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## **Project Part 4: Questionnaire Design**

### **Introduction:**

As a part of our marketing research class, we are conducting a research study on how brands affect buyers perceptions. This survey was created to gather information to help aid us in our final research presentation. All answers submitted are anonymous so we encourage you to be honest and thoughtful when answering these questions. This survey will take approximately 5-10 minutes to complete.

### **Screenener Question Block:**

1. Do you identify as female?
  - a. Yes
  - b. No
    - i. Skip to: End of Survey if “No”
  - c. Prefer Not to Answer
    - i. Skip to: End of Survey if “Prefer Not to Answer” is selected
2. What is your age range?
  - a. Under 18
    - i. Skip to: End of Survey if “Under 18” is selected
  - b. 18-25
  - c. 26+
    - i. Skip to: End of Survey if “26+” is selected
3. Have you ever heard of Brandy Melville?
  - a. Yes
  - b. No
    - i. Skip to: End of Survey if “No” is selected

### **Block 1:**

4. When you think of Brandy Melville, what is your overall sentiment?
  - a. Negative
  - b. Neutral
  - c. Positive

5. Please rate how important the following characteristics regarding clothing stores are to you. (Sliding Scale)
- a. Quality of Clothes (Scale: 1-10)
  - b. Wide Range of Options (Scale: 1-10)
  - c. Size Inclusivity (Scale: 1-10)

**Block 2:**

6. Do you consider Brandy Melville to be an inclusive brand?
- a. No
  - b. Maybe
  - c. Yes
7. Why did you select that answer to the question above?
- a. Text Entry
8. Over the last couple of years, has your sentiment towards Brandy Melville shifted?
- a. Yes
    - i. If “Yes” is selected, Question 9 displayed
  - b. No
9. Why has your sentiment towards Brandy Melville changed?
- a. Text Entry

**Block 3:**

10. Would you consider shopping from Brandy Melville if there was a store near you?
- a. Likert Scale
    - i. Definitely Not
      - 1. If “Definitely Not” is selected, Question 11 is displayed
    - ii. Probably Not
    - iii. Probably
    - iv. Definitely
11. Would you consider purchasing from Brandy Melville if they included more sizes?
- a. No
  - b. Maybe
  - c. Yes
12. Would your sentiment towards Brandy Melville change if they rebranded as a more inclusive brand?
- a. Likert Scale
    - i. Definitely Not
    - ii. Probably Not
    - iii. Probably
    - iv. Definitely

**End of Survey:**

We thank you for your time spent taking this survey. Your response has been recorded!