

### CMM 335 Research Survey

This brief survey collects information regarding alcohol-beverage brand loyalty and brand preferences for the purpose of finding relationships between brand and consumer emotional relationships for CMM 335: Communication Research at Spring Hill College. This exercise gives students some experience in creating and administering surveys as well as with light data analysis. Collected data is only suitable for classroom use. It should take about two minutes to complete this questionnaire. By providing written responses, you acknowledge that you are age 21 or older, and that you are giving voluntary consent for your answers to be included in the data analysis. Note that you are free to withdraw your participation at any time, you will not be linked to your responses in any way and the information obtained from you will remain confidential. When you've completed the questionnaire, please return face down to the researcher. Thank you!

*Please circle the number below each position that best represents your thoughts/actions regarding that statement.*

		<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1	When I purchase alcohol beverages, I always buy the same brand.	5	4	3	2	1
2	I continue to purchase the same brand of alcohol beverage because I am loyal to this particular brand.	5	4	3	2	1
3	I purchase the same brand repeatedly because of its high quality.	5	4	3	2	1
4	If the current alcohol beverage I prefer were to raise the price, I would still continue to be a customer of this brand of alcohol.	5	4	3	2	1
5	I choose one brand over another because of quality.	5	4	3	2	1
6	I choose one brand over another because of price, specifically.	5	4	3	2	1
7	I choose one brand over another because I feel an emotional connection to this brand.	5	4	3	2	1
8	If a similar product with similar quality were to offer a better price on their product, I would switch.	5	4	3	2	1
9	I am loyal to a specific brand for a reason I cannot rationalize.	5	4	3	2	1
10	I am a long-term consumer of this brand.	5	4	3	2	1
11	I choose one brand over another because I identify with this brand. It suits my self-image.	5	4	3	2	1
12	Alcohol brands that include sensuality, mystery and/or intimacy in promotions cause me to become loyal to them.	5	4	3	2	1

*Please circle the letter next to the answer that best represents you.*

13	I am	1) 21-22	2) 23-24	3) 25+	
14	I am	1) Female	2) Male		
15	Highest education level completed:	1) High School graduate or lower.	2) Some College.	3) Current college student.	4) College graduate.

**Thank you for completing this questionnaire for Kristen Nancy Meyer for CMM 335.**

Questions? Comments? Concerns? Contact instructor: Dr. Sharee Broussard, APR ([shroussard@shc.edu](mailto:shroussard@shc.edu) or 380-3842).