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Univerza v Ljubljani
Fakulteta *za družbene vede*

Anketa o porabniških stereotipih glede blagovnih znamk, 2019

Gidaković, Petar; Žabkar, Vesna

ADP - IDNo: APSBZ19

Izdajatelj: **Arhiv družboslovnih podatkov**, 2020

URL: <https://www.adp.fdv.uni-lj.si/opisi/apsbz19>

E-pošta za kontakt: arhiv.podatkov@fdv.uni-lj.si



Opis raziskave

Osnovne informacije o raziskavi

ADP - IDNo:

APSBZ19

DOI:

https://doi.org/10.17898/ADP_APSBZ19_V1

Glavni avtor(ji):

Gidaković, Petar, Ekonomska fakulteta, Univerza v Ljubljani

Žabkar, Vesna, Ekonomska fakulteta, Univerza v Ljubljani

Izdelava:

EF - Ekonomska fakulteta, Univerza v Ljubljani (Ljubljana, Slovenija; 2019)

Datum izdelave:

2019

Kraj izdelave:

Ljubljana, Slovenija

Uporaba računalniškega programa za izdelavo podatkov:

SPSS

Drugo

1KA

AMOS

Finančna podpora:

ARRS - Javna agencija za raziskovalno dejavnost Republike Slovenije

Številka projekta:

ARRS N5-0084

Izdajatelj:

ADP - Arhiv družboslovnih podatkov - Univerza v Ljubljani

Od: 2020-04

Izročil:

EF - Ekonomska fakulteta

Datum: 2019-11-29

Raziskava je del serije:

BLAGZNAM - Blagovne znamke

Raziskave v seriji Blagovne znamke so bile izvedene v okviru mednarodnega raziskovalnega projekta "Spremljanje preferenc potrošnikov skozi potrošniške stereotipe" (N5-0084), katerega namen je proučiti, kako različne vrste porabniških stereotipov v zvezi z blagovnimi znamkami (država izvora, tipični kupci znamke, znamka sama) vplivajo na nakupno vedenje porabnikov. Stereotipe, skladno z modelom vsebine stereotipov (angl. Stereotype content model) opredelimo kot zaznave topline in kompetentnosti objekta (znamke, kupca, države). Raziskave so bile izvedene na prebivalcih Združenega Kraljestva (APSBZ19 in EKUPSZ19) v starosti od 18 do 90 let oziroma prebivalcih ZDA (AUKZ19), v starosti nad 18 let, ki sodelujejo na spletnem panelu Prolific Academic.

Oblika citiranja:

Gidaković, P. in Žabkar, V. (2020). Anketa o porabniških stereotipih glede blagovnih znamk, 2019 [Podatkovna datoteka]. Ljubljana: Univerza v Ljubljani, Arhiv družboslovnih podatkov. ADP - IDNo: APSBZ19.
https://doi.org/10.17898/ADP_APSBZ19_V1

Vsebina raziskave**Ključne besede ADP:**

porabniški stereotipi, model vsebine stereotipov, toplina in kompetentnost, država izvora, tipični kupec blagovne znamke

Ključne besede ELSST:

BLAGOVNA ZNAMKA, POTROŠNIK

Vsebinska področja CESSDA:

GOSPODARSTVO - Poraba in navade porabnikov

Vsebinsko področja CERIF:

Trženje

Vsebinska področja ADP:

STALIŠČA
STEREOTIPI
DEMOGRAFIJA

Povzetek:

Raziskava je bila izvedena v okviru mednarodnega raziskovalnega projekta "Spremljanje preferenc potrošnikov skozi potrošniške stereotipe", katerega namen je proučiti, kako različne vrste porabniških stereotipov v zvezi z blagovnimi znamkami (država izvora, tipični kupci znamke, znamka sama) vplivajo na nakupno vedenje porabnikov. Stereotipe, skladno z modelom vsebine stereotipov (angl. Stereotype content model), opredelimo kot zaznave topline in kompetentnosti objekta (znamke, kupca, države). Skladno z obstoječimi raziskavami, ki so posamezne vrste stereotipov obravnavale v izolaciji, predvidevamo, da imajo vsi trije porabniški stereotipi vpliv na stališča in namere porabnikov. Zato je bil namen te raziskave izmeriti vse tri stereotipe, stališča in nakupne namere porabnikov glede različnih blagovnih znamk. To nam omogoča preverbo alternativnih teoretičnih modelov o povezavah med tremi stereotipi in njihovem vplivu na stališča in nakupne namere porabnikov.

Abstract:

ni podatka

Metodologija**Časovno pokritje:**

junij 2019

Čas zbiranja podatkov:

13. junij 2019

Čas izdelave:

2019

Država:

Združeno kraljestvo

Geografsko pokritje:

Združeno kraljestvo

Najmanjša geografska enota:

Prostorske enote niso določene

Enota za analizo:

Posameznik

Populacija:

Prebivalci Združenega kraljestva, stari od 18 do 90 let, ki sodelujejo na spletnem panelu Prolific Academic.

Vrsta podatkov:

Številski

Izključeni:

ni podatka

Zbiranje podatkov je opravil:

Gidaković, Petar, Ekonomska fakulteta, Univerza v Ljubljani

Časovna opredelitev podatkov:

Presečno

Pogostost zbiranja podatkov:

Enkratno zbiranje podatkov

Tip vzorca:

Neverjetnostno: priložnostno

Vzorčni okvir je bil spletni panel Prolific Academic, na katerem so v prvem koraku avtorji določili kriterije (prebivalci Združenega kraljestva stari od 18 do 90 let) za izbor potencialnih respondentov. Panel je podal oceno, da kriterijem ustreza 27.661 aktivnih panelistov (to so tisti, ki so v zadnjih 90 dneh sodelovali v kakšni anketi), katerim je bilo v drugem koraku na njihov uporabniški račun na spletni strani panela Prolific Academic prikazano vabilo za sodelovanje v anketi. Tisti, ki dobivajo obvestila o novih anketah preko e-pošte, so bili povabljeni tudi preko omenjenega kanala. Respondenti so se sami odločili za sodelovanje, posledično vzorec ni reprezentativen.

Način zbiranja podatkov:

Vprašalnik za samoizpolnjevanje: spletni

Uporabljeni inštrument:

Strukturiran vprašalnik

Vsi respondenti so izpolnjevali enak vprašalnik, pri čemer so respondenti ocenjevali le eno izmed 9 blagovnih znamk, ki jim je bila naključno dodeljena. Za merjenje vseh konstruktov so bile uporabljene preverjene merske lestvice. V prvem delu sta bila izmerjena nakupna namera in stališča do blagovne znamke, sledilo je merjenje treh stereotipov (topline in kompetentnosti za znamko, kupca in državo izvora) v naključnem vrstnem redu. Na koncu je bila izmerjena še vpletenost v nakup in družbeno zaželeno odgovarjanje ter nekaj demografskih vprašanj. Tako v vprašalniku kot v datoteki je namesto imena posamezne znamke zapisana beseda "BRAND".

Opis zbiranja podatkov:

Ko so ustrezni respondenti kliknili na vabilo za sodelovanje v anketi, so bili preusmerjeni na vprašalnik, ki so ga izpolnjevali v spletni aplikaciji 1ka. Ob preusmeritvi na vprašalnik so respondenti najprej podali soglasje za zbiranje in obdelavo osebnih podatkov. Po pridobitvi soglasja so bili naključno razporejeni v ocenjevanje ene izmed 9 blagovnih znamk.

Ukrep za zmanjševanje manjkajočih podatkov:

Za vsa vprašanja so bila v vprašalniku nastavljena opozorila. Za izpolnitev vprašalnika so bili respondenti plačani 0,65 EUR, kar je ob povprečnem času izpolnjevanja 5,14 minut v povprečju predstavljalo plačilo 7,58 EUR na uro.

Uteževanje:

Brez uteževanja.

Očiščenje podatkov:

Podatki so očiščeni.

Vprašalnik je vseboval dva testa pozornosti. Če respondent ni opravil obeh testov, je bil iz ankete diskvalificiran ter o tem tudi takoj obveščen.

Stopnja sodelovanja:

Na vprašalnik je odgovorilo 394 respondentov, kar znaša 1,42 % stopnjo odgovora.

Uvrstitev raziskave po pomembnosti:

7 - teoretsko ali praktično pomembne raziskave, omejene na manj splošno populacijo, manj vplivne

Dostop do podatkov

Mesto:

Arhiv družboslovnih podatkov

Velikost zbirke:

1 Podatkovna datoteka.

Skupaj datotek:

1

Omejitve pri uporabi

Podatki in dokumentacija so na voljo pod mednarodno licenco Creative Commons Priznanje avtorstva 4.0. Arhiv izroča podatke uporabnikom samo za namen, ki ga posebej opredelijo, ob zagotovitvi spoštovanja profesionalnih etičnih kodeksov. Uporabnik se posebej zaveže, da bo skrbel za tajnost podatkov in opravljal analize brez poskusov identifikacije posameznika.

Kontakt: Arhiv družboslovnih podatkov

Pri objavah, ki bi sledile na podlagi podatkov, je potrebno polno citirati avtorja in Arhiv.

Vsak uporabnik je dolžan opozoriti na morebitne pomanjkljivosti gradiva in poslati Arhivu 2 kopiji nastalih besedil.

Uporabnik naj pred uporabo pozorno prebere spremljajočo dokumentacijo in se v primeru nejasnosti obrne na avtorje raziskave ali Arhiv.

Spremna gradiva

Gradiva o izvedbi raziskave

1. Gidaković, Petar in Žabkar, Vesna (2019). [APSBZ19 - Survey about brand attitudes \[Vprašalnik\]](#).

Rezultati raziskave

Ni gradiv povezanih z rezultati raziskave!

Povezane objave

Nimamo podatkov o objavah povezanih s tem gradivom!

Opis podatkov

Osnovne informacije o datoteki podatkov

ID datoteke: F1

Naslov podatkovne datoteke: Survey about consumer stereotypes about brands, 2019 [Podatkovna datoteka]

Avtor podatkovne datoteke: Gidaković, Petar; Žabkar, Vesna

Format: *.txt - TEKST

število spremenljivk: 56

število enot: 394

Licenca: ccby

Verzija: april 2020

Spremenljivke

ID: **Consent** Oznaka: **Consent for personal data processing for the purposes of the scientific-research project (GDPR)**

Dobesedno vprašanje: CONSENT FOR PERSONAL DATA PROCESSING FOR THE PURPOSES OF THE SCIENTIFIC-RESEARCH PROJECT (GDPR)

Vrednosti	Kategorije	Frekvenca
1	I agree	394
2	I disagree	0

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 2

ID: **Brand** Oznaka: **Brand**

Dobesedno vprašanje: Brand

Vrednosti	Kategorije	Frekvenca
1	Toyota	46
2	Harley	42
3	Aldi	46
4	Dior	45
5	Gucci	45
6	Huawei	44
7	Lego	41
8	Samsung	42
9	Zara	43

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 9

ID: **BFam** Oznaka: **How familiar are you with BRAND?**

Dobesedno vprašanje: BFam - How familiar are you with BRAND?

Vrednosti	Kategorije	Frekvenca
0	Totally unfamiliar	5
100	Totally familiar	97

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Minimum: 0

Maksimum: 100

Vrednosti spremenljivk: od 0 do 100

ID: **BUsage** Oznaka: **Have you personally used BRAND's products or services over the past 12 months?**

Dobesedno vprašanje: BUsage - Have you personally used BRAND's products or services over the past 12 months?

Vrednosti	Kategorije	Frekvenca
1	No	263
2	Yes	131

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 2

ID: **PI1** Oznaka: **It is very likely that I will use BRAND in the future.** PI - Do you agree or disagree with following statements?

Dobesedno vprašanje: It is very likely that I will use BRAND in the future.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	44
2	Disagree	48
3	Somewhat disagree	41

4	Neutral	59
5	Somewhat agree	74
6	Agree	57
7	Strongly agree	71

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **PI2** Oznaka: **I will purchase from BRAND the next time I need such a product** PI - Do you agree or disagree with following statements?

Dobesedno vprašanje: I will purchase from BRAND the next time I need such a product.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	60
2	Disagree	50
3	Somewhat disagree	48
4	Neutral	96
5	Somewhat agree	64
6	Agree	33
7	Strongly agree	43

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **PI3** Oznaka: **I will definitely try BRAND in the future.** PI - Do you agree or disagree with following statements?

Dobesedno vprašanje: I will definitely try BRAND in the future.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	39
2	Disagree	40
3	Somewhat disagree	37
4	Neutral	67
5	Somewhat agree	76
6	Agree	62
7	Strongly agree	73

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **BATT1** Oznaka: **How would you evaluate BRAND** BATT - How would you evaluate BRAND?

Dobesedno vprašanje: Bad - Good

Vrednosti	Kategorije	Frekvenca
1	bad	4
2		9
3		13
4		85
5		108
6	good	89
7		86

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **BATT2** Oznaka: **How would you evaluate BRAND** BATT - How would you evaluate BRAND?

Dobesedno vprašanje: Negative - Positive

Vrednosti	Kategorije	Frekvenca
1	negative	4
2		9
3		14
4		86
5		99
6	positive	97
7		85

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **BATT3** Oznaka: **How would you evaluate BRAND** BATT - How would you evaluate BRAND?

Dobesedno vprašanje: Unfavourable - Favourable

Vrednosti	Kategorije	Frekvenca
1	unfavourable	7
2		11
3		21
4		78
5		86
6	favourable	100
7		91

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **PV1** Oznaka: **What I get from BRAND is worth the cost.** PV - To what extent do you agree with following statements?

Dobesedno vprašanje: What I get from BRAND is worth the cost.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	19
2	Disagree	20
3	Somewhat disagree	34
4	Neutral	121
5	Somewhat agree	82
6	Agree	84
7	Strongly agree	34

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **PV2** Oznaka: **All things considered (price, time, and effort), BRAND is a good buy.** PV - To what extent do you agree with following statements?

Dobesedno vprašanje: All things considered (price, time, and effort), BRAND is a good buy.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	14

2	Disagree	20
3	Somewhat disagree	35
4	Neutral	86
5	Somewhat agree	106
6	Agree	97
7	Strongly agree	36

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **PV3** Oznaka: **Compared to other brands, BRAND is a good value for the money.** PV - To what extent do you agree with following statements?

Dobesedno vprašanje: Compared to other brands, BRAND is a good value for the money.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	16
2	Disagree	31
3	Somewhat disagree	41
4	Neutral	98
5	Somewhat agree	95
6	Agree	71
7	Strongly agree	42

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **PV4** Oznaka: **When I use a BRAND, I feel I am getting my money's worth.** PV - To what extent do you agree with following statements?

Dobesedno vprašanje: When I use a BRAND, I feel I am getting my money's worth.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	15
2	Disagree	22
3	Somewhat disagree	28
4	Neutral	138
5	Somewhat agree	82

6	Agree	70
7	Strongly agree	39

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **COO** Oznaka: **What do you personally think, what country does BRAND come from? Please write in a single country in the box below.**

Dobesedno vprašanje: COO - What do you personally think, what country does BRAND come from? Please write in a single country in the box below.

Vrednosti	Kategorije	Frekvenca
America		19
Bulgaria		1
China		31
China		1
Denmark		16
England		4
France		36
GERMANY		1
Germany		40
Hawaii		1
ITALY		1
Italy		47
JAPAN		2
Japan		52
Korea		6
Netherlands		1
No idea		1
Pakistan		1
Paris		1
S. Korea		1

Prikazanih je 20 od 49 kategorij. Za vse podatke si pogledajte opis raziskave na spletni strani.

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

ID: **ATCHECK1** Oznaka: **Please, select number 5 on the list and move to the next page.**

Dobesedno vprašanje: ATTCHECK1 - Please, select number 5 on the list and move to the next page.

Vrednosti	Kategorije	Frekvenca
5		394

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 5 do 5

ID: **BW1** Oznaka: **The majority of people in UK sees the brand BRAND as...** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BW - The majority of people in UK sees the brand BRAND as ...

Dobesedno vprašanje: Cold - Warm

Vrednosti	Kategorije	Frekvenca
1	cold	12
2		34
3		141
4		143
5	warm	64

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BW2** Oznaka: **The majority of people in UK sees the brand BRAND as...** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BW - The majority of people in UK sees the brand BRAND as ...

Dobesedno vprašanje: Ill-natured - Good-natured

Vrednosti	Kategorije	Frekvenca
1	ill-natured	12
2		25
3		125
4		152
5	good-natured	80

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BW3** Oznaka: **The majority of people in UK sees the brand BRAND as...** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BW - The majority of people in UK sees the brand BRAND as ...

Dobesedno vprašanje: Unfriendly - Friendly

Vrednosti	Kategorije	Frekvenca
1	unfriendly	12
2		36
3		126
4		142
5	friendly	78

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BW4** Oznaka: **The majority of people in UK sees the brand BRAND as...** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BW - The majority of people in UK sees the brand BRAND as ...

Dobesedno vprašanje: Unkind - Kind

Vrednosti	Kategorije	Frekvenca
1	unkind	13
2		22
3		165
4		123
5	kind	71

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BC1** Oznaka: **The majority of people in UK sees the brand BRAND as...** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BC - The majority of

people in UK sees the brand BRAND as ...

Dobesedno vprašanje: Incompetent - Competent

Vrednosti	Kategorije	Frekvenca
1	incompetent	9
2		14
3		89
4		168
5	competent	114

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BC2** Oznaka: **The majority of people in UK sees the brand BRAND as...** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BC - The majority of people in UK sees the brand BRAND as ...

Dobesedno vprašanje: Unintelligent - Intelligent

Vrednosti	Kategorije	Frekvenca
1	unintelligent	9
2		20
3		109
4		160
5	intelligent	96

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BC3** Oznaka: **The majority of people in UK sees the brand BRAND as...** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BC - The majority of people in UK sees the brand BRAND as ...

Dobesedno vprašanje: Inefficient - Efficient

Vrednosti	Kategorije	Frekvenca
1	inefficient	10
2		24
3		100

4		146
5	efficient	114

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BC4** Oznaka: **The majority of people in UK sees the brand BRAND as...** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BC - The majority of people in UK sees the brand BRAND as ...

Dobesedno vprašanje: Incapable - Capable

Vrednosti	Kategorije	Frekvenca
1	incapable	8
2		19
3		87
4		166
5	capable	114

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BUW1** Oznaka: **The majority of people in UK sees the users of brand BRAND as... warm** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BUW - The majority of people in UK sees users of BRAND as ...

Dobesedno vprašanje: Warm

Vrednosti	Kategorije	Frekvenca
1	Not at all	20
2	Somewhat	88
3	Moderately	190
4	Very	76
5	Extremely	20

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BUW2** Oznaka: **The majority of people in UK sees the users of brand BRAND as... friendly** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BUW - The majority of people in UK sees users of BRAND as ...

Dobesedno vprašanje: Friendly

Vrednosti	Kategorije	Frekvenca
1	Not at all	24
2	Somewhat	84
3	Moderately	176
4	Very	84
5	Extremely	26

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BUW3** Oznaka: **The majority of people in UK sees the users of brand BRAND as... good-natured** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BUW - The majority of people in UK sees users of BRAND as ...

Dobesedno vprašanje: Good-natured

Vrednosti	Kategorije	Frekvenca
1	Not at all	24
2	Somewhat	82
3	Moderately	169
4	Very	93
5	Extremely	26

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BUW4** Oznaka: **The majority of people in UK sees the users of brand BRAND as... kind** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BUW - The majority of people in UK sees users of BRAND as ...

Dobesedno vprašanje: Kind

Vrednosti	Kategorije	Frekvenca
1	Not at all	25
2	Somewhat	87
3	Moderately	182
4	Very	74
5	Extremely	26

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BUC1** Oznaka: **The majority of people in UK sees the users of brand BRAND as... competent** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BUC - The majority of people in UK sees users of BRAND as ...

Dobesedno vprašanje: Competent

Vrednosti	Kategorije	Frekvenca
1	Not at all	41
2	Somewhat	51
3	Moderately	155
4	Very	114
5	Extremely	33

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BUC2** Oznaka: **The majority of people in UK sees the users of brand BRAND as...intelligent** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BUC - The majority of people in UK sees users of BRAND as ...

Dobesedno vprašanje: Intelligent

Vrednosti	Kategorije	Frekvenca
1	Not at all	48
2	Somewhat	53
3	Moderately	178
4	Very	84
5	Extremely	31

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BUC3** Oznaka: **The majority of people in UK sees the users of brand BRAND as... efficient** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BUC - The majority of people in UK sees users of BRAND as ...

Dobesedno vprašanje: Efficient

Vrednosti	Kategorije	Frekvenca
1	Not at all	47
2	Somewhat	56
3	Moderately	152
4	Very	101
5	Extremely	38

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BUC4** Oznaka: **The majority of people in UK sees the users of brand BRAND as... capable** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BUC - The majority of people in UK sees users of BRAND as ...

Dobesedno vprašanje: Capable

Vrednosti	Kategorije	Frekvenca
1	Not at all	45
2	Somewhat	52
3	Moderately	141
4	Very	119
5	Extremely	37

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BOC1** Oznaka: **The majority of people in the UK sees citizens of #CO# as... competent** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BOC - The majority of people in the UK sees citizens of #COO# as .. (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided). Please, write in the number for your answer in boxes below.

Dobesedno vprašanje: Competent

Vrednosti	Kategorije	Frekvenca
1	Not at all	11
2	Somewhat	40
3	Moderately	98
4	Very	162
5	Extremely	83

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BOC2** Oznaka: **The majority of people in the UK sees citizens of #CO# as... intelligent** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BOC - The majority of people in the UK sees citizens of #COO# as .. (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided). Please, write in the number for your answer in boxes below.

Dobesedno vprašanje: Intelligent

Vrednosti	Kategorije	Frekvenca
1	Not at all	11
2	Somewhat	42
3	Moderately	110
4	Very	142
5	Extremely	89

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BOC3** Oznaka: **The majority of people in the UK sees citizens of #CO# as... efficient** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BOC - The majority of people in the UK sees citizens of #COO# as .. (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided). Please, write in the number for your answer in boxes

below.

Dobesedno vprašanje: Efficient

Vrednosti	Kategorije	Frekvenca
1	Not at all	10
2	Somewhat	55
3	Moderately	108
4	Very	114
5	Extremely	107

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BOC4** Oznaka: **The majority of people in the UK sees citizens of #CO# as...capable** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BOC - The majority of people in the UK sees citizens of #COO# as .. (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided). Please, write in the number for your answer in boxes below.

Dobesedno vprašanje: Capable

Vrednosti	Kategorije	Frekvenca
1	Not at all	7
2	Somewhat	33
3	Moderately	102
4	Very	174
5	Extremely	78

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BOW1** Oznaka: **The majority of people in the UK sees citizens of #CO# as... warm** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BOW - The majority of people in the UK sees citizens of #COO# as ... (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided). Please, write in the number of your answer in boxes below.

Dobesedno vprašanje: Warm

Vrednosti	Kategorije	Frekvenca
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1	Not at all	26
2	Somewhat	79
3	Moderately	129
4	Very	116
5	Extremely	44

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BOW2** Oznaka: **The majority of people in the UK sees citizens of #CO# as... friendly** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BOW - The majority of people in the UK sees citizens of #COO# as ... (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided). Please, write in the number of your answer in boxes below.

Dobesedno vprašanje: Friendly

Vrednosti	Kategorije	Frekvenca
1	Not at all	19
2	Somewhat	63
3	Moderately	128
4	Very	127
5	Extremely	57

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BOW3** Oznaka: **The majority of people in the UK sees citizens of #CO# as... good-natured** Q1 - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BOW - The majority of people in the UK sees citizens of #COO# as ... (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided). Please, write in the number of your answer in boxes below.

Dobesedno vprašanje: Good-natured

Vrednosti	Kategorije	Frekvenca
1	Not at all	14
2	Somewhat	57
3	Moderately	141

4	Very	138
5	Extremely	44

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **BOW4** Oznaka: **The majority of people in the UK sees citizens of #CO# as... kind Q1** - For the next set of questions, we kindly ask you to focus on how does the majority of people in UK think about the following... BOW - The majority of people in the UK sees citizens of #COO# as ... (#COO# was filled with piped text from the COO variable - the name of the country that respondent provided). Please, write in the number of your answer in boxes below.

Dobesedno vprašanje: Kind

Vrednosti	Kategorije	Frekvenca
1	Not at all	16
2	Somewhat	68
3	Moderately	141
4	Very	125
5	Extremely	44

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 5

ID: **Inv1** Oznaka: **For me, PRODUCT/SERVICE CATEGORY is/are very important.** PCInv - Do you disagree or agree with the following statements?

Dobesedno vprašanje: For me, PRODUCT CATEGOTY is/are very important.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	35
2	Disagree	43
3	Somewhat disagree	30
4	Neutral	45
5	Somewhat agree	100
6	Agree	84
7	Strongly agree	57

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **Inv2** Oznaka: **For me, PRODUCT/SERVICE CATEGORY do not matter.** PCInv - Do you disagree or agree with the following statements?

Dobesedno vprašanje: For me, PRODUCT CATEGOTY do(es) not matter.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	22
2	Disagree	37
3	Somewhat disagree	53
4	Neutral	39
5	Somewhat agree	85
6	Agree	95
7	Strongly agree	63

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **Inv3** Oznaka: **PRODUCT/SERVICE CATEGORY is a very important part of my life.** PCInv - Do you disagree or agree with the following statements?

Dobesedno vprašanje: PRODUCT CATEGOTY is/are a very important part of my life.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	51
2	Disagree	43
3	Somewhat disagree	52
4	Neutral	46
5	Somewhat agree	82
6	Agree	79
7	Strongly agree	41

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **ATCHECK2** Oznaka: **Please select "Somewhat agree"**.

Dobesedno vprašanje: ATTCHECK2 - Please select "Somewhat agree".

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	0
2	Disagree	0
3	Somewhat disagree	0
4	Neutral	0
5	Somewhat agree	394
6	Agree	0
7	Strongly agree	0

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **SDB1** Oznaka: **I like to gossip at times.** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself. SDB - To what degree do you disagree or agree with following statements?

Dobesedno vprašanje: I like to gossip at times.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	21
2	Disagree	38
3	Somewhat disagree	49
4	Neutral	40
5	Somewhat agree	151
6	Agree	74
7	Strongly agree	21

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **SDB2** Oznaka: **I have never deliberately said something that hurt someones feelings.** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself. SDB - To what degree do you disagree or agree with following statements?

Dobesedno vprašanje: I have never deliberately said something that hurt someone's feelings.

Vrednosti	Kategorije	Frekvenca
-----------	------------	-----------

1	Strongly disagree	23
2	Disagree	72
3	Somewhat disagree	93
4	Neutral	50
5	Somewhat agree	55
6	Agree	64
7	Strongly agree	37

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **SDB3** Oznaka: **I am always willing to admit it when I make a mistake.** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself. SDB - To what degree do you disagree or agree with following statements?

Dobesedno vprašanje: I'm always willing to admit it when I make a mistake.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	2
2	Disagree	10
3	Somewhat disagree	28
4	Neutral	33
5	Somewhat agree	139
6	Agree	133
7	Strongly agree	49

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **SDB4** Oznaka: **There have been occasions when I took advantage of someone.** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself. SDB - To what degree do you disagree or agree with following statements?

Dobesedno vprašanje: There have been occasions when I took advantage of someone.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	36
2	Disagree	58
3	Somewhat disagree	77

4	Neutral	65
5	Somewhat agree	109
6	Agree	44
7	Strongly agree	5

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **SDB5** Oznaka: **I sometimes try to get even rather than forgive and forget.** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself. SDB - To what degree do you disagree or agree with following statements?

Dobesedno vprašanje: I sometimes try to get even rather than forgive and forget.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	43
2	Disagree	82
3	Somewhat disagree	81
4	Neutral	53
5	Somewhat agree	83
6	Agree	38
7	Strongly agree	14

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **SDB6** Oznaka: **At times, I have really insisted on having things my own way.** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself. SDB - To what degree do you disagree or agree with following statements?

Dobesedno vprašanje: At times, I have really insisted on having things my own way.

Vrednosti	Kategorije	Frekvenca
1	Strongly disagree	10
2	Disagree	23
3	Somewhat disagree	29
4	Neutral	48
5	Somewhat agree	164
6	Agree	89

7	Strongly agree	31
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Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **EDU** Oznaka: **What is your current educational level?** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself.

Dobesedno vprašanje: EDU - What is your current educational level?

Vrednosti	Kategorije	Frekvenca
1	Degree or equivalent	213
2	Higher education	54
3	A Level or equivalent	62
4	GCSEs grades A*-C or equivalent	43
5	Other qualifications	20
6	No qualification	2
7	Don't know	0

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 7

ID: **XSTARlet** Oznaka: **How old are you?** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself.

Dobesedno vprašanje: XSTARletA - How old are you?

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Minimum: 18

Maksimum: 67

Aritmetična sredina: 34.381

Standardni odklon: 11.035

Vrednosti spremenljivk: od 18 do 67

ID: **XSPOL** Oznaka: **Your gender is:** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself.

Dobesedno vprašanje: XSPOL - Your gender is:

Vrednosti	Kategorije	Frekvenca
1	Male	178
2	Female	215
3	Other	1
4	Do not want to say	0

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 4

ID: **XDOH** Oznaka: **What was your total personal income after taxes for the most recent calendar year (January through December)?** You are approaching the end of the questionnaire. For the last part we would like you to focus on yourself.

Dobesedno vprašanje: XDOH - What was your total personal income after taxes for the most recent calendar year (January through December)? (Please include income received by all members of your household and from all sources, including salaries, pensions, interest, dividends, bonuses, capital gains, and profits.)

Vrednosti	Kategorije	Frekvenca
1	Less than 5,000 GBP	32
2	5,001 - 9,999 GBP	27
3	10,000 - 14,999 GBP	53
4	15,000 - 19,999 GBP	60
5	20,000 - 24,999 GBP	67
6	25,000 - 29,999 GBP	38
7	30,000 - 34,999 GBP	27
8	35,000 - 39,999 GBP	29
9	40,000 - 44,999 GBP	19
10	45,000 - 50,000 GBP	10
11	more than 50,000 GBP	32

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

Vrednosti spremenljivk: od 1 do 11

ID: **PID_r** Oznaka: **Respondents panel ID number**

Dobesedno vprašanje: Respondents panel ID number

Vrednosti	Kategorije	Frekvenca
Zakrita vrednost		394

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0

ID: **IntTime** Oznaka: **Interview duration**

Dobesedno vprašanje: Interview duration

Vrednosti	Kategorije	Frekvenca
0:03:01,00		1
0:03:02,00		2
0:03:03,00		1
0:03:04,00		2
0:03:06,00		1
0:03:07,00		2
0:03:08,00		1
0:03:09,00		1
0:03:10,00		4
0:03:12,00		3
0:03:13,00		2
0:03:14,00		1
0:03:15,00		2
0:03:16,00		2
0:03:17,00		2
0:03:18,00		1
0:03:19,00		1
0:03:20,00		2
0:03:21,00		1
0:03:22,00		1

Prikazanih je 20 od 242 kategorij. Za vse podatke si poglejte opis raziskave na spletni strani.

Opisne statistike

Veljavni odgovori: 394

Neveljavni odgovori: 0