



Welcome!

My name is Vladimir Yankov and I am conducting a research on wine design perception as part of an assignment for the university course Applied Marketing Research Methods at Goethe University Frankfurt. The survey shouldn't take more than 10 minutes to complete. Please answer all questions. There are no wrong answers. Your responses are completely anonymous and will be used for educational purposes only. No data will be handled by third parties.

I really appreciate your input!

Survey link: <https://rimidalv1991.typeform.com/to/QgrCwN>

To what extent do you agree with the following statements?

1. Owning wine bottles that have superior designs makes me feel good about myself.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

2. I enjoy seeing displays of wine bottles that have superior designs.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

3. The design of a wine bottle is a source of pleasure for me.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

4. Beautiful wine bottle designs make our world a better place to live.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

5. Being able to see subtle difference in wine bottle designs is one skill that I have developed over time.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

6. I see things in the design of a wine bottle that other people tend to pass over.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

7. I have the ability to imagine how a wine bottle will fit in with designs of other things I already own.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

8. I have a pretty good idea of what makes one product look better than its competitors.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

9. Sometimes the way a wine bottle looks seems to reach out and grab me.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

10. If a wine bottle's design really "speaks" to me, I feel that I must buy it.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

11. When I see a wine bottle that has a really great design, I feel a strong urge to buy it.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

12. In selecting from many types and brands of wine available in the market, would you say that:
I would not care at all ☐ ☐ ☐ ☐ ☐ I would care a great
as to which one I buy deal as to which one I
buy

13. Do you think that the various types and brands of wine available in the market are all very
alike or are all very different?
They are alike ☐ ☐ ☐ ☐ ☐ They are all different

14. How important would it be to you to make a right choice of wine?
Not at all important ☐ ☐ ☐ ☐ ☐ Extremely important

15. In making your selection of wine, how concerned would you be about the outcome of your
choice?
Not at all concerned ☐ ☐ ☐ ☐ ☐ Very much concerned

16. Wine is very important to me.
Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

17. For me wine does matter.
Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

18. Wine is an important part of my life.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

19. I choose wine very carefully.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

20. Which wine I buy matters to me a lot.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

21. Choosing wine is an important decision to me.

Strongly Agree ☐ ☐ ☐ ☐ ☐ Strongly Disagree

Demographic Questions

22. What is your gender?

☐ Male

☐ Female

☐ I don't want to answer this question

23. What is your age?

☐ under 18 years

☐ 18-29 years old

- ☐ 30-42 years old
- ☐ 42-53 years old
- ☐ 54-64 years old
- ☐ 65 years and over
- ☐ I don't want to answer this question

24. What is the highest degree or level of school you have completed?

If currently enrolled, highest degree received

- ☐ Primary school
- ☐ Some high school, no diploma
- ☐ High school graduate, diploma or the equivalent
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Professional degree
- ☐ Doctorate degree
- ☐ I don't want to answer this question

25. What is your monthly income?

- ☐ 0 – 250 \$
- ☐ 250 – 500 \$
- ☐ 500 – 1000 \$
- ☐ 1000 – 1500 \$
- ☐ 1500 – 2000 \$
- ☐ 2000 \$ or more
- ☐ I don't want to answer this question

26. Professional or Employment status

Are you:

- ☐ Employed for wages
- ☐ Self-employed
- ☐ Out of work and looking for work
- ☐ Out of work but not currently looking for work
- ☐ Retired
- ☐ Unable to work
- ☐ I don't want to answer this question

27. What is your marital status?

- ☐ Single
- ☐ Married
- ☐ I don't want to answer this question