

## Brand-Event Personality Fit and Consumer-based Brand Equity Questionnaire

*Please read each question carefully and circle the appropriate option in the following questions.*

### Section I

1. Gender:

A. male

B. female

2. Age:

A. 18-21

B. 22-25

C. 26-30

D. 30+

3. Ethnicity:

A. Caucasian

B. Hispanic

C. Asian

D. African-American

E. American Indian

F. mixed ethnicity or other

4. School Year Classification at University of Georgia:

A. freshman

B. sophomore

C. junior

D. senior

E. graduate or professional school

F. other

### Section II

Do you realize that **Chick-fil-A** (**Delta Airlines** / **Georgia Power** / **Coca Cola** / **Home Depot** in different questionnaire versions) sponsors the **2013 Chick-fil-A Kickoff Game**?

A. Yes

B. No

If you answer **B (No)** for previous question, you have already completed this survey. Please return the questionnaire to survey administrators. Thanks for your participation.

If you choose **A (Yes)**, please continue to answer the following questions:

**Section II**

Thinking about <b>2013 Chick-fil-A Kickoff Game</b> , please select the point on each scale that best represents your attitude to the event.									
Bad	1	2	3	4	5	6	7	Good	
Dislike	1	2	3	4	5	6	7	Like	
Unpleasant	1	2	3	4	5	6	7	Pleasant	
Unfavorable	1	2	3	4	5	6	7	Favorable	

### Section III

Do you think that ( <b>Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> in different questionnaire versions) and the <b>2013 Chick-fil-A Kickoff Game</b> are a good match-up in the following traits?	Strongly Disagree							Neutral							Strongly Agree						
– Down to earth	1	2	3	4	5	6	7														
– Stable	1	2	3	4	5	6	7														
– Responsible	1	2	3	4	5	6	7														
– Active	1	2	3	4	5	6	7														
– Dynamic	1	2	3	4	5	6	7														
– Innovative	1	2	3	4	5	6	7														
– Aggressive	1	2	3	4	5	6	7														
– Bold	1	2	3	4	5	6	7														
– Ordinary	1	2	3	4	5	6	7														
– Simple	1	2	3	4	5	6	7														
– Romantic	1	2	3	4	5	6	7														
– Sentimental	1	2	3	4	5	6	7														

**Note:**

**Personality Scale**

Responsibility dimension

- Down to earth
- Stable
- Responsible

Activity dimension

- Active
- Dynamic
- Innovative

Aggressiveness dimension

- Aggressive

- Bold
- Simplicity dimension
- Ordinary
- Simple
- Emotionality dimension
- Romantic
- Sentimental

#### Section IV

The following statements assess your perceptions of <b>Chick-fil-A (Delta Airlines / Georgia Power / Coca Cola / Home Depot)</b> in different questionnaire versions):	Strongly Disagree		Neutral		Strongly Agree
– I can recognize <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> among other competing brands.	1	2	3	4	5
– I am aware of <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> .	1	2	3	4	5
– Some characteristics of <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> come to my mind quickly.	1	2	3	4	5
– I can quickly recall the symbol or logo of <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> .	1	2	3	4	5
– I have DIFFICULTY in imagining <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> in my mind.	1	2	3	4	5
– The likely quality of <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> is extremely high.	1	2	3	4	5
– The likelihood that <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> would be functional is very high.	1	2	3	4	5
– I consider myself to be loyal to <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> .	1	2	3	4	5
– <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> would be my first choice.	1	2	3	4	5
– I will not buy other brands if <b>Chick-fil-A / Delta Airlines / Georgia Power / Coca Cola / Home Depot</b> is available at the store.	1	2	3	4	5

#### Note:

##### Consumer-Based Brand Equity Scale

Brand Awareness/Association:

- I can recognize X among other competing brands.
- I am aware of X.
- Some characteristics of X come to my mind quickly.
- I can quickly recall the symbol or logo of X.

- I have DIFFICULTY in imagining X in my mind.

Perceived Quality:

- The likely quality of X is extremely high.
- The likelihood that X would be functional is very high.

Brand Loyalty:

- I consider myself to be loyal to X.
- X would be my first choice.
- I will not buy other brands if X is available at the store.