EVERLANE BRAND PERCEPTION

Thank you for participating in this survey.

This questionnaire is part of a university research project examining consumer perceptions, shopping behaviors, and brand attitudes toward Everlane and competing apparel brands. Your responses will help us better understand how shoppers evaluate quality, pricing, sustainability, and overall brand experience.

All responses are anonymous and will be used strictly for academic purposes. Please answer each question honestly based on your own opinions and shopping habits. Your input is greatly appreciated.

* Indicates required question

1.   Email *

_____

General Shopping Behaviors
Instructions: Please answer the following questions about your clothing shopping habits.

2.   1. How often do you shop for clothes? *

Mark only one oval.

◯ Weekly

◯ 2-3 times per month

◯ Once a month

◯ Every 2-3 months

◯ Every 6 months

◯ Once a year or less

3.   2. On average, how much do you spend on clothing per month? *

Mark only one oval.

◯ Less than $50

◯ $50-$100

◯ $101-$200

◯ $201-$400

◯ $401-$600

◯ More than $600

4.   3. How many clothing items do you typically purchase in a single shopping trip? *

Mark only one oval.

◯ 1-2 items

◯ 3-5 items

◯ 6-10 items

◯ More than 10 items

5.   4. Where do you most frequently shop for clothes? (Select all that apply) *

Check all that apply.

☐ Physical retail stores

☐ Online retailers

☐ Thrift/second-hand stores

☐ Designer boutiques

☐ Department stores

☐ Direct-to-consumer brands

6. 5. What primarily motivates you to purchase new clothing? (Select all that apply) *

Check all that apply.

☐ Need to replace worn items

☐ Following current trends

☐ Special occasions/events

☐ Seasonal wardrobe updates

☐ Sales and discounts

☐ Self-expression/personal style

7. 6. Where do you seek fashion inspiration and information? (Select all that apply) *

Check all that apply.

☐ Social media (Instagram, TikTok, Pinterest, etc.)

☐ Fashion magazines and blogs

☐ Celebrity/influencer style

☐ Fashion websites and online publications

☐ Friends and family

☐ In-store displays and window shopping

☐ Fashion shows and runway collections

☐ YouTube fashion channels

☐ I don't actively seek fashion information

8. 7. How often do you use social media to discover new clothing brands or trends? *

Mark only one oval.

⬭ Daily

⬭ Several times a week

⬭ Once a week

⬭ A few times a month

⬭ Rarely

⬭ Never

Purchase Decision Factors

Instructions: How important are the following factors when deciding which clothes to buy?
Scale: 1 = Not at all important | 2 = Slightly important | 3 = Moderately important | 4 = Very important | 5 = Extremely important

9. 1. Style *

Mark only one oval.

	1	2	3	4	5	
Not	⬭	⬭	⬭	⬭	⬭	Extremely important

10. **2. Quality** *

Mark only one oval.

	1	2	3	4	5	
Not	○	○	○	○	○	Extremely important

11. **3. Fit on my Body** *

Mark only one oval.

	1	2	3	4	5	
Not	○	○	○	○	○	Extremely important

12. **4. Value for Price** *

Mark only one oval.

	1	2	3	4	5	
Not	○	○	○	○	○	Extremely important

13.   5. Durability *

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely important

14.   6. Sustainability *

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely important

15.   7. Trendy/fashionable *

Mark only one oval.

	1	2	3	4	5	
Not	◯	◯	◯	◯	◯	Extremely important

16.   8. Versatile/appropriate to wear daily *

Mark only one oval.

	1	2	3	4	5	
Not	⚪	⚪	⚪	⚪	⚪	Extremely important

17.   9. Brand reputation *

Mark only one oval.

	1	2	3	4	5	
Not	⚪	⚪	⚪	⚪	⚪	Extremely important

18.   10. Ease of shopping (online/in-store experience) *

Mark only one oval.

	1	2	3	4	5	
Not	⚪	⚪	⚪	⚪	⚪	Extremely important

Brand / Category Perceptions

Instructions: Please rate your perceptions of each brand category on the following attributes.

Scale: 1 = Poor | 2 = Below Average | 3 = Satisfactory | 4 = Very Good | 5 = Excellent | N/A = Not familiar with this category

A. Fast Fashion Brands (Zara, H&M, Shein, Uniqlo, Aritzia, etc.)

19. 1. Style

Mark only one oval.

	1	2	3	4	5	
Poo	○	○	○	○	○	Excellent

20. 2. Quality

Mark only one oval.

	1	2	3	4	5	
Poo	○	○	○	○	○	Excellent

21.   3. Fit on my Body

Mark only one oval.

	1	2	3	4	5	
Poo	◯	◯	◯	◯	◯	Excellent

22.   4. Value for Price

Mark only one oval.

	1	2	3	4	5	
Poo	◯	◯	◯	◯	◯	Excellent

23.   5. Durability

Mark only one oval.

	1	2	3	4	5	
Poo	◯	◯	◯	◯	◯	Excellent

24. 6. Sustainability

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

25. 7. Trendy/fashionable

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

26. 8. Versatile/appropriate to wear daily

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

27.   9. Brand reputation

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

28.   10. Ease of shopping (online/in-store experience)

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

B. Streetwear Brands (BAPE, Supreme, Brain Dead, Stussy, etc.)

29.   1. Style

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

30.   2. Quality

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

31.   3. Fit on my Body

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

32.   4. Value for Price

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

33. 5. Durability

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

34. 6. Sustainability

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

35. 7. Trendy/fashionable

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

36.   8. Versatile/appropriate to wear daily

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

37.   9. Brand reputation

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

38.   10. Ease of shopping (online/in-store experience)

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

C. Luxury Brands (Louis Vuitton, Sunspel, The Row, Jil Sander, Loro Piana, etc.)

39.   1. Style

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

40.   2. Quality

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

41.   3. Fit on my Body

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

42.   **4. Value for Price**

Mark only one oval.

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

43.   **5. Durability**

Mark only one oval.

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

44.   **6. Sustainability**

Mark only one oval.

	1	2	3	4	5	
Poor	○	○	○	○	○	Excellent

45.   7. Trendy/fashionable

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

46.   8. Versatile/appropriate to wear daily

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

47.   9. Brand reputation

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

48. 10. Ease of shopping (online/in-store experience)

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

D. Everlane

49. 1. Style

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

50. 2. Quality

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

51.   3. Fit on my Body

Mark only one oval.

	1	2	3	4	5	
Poor	⚪	⚪	⚪	⚪	⚪	Excellent

52.   4. Value for Price

Mark only one oval.

	1	2	3	4	5	
Poor	⚪	⚪	⚪	⚪	⚪	Excellent

53.   5. Durability

Mark only one oval.

	1	2	3	4	5	
Poor	⚪	⚪	⚪	⚪	⚪	Excellent

54.   6. Sustainability

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

55.   7. Trendy/fashionable

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

56.   8. Versatile/appropriate to wear daily

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

57.   9. Brand reputation

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

58.   10. Ease of shopping (online/in-store experience)

Mark only one oval.

	1	2	3	4	5	
Poor	◯	◯	◯	◯	◯	Excellent

Section 4: Everlane-Specific Questions

Instructions: The following questions focus specifically on the brand Everlane and your perceptions of their sustainability efforts.

59.   1. Are you familiar with the brand Everlane? *

Mark only one oval.

◯ Yes

◯ No

60.   2. Have you ever purchased from Everlane? *

Mark only one oval.

◯ Yes

◯ No

61.   3. How aware are you of Everlane's sustainability or transparency initiatives (e.g., recycled materials, ethical   *
       factories)?

Mark only one oval.

◯ Not at all aware

◯ A little aware

◯ Somewhat aware

◯ Mostly aware

◯ Fully aware

62.   4. In the past, how much have Everlane's sustainability claims influenced your likelihood of purchasing from   *
       them?

   Mark only one oval.

   ( ) Not at all influential

   ( ) A little influential

   ( ) Moderately influential

   ( ) Very influential

   ( ) Extremely influential

63.   5. How much will Everlane's sustainability claims influence your likelihood of purchasing from them in the   *
       future?

   Mark only one oval.

   ( ) Not at all influential

   ( ) A little influential

   ( ) Moderately influential

   ( ) Very influential

   ( ) Extremely influential

64.   6. How credible do you find Everlane's sustainability and ethical manufacturing messaging? *

Mark only one oval.

○ Not at all credible

○ A little credible

○ Moderately credible

○ Very credible

○ Extremely credible

65.   7. How important are sustainability and ethical practices to you when choosing a clothing brand? *

Mark only one oval.

○ Not at all important

○ A little important

○ Moderately important

○ Very important

○ Extremely important

66.   8. How well does Everlane's actual performance match its stated environmental goals? *

Mark only one oval.

○ Not at all

○ Slightly

○ Somewhat

○ Mostly

○ Fully

67.   9. Compared to other clothing brands, how strong do you feel Everlane's sustainability efforts are? *

Mark only one oval.

○ Much weaker than other brands

○ Somewhat weaker than other brands

○ About the same as other brands

○ Slightly stronger than other brands

○ Much stronger than other brands

68.   10. How easy is it to find and purchase Everlane products (online or in stores)? *

Mark only one oval.

◯ Very difficult

◯ Difficult

◯ Neither difficult nor easy

◯ Easy

◯ Very easy

69.   11. How satisfied are you with Everlane's online shopping experience? *

Mark only one oval.

◯ Not at all satisfied

◯ Mostly not satisfied

◯ Neither satisfied nor unsatisfied

◯ Mostly satisfied

◯ Fully satisfied

70.   12. How easy is it to return or exchange Everlane items? *

Mark only one oval.

⬭ Very difficult

⬭ Difficult

⬭ Neither difficult nor easy

⬭ Easy

⬭ Very easy

71.   13. How well does Everlane's pricing align with the quality offered? *

Mark only one oval.

⬭ Not at all aligned / Poor value

⬭ Slightly aligned

⬭ Somewhat aligned

⬭ Mostly aligned

⬭ Fully aligned

72.   14. How likely are you to recommend Everlane to a friend or family member? *

Mark only one oval.

( ) Very unlikely

( ) Unlikely

( ) Maybe

( ) Likely

( ) Very likely

73.   15. How likely are you purchase Everlane in the next 6 months? *

Mark only one oval.

( ) Very unlikely

( ) Unlikely

( ) Maybe

( ) Likely

( ) Very likely

74.   16. How satisfied are you with the brand Everlane as a whole? *

Mark only one oval.

    ( ) Not at all

    ( ) Slightly

    ( ) Somewhat

    ( ) Mostly

    ( ) Fully

Section 5: Demographics

Instructions: The following questions ask about your background and demographics. Your responses will be kept confidential and used only for research purposes.

75.   1. Age range: *

Mark only one oval.

⬭ 18-24

⬭ 25-34

⬭ 35-44

⬭ 45-54

⬭ 55-64

⬭ 65+

76.   2. Gender identity: *

Mark only one oval.

⬭ Male

⬭ Female

⬭ Non-binary

⬭ Prefer not to say

77.   3. Annual household income: *

Mark only one oval.

- ◯ Under $25,000
- ◯ $25,000-$49,999
- ◯ $50,000-$74,999
- ◯ $75,000-$99,999
- ◯ $100,000-$149,999
- ◯ $150,000+
- ◯ Prefer not to say

78.   4. Education level: *

Mark only one oval.

- ◯ High school or equivalent
- ◯ Some college, no degree
- ◯ Associate's degree
- ◯ Bachelor's degree
- ◯ Master's degree
- ◯ Doctoral or professional degree
- ◯ Prefer not to say

79. 5. Employment status: *

Mark only one oval.

- Employed full-time
- Employed part-time
- Self-employed
- Student
- Retired
- Unemployed
- Prefer not to say

80. 6. Relationship status: *

Mark only one oval.

- Single
- In a relationship
- Married/Domestic partnership
- Divorced/Separated
- Widowed
- Prefer not to say

81.   7. Geographic location: *

Mark only one oval.

◯ Urban (city center)

◯ Suburban

◯ Rural

◯ Prefer not to say

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