

**SCREEN QUESTION: Do you Buy or Sell products or services on Trademe personally (not as a business). This questionnaire is about your Buying and Selling behaviour on Trademe. There are no right or wrong answers.**

**TRADEME PURCHASE BEHAVIOUR: THINK ABOUT WHEN YOU BUY ON TRADEME:**

<b>1. How often do you <u>BUY</u> the following types of products and services?</b>	<b>Very Rarely</b>						<b>Very Often</b>	<b>CODE</b>
Antiques & collectables	1	2	3	4	5	6	7	PC1
Art	1	2	3	4	5	6	7	PC2
Baby gear	1	2	3	4	5	6	7	PC3
Books	1	2	3	4	5	6	7	PC4
Building & renovation	1	2	3	4	5	6	7	PC5
Business, farming & industry	1	2	3	4	5	6	7	PC6
Cars, bikes & boats	1	2	3	4	5	6	7	PC7
Christchurch earthquake support	1	2	3	4	5	6	7	PC8
Clothing	1	2	3	4	5	6	7	PC9
Computers	1	2	3	4	5	6	7	PC10
Crafts	1	2	3	4	5	6	7	PC11
Electronics & photography	1	2	3	4	5	6	7	PC12
Flatmates wanted	1	2	3	4	5	6	7	PC13
Gaming	1	2	3	4	5	6	7	PC14
Health & beauty	1	2	3	4	5	6	7	PC15
Home & living	1	2	3	4	5	6	7	PC16
Jewellery & watches	1	2	3	4	5	6	7	PC17
Jobs	1	2	3	4	5	6	7	PC18
Mobile phones	1	2	3	4	5	6	7	PC19
Movies & TV	1	2	3	4	5	6	7	PC20
Music & instruments	1	2	3	4	5	6	7	PC21
Pets & animals	1	2	3	4	5	6	7	PC22
Pottery & glass	1	2	3	4	5	6	7	PC23
Real estate	1	2	3	4	5	6	7	PC24
Services	1	2	3	4	5	6	7	PC25
Sports	1	2	3	4	5	6	7	PC26
Toys & models	1	2	3	4	5	6	7	PC27
Travel, events & activities	1	2	3	4	5	6	7	PC28
<b>2. When I have <u>BOUGHT</u> on Trademe...</b>	<b>Definitely False</b>						<b>Definitely True</b>	
I <b><u>DID NOT</u></b> use my gut feelings. (R)	1	2	3	4	5	6	7	EXP1R
I went by what felt good to me.	1	2	3	4	5	6	7	EXP2
I trusted my hunches.	1	2	3	4	5	6	7	EXP3
I <b><u>DID NOT</u></b> rely on my sense of intuition. (R)	1	2	3	4	5	6	7	EXP4R
I relied on my first impressions.	1	2	3	4	5	6	7	EXP5
I used my instincts.	1	2	3	4	5	6	7	EXP6
I <b><u>DID NOT</u></b> use my heart as a guide for my actions. (R)	1	2	3	4	5	6	7	EXP7R
I had flashes of insight.	1	2	3	4	5	6	7	EXP8

Ideas just popped into my head.	1	2	3	4	5	6	7	EXP9
I <b>DID NOT</b> use free-association, where one idea leads to the next. (R)	1	2	3	4	5	6	7	EXP10R
I reasoned things out carefully.	1	2	3	4	5	6	7	EXP11
I tackled this task systematically.	1	2	3	4	5	6	7	RAT1
I <b>DID NOT</b> figure things out logically. (R)	1	2	3	4	5	6	7	RAT2R
I approached this task analytically.	1	2	3	4	5	6	7	RAT3
I was very focused on the steps involved in doing this task.	1	2	3	4	5	6	7	RAT4
I <b>DID NOT</b> apply precise rules to deduce the answers. (R)	1	2	3	4	5	6	7	RAT5R
I was very focused on what I was doing to arrive at the answers.	1	2	3	4	5	6	7	RAT6
I was very aware of my thinking process.	1	2	3	4	5	6	7	RAT7
I <b>DID NOT</b> arrive at my answers by carefully assessing the information in front of me. (R)	1	2	3	4	5	6	7	RAT8R
I used clear rules.	1	2	3	4	5	6	7	RAT9
<b>My buying experience or intention when USING Trademe:</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>	
3. I purchase using Trademe all the time.	1	2	3	4	5	6	7	PE1
4. I <b>DO NOT</b> have a lot of experience on Trademe. (R)	1	2	3	4	5	6	7	PE2R
5. I have purchased from Trademe in the past.	1	2	3	4	5	6	7	PE3
6. I buy more new products than used products on Trademe?	1	2	3	4	5	6	7	PN1
7. I <b>DO NOT</b> intend to visit Trademe again. (R)	1	2	3	4	5	6	7	PI1R
8. I will buy on Trademe in the future.	1	2	3	4	5	6	7	PI2
9. I will buy on Trademe in the next few years.	1	2	3	4	5	6	7	PI3
10. I <b>DO NOT</b> sell more than I buy on Trademe? (R)	1	2	3	4	5	6	7	PS1R
	<b>Very Rarely</b>						<b>Very Often</b>	
11. How often do you buy on Trademe?	1	2	3	4	5	6	7	PB1
<b>TRADEME USAGE BEHAVIOUR: THINK ABOUT HOW YOU USE TRADEME:</b>								
<b>How confident do you feel when USING Trademe:</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>	
12. I feel certain about how to effectively use Trademe.	1	2	3	4	5	6	7	UC1
13. I am <b>NOT</b> sure how to use Trademe properly. (R)	1	2	3	4	5	6	7	UC2R
	<b>Very Rarely</b>						<b>Very Often</b>	
14. How often do you use Trademe (including when you do, or do not, buy and sell)?	1	2	3	4	5	6	7	UC3
<b>15. How often do you USE Trademe? Encircle the number following the most accurate answer.</b>								
Everyday				1				UC4
Every other day				2				UC5
At least once a week				3				UC6
Less than once a week, but at least once every two weeks.				4				UC7
Less than once every two weeks, but at least once a month.				5				UC8
Less than once a month, but at least every six months				6				UC9
Less than once every six months, but at least once a year				7				UC10
<b>Ability to USE Trademe:</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>	
16. I know what is expected of me if I use Trademe.	1	2	3	4	5	6	7	UC11
17. The steps in the process of using Trademe are <b>NOT</b> clear to me. (R)	1	2	3	4	5	6	7	UC12R

18. I believe there are only vague directions regarding how to use Trademe	1	2	3	4	5	6	7	UC13
<b>19. How often do you <u>USE</u> Trademe (including when you do or do not buy and sell) through the...</b>	<b>Very Rarely</b>						<b>Very Often</b>	
PC/MAC (desktop, laptop, notebook, or netbook)	1	2	3	4	5	6	7	UB1
Mobile Phone (not smartphone)	1	2	3	4	5	6	7	UB2
Smartphone (including iPhone)	1	2	3	4	5	6	7	UB3
Tablet computer (including iPad)	1	2	3	4	5	6	7	UB4
Other device	1	2	3	4	5	6	7	UB5
<b>20. How often do you <u>USE</u> Trademe (including when you do or do not buy and sell) through...?</b>	<b>Very Rarely</b>						<b>Very Often</b>	
An Internet based browser (Internet Explorer, Safari etc.)	1	2	3	4	5	6	7	UB6
An iPhone App	1	2	3	4	5	6	7	UB7
An Android App	1	2	3	4	5	6	7	UB8
A Touch Site	1	2	3	4	5	6	7	UB9
A Tablet App	1	2	3	4	5	6	7	UB6
Other	1	2	3	4	5	6	7	UB10
<b>21. How frequently do you <u>USE</u> Trademe during a normal day? Encircle the number following the most accurate answer.</b>								
Every 15 minutes				1				UB11
Every 30 minutes				2				UB12
Every hour				3				UB13
Every 2 hours				4				UB14
Every 2 to 6 hours				5				UB15
Every 7 to 12 hours				6				UB16
Every 24 hours				7				UB17
<b>TRADEME SELLING BEHAVIOUR: THINK ABOUT HOW YOU SELL USING TRADEME:</b>								
	<b>Strongly Disagree</b>						<b>Strongly Agree</b>	
22. I <b>DO NOT</b> sell using Trademe all the time. (R)	1	2	3	4	5	6	7	SPE1R
23. I have a good deal of experience selling on Trademe.	1	2	3	4	5	6	7	SPE2
24. I have sold through Trademe in the past.	1	2	3	4	5	6	7	SPE3
25. I <b>DO NOT</b> sell more new products than used products on Trademe? (R)	1	2	3	4	5	6	7	SPN1R
26. I will sell on Trademe again.	1	2	3	4	5	6	7	SPI1
27. I will sell on Trademe in the future.	1	2	3	4	5	6	7	SPI2
28. I <b>WILL NOT</b> sell on Trademe in the next few years. (R)	1	2	3	4	5	6	7	SPI3R
29. I sell more than I buy on Trademe?	1	2	3	4	5	6	7	SPS1
	<b>Very Rarely</b>						<b>Very Often</b>	
30. How often do you sell on Trademe?	1	2	3	4	5	6	7	SPB1

**CONSUMER CHARACTERISTICS****Encircle the number preceding the most accurate answer.**

31. What is your biological gender?	1 Male	2 Female	PC1
32. What is the highest level you completed in your formal education?	1	Secondary School/ College	PC2
	2	Trade/Professional Qualification	PC3
	3	Degree/Diploma from a Tertiary Institution	PC4
	4	Post-graduate Degree/Diploma from a Tertiary Institution	PC5
33. What is your marital status?	1	Single	PC6
	2	Widowed	PC7
	3	Living with permanent partner	PC8
	4	Married	PC9
	5	Divorced/ Separated	PC10
34. What is your ethnicity?	1	NZ Pakeha	PC11
	2	Maori	PC12
	3	Pacific Islander	PC13
	4	Asian	PC14
	5	European	PC15
	6	Other	PC16
35. What is your current employment status?	1	Student	PC17
	2	Full time	PC18
	3	Self employed	PC19
	4	Unemployed	PC20
	5	Homemaker	PC21
	6	Part-time	PC22
36. What is your personal income before tax per year (\$NZ)?	1	Less than 10,000	PC23
	2	\$10,000 – \$20,000	PC24
	3	\$20,001 – \$30,000	PC25
	4	\$30,001 – \$40,000	PC26
	5	\$40,001 – \$50,000	PC27
	6	\$50,001 – \$60,000	PC28
	7	\$60,001 – \$70,000	PC29
	8	\$70,001 -- \$80,000	PC30
	9	\$80,001 -- \$90,000	PC31
	10	\$90,001 -- \$100,000	PC32
	11	\$100,001 - \$110,000	PC33
	12	\$110,001 - \$120,000	PC34
	13	\$120,001 and over	PC35

In all questions I want you to think about your feelings, thoughts and behaviours when you buy on Trademe. Please note the following:													
<ul style="list-style-type: none"> <li>• <b>Trademe:</b> is the site defined as <a href="http://www.trademe.co.nz">www.trademe.co.nz</a> which you buy products and services on through a computer or other mobile device.</li> <li>• <b>Community:</b> is defined as other buyers and sellers on trademe who may mutually communicate with you.</li> <li>• <b>Brand Purchased:</b> is defined as the product and/or service that you buy on trademe.</li> </ul>													
FIRST-HAND EXPERIENCE (PSA-FHE) (Trademe)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES ON TRADEME</b>						Strongly Disagree			Strongly Agree			
	37.	I like the feel of this website.				1	2	3	4	5	6	7	FHE1
	38.	I <b>DO NOT</b> like pictures/images used in this website. (R)				1	2	3	4	5	6	7	FHE2 R
	39.	I like the opening page of this website.				1	2	3	4	5	6	7	FHE3
	40.	This website makes the <b>BRAND PURCHASED</b> look very appealing.				1	2	3	4	5	6	7	FHE4
SCRIPTED NARRATIVE (PRA-SN) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>						Strongly Disagree			Strongly Agree			
	41.	The <b>BRAND PURCHASED</b> ADVERTISEMENT <b>DID NOT</b> change my mind about the brand. (R)				1	2	3	4	5	6	7	SN1R
	42.	I learned something new from the <b>BRAND PURCHASED</b> .				1	2	3	4	5	6	7	SN2
	43.	After viewing the <b>BRAND PURCHASED</b> ADVERTISEMENT, I see things differently.				1	2	3	4	5	6	7	SN3
	44.	The <b>BRAND PURCHASED DOES NOT</b> clearly communicate what it stands for. (R)				1	2	3	4	5	6	7	SN4R
	45.	The <b>BRAND PURCHASED</b> has an image that is difficult to understand.				1	2	3	4	5	6	7	SN5
46.	The <b>BRAND PURCHASED DOES NOT</b> convey a clear image in all its action. (R)				1	2	3	4	5	6	7	SN6R	
INDEPENDENT JUDGEMENT (PSA-IJ) (COMMUNITY)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES WITH THE TRADEME COMMUNITY</b>						Strongly Disagree			Strongly Agree			
	47.	How likely is it that you would accept <b>THE TRADEME COMMUNITY'S</b> advice about the <b>BRAND PURCHASED</b> in the future?				1	2	3	4	5	6	7	IJ1
	48.	How likely it is that <b>THE TRADEME COMMUNITY'S</b> future advice about the <b>BRAND PURCHASED</b> would be useful to you?				1	2	3	4	5	6	7	IJ2
	49.	How likely is it that <b>THE TRADEME COMMUNITY'S</b> future opinions about <b>BRAND PURCHASE</b> will be informative to you?				1	2	3	4	5	6	7	IJ3
	50.	How likely is it that you would allow <b>THE TRADEME COMMUNITY</b> to choose a <b>BRAND PURCHASE</b> for you in the future?				1	2	3	4	5	6	7	IJ4
	51.	How likely is it that you would be confident in accepting <b>THE TRADEME COMMUNITY'S</b> advice about <b>BRAND PURCHASE</b> in the future?				1	2	3	4	5	6	7	IJ5
52.	How well do you feel <b>THE TRADEME COMMUNITY</b> would understand the reasons why you rated the <b>BRAND PURCHASED</b> the way you did?				1	2	3	4	5	6	7	IJ6	
INSTRUMENTALITY (PSA-I) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>						Strongly Disagree			Strongly Agree			
	53.	This brand is <b>NOT</b> dependable and reliable. (R)				1	2	3	4	5	6	7	I1R
	54.	This brand has always been good to me.				1	2	3	4	5	6	7	I2
	55.	If this brand makes a claim or promise about its products or services, it is probably true.				1	2	3	4	5	6	7	I3
	56.	I <b>DO NOT</b> feel like I know what to expect from this brand. (R)				1	2	3	4	5	6	7	I4R
57.	I feel I can trust this brand.				1	2	3	4	5	6	7	I5	
VERIFICATION	<b>WHEN YOU BUY ON TRADEME:</b>						Strongly			Strongly			

(PSA-V) (COMMUNITY)	<b>THINK ABOUT YOUR PAST EXPERIENCES WITH THE TRADEME COMMUNITY</b>	Disagree							Agree	
	58. I trust <b>THE TRADEME COMMUNITY'S</b> contributors to know things I don't know.	1	2	3	4	5	6	7	V1	
	59. I would base an important decision on advice I received from the contributors to <b>THE TRADEME COMMUNITY'S</b> forum.	1	2	3	4	5	6	7	V2	
	60. Contributors to the <b>THE TRADEME COMMUNITY'S</b> forum have high integrity.	1	2	3	4	5	6	7	V3	
OBJECTIVE AUTHENTICITY (SOA-OA) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>	Strongly Disagree							Strongly Agree	
	61. That's a good brand and I wouldn't hesitate recommending it to others.	1	2	3	4	5	6	7	OA1	
	62. I know that the advertised brand is a dependable, reliable one.	1	2	3	4	5	6	7	OA2	
	63. What they said about the product was dishonest. (R)	1	2	3	4	5	6	7	OA3R	
	64. As I watched, I thought of reasons why I should <b>NOT</b> buy the product. (R)	1	2	3	4	5	6	7	OA4R	
	65. The commercial described certain specific product characteristics that are undesirable to me. (R)	1	2	3	4	5	6	7	OA5R	
	66. I found myself disagreeing with some things in the commercial. (R)	1	2	3	4	5	6	7	OA6R	
	67. The commercial made exaggerated and untrue claims about the product. (R)	1	2	3	4	5	6	7	OA7R	
	68. I will definitely buy the brand in the commercial.	1	2	3	4	5	6	7	OA8	
UBIQUITY (PSA-U) (Trademe)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES ON TRADEME</b>	Strongly Disagree							Strongly Agree	
	69. <b>Trademe</b> is a strong brand.	1	2	3	4	5	6	7	U1	
	70. <b>Trademe</b> is <b>NOT</b> a well-known brand. (R)	1	2	3	4	5	6	7	U2R	
	71. <b>Trademe</b> is a unique brand.	1	2	3	4	5	6	7	U3	
COMMITMENT TO TRADITION (PIA-CT) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>	Strongly Disagree							Strongly Agree	
	72. Respect for tradition is important to me.	1	2	3	4	5	6	7	CT1	
	73. Family heritage is important to me.	1	2	3	4	5	6	7	CT2	
	74. I value a strong link to my past.	1	2	3	4	5	6	7	CT3	
	75. Traditional values are <b>NOT</b> important to me. (R)	1	2	3	4	5	6	7	CT4R	
UNIVERSAL NORMS (VSA-UN) (Trademe)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES ON TRADEME</b>	Strongly Disagree							Strongly Agree	
	76. One should always adhere to all applicable laws and regulations.	1	2	3	4	5	6	7	UN1	
	77. One should always accurately represent one's experience.	1	2	3	4	5	6	7	UN2	
	78. One must always be honest in serving customers, consumers, and <b>THE TRADEME COMMUNITY</b> .	1	2	3	4	5	6	7	UN3	
	79. One should not knowingly participate in a conflict of interest without prior notice to all parties involved.	1	2	3	4	5	6	7	UN4	
BRAND PROXIMITY (PSA-BP) (COMMUNITY)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES WITH THE TRADEME COMMUNITY</b>	Strongly Disagree							Strongly Agree	
	80. I am very attached to the community.	1	2	3	4	5	6	7	BP1	
	81. Other community members and I share the same objectives.	1	2	3	4	5	6	7	BP2	
	82. The friendships I have with other community members mean a lot to me.	1	2	3	4	5	6	7	BP3	
	83. If community members planned something, I'd think of it as something "we" would do rather than something "they" would do.	1	2	3	4	5	6	7	BP4	

	84. I <b>DO NOT</b> see myself as a part of the community. (R)	1	2	3	4	5	6	7	BP5R
	85. I benefit from following the community's rules.	1	2	3	4	5	6	7	BP6
	86. I am motivated to participate in the community's activities because I feel better afterwards.	1	2	3	4	5	6	7	BP7
	87. I am motivated to participate in the community's activities because I am able to support other members.	1	2	3	4	5	6	7	BP8
	88. I am motivated to participate in the community's activities because I am able to reach personal goals	1	2	3	4	5	6	7	BP9
	89. In order to be accepted, I feel like I must behave as other community members expect me to behave.	1	2	3	4	5	6	7	BP10
	90. My actions are often influenced by how other community members want me to behave.	1	2	3	4	5	6	7	BP11
	91. Since I joined the community, I have felt a desire to preserve my personal freedom.	1	2	3	4	5	6	7	BP12
	92. It would <b>NOT</b> be very difficult for me to leave this community. (R)	1	2	3	4	5	6	7	BP13 R
	93. I am willing to pay more money to be a member of this community than I would for membership in other communities.	1	2	3	4	5	6	7	BP14
	94. I intend to stay on as a community member.	1	2	3	4	5	6	7	BP15
	95. I never miss an opportunity to recommend this community to others.	1	2	3	4	5	6	7	BP16
	96. If friends or relatives were to search for a community, I would definitely recommend this one.	1	2	3	4	5	6	7	BP17
	97. I intend to actively participate in the community's activities.	1	2	3	4	5	6	7	BP18
		<b>Very Rarely</b>						<b>Very Often</b>	
	98. How often did you think about leaving this community within the last ten weeks?	1	2	3	4	5	6	7	BP19
	99. How often did you participate in activities of this community within the last ten weeks?	1	2	3	4	5	6	7	BP20
<b>PLACE OF ORIGIN (PIA-PO) (BRAND PURCHASED)</b>	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>	
	100. When I looked at it, I felt a connection with a place.	1	2	3	4	5	6	7	PO1
	101. It helped to transport me back to another place.	1	2	3	4	5	6	7	PO2
		<b>Weak Connection</b>						<b>Strong Connection</b>	
	102. How much of a connection with another place did this give you?	1	2	3	4	5	6	7	PO3
<b>COMMUNAL NORMS (PSA-CN) (COMMUNITY)</b>	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES WITH THE TRADEME COMMUNITY</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>	
	103. The groups I belong to are an important reflection of who I am.	1	2	3	4	5	6	7	CN1
	104. When I'm in a group. It often feels to me like that group is an important part of who I am.	1	2	3	4	5	6	7	CN2
	105. I usually <b>DO NOT</b> feel a strong sense of pride when a group I belong to has an important accomplishment. (R)	1	2	3	4	5	6	7	CN3R
	106. I think one of the most important parts of who I am can be captured by looking at the groups I belong to & understanding who they are.	1	2	3	4	5	6	7	CN4
	107. When I think of myself, I often think of groups I belong to as well.	1	2	3	4	5	6	7	CN5

	108. In general, groups I belong to are an important part of my self-image.	1	2	3	4	5	6	7	CN6	
	109. If a person insults a group I belong to, I <b>DO NOT</b> feel personally insulted. (R)	1	2	3	4	5	6	7	CN7R	
	110. My sense of pride comes from knowing I belong to groups.	1	2	3	4	5	6	7	CN8	
	111. When I join a group, I usually develop a strong sense of identification with that group.	1	2	3	4	5	6	7	CN9	
GUARANTEE OF BEING GENUINE. (PIA-GG) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>		
	112. This brand is dependable & reliable.	1	2	3	4	5	6	7	GG1	
	113. This brand has always been good to me.	1	2	3	4	5	6	7	GG2	
	114. If this brand makes a claim or promise about its products, it is probably true.	1	2	3	4	5	6	7	GG3	
	115. I feel like I know what to expect from this brand.	1	2	3	4	5	6	7	GG4	
	116. I feel I can <b>NOT</b> trust this brand. (R)	1	2	3	4	5	6	7	GG5R	
PURITY OF MOTIVE (VSA-PM) (COMMUNITY)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES WITH THE TRADEME COMMUNITY</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>		
	117. They feel morally obligated to help.	1	2	3	4	5	6	7	PM1	
	118. They have a long-term interest in the community.	1	2	3	4	5	6	7	PM2	
	119. Their owners or employees believe in the cause.	1	2	3	4	5	6	7	PM3	
	120. They want to make it easier for consumers who care about the cause to support it.	1	2	3	4	5	6	7	PM4	
	121. They are <b>NOT</b> trying to give something back to the community. (R)	1	2	3	4	5	6	7	PM5R	
TIME ORIGIN (AIA-TO) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>		
	122. When I looked at it, I felt a connection with the past.	1	2	3	4	5	6	7	TO1	
	123. It helped to transport me back in time.	1	2	3	4	5	6	7	TO2	
		<b>Weak Connection</b>							<b>Strong Connection</b>	
	124. How much of a connection with the past did this make you feel?	1	2	3	4	5	6	7	TO3	
EVERYDAY PEOPLE (IA-EP) (COMMUNITY)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES WITH THE TRADEME COMMUNITY</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>		
	125. I think the <b>TRADEME COMMUNITY</b> is like an old friend.	1	2	3	4	5	6	7	EP1	
	126. The <b>TRADEME COMMUNITY</b> makes me feel comfortable, as if I am with friends.	1	2	3	4	5	6	7	EP2	
	127. The <b>TRADEME COMMUNITY</b> seems to understand the things I want to know.	1	2	3	4	5	6	7	EP	
	128. I find the <b>TRADEME COMMUNITY</b> to <b>NOT</b> be attractive. (R)	1	2	3	4	5	6	7	EP4R	
	129. I would like to meet the <b>TRADEME COMMUNITY</b> in person.	1	2	3	4	5	6	7	EP5	
	130. I feel sorry when the <b>TRADEME COMMUNITY</b> makes a mistake.	1	2	3	4	5	6	7	EP6	
	131. I like to compare my ideas with what the <b>TRADEME COMMUNITY</b> says.	1	2	3	4	5	6	7	EP7	
CONSUMER VALUES (MA-CV) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>	<b>Strongly Disagree</b>						<b>Strongly Agree</b>		
	132. The <b>BRANDS PURCHASED DO NOT</b> reflect the kind of person I see myself to be. (R)	1	2	3	4	5	6	7	CV1R	
	133. The <b>BRANDS PURCHASED</b> help me communicate my self-identity.	1	2	3	4	5	6	7	CV2	
	134. The <b>BRANDS PURCHASED</b> help me express myself.	1	2	3	4	5	6	7	CV3	
	135. The <b>BRANDS PURCHASED</b> help me define myself.	1	2	3	4	5	6	7	CV4	



CONSTRUCTIVE AUTHENTICITY (SOA-CA) (Trademe)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES ON TRADEME</b>	<b>Strongly Disagree</b>							<b>Strongly Agree</b>	
	136. Generally, <b>Trademe</b> makes me feel very capable and effective.	1	2	3	4	5	6	7	CA1	
	137. <b>Trademe</b> makes me feel inadequate or incompetent. (R)	1	2	3	4	5	6	7	CA2R	
	138. I feel that I can successfully complete difficult tasks and projects.	1	2	3	4	5	6	7	CA3	
	139. I feel that I can take on and master hard challenges.	1	2	3	4	5	6	7	CA4	
	140. I feel very capable in what I do.	1	2	3	4	5	6	7	CA5	
	141. <b>Trademe</b> makes me feel controlled and pressured to be certain ways. (R)	1	2	3	4	5	6	7	CA6R	
	142. <b>Trademe</b> makes me feel free to be who I am.	1	2	3	4	5	6	7	CA7	
	143. I feel that my choices are based on my true interests and values.	1	2	3	4	5	6	7	CA8	
	144. I feel free to do things my own way.	1	2	3	4	5	6	7	CA9	
145. I feel that my choices express my "true" self.	1	2	3	4	5	6	7	CA10		
BRAND VALUES (MA-BV) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>	<b>Strongly Disagree</b>							<b>Strongly Agree</b>	
	146. The brand and I have a lot in common.	1	2	3	4	5	6	7	BV1	
	147. This brand's image and my self image are similar in a lot of ways.	1	2	3	4	5	6	7	BV2	
	148. This brand says a lot about the kind of person I am or want to be.	1	2	3	4	5	6	7	BV3	
	149. This brand <b>DOES NOT</b> remind me of who I am. (R)	1	2	3	4	5	6	7	BV4R	
150. This brand is a part of me.	1	2	3	4	5	6	7	BV5		
SITUATIONAL FANTASY (SIA-SF) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR DAY DREAMS OF BRANDS PURCHASED</b>	<b>Strongly Disagree</b>							<b>Strongly Agree</b>	
	151. I think of this dream several times a day.	1	2	3	4	5	6	7	SF1	
	152. I know a lot about the object of my dream.	1	2	3	4	5	6	7	SF2	
	153. The following constraints: time, money, and family responsibilities are <b>NOT</b> an obstacle. (R)	1	2	3	4	5	6	7	SF3R	
	154. I'd say that I am <b>NOT</b> a dreamer (R)	1	2	3	4	5	6	7	SF4R	
	155. I always have something in my mind that I intend to buy.	1	2	3	4	5	6	7	SF5	
	156. It is important to me to have really nice things.	1	2	3	4	5	6	7	SF6	
	157. I think that truth lies in facts only.	1	2	3	4	5	6	7	SF7	
	158. I would prefer complex to simple problems.	1	2	3	4	5	6	7	SF8	
159. Having consumption dreams for an adult is childish.	1	2	3	4	5	6	7	SF9		
SELF-RELEVANT GOALS (SIA-RG) (BRAND PURCHASED)	<b>WHEN YOU BUY ON TRADEME: THINK ABOUT YOUR PAST EXPERIENCES OF BRANDS PURCHASED</b>	<b>Strongly Disagree</b>							<b>Strongly Agree</b>	
	160. I have a special bond with the brands that I like.	1	2	3	4	5	6	7	RG1	
	161. I consider my favourite brands to be a part of myself.	1	2	3	4	5	6	7	RG2	
	162. I often feel a personal connection between my brands and me.	1	2	3	4	5	6	7	RG3	
	163. Part of me is <b>NOT</b> defined by important brands in my life. (R)	1	2	3	4	5	6	7	RG4R	
	164. I feel as if I have a close personal connection with the brands I most prefer.	1	2	3	4	5	6	7	RG5	
	165. I can identify with important brands in my life.	1	2	3	4	5	6	7	RG6	
	166. There are links between the brands that I prefer and how I view myself.	1	2	3	4	5	6	7	RG7	
167. My favourite brands are an important indication of who I am.	1	2	3	4	5	6	7	RG8		