

Appendix

Appendix 1: questionnaire

Questionnaire

Hello, My name is Alaa Alhaddad I'm studying at the University Of Economics in Bratislava this Questionnaire is ANONYMOUS and It's a part of my bachelor thesis Research of Brand Positioning Strategy. The questions will only take not more than 5 minutes. We kindly appreciate your time and effort in answering the questions.
Thank you.

* Required

1. **Have you ever owned an APPLE Smartphone? ***

Mark only one oval.

- Yes
 No

2. **Have you ever owned an HUAWEI Smartphone? ***

Mark only one oval.

- Yes
 No

3. **Have you ever owned an SAMSUNG Smartphone? ***

Mark only one oval.

- Yes
 No

4. **Please Select the BEST Attributes of APPLE Smartphone ***

Please consider: on a scale from 1 to 5 (where 1 is the strongly Bad, 3 is Neutral and 5 is the Best).

Mark only one oval per row.

	1	2	3	4	5
Easy to Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HighTechnology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operating System (IOS)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price Offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. **Please Select the BEST Attributes of HUAWAI Smartphone ***

Please consider: on a scale from 1 to 5 (where 1 is the strongly Bad, 3 is Neutral and 5 is the Best).

Mark only one oval per row.

	1	2	3	4	5
Easy to Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HighTechnology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operating System (Android)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price Offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. **Please Select the BEST Attributes of SAMSUNG Smartphone ***

Please consider: on a scale from 1 to 5 (where 1 is the strongly Bad, 3 is Neutral and 5 is the Best).

Mark only one oval per row.

	1	2	3	4	5
Easy to Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Uniqueness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
HighTechnology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Operating System (Android)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price Offered	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. **If you are going to change your smartphone which Brand will you choose in future ? ***

Mark only one oval.

- APPLE
- HUAWEI
- SAMSUNG
- OTHERS

Appendix 2: Excel sheet calculations

Data collected	Alternatives	Past Purchases	Future Choice	Easy to Use	Uniqueness	Quality	High Technology	Operating System	Price Offered
Respondent 1	Apple	1	1	5	4	4	4	3	1
	Huawei	0	0	3	3	2	3	2	4
	Samsung	0	0	4	4	4	3	2	4
Respondent 2	Apple	0	0	2	4	4	5	3	1
	Huawei	0	0	2	2	3	3	3	2
	Samsung	1	1	5	5	5	5	5	4
Respondent 3	Apple	0	0	4	3	5	4	3	2
	Huawei	0	0	3	2	2	4	2	4
	Samsung	1	1	5	4	4	5	4	2
Respondent 4	Apple	1	1	5	5	5	5	5	2
	Huawei	0	0	3	2	2	4	2	4
	Samsung	0	0	5	5	4	5	4	3
Respondent 5	Apple	1	1	5	4	5	4	4	1
	Huawei	0	0	2	2	3	2	1	3
	Samsung	0	0	3	3	3	3	2	3
Respondent 6	Apple	0	0	4	5	3	4	3	1
	Huawei	0	0	3	2	2	3	3	3
	Samsung	1	1	5	4	4	3	3	4
Respondent 7	Apple	1	0	5	4	3	4	4	1
	Huawei	0	0	2	3	3	3	1	3
	Samsung	0	1	5	4	5	4	4	3
Respondent 8	Apple	0	0	3	4	5	5	5	2
	Huawei	0	0	4	4	5	3	3	3
	Samsung	1	1	4	4	2	2	3	3
Respondent 9	Apple	1	1	4	5	5	4	3	3
	Huawei	0	0	4	4	4	5	4	3
	Samsung	0	0	4	2	3	3	4	3
Respondent 10	Apple	1	1	5	5	5	5	5	1
	Huawei	0	0	3	2	3	2	2	3
	Samsung	0	0	5	4	5	5	4	3
Respondent 11	Apple	1	0	5	5	5	4	3	2
	Huawei	0	1	3	3	3	3	2	4
	Samsung	0	0	5	4	3	3	5	3
Respondent 12	Apple	0	1	3	4	4	4	4	1
	Huawei	0	0	3	3	3	2	3	3
	Samsung	1	0	5	5	4	5	4	2
Respondent 13	Apple	0	0	4	5	5	5	4	1
	Huawei	0	0	3	3	4	4	2	3
	Samsung	1	1	5	4	5	4	3	3
Respondent 14	Apple	1	1	5	5	5	4	4	2
	Huawei	0	0	3	3	4	3	3	3
	Samsung	0	0	5	5	4	4	4	2
Respondent 15	Apple	0	0	3	4	5	5	4	2
	Huawei	0	0	3	4	3	3	2	3
	Samsung	1	1	5	3	5	4	5	2
Respondent 16	Apple	0	0	5	4	5	4	5	1

	Huawei	1	1	5	4	5	4	4	3
	Samsung	0	0	5	3	4	3	4	1
Respondent 17	Apple	1	1	5	5	4	3	2	2
	Huawei	0	0	2	2	3	3	2	3
	Samsung	0	0	5	3	5	5	4	4
Respondent 18	Apple	0	1	3	5	5	3	4	1
	Huawei	0	0	4	3	4	4	3	3
	Samsung	1	0	5	3	5	4	5	2
Respondent 19	Apple	0	0	3	5	4	3	3	2
	Huawei	0	0	1	2	2	3	3	2
	Samsung	1	1	4	3	5	5	3	4
Respondent 20	Apple	0	0	4	5	5	3	3	1
	Huawei	0	0	4	4	3	3	2	4
	Samsung	1	1	5	4	4	4	5	4
Respondent 21	Apple	1	1	3	5	4	5	4	1
	Huawei	0	0	3	3	4	4	3	4
	Samsung	0	0	2	3	4	5	4	3
Respondent 22	Apple	1	1	4	4	4	5	5	3
	Huawei	0	0	2	3	3	3	3	3
	Samsung	0	0	2	3	2	3	2	3
Respondent 23	Apple	0	0	1	4	4	5	2	1
	Huawei	0	0	4	3	4	4	4	4
	Samsung	1	1	5	5	5	5	5	4
Respondent 24	Apple	0	0	2	2	3	3	2	2
	Huawei	1	1	5	4	5	5	5	5
	Samsung	0	0	3	2	2	2	3	2
Respondent 25	Apple	0	1	4	5	5	4	3	2
	Huawei	0	0	1	3	3	3	3	3
	Samsung	1	0	5	4	5	5	4	3
Respondent 26	Apple	1	0	3	5	3	5	2	2
	Huawei	0	0	2	2	3	2	1	3
	Samsung	0	1	3	3	3	4	3	3
Respondent 27	Apple	1	1	4	5	5	4	3	2
	Huawei	0	0	3	3	2	2	3	3
	Samsung	0	0	5	3	5	4	3	4
Respondent 28	Apple	0	1	3	5	4	4	3	1
	Huawei	1	0	4	2	3	3	3	3
	Samsung	0	0	5	3	4	3	4	2
Respondent 29	Apple	0	0	2	4	4	4	2	1
	Huawei	0	0	4	2	3	3	3	3
	Samsung	1	1	5	5	4	5	4	2
Respondent 30	Apple	1	1	5	5	5	4	3	1
	Huawei	0	0	2	1	3	2	3	3
	Samsung	0	0	5	3	3	3	4	2
Respondent 31	Apple	0	0	3	5	5	4	4	2
	Huawei	1	0	4	3	4	4	4	3
	Samsung	0	1	4	5	4	4	4	3
Respondent 32	Apple	0	1	5	5	5	5	5	1

	Huawei	0	0	1	3	3	2	3	3
	Samsung	1	0	5	4	5	5	5	3
Respondent 33	Apple	0	0	3	5	4	4	5	2
	Huawei	0	0	4	2	2	3	2	2
	Samsung	1	1	4	5	4	5	4	3
Respondent 34	Apple	1	0	5	5	4	3	3	2
	Huawei	0	1	4	3	4	5	3	4
	Samsung	0	0	5	4	5	3	4	3
Respondent 35	Apple	1	1	5	5	5	4	3	2
	Huawei	0	0	3	2	3	3	2	3
	Samsung	0	0	5	5	4	4	4	2
Respondent 36	Apple	1	0	4	4	5	5	5	2
	Huawei	0	0	4	3	4	3	3	3
	Samsung	0	1	5	4	4	5	5	3
Respondent 37	Apple	1	0	4	4	5	5	5	2
	Huawei	0	0	4	3	4	3	3	3
	Samsung	0	1	5	4	4	5	5	3
Respondent 38	Apple	0	0	3	4	5	4	4	1
	Huawei	0	0	3	2	3	3	3	3
	Samsung	1	1	4	3	4	5	4	3
Respondent 39	Apple	0	0	4	5	5	4	4	2
	Huawei	0	0	4	3	4	3	3	3
	Samsung	1	1	5	4	5	4	5	4
Respondent 40	Apple	0	1	4	5	4	5	4	2
	Huawei	0	0	3	4	4	3	4	4
	Samsung	1	0	5	4	4	5	4	3
Respondent 41	Apple	1	0	4	4	5	3	3	2
	Huawei	0	1	4	2	3	3	2	3
	Samsung	0	0	3	5	5	3	3	2
Respondent 42	Apple	0	0	4	4	5	3	3	2
	Huawei	1	1	4	2	3	3	2	3
	Samsung	0	0	3	5	5	3	3	2
Respondent 43	Apple	0	0	4	5	5	3	2	2
	Huawei	0	0	4	3	3	3	1	3
	Samsung	1	1	5	4	5	5	5	3
Respondent 44	Apple	1	1	5	5	5	5	5	1
	Huawei	0	0	3	2	2	3	3	3
	Samsung	0	0	4	4	3	3	3	3
Respondent 45	Apple	0	0	1	4	4	5	4	1
	Huawei	0	0	5	4	4	4	4	3
	Samsung	1	1	5	4	4	4	4	2
Respondent 46	Apple	0	0	2	4	4	5	2	1
	Huawei	1	0	4	2	3	3	3	4
	Samsung	0	1	5	5	5	5	5	2
Respondent 47	Apple	0	0	1	3	3	4	4	1
	Huawei	1	1	5	5	5	4	4	3
	Samsung	0	0	4	4	4	4	4	2
Respondent 48	Apple	1	0	3	4	5	4	4	2

	Huawei	0	0	4	4	3	3	3	3
	Samsung	0	1	5	4	4	4	4	4
Respondent 49	Apple	1	1	4	4	5	5	5	2
	Huawei	0	0	4	5	4	4	4	3
	Samsung	0	0	5	5	5	4	3	2
Respondent 50	Apple	0	0	4	4	3	3	4	1
	Huawei	1	0	4	3	4	4	3	3
	Samsung	0	1	4	5	4	4	4	2
Respondent 51	Apple	1	1	5	5	5	5	5	1
	Huawei	0	0	3	2	2	2	2	4
	Samsung	0	0	4	4	4	4	4	2
Respondent 52	Apple	1	0	3	4	5	4	5	3
	Huawei	0	0	2	2	3	2	3	3
	Samsung	0	1	5	4	5	4	4	3
Respondent 53	Apple	1	0	4	5	4	3	4	1
	Huawei	0	1	2	3	3	4	2	4
	Samsung	0	0	4	3	4	4	4	2
Respondent 54	Apple	0	0	3	5	5	5	4	2
	Huawei	0	0	3	3	4	3	3	3
	Samsung	1	1	3	4	5	5	4	2
Respondent 55	Apple	0	1	5	4	4	5	5	2
	Huawei	1	0	3	3	2	3	3	4
	Samsung	0	0	4	5	5	4	4	2
Respondent 56	Apple	1	0	4	4	4	5	5	1
	Huawei	0	1	4	3	4	4	4	3
	Samsung	0	0	4	4	5	4	4	2
Respondent 57	Apple	0	1	4	5	5	5	4	2
	Huawei	1	0	4	2	3	3	3	4
	Samsung	0	0	5	5	4	4	4	2
Respondent 58	Apple	1	1	5	5	5	3	5	2
	Huawei	0	0	3	3	4	4	4	3
	Samsung	0	0	4	5	5	3	5	3
Respondent 59	Apple	0	1	2	4	5	5	5	1
	Huawei	0	0	3	4	3	5	4	3
	Samsung	1	0	5	5	4	4	5	3
Respondent 60	Apple	1	0	2	2	2	2	2	2
	Huawei	0	0	2	2	2	2	2	2
	Samsung	0	1	1	1	1	1	1	1
Respondent 61	Apple	1	0	3	3	3	3	3	1
	Huawei	0	0	1	1	1	1	1	1
	Samsung	0	1	1	1	1	1	1	1
Respondent 62	Apple	1	0	5	5	5	5	4	2
	Huawei	0	0	4	2	3	3	3	4
	Samsung	0	1	5	5	5	5	5	3
Respondent 63	Apple	0	0	2	4	4	5	4	1
	Huawei	1	0	4	3	3	3	3	3
	Samsung	0	1	5	5	5	5	5	3
Respondent 64	Apple	1	1	5	5	5	5	5	2

	Huawei	0	0	4	3	3	3	3	3
	Samsung	0	0	4	4	4	4	4	3
Respondent 65	Apple	0	0	3	5	5	5	4	1
	Huawei	0	0	4	3	3	3	3	3
	Samsung	1	1	5	5	5	5	5	2
Respondent 66	Apple	1	1	4	5	5	5	5	2
	Huawei	0	0	4	3	3	3	3	3
	Samsung	0	0	5	4	4	5	5	3
Respondent 67	Apple	0	0	4	4	4	5	4	1
	Huawei	0	0	3	3	3	3	3	2
	Samsung	1	1	5	5	5	5	5	2
Respondent 68	Apple	0	0	3	5	5	5	5	1
	Huawei	0	0	4	3	3	3	3	3
	Samsung	1	1	5	5	5	5	5	2
Respondent 69	Apple	0	0	5	5	5	5	5	1
	Huawei	0	0	4	3	3	3	3	3
	Samsung	1	1	5	5	5	5	5	2
Respondent 70	Apple	1	0	5	5	5	5	4	1
	Huawei	0	0	3	3	3	3	3	4
	Samsung	0	1	5	5	5	5	4	2
Respondent 71	Apple	0	0	4	5	5	5	5	1
	Huawei	0	0	4	3	3	3	3	3
	Samsung	1	1	5	5	5	5	5	2
Respondent 72	Apple	0	0	3	5	5	5	5	1
	Huawei	0	0	4	4	4	4	4	3
	Samsung	1	1	5	5	5	5	5	2
Respondent 73	Apple	0	0	5	5	5	5	5	1
	Huawei	0	0	4	4	4	4	4	3
	Samsung	1	1	5	5	5	5	5	2
Respondent 74	Apple	0	1	3	5	4	3	4	2
	Huawei	0	0	3	3	5	3	4	3
	Samsung	1	0	4	4	4	4	4	2
Respondent 75	Apple	1	1	5	5	4	5	4	2
	Huawei	0	0	5	3	4	4	4	3
	Samsung	0	0	5	4	5	4	5	3
Respondent 76	Apple	0	0	3	5	5	5	2	2
	Huawei	0	0	3	3	4	4	3	3
	Samsung	1	1	5	5	4	5	4	2
Respondent 77	Apple	0	0	4	5	5	5	4	2
	Huawei	1	0	3	4	4	4	2	4
	Samsung	0	1	4	5	4	5	4	3
Respondent 78	Apple	1	1	5	5	4	4	5	2
	Huawei	0	0	4	3	4	3	3	3
	Samsung	0	0	5	4	5	5	5	2
Respondent 79	Apple	0	0	5	5	4	5	4	1
	Huawei	0	0	3	3	4	4	3	2
	Samsung	1	1	5	4	5	5	5	4
Respondent 80	Apple	1	1	5	5	5	5	5	3

	Huawei	0	0	3	3	3	3	3	3
	Samsung	0	0	5	5	4	4	4	2
Respondent 97	Apple	0	1	4	5	5	5	3	2
	Huawei	0	0	3	3	4	4	4	3
	Samsung	1	0	4	5	5	5	4	2
Respondent 98	Apple	1	1	5	5	5	5	4	1
	Huawei	0	0	2	2	3	2	3	3
	Samsung	0	0	4	5	5	5	4	3
Respondent 99	Apple	1	1	5	5	4	5	4	3
	Huawei	0	0	2	3	4	3	3	2
	Samsung	0	0	5	4	5	4	4	2
Respondent 100	Apple	1	1	5	5	5	3	4	1
	Huawei	0	0	4	3	4	4	4	3
	Samsung	0	0	5	4	5	5	5	4
Respondent 101	Apple	1	1	5	5	5	5	5	1
	Huawei	0	0	3	3	5	5	5	3
	Samsung	0	0	4	3	5	5	5	2