



Determinants of Private Label Purchase

Dear Professors/Scholars,

This questionnaire is a part of doctoral research study conducted to determine the private label \ store brand purchase. Private labels or store brands are the products that are sold under retailer's name. They are brands owned and promoted by retailers like Bigbazar, More and Reliance. Ex: - Tasty treat by Bigbazar, Reliance select and Value, Feasters, Kitchen's Promise- More, Tasty wonders and Smart choice (Spencer's)- (Food and Grocery segment).

Please give your valuable response, which is important for the research. Your response will be kept as confidential and will be used for academic purpose. I will be thankful for the valuable response

Name of the Customer

Gender

- Male
- Female

Age

- 22-25
- 25-30
- 31-40
- 41-50
- >50

Income

- <2L
- 2-3L
- 3-4L
- 4-5L
- >5L

Occupation

- Govt Employee
- Private Company employee
- Professional



- Self employed/Business
- Unemployed (Student, House wife etc)

Do you shop from Retail Store (Big Bazar)?

- Yes
- No

Is it your First visit?

- Yes
- No

Are you aware of store brands/private labels?

- Yes
- No

Are you aware of Private labels like?

- Tasty Treat
- Reliance Select/Value
- Feasters and Kitchen's Promise

How often do you come to shop in this store in the month?

- Once in a month
- Two times in a month
- Three times in a month
- More than three times



Do you prefer to buy store brands/retailer brands in snacks and breakfast cereals

Snacks (Tasty treat in biscuits and other snacks)

Breakfast cereals (Tasty treat)

Both

No

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I prefer any brand for food category					
Price is one factor that determines the brand choice in food category.					
Low price is not always a criteria for choosing food brands because of quality risk.					
When shopping food items, I compare the prices of different brands to be sure I get the best value for money in breakfast cereals and snacks.					
I found in this store low prices and value in all private labels in food brands compared to other stores in this category					
I prefer private label brands due to relatively high prices of national brands in this category.					
Quality is a major factor than price that determines purchase in food category.					
Quality perception determines the purchase of brands.					
We can relate quality with price of the brands in breakfast cereals and snacks					
I think low price doesn't mean low quality always in categories like breakfast cereals and snacks.					
I believe private label brands have good quality.					
Packaging can influence quality Perceptions in cereal and snacks.					
Private label cereals can offer same quality and value like other brands.					
Taste, freshness and flavor determine purchase of brands. (in breakfast cereals and snacks.)					
Private labels can have same or better taste, flavor and freshness compared to national brands.					
Brand name can influence the purchase intention (of breakfast cereals and snacks.)					
Reliability of private label can determine the purchase decision.					
Product familiarity determines					



purchase of brands.					
Familiarity can enhance the confidence, which determines purchase of private labels in breakfast cereals and snacks.					
Low familiarity can affect the preference of private label brands in this category.					
My preference for brands is determined by the nature of the product/item (Food, Grocery and General).					
I prefer private labels for both food and grocery category					
Perceived risk associated with private labels reduces the preference for these brands in food category.					
Poor consumer appeal about private labels prevents its purchase.					
Chance of getting a poor product is one factor that hinders the purchase of private labels.					
The quality of products and pricing influence the store image					
Store image is an important factor that determines the preference of private labels in food category					
Brand image of store brand depends on the store image					
Value for money is important for brands in food category					
Private label offers value for money compared to national brands.					
Low price and good quality is the value that private label brands offer					
Value consciousness affects the purchase intention of private labels in food category.					
The store offers a wide assortment in food category like breakfast and snacks.					
No of variants is important factor that determine purchase in this category					
I purchase store brands because of the variants available in this category					
In store promotion can enhance my confidence in purchase of private labels					
I purchase store brands if they are kept eye level.					
I purchase store brands only if they are kept at eye level which are kept along the shelves of top brands					