

Appendix

[Sentiment Questionnaire](#)

A sentiment analysis: Loyalty and Behavior towards Brands after a product's withdrawal from the market.

Dear Respondent,

I am currently conducting a study on the impacts of product recall on Consumers for my masters dissertation. Please help me by taking a few minutes of your time to answer the questionnaire about your personal experience with the associated recalled product and the brand. Recall, which is also known as product call or risk warning, is a communication procedure with the customer that companies are recommended to adopt when they find some defect in their products/services. Those products that are capable of inflicting harm or a hazard on users and customers are withdrawn from the market so they can be fixed or reimburse the concerned person. Kindly consider researching about Samsungs and dells product recalls prior to the survey. Thanks for your anticipated cooperation.

* Required

Email (optional)

Nationality *

'what region are you currently located in? *

Mark only one oval.

- EMEA - Czech Republic
- EMEA - United Arab emirates
- Rest of EMEA

What is your age group? *

Mark only one oval.

- 16 - 20
- 21 - 25
- 26 - 30
- 31 - 35
- 36 - 40
- 41+

What is your Occupation? *

Mark only one oval.

- Student
- Working Professional
- Self Employed
- Other:

Are you ware of all or any of the following product recalls: Dell lithium battery, Samsungs Galaxy Note 7 and Top loading machines. *

Mark only one oval.

- Yes
- No

Have you ever owned a Samsung S7 device? *

Mark only one oval.

- Yes

- No

What purpose did you use the product for? *

Check all that apply.

- Recreational
- Personal
- Business
- Other

How frequent have you used the products? *

Mark only one oval.

- Just once
- Occasional
- Casual
- Frequent

How Long have you used the products for? *

Mark only one oval.

- Less than 3 months
- 3 to 6 months
- 6 to 12 months
- 1 to 3 years
- 4+ years

Where or how did you purchase or obtain the product? *

Mark only one oval.

- Current Residential country
- Home country
- Online purchase
- Gift
- Other:

Have you ever owned a Dell lithium battery or a computer device that used one? *

Mark only one oval.

- Yes
- No
- Maybe

Have you ever owned a Samsung Top load washing machine? *

Mark only one oval.

- Yes
- No

Have you complained to or notified the brand about the product? *

Mark only one oval.

- Yes
- No
- Maybe

Have you complained to or notified brand about the product? *

Mark only one oval.

- Yes
- No

On a scale of 1 to 10, how much do you think the recall has

affected your attitude towards the Product? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Lowest

Highest

On a scale of 1 to 10, how much do you think the recall has affected your attitude towards associated and relevant products? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Lowest

Highest

On a scale of 1 to 10, how much do you think the recall has Negatively affected your attitude towards the Products? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Lowest

Highest

On a scale of 1 to 10, how much do you think the recall has Negatively affected your attitude towards the Brands other products? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Lowest

Highest

On a scale of 1 to 10, how much do you think the recall has affected your attitude towards the Brand? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

On a scale of 1 to 10, how likely are you going to still buy/use the product now? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Low

Highly Likely

On a scale of 1 to 10, how likely are you going to still buy/use the product if the recall has not occurred? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Low

Highly Likely

On a scale of 1 to 10, what is the likelihood of you recommending the brands products to friends and family? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Low

Highly Likely

Do you agree with the following statement: "People are most likely to judge me for using a product from those brands" *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Disagree

Highly Agree

Do you agree with the following statement: "I consider myself loyal to Samsung" *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Disagree

Highly Agree

Would you rather use brand X if they offered the same attributes and price for the products? *

Mark only one oval.

- Yes
- No
- Maybe

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