

APPENDIX 1 – EXPLORATORY RESEARCH PROTOCOLS

- **Focus Group Protocol**
- **Interview Protocol**
- **Qualitative Survey**

Focus Group Protocol

Screening question - Do you do the grocery shopping in your household?

Orientation to grocery shopping

- Q. Do you enjoy grocery shopping? Why/ why not? How often do you do grocery shopping? Who uses a shopping list?
- Q. Does anybody buy things not on their shopping list? What sorts of things do you buy not on the shopping list?
- Q. When you are buying groceries do you look at the advertising you might find around the store? What types of advertising do you see (add hint if necessary: e.g. product demonstrations, signs or tickets on the shelves, displays etc)? What do you think of these?
- Q. Does anybody look at the product itself? What things do you look at? (size, price, packaging)
- Q. I now want you to consider a couple of different types of products that are frequently purchased. This will help me to understand consumer behaviour a bit better. Who buys breakfast cereals? Who buys bars such as cereal or muffin bars? When you purchase these products, how do you decide which one to buy?

Image of Brand

- Q. What do you think of when I mention Kelloggs? What are your thoughts, perceptions, and images of Kelloggs? What do you think of when I mention Sanitarium? What are your thoughts, perceptions, and images of Sanitarium? How do you see them in relation to competitors? Who buys these products? Do you feel loyal to Kelloggs or Sanitarium?
- Q. Do you think the Kelloggs brand is strong or weak? Do you have a positive or negative image of Kelloggs? Why? Do you think the Sanitarium brand is strong or weak? Do you have a positive or negative image of Sanitarium? Why?

Packaging

- Q. Getting back to when we talked about the things you look at when buying a product, do you look at the packaging before you buy? Do you look at the packaging at home? Perhaps while you are eating breakfast/ preparing lunches?
- Q. What do you think of the packaging? Have you noticed that sometimes they have other things on the packaging (if necessary give hint: e.g. competitions, giveaways, recipes on them? What do you think of these?
- Q. Have you noticed that sometimes the packaging has sponsorship on it? Can you think of any examples?

Perceptions of Sponsorship

- Q. How would you define sponsorship? What is your opinion of sponsorship in general?
- Q. Who sponsorsWhat is your opinion of
sponsoring these [sports]?
- Q. Do you think is a good match with?
- Q. Has the presence of (sponsor)..... influenced your perceptions of the
.....(property)?
- Q. Do you have any involvement with the (property) (give hint if necessary)
e.g. play the sport, watch on t.v., favourite team to support?
- Q. Do you think the (property) has influenced your perceptions of
(sponsor)?
- Q. Who buys this brand/s? How do you think the sponsoring of(property)
affects your feelings toward (sponsor)?
- Q. Do you think the sponsorship influences your opinion of the sponsor?
Do you think the sponsorship influences whether you buy the product or not?
- Q. Do you think you benefit from these/ this sponsorship in any way? Do you think the
sponsorships has added value to you as customer?
- Q. Why do you think the sponsor participates in this sponsorship
arrangement?

Interview Protocol

Screening question - Do you do the main grocery shopping in your household? yes no

Orientation to grocery shopping

Do you enjoy grocery shopping? Why/ why not?

How often do you do grocery shopping?

Where do you do the majority of grocery shopping?

When you are buying groceries, do you look at the product itself?

When choosing grocery products, what things do you consider to be important?

What things do you look at?

Why do you think you look at these features?

How do you think they influence you?

Do you buy store brands? Woolworths/ IGA homebrands)

Image of Brand

Can you tell me some products or brands that are favourites?

Why do you favour them?

Do you think other members of your family/ or friends influence what you buy?

How do they influence you?

Do you buy breakfast cereals or muesli and muffin bars?

When you purchase these products, how do you decide which one to buy?

Do you think other members of your family/ or friends influence what you buy?

What do you think of when I mention (Kelloggs)? What are your thoughts, perceptions, and images of Kelloggs?

What do you think of when I mention (Kleenex)? What are your thoughts, perceptions, and images of Kleenex?

What do you think of when I mention (Kleenex)? What are your thoughts, perceptions, and images of Kleenex?

How do you see them in relation to competitors?

Do you feel loyal to Kelloggs or Kleenex?

Packaging

Do you look at the packaging before you buy?

Yes No

Sometimes

I now want you to think about a typical shopping trip when you are not too pressured for time. For the following types of products, do you look at the packaging:

Cereals/muesli b	baking ingredients	personal care	bathroom/laundry	fresh
food/meat				
yes no	yes no	yes no	yes no	
yes no				
rice/pastas	recipe blends	snack foods	coffee/tea	
yes no	yes no	yes no	yes no	

Do you look at the packaging at home? Perhaps while you are eating breakfast/ preparing lunches? _What do you notice?

What do you think of the packaging?

Have you noticed that sometimes they have other things on the packaging (e.g. celebrity endorsement, causes, sponsorship, gift promotions

Please list packaging promotions that you can remember

What do you think of these?

Have you noticed that sometimes the packaging has sponsorship on it?

Can you think of any examples?

How would you define sponsorship?

What is your opinion of sponsorship in general?

Has the presence of (sponsor)..... influenced your perceptions of the(property)?

Do you have any interest in the (property) e.g. play the sport, watch on t.v., support

Do you think the (property) has influenced your perceptions of (sponsor)?

How do you think it has influence your perceptions?

Do you think the sponsorship influences your opinion of the property?

Do you think the sponsorship influences whether you buy the product or not?

Why do you think this is?

When do you think sponsorship packaging might be effective?

Do you think you benefit from these/ this sponsorship in any way?

Why do you think the sponsor participates in this sponsorship arrangement?

Grocery Survey

This survey examines consumers' grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Any information you provide will remain confidential. ****It is very important that you answer questions in order and not go back to previous answers.**

(1) Please indicate your gender (*mark one box only*)

☐ ₁ FEMALE ☐ ₂ MALE

(2) Please indicate your age category (*mark one box only*)

☐ ₁ 18 – 21 years ☐ ₂ 22 - 25 years
☐ ₃ 26 - 30 years ☐ ₄ 31 - 40 years
☐ ₅ 41 - 50 years ☐ ₆ 51 - 60 years
☐ ₇ 61 – 70 years ☐ ₈ over 70 years

(3) What is your occupation? _____

(4) Please indicate your household status (*mark one box only*)

<input type="checkbox"/> ₁ Single without children	<input type="checkbox"/> ₅ Single with children 6-12 years
<input type="checkbox"/> ₂ Couple without children	<input type="checkbox"/> ₆ Couple with children 6-12 years
<input type="checkbox"/> ₃ Single with children mainly under 6 years	<input type="checkbox"/> ₇ Single with teenager/ adult children
<input type="checkbox"/> ₄ Couple with children mainly under 6 years	<input type="checkbox"/> ₈ Couple with teenager/ adult children

(5) At which store do you do most of your grocery shopping? _____

(6) Do you buy store/ home brands?

☐ ₁ Always ☐ ₂ often ☐ ₃ sometimes ☐ ₄ never

(7) For the following products, how much time & effort do you put into choosing which to buy
 1 = no time and effort 2 = I spend some time and effort 3 = I spend a lot of time and effort

a) coffee1 2 3 b) chocolate1 2 3 c) breakfast cereals1 2 3 d) bottled water/ soft drink1 2 3 e) sports drinks/ energy drinks1 2 3 f) biscuits/ cakes1 2 3 g) medicine/ health products1 2 3 h) muesli bars/ health bars1 2 3 i) baking ingredients1 2 3 j) laundry care products1 2 3	k) canned fish/ vegetables/ fruit1 2 3 l) pasta sauce/ cooking sauces1 2 3 m) toilet paper/ personal care1 2 3 n) snacks/ chips/ lollies1 2 3 o) rice/ pasta products1 2 3 p) dairy products / yoghurt1 2 3 q) fresh meat products1 2 3 r) margarine/ butter/ mayonnaise....1 2 3 s) cheese/ cold cuts 1 2 3 t) baby food/ products 1 2 3
--	--

(8) Do you have favourite products you buy regardless of alternatives? ☐ ₁ no ☐ ₂ yes

(9) Can you tell me some favourite brands? Why are they favourites?

(10) For the following products, can you tell me how important it is which product you buy
1 = not important at all 2 = somewhat important 3 = very important

- | | | | | | | | |
|---------------------------------|--------|---|---|-----------------------------------|--------|---|---|
| a) coffee |1 | 2 | 3 | k) canned fish/ vegetables/ fruit |1 | 2 | 3 |
| b) chocolate |1 | 2 | 3 | l) pasta sauce/ cooking sauces |1 | 2 | 3 |
| c) breakfast cereals |1 | 2 | 3 | m) toilet paper/ personal care |1 | 2 | 3 |
| d) bottled water/ soft drink |1 | 2 | 3 | n) snacks/ chips/ lollies |1 | 2 | 3 |
| e) sports drinks/ energy drinks |1 | 2 | 3 | o) rice/ pasta products |1 | 2 | 3 |
| f) biscuits/ cakes |1 | 2 | 3 | p) dairy products / yoghurt |1 | 2 | 3 |
| g) medicine/ health products |1 | 2 | 3 | q) fresh meat products |1 | 2 | 3 |
| h) muesli bars/ health bars |1 | 2 | 3 | r) margarine/ butter/ mayonnaise | ...1 | 2 | 3 |
| i) baking ingredients |1 | 2 | 3 | s) cheese/ cold cuts |1 | 2 | 3 |
| j) laundry care products |1 | 2 | 3 | t) baby food/ products |1 | 2 | 3 |

(11) When you are buying groceries do you examine the product itself? ☐ ₁ no ☐ ₂ yes

(12) What things do you consider? _____

(13) Do you look at or read the product packaging when buying groceries? ☐ ₁ no ☐ ₂ yes

(14) Please mark which categories you look at the packages *(you may mark more than one box)*

- | | | |
|--|--|--|
| <input type="checkbox"/> ₁ bread/bakery | <input type="checkbox"/> ₈ fruit juices/beverages | <input type="checkbox"/> ₁₅ toothpaste/ deodorant/ soap |
| <input type="checkbox"/> ₂ fresh fruit/ vegetables | <input type="checkbox"/> ₉ sports drinks | <input type="checkbox"/> ₁₆ hair care products |
| <input type="checkbox"/> ₃ breakfast cereals | <input type="checkbox"/> ₁₀ freezer bags/ wraps | <input type="checkbox"/> ₁₇ medicines/health products |
| <input type="checkbox"/> ₄ muesli bars/ health bars | <input type="checkbox"/> ₁₁ baking ingredients | <input type="checkbox"/> ₁₈ laundry care products |
| <input type="checkbox"/> ₅ biscuits/ crackers | <input type="checkbox"/> ₁₂ cooking sauces | <input type="checkbox"/> ₁₉ toilet paper/ personal care |
| <input type="checkbox"/> ₆ snacks/ chips/ lollies | <input type="checkbox"/> ₁₃ rice/ pasta products | <input type="checkbox"/> ₂₀ dairy products / yoghurt |
| <input type="checkbox"/> ₇ deli/ meat products | <input type="checkbox"/> ₁₄ baby food/ products | <input type="checkbox"/> ₂₁ frozen goods |

(15) Have you noticed that sometimes products have advertising elements on packaging
(e.g. celebrity endorsement, gift promotions) *(mark one box only)* ☐ ₁ no ☐ ₂ yes

(16) Can you list five specific campaigns that you remember advertised on grocery packaging:

- 1.
- 2.
- 3.
- 4.
- 5.

(17) Have you noticed that sometimes the packaging has sponsorship on it? ☐ ₁ no ☐ ₂ yes

(18) Can you think of any examples? ☐ ₁ no ☐ ₂ yes

(19) Which ones?

(20) What do you think sponsorship is? _____

(21) What is your opinion of sponsorship in general? _____

(22) Do you watch sport at events or on tv? ☐ ₁ no ☐ ₂ yes

(23) Which ones? _____

(24) Do you like to participant in sports? ☐ ₁ no ☐ ₂ yes

(25) Which ones? _____

(26) Do you support any causes? ☐ ₁ no ☐ ₂ yes

(27) Which ones? _____

(28) Are you aware of any sponsorship of your favourite sport or cause? ☐ ₁ no ☐ ₂ yes

(29) Which brands are sponsoring? _____

(30) If a sport you played or liked watching on tv was pictured on a sponsor's grocery product what would you think of that? _____

(31) If a cause you felt strongly about (such as cancer research) was pictured on a sponsor's grocery product what would you think of that? _____

(32) Would the sponsorship encourage you to purchase the sponsor's product? ☐ ₁no ☐ ₂ yes

(33) Does the sponsorship influences whether you buy the product or not? ☐ ₁no ☐ ₂ yes

(34) Why do you think so? _____

(35) Why do you think the sponsor participates in this sponsorship arrangement? _____

I now want you to choose **one** of the sports or causes you indicated that you support.
For the following questions substitute that sport or cause for (property).
If you know that a **grocery brand** sponsors that sport or cause,
consider that brand where (sponsor) is indicated.

Please tell me which sport or cause you choose _____

Does that sport or cause have a grocery sponsor? _____

Thinking about that sport or cause, indicate your level of agreement with these statements
 1 = strongly disagree 2 = disagree 3 = neither agree or disagree 4 = agree 5 = strongly agree

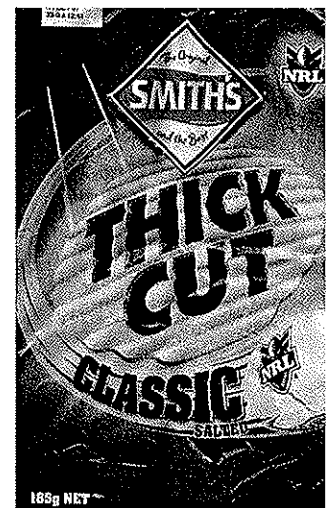
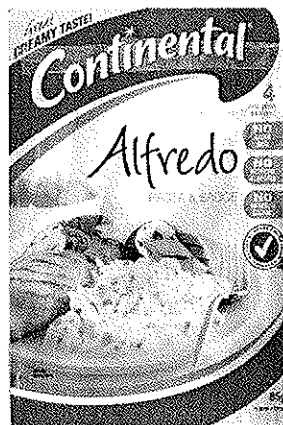
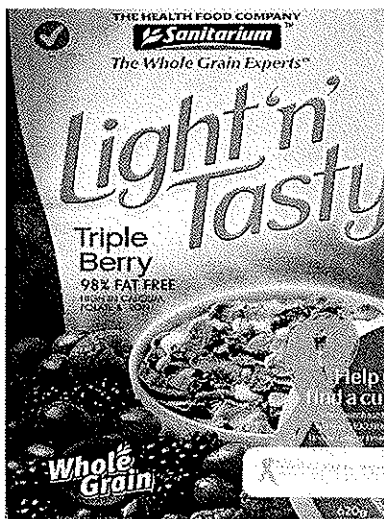
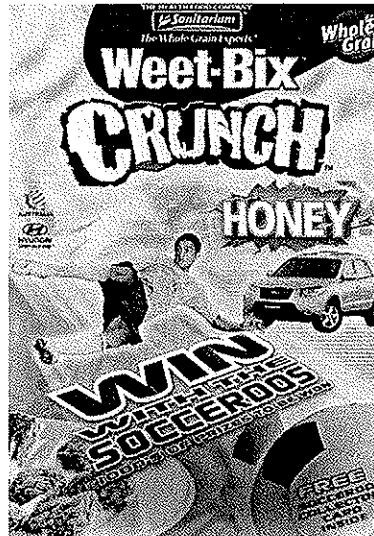
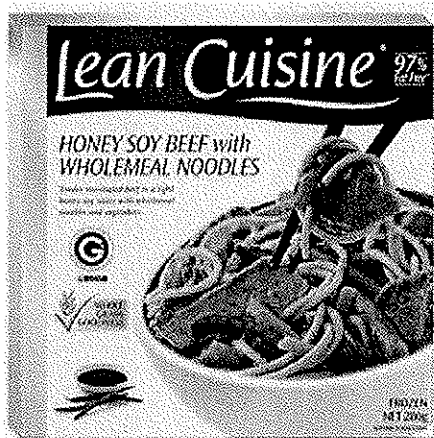
- (1) The (property) is very important to me..... 1 2 3 4 5
- (2) I often look for products sold by sponsors of the (property)..... 1 2 3 4 5
- (3) All else being equal, I am likely to purchase products that are sponsored by (sponsor). 1 2 3 4 5
- (4) If a firm sponsors (property) it helps me decide which product to buy 1 2 3 4 5
- (5) This sponsorship makes me feel more favourable toward (sponsor) 1 2 3 4 5
- (6) This sponsorship would make me more likely to notice (sponsor) at other times..... 1 2 3 4 5
- (7) This sponsorship would make me more likely to pay attention to (sponsor) ads..... 1 2 3 4 5
- (8) This sponsorship would make me more likely to remember (sponsor) promotions..... 1 2 3 4 5
- (9) Based on all of my experiences, I have a favourable impression of (sponsor) 1 2 3 4 5
- (10) I would buy from a sponsor of the (property) even if competitors' prices were lower... 1 2 3 4 5
- (11) I see a link between the (property) and (sponsor) 1 2 3 4 5
- (12) Its important that there is a link between (property) and (sponsor)..... 1 2 3 4 5
- (13) My associations with (property) are similar to those with (sponsor) 1 2 3 4 5
- (14) When choosing brands it makes little difference to me if they sponsor the (property)... 1 2 3 4 5

This section is about logos and symbols used on product packaging.
 For each of the following symbols, please tell me in the box directly under each symbol,
 which grocery brands you have seen this logo on ** list as many as you can



PRODUCT EXAMPLES

On this page there are a number of grocery packages. View these packages for 30 seconds before answering the questions on the following page.



Without looking back at the previous page, please answer the following questions

- (1) Which brand/s have the National Heart Foundation Tick? _____
- (2) Which brand supports the Special Olympics? _____
- (3) Which brand/s support breast cancer? _____
- (4) Which product is low GI? _____
- (5) Which brand supports NRL? _____
- (6) One of the packages includes free collectors cards, which group is on the cards? _____
- (7) Which product contains no artificial flavours? _____
- (8) Which product contains antioxidants? _____

(1) Do you find new advertising campaigns and new products interesting? ☐ ₁ no ☐ ₂ yes

(2) Please indicate which categories you look for new products in *(you may mark more than one)*

- | | | |
|--|--|--|
| <input type="checkbox"/> ₁ coffee | <input type="checkbox"/> ₈ muesli bars/ health bars | <input type="checkbox"/> ₁₅ rice/ pasta products |
| <input type="checkbox"/> ₂ chocolate | <input type="checkbox"/> ₉ baking ingredients | <input type="checkbox"/> ₁₆ dairy products/ yoghurt |
| <input type="checkbox"/> ₃ breakfast cereals | <input type="checkbox"/> ₁₀ laundry care products | <input type="checkbox"/> ₁₇ fresh meat products |
| <input type="checkbox"/> ₄ water/ soft drink | <input type="checkbox"/> ₁₁ canned fish/veges/ fruit | <input type="checkbox"/> ₁₈ margarine/ butter/ mayo |
| <input type="checkbox"/> ₅ sports/energy drinks | <input type="checkbox"/> ₁₂ pasta sauce/cooking sauces | <input type="checkbox"/> ₁₉ cheese/ cold cuts/ deli |
| <input type="checkbox"/> ₆ biscuits/ cakes | <input type="checkbox"/> ₁₃ toilet paper/ personal care | <input type="checkbox"/> ₂₀ baby food/ products |
| <input type="checkbox"/> ₇ medicine/ health | <input type="checkbox"/> ₁₄ snacks/ chips/ lollies | <input type="checkbox"/> ₂₁ frozen goods |

Thank you very much for your assistance in completing this survey, it is very much appreciated.

APPENDIX 2 – STUDY 2 QUESTIONNAIRE VERSIONS

- **Version 1 Sanitarium Weetbix/ Cricket Australia**
- **Version 2 Sanitarium Weetbix (NO SLP)**
- **Version 3 Sanitarium Light ‘n’ Tasty/ NBCF**
- **Version 4 Sanitarium Light ‘n’ Tasty/ (NO SLP)**

VERSION 1 Sanitarium Weetbix/ Cricket Australia

Grocery Survey

This survey examines consumers' grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Participation is completely voluntary and you may withdraw at any stage. All information will be kept strictly confidential, and will only be seen by the researcher, research supervisors and research assistant. This research has received ethical clearance from the USQ Office of Research and Higher Degrees - reference number H07STU691.

Please indicate your consent to participate in this study.

I am at least 18 years of age and hereby give my consent to participate in this study. ☐1 Yes

Section 1

(1) How often do you shop for groceries? *(tick one box only)*

☐1 Daily ☐2 Twice Weekly ☐3 Weekly ☐4 Fortnightly ☐5 Monthly

(2) At which retailer do you do most of your grocery shopping? *(tick one box only)*

☐1 Coles ☐2 Woolworths ☐3 IGA ☐4 Aldi ☐5 Other _____

(3) How often do you buy store or home brands?

☐1 Weekly ☐2 Fortnightly ☐3 Monthly ☐4 Occasionally ☐5 Never

Please indicate your level of agreement with the following statements

(4) **about grocery shopping ...**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

a) I enjoy grocery shopping

b) I like to finish my grocery shopping quickly . . .

c) I generally like to try different grocery products

d) I often switch brands to try something different

(5) **about buying breakfast cereal ...**

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

a) I am interested in cereal products in general

b) I get involved with what cereal my family uses

c) I often switch between brands of cereal

(6) *Please indicate how often you purchase the following types of breakfast cereals ...*

Weekly	Fortnightly	Monthly	Occasionally	Never
<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

a) Rolled Oats

b) Muesli

c) Flake Cereals (e.g. Plus Sports, Special K) . .

d) Traditional Cereals (e.g. Vitabrits)

e) Sweet Cereals (e.g. Coco Pops, Fruitloops) . .

(7) Which cereal brand and variety is your favourite? _____

(8) If your favourite cereal was not available, would you purchase another one? ☐1 Yes ☐2 No

(9) How often do you purchase Sanitarium Weetbix?

☐1 Weekly ☐2 Fortnightly ☐3 Monthly ☐4 Occasionally ☐5 Never

Please indicate your level of agreement with the following statements

(10) about Sanitarium Weetbix ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I like this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) This brand is reliable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I would recommend this brand to others	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I have a favourable opinion of this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I am loyal to this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) I would buy this brand even if competitors prices were lower	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 2

Please supply a little information about you to help us analyse the results.

(11) Please indicate your gender (*tick one box only*) ☐1 Female ☐2 Male

(12) Your Country of Birth (13) What is your occupation?

(14) Please indicate your age (*tick one*) (15) Annual Total Household Income (*tick one*)

- ☐1 18 - 25 years
- ☐2 26 - 35 years
- ☐3 36 - 50 years
- ☐4 51 - 65 years
- ☐5 over 65 years

- ☐1 Under \$25,000
- ☐2 \$25,000 and under \$50,000
- ☐3 \$50,000 and under \$75,000
- ☐4 \$75,000 and under \$100,000
- ☐5 \$100,000 or over

(16) Please indicate your household status (*tick one box only*) ☐1 Single ☐2 Couple

(17) Do you have children living at home? ☐1 Yes ☐2 No

Please indicate your level of agreement with the following statements

(18) about your interest in sport ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I participate regularly in organised sport (e.g. football)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I exercise regularly to stay fit	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I like to watch or listen to sports on TV or radio	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I look at sports websites	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I read the sports pages in newspapers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) I enjoy conversations about sports	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 3

Sponsorship is a commonly used marketing practice where a company provides a payment in cash or kind for the right to be officially associated with an event, team or cause.

(19) What is your opinion of sponsorship? _____

Please indicate your level of agreement with the following statements

(20) about sponsorship ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) Sponsorship is a useful way for a company to exhibit good community relations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Sponsorship has more impact on my purchase preferences than advertising	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I am more likely to purchase a product because a company sponsors an event that I like	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

One of the organisations sponsored by grocery brands in Australia is Cricket Australia.

Indicate your level of agreement with these statements

(21) about Cricket Australia	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I am a strong supporter of Cricket Australia . . .	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I am interested in Cricket Australia	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) If a company sponsored Cricket Australia, it would positively influence how I felt about that company	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I think it is good that companies sponsor Cricket Australia	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I am more likely to purchase products of companies that sponsor Cricket Australia	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Sponsorship packaging is where the logo or pictures of the sponsored group are pictured on the sponsoring grocery brands packaging (e.g. Coca-Cola & Olympics)

(22) Please list any GROCERY brands that you remember that use sponsorship packaging.
(include the grocery brand and the sponsored organisation)

Section 4

For this section, think about

**Sanitarium Weetbix
and the sponsorship
of Cricket Australia**



- (23) Were you aware of this sponsorship before today? ... ☐1 Yes (go to Q.24) ☐2 No (go to Q.25)
- (24) Where have you seen this sponsorship before? (you may tick more than one box)
- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> 1 Television | <input type="checkbox"/> 3 Newspaper | <input type="checkbox"/> 5 seen packaging in store |
| <input type="checkbox"/> 2 Radio | <input type="checkbox"/> 4 Event advertising | <input type="checkbox"/> 6 other _____ |
- (25) Have you purchased this particular product before? ... ☐1 Yes (go to Q.28) ☐2 No (go to Q.26)
- (26) Would you try this product because of the sponsorship? ☐1 Yes ☐2 No
- (27) What else would influence you to try this product? _____
- (28) How likely is it that you would purchase this particular product?
- ☐1 Very Likely ☐2 Likely ☐3 Neutral ☐4 Unlikely ☐5 Not at all

Please indicate your level of agreement with the following statements

- (29) **about buying this Sanitarium Weetbix ...**
- | | | | | | |
|--|----------|-------|---------|----------|----------|
| | Strongly | | | | Strongly |
| | Agree | Agree | Neutral | Disagree | Disagree |
- a) This sponsorship would not influence my purchase decision in any way ☐1 ☐2 ☐3 ☐4 ☐5
- b) I would buy more of this Weetbix product with the sponsorship than non-sponsored Weetbix ... ☐1 ☐2 ☐3 ☐4 ☐5
- c) I would purchase this product with this sponsorship even if competitors' prices were lower ☐1 ☐2 ☐3 ☐4 ☐5
- (30) **about the sponsorship arrangement ...**
- | | | | | | |
|--|----------|-------|---------|----------|----------|
| | Strongly | | | | Strongly |
| | Agree | Agree | Neutral | Disagree | Disagree |
- a) I like this sponsorship pictured on the package ☐1 ☐2 ☐3 ☐4 ☐5
- b) Its logical for Weetbix to sponsor Cricket Australia ☐1 ☐2 ☐3 ☐4 ☐5
- c) Weetbix and Cricket Australia have a similar image ☐1 ☐2 ☐3 ☐4 ☐5
- d) The Cricket Australia logo on the package is a good way to show the sponsorship arrangement between Weet-bix and Cricket Australia ☐1 ☐2 ☐3 ☐4 ☐5
- (31) **about the sponsor Sanitarium Weetbix ...**
- | | | | | | |
|--|----------|-------|---------|----------|----------|
| | Strongly | | | | Strongly |
| | Agree | Agree | Neutral | Disagree | Disagree |
- a) This sponsorship improves my perception of Sanitarium Weetbix ☐1 ☐2 ☐3 ☐4 ☐5
- b) This sponsorship makes me feel more favourable toward the Sanitarium Weetbix brand ☐1 ☐2 ☐3 ☐4 ☐5
- c) This sponsorship of Cricket Australia makes me like Sanitarium Weetbix more than before ☐1 ☐2 ☐3 ☐4 ☐5

Thank you very much for your assistance in completing this survey, it is very much appreciated.

VERSION 2 Sanitarium Weetbix (NO SLP)

Grocery Survey

This survey examines consumers' grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Participation is completely voluntary and you may withdraw at any stage. All information will be kept strictly confidential, and will only be seen by the researcher, research supervisors and research assistant. This research has received ethical clearance from the USQ Office of Research and Higher Degrees - reference number H07STU691.

Please indicate your consent to participate in this study.

I am at least 18 years of age and hereby give my consent to participate in this study. ☐1 Yes

Section 1

(1) How often do you shop for groceries? *(tick one box only)*

☐1 Daily ☐2 Twice Weekly ☐3 Weekly ☐4 Fortnightly ☐5 Monthly

(2) At which retailer do you do most of your grocery shopping? *(tick one box only)*

☐1 Coles ☐2 Woolworths ☐3 IGA ☐4 Aldi ☐5 Other _____

(3) How often do you buy store/home brands?

☐1 Weekly ☐2 Fortnightly ☐3 Monthly ☐4 Occasionally ☐5 Never

Please indicate your level of agreement with the following statements

(4) **about grocery shopping ...**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I enjoy grocery shopping	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I like to finish my grocery shopping quickly . . .	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I generally like to try different grocery products	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I often switch grocery brands to try something different	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

(5) **about buying breakfast cereal ...**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I am interested in cereal products in general	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I get involved with what cereal my family uses	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I often switch between brands of cereal	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

(6) *Please indicate how often you purchase the following types of breakfast cereals ...*

	Weekly	Fortnightly	Monthly	Occasionally	Never
a) Rolled Oats	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Muesli	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) Flake Cereals (e.g. Plus Sports, Special K) . .	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) Traditional Cereals (e.g. Vitabrits)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) Sweet Cereals (e.g. Coco Pops, Fruitloops) . .	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

(7) Which cereal brand and variety is your favourite? _____

(8) If your favourite cereal was not available, would you purchase another one? ☐1 Yes ☐2 No

(9) How often do you purchase Sanitarium Weetbix?

☐1 Weekly ☐2 Fortnightly ☐3 Monthly ☐4 Occasionally ☐5 Never

Section 2

For this section, think about

Sanitarium Weetbix



- (10) Were you aware of this product before today? ☐1 Yes (go to Q11) ☐2 No (go to Q.12)
- (11) Where have you seen this product before? (*you may tick more than one box*)
- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> 1 Television | <input type="checkbox"/> 3 Newspaper | <input type="checkbox"/> 5 Seen in store |
| <input type="checkbox"/> 2 Radio | <input type="checkbox"/> 4 Event Advertising | <input type="checkbox"/> 6 Other _____ |
- (12) Have you purchased this particular product before? . . . ☐1 Yes (go to Q.15) ☐2 No (go to Q.13)
- (13) Would you try this product? ☐1 Yes ☐2 No
- (14) What would influence you to try this product? _____
- (15) How likely is it that you would purchase this particular product?
- ☐1 Very Likely ☐2 Likely ☐3 Neutral ☐4 Unlikely ☐5 Not at all

(16) Please indicate your level of agreement with these statements about **Sanitarium Weetbix** ...

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I like this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) This brand is reliable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I would recommend this brand to others	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I have a favourable opinion of this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I am loyal to this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) I will continue to purchase this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
g) I would buy this brand even if competitors' prices were lower	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 3

Please supply a little information about you to help us analyse the results.

- (17) Please indicate your gender (*tick one box only*) ☐1 Female ☐2 Male
- (18) Your Country of Birth _____ (19) What is your occupation? _____
- (20) Please indicate your age
- | | |
|--|---|
| <input type="checkbox"/> 1 18 - 25 years | (21) Annual Total Household Income |
| <input type="checkbox"/> 2 26 - 35 years | <input type="checkbox"/> 1 Under \$25,000 |
| <input type="checkbox"/> 3 36 - 50 years | <input type="checkbox"/> 2 \$25,000 and under \$50,000 |
| <input type="checkbox"/> 4 51 - 65 years | <input type="checkbox"/> 3 \$50,000 and under \$75,000 |
| <input type="checkbox"/> 5 over 65 years | <input type="checkbox"/> 4 \$75,000 and under \$100,000 |
| | <input type="checkbox"/> 5 \$100,000 or over |
- (22) Please indicate your household status (*tick one box only*) ☐1 Single ☐2 Couple
- (23) Do you have children living at home? ☐1 Yes ☐2 No

(24) Please indicate your level of agreement with the following statements about your interest in sport.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I participate regularly in organised sport (e.g.football)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I exercise regularly to stay fit	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I like to watch or listen to sports on TV or radio	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I look at sports websites	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I read the sports pages in newspapers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) I thoroughly enjoy conversations about sports	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 4

Sponsorship is a commonly used marketing practice where a company provides a payment in cash or kind for the right to be officially associated with an event, team or cause.

(25) What is your opinion of sponsorship in general?

Please indicate your level of agreement with the following statements

(26) about sponsorship ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) Sponsorship is a useful way for a company to exhibit good community relations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Sponsorship has more impact on my purchase preferences than advertising.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I am more likely to purchase a product because a company sponsors an event that I like.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

One of the organisations supported by grocery brands in Australia is Cricket Australia.

(27) Indicate your level of agreement with these statements

(28) about Cricket Australia	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I am a strong supporter of Cricket Australia . . .	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I am interested in Cricket Australia	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) If a company sponsored Cricket Australia, it would positively influence how I felt about that company	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I think it is good that companies sponsor Cricket Australia	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I am more likely to purchase products of companies that sponsor Cricket Australia	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 5

Sponsorship packaging is where the logo or pictures of the sponsored group are pictured on the sponsoring grocery brands packaging (e.g. Coca-Cola & Olympics)

- (29) Please list any GROCERY brands that you remember that use sponsorship packaging.
(include the grocery brand and the sponsored organisation)
-
-

Please indicate your level of agreement with the following statements

- | | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (30) about brands using sponsorship packaging ... | | | | | |
| a) The sponsorship packaging would make me feel more favourable toward the grocery brand | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b) When a sponsorship supports a cause or a sport that I think is worthy, it makes me think more highly of the grocery brand. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c) It would make sense if the grocery brand and the sponsored sport or cause had a similar image ... | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| d) Having the sponsored group's logo on the package is a good way to show the sponsorship arrangement between the grocery brand and the sponsored group | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
|
(31) about buying the sponsoring brand's product ... | | | | | |
| a) If I didn't normally purchase the sponsor's product, sponsorship packaging would encourage me to try the product | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b) If I normally purchased the sponsor's product, I would buy more than usual because of the sponsored packaging | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c) I would purchase the sponsored product even if competitors' prices were lower | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

Thank you very much for your assistance in completing this survey, it is very much appreciated. Any information you have provided will remain confidential.

VERSION 3 Sanitarium Light ‘n’ Tasty/ NBCF

Grocery Survey

This survey examines consumers' grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Participation is completely voluntary and you may withdraw at any stage. All information will be kept strictly confidential, and will only be seen by the researcher, research supervisors and research assistant. This research has received ethical clearance from the USQ Office of Research and Higher Degrees - reference number H08REA087.

Please indicate your consent to participate in this study.

I am at least 18 years of age and hereby give my consent to participate in this study. ☐¹ Yes

Section 1

(1) How often do you shop for groceries? *(tick one box only)*

☐¹ Daily ☐² Twice Weekly ☐³ Weekly ☐⁴ Fortnightly ☐⁵ Monthly

(2) At which retailer do you do most of your grocery shopping? *(tick one box only)*

☐¹ Coles ☐² Woolworths ☐³ IGA ☐⁴ Aldi ☐⁵ Other _____

(3) How often do you buy store or home brands?

☐¹ Weekly ☐² Fortnightly ☐³ Monthly ☐⁴ Occasionally ☐⁵ Never

Please indicate your level of agreement with the following statements

(4) **about grocery shopping ...**

Strongly Agree Agree Neutral Disagree Strongly Disagree

a) I enjoy grocery shopping ☐¹ ☐² ☐³ ☐⁴ ☐⁵

b) I like to finish my grocery shopping quickly . . . ☐¹ ☐² ☐³ ☐⁴ ☐⁵

c) I generally like to try different grocery products ☐¹ ☐² ☐³ ☐⁴ ☐⁵

d) I often switch brands to try something different ☐¹ ☐² ☐³ ☐⁴ ☐⁵

(5) **about buying breakfast cereal ...**

Strongly Agree Agree Neutral Disagree Strongly Disagree

a) I am interested in cereal products in general ☐¹ ☐² ☐³ ☐⁴ ☐⁵

b) I get involved with what cereal my family uses ☐¹ ☐² ☐³ ☐⁴ ☐⁵

c) I often switch between brands of cereal ☐¹ ☐² ☐³ ☐⁴ ☐⁵

(6) *Please indicate how often you purchase the following types of breakfast cereals ...*

Weekly Fortnightly Monthly Occasionally Never

a) Rolled Oats ☐¹ ☐² ☐³ ☐⁴ ☐⁵

b) Muesli ☐¹ ☐² ☐³ ☐⁴ ☐⁵

c) Flake Cereals (e.g. Plus Sports, Special K) . . ☐¹ ☐² ☐³ ☐⁴ ☐⁵

d) Traditional Cereals (e.g. Vitabrits) ☐¹ ☐² ☐³ ☐⁴ ☐⁵

e) Sweet Cereals (e.g. Coco Pops, Fruitloops) . . ☐¹ ☐² ☐³ ☐⁴ ☐⁵

(7) Which cereal brand and variety is your favourite? _____

(8) If your favourite cereal was not available, would you purchase another one? ☐¹ Yes ☐² No

(9) How often do you purchase Sanitarium Light 'n' Tasty breakfast cereal?

☐¹ Weekly ☐² Fortnightly ☐³ Monthly ☐⁴ Occasionally ☐⁵ Never

Please indicate your level of agreement with the following statements

(10) about Sanitarium Light 'n' Tasty ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I like this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) This brand is reliable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I would recommend this brand to others	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I have a favourable opinion of this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I am loyal to this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) I would buy this brand even if competitors prices were lower	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 2

Please supply a little information about you to help us analyse the results.

(11) Please indicate your gender (*tick one box only*) ☐1 Female ☐2 Male

(12) Your Country of Birth (13) What is your occupation?

(14) Please indicate your age (*tick one*)

- ☐1 18 - 25 years
☐2 26 - 35 years
☐3 36 - 50 years
☐4 51 - 65 years
☐5 over 65 years

(15) Annual Total Household Income (*tick one*)

- ☐1 Under \$25,000
☐2 \$25,000 and under \$50,000
☐3 \$50,000 and under \$75,000
☐4 \$75,000 and under \$100,000
☐5 \$100,000 or over

(16) Please indicate your household status (*tick one box only*) ☐1 Single ☐2 Couple

(17) Do you have children living at home? ☐1 Yes ☐2 No

Please indicate your level of agreement with the following statements

(18) about your involvement with charities ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I volunteer my spare time for charity work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I donate regularly to worthy causes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I am interested in charity events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I look at charity or cause websites	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I buy products which support worthy causes ..	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 3

Sponsorship is a commonly used marketing practice where a company provides a payment in cash or kind for the right to be officially associated with an event, team or cause.

(19) What is your opinion of sponsorship? _____

Please indicate your level of agreement with the following statements

- | | Strongly
Agree | Agree | Neutral | Disagree | Strongly
Disagree |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (20) about sponsorship ... | | | | | |
| a) Sponsorship is a useful way for a company to exhibit good community relations | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b) Sponsorship has more impact on my purchase preferences than advertising. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c) I am more likely to purchase a product because a company sponsors an event that I like. | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

One of the organisations sponsored by grocery brands in Australia is the National Breast Cancer Foundation.

Please indicate your level of agreement with the following statements

- | | Strongly
Agree | Agree | Neutral | Disagree | Strongly
Disagree |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (21) about the Breast Cancer Foundation ... | | | | | |
| a) I am a strong supporter of the Breast Cancer Foundation | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b) I am interested in the Breast Cancer Foundation | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c) If a company were to sponsor the Breast Cancer Foundation, it would positively influence how I felt about that company | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| d) I think it is good that companies sponsor the Breast Cancer Foundation | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| e) I am likely to purchase products of companies that sponsor the Breast Cancer Foundation ... | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

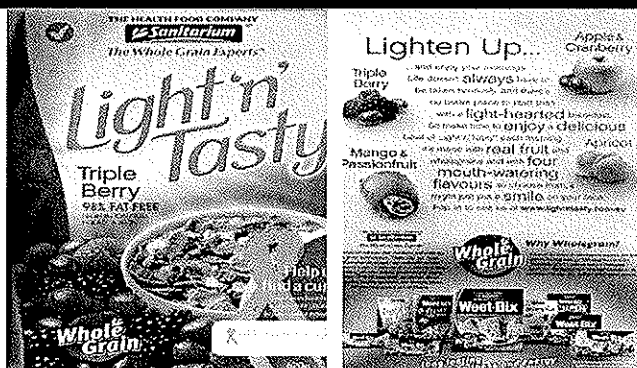
Sponsorship packaging is where the logo or pictures of the sponsored group are pictured on the sponsoring grocery brands packaging (e.g. Coca-Cola & Olympics)

(22) Please list any GROCERY brands that you remember that use sponsorship packaging.
(include the grocery brand and the sponsored organisation)

Section 4

For this section, think about

**Sanitarium Light 'n' Tasty
and the sponsorship
of the Breast Cancer
Foundation**



- (23) Were you aware of this sponsorship before today? . . . ☐1 Yes (go to Q.24) ☐2 No (go to Q.25)
- (24) Where have you seen this sponsorship before? (*you may tick more than one box*)
- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> 1 Television | <input type="checkbox"/> 3 Newspaper | <input type="checkbox"/> 5 seen packaging in store |
| <input type="checkbox"/> 2 Radio | <input type="checkbox"/> 4 Event advertising | <input type="checkbox"/> 6 other _____ |
- (25) Have you purchased this particular product before? . . . ☐1 Yes (go to Q.28) ☐2 No (go to Q.26)
- (26) If you haven't purchased the product before, do you think you would try it because of the sponsorship? ☐1 Yes ☐2 No
- (27) What else would influence you to try this product? _____
- (28) How likely is it that you would purchase this particular product?
- ☐1 Very Likely ☐2 Likely ☐3 Neutral ☐4 Unlikely ☐5 Not at all

Please indicate your level of agreement with the following statements

- | | Strongly
Agree | Agree | Neutral | Disagree | Strongly
Disagree |
|---|----------------------------|----------------------------|----------------------------|----------------------------|----------------------------|
| (29) about buying this Light 'n' Tasty with Breast Cancer Foundation sponsorship ... | | | | | |
| a) This sponsorship would not influence my purchase decision in any way | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b) I would buy more of the Light 'n' Tasty product with sponsorship than non-sponsored Light'n'Tasty | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c) I would purchase this product with the sponsorship even if competitors' prices were lower | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (30) about the sponsorship arrangement..... | | | | | |
| a) I like this sponsorship pictured on the package . . . | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b) Its logical for Light 'n' Tasty to sponsor the Breast Cancer Foundation | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c) Light 'n' Tasty and the Breast Cancer Foundation have a similar image | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| d) The logo on the package is a good way to show the sponsorship arrangement between Light 'n' Tasty and the Breast Cancer Foundation | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| (31) about the sponsor Light 'n' Tasty.... | | | | | |
| a) This sponsorship improves my perception of Light 'n' Tasty | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| b) This sponsorship makes me feel more favourable toward the Light 'n' Tasty brand | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |
| c) This sponsorship of the Breast Cancer Foundation makes me like Light 'n' Tasty more than before . . | <input type="checkbox"/> 1 | <input type="checkbox"/> 2 | <input type="checkbox"/> 3 | <input type="checkbox"/> 4 | <input type="checkbox"/> 5 |

*Thank you very much for your assistance in completing
this survey, it is very much appreciated.*

VERSION 4 Sanitarium Light ‘n’ Tasty/ (NO SLP)

Grocery Survey

This survey examines consumers' grocery shopping behaviour. Your opinions and input are vital to this research and highly valued. Participation is completely voluntary and you may withdraw at any stage. All information will be kept strictly confidential, and will only be seen by the researcher, research supervisors and research assistant. This research has received ethical clearance from the USQ Office of Research and Higher Degrees - reference number H07STU691.

Please indicate your consent to participate in this study.

I am at least 18 years of age and hereby give my consent to participate in this study. ☐¹ Yes

Section 1

(1) How often do you shop for groceries? (*tick one box only*)

☐¹ Daily ☐² Twice Weekly ☐³ Weekly ☐⁴ Fortnightly ☐⁵ Monthly

(2) At which retailer do you do most of your grocery shopping? (*tick one box only*)

☐¹ Coles ☐² Woolworths ☐³ IGA ☐⁴ Aldi ☐⁵ Other _____

(3) How often do you buy store/home brands?

☐¹ Weekly ☐² Fortnightly ☐³ Monthly ☐⁴ Occasionally ☐⁵ Never

Please indicate your level of agreement with the following statements

(4) **about grocery shopping ...**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I enjoy grocery shopping	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
b) I like to finish my grocery shopping quickly . . .	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
c) I generally like to try different grocery products	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
d) I often switch grocery brands to try something different	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵

(5) **about buying breakfast cereal ...**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I am interested in cereal products in general	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
b) I get involved with what cereal my family uses	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
c) I often switch between brands of cereal	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵

(6) Please indicate how often you purchase the following types of breakfast cereals ...

	Weekly	Fortnightly	Monthly	Occasionally	Never
a) Rolled Oats	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
b) Muesli	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
c) Flake Cereals (e.g. Plus Sports, Special K) . .	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
d) Traditional Cereals (e.g. Vitabrits)	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵
e) Sweet Cereals (e.g. Coco Pops, Fruitloops) . .	<input type="checkbox"/> ¹	<input type="checkbox"/> ²	<input type="checkbox"/> ³	<input type="checkbox"/> ⁴	<input type="checkbox"/> ⁵

(7) Which cereal brand and variety is your favourite? _____

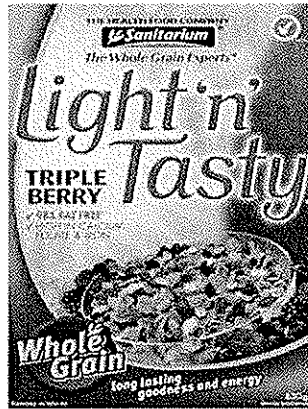
(8) If your favourite cereal was not available, would you purchase another one? ☐¹ Yes ☐² No

(9) How often do you purchase Sanitarium Light 'n' Tasty breakfast cereal?

☐¹ Weekly ☐² Fortnightly ☐³ Monthly ☐⁴ Occasionally ☐⁵ Never

Section 2

For this section, think about
Sanitarium Light 'n' Tasty



- (10) Were you aware of this product before today? ☐1 Yes (go to Q.11) ☐2 No (go to Q.12)
- (11) Where have you seen this product before? (*you may tick more than one box*)
- | | | |
|---------------------------------------|--|--|
| <input type="checkbox"/> 1 Television | <input type="checkbox"/> 3 Newspaper | <input type="checkbox"/> 5 Seen in store |
| <input type="checkbox"/> 2 Radio | <input type="checkbox"/> 4 Event Advertising | <input type="checkbox"/> 6 Other _____ |
- (12) Have you purchased this particular product before? . . ☐1 Yes (go to Q.15) ☐2 No (go to Q.13)
- (13) Would you try this product? ☐1 Yes ☐2 No
- (14) What would influence you to try this product? _____
- (15) How likely is it that you would purchase this particular product?
- ☐1 Very Likely ☐2 Likely ☐3 Neutral ☐4 Unlikely ☐5 Not at all

(16) Please indicate your level of agreement with these statements about **Sanitarium Light 'n' Tasty**.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I like this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) This brand is reliable	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I would recommend this brand to others	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I have a favourable opinion of this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I am loyal to this brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
f) I would buy this brand even if competitors' prices were lower	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 3

Please supply a little information about you to help us analyse the results.

- (17) Please indicate your gender (*tick one box only*) ☐1 Female ☐2 Male
- (18) Your Country of Birth _____ (19) What is your occupation? _____
- (20) Please indicate your age (*tick one*)
- | | |
|--|---|
| <input type="checkbox"/> 1 18 - 25 years | (21) Annual Total Household Income (<i>tick one</i>) |
| <input type="checkbox"/> 2 26 - 35 years | <input type="checkbox"/> 1 Under \$25,000 |
| <input type="checkbox"/> 3 36 - 50 years | <input type="checkbox"/> 2 \$25,000 and under \$50,000 |
| <input type="checkbox"/> 4 51 - 65 years | <input type="checkbox"/> 3 \$50,000 and under \$75,000 |
| <input type="checkbox"/> 5 over 65 years | <input type="checkbox"/> 4 \$75,000 and under \$100,000 |
| | <input type="checkbox"/> 5 \$100,000 or over |
- (22) Please indicate your household status (*tick one box only*) ☐1 Single ☐2 Couple
- (23) Do you have children living at home? ☐1 Yes ☐2 No

(24) Indicate your level of agreement with these statements about your interest in charities and causes.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I volunteer my spare time for charity work	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I donate regularly to worthy causes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I am interested in charity events	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I look at charity or cause websites	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I buy products which support worthy causes . .	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 4

Sponsorship is a commonly used marketing practice where a company provides a payment in cash or kind for the right to be officially associated with an event, team or cause.

(25) What is your opinion of sponsorship in general?

Please indicate your level of agreement with the following statements

(26) **about sponsorship ...**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) Sponsorship is a useful way for a company to exhibit good community relations	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) Sponsorship has more impact on my purchase preferences than advertising.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I am more likely to purchase a product because a company sponsors an event that I like.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

One of the organisations supported by grocery brands in Australia is the National Breast Cancer Foundation. Please Indicate your level of agreement with these statements

(27) **about the Breast Cancer Foundation ...**

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) I am a strong supporter of the Breast Cancer Foundation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) I am interested in the Breast Cancer Foundation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) If a company were to sponsor the Breast Cancer Foundation, it would positively influence how I felt about that company	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) I think it is good that companies sponsor the Breast Cancer Foundation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
e) I am likely to purchase products of companies that sponsor the Breast Cancer Foundation . . .	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Section 5

Sponsorship packaging is where the logo or pictures of the sponsored group are pictured on the sponsoring grocery brands packaging (*e.g. Coca-Cola & Olympics*)

(28) Please list any GROCERY brands that you remember that use sponsorship packaging.
(include the grocery brand and the sponsored organisation)

Please indicate your level of agreement with the following statements

(29) about brands using sponsorship packaging ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) The sponsorship packaging would make me feel more favourable toward the grocery brand	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) When a sponsorship supports a cause or a sport that I think is worthy, it makes me think more highly of the grocery brand.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) It would make sense if the grocery brand and the sponsored sport or cause had a similar image ...	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
d) Having the sponsored group's logo on the package is a good way to show the sponsorship arrangement between the grocery brand and the sponsored group	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

(30) about buying the sponsoring brand's product ...	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
a) If I didn't normally purchase the sponsor's product, sponsorship packaging would encourage me to try the product	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
b) If I normally purchased the sponsor's product, I would buy more than usual because of the sponsored packaging	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5
c) I would purchase the sponsored product even if competitors' prices were lower	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5

Thank you very much for your assistance in completing this survey, it is very much appreciated. Any information you have provided will remain confidential.

APPENDIX 3 – CORRELATION MATRIX

Correlation Matrix – Factors Impacting Consumer Response to SLP

	I am a strong supporter of [property]	I am interested in [property]	If a company sponsored [property]	I think it is good that companies sponsor [property]	I am more likely to purchase products of companies that sponsor [property]	How often do you purchase [sponsor brand]	I like this brand	This brand is reliable	I would recommend this brand to others	I have a favourable opinion of this brand	I am loyal to this brand	I would buy this brand even if competitors' prices were lower	This sponsorship improves my perception of [sponsor brand]	This sponsorship makes me feel more favourable toward the sponsor	This sponsorship [makes me feel like a sponsor brand member]	SLP not influence (reversed)	How likely is it that you would purchase this particular product	I would buy more of this product with the sponsorship than non-sponsored	I would purchase this product with this sponsorship even...	I like this sponsorship pictured on the package	It's logical for [sponsor brand] to sponsor [property]	[Sponsor brand] and [property] have a similar image	the [property] logo on the packaging is a good way to show...
I am a strong supporter of [property]	1.000	.831	.675	.575	.701	-.144	-.074	-.139	-.086	-.071	-.032	.059	.364	.348	.375	.321	.052	.407	.266	.406	.195	.112	.205
I am interested in [property]	.831	1.000	.653	.647	.723	-.101	-.079	-.136	-.084	-.071	.014	.064	.373	.338	.327	.314	.074	.393	.293	.475	.245	.139	.221
If a company sponsored [property] it would positively influence how I feel about that co.	.675	.653	1.000	.572	.815	-.069	-.031	-.054	-.014	-.006	.055	.128	.548	.547	.456	.402	.105	.463	.345	.486	.320	.226	.245
I think it is good that companies sponsor [property]	.575	.647	.572	1.000	.587	-.084	.024	-.010	.083	.034	.042	.046	.395	.360	.361	.251	.067	.284	.254	.483	.417	.330	.288
I am more likely to purchase products of companies that sponsor701	.723	.815	.587	1.000	-.092	-.062	-.091	-.073	-.091	.033	.076	.462	.477	.415	.413	.050	.497	.372	.434	.246	.177	.182
How often do you purchase Sanitilium?	-.144	-.101	-.069	-.084	-.092	1.000	.616	.561	.537	.525	.545	.461	.007	.030	.039	.042	.558	.019	.287	-.097	.062	.039	-.035
I like this brand	-.074	-.079	-.031	.024	-.062	.616	1.000	.863	.869	.829	.708	.623	.145	.172	.113	.141	.581	.124	.305	.119	.152	.203	.185
This brand is reliable	-.139	-.136	-.054	-.010	-.091	.561	.863	1.000	.846	.840	.641	.540	.155	.170	.101	.097	.498	.091	.241	.096	.126	.191	.218
I would recommend this brand to others	-.086	-.084	-.014	.083	-.073	.537	.869	.846	1.000	.880	.749	.680	.154	.176	.132	.108	.498	.134	.317	.114	.208	.266	.148
I have a favourable opinion of this brand	-.071	-.071	-.006	.034	-.091	.525	.829	.840	.880	1.000	.708	.599	.141	.159	.072	.091	.424	.107	.257	.090	.167	.183	.172
I am loyal to this brand	-.032	.014	.055	.042	.033	.545	.708	.641	.749	.708	1.000	.746	.080	.128	.091	.155	.519	.144	.366	.137	.177	.235	.097
I would buy this brand even if competitors' prices were lower	.059	.064	.128	.046	.076	.461	.623	.540	.680	.599	.746	1.000	.171	.194	.169	.156	.538	.243	.554	.151	.185	.219	.069
This sponsorship improves my perception of [sponsor brand]	.364	.373	.548	.395	.462	.007	.145	.155	.154	.141	.080	.171	1.000	.887	.781	.349	.260	.500	.399	.529	.479	.409	.466
This sponsorship makes me feel more favourable toward the [sponsor brand]	.348	.338	.547	.360	.477	.030	.172	.170	.176	.159	.128	.194	.887	1.000	.807	.382	.308	.576	.411	.531	.457	.416	.472
This sponsorship of [sponsored property] makes me like [sponsor] more than before	.375	.327	.456	.361	.415	.039	.113	.101	.132	.072	.091	.169	.781	.807	1.000	.369	.285	.538	.385	.426	.436	.378	.343
SLP not influence (reversed)	.321	.314	.402	.251	.413	.042	.141	.097	.108	.091	.155	.156	.349	.382	.369	1.000	.173	.569	.325	.261	.122	.066	.154
How likely is it that you would purchase this particular product	.052	.074	.105	.067	.050	.558	.581	.498	.498	.424	.519	.538	.260	.308	.285	.173	1.000	.275	.491	.160	.264	.220	.198
I would buy more of this product with the sponsorship than non-sponsored	.407	.393	.463	.284	.497	.019	.124	.091	.134	.107	.144	.243	.500	.576	.538	.569	.275	1.000	.534	.366	.202	.197	.229
I would purchase this product with this sponsorship even if competitors' prices were lower	.266	.293	.345	.254	.372	.287	.305	.241	.317	.257	.366	.554	.399	.411	.385	.325	.491	.534	1.000	.325	.250	.254	.178
I like this sponsorship pictured on the package	.406	.475	.486	.483	.434	-.097	.119	.096	.114	.090	.137	.151	.529	.531	.426	.261	.160	.366	.325	1.000	.507	.436	.681
It's logical for [sponsor brand] to sponsor [sponsored property]	.195	.245	.320	.417	.246	.062	.152	.126	.208	.167	.177	.185	.479	.457	.436	.122	.264	.202	.250	.507	1.000	.722	.466
[sponsor brand] and [sponsored property] have a similar image	.112	.139	.226	.330	.177	.039	.203	.191	.266	.183	.235	.219	.409	.416	.378	.066	.220	.197	.254	.436	.722	1.000	.400
the [sponsored property] logo on the packaging is a good way to show the sponsorship arrangement	.205	.221	.245	.288	.182	-.035	.185	.218	.148	.172	.097	.069	.466	.472	.343	.154	.198	.229	.178	.681	.466	.400	1.000