

STORE AND STORE BRAND LOYALTY OF APPARELS

Most Respected Participant,

Thank you for your willingness to participate in this survey. your response would help me to complete my research work. The objective of this survey is to measure the store brand loyalty of apparels in Chennai city. Requested to answer as honest and accurate as possible. I assure you that the information so collected would be kept strictly confidential, and would be used only for the academic research purposes.

Sincerely yours,
Fathima, Research Scholar.

The most preferred apparel store is *

Life Max
Pantaloons
Reliance Trends
Shoppers Stop
Life style
Mega Mart/ Unlimited
Globus
Other:

Please choose the most preferred apparel brand in Lifestyle

Lifestyle

Women

Code
109F
Fame
Ginger
Kappa
Bossini
Fame Forever
Kraus

Men

Code
UCLA
Otane
Kappa
Forca

Fame Forever
Infance

Kids

Kappa
Elle
Miniklub
Juniors
Barbie
Bossini
Melange
Kidsville

When you think of this store what comes first in your mind? *

Apparels
Accessories

How often do you visit your favourite shop? *

Daily
Weekly
Fortnightly
Monthly
Six Monthly
Yearly
Occasionally (During Functions, festivals, Anniversary etc...)

How long have you been the customer of this shop? *

Less than 1 year
1 - 3 years
>3 - 5 years
More than 5 years

How long have you been using this store brand apparels? *

Less than 1 year
1 - 3 years
>3 - 5 years
More than 5 years

What proportion of your total apparel spending is made in this store? *

50% or less
51 - 80%
81% - 95%
More than 95%

What proportion of your total apparel spending is made in this store brands? *

- 50% or less
- 51 - 80%
- 81% - 95%
- More than 95%

Considering your satisfaction level with the shop where you usually buy apparels, could you indicate your degree of satisfaction with the following proposals: Highly Satisfied/Highly Dissatisfied. HS - Highly satisfied, S- Satisfied, N - Neither satisfied nor dissatisfied, D - Dissatisfied, HD - Highly dissatisfied *

	HS	S	N	DS	HDS
variety of designs available at this shop					
Availability of many preferred apparel brands					
Price of the apparels					
quality of fabric					
Ranges of colours of apparels					
Availability of different sizes					
Ease of product selection/merchandise Arrangement					
Store ambience					
Store reputation/Image					
The store layout and display.					
Music played in the store					
Speed & accuracy of Billing					
Availability of various offers & discounts.					
Loyalty schemes and privileges offered at this store.					
Provision for lobby, seating arrangements, children play area, rest room etc.					
Sales persons courtesy & services.					
Return policy & procedure					

customer relationship (CRM) practices

store brand image

After sales service/alteration procedure

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Store reputation/Image

The store layout and display.

Music played in the store

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Availability of various offers & discounts.

Loyalty schemes and privileges offered at this store.

Provision for lobby, seating arrangements, children play area, rest room etc.

Sales persons courtesy & services.

Return policy & procedure

customer relationship (CRM) practices

store brand image

After sales service/alteration procedure

SA A N DA SDA

I always Consider store brand apparels over other brands

I have Personal attachment towards store brand apparels.

I always prefer buying store brands irrespective of advertisements

I always prefer buying store brands apparels irrespective of brand endorsement with popular celebrity

Even though other apparel brands have strong Brand Image, I always prefer buying only store brand apparels

I will stick with store brand apparels, irrespective of various offers & discounts with other brands

Even though store brands do not have promotional activities to the highest extent, I still prefer buying store brand apparels

Store brands would be the best choice in apparels

I have a favourable attitude towards store brand apparels

If Store brand is unavailable, I will wait until I get store brands, rather than buying other brands

Store Loyalty increases due to Loyalty of Store brands

Store brands give me a feeling of confidence and it enhances my personality

I am pleased with specific experiences with the store brand apparels

If I have chance to select among different apparel brands, I will select the same store brand apparel

I am not using other apparel brand's because of my loyalty towards store brands

Rise in price of store brands, would not stop me from buying the same brands

I will not buy another brand if store brand is present in the store

Style is an important criteria for purchasing store brands apparel

If there is other brand with same price as store brands, I prefer to buy only the store brand apparels

Store brand apparels never let me down

Store brands always meet my expectations

If store brands were to raise their prices, I would continue to buy store brand apparels only

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Considering the relationship between you and the store brand apparels, could you indicate your degree of agreement with the following proposals: Strongly Agree/ Strongly Disagree. SA - Strongly Agree, A - Agree, N - Neither Agree Nor disagree, DA - Disagree, SDA- Strongly Disagree.

Store Brand Awareness *

SA A N DA SDA

I am well aware of Store brand apparels

It is always easy to recognise store brand apparels among other competing National & International apparel brands

Store brand apparels are familiar enough

Most of the apparels bought are store brands

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Perceived value of Store Brand *

SA A N DA SDA

Store brands provide value for money

Store brand is always less priced than any other brands

store brands price are too less when compared to its quality

It is worth enough to spend on store brand apparels

store brand apparels are amazing, I love them, I could not ask for anything more. Store brands provide value for money

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Perceived quality of Store Brand *

SA A N DA SDA

The quality of Store brand apparels are extremely high

The quality provided by store brand apparels is superior

Quality of the store brand is no way lesser than the quality of other brands

Fabric of store brand is as good as other brands

I believe in the quality of store brands than the other brands The quality of Store brand apparels are extremely high

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I believe in the quality of store brands than the other brands

Store Image *

SA A N DA SDA

This shop is very familiar

This shop gives me pleasant shopping experience

This shop is very popular

This Shop has a strong image

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This shop gives me pleasant shopping experience

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This Shop has a strong image

Store Brand Image *

SA A N DA SDA

Popularity of Store brand apparels is relatively high

Store brand apparels has a unique brand image

Store brand image affects the store image

This shop is famous for its own Store brands

I prefer store brands apparel because of its store image Popularity of Store brand apparels is relatively high

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Store brand image affects the store image

This shop is famous for its own Store brands

I prefer store brands apparel because of its store image

Considering the level of Satisfaction you have towards store brand apparels, could you indicate your degree of satisfaction with the following proposals: Highly Satisfied/Highly Dissatisfied. HS- Highly satisfied, S -Satisfied, N - Neither satisfied nor dissatisfied, DS- Dissatisfied, HDS - Highly dissatisfied. *

HS S ND S HDS

Quality of store brand apparels

Price of store brand apparels

Availability of store brand apparels

Fashion, Trendy & style of store brand apparels

Fitness of store brand apparels

Variety of store brand apparels collections with respect to different sizes

Variety of store brand apparels collections with respect to design

Variety of store brand apparels collections with respect to colours

personalisation of store brand apparels
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Variety of store brand apparels collections with respect to design

Variety of store brand apparels collections with respect to colours

personalisation of store brand apparels

Store Brand Association* Could you indicate your degree of agreement with the following proposals: Strongly Agree/ Strongly Disagree. SA - Strongly Agree, A - Agree, N - Neither Agree Nor disagree, DA - Disagree, SDA- Strongly Disagree. *

SA A N DA SDA

I feel long term orientation and bonding with my store brands

I like Store brand image

Store brands make me feel good

I am a customer of store brand apparels for a long period

I feel long term orientation and bonding with my store brands

I like Store brand image

Store brands make me feel good

I am a customer of store brand apparels for a long period

Trust of Store Brand *

SA A N DA SDA

I trust the quality especially the fabric of Store brand apparels

I always trust the price of the store brand apparels

I trust the store brand's image

I trust in store brand apparels that it would definitely suits me / enhances my personality

I believe in large varieties of store brands Apparels

I have strong faith in all aspects of store brands apparels

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Commitment of Store Brand *

SA A N DA SDA

I will pay a lot of attention to this store brand apparels over other brands

I will consider this store brand as my first choice

I would like to continue my shopping with store brands

I would like to continue with store brand apparels whatever the changes happens in other brands

I would continue to go for store brand apparels irrespective of the offer, discounts, given to other brands

I am certain that I will continue buying store brand again

I am committed towards store brand apparels

In the future, I will make more purchases of store brands than any other brands

I have a sense of belonging to store brand Apparels

I don't bother looking at alternative brands; this store brand is good enough for me!

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Willingness to recommend Store Brands to others *

SA A N DA SDA

I would definitely recommend the store brand apparels to all of my relatives and friends

I share positive things about this store brand apparels

I have recommended this shop

I would definitely recommend this shop to others

I have or would recommend this store brand to someone who seeks my advice I would definitely recommend the store brand apparels to all of my relatives and friends

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I would definitely recommend this shop to others

I have or would recommend this store brand to someone who seeks my advice

PERSONAL PROFILE OF THE RESPONDENT

Name *

Your answer

Gender *

Male

Female

Transgender

Age *

Up to 25 Years

26 - 35 Years

36 - 45 Years

Above 45 Years

Marital Status *

Single

Married

Educational Qualification *

Up to School Level

Graduate

Post Graduate

Professional Degree

Other :

Occupation *

Unemployed/ House wife/Student

Salaried Person

Business/ Self employment

Retired

Other :

Total Monthly Income *

0 - Rs. 20,000

Rs.20,001 - 30,000

Rs.30,001 - 40,000

Rs. 40,001 - 50000

Above 50000

Type of Family *

Joint

Nuclear

Socio Economic Status *

Lower

Middle

Upper