



Indian Brands in the Global Market

Name

Your answer

Email

Your answer

Which Age group do you belong to? *

- 20-30
- 31-40
- 41-50
- 51-60
- 61 & above

Gender *

- Male
- Female

Educational Qualification *

- Diploma
- Under Graduation
- Post Graduation
- Doctorate

Occupation

Your answer

Country *



Your answer

Continent *

- Asia
- Africa
- Australia
- Europe
- North America
- South America

*Required

Likert-rating scale

Attitudinal Rating Scale	
Strongly Disagree	1
Disagree	2
Somewhat Disagree	3
Neither Agree Nor Disagree	4
Somewhat Agree	5
Agree	6
Strongly Agree	7

Do you use Ayurvedic products? *

- Yes
- No



Please select the brands you use *

- Dauber
- Baidyanath
- Other:

The brand is innovative *

Strongly Disagree 1 2 3 4 5 6 7 Strongly agree

The brand is a market leader *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand is a strong competitor to the available brands *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

You can depend on the brand when you feel the need *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The makers of the brand care for your interest *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand is reliable *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand has strong recognition in customers minds *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree



The brand is unique *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The name of the brand is meaningful *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand delivers its promises *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand meets my expectations *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

*Required

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I recollect the brand when I purchase *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I remember the brand because of its performance *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I give first preference to the brand while purchasing when compared to other brands *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I am interested in buying merchandise with this brand's name on it *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I am interested in knowing more information about the brand *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I want the brand to be more in News *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I always buy the same brand whenever I make a purchase decision *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I don't mind buying the brand from other store when it is not available in the nearby store *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

*Required



Likert-rating scale

Attitudinal Rating Scale	
Strongly Disagree	1
Disagree	2
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Somewhat Agree	5
Agree	6
Strongly Agree	7

I like to pay the price premium for the brand. *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I feel connected with others who use the brand *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

It makes a difference when the brand is not available *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I like to change the brand if the endorser is changed *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

*Required



Likert-rate scaling

Attitudinal Rating Scale	
Strongly Disagree	1
Disagree	2
Somewhat Disagree	3
Neither Agree Nor Disagree	4
Somewhat Agree	5
Agree	6
Strongly Agree	7

I identify myself with people using this brand *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I like the design\ aesthetic aspects of the brand *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand is stylish *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand has special features when compared to other brands*

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

I feel proud to use the brand *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree



The brand makes me special *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand gives a feeling of safety, comfort and selfassurance *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand makes me sentimental and warmhearted *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

It is a timeless brand *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand that survives trends *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand that connects people with what is really important *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The brand that creates a difference *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The benefits offered by the brand are not there in competitors brands *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Overall opinion of the brand *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree



The brand that offers good value *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The country from which the brand originates has high knowledge in this regard *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

The country from which the brand originates is prestigious *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Country of origin is an indicator of quality. *

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree