

R1

Step 1: Number each survey form

CODE BOOK

Name the R1 survey as the Code Book

Step 2: Number each question and/ or variable with its choices.

QUESTIONNAIRE

Please choose the best answer from the choices given by putting a (/) in the space provided.

(V1) 1 2

1. Gender : ___ M ___ F

(V2) 1 2

2. Do you enjoy shopping? ___ YES ___ NO

(V3)

3. When shopping, what attracts you first?
(Tick only **ONE** answer).

___ Brand	1	___ Design	4
___ Colour	2	___ Comfort	5
___ Price	3	___ Others, please specify	6

4. Where do you normally shop?
(You may put a (/) at **more than one** choice).

___ Boutique	(V4)	Note: The value will be 1 for tick, 0 for no tick.
___ Night market	(V5)	
___ Small shop	(V6)	
___ Bazaar	(V7)	
___ Retail outlets	(V8)	

5. What is your opinion of buying for the brand name?

Theme 1 (specify) (V9)

Theme 2 (specify) (V10)

Theme 3 (specify) (V11)

Note: The value will be
1 for tick, 0 for no tick.

Note: More themes, more variables.

Questionnaire on: 'Brand consciousness among students in U-TEC.' (Zunaira, et al, 2003)