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# Fashion VS Purchase intention

1. Have you ever purchased Nike product because it was fashionable or trendy?

* Yes
* No

1. How important is staying up-to-date with fashion trends when you make a purchase decision for Nike products?

* Very important
* Somewhat important
* Neutral
* Not very important
* Not at all important

1. How likely are you to purchase Nike product that is fashionable or trendy?

* Very likely
* Somewhat likely
* Neutral
* Not very likely
* Not at all likely

1. Have you ever purchased Nike product because it was fashionable or trendy?

* Yes
* No

1. How likely are you to purchase Nike product that is fashionable or trendy?

* Very likely
* Somewhat likely
* Neutral
* Not very likely
* Not at all likely

1. How important is fashion and style when making a purchase decision for Nike products?

* Very important
* Somewhat important
* Neutral
* Not very important
* Not at all important

# Price vs Purchase Intention:

1. How much are you willing to spend on Nike products?

* Less than $50
* $50 - $100
* $100 - $150
* $150 - $200
* More than $200

1. How likely are you to purchase Nike products if they were priced higher than other comparable brands?

* Very likely
* Somewhat likely
* Neutral
* Not very likely
* Not at all likely

1. How likely are you to purchase Nike products if they were priced lower than other comparable brands?

* Very likely
* Somewhat likely
* Neutral
* Not very likely
* Not at all likely

1. How much of a factor does the price of Nike products play in your purchase decision?

* A major factor
* A moderate factor
* A minor factor
* Not a factor at all

# Design vs Purchase Intention:

1. How important is the design of Nike products when making a purchase decision?

* Very important
* Somewhat important
* Neutral
* Not very important
* Not at all important

1. How likely are you to purchase Nike products if they have a unique or distinctive design?

* Very likely
* Somewhat likely
* Neutral
* Not very likely
* Not at all likely

1. How likely are you to purchase Nike products if they have a design that aligns with current fashion trends?

* Very likely
* Somewhat likely
* Neutral
* Not very likely
* Not at all likely

1. How likely are you to purchase Nike products if they have a classic or timeless design?

* Very likely
* Somewhat likely
* Neutral
* Not very likely
* Not at all likely