
32) (AL) Not having it makes me feel uneasy.
33) (SIP) I would not make much effort to get more information about this product.
34) (SIP) I think that there is little to choose between different brands of the product.
35) (AL) I find that the product is important in my daily life.
36) (SI) I could talk for quite a while about this product without getting bored.
37) (AL) I feel emotionally attached to the product.
38) (SR) Most people do not care about this product.
39) (AL) It seems silly to me to have a strong interest in the product.
40) (SIP) I would read an article on this product published in a consumer weekly magazine.
41) (SIP) I spend some of my spare time trying to get more information about this product.
42) (SIP) I keep abreast of recent news on the relevant product development.
43) (AL) I do not understand people who show a strong interest in these kinds of things.