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Questionário de Pesquisa - Português

Tente utilizar a primeira ideia que lhe vem a cabeça, sem refletir muito acerca das questões!

Questões			-3	-2	-1	0	1	2	3		Não sei/ Não conheço
1	De uma maneira geral, considero a natureza brasileira:	Muito Devastada								Muito Preservada	
2	De uma maneira geral, considero a natureza alemã:	Muito Devastada								Muito Preservada	
3	De uma maneira geral, considero o clima brasileiro:	Muito Frio								Muito quente	
4	De uma maneira geral, considerado o clima alemão:	Muito Frio								Muito quente	

5	De uma maneira geral, considero o clima brasileiro:	Pouco ensolarado								Muito ensolarado	
6	De uma maneira geral, considero o clima alemão:	Pouco ensolarado								Muito ensolarado	
7	De uma maneira geral, considero que o solo brasileiro seja:	Muito improdutivo								Muito fértil	
8	De uma maneira geral, considero que o solo alemão seja:	Muito improdutivo								Muito fértil	
9	De uma maneira geral, considero que o trabalhador brasileiro seja:	Muito Incompetente								Muito Competente	
10	De uma maneira geral, considero que o trabalhador alemão seja:	Muito Incompetente								Muito Competente	
11	De uma maneira geral, considero que o trabalhador brasileiro seja:	Copiador/ Não criativo								Inovador/Criativo	
12	De uma maneira geral, considero que o trabalhador alemão seja:	Copiador/ Não criativo								Inovador/Criativo	
13	De uma maneira geral, considero que o trabalhador brasileiro seja:	Preguiçoso								Dedicado ao trabalho	
14	De uma maneira geral, considero que o trabalhador alemão seja:	Preguiçoso								Dedicado ao trabalho	
15	De uma maneira geral, em relação ao Brasil eu sinto:	Desconfiança								Confiança	
16	De uma maneira geral, em relação à Alemanha eu sinto:	Desconfiança								Confiança	
17	De uma maneira geral, em relação ao Brasil eu sinto:	Descontentamento								Alegria/Felicidade	
18	De uma maneira geral, em relação à Alemanha eu sinto:	Descontentamento								Alegria/Felicidade	
19	De uma maneira geral, em relação ao Brasil eu sinto:	Hostilidade								Entusiasmo	
20	De uma maneira geral, em relação à Alemanha eu sinto:	Hostilidade								Entusiasmo	

Responda as questões abaixo, marcando a melhor opção que representa a sua **atitude** em relação aos produtos brasileiros e alemães, sem considerar o preço. Para estas questões a opção do meio "0", representa a indiferença.

Tente utilizar a primeira ideia que lhe vem a cabeça, sem refletir muito acerca das questões!

[illegible]

Agora, gostaríamos de saber um pouco mais sobre você. Por favor, responda estas últimas perguntas:									
39	Sexo	Masculino							
		Feminino							
40	Idade	18 a 29							
		30 a 39							
		40 a 49							
		50 a 59							
		acima de 60							
41	Escolaridade	até 2º grau							
		Superior Incompleto							
		Superior Completo							
		Pós-graduação							
42	País de nascimento:								
Muito obrigada pela sua participação! A sua ajuda foi valiosa! Caso deseje entrar em contato conosco: Tel.: +55 21 82585591 (Camila Carvalho Costa, aluna Mestrado Acadêmica PUC-Rio) - ccamila24@hotmail.com Tel.: +55 21 91634177 (Prof. Jorge Carneiro, PhD, PUC-Rio) - jorgemtc@iag.puc-rio.br									

4	D'une manière générale, je considère la nature allemande (forêts, rivières et etc):	Très froid								Très chaud	
5	D'une manière générale, je considère le climat brésilien:	Peu ensoleillé								Très ensoleillé	
6	D'une manière générale, je considère le climat allemand:	Peu ensoleillé								Très ensoleillé	
7	D'une manière générale, je considère que le sol brésilien (terres cultivables) est:	Très improductif								Très fertile	
8	D'une manière générale, je considère que le sol allemand (terres cultivables) est:	Très improductif								Très fertile	
9	D'une manière générale, je considère que le travailleur brésilien est:	Très incompetent								Très compétent	
10	D'une manière générale, je considère que le travailleur allemand est:	Très incompetent								Très compétent	
11	D'une manière générale, je considère que le travailleur brésilien est:	Copieur/ Non créatif								Innovateur/Créatif	
12	D'une manière générale, je considère que le travailleur allemand est:	Copieur/ Non créatif								Innovateur/Créatif	
13	D'une manière générale, je considère que le travailleur brésilien est:	Paresseux								Très travailleur	
14	D'une manière générale, je considère que le travailleur allemand est:	Paresseux								Très travailleur	
15	D'une manière générale, en relation au Brésil, je ressens:	De la Méfiance								De la Confiance	
16	D'une manière générale, en relation à Allemagne, je ressens:	De la Méfiance								De la Confiance	
17	D'une manière générale, en relation au Brésil, je ressens:	Du Mécontentement								De la Joie/Du Bonheur	
18	D'une manière générale, en relation à Allemagne, je ressens:	Du Mécontentement								De la Joie/Du Bonheur	
19	D'une manière générale, en relation au Brésil, je ressens:	De l'Hostilité								De l'Enthousiasme	
20	D'une manière générale, en relation à Allemagne, je ressens:	De l'Hostilité								De l'Enthousiasme	

Répondez aux questions ci-dessous, en cochant l'option qui représente le mieux votre position en relation aux produits brésiliens et allemands, sans tenir compte du prix. Pour ces questions l'option du milieu "0", représente l'indifférence.

Essayez d'utiliser la première idée qui vous vient à l'esprit, sans trop réfléchir sur les questions!

[illegible]

34	Mon envie d'acheter des vêtements allemand est:	Très faible								Très forte	
35	Les vêtements brésiliens sont:	Peu original/ Sans style								Très original/ Avec du style	
36	Les vêtements allemand sont:	Peu original/ Sans style								Très original/ Avec du style	
37	Si j'achetais des vêtements brésiliens, je pense que je serais:	Insatisfait								Satisfait	
38	Si j'achetais des vêtements allemand, je pense que je serais:	Insatisfait								Satisfait	
Agora, gostaríamos de saber um pouco mais sobre você. Por favor, responda estas últimas perguntas:											
39	Sexo	Masculin									
		Féminin									
40	Idade	18 à 29									
		30 à 39									
		40 à 49									
		50 à 59									
		Au-dessus de 60									
41	Escolaridade	Enseignement Secondaire									
		Enseignement Supérieur en cours									
		Enseignement Supérieur fini									
		Master ou Doctorat									
42	País de nascimento:										
Merci beaucoup pour votre participation! Votre aide nous a été précieuse! Si vous souhaitez nous contacter: Tel.: +55 21 82585591 (Camila Carvalho Costa, étudiante en Maîtrise Universitaire PUC-Rio) - ccamila24@hotmail.com Tel.: +55 21 91634177 (Prof. Jorge Carneiro, PhD, PUC-Rio) - jorgemtc@iag.puc-rio.br											

Apêndice C

Correlações observadas entre as variáveis

Correlations																		
	D_temp	D_natur	D_sun	D_soil	D_comp	D_criat	D_dedic	D_conf	D_pleas	D_enthu	D_awaF	D_qualF	D_satiF	D_awaE	D_quaE	D_satiE	D_awaC	D_quaC
D_temp	1	-.032	.282	.270	-.128	-.040	-.093	.008	.204	.059	.135	.115	.072	-.111	-.036	-.168	-.037	.074
D_natur	-.032	1	.203	.247	.296	.087	.152	.211	.245	.280	.149	.081	.048	.191	.227	.129	.080	.079
D_sun	.282	.203	1	.312	-.006	.095	-.074	.068	.224	.183	.308	.292	.326	-.106	.008	-.109	.125	.264
D_soil	.270	.247	.312	1	.074	.159	-.012	.223	.308	.391	.290	.358	.384	.109	.191	.053	.213	.177
D_comp	-.128	.296	-.006	.074	1	.427	.424	.384	.260	.248	.066	.089	.109	.455	.566	.502	.234	.082
D_criat	-.040	.087	.095	.159	.427	1	.345	.355	.279	.327	.065	-.024	.040	.440	.394	.402	.175	.172
D_dedic	-.093	.152	-.074	-.012	.424	.345	1	.246	.123	.242	-.175	-.134	-.070	.295	.405	.324	.116	.163
D_conf	.008	.211	.068	.223	.384	.355	.246	1	.345	.343	.087	.202	.077	.471	.428	.333	.178	.157
D_pleas	.204	.245	.224	.308	.260	.279	.123	.345	1	.582	.286	.204	.154	.187	.245	.225	.317	.272
D_enthu	.059	.280	.183	.391	.248	.327	.242	.343	.582	1	.242	.273	.265	.254	.286	.166	.356	.298
D_awaF	.135	.149	.308	.290	.066	.065	-.175	.087	.286	.242	1	.494	.559	-.011	.126	-.022	.181	.250
D_qualF	.115	.081	.292	.358	.089	-.024	-.134	.202	.204	.273	.494	1	.544	.000	.120	-.090	.107	.183
D_satiF	.072	.048	.326	.384	.109	.040	-.070	.077	.154	.265	.559	.544	1	.078	.155	-.082	.195	.258
D_awaE	-.111	.191	-.106	.109	.455	.440	.295	.471	.187	.254	-.011	.000	.078	1	.765	.583	.173	.049
D_quaE	-.036	.227	.008	.191	.566	.394	.405	.428	.245	.286	.126	.120	.155	.765	1	.646	.259	.176
D_satiE	-.168	.129	-.109	.053	.502	.402	.324	.333	.225	.166	-.022	-.090	-.082	.583	.646	1	.182	.002
D_awaC	-.037	.080	.125	.213	.234	.175	.116	.178	.317	.356	.181	.107	.195	.173	.259	.182	1	.600
D_quaC	.074	.079	.264	.177	.082	.172	.163	.157	.272	.298	.250	.183	.258	.049	.176	.002	.600	1
D_satiC	.084	.060	.169	.082	.201	.219	.186	.271	.300	.338	.213	.172	.248	.276	.313	.116	.615	.615

Apêndice D

Média e Desvio Padrão – variáveis observadas

	Minimum	Maximum	Mean	Std. Deviation
D_temp	-2.00	6.00	2.5189	1.14685
D_natur	-4.00	5.00	-.3901	1.92662
D_sun	-1.00	6.00	3.1794	1.34379
D_soil	-4.00	6.00	.6452	1.73234
D_comp	-6.00	6.00	-1.8980	1.58664
D_criat	-6.00	6.00	-.6356	1.84805
D_dedic	-6.00	6.00	-1.6778	1.71818
D_conf	-5.00	6.00	-1.0359	1.96692
D_pleas	-5.00	6.00	1.3214	1.84852
D_enthu	-4.00	6.00	1.0278	1.69467
D_awaF	-1.00	6.00	2.5537	1.70347
D_qualF	-2.92	6.00	2.1034	1.49655
D_satiF	-1.00	6.00	1.5574	1.63975
D_awaE	-6.00	6.00	-2.7957	1.85351
D_quaE	-6.00	6.00	-2.6699	1.53978
D_satiE	-6.00	.00	-2.0214	1.33504
D_awaC	-5.00	6.00	.7881	1.74970
D_quaC	-3.00	6.00	1.4836	1.74823
D_satiC	-5.00	6.00	.5056	1.61248

Apêndice E

Correlação estimada entre as variáveis (Modelo de Mensuração das Diferenças)

	DifAtE	Dif_Fel	DifAtF	Dif_Hum	Dif_Geo	DifAtC	D_satiC	D_quaC	D_awaC	D_satiE	D_quaE	D_awaE	D_conf	D_pleas	D_enthu	D_satiF	D_qualF	D_awaF	D_comp	D_criat	D_dedic	D_natur	D_sun	D_soil
DifAtE	1																							
Dif_Fel	0.453	1																						
DifAtF	0.128	0.418	1																					
Dif_Hum	0.801	0.585	0.039	1																				
Dif_Geo	0.223	0.692	0.699	0.217	1																			
DifAtC	0.313	0.534	0.352	0.346	0.325	1																		
D_satiC	0.254	0.432	0.285	0.28	0.263	0.809	1																	
D_quaC	0.239	0.407	0.268	0.263	0.248	0.762	0.617	1																
D_awaC	0.243	0.414	0.272	0.268	0.252	0.775	0.627	0.59	1															
D_satiE	0.708	0.321	0.091	0.567	0.158	0.222	0.18	0.169	0.172	1														
D_quaE	0.925	0.419	0.119	0.741	0.207	0.29	0.235	0.221	0.225	0.655	1													
D_awaE	0.822	0.372	0.105	0.658	0.183	0.258	0.208	0.196	0.2	0.582	0.76	1												
D_conf	0.233	0.514	0.215	0.301	0.356	0.275	0.222	0.209	0.213	0.165	0.215	0.191	1											
D_pleas	0.321	0.708	0.296	0.414	0.49	0.378	0.306	0.288	0.293	0.227	0.297	0.264	0.364	1										
D_enthu	0.351	0.774	0.324	0.453	0.536	0.414	0.335	0.315	0.32	0.248	0.324	0.288	0.398	0.548	1									
D_satiF	0.099	0.325	0.776	0.031	0.542	0.273	0.221	0.208	0.211	0.07	0.092	0.082	0.167	0.23	0.251	1								
D_qualF	0.09	0.293	0.701	0.028	0.49	0.247	0.2	0.188	0.191	0.064	0.083	0.074	0.151	0.208	0.227	0.544	1							
D_awaF	0.092	0.299	0.716	0.028	0.5	0.252	0.204	0.192	0.195	0.065	0.085	0.075	0.154	0.212	0.232	0.555	0.502	1						
D_comp	0.576	0.421	0.028	0.72	0.156	0.249	0.201	0.19	0.193	0.408	0.533	0.474	0.217	0.298	0.326	0.022	0.02	0.02	1					
D_criat	0.489	0.357	0.024	0.611	0.132	0.211	0.171	0.161	0.164	0.346	0.452	0.402	0.184	0.253	0.277	0.019	0.017	0.017	0.44	1				
D_dedic	0.455	0.332	0.022	0.568	0.123	0.196	0.159	0.15	0.152	0.322	0.421	0.374	0.171	0.235	0.257	0.017	0.016	0.016	0.409	0.347	1			
D_natur	0.08	0.247	0.25	0.077	0.357	0.116	0.094	0.089	0.09	0.057	0.074	0.066	0.127	0.175	0.191	0.194	0.175	0.179	0.056	0.047	0.044	1		
D_sun	0.107	0.333	0.336	0.104	0.481	0.157	0.127	0.119	0.121	0.076	0.099	0.088	0.171	0.236	0.258	0.261	0.236	0.241	0.075	0.064	0.059	0.172	1	
D_soil	0.151	0.469	0.473	0.147	0.677	0.22	0.178	0.168	0.171	0.107	0.14	0.124	0.241	0.332	0.363	0.367	0.332	0.339	0.106	0.09	0.083	0.242	0.326	1

Apêndice F

Correlação estimada entre as variáveis (Modelo Estrutural das Diferenças)

	D_satiC	D_quaC	D_awaC	D_satiE	D_quaE	D_awaE	D_conf	D_pleas	D_enthu	D_satiF	D_qualF	D_awaF	D_comp	D_criat	D_dedic	D_natur	D_sun	D_soil
D_satiC	1																	
D_quaC	0.593	1																
D_awaC	0.605	0.578	1															
D_satiE	0.108	0.103	0.106	1														
D_quaE	0.143	0.136	0.139	0.641	1													
D_awaE	0.126	0.12	0.123	0.567	0.746	1												
D_conf	0.156	0.149	0.152	0.048	0.063	0.056	1											
D_pleas	0.249	0.238	0.243	0.076	0.1	0.089	0.337	1										
D_enthu	0.265	0.253	0.258	0.081	0.107	0.094	0.359	0.574	1									
D_satiF	0.132	0.126	0.128	0	0	0	0.084	0.135	0.143	1								
D_qualF	0.119	0.114	0.116	0	0	0	0.077	0.122	0.13	0.528	1							
D_awaF	0.122	0.116	0.119	0	0	0	0.078	0.125	0.133	0.537	0.488	1						
D_comp	0.097	0.092	0.094	0.398	0.524	0.463	0	0	0	-0.05	-0.045	-0.046	1					
D_criat	0.074	0.071	0.073	0.306	0.403	0.356	0	0	0	-0.039	-0.035	-0.036	0.434	1				
D_dedic	0.073	0.07	0.071	0.302	0.397	0.351	0	0	0	-0.038	-0.034	-0.035	0.427	0.328	1			
D_natur	0.043	0.041	0.042	0.009	0.012	0.011	0	0	0	0.144	0.131	0.133	0	0	0	1		
D_sun	0.086	0.083	0.084	0.018	0.024	0.021	0	0	0	0.29	0.263	0.268	0	0	0	0.16	1	
D_soil	0.091	0.087	0.089	0.019	0.025	0.022	0	0	0	0.305	0.277	0.283	0	0	0	0.168	0.338	1

Apêndice G

Desvio Padrão (Modelo Estrutural das Diferenças)

			S.E.
D_AtFEs	<---	D_GeoEs	0.173
D_AtEEs	<---	D_HumEs	0.132
D_AtCEs	<---	D_FelEs	0.149
D_AtEEs	<---	D_FelEs	0.133
D_AtFEs	<---	D_FelEs	0.142
D_AtEEs	<---	D_GeoEs	0.145
D_AtCEs	<---	D_GeoEs	0.15
D_AtCEs	<---	D_HumEs	0.131
D_AtFEs	<---	D_HumEs	0.131
D_sun	<---	D_GeoEs	0.144
D_natur	<---	D_GeoEs	0.203
D_dedic	<---	D_HumEs	0.148
D_criat	<---	D_HumEs	0.158
D_comp	<---	D_HumEs	0.131
D_awaF	<---	D_AtFEs	0.128
D_qualF	<---	D_AtFEs	0.113
D_satiF	<---	D_AtFEs	
D_soil	<---	D_GeoEs	0.187
D_enthu	<---	D_FelEs	0.148
D_pleas	<---	D_FelEs	0.16
D_conf	<---	D_FelEs	0.175
D_awaE	<---	D_AtEEs	0.086
D_quaE	<---	D_AtEEs	
D_satiE	<---	D_AtEEs	0.068
D_awaC	<---	D_AtCEs	0.121
D_quaC	<---	D_AtCEs	0.118
D_satiC	<---	D_AtCEs	