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Introduction

This study is about brands you use in your everyday life. Thank you for taking the time to participate. Your participation and answers are very important. My name is Lorna Ruane and this research is part of my PhD study at the National University of Ireland Galway. The survey should only take about 10 minutes of your time and your answers are completely confidential. By completing this survey you have the option to be entered into a draw to win one of three €50 One4All vouchers. Please be sure to answer every question.

Age

This survey is aimed at a certain age group, to ensure we do not waste your time could you please answer the following question.

***1. What is your age?**

Fashion Brand

Thank you. The survey will now begin.

Fashion brands can be many different things to different people.

***2. When you think about fashion, what fashion brand comes to mind? If several brands come to mind, please state the one brand that is your favourite. When completing all of the following questions, please think about the brand you have chosen.**

Price

***3. With this brand in mind, please select one box to indicate the extent to which you agree/disagree with each statement.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am less willing to buy new fashions if I think that they will be high in price.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know that new fashions are likely to be more expensive than older ones, but that doesn't matter to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In general, the price or cost of buying new fashions is important to me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't mind paying more to try out a new fashion item.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Satisfaction

***5. The following statements relate to the satisfaction you feel when you use a brand. For each of the following statements think of the brand you selected and consider how you might feel after you use it by ticking the relevant boxes.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am happy about my decision to choose this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe I did the right thing when I used this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall, I am satisfied with the decision to use this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Word-of-Mouth

***6. People often talk to others about the brands they use. With the brand you chose earlier in mind, please select one box to indicate the extent to which you agree/disagree with each statement.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I have recommended this brand to lots of people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I 'talk up' this brand to my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I try to spread good word about this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I give this brand tons of positive word-of-mouth advertising.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Self-Expressive Brand

Please answer the remaining questions with the fashion brand you selected earlier in mind.

***7. People use brands for many different reasons. Please select one box to identify how much you agree/disagree with each statement below.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
This brand symbolises the kind of person I really am inside.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand reflects my personality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is an extension of my inner self.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand mirrors the real me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand contributes to my image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand adds to a social 'role' I play.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has a positive impact on what others think of me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand improves the way society views me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Love

***8. Some people have strong feels towards certain brands. With the brand you chose earlier in mind, please select one box to indicate the extent to which you agree/disagree with each statement.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
This is a wonderful brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand makes me feel good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is totally awesome.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have neutral feelings about this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand makes me very happy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I love this brand!	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have no particular feelings about this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is a pure delight.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am passionate about this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very attached to this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Loyalty

***9. Some people consistently re-buy the same brands. Think of the brand you chose earlier and please select one box to indicate how much you agree/disagree with each statement.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I consider myself to be loyal to this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand would be my first choice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will not buy other brands if this brand is available at the store.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Social Networks

***12. Many people spend time each day on social networking sites, such as Facebook. Think about how you use your social networking sites and please select one box for each statement to indicate the extent to which you agree/disagree.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I am interested in social networks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use social networks less than my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would subscribe to a new social network.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am first among my friends to learn about new social networks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know more about new social networks than others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am interested in new social networks for their advantages.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think about benefits and advantages of new social networks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If I learn that a new social network is easy, I would be interested in it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often talk to others about social networks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often show social network messages and photos to others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other people are often impressed by the way I use social networking sites.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using social networking sites is part of how I express my personality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use social network services to express my personal values.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I use social networks to express who I want to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Self-Esteem

***13. People have many beliefs about themselves. Please identify how much each statement describes you by selecting one box for each statement.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
On the whole, I am satisfied with myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At times I think I am no good at all.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I have a number of good qualities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am able to do things as well as most other people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel I do not have much to be proud of.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I certainly feel useless at times.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel that I'm a person of worth, at least on an equal plane with others.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I wish I could have more respect for myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
All in all, I am inclined to feel that I am a failure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I take a positive attitude toward myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Brand Tribalism

***14. People have many beliefs about brands. Thinking about the brand you chose earlier, please indicate how much you agree/disagree with each statement below.**

	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
This brand is right for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Using this brand does something good for me.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand fits my image.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is related to the way I perceive life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand makes a contribution in life.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There is something about this brand that goes beyond its tangible characteristics.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would buy this brand because I am sure that my friends approve of it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am very loyal to this brand because my friends use it.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My friends buy this brand and I buy it too just because I want to be like them.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I achieve a sense of belonging by buying the same brand my friends buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often discuss (talk) with friends about this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wherever I go, this brand is present.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know of many people who own/use this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I know that people feel good about this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When my friends buy this type of product they consider this purchase.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When my friends buy this type of product they choose this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Shopping Behaviour

***15. How often do you browse or shop on the Internet for clothing and other fashion items (such as footwear or jewellery)**

- Daily
- More than once a week
- Once a week
- Once a month
- Once every 3 months
- Once every 6 months
- Once a year
- Never

***16. How often do you browse or shop on the high street for clothing and other fashion items (such as footwear or jewellery)**

- Daily
- More than once a week
- Once a week
- Once a month
- Once every 3 months
- Once every 6 months
- Once a year
- Never

Shopping Behaviour

***17. When you shop for clothing and other fashion items, do you typically shop:**

- Mainly online and a little in stores
- A little online and mainly in stores
- Search online but shop in store
- Search in store but shop online
- Online only
- In stores only

***18. When you shop for clothing and fashion items, do you typically shop:**

- Alone
- With a family member
- With friends
- With partner

Other (please specify)

Shopping Behaviour

*19. When you purchase a fashion item

Not at all

Slightly

Moderately

Very much

Completely

To what extent does your shopping companion(s) influence your decision?

Shopping Behaviour

***20. Think about the last time you shopped for clothing/fashion items, what did you purchase?**

- Clothing
- Footwear
- Accessories (e.g. bags, jewellery)
- Make-up/Cosmetics
- Gadgets

Other (please specify)

***21. Think about the last time you shopped for clothing or other fashion items, about how much did you spend (to the nearest €10)?**

***22. If you were buying a new pair of jeans, how much would you be willing to spend (to the nearest €10)?**

Demographic Questions

***23. Are you?**

- Male
- Female

***24. What is your Nationality?**

***25. Are you:**

- Single (never married)
- Married
- Living with partner
- Separated
- Widowed

***26. Do you have children?**

Yes

No

***27. How many dependent children do you have?**

Location

***28. Are you:**

- Living in a rural area
- Living in an urban area

29. Please select your nearest city/town?

Other (please specify)

Occupation

*30. Are you?

- Full-time student working part-time.
- Full-time student not working part-time.
- Part-time student in employment.
- Part-time student not otherwise in employment.
- Employed for payment.
- Employed unpaid.
- Unemployed.
- Looking after the home/family.

Stage of study

31. Your stage of study:

- Undergraduate student.
- Postgraduate student (Higher Diploma or Masters)
- Doctoral Student or Higher.

Earnings

32. What is your average monthly income (to the nearest €10)?

Education

***33. What is the highest level of education/training (full-time or part-time) that you have completed to date?**

- No formal education/training
- Primary education
- Secondary education (Junior Cert level)
- Secondary education (Leaving Cert level)
- Post Leaving Cert training
- Third level degree
- Postgraduate degree (Higher Diploma or Masters)
- Doctorate (Ph.D) or higher

Sector of Employment

*34. What sector are you employed in:

- Agriculture
- Mining and Quarrying
- Manufacturing
- Electricity & Water
- Construction
- Wholesale & Retail Trade
- Hotels & Restaurant
- Transport & Comm.
- Finance
- Real Estate
- Public Administration
- Local Government
- Education
- Health
- Other Community
- Private Households
- Foreign Mission
- Not applicable

Other (please specify)

Earnings

*** 35. What is your average monthly income (to the nearest €10)?**

Social Networking Sites

*** 36. In an average day how much time (in minutes) do you spend on your favourite social networking sites (such as Facebook and Twitter):**

37. If you would like to be entered into the draw to win one of three €50 One For All vouchers please enter your details. If you are a student please enter your student ID number, if you are not a student please enter your email address. (Email addresses will not be used for any purpose other than to identify and contact prize winners).