	品牌美誉度调查问卷											
		n Questionnaire										
1.	您的性别:											
	Gender:											
	男	-	女									
	Male]	Female_									
2.	您的年龄段:											
	Age											
	20 岁以下		21~30			31~40						
	Twenty or under	-	Twenty-	one to T	Thirty	Thirty-one to Forty						
	41~50	4	51~60			60 以上						
	Forty-one to Fifty		Fifty-on	e to Six	ity	Sixty or above						
3.	您的职业:											
	Occupation:											
	学生	Ī	政府工	作人员	1	商人						
	Student	(Governi	nent sta	ff	Business						
	其他(请详述)											
	Other (Please specify)											
4.	您是从什么途径知道	道这个	品牌的	}的 ?								
	How do you know this	Brand	d or ser	vice?								
	报纸杂志	ا	网络			朋友介绍						
	Newspaper/Mag]	[nternet_			Recommendation by friends						
	其他(请详述)											
	Other (Please specify)											
5.	该品牌产品或服务在您心目中的印象:											
	What is your impression of this brand or service?											
	很好	5	4 3	2 1		很不好						
	Excellent					Very Bad						
6.	您的亲人朋友对该品				印象:							
	What about your relati					/H !						
	很好	5 4	4 3	2 1		很不好						
	Excellent					Very Bad						

您对这个产品或服务质量的满意度:											
Are you satisfied with this product or service?											
很满意	5	4	3	2	1		很不满意				
Absolutely satisfied							Unsatisfied				
获得这个品牌的产品	品或	服务	的名	学易	程度	€:					
Is it convenient to enjoy this brand or service near your community?											
很容易	5	4	3	2	1		很不容易				
Very easy							Quite difficult				
您对这个产品或服务的售后服务的满意度:											
Are you satisfied with the customer service of this brand or service?											
很满意	5	4	3	2	1		很满意				
Absolutely satisfied							Unsatisfied				
您觉得该产品或服务与宣传的效果一致吗?											
Do you think the product or service itself is consistent to its commercial?											
一致	不-	一致									
Consistent	Inc	onsi	stent								
您还会再次够买这~	- 吗?										
Will you buy the produ	uct o	r ser	vice	agair	1?						
会	不	슺									
Yes	No										
您会推荐该产品或服务给周围的人吗?											
Will you recommend this product or service to your friends?											
会	不	슺									
Yes	No										
备注(您还有别的意见或建议么?):											
Any suggestions?											
	Are you satisfied with 很满意 Absolutely satisfied 获得这个品牌的产品 it convenient to enjot 很容易 Very easy 您对这个产品或服务 Are you satisfied with 很满意 Absolutely satisfied 您觉得该产品或服务 Do you think the prodect 一致 Consistent 您还会再次够买这 Will you buy the prodect 公会 Yes 您会推荐该产品或 Will you recommend to 会 Yes	Are you satisfied with this 很满意 5 Absolutely satisfied 获得这个品牌的产品或 15 Very easy 您对这个产品或服务的 Are you satisfied with the colling and satisfied with the colling and satisfied with the product of the colling and satisfied with	Are you satisfied with this prod 很满意 5 4 Absolutely satisfied 获得这个品牌的产品或服务 Is it convenient to enjoy this bro 很容易 5 4 Very easy 您对这个产品或服务的售后 Are you satisfied with the custo 很满意 5 4 Absolutely satisfied 您觉得该产品或服务与宣传 Do you think the product or ser 一致 不一致 Consistent Inconsi 您还会再次够买这个品牌的 Will you buy the product or ser 会 不会 Yes No 您会推荐该产品或服务给局 Will you recommend this product 会 不会 Yes No 备注(您还有别的意见或到	Are you satisfied with this product of 很满意 5 4 3 Absolutely satisfied 获得这个品牌的产品或服务的名	Are you satisfied with this product or ser 很满意 5 4 3 2 Absolutely satisfied 获得这个品牌的产品或服务的容易表 5 4 3 2 Very easy 您对这个产品或服务的售后服务的结果会 5 4 3 2 Absolutely satisfied with the customer service itself 一致 不一致 Consistent Inconsistent 您还会再次够买这个品牌的产品或 Will you buy the product or service agair 会 不会 Yes No— 您会推荐该产品或服务给周围的人 Will you recommend this product or service	Are you satisfied with this product or service 很满意 5 4 3 2 1 Absolutely satisfied 获得这个品牌的产品或服务的容易程度 Is it convenient to enjoy this brand or service 很容易 5 4 3 2 1 Very easy 您对这个产品或服务的售后服务的满意 Are you satisfied with the customer service of 很满意 5 4 3 2 1 Absolutely satisfied 您觉得该产品或服务与宣传的效果—到 Do you think the product or service itself is c —致 不一致 Consistent Inconsistent 您还会再次够买这个品牌的产品或服务 Will you buy the product or service again? 会 不会 Yes No 您会推荐该产品或服务给周围的人吗? Will you recommend this product or service 会 不会 Yes No — 卷注(您还有别的意见或建议么?):	Are you satisfied with this product or service? 很满意 5 4 3 2 1 Absolutely satisfied 获得这个品牌的产品或服务的容易程度: Is it convenient to enjoy this brand or service near your com很容易 5 4 3 2 1 Very easy 您对这个产品或服务的售后服务的满意度: Are you satisfied with the customer service of this brand or a 很满意 5 4 3 2 1 Absolutely satisfied 您觉得该产品或服务与宣传的效果一致吗? Do you think the product or service itself is consistent to its a 一致 不一致 Consistent Inconsistent 您还会再次够买这个品牌的产品或服务吗? Will you buy the product or service again? 会 不会 Yes No 您会推荐该产品或服务给周围的人吗? Will you recommend this product or service to your friends: 会 不会 Yes No 卷注(您还有别的意见或建议么?):				