Questionnaire

Title of the Research: A Study on Brand Management of Apparels Sector in Ajmer District

1. Name of the Respondent : 
2. Designation : 
3. Name of the organisation : 
4. Office Address : 
5. Phone No : 
6. E-mail : 
7. Web site : 
8. Factory Address : 
9. Phone No : 
10. Type of the legal entity: (Tick as appropriate)
   (i) Sole Proprietary ( ) (ii) Partnership ( )
   (iii) Regd. Private Co. ( ) (iv) Co- Operative ( )
   (v) Public Limited ( ) (vi) Any other Pls specify

11. What are the four major strength of your company:
   (A) 
   (B) 
   (C)
12. What are the major weakness of your company (if any):

(A)

(B)

(C)

(D)

13. Which geographical area do you serves?

(i) Within Rajasthan

(ii) National

(iv) Exports

14. Please tick in the appropriate box against each of the factors mentioned below:

(i) Product line:

(A) Diversified

(B) Narrow

(ii) Organisational Arrangement:

(A) Decentralized

(B) Centralized

15. Do you ever engage in a planning process which entails the total business?

(A) Yes

(B) No

If answer to the above question is "Yes", what kind of planning do you engage in?

(i) Short-Term

(ii) Middle-Term

(iii) Long-Term

(iv) All Three
16. While identifying a new strategy, which factors do you consider?
(Tick 1,2,3,... in the order of importance):

(i) Present Strength and Weakness of the firm
(ii) Current strategy
(iii) Product / Market environment
(iv) Past performance
(v) Any other (Pls. specify)

17. While choosing the strategy, which factor do you analyse?

(i) Marketing Strength and Weakness
(ii) Product Strength and Weakness
(iii) Financial Strength and Weakness
(iv) Personal Strength and Weakness
(v) Any other (Pls. specify)

18. What is your assessment of the following parameters with reference to your organisation?

(i) Performance standards and evaluation:
   (A) Permissive, tolerates mediocrity
   (B) Highly demanding and critical

(ii) Decision making technique:
   (A) Based on intuition
   (B) Based on scientific analysis
19. Following is a checklist of marketing strengths; please indicate against each one, H-High, L-Low as to where your own company stands on them:

(i) Effective marketing organization

(ii) Effectively in sales promotion

(iii) Product availability

(iv) Convenience in buying

(v) Low pricing

(vi) Low margin with high cost

(vii) High margin with low cost

(viii) Customer loyalty

(ix) Operational Efficiency

(x) Dominant market share position

(xi) Timely feedback on the market

(xii) Advertisement

(xiii) Any other (Pls. specify)

20. How do you make your decision regarding the final selection of the market?

(i) On the basis of maximum profitability

(ii) On the basis of maximum sales

(iii) Adequate transportation infrastructure

(iv) Buyers terms and conditions

(v) Any other (pls. specify)
21. How do you come to know as to in which markets your products can sell?

(i) From the Indian mission/Embassies abroad
(ii) Self & relatives
(iii) From Traders
(iv) From competitors
(v) From Retailers
(vi) From employees
(vii) From secondary sources of documented data
(viii) Any other (pls. specify)

22. Do you ever undertake the following types of Marketing Research?

If "Yes" then indicate its frequency:

<table>
<thead>
<tr>
<th>Type of Research</th>
<th>Frequently</th>
<th>Occasionally</th>
<th>Seldom</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Consumer research</td>
<td>( )</td>
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<tr>
<td>(ii) Market research</td>
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<td>(iii) Product research</td>
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<td>(iv) Sales research</td>
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<tr>
<td>(v) Advertising research</td>
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<td>(vi) Pricing research</td>
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<tr>
<td>(vii) Physical distribution research</td>
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<tr>
<td>(viii) Distribution channel research</td>
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<tr>
<td>(xi) Post transaction research</td>
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</tbody>
</table>
23. Which of the following methods do you use for forecasting, also indicate their frequency of use?

<table>
<thead>
<tr>
<th>Forecasting methods</th>
<th>Frequently</th>
<th>Occasionally</th>
<th>Seldom</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Personal experience</td>
<td></td>
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<tr>
<td>(ii) Survey of customer's opinion</td>
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<tr>
<td>(iii) Market testing</td>
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<td>(iv) Jury method (Experts Opinion)</td>
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<tr>
<td>(v) Agent opinion</td>
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<td>(vi) Any other (Pls. specify)</td>
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</tbody>
</table>

24. While making a sales/market forecast, what are those factors which you consider important?

| (i) Product variety                     |            |              |        |       |
| (ii) Installed capacity                 |            |              |        |       |
| (iii) Price of the product              |            |              |        |       |
| (iv) Advertisement                      |            |              |        |       |
| (v) Distribution efficiency             |            |              |        |       |
| (vi) Population                         |            |              |        |       |
| (vii) Govt. policy                      |            |              |        |       |
| (viii) Seasonal factor                  |            |              |        |       |
| (ix) Any other (pls. specify)           |            |              |        |       |
25. If some of your product have failed in the past, what were the causes?

(i) Weakness in the product styling
(ii) Insufficient test marketing
(iii) Product was Over priced
(iv) Competition turned out to be very intense
(v) Changing consumer taste
(vi) Any other (pls. specify)
(vii) No product was failed

26. Which form of promotion is important for market success and to what extent?

<table>
<thead>
<tr>
<th>Form of promotion</th>
<th>Significant</th>
<th>Moderate</th>
<th>Marginal</th>
<th>None</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) Personal selling</td>
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<tr>
<td>(ii) Advertisement</td>
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<tr>
<td>(iii) Sales promotion</td>
<td>(   )</td>
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OWNER QUESTIONNAIRE:

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10. Years since your Branded showroom is being commenced?
   (a) 2 yrs  
   (b) 5 yrs  
   (c) 5-10 yrs  
   (d) More than 10 yrs.

11. What Percentage of Ajmer citizens are aware of branded apparels.
   (a) 0-25 %
12. How many times you provide schemes to your customer?
(a) Once in a year.
(b) Twice a year.
(c) On special Occasions / Festivals.
(d) When sales are down.

13. What strategy do you follow for your customers?
(a) Product strategies
(b) Pricing strategies
(c) Promotional strategies
(d) Distribution strategies.

14. Which among these are your nearest competitors (in formal apparels)
a) park avenue
b) peter England
c) K-lounge
d) Allen cooper

15. Which market segment you serve?
(a) Male segment
(b) Female segment
16. Which type of customers usually purchase your brand apparels?
(a) High income group
(b) lower income group
(c) Middle income group
(d) All above.

17. Is your company satisfied with outlet sale?
(a) Never
(b) Sometimes
(c) Mostly
(d) Always.

18. Frequency of your loyal customers who walk at your branded showroom are:
(a) Occasionally / Festivals
(b) During discounts / offers
(c) Fortnight
(d) Once in Two Three months.

19. How Company handles with the customers problems?
(a) By Replacing
(b) By Placing order to company
(c) Provides altering facility to customer.
(d) Repairing if any defect occurs.
(e) by giving discount if defect occurs

20. How you add up your stock?
   (a) fortnight
   (b) monthly
   (c) every two months
   (d) On special occasions.

21. What all Sales Promotion schemes you apply to attract your customers?
   (a) Heavy discounts
   (b) Odd pricing like 999, 499
   (c) Buy one get one Free
   (d) Scratch cards.

22. For maintaining good relations with your customers you provide:-
   (a) Customer feedback forms.
   (b) SMS your new schemes to your customers.
   (c) Call reminders
   (d) Organize Roadshows / Consumer awareness camps.

23. Media source used for Advertising?
   (a) Print Media
   (b) Outdoor Media
   (c) Broadcast Media
   (d) Sales Promotion Media.
Questionnaire for customer

Name: Sex: Age:

1. Which single company comes to mind first in the formal wearing?
   a) Peter England  c) Provogue
   b) Priknit  d) Park Avenue

2. Which company do you view as the leader in the casual wears?
   a) Cotton country  c) Koutons
   b) K-lounge  d) Allen Cooper

3. Can you recognize any brand with their logo?
   a) Yes  b) No

4. In any brand logo what thing strikes the most?
   a) Color  c) Symbol
   b) Name writing style  d) Tagline

5. How often do you shop in an apparel and lifestyle showroom?
   a) once or more in a month  c) once in a 2 months
   b) only on special occasions  d) only when necessary

6. Where do you prefer shopping most?
   a) Lifestyle showrooms  b) boutiques/standalone stores

7. How often do you buy branded products in case of apparels?
   a) Mostly  c) sometimes
   b) Never  d) can’t say
8. What attracts you towards Spykar?
   a) Product range and variety for all  c) loyalty
   b) Convenience in shopping  d) visual display

9. How often do you enter in Peter England on the basis of the window display?
   a) Very frequently  c) frequently
   b) Rarely  d) never

10. How often do you enter Levi’s Strauss showroom on the basis of the sales promotion initiative publicized outside in the showroom?
    a) Very frequently  c) frequently
    b) Rarely  d) never

11. Do you think location of store in the proximity area affects your purchase behavior?
    a) Strongly agree  c) agree
    b) Disagree  d) can’t say

12. Which brand do you prefer for denim jeans?
    a) Levi’s Strauss  c) wrangler
    b) Spykar  d) signature

13. Which brand do you purchase the most?
    a) Levi’s Strauss  c) Lee
    b) Spykar  d) Wrangler

14. What influences your choice?
    a) Brand image  c) Effective advertising
    b) Comfortable fit  d) Pricing
15. How satisfied are you with the brand you are using?
   a) Very satisfied  c) Satisfied
   b) Neutral        d) Dissatisfied

16. Which apparel outlet you prefer most for buying clothing? (to male young professionals)
   a) Peter England  c) Park avenue
   b) Provogue      d) others

17. Which apparel outlet you prefer most for buying clothing? (for kids)
   a) Lilliput       c) Gini& Jony
   b) Catmoss       d) others

18. Do you want to keep your loyalty with your favorite brand or can switch?
   a) Brand loyal    c) Any brand, no matter
   b) Strictly based on recommendation d) can't say

19. Do you think there is something missing in the offer of K-Lounge?
   a) Products at a lower price   c) Difficult to find in stores
   b) A basic formal wear line    d) Any other

20. What are your reasons for choosing Spykar?
   a) Quality            c) Price
   b) Fashionable style  d) Comfort

21. What are the factors that make you spend less time on getting information about a pair of jeans when you decide to buy it?
   a) No enough time      c) Trust a brand of jeans
   b) Attractive design/style d) Previous experience of the brand
22. How frequent do you purchase jeans trouser in a year?
   a) Once  c) Twice
   b) Thrice  d) More than that

23. Which factor strikes you most when you buy jeans?
   a) Comfort  c) Price
   b) Fitting  d) Fabric quality

24. Where do you prefer to purchase jeans?
   a) Wrangler  c) Denizen
   b) Spykar  d) Lee

25. How often do you purchase jeans?
   a) Weekly  c) Monthly
   b) Rarely  d) Annually

26. Which of the following brand do you prefer most for formal shirts?
   a) Park avenue  c) Peter England
   b) Provogue  d) Priknit

27. What comes to your mind when you hear the peter England brand name?
   a) Price  c) Quality
   b) Formal shirts  d) Classic feel

28. Which brand of jeans do you prefer to buy?(boy/girl)
   a) Spykar  c) Signature
   b) Wrangler  d) Other

29. Your Buying Behavior Of Apparels Based on What?
   a) Brand Advertisement  c) Recommendation Of friend & Relatives
   b) Brand Loyalty  d) cost Effectiveness
30. Which Brand Provides Best After Sale Service?

a) Peter England   c) Wrangler
b) Park Avenue     d) Adidas

Suggestions If Any Related To Products Of (Peter England, Levi's Jeans, Lilliput, Adidas)