APPENDIX 1
PRIVATE LABEL BRANDS OF SOME POPULAR RETAIL STORES

A. RELIANCE TRENDS

1. HUSH- Lingerie
2. FIG-Women casuals
3. RIO -Casuals
4. AVASA- Ethnic
5. NETPLAY –Unisex Formals
6. NET WORK- Unisex Smart casuals
7. DNMX- Unisex Denims, t shirts n casual shirts
8. TEAM SPIRIT- Unisex Active wear
9. PERFORMAX – Unisex Sports
10. FRENDZ-Infants and kids upto 7 years
11. DNMX- Kidswear 9-14 years
12. TEAMSPIRIT – Kids Active wear

B. RITU WEARS

1. ATRA – Mens Formal wear
2. ERATO - Mens Formal Wear
3. FRESCOLINO – Mens Formal wear
4. PAPELON- Mens Formal wear
5. 17 SQUARE- Mens Formal wear
6. ENGINE- Mens Denims
7. A & S Mens Casuals
8. ABHINANDAN- Mens Ethnic
9. ELAAP - Mens Ethnic
10. DXI- Mens Night suits
11. FOREVER FASHION- Women formal casual western wear
12. AGNO3- Women Tops
13. ZAIRA- Women Ethnic Wear
14. KJL – Women Ethnic Wear
15. KAJALI- Women Heavy Ethnic wear
16. PURPLE NASTY- 5-15 Yrs boys and girls.

C. LIFESTYLE STORES

1. MELANGE Women Ethnic
2. STRINGS Women Ethnic
3. FAME FOREVER Unisex casuals
4. CODE Unisex casuals
5. UCLA Unisex casuals
6. GINGER Unisex casuals
7. KAPPA Unisex casuals
8. SMILEY Unisex casuals
9. FORCA Unisex casuals
10. JUNIORS kids wear
11. KAPPA kids wear
12. BOSSINI Unisex casuals
13. BOSSINI KIDS Kids wear
14. MILANGE Kids ethnic wear

D. SHOPPERSSTOP

1. KASHISH Women ethnic
2. HAUTE CURRY Women casuals
3. SANAA Semi formals
4. AUSTIN REED unisex formals  
5. ELIZZA DONATEIN Women casuals  
6. LIFE Women casuals  
7. VETORIO FRETINI Mens casuals  
8. ACROPOLIS Category killer mens wear  
9. STOP Unisex casuals 

E. PANTALOONS 

1. HONEY Women casuals  
2. AJILE Unisex casuals  
3. UMM Unisex casuals  
4. RIG Unisex casuals  
5. BARE Unisex casuals  
6. RANGMANCH Ethnic  
7. TROSHA Ethnic  
8. AKRITI Ethnic  
9. ANNABELLE Women club wear  
10. CHIRPIE PIE Infants wear  
11. CHALK KIDS 2-7 yrs  
12. BARE KIDS 7-14 yrs  
13. RIG KIDS 7-14 yrs 

F. BIG BAZAR  
1. JOHN MILLER  
2. BARE  
3. DJ&C  
4. INDIGO NATION  
5. RIG
G. VISHAL MEGAMART

1. ZEPPELIN MEN’S WEAR
2. KITAAN STUDIO MEN’S WEAR
3. BLUES N KHAKI MEN’S WEAR
4. FIZZY BABE KIDS WEAR
5. JASMINE LADIES
6. ZERO DEGREE BOYS WEAR
7. MASSA BAY UNISEX CASUALS
8. SOIL UNISEX CASUALS
9. CHLORINE UNISEX CASUALS
10. PARANOI UNISEX CASUALS
APPENDIX 2

QUESTIONNAIRE

Name:________________________ Age:________ Gender: M/F Occupation:____________

Education: Undergraduate__
Graduate _____
Post graduate____
Professional _____

Address: ___________________________________________ Mobile no._________________

Income per annum: 2.5lakhs-3.5lakhs____
3.5lakhs-4.5lakhs____ 4.5-5.5lakhs____
5.5lakhs and above

1. Do you know about PRIVATE LABEL / STORE BRAND / HOUSE BRAND?
   _______Yes _______No

2. Rank the following store as per your preference (1 to most preferred and 9 to least preferred)
   GLOBUS   SHOPPER STOP   PANTALOON   MAX
   V MART   WESTSIDE   RELIANCE RETAIL
   CHUNMUN   BIG BAZAAR

3. Do you purchase apparel of PRIVATE LABEL BRAND? (Tick most appropriate)
   _______Always _______Regularly _______Often _______Sometimes _______Never

4. Please provide information on the following by ticking the most appropriate.
   a) I visit these Store for: _______GOOD BARGAINS _______HIGH QUALITY _______VARIETY _______ANY OTHER
   b) All my friends shop at above mentioned stores so I also go there
      _______Yes _______No
   c) I go to these stores as they are accessible from my residence easily
      _______Yes _______No
   d) I go to these stores as the display of Private Label Brands is excellent in these stores
      _______Yes _______No
The sale staff in these stores is courteous and helpful?

____ Yes  ______ No

5. Please rank the following factors that are important to you while selecting a private label brand apparel (Rank 1 to the most important and 14 to the least important)

<table>
<thead>
<tr>
<th>FASHION &amp; STYLE</th>
<th>VARIETY / RANGE</th>
<th>DISCOUNT</th>
<th>STORE NAME</th>
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<tbody>
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<tr>
<th>EXCLUSIVITY</th>
<th>STATUS SYMBOL</th>
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<thead>
<tr>
<th>SHOPPING EXPERIENCE</th>
<th>EXCITING DISPLAYS</th>
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<tr>
<th>HIGH QUALITY</th>
<th>AVAILABILITY</th>
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6. Please indicate whether you would prefer nationally available brand (NB) or private label brand (PLB) a while buying clothes in following category (TICK ONE)

<table>
<thead>
<tr>
<th>Category</th>
<th>NB</th>
<th>PLB</th>
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<tbody>
<tr>
<td>MENSWEAR</td>
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<tr>
<td>JEANS</td>
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<td>TROUSER</td>
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<tr>
<td>SHIRT</td>
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<td>T/SHIRT</td>
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<tr>
<td>SOCKS</td>
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<tr>
<td>UNDERGARMENT</td>
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<tr>
<td>WOMEN WEAR</td>
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<td>JEANS</td>
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<td>TOPS</td>
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<td>SUITS</td>
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<td>NIGHTEES</td>
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<td>UNDERGARMENT</td>
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<td>SAREES</td>
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<td>KIDS WEAR</td>
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<td>BOTTOMS</td>
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<tr>
<td>UNDERGARMENTS</td>
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7. Indicate the extent to which you agree or disagree with following statement (SA= Strongly agree, A= agree, N= neutral, D= Disagree, SD= strongly disagree)

1. People buy private label brand because price is low
2. People buy national brand because price is low
3. Private label have an acceptable quality
4. National brands are of high quality
5. PLB is value for money
6. National brand is value for money
7. Quality of PLB is very good
8. Quality of national brand is very good
9. More people buy national brand then PLB
10. More people buy PLB than national brand
11. Private label brand offer good variety
12. National brand offer good variety
13. National brand stand for high status
14. Private label brand stand for high status
15. PLB is for people who want cheap & trendy products
16. National brand is for people who want cheap & trendy products
17. I am willing to compromise a little on quality in case of PLB
18. I am willing to compromise a little on quality in case of national brands
19. I enjoy exchange policy benefits in case of a PLB
20. I enjoy exchange policy benefits in case of national brands
21. Complaints on PLB are always promptly handled by stores
22. Complaints on national brands are always promptly handled by stores
23. National brands are more innovative store brands just copy them
24. PLB is more innovative national brands just copy them