

MRI BUYING STYLES*

"We are interested in your attitudes about a number of buying and style issues. There are no right or wrong answers. Please indicate how much you agree or disagree with each of the following statements by checking the box that comes closest to how you feel."

- 1- Disagree mostly
- 2- Disagree somewhat
- 3- Agree somewhat
- 4- Agree mostly

145*08	Buying American products is important to me.
145*09	I know the price I pay for most of the foods and packaged goods I buy.
145*10	I think shopping is a great way to relax.
145*11	My favorite grocery store offers special discounts on particular products each week.
145*12	I don't make purchase decisions based on advertising.
145*13	I like to shop around before making a purchase.
145*14	If I really want something I will buy it on credit rather than wait.
145*15	I buy based on quality, not price.
145*16	Price is more important to me than brand names.
145*17	I'm a "spender" rather than a "saver".
145*18	It's important to me that salespeople be knowledgeable about the products they sell.
145*19	I am influenced by what's hot and what's not.
145*20	My favorite grocery store offers low prices on all products every day.
145*21	A celebrity endorsement may influence me to consider or buy a product.
145*22	I only use coupons for those brands I usually buy.
145*23	I am annoyed by all of the signs in the stores.
145*24	I often seek the advice of others before making a purchase.
145*25	I am willing to give up convenience in return for a product that is environmentally safe.
145*26	Shopping used to be more enjoyable.
145*27	I buy brands that reflect my style.
145*28	People often come to me for advice before making a purchase.
145*29	I tend to make impulse purchases.
145*30	I buy the brands I grew up with, the ones my mother used.
145*31	I prefer products that offer the latest in new technology.
145*32	I always check the ingredients and nutritional content of food products before I buy them.
145*33	I don't have time to bother clipping or saving coupons.
145*34	My children have a significant impact on the brands I choose.
145*35	I would pay extra for a product that is consistent with the image I want to convey.
145*36	My spouse has a significant impact on the brands I choose.
145*37	When I find a brand I like, I stick to it.
145*38	If a product is made by a company I trust, I'll buy it even if it is slightly more expensive.
145*39	I like to change brands often for the sake of variety and novelty.
145*40	I think if a manufacturer offers a coupon, I am probably being overcharged to begin with.
145*41	The service of the personnel at a store is an important part of my decision to shop there.
145*42	I will gladly switch brands to use a cents-off coupon.
145*43	I'm always one of the first of my friends to try new products or services.
145*44	I prefer a store that has a large selection of familiar brands.
145*45	I usually like to wait until other people have tried things before I try them myself.
145*46	I'd rather receive a sample of a product than a price-off coupon.
145*47	I am willing to pay more for a product that is environmentally safe.
145*48	I prefer to shop at stores that specialize in a specific type or style of product.
145*49	Brand name is the best indication of quality.
145*50	I prefer to buy things my friends or neighbors would approve of.

*Beginning with the Fall 2004 Study, use of a separate weight and base for the Buying Styles battery of statements is no longer required.