

QUESTIONNAIRE

Confidential for Research Purpose

A. Name of Respondent: _____

B. Place (District) :

Ahmedabad	Vadodara	Rajkot	Surat

C. Gender:

1. Male	2. Female
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D. Age (Completed Years): _____ Years

E. Total Household Income / Month: Rs. _____

F. Type of Family

1. Nuclear	2. Joint
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G. Occupation:

1. Student	2. Housewife	3. Service	4. Self Employed / Own Business	5. Professional (Dr, CA, Lawyer, Consultant)

H. Marital Status:

1. Unmarried	2. Married
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I. How often do you visit Retail Outlet / Shopping Malls to purchase different products?

1. Daily	2. 2-3 Days / Week	3. Weekly	4. Fortnightly	5. Monthly

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"Private Label Brand"- This refers to brands that are specifically owned by the retailer from which they are sold. These brands may be manufactured by the retailer or by third parties. These brands can also be termed 'In-house brands', 'Store brands', 'Own-brands' or 'Retailer Brands'.

Consumer Durables. { (TV, Refrigerators, PC, Laptop, AC, JMG, Blender, Vacuum Cleaner, Geyser, DVD Players, Speakers, Fan, Iron, Washing Machine, Hand Blender)}

Personal Care Products. {Soaps, Shampoos, Cotton Swabs, Deodorant, Moisturizes, Lotions, Shaving Cream, Skin Cream, Tooth Paste, Tooth Brush Liquid Soap}

Home Care Products. {Detergents, Detergent Soaps, Utensil Cleaner, Scrubs, Phenyl, Toilet Cleaner, Floor Cleaner, Insect Repellent, Air Freshener, Whitener}

J. Use the numbers from the following scale to evaluate each attribute while buying any product.

ATTRIBUTES	Extremely Unimportant	Moderately Unimportant	Slightly Unimportant	Neutral	Slightly Important	Moderately Important	Extremely Important
	-3	-2	-1	0	1	2	3
Quality							
Price							
Risk							
Packaging							
Brand Image							

K. Please rate National Brands as well as Private Label Brands of different merchandise on the following scale from 1 to 7 for Quality.

Rating Merchandise	Extremely of Low Quality	Quite Low Quality	Slightly Low Quality	Neutral	Slightly High Quality	Quite High Quality	Extremely High Quality
	1	2	3	4	5	6	7
National Brand Consumer Durables							
Private Label Consumer Durables							
National Brand Personal Care Products							
Private Label Personal Care Products							
National Brand Home Care Products							
Private Label Home Care Products							

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L. Please rate National Brands as well as Private Label Brands of different merchandise on the following scale from 1 to 7 for Price.

Rating	Extremely Expensive	Quite Expensive	Slightly Expensive	Neutral	Slightly Cheap	Quite Cheap	Extremely Cheap
Merchandise	1	2	3	4	5	6	7
National Brand Consumer Durables							
Private Label Consumer Durables							
National Brand Personal Care Products							
Private Label Personal Care Products							
National Brand Home Care Products							
Private Label Home Care Products							

M. Please rate National Brands as well as Private Label Brands of different merchandise on the following scale from 1 to 7 for Risk.

Rating	Extremely Risky	Quite Risky	Slightly Risky	Neutral	Slightly Risk Free	Quite Risk Free	Extremely Risk Free
Merchandise	1	2	3	4	5	6	7
National Brand Consumer Durables							
Private Label Consumer Durables							
National Brand Personal Care Products							
Private Label Personal Care Products							
National Brand Home Care Products							
Private Label Home Care Products							

Q U E S T I O N N A I R E

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N. Please rate National Brands as well as Private Label Brands of different merchandise on the following scale from 1 to 7 for Packaging.

Rating	Extremely Unattractive Packaging	Quite Unattractive Packaging	Slightly Unattractive Packaging	Neutral	Slightly Attractive Packaging	Quite Attractive Packaging	Extremely Attractive Packaging
Merchandise	1	2	3	4	5	6	7
National Brand Consumer Durables							
Private Label Consumer Durables							
National Brand Personal Care Products							
Private Label Personal Care Products							
National Brand Home Care Products							
Private Label Home Care Products							

O. Please rate National Brands as well as Private Label Brands of different merchandise on the following scale from 1 to 7 for Brand Image.

Rating	Extremely Low Brand Image	Quite Low Brand Image	Slightly Low Brand Image	Neutral	Slightly High Brand Image	Quite High Brand Image	Extremely High Brand Image
Merchandise	1	2	3	4	5	6	7
National Brand Consumer Durables							
Private Label Consumer Durables							
National Brand Personal Care Products							
Private Label Personal Care Products							
National Brand Home Care Products							
Private Label Home Care Products							

THANK YOU VERY MUCH FOR YOUR KIND COOPERATION & CONTRIBUTION FOR MY RESEARCH PROGRAM