Consumer Perception on Branded Goods Questionnaire Sample:

Name: _____________________________________________________________

Gender: Male / Female               Age: __________________________

Email Id: ___________________________ Income: _______________________

1. **Brand to you means:**
   (a) Best quality
   (b) High Price
   (c) Value for Money
   (d) Status Symbol

2. **Which factor is most important to you when you buy a branded product?**
   (a) Price
   (b) Quality
   (c) Durability
   (d) After Sales Service

3. **Do you buy only branded products?**
   (a) Always
   (b) Very frequently
   (c) Occasionally
   (d) Never
4. **Do you believe in brand loyalty?**
   (a) Yes. I prefer buying the same products.
   (b) I adopt brand loyalty for selected products.
   (c) I do not show brand loyalty and price is the only Consideration.

5. **Do you continue purchasing the product inspite of price rise?**
   (a) Yes. Price is not important to me
   (b) Yes if the increase is upto 5%
   (c) No. I start looking for comparable substitutes
   (d) I discontinue the purchase

6. **How do you narrow down on a brand?**
   (a) Am aware of the brand
   (b) I go be my friend’s recommendations
   (c) I see the advertisements and sales promotion and make my buying decisions.
   (d) I read magazines and go by their recommendation.

7. **Do you think premium products are purchased by families from higher income segment?**
   (a) Yes
   (b) No
   (c) Often
   (d) Never

8. **Does increase in income levels make buyers more brand conscious?**
   (a) Yes
   (b) No
   (c) Sometimes
   (d) Mostly
9. Do you think companies can reduce the price and still maintain a good quality?
(a) Yes
(b) No
(c) Mostly
(d) Sometimes

10. Do you switch between brands?
(a) Yes
(b) No
(c) Never
(d) Sometimes

11. The categories of branded products used by you are:
(a) FMCG and beauty products
(b) Food Items
(c) Garments and Inner Wear
(d) All the above

12. What is the frequency of usage of branded product?
(a) Regularly
(b) Once a week
(c) Once a month
(d) Only on special occasions

13. Do you influence the buying decisions of your family?
(a) Yes
(b) No
(c) Sometimes
(d) Never
14. What is the proportion of branded to unbranded products in your house?
(a) 20:80
(b) 50:50
(c) 60:40
(d) No fixed proportion

15. I prefer branded products for they represent:
(a) Good quality
(b) Good quality at reasonable price
(c) Good for the health of my family
(d) Fulfill my psychological needs

16. The new generation is more brand conscious and do not believe in brand loyalty
(a) True
(b) Not true
(c) True in some cases
(d) True when influenced by somebody

17. I am very brand conscious while purchasing the following
(a) Medicines
(b) Cosmetics and other skin care products
(c) Food items
(d) Clothes