Annexure
Annexure 1

MGI has divided Indian household into five economic classes based on real annual disposable income.\(^1\) These five classes are discussed below:

**Deprived (less than 90,000 Indian rupees; less than $1,969):** Households in this income bracket are the poorest group, many living under the country’s official definition of poverty (2,400 calories per capita per day in rural areas, 2,100 in urban areas). People in this bracket typically earn their livelihoods by engaging in unskilled or low skilled activities. Also many workers in this segment struggle to find employment throughout the year and therefore, engage in seasonal or part-time employment.

**Aspirers (90,000 to 200,000 India rupees; $1,969 - $4,376):** people in this group are usually small time shop keepers, small-hold farmers, or low skilled industrial and service workers. Although they cannot be described as deprived, they nevertheless struggle to live comfortably, typically, spending almost half of their incomes on basic necessities.

**Seekers (200,000 – 500,000 Indian rupees; $4,376 - $10,941):** of all our segments, households in this income stratum are probably the most varied in terms of employment, age, and other factors. They range from young college graduates who have just started working to traditional white collar employees, mid level government officials, and medium scale traders and businesspeople.

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\(^1\) Businessword’s Marketing Whitebook 2007-2008, p.31-32
Strivers (500,000-1,000,000 Indian rupees; $10,941 - $ 21,822): People in this income band and upwards are generally regarded as very successful in Indian society, working as businesspeople (traders) in cities, as established professionals, senior government officials, medium scale industrialists in towns, and rich farmers in villages. Typically, they have done well financially over a period of time and have stable source of income and a reasonable wealth base.

Global Indians (1,000,000 + Indian rupees; $21,822 +): this group is the cream of the country and comprises senior corporate executives, large business owners, politicians, big agricultural land owners and top tier professionals. More recently, these has been a rapid emergence of a new breed of the upwardly mobile mid level executives or graduates from India’s top colleges who are able to command premium salaries from international companies. This basket of Indians is truly global in its tastes and preferences, and enjoys a very high standard of living.
Dear Respondent,

Season’s Greetings to You!!!

I am a doctoral student of Ganpat University, Mehsana and I am conducting this survey as a part of my doctoral study. This survey is conducted for educational purposes only. Your honest responses are very important to the success of this survey and will be kept confidential. Thank you for your assistance in providing this valuable information.

With regards,

Vipul Patel (vipulpat@gmail.com)

Section 1: General Questions

Q-1: On average, how often do you purchase readymade garments in shopping malls?

☐ Once in month   ☐ Once in two month   ☐ Once in four month
☐ Once in six month ☐ Once in a year

Q-2: How much did you spend on readymade garments in this shopping trip?

☐ Less than Rs.1000 ☐ Rs.1000- Rs. 2000 ☐ Rs.2000- Rs. 3000
☐ Rs. 3000 to 4000 ☐ More than Rs. 4000

Q-3: How much time did you spend in this shopping mall during this trip?

Less than one hour One to two hours Two to three hours
Three to four hours More than four hours

Q-4: How much items of readymade clothes did you purchase during this trip?

One or two Three to Six Six to Ten
More than Ten
## Section 2: Readymade Garments Buying Behaviour

Each of the following statements describes your behaviour in relation to your purchase of readymade garments in shopping malls. Please indicate (i.e., tick) your agreement or disagreement with each statements using following scale:

1 = Highly Disagree  
2 = Somewhat Disagree  
3 = Nor Agree Nor Disagree  
4 = Somewhat Agree  
5 = Highly Agree

<table>
<thead>
<tr>
<th>1</th>
<th>Quality is the most important factor when I am purchasing readymade garments.</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>I always enjoy purchasing readymade garments in the shopping malls.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>I am more likely to buy readymade garments offering some sales promotion schemes.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>I enjoy giving people tips on shopping of readymade garments.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>I do not compare prices before making my purchases of readymade garments.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>When I see a readymade garment somewhat different from the usual, I check it out.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>I make purchase of readymade garments only when there is a need, not on impulse.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>I always make a shopping list before I go to purchase readymade garments in shopping malls.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>9</td>
<td>I always purchase readymade garments from the same shopping malls.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>10</td>
<td>If I use the same types and styles of readymade garments over and over again, I get tired of them.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>11</td>
<td>I am often willing to purchase those readymade garments which are recommended by my friends / relatives.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>12</td>
<td>It is generally worth it to pay more for quality readymade garments.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>13</td>
<td>I never have enough time for the things I want to do.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>14</td>
<td>People think of me as a good source of information for shopping readymade garments.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>15</td>
<td>When shopping readymade garments, I spend a considerable amount of time and effort planning my shopping trip.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
16 If my favourite brand of readymade garment is not available in shopping stores, I will search for it at other stores.

17 When buying readymade garments, it is important for me to buy the lowest priced garments.

18 I am willing to make an effort to purchase readymade garments at my favourite shopping malls.

19 I always buy readymade garments which are suitable to me and are of reasonable price.

20 I am often the first person in my friends or family to try a new design and style of readymade garments.

21 I have favorite brands of readymade garments, but if I see any brand offered with a sales promotion schemes I will buy it.

22 When buying readymade garments, I tend to choose those of better quality.

23 Before buying readymade garments, I check to see if some sales promotion schemes are available or not.

24 “So much to do, so little time”, this saying applies very well to me.

25 Often I make careless purchase of readymade garments I later wish I had not.

26 I think that deliberate thinking is necessary for buying readymade garments.

27 The money saved by finding low priced readymade garments is usually worth the time and effort.

28 I always purchase readymade garments in the shopping malls I have always shopped in.

29 It bothers me if other people disapprove my choices of readymade garments.

30 My household budget is always tight.

31 I like to try new and different design and style of readymade garments.

32 I am somewhat of an expert when it comes to shopping readymade garments.

33 If a readymade garment that I usually buy is being promoted, I will purchase it even if I do not need for immediate use.

34 Before going to shopping malls, I know which type of readymade garments I am going to buy.
35  Going shopping for readymade garments is one of the enjoyable activities for me.

36  When purchasing readymade garments, I have favourite brands and limit my purchasing to them.

37  I always purchase branded readymade garments.

38  If a readymade garment that I usually buy is being promoted, I will increase the quantity of my purchases.

39  When buying readymade garments, I will try to maximize the quality I get for the money I spend.

40  I always give hard thinking in purchasing readymade garments.

41  I always buy different types and styles of readymade garments to get some variety.

42  I tend to buy readymade garments instantly without much careful thought when I see something I like during shopping.

43  I always check prices of readymade garments at the various stores to be sure I get the best value for the money I spend.

44  Shopping the readymade garments in many stores wastes my time.

45  Advice from friends or colleagues influences my choice of readymade garments.

46  I generally wait until a readymade garment is on sale before purchasing it.

47  My household often has problems making ends meet.

48  When I buy readymade garments, I like to be sure that I am getting my money’s worth.
**Section 3: Demographic Information**

Please give me some personal information that will help in evaluating the data from this study.

1. Your Gender:
   - [ ] Male
   - [ ] Female

2. Your Age (Years):
   - [ ] Under 11 Yrs
   - [ ] 11–20 Yrs
   - [ ] 21–30 Yrs
   - [ ] 31–40 Yrs
   - [ ] 41–50 Yrs
   - [ ] Above 50 Yrs

3. Your Marital Status:
   - [ ] Single
   - [ ] Married

4. Your Education:
   - [ ] Lower than secondary school
   - [ ] Secondary school
   - [ ] Bachelor degree
   - [ ] Master degree
   - [ ] Doctoral degree
   - [ ] Other (please specify) …………

5. Your Monthly Family Income:
   - [ ] Less than Rs.10,000
   - [ ] Rs.10,000 to 20,000
   - [ ] Rs. 20,000 to 30,000
   - [ ] Rs.30,000 to 40,000
   - [ ] More than Rs. 40,000

6. No. of Members in Family:
   - [ ] Less than four
   - [ ] Four to Six
   - [ ] More than Six

7. No. of School Going Children in the Family:
   - [ ] No children / No school going children
   - [ ] One
   - [ ] Two
   - [ ] Three
   - [ ] Four
   - [ ] More than Four

Thank you for your assistance