

## Appendices

### Survey Questionnaire

#### Question 1- What is your gender?

- Male
- Female

#### Question 2- In which age group you are?

- Below 18
- 18-25
- 26-30
- 31-35
- 36-40
- 41-45
- 45 or above

#### Question 3- How much is your monthly income?

- Below 5000
- 5,000-10,000
- 10,000-20,000
- 20,000-30,000
- 30,000 and above

#### Question 4- Do you own any Apple product?

- Yes
- No

#### Question 5- What product do you own?

- I phone
- I pad
- I phone and I pad
- I smart watch
- All of them
- None of them

**Question 6- What is the colour of your Apple Product?**

- Black
- Pink
- Grey
- White
- Beige
- Blue

**Question 7- Do you agree, Apple products are worth their price as compared to competition?**

- Highly Agree
- Agree
- Highly Disagree
- Disagree
- Neutral

**Question 8- What are the Apple product's feature influence you the most to purchase? Please rank on the scale of 1-6 (1- Lower influence, 6- Highest influence)**

- Visual Look
- Camera
- Internal unique features
- Security and privacy features

- Battery
- Processor

**Question 9- Do you agree that Female customers mostly opt for Pink color in compare to men?**

- Highly Agree
- Agree
- Highly Disagree
- Disagree
- Neutral

**Question 10- What factors in Apple advertisements influence you the most? Please rank on the scale of 1-6 (1- Lower influence, 6- Highest influence)**

- Detailed advertisement
- Humorous advertisements
- Class distinctive advertisements
- Chatty style advertisements
- Soft music advertisements
- Aggressive approach advertisements

**Question 11- Was your Apple product a gift from someone?**

- Yes
- No

**Question 12- Do you agree that Apple product is used by many of the customers for social status?**

- Highly Agree
- Agree
- Highly Disagree

- Disagree
- Neutral

**Question 13- Do you agree Quality is high in Apple product than any other products in the market?**

- Highly Agree
- Agree
- Highly Disagree
- Disagree
- Neutral

**Question 14- Do you think Apple should bring more options for Female customers in the way of colours, product design, price and features?**

- Yes
- No
- Why not
- This could be offensive to some
- I prefer not to say

**Question 15- Does Apple products discriminate gender in any way? What from below do you think?**

- Yes, it can be seen in the advertisement as well.
- No, Apple is just as other brand and no gender discrimination I felt ever.
- Yes, maybe in the products range.
- No, I think Apple products are more about personality, lifestyle and brand consciousness than gender.

