

Survey: mobile phone behaviours and brand perception

This is an example of a survey in ICMK352 Marketing Intelligence class.

* Required

1. Are you currently using an Apple's iPhone? *

Mark only one oval.

- ☐ Yes *Skip to question 3*
- ☐ No *Skip to question 2*

A question to non-Apple user

2. What brand of mobile phone are you currently using? *

Mark only one oval.

- ☐ Samsung
- ☐ Huawei
- ☐ Xiaomi
- ☐ Vivo
- ☐ Oppo
- ☐ Others

Mobile phone purchase and usage behaviours

This section consists of questions about mobile phone usage and behaviours

3. When did you buy your current mobile phone? *

Mark only one oval.

- ☐ In the past 3 months
- ☐ In the past 6 months
- ☐ In the past 12 months
- ☐ Between 1-2 years ago
- ☐ Between 2-3 years ago
- ☐ Between 3-4 years ago
- ☐ More than 4 years ago

4. How often do you normally buy a new mobile phone? *

Mark only one oval.

- ☐ More than once a year
- ☐ Once a year
- ☐ Once every two years
- ☐ Once every three years
- ☐ Once every four years
- ☐ Once every five years
- ☐ Less than once every five years

5. How much does your current mobile phone cost? *

Mark only one oval.

- ☐ More than 60,000 Baht
- ☐ 50,000-60,000 Baht
- ☐ 40,000-49,999 Baht
- ☐ 30,000-39,999 Baht
- ☐ 20,000-29,999 Baht
- ☐ 10,000-19,999 Baht
- ☐ Less than 10,000 Baht

6. Where did you buy your current mobile phone?

Mark only one oval.

- ☐ From the store
- ☐ Online
- ☐ Other: _____

7. Where did you research the information about the mobile phone before and after the purchase? *

Mark only one oval per row.

	Never	Sometimes	Often	Always
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
E-commerce websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social media: Facebook, Twitter, Tiktok, Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Official websites	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. How much do these people influence your purchase decision

Mark only one oval per row.

	No influence	A bit of influence	Moderate influence	Strong influence
Yourself	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online influencers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Importance of mobile phone features

When you consider purchasing a mobile phone, how do you rate these purchase criteria?

9. Design: design of the phone *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

10. Storage: storage capacity *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

11. Camera: camera quality and features *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

12. Material: phone material *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

13. Screen: screen size and resolution *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

14. Operating system: its operating system *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

15. Brand: its brand reputation and credibility *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

16. Value for money: pricing *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

17. Sales promotion: current sales promotion *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

18. Social value: how it is perceived by other people *

Mark only one oval.

Not at all important

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Extremely important

Brand perception

Please rate the brand perceptions of the following brands

19. KNOWLEDGE: Please rate how familiar you are with each brand. By familiarity, we mean how often you have come across a brand, as well as how well you know the brand and what it is like. The more you know about a brand, the higher you would rate it.

Mark only one oval per row.

[illegible]

20. ESTEEM: Please rate how you regard each brand. By regard, we mean how positively or negatively you think or feel about a brand. *

Mark only one oval per row.

[illegible]

21. **RELEVANCE:** Please rate how relevant each brand is to you. By relevance, we mean how appropriate ^{*} a brand is for you.

Mark only one oval per row.

	1 Not at all relevant	2	3	4	5	6	7 Extremely relevant
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samsung	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Huawei	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Xiaomi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oppo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

22. **DIFFERENTIATION:** Please rate how unique/different each brand is. By different, we mean the brand ^{*} is distinct from the competitors.

Mark only one oval per row.

	1 Not at all unique	2	3	4	5	6	7 Extremely unique
Apple	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samsung	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Huawei	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Xiaomi	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vivo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oppo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Perceptions
towards Apple

In this section, we would like to know how you rate Apple and your behavioural intention towards the brand

23. In your opinion, Apple's iPhone has a beautiful and premium design *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strongly agree

24. Apple's iPhone has excellent advanced functionality (camera, storage, screen) *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strongly agree

25. Apple's iPhone has excellent operating system (iOS) *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strongly agree

26. Apple is a great brand *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strongly agree

27. Apple's iPhone offers very good value for money *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strongly agree

28. Apple's iPhone elevates the social status of users *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strongly agree

Your overall perception and behavioural intention
towards Apple

Do you agree or disagree with the following
statements

29. I like Apple's iPhone very much *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strong agree

30. If I can choose, I would certainly choose Apple's iPhone over the competitors *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strong agree

31. I often say good things about Apple's iPhone to other people *

Mark only one oval.

Strongly disagree

1 ☐

2 ☐

3 ☐

4 ☐

5 ☐

6 ☐

7 ☐

Strong agree

32. If I were to buy a new mobile phone, I will probably choose Apple's iPhone

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

Demographic profile

Please answer the demographic profile questions

33. What is your gender? *

Mark only one oval.

- ☐ Male
- ☐ Female
- ☐ Others

34. How old are you? *

Mark only one oval.

- ☐ less than 20 years old
- ☐ 21-30 years old
- ☐ 30-39 years old
- ☐ 40-49 years old
- ☐ 50-60 years old
- ☐ More than 60 years old

35. What is your monthly income level? *

Mark only one oval.

- ☐ Less than 10,000 Baht
- ☐ 10,000 - 25,000 Baht
- ☐ 25,001 - 40,000 Baht
- ☐ 40,001 - 70,000 Baht
- ☐ 70,001 - 100,000 Baht
- ☐ More than 100,000

36. What is your educational level *

Mark only one oval.

- ☐ Less than bachelor's degree
- ☐ Bachelor's degree (or pursuing)
- ☐ Master's degree or higher

37. What is your major? *

Mark only one oval.

- ☐ Marketing
- ☐ International Business
- ☐ Finance
- ☐ Business Economics
- ☐ Others

38. Do you live in Bangkok? *

Mark only one oval.

- ☐ Yes
- ☐ No

This is the end of the questionnaire. Thank you very much for your time.

This content is neither created nor endorsed by Google.

Google Forms

