

Study Contents

Statements

For the internet facts study data are collected on the following statements

Statements

(Level of agreement: Strongly agree / Somewhat agree / Somewhat disagree / Strongly disagree)

- When shopping I pay particular attention to getting value for money.
- By seeing an advertisement I quite often took notice of interesting product or new ideas.
- I'm willing to pay more for quality.
- I keep fit by regularly working out.
- Brand products are important to me.
- I like products that serve as status symbols.
- I see myself as an individualist.
- At a round table, I'm usually the one who leads the conversation.
- Buying brands provides security for me.
- Brand products are generally higher value.
- Among my friends I'm usually one of the first to try new technologies.
- I'm very mobile and often on the move.