

附錄一 品牌聯想之顧客價值衡量指標

1. I buy this brand because of the way it works. (work)
2. I buy this brand are concerned with other people think about them. (think)
3. This brand is unique. (unique)
4. This brand stimulates thinking for those who use it. (STIM)
5. This brand sends a message about those who use it. (message)
6. This brand is known for its quality. (quality)
7. Buying this brand would make me feel special. (special)
8. When other people see this brand, it is easily recognizable. (RECOG)
9. Using this brand removes a problem from my live. (remove)
10. Using this brand adds variety to my life. (variety)
11. I buy this brand in order to express myself. (express)
12. I use this brand feel a connection to others who own the same brand. (connect)
13. This brand is pleasing to the senses. (sense)
14. Using this brand helps me avoid problems. (avoid)
15. This brand is helpful to me. (helpful)
16. This brand reminds one of a relationship with a particular person. (relation)
17. This brand has social prestige value, it gives users social status. (social)
18. This brand is beautiful or attractive in appearance. (attract)
19. This brand is valuable in terms of money. (valuable)
20. This brand expresses what is unique about its users different from others. (DIEF)
21. This brand reminds me of my family or a similar group of people. (reminds)
22. This brand allows me to be efficient in my daily live. (efficient)
23. This brand provides enjoyment, entertainment or relaxation. (enjoy)
24. This brand has a lot of practical usefulness. (useful)

附錄二 問卷內容(英文版 貨幣單位：歐元)

My name is Shu Ting Yieh. I study at National Chengchi University, Taiwan. Currently, I am an exchange student at EM Lyon business school, France. Thank you for taking part in my study, which concerns the purchase of high-tech products, mobile phone (cell phone, cellular phone) products in particular. Your answers will be kept confidential and reported only in aggregate.

Section A: Shopping

A1. Do you like to purchase mobile phone?

- (1) Yes
 (2) No

A2. How often do you purchase a mobile phone?

- (1) Once a couple of months
 (2) Once half a year
 (3) Once a year
 (4) Once a couple of years
 (5) More than three years

A3. Do you go shopping for purpose (have planning)?

- (1) Yes, every time.
 (2) Yes, some time
 (3) No

A4. Do you like to go window shopping (including internet shopping) for mobile phone (without purchase)?

- (1) Yes (please answer question A5)
 (2) No (please go to question A6)

A5. Why do you like window shopping (including internet shopping) for mobile phone? As it can help me...(you can choose more than one answer)

- (1) to obtain updated new product (or new technology) information
 (2) to kill time
 (3) to gather with friends
 (4) others: please specify _____

A6. Why don't you like window shopping for mobile phone? As ... (you can choose more than one answer)

- (1) I have no time
 (2) It is time consuming
 (3) I do not have interest in mobile phone
 (4) It is energy consuming (make me tired)
 (5) others: please specify _____

A7. How much do you spend on buying mobile phone(s) yearly?

- (1) below €150
 (2) €150 to €300
 (3) €301 to €600
 (4) €601 to €1200
 (5) €1201 or more

Section B: Product

How much do you agree with the following statements? Please circle the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

		Strongly Disagree				Strongly Agree
B1.	Mobile phone is very important to me.	1	2	3	4	5
RB2.	For me, mobile phone does not matter.	1	2	3	4	5
B3.	Mobile phone is an important part of my life.	1	2	3	4	5

How do you think about the following statements? Please circle the appropriate number on a scale where 1 = Little or no Knowledge and 5 = A great deal of Knowledge

		Little or no Knowledge				A great deal of Knowledge
B4.	How do you rate your knowledge of mobile phone relative to other people?	1	2	3	4	5
B5.	How do you rate your knowledge of mobile phone relative to most of your friends?	1	2	3	4	5

How do you think about the following statement? Please circle the appropriate number on a scale where 1 = Very Unfamiliar and 5 = Very Familiar

		Very Unfamiliar				Very Familiar
B6.	In general, would you consider yourself familiar or unfamiliar with mobile phone?	1	2	3	4	5

How do you think about the following statement? Please circle the appropriate number on a scale where 1 = Not at all Informed and 5 = Very highly Informed

		Not at all Informed				Very highly Informed
B7.	Would you consider yourself uninformed or informed about mobile phone?	1	2	3	4	5

How do you think about the following statement? Please circle the appropriate number on a scale where 1 = Nothing at all and 5 = Know a great deal

		Nothing at all				Know a great deal
B8.	Would you consider yourself Knowledgeable about mobile phone?	1	2	3	4	5

Section C: Brand

C0. Please select your favorite brand of mobile phone. This brand should be the one you prefer to buy or you have already had.

Brand/Company Name: _____ / _____

Model Number (if you know): _____

How much do you agree with the following statements about your most favorite mobile phone brand? Please circle the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

(This brand is important to me...)	Strongly Disagree				Strongly Agree
C1. I buy this brand because of the way it works.	1	2	3	4	5
C2. I buy this brand are concerned with other people think about them.	1	2	3	4	5
C3. This brand is unique.	1	2	3	4	5
C4. This brand stimulates thinking for those who use it.	1	2	3	4	5
C5. This brand sends a message about those who use it.	1	2	3	4	5
C6. This brand is known for its quality.	1	2	3	4	5
C7. Buying this brand would make me feel special.	1	2	3	4	5
C8. When other people see this brand, it is easily recognizable.	1	2	3	4	5
C9. Using this brand removes a problem from my live.	1	2	3	4	5
C10. Using this brand adds variety to my life.	1	2	3	4	5
C11. I buy this brand in order to express myself.	1	2	3	4	5
C12. I use this brand feel a connection to others who own the same brand.	1	2	3	4	5
C13. This brand is pleasing to the senses.	1	2	3	4	5
C14. Using this brand helps me avoid problems.	1	2	3	4	5
C15. This brand is helpful to me.	1	2	3	4	5

(This brand is important to me....)		Strongly Disagree			Strongly Agree	
C16.	This brand reminds one of a relationship with a particular person.	1	2	3	4	5
C17.	This brand has social prestige value, it gives users social status.	1	2	3	4	5
C18.	This brand is beautiful or attractive in appearance.	1	2	3	4	5
C19.	This brand is valuable in terms of money.	1	2	3	4	5
C20.	This brand expresses what is unique about its users different from others.	1	2	3	4	5
C21.	This brand reminds me of my family or a similar group of people.	1	2	3	4	5
C22.	This brand allows me to be efficient in my daily live.	1	2	3	4	5
C23.	This brand provides enjoyment, entertainment or relaxation.	1	2	3	4	5
C24.	This brand has a lot of practical usefulness.	1	2	3	4	5

Section D: Attitudes

How much do you agree with the following statements? Please circle the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

		Strongly Disagree			Strongly Agree	
D1.	When I purchase high-tech products, I would concern which country it was made in.	1	2	3	4	5
D2.	High-tech products made in Taiwan are of high quality.	1	2	3	4	5
D3.	High-tech products made in Taiwan are technologically superior..	1	2	3	4	5
D4.	High-tech products made in Taiwan have a good reputation.	1	2	3	4	5
D5.	Mobile phone is luxurious.	1	2	3	4	5
D6.	Mobile phone can be owned by everyone.	1	2	3	4	5

How much do you agree with the following statement about the things you believe?
Please circle the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

		Strongly Disagree				Strongly Agree
D7.	People in higher positions should make most decisions without consulting people in lower positions.	1	2	3	4	5
D8.	People in higher positions can use authority and power when dealing with people in lower positions.	1	2	3	4	5
D9.	People in higher positions should not ask the opinions of people in lower positions too frequently.	1	2	3	4	5
D10.	People in higher positions should avoid social interaction with people in lower positions.	1	2	3	4	5
D11.	People in lower positions should not disagree with decisions by people in higher positions.	1	2	3	4	5
D12.	People in higher positions should not delegate important tasks to people in lower positions.	1	2	3	4	5
RD13.	It is easy to meet and talk with people in higher positions.	1	2	3	4	5
D14.	People in lower positions should be cautious about how to express themselves when disagreeing with people in higher positions.	1	2	3	4	5
D15.	It is important to have instructions spelled out in detail so that I always know what I'm expected to do.	1	2	3	4	5
D16.	It is important to closely follow instructions and procedures.	1	2	3	4	5
D17.	Rules and regulations are important because they inform me what is expected of me.	1	2	3	4	5
D18.	Standardized work procedures are helpful.	1	2	3	4	5
D19.	Instructions for operations are important.	1	2	3	4	5
RD20.	I feel comfort when people ask me to do something and then don't give me the information I need to do it.	1	2	3	4	5

How much do you agree with the following statement about the things you believe? Please the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

	Strongly Disagree					Strongly Agree
RD21. Meetings are usually run more effectively when they are chaired by a woman.	1	2	3	4	5	
D22. It is more important for men to have a professional career than it is for women.	1	2	3	4	5	
D23. Men usually solve problems with logical analysis; women usually solve problems with intuition.	1	2	3	4	5	
D24. Solving difficult problems usually requires active forcible approach which is typical of men.	1	2	3	4	5	
RD25. It is preferable to have a woman in a high level position rather than a man.	1	2	3	4	5	
D26. There are some jobs in which a man can always do better than a woman.	1	2	3	4	5	
D27. Individuals should sacrifice self-interest for the group (either at the school or work place).	1	2	3	4	5	
D28. Individuals should stick with the group even through difficulties.	1	2	3	4	5	
D29. Group welfare is more important than individual rewards.	1	2	3	4	5	
D30. Group success is more important than individual success.	1	2	3	4	5	
RD31. Being an accepted member of the group is not important.	1	2	3	4	5	
D32. Individuals should only pursue their goals after considering the welfare of the group.	1	2	3	4	5	
D33. Group loyalty should be encouraged even if individual goals suffer.	1	2	3	4	5	
RD34. Individuals should not be expected to give up their goals in order to benefit group success.	1	2	3	4	5	

Section E: Self-Description

There are some descriptions about you. Please circle the appropriate number on a scale which is most like you in each description below.

E1.	Rugged	1	2	3	4	5	Delicate
E2.	Excitable	1	2	3	4	5	Calm
E3.	Uncomfortable	1	2	3	4	5	Comfortable
E4.	Dominating	1	2	3	4	5	Submissive
E5.	Thrifty	1	2	3	4	5	Indulgent
E6.	Pleasant	1	2	3	4	5	Unpleasant
E7.	Contemporary	1	2	3	4	5	Non-contemporary
E8.	Organized	1	2	3	4	5	Unorganized
E9.	Rational	1	2	3	4	5	Emotional
E10.	Youthful	1	2	3	4	5	Mature
E11.	Formal	1	2	3	4	5	Informal
E12.	Orthodox	1	2	3	4	5	Liberal
E13.	Complex	1	2	3	4	5	Simple
E14.	Colorless	1	2	3	4	5	Colorful
E15.	Modest	1	2	3	4	5	Vain

Section F: Basic Information

F1. Gender:

_____ (1) Male _____ (2) Female

F2. Age:

_____ (1) under 20 _____ (2) 20 to 25
 _____ (3) 26 to 30 _____ (4) 31 to 35
 _____ (5) 36 to 40 _____ (6) 41 and above

F3. Nationality (Please write down your country):

(1) Africa: _____ (2) America: _____
 (3) Asia: _____ (4) Europe: _____
 (5) Oceania: _____

F4. Marital Status:

- _____ (1) Single _____ (2) Married
_____ (3) Divorced _____ (4) Separated
_____ (5) Widowed

F5. How many children do you have? (Please write in number) _____

F6. How many under 18 years old live with you? (Please write in number) _____

F7. Educational Level:

- _____ (1) Below secondary
_____ (2) Secondary and Matriculation
_____ (3) University
_____ (4) Graduate school or above

F8. Vocation:

- _____ (1) housekeeping _____ (2) civil service _____ (3) education
_____ (4) retailing _____ (5) media/publication _____ (6) manufacturing industry
_____ (7) medical care _____ (8) financial/insurance _____ (9) information technology
_____ (10) transportation _____ (11)personal service _____ (12) Student
_____ (13) other

F9. Occupation

- _____ (1) self-employed _____ (2) clerk
_____ (3) middle and top management _____ (4) sales/marketing
_____ (5) professional _____ (6) research/development
_____ (7) technical _____ (8) skill labour
_____ (9) Others: please specify _____

F10. Monthly Income (Including money from parents and part-time job):

- _____ (1) under €600 _____ (2) €601 to €1200
_____ (3) €1201 to €1800 _____ (4) €1801 to €2400
_____ (5) €2401 to €3000 _____ (6) €3001 to €3600
_____ (7) €3601 to €4200 _____ (8) €4201 to €4800
_____ (9) €4801 to €5400 _____ (10) €5401 and above

End of Questionnaire

Thank you for your cooperation!

If you could not give me the questionnaire directly, please send to the following address.

Residence le Galion CH 066 , 38 Avenue Guy de Collongue, 69130 Ecully, France

(You also can email to shuting@alumni.nccu.edu.tw)

附錄三 問卷內容(英文版 貨幣單位：英鎊)

My name is Shu Ting Yieh. I study at National Chengchi University, Taiwan. Currently, I am an exchange student at EM Lyon business school, France. Thank you for taking part in my study, which concerns the purchase of high-tech products, mobile phone (cell phone, cellular phone) products in particular. Your answers will be kept confidential and reported only in aggregate.

Section A: Shopping

A1. Do you like to purchase mobile phone?

- _____ (1) Yes
 _____ (2) No

A2. How often do you purchase a mobile phone?

- _____ (1) Once a couple of months
 _____ (2) Once half a year
 _____ (3) Once a year
 _____ (4) Once a couple of years
 _____ (5) More than three years

A3. Do you go shopping for purpose (have planning)?

- _____ (1) Yes, every time.
 _____ (2) Yes, some time
 _____ (3) No

A4. Do you like to go window shopping (including internet shopping) for mobile phone (without purchase)?

- _____ (1) Yes (please answer question A5)
 _____ (2) No (please go to question A6)

A5. Why do you like window shopping (including internet shopping) for mobile phone?

As it can help me...(you can choose more than one answer)

- _____ (1) to obtain updated new product (or new technology) information
 _____ (2) to kill time
 _____ (3) to gather with friends
 _____ (4) others: please specify _____

A6. Why don't you like window shopping for mobile phone? As ...

(you can choose more than one answer)

- _____ (1) I have no time
 _____ (2) It is time consuming
 _____ (3) I do not have interest in mobile phone
 _____ (4) It is energy consuming (make me tired)
 _____ (5) others: please specify _____

A7. How much do you spend on buying mobile phone(s) yearly?

- _____ (1) below £ 100
 _____ (2) £ 100 to £ 200
 _____ (3) £ 201 to £ 400
 _____ (4) £ 401 to £ 800
 _____ (5) £ 801 or more

Section B: Product

How much do you agree with the following statements? Please circle the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

		Strongly Disagree				Strongly Agree
B1.	Mobile phone is very important to me.	1	2	3	4	5
RB2.	For me, mobile phone does not matter.	1	2	3	4	5
B3.	Mobile phone is an important part of my life.	1	2	3	4	5

How do you think about the following statements? Please circle the appropriate number on a scale where 1 = Little or no Knowledge and 5 = A great deal of Knowledge

		Little or no Knowledge				A great deal of Knowledge
B4.	How do you rate your knowledge of mobile phone relative to other people?	1	2	3	4	5
B5.	How do you rate your knowledge of mobile phone relative to most of your friends?	1	2	3	4	5

How do you think about the following statement? Please circle the appropriate number on a scale where 1 = Very Unfamiliar and 5 = Very Familiar

		Very Unfamiliar				Very Familiar
B6.	In general, would you consider yourself familiar or unfamiliar with mobile phone?	1	2	3	4	5

How do you think about the following statement? Please circle the appropriate number on a scale where 1 = Not at all Informed and 5 = Very highly Informed

		Not at all Informed				Very highly Informed
B7.	Would you consider yourself uninformed or informed about mobile phone?	1	2	3	4	5

How do you think about the following statement? Please circle the appropriate number on a scale where 1 = Nothing at all and 5 = Know a great deal

		Nothing at all				Know a great deal
B8.	Would you consider yourself Knowledgeable about mobile phone?	1	2	3	4	5

Section C: Brand

C0. Please select your favorite brand of mobile phone. This brand should be the one you prefer to buy or you have already had.

Brand/Company Name: _____ / _____

Model Number (if you know): _____

How much do you agree with the following statements about your most favorite mobile phone brand? Please circle the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

(This brand is important to me...)	Strongly Disagree				Strongly Agree
C1. I buy this brand because of the way it works.	1	2	3	4	5
C2. I buy this brand are concerned with other people think about them.	1	2	3	4	5
C3. This brand is unique.	1	2	3	4	5
C4. This brand stimulates thinking for those who use it.	1	2	3	4	5
C5. This brand sends a message about those who use it.	1	2	3	4	5
C6. This brand is known for its quality.	1	2	3	4	5
C7. Buying this brand would make me feel special.	1	2	3	4	5
C8. When other people see this brand, it is easily recognizable.	1	2	3	4	5
C9. Using this brand removes a problem from my live.	1	2	3	4	5
C10. Using this brand adds variety to my life.	1	2	3	4	5
C11. I buy this brand in order to express myself.	1	2	3	4	5
C12. I use this brand feel a connection to others who own the same brand.	1	2	3	4	5
C13. This brand is pleasing to the senses.	1	2	3	4	5
C14. Using this brand helps me avoid problems.	1	2	3	4	5
C15. This brand is helpful to me.	1	2	3	4	5

(This brand is important to me....)	Strongly Disagree					Strongly Agree
C16. This brand reminds one of a relationship with a particular person.	1	2	3	4	5	
C17. This brand has social prestige value, it gives users social status.	1	2	3	4	5	
C18. This brand is beautiful or attractive in appearance.	1	2	3	4	5	
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C22. This brand allows me to be efficient in my daily live.	1	2	3	4	5	
C23. This brand provides enjoyment, entertainment or relaxation.	1	2	3	4	5	
C24. This brand has a lot of practical usefulness.	1	2	3	4	5	

Section D: Attitudes

How much do you agree with the following statements? Please circle the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

	Strongly Disagree					Strongly Agree
D1. When I purchase high-tech products, I would concern which country it was made in.	1	2	3	4	5	
D2. High-tech products made in Taiwan are of high quality.	1	2	3	4	5	
D3. High-tech products made in Taiwan are technologically superior..	1	2	3	4	5	
D4. High-tech products made in Taiwan have a good reputation.	1	2	3	4	5	
D5. Mobile phone is luxurious.	1	2	3	4	5	
D6. Mobile phone can be owned by everyone.	1	2	3	4	5	

How much do you agree with the following statement about the things you believe?
Please circle the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

	Strongly Disagree					Strongly Agree
D7.	People in higher positions should make most decisions without consulting people in lower positions.	1	2	3	4	5
D8.	People in higher positions can use authority and power when dealing with people in lower positions.	1	2	3	4	5
D9.	People in higher positions should not ask the opinions of people in lower positions too frequently.	1	2	3	4	5
D10.	People in higher positions should avoid social interaction with people in lower positions.	1	2	3	4	5
D11.	People in lower positions should not disagree with decisions by people in higher positions.	1	2	3	4	5
D12.	People in higher positions should not delegate important tasks to people in lower positions.	1	2	3	4	5
RD13.	It is easy to meet and talk with people in higher positions.	1	2	3	4	5
D14.	People in lower positions should be cautious about how to express themselves when disagreeing with people in higher positions.	1	2	3	4	5
D15.	It is important to have instructions spelled out in detail so that I always know what I'm expected to do.	1	2	3	4	5
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D18.	Standardized work procedures are helpful.	1	2	3	4	5
D19.	Instructions for operations are important.	1	2	3	4	5
RD20.	I feel comfort when people ask me to do something and then don't give me the information I need to do it.	1	2	3	4	5

How much do you agree with the following statement about the things you believe? Please the appropriate number on a scale where 1 = Strongly Disagree and 5 = Strongly Agree

	Strongly Disagree					Strongly Agree
RD21. Meetings are usually run more effectively when they are chaired by a woman.	1	2	3	4	5	
D22. It is more important for men to have a professional career than it is for women.	1	2	3	4	5	
D23. Men usually solve problems with logical analysis; women usually solve problems with intuition.	1	2	3	4	5	
D24. Solving difficult problems usually requires active forcible approach which is typical of men.	1	2	3	4	5	
RD25. It is preferable to have a woman in a high level position rather than a man.	1	2	3	4	5	
D26. There are some jobs in which a man can always do better than a woman.	1	2	3	4	5	
D27. Individuals should sacrifice self-interest for the group (either at the school or work place).	1	2	3	4	5	
D28. Individuals should stick with the group even through difficulties.	1	2	3	4	5	
D29. Group welfare is more important than individual rewards.	1	2	3	4	5	
D30. Group success is more important than individual success.	1	2	3	4	5	
RD31. Being an accepted member of the group is not important.	1	2	3	4	5	
D32. Individuals should only pursue their goals after considering the welfare of the group.	1	2	3	4	5	
D33. Group loyalty should be encouraged even if individual goals suffer.	1	2	3	4	5	
RD34. Individuals should not be expected to give up their goals in order to benefit group success.	1	2	3	4	5	

Section E: Self-Description

There are some descriptions about you. Please circle the appropriate number on a scale which is most like you in each description below.

E1.	Rugged	1	2	3	4	5	Delicate
E2.	Excitable	1	2	3	4	5	Calm
E3.	Uncomfortable	1	2	3	4	5	Comfortable
E4.	Dominating	1	2	3	4	5	Submissive
E5.	Thrifty	1	2	3	4	5	Indulgent
E6.	Pleasant	1	2	3	4	5	Unpleasant
E7.	Contemporary	1	2	3	4	5	Non-contemporary
E8.	Organized	1	2	3	4	5	Unorganized
E9.	Rational	1	2	3	4	5	Emotional
E10.	Youthful	1	2	3	4	5	Mature
E11.	Formal	1	2	3	4	5	Informal
E12.	Orthodox	1	2	3	4	5	Liberal
E13.	Complex	1	2	3	4	5	Simple
E14.	Colorless	1	2	3	4	5	Colorful
E15.	Modest	1	2	3	4	5	Vain

Section F: Basic Information

F1. Gender:

_____ (1) Male _____ (2) Female

F2. Age:

_____ (1) under 20 _____ (2) 20 to 25
 _____ (3) 26 to 30 _____ (4) 31 to 35
 _____ (5) 36 to 40 _____ (6) 41 and above

F3. Nationality (Please write down your country):

(1) Africa: _____ (2) America: _____
 (3) Asia: _____ (4) Europe: _____
 (5) Oceania: _____

F4. Marital Status:

- (1) Single (2) Married
 (3) Divorced (4) Separated
 (5) Widowed

F5. How many children do you have? (Please write in number) _____

F6. How many under 18 years old live with you? (Please write in number) _____

F7. Educational Level:

- (1) Below secondary
 (2) Secondary and Matriculation
 (3) University
 (4) Graduate school or above

F8. Vocation:

- (1) housekeeping (2) civil service (3) education
 (4) retailing (5) media/publication (6) manufacturing industry
 (7) medical care (8) financial/insurance (9) information technology
 (10) transportation (11) personal service (12) Student
 (13) other

F9. Occupation

- (1) self-employed (2) clerk
 (3) middle and top management (4) sales/marketing
 (5) professional (6) research/development
 (7) technical (8) skill labour
 (9) Others: please specify _____

F10. Monthly Income (Including money from parents and part-time job):

- (1) under £ 400 (2) £ 400 to £ 800
 (3) £ 801 to £ 1201 (4) £ 1201 to £ 1600
 (5) £ 1601 to £ 2000 (6) £ 2001 to £ 2400
 (7) £ 2401 to £ 2800 (8) £ 2801 to £ 3200
 (9) £ 3201 to £ 3600 (10) £ 3601 and above

End of Questionnaire

Thank you for your cooperation!

If you could not give me the questionnaire directly, please send to the following address.

2F1. No.25 FuAn st. ShiJih, Taipei 22164, Taiwan, R.O.C

(You also can email to shuting@alumni.nccu.edu.tw)

附錄四 問卷內容(法文版 貨幣單位：歐元)

Bonjour, je m'appelle Shu Ting YIEH. J'étudie à l'Université Nationale Chengchi à Taiwan. En ce moment, je suis une étudiante d'échange à l'école de commerce d'EM Lyon en France. Merci de participer à mon étude de la motivation de l'achat des produits high-tech, téléphone mobile en particulier. Vos réponses seront confidentielles et rapportées seulement en agrégat.

Section A: L'Achat

A1. Aimez-vous acheter des téléphones mobiles?

- _____ (1) Oui
 _____ (2) Non

A2. Tous les combien de temps achetez-vous un téléphone mobile?

- _____ (1) Deux ou trois mois par fois
 _____ (2) six mois par fois
 _____ (3) Une fois un an
 _____ (4) Deux ou trois ans par fois
 _____ (5) Plus que trois ans

A3. Faisez-vous du shopping avec l'intention d'achat planifiée?

- _____ (1) Oui, chaque fois.
 _____ (2) Oui, parfois.
 _____ (3) Non.

A4. Aimez-vous faire des leches-vitrines? (y compris sur internet)

- _____ (1) Oui (Passez à la question A5)
 _____ (2) Non (Passez à la question A6)

A5. Pour quelle raison regardez-vous les téléphones mobiles par leche-vitrine (et sur internet)? (choisissez une ou plus réponses)

- _____ (1) pour obtenir des informations du nouveau produit (ou de la nouvelle technologie)
 _____ (2) pour tuer le temps / pour loisir
 _____ (3) sujet de conversation pour ssembler des amis
 _____ (4) autres: indiquez-vous _____

A6. Pour quelle raison n'aimez-vous pas faire du shopping par leche-vitrine?
 (Choisissez-vous une ou plus réponses)

- _____ (1) Je n'ai pas de temps.
 _____ (2) Cela prend du temps.
 _____ (3) Cela ne m'intéresse pas.
 _____ (4) Cela me fatigue
 _____ (5) Autres: Indiquez vous _____

A7. Combien dépensez-vous sur acheter le(s) phone(s) mobile(s) par an?

- _____ (1) mois de €150
 _____ (2) €150 - €300
 _____ (3) €301 - €600
 _____ (4) €601 - €1200
 _____ (5) €1201 ou plus

Section B: Le Produit

Etes-vous d'accord avec les ratios suivants ? Veuillez choisir le nombre approprié.

1 = désaccord fortement et 5 = d'accord fortement

		Désaccord fortement			D'accord fortement	
B1.	Le mobile est tres important pour moi	1	2	3	4	5
RB2.	Pour moi, le mobile n'est pas important	1	2	3	4	5
B3.	Le mobile occupe une part importante de ma vie.	1	2	3	4	5

Que pensez-vous des rapports suivants? Veuillez choisir le nombre approprié.

1 = un peu ou pas de connaissance et 5 = avoir beaucoup de connaissance

		Peu ou pas de connaissance			beaucoup de connaissance	
B4.	Comment évaluez-vous votre connaissance en telephone mobile par rapport aux autres ?	1	2	3	4	5
B5.	Comment évaluez-vous votre connaissance en telephone mobile par rapport à la plupart do vos amis ?	1	2	3	4	5

Que pensez-vous des rapports suivants? Veuillez vous choisir le nombre approprié.

1 = Très peu familier et 5 = Très familier

		Très peu familier			Très familier	
B6.	En général, vous vous considérez familier ou peu familier avec le telephone mobile ?	1	2	3	4	5

Que pensez-vous des rapports suivants? Veuillez choisir le nombre approprié.

1 = Pas du tout au courant et 5 = Tres au courant

		Pas du tout au courant			Très au courant	
B7.	Vous vous considérez etre pas informé Ou bien au courant au sujet du mobile ?	1	2	3	4	5

Comment pensez-vous les rapports suivants? Veuillez vous choisir le nombre approprié.

1=Pas du tout et 5= Bien savez

		Pas du tout			Bien savez	
B8.	Vous vous considérez bien connaitre le telephone mobile ?	1	2	3	4	5

Section C: La marque

C0. Veuillez choisir votre marque favorite de telephone mobile ? Cette marque devrait être celle que vous préférez acheter ou vous avez déjà eu.

La marque/Nom de societe: _____ / _____

Model (Si vous savez): _____

Combien êtes-vous d'accord avec les rapports suivants au sujet de votre marque préférée de telephone mobile ? Veuillez choisir le nombre approprié.

1= désaccord fortement et 5= d'accord fortement

Cette marque est important pour moi		désaccord fortement			d'accord fortement	
C1.	J'achète cette marque en raison des fonctionalites.	1	2	3	4	5
C2.	J'achète cette marque car mon entourage pense du bien d'elle.	1	2	3	4	5
C3.	Cette marque est unique.	1	2	3	4	5
C4.	Cette marque stimule la pensée pour ceux qui l'utilise.	1	2	3	4	5
C5.	Cette marque envoie un message au sujet de ceux qui l'utilisent.	1	2	3	4	5
C6.	Cette marque est connue pour sa qualite.	1	2	3	4	5
C7.	Cela me fait special quand j' achète cette marque.	1	2	3	4	5
C8.	Cette marque est facilement reconnaissable lorsque les autres la voient.	1	2	3	4	5
C9.	Utliser cette marque facilite ma vie.	1	2	3	4	5
C10.	Cette marque rajoute de la variété a ma vie.	1	2	3	4	5
C11.	J'achete cette marque pour montrer moi-meme.	1	2	3	4	5
C12.	J'utilise cette marque pour sentir au meme groupe que les autres.	1	2	3	4	5
C13.	Cette marque est agréable aux sens.	1	2	3	4	5
C14.	Utiliser cette marque m'évite des soucis.	1	2	3	4	5
C15.	Cette marque m'est tres utile.	1	2	3	4	5

Cette marque est important pour moi	désaccord fortement					d'accord fortement
C16. Cette marque me rappelle une relation avec une personne particulière.	1	2	3	4	5	
C17. Cette marque a la valeur sociale du prestige, il donne le statut social à ses utilisateurs.	1	2	3	4	5	
C18. Cette marque est belle ou attractive physiquement.	1	2	3	4	5	
C19. Cette marque est valorisée en terme financière.	1	2	3	4	5	
C20. Cette marque exprime la différence est unique à ses utilisateurs.	1	2	3	4	5	
C21. Cette marque me rappelle ma famille ou un groupe de personnes.	1	2	3	4	5	
C22. Cette marque me permet d'être efficace dans les jours quotidiens.	1	2	3	4	5	
C23. Cette marque fournit le plaisir, l'amusement ou la relaxation.	1	2	3	4	5	
C24. Cette marque a beaucoup d'utilité pratique	1	2	3	4	5	

Section D: Des attitudes

Combien êtes-vous d'accord avec les rapports suivants ? Veuillez choisir le nombre approprié. 1= désaccord fortement et 5= d'accord fortement

	désaccord fortement					d'accord fortement
D1. Quand j'achète les produits high-tech, je fais attention sur ou sont-ils fabriqués.	1	2	3	4	5	
D2. Les produits high-tech fabriqués à Taiwan sont de haute qualité.	1	2	3	4	5	
D3. Les produits high-tech fabriqués à Taiwan sont technologiquement avancés	1	2	3	4	5	
D4. Les produits high-tech fabriqués à Taiwan ont une bonne réputation.	1	2	3	4	5	
D5. Le téléphone mobile est luxueux.	1	2	3	4	5	
D6. Chacun peut posséder un téléphone mobile.	1	2	3	4	5	

Combien êtes-vous d'accord avec les rapports suivants au sujet des choses vous croyez ? Veuillez vous choisir le nombre approprié. 1= désaccord fortement et 5= d'accord fortement

		désaccord fortement			d'accord fortement	
D7.	Les gens en positions plus élevées ne devraient pas consulter les personnes en positions inférieures en prenant la plupart des décisions.	1	2	3	4	5
D8.	Les gens en positions plus élevées peuvent employer l'autorité et la puissance en traitant des personnes en positions inférieures.	1	2	3	4	5
D9.	Les gens en positions plus élevées ne devraient pas demander les avis des personnes en positions inférieures fréquemment.	1	2	3	4	5
D10.	Les gens en positions plus élevées devraient éviter l'interaction sociale avec des personnes en positions inférieures.	1	2	3	4	5
D11.	Les gens en positions inférieures ne devraient pas nier les décisions par des personnes en positions plus élevées.	1	2	3	4	5
D12.	Les gens en positions plus élevées ne devraient pas déléguer important mission aux personnes en positions inférieures.	1	2	3	4	5
RD13.	Il est facile de rencontrer et parler avec des personnes en positions plus élevées.	1	2	3	4	5
D14.	Les personnes en positions inférieures devraient être prudentes de s'exprimer au cas où ils seraient être en désaccord avec des personnes en positions plus élevées	1	2	3	4	5
D15.	Il est important de définir les instructions en détail pour que je sache toujours ce qu'on attend à ce que je dois faire.	1	2	3	4	5
D16.	Il est important de suivre des instructions et les procédures.	1	2	3	4	5
D17.	Les règles et les réglementations sont importants parce qu'elles m'informent ce qui est prévu de moi.	1	2	3	4	5
D18.	Les procédures standards de travail sont utiles.	1	2	3	4	5
D19.	Les instructions pour les opérations sont importantes.	1	2	3	4	5
RD20.	Je me sens confortable quand les gens me demandent de faire quelque chose et puis ne me fournissent pas les info sur ce que je dois faire.	1	2	3	4	5

Combien êtes-vous d'accord avec les rapports suivants au sujet des choses vous croyez ?
Veuillez vous choisir le nombre approprié. 1= désaccord fortement et 5= d'accord fortement

	désaccord fortement			d'accord fortement		
RD21.	Des réunions plus efficaces quand elles sont présidées par une femme.	1	2	3	4	5
D22.	Il est plus important que les hommes aient une carrière professionnelle que les femmes.	1	2	3	4	5
D23.	Les hommes résolvent des problèmes habituellement avec l'analyse logique ; les femmes en résolvent habituellement avec l'intuition.	1	2	3	4	5
D24.	C'est typique des hommes qui ont besoin des moyens actifs et forces pour résoudre des problèmes difficiles.	1	2	3	4	5
RD25.	Il est favorable d'avoir une femme en position élevée qu'un homme.	1	2	3	4	5
D26.	Il y a quelques travaux auxquels un homme peut toujours faire mieux qu'une femme.	1	2	3	4	5
D27.	Les individus devraient sacrifier des intérêts soi-même pour le groupe (à l'école ou au travail).	1	2	3	4	5
D28.	Les individus devraient rester avec le groupe même en difficulté.	1	2	3	4	5
D29.	Le bénéfice du groupe est plus important que les récompenses individuelles.	1	2	3	4	5
D30.	Le succès du groupe est plus important que le succès individuel.	1	2	3	4	5
RD31.	Etre un membre accepté par le groupe n'est pas important	1	2	3	4	5
D32.	Après avoir considéré le bénéfice du groupe, les individus devraient seulement poursuivre leurs buts.	1	2	3	4	5
D33.	La fidélité du groupe devrait être encouragée même si le but individuel en souffre.	1	2	3	4	5
RD34.	Des individus ne devraient pas être prévus d'abandonner leur buts pour bénéficier le succès du groupe.	1	2	3	4	5

Section E: art de l'auto-portrait-description

Il y a quelques descriptions au sujet de vous. Veuillez choisir le nombre approprié sur un niveau qui est le plus comme vous dans chaque description ci-dessous.

E1.	Raboteux	1	2	3	4	5	Sensible
E2.	Excitable	1	2	3	4	5	Calme
E3.	Inconfortable	1	2	3	4	5	Confortable
E4.	Dominant	1	2	3	4	5	Docile
E5.	Économe	1	2	3	4	5	Indulgent
E6.	Agreable	1	2	3	4	5	Désagréable
E7.	Contemporain	1	2	3	4	5	Non-contemporain
E8.	Organisé	1	2	3	4	5	Mal organisé
E9.	Raisonné	1	2	3	4	5	Émotif
E10.	Jaune	1	2	3	4	5	Mûr
E11.	Formal	1	2	3	4	5	Informal
E12.	Orthodoxe	1	2	3	4	5	Libéral
E13.	Complexe	1	2	3	4	5	Simple
E14.	Sans couleur	1	2	3	4	5	Coloré
E15.	Modeste	1	2	3	4	5	Arrogant

Section F: Basic Information Section F: L'Information de base

F1. Sexe:

_____ (1) Male

_____ (2) Femelle

F2. Age:

_____ (1) moins de 20 ans

_____ (2) entre 20 et 25 ans

_____ (3) entre 26 et 30 ans

_____ (4) entre 31 et 35 ans

_____ (5) entre 36 et 40 ans

_____ (6) 41 et plus

F3. Votre Nationalité (Veuillez écrire votre pays s.v.p):

(1) Afrique: _____

(2) Amérique: _____

(3) Asie: _____

(4) Europe: _____

(5) Océanie: _____

F4. Votre situation mariee:

- _____ (1) Celibataire _____ (2) Marie(e)
 _____ (3) Divorce(e) _____ (4) Separe(e)
 _____ (5) Veuf(ve)

F5. Combien d'enfants vous avez? (Nombre) _____

F6. Combien d'enfants de moins de 18ans habitent dans votre foyer? (Nombre) _____

F7. Niveau d'education:

- _____ (1) Au-dessous du secondaire
 _____ (2) Lycee
 _____ (3) Bac
 _____ (4) Bac+4 ou plus

F8. Votre Profession:

- _____ (1) femme au foyer _____ (2) fonctionnaire _____ (3) education
 _____ (4) Vente en gros _____ (5) media/publication _____ (6) industrie
 _____ (7) Medical _____ (8) Finance/insurance _____ (9) technologie de l'information
 _____ (10) Transport _____ (11) service de proximite _____ (12) etudiant
 _____ (13) Autre

F9. Votre situation professionnelle:

- _____ (1) SOHO _____ (2) employe(e)
 _____ (3) Cadre moyen et superieur _____ (4) commercant(e)/marketing
 _____ (5) professional _____ (6) Recherche et Developpement
 _____ (7) technician(ne) _____ (8) Ouvrier(e)
 _____ (9) Autres: Indiquez SVP _____

F10. Revenu mensuel:

- _____ (1) moins de €600 _____ (2) €601 a €1200
 _____ (3) €1201 a €1800 _____ (4) €1801 a €2400
 _____ (5) €2401 a €3000 _____ (6) €3001 a €3600
 _____ (7) €3601 a €4200 _____ (8) €4201 a €4800
 _____ (9) €4801 a €5400 _____ (10) €5401 ou plus

Fin du questionnaire

Merci pour votre cooperation!

**Si vous ne pourriez pas me donner le questionnaire en main propre, merci
 d'envoyer à l'adresse suivante SVP.**

**Residence le Galion CH 066 , 38 Avenue Guy de Collongue, 69130 Ecully, France
 (Vous pouvez également envoyer par mail à shuting@alumni.nccu.edu.tw)**