QUESTIONER

DEMOGRAPHICS OF RESPONDENT

1. Name of respondent (Optional) :

2. Gender : Male ☐ Female ☐

3. Monthly income : ₹ <12,000 ☐

   ₹ 12,000-20,000 ☐

   ₹ 20,001-35,000 ☐

   ₹ 35,001 -50,000 ☐

   ₹ 50,001 and above ☐

4. Age : Below 20 yrs ☐

   21 – 25 yrs ☐

   26 – 30 yrs ☐

   31 – 35 yrs ☐

   36 – 40 yrs ☐

   More than 40 ☐

5. Qualification : Up to 12th ☐

   Graduate ☐

   Post graduate ☐

   Professional ☐

   Others, Specify ☐

6. Marital Status : Married ☐

   Unmarried ☐

7.　　Occupation Status　　　　　　　　　:

Govt. Employed　□　　Self-employed　□　　Business　□

Professional　□　　House Wife　□　　Student　□

Others, Specify　□

8.　　Geographic Location　　　　　　　:　　Rural　□

Urban　□

Semi Urban　□

PART – 2

1.　　Are you a regular buyer of branded apparel/ garments?　Yes □　No □

2.　　Which Retail branded apparel/garments store you regularly visit?

(a) Puma　□　　(h) Raymond　□

(b) Adidas　□　　(i) Provogue　□

(c) Wild craft　□　　(j) Spencer's　□

(d) Nike　□　　(k) Louis Philippe　□

(e) Timber Land　□　　(L) Levi's　□

(f) Benetton　□　　(m) Van Heusen　□

(g) Arrow　□　　(n) Marks & Spencer　□

(h) Any Other　□

3.　Which Retail branded apparel /garments you have mostly purchased?

(X)

2

MARKETING MIX ELEMENTS

Instructions: As customer of apparel products, please think and give your views regarding the apparel Retail brand- specific Elements of Marketing Mix. There is no right or wrong answer- all we are interested in is your perception about various apparel brands based on some dimensions. Each of the statements was accompanied by a 5-point agreement scale" strongly Disagree (=1) and strongly agree (=5). Intermediate scale points were not labelled. Circle the number that represents your view. **If you strongly disagree, circle "1"**. **If you strongly agree, circle "5".**
Note: In the following questions, the "X" represents the brand you chose in the question 3.
(For example, if you choose "Nike" as your most familiar brand in question 3, the "X" in the following questions represents "Nike"

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SD	D	N	A	SA

Store Image   SD   D   N   A   SA

1 The stores where I can buy X carry products of high quality ☐ ☐ ☐ ☐ ☐

2 The stores where I can buy X have well-known brands ☐ ☐ ☐ ☐ ☐

3 The stores where I can buy X brand products would be high quality stores. ☐ ☐ ☐ ☐ ☐

Celebrity

4 X rarely uses a celebrity as the spokesman. ☐ ☐ ☐ ☐ ☐

5 The celebrity is frequently used in X's ads. ☐ ☐ ☐ ☐ ☐

6 X doesn't use celebrity in its ads. ☐ ☐ ☐ ☐ ☐

Event Sponsorship

7 The event sponsorship for X is seen frequently in sports, music or other events ☐ ☐ ☐ ☐ ☐

8 It is very common to see X sponsoring events. ☐ ☐ ☐ ☐ ☐

9 The event sponsorship for X seems more frequent compared to competing brands ☐ ☐ ☐ ☐ ☐

TV Advertising

10 X is intensively advertised on TV
☐ ☐ ☐ ☐ ☐

11 The TV advertisements for X seem very expensive compared to competing brands
☐ ☐ ☐ ☐ ☐

12 The TV advertisements for X are seen frequently
☐ ☐ ☐ ☐ ☐

13 The advertisements for brand X are different from the advertisements for competing brands
☐ ☐ ☐ ☐ ☐

Print Advertising

14 X is intensively advertised in print Media
☐ ☐ ☐ ☐ ☐

15 The print advertisements for X seem very expensive compared to competing brands
☐ ☐ ☐ ☐ ☐

16 The print advertisements for X are seen frequently
☐ ☐ ☐ ☐ ☐

17 The advertisements for brand X are creative
☐ ☐ ☐ ☐ ☐

Sales Promotion

18 Many times non-price promotions like premium or prize draw for X are presented
☐ ☐ ☐ ☐ ☐

19 Non-price promotions like premium or prize draw for X are emphasized
☐ ☐ ☐ ☐ ☐

20 Non-price promotions like premium or prize draw for X are frequently offered
☐ ☐ ☐ ☐ ☐

Price

21 Price deals for X are not frequently offered
☐ ☐ ☐ ☐ ☐

22 Too many price deals for X are presented
☐ ☐ ☐ ☐ ☐

23 Price deals for X are emphasized more than seems reasonable.
☐ ☐ ☐ ☐ ☐

24 Brand X uses price discounts more frequently than competing brands
☐ ☐ ☐ ☐ ☐

25 The price of X is high
☐ ☐ ☐ ☐ ☐

| 26 | The price of X is low | ☐ | ☐ | ☐ | ☐ | ☐ |

Distribution Intensity

27	The number of the stores that deal with X is more than that of its competing brands.	☐	☐	☐	☐	☐
28	X is distributed through as many stores as possible	☐	☐	☐	☐	☐
29	X is using more channels of distribution as compared to Competing brands.	☐	☐	☐	☐	☐

Brand Name

30	X Brand name could be remembered easily.	☐	☐	☐	☐	☐
31	The name X justifies itself.	☐	☐	☐	☐	☐
32	The value of X is high for me because of its name	☐	☐	☐	☐	☐

Country of Origin

33	When buying X, I always seek to find out what country the product was made in	☐	☐	☐	☐	☐
34	To make sure that I buy the highest quality product or brand I look to see what country the product was made in	☐	☐	☐	☐	☐
35	I look for country of origin information to X available in a product class.	☐	☐	☐	☐	☐

PART – 4

BRAND EQUITY DIMENSIONS

Instructions: As customer of apparel products, please think and give your views regarding the apparel brand- specific dimensions of brand equity. There is no right or wrong answer- all we are interested in is your perception about various apparel brands based on some dimensions. Each of the statements was accompanied by a 5-point agreement scale" strongly Disagree (=1) and strongly agree (=5). Intermediate scale points were not labelled. Circle the number that represents your view. **If you strongly disagree, circle "1"**. **If you strongly agree, circle "5".**

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SD	D	N	A	SA

PERCEIVED QUALITY   SD   D   N   A   SA

PQ1   The stores where I can buy X carry products of high quality   ☐ ☐ ☐ ☐ ☐

PQ2   The stores where I can buy X have well-known brands   ☐ ☐ ☐ ☐ ☐

PQ3   X offers product with excellent features   ☐ ☐ ☐ ☐ ☐

PQ4   The likely quality of X is extremely high   ☐ ☐ ☐ ☐ ☐

PQ5   The likelihood that X would be working very high   ☐ ☐ ☐ ☐ ☐

PQ6   The likelihood that X is reliable is very high   ☐ ☐ ☐ ☐ ☐

PQ7   X must be of very good quality   ☐ ☐ ☐ ☐ ☐

PQ8   X appears to be of very poor quality   ☐ ☐ ☐ ☐ ☐

BRAND LOYALTY

BL1   I consider myself to be loyal to X   ☐ ☐ ☐ ☐ ☐

BL2   X would be my first choice   ☐ ☐ ☐ ☐ ☐

BL3   I will not buy other brands if X is available at the store   ☐ ☐ ☐ ☐ ☐

BRAND AWARENESS

BA1   I know what X looks like.   ☐ ☐ ☐ ☐ ☐

BA2   I can recognize X among other competing brands   ☐ ☐ ☐ ☐ ☐

BA3   I am aware of X brand.   ☐ ☐ ☐ ☐ ☐

BA4   When I think of apparel, brand X is one that comes in my mind.   ☐ ☐ ☐ ☐ ☐

BA5   X is a brand of PC I am very familiar with   ☐ ☐ ☐ ☐ ☐

BRAND ASSOCIATION

BAN1   Some characteristics of X come to my mind quickly.   ☐ ☐ ☐ ☐ ☐

BAN2   I can quickly recall the symbol or logo of X.   ☐ ☐ ☐ ☐ ☐

BAN3   I have difficulty in imagining X in my mind   ☐ ☐ ☐ ☐ ☐

BAN4   The stores of X are Conveniently Located.   ☐ ☐ ☐ ☐ ☐

BAN5   X offers good customer services.   ☐ ☐ ☐ ☐ ☐

BAN6	X offers good value of money.	☐	☐	☐	☐	☐
BAN6	Brand X is good value for the money	☐	☐	☐	☐	☐
BAN7	The company which makes brand X has credibility	☐	☐	☐	☐	☐

PART – 5

OVERALL BRAND EQUITY

Instructions: The purpose of this part is to measure your overall brand equity for retail apparel brands. For each subject category below, please read each of the following statements and respond as honestly and accurately as possible. For example, each of the statements was accompanied by a 5-point agreement scale" strongly Disagree (=1) and strongly agree (=5). Intermediate scale points were not labelled. Circle the number that represents your view. **If you strongly disagree, circle "1".** **If you strongly agree, circle "5".**

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SD	D	N	A	SA

	OVERALL BRAND EQUITY	SD	D	N	A	SA
BE1	It makes sense to buy X instead of any other brand	☐	☐	☐	☐	☐
BE2	Even if the other brand has the same features as X I would prefer to buy X only	☐	☐	☐	☐	☐
BE3	If there is another brand as good as X, I prefer to buy X brand only	☐	☐	☐	☐	☐
BE4	If another brand is not different from X in any way it seems smarter to buy X only.	☐	☐	☐	☐	☐
BE5	If there was another brand of the same quality as X brand, I would buy X brand only.	☐	☐	☐	☐	☐

Thank you for taking time for participating in this survey. Your contribution is greatly appreciated. Please make sure you have answered all questions.