Annexure I

Questionnaire(s) used for Data Collection

Investigating Young Consumer and their Retail Store Brand Relationships and Switching Behavior with Family and Peer Influence

Study on brands and young consumer – we are interested in finding out in general how you use brand.

All information is strictly confidential – only interviewer has access to it.

Outline

Brands
  • Involvement (product category or brands)
  • Frequency of use
  • Change in perception with the age

Understanding the depth of brand relationship
  • Defining the dimension of the brand relationship

Influence of the personality dimension on the brand relationship dimension

Lifestyle
  • Friends
  • Family
  • Switching

Interview Questions:

Introduction - What do understand by the word brand?

Brands

Which is your most preferred and frequented retail store?
How long have you been visiting this retail store?

Why do you think you like it above all others?

Could you describe in as much detail as possible situations in which you bought or used this retail store brand?

Are there any memories that you have associated with the retail store?

**Understanding the depth of brand relationship**

Defining the dimension of the brand relationship

**Lifestyle**

What do you do over the weekends?

*Out with family or friends*

*Movies*

*Just relaxing*

What do your friends / family think about this retail store?

Do you talk or advice your friends about the visiting this retail store?

Do you recommend this retail store to your friends or family?

Do you think any other retail store can fulfil the promises that your retail store brand delivers?

**Switching Intention**

*I am likely to end up with a bad deal if I visit another retail store.*

*I do not have time and effort to visit other retail store.*

*It is fine with me to make purchases at another retail store if I get a good deal.*

*If I get discount coupons for some other retail store, I would like to make purchases there.*
Annexure II

Respondent Interview Transcript

Investigating Young Consumer and their Retail Store Brand Relationships and Switching Behavior with Family and Peer Influence

Interview I (F/13yrs) 47.15mins

Q What do you think of the term “brand”?

Res1. Brand is specifies – a specific brand is about something. So if a particular brand is really good in it then people will surely use it. If I buy clothes I normally don’t see the brand, I think first I see does it suit me or cloth or that accessories whatever, does it suit me – then I’ll take it. Never for me it depends on brands or anything like that.

Q In your daily usage which is the most used/preferred or favourite brand. Which we can talk about?

Res1. Normally I wear - like I go to tennis I wear a t-shirt or slacks or something like that. If I am going out like – some of my friends recommend chemistry, we go to pantaloon, united colours of Benetton or something like that.

Q so out of these which one is the most preferred or which is the one you wear the most?

Res1 I normally go to maxx but there they don’t mention the brand.

Q so out of ubc and chemistry which one you prefer the most

Res1 chemistry

Q chemistry is most preferred in the usual scenario.

Res1 I like that brand most - becoz I like their collection or whatever.

Q how long have you been using chemistry

Res1 I bought the first one recently so I am thinking after my exams are over I will visit again.

Q how long back have you made this purchase?

Res1 two months back

Q We were looking for something wherein your usage of the brand is a year or so.

Res1. Then maxx – there I am going from 5th grade and now I am on 8th – it’s like three years.
Q so maxx is the retail outlet and it is there in-house brand. We can talk about the same then.

So, its been 3 years you are wearing this brand – why do you think you like this brand.

You might have options of other brands also in these three years so why maxx is consistently present?

Res1 I like it becos the collection was quite smart, suited me. I bought some t-shirts, bottoms. Like for the clothes which I wear at night I normally go to Westside – from the time west side opened I take my night clothes form west side only.

For pantaloons we go like but not so frequently. But if I have to take something I go to maxx for my casual clothing.

Q Any situation when you had first bought this brand – like how did you came to know about the brand...how did your liking developed over a period of time?

Res1 we just went to that mall- it was like newly build or opened so we just went there and we just went to maxx then I got my one t-shirt and I like the quote written on it - like there was written electronic heart. So I bought that thing and I wore it that day and I quite liked it then I wore it on my birthday too and then school.

And then in my summer holiday last year I took three t-shirts from there. And summer again my cousin had come here, so we like went to maxx and we bought more stuff. Then my other set of cousins came and we shopped more...

Q Nice to know that there are so many memories associated with it – ur b’day, summer and cousin. So when your cousins came here they were already using maxx or....

Res1 no no no, maxx was previously in those middle east areas like dubai and abu dabhi, Qatar and all and so then it came to India. So Mumbai is quite big and Delhi is quite big so they didn’t know....but it was quite happening in Ahmedabad – it was a mall opened after a long time in ahmedabad. So I knew quite a lot about it – they used to write all things like below Rs 699 – I used to tell them go and tell them “ its all below 699 – we’ll go there, we’ll buy.

Q so it was like you sort of you know pu..

Res1 pushed them and they liked it.

Q do they still buy it?

Res1 I have no idea.

Q so you guys when you used to talk you discussed what’s happening in the maxx store

Res1. Yeh

Q so when you got to know abt the store was it thru some friends...or ....
Res I no, we just went to that mall and we checked out.

Q oh so you went there and had a first hand exp...

Res I. Yes,

Q so if I ask you, that this is the brand you have been using for quite some time now...

Res I 3 yrs

Q so is it trustworthy you think?

Res I yaah, becoz there were two clothes which – they were put with some cotton clothes so they got damaged. But one of them had some blue thing and it got purple – it was pink – but then it got okay also after sometime. After some wash – so I still like that.

Q so it worked even after getting damaged.

But the second one didn’t, so I just threw it.

Q Do you think is this something you will continue buying?

Res I Actually nowadays, that mall, its like, becoz of competition- its getting closed down, you know, so many shops are getting closed down. But still I will go after my exams to check it out.

Q supposed if some other shop like pantaloons give you a discount – so would you prefer shifting there....trying pantaloons

Res I Pantaloons, I go, like for really special something. Maxx I got casual, everyday wearing – nothing special there – you get very simple wear there. So if I want something very nice, I ask my friend or something like that – do you know any shop or I’ll just go and ask.

And for my sports activities I normally take any loose t-shirt and wear it with tights and just go and play. I don’t take nay reebok or addidas or nike there. So m not that conscious about my sportswear. I’ll take a loose t-shirt and a slacks.

Q Even your friends prefer to buy maxx – amongst whatever close group you have?

Res I. One of my friends you know she shifted in 7th grade to Ahmedabad from baroda and she asked whether you know any shop where I can shop from. So I told her maxx. She you know she likes some little dressy clothes. So she didn’t like it becoz they simple and casual wear and for her younger sister she could get something like little-little she liked and disliked.

Q so in you’re usual wear- say in a week how many days would be the maxx clothing as compared to non-maxed clothing?

Res I atleast one day.
Q at least one day its there

Res l like one or two days becoz I have like 5..

Q most of the time u might be wearing uniform..so its only in the evening you get to wear...

Res l haan...5...I was going to wear maxx but then I changed...

Q if I ask you in your wardrobe how many maximum maxx apparels you have....the ratio/percentage of maxx clothing?

Res l I have 6/5 of maxx – 3 t-shirt, 1 was a bottom and then I have one more and like that.

Q its only till the clothing you are limited to or you buy something else also?

Res l maxx I only buy clothing – I see accessories also but they are long danglers – so I just don’t like them

Q yah, so you mostly limited to the apparels in the maxx. May be your not now into danglers – may be later on if ure into danglers then?

Res l then you know there is a shop called lady gift – but they have very big and like some very shiny ones – which I really just don’t like

And you know if my mother we are going to a wedding – my mother asks me wear something long, I’ll say no or ill just not listen to her and I’ll just wear these and go

Q how about your friends they wear danglers and all?

Res l they wear like till here – a little long than this and my friends like my family friends one of them really likes like wearing long – she like short long everything...so she will wear big-big rings which I really – it suits her but still I don’t carry them very well.

Q getting back to maxx now – you think in someway it suits you...

Res l hmmm...

Q you had mentioned that somewhere – could you just elaborate that a little. I mean how do you think it suits you or...

Res l like whenever I go there, I’ll just – me and my mother normally go for the shopping. I’ll check some section, she will check some section. I like those plain t-shirts becoz normally if I go for my sports also – I just take plain t-shirts which are loose and nice which I can wear with my friends if I go somewhere out. So I normally check out t-shirts and balck or pink or some unusual colour or some regular colour, colour which I don’t have that’s also.

Q what I some thing that you think maxx clothing has which other people don’t have?
Res I like if I go to pantaloons and if I see something they would be really expensive like they would go to 600 or something like that and they will be real – like which you can’t wear on a everyday basis. And if I go to maxx they are simple, they look smart also and are reasonable and I can wear on a daily basis.

Q Mummy also wears maxx?

Res I no she, she varies like she liked this one, she likes this one… for mumma we go to ethnicity or w or something like that. Or if I want to buy my ethnic wear I… normally we design it myself or my mother designs it or someone designs it.

Q will it make you feel bad if maxx suddenly shut down or no more maxx clothing

Res yeh, in a way, becoz then I won’t get those simple wear which I get from maxx form anywhere I think, I have not seen till now.

I can go to Mumbai becoz it now has maxx – I can everyday go to Mumbai go to maxx and then come back to Ahmedabad.

Q maxx is something you feel is very suitable at this particular age

Res yaah…if you want simplicity your clothes...

Q is there anything with the maxx clothing you feel that – if I am wearing it – it is sort of representing me...

Res I go for my math tuition – to my teacher’s house. So one day I wore my maxx t-shirt and she told “looking really smart” then I felt like not only me she also likes it. Then her daughter, she is like, they are family friends also. She also went and got some good clothes from maxx.

Q so by thi sitme you think you have enough knowledge about maxx and you can even tell your friends and other people you can recommend them that go n buy maxx

Res yeeehhh....

Q suppose if chemistry or gap or ucb is giving you a very good deal and saying this is a nice discounted stuff so would you go for that?

Res ucb I rarely find some good collection they normally have those really slim cloth thing and which I really hate, really doesn’t suit me so I normally doesn’t go I just have some one coat or some top from there, like rare.

Chemistry, I just went recently I liked it, they have some cotton thing, like they have dresses and tops. I don’t know if they have bottoms or not. But like it’s a good shop and like and their name is also quite unusual – chemistry. My friend also recommended me, she also goes and buy.
Q so chemistry stands a chance as compared to ucb?
Res1 yeh
Q and infront of maxx?
Res1 maxx and chemistry are equal, for chemistry ill go for something very dressy, they are simple but dressy like combination like that. Maxx is really simple.

Q so maxx is something which is constant – u have been using it since 5, 6 7, and now 8
Res1 haan
Q do you think you’ll still continue using it.
Res1 if its open yaah...
Q and if it is not open – it vanishes out of the market
Res1 then I’ll have to see some alternative becoz simple clothing
Q if suddenly tomorrow you get to know that maxx is no longer there – how would you feel, how would you react to that?
Res1 ill feel sad and then ill wear the maxx clothing which I have that day only. That’s the only way I can show my grief
Q so if the maxx brand wasn’t there, do you think something was missing?
Res1 in 5th ill not know becoz normally mumma would buy me clothes. But ahead, I got some. I went in 6 or 7, we went to some friends house – like my father’s friend. And he told that mall is closing. I was like I don’t know – now I won’t get maxx, what will I’ll tell my cousin – if it close now what will we do so I got a little sad. But it didn’t close and I was happy and thought why is that uncle lying to me that maxx is closing and like that.

Q are you a little possessive about lending your maxx clothing?
Res1 normally nobody asks me to lend my clothes or anything. If someone comes for the sleepover they will just borrow the night dress, which I am – its’ ok with me.

Q can you just talk about a bit your daily routine – what do you do subah se?
Res1 subah se I get up at 6, I get ready – now a days I get late for my bus I rush ot my bus stop and I catch the bus and go to school. I then return and between that we get all those ad campaigns like – what clothes did you buy, what clothes did you buy, - 4 so they are like ad campaigns. We come back at 3 then I get ready I wear my loose t-shirt and my slacks – I go to my math tuition and from there me and my friend go to tennis, I come back have dinner – I have home-work – I just study or I’ll just do it in the school only. And sleep.
Q this is the usual week-day schedule? How about week-ends?

Res1 week-nds, Saturday, sometimes I have my math tuition, I sometimes go for tennis also that's all then rest of the day we go somewhere some temple or some park or movies.

Q with parents?

Res1 haan

Q so with friends you spend time in schools, tuitions, or may be while you’re playing?

Res1 no, in my tuition me and some – we are two only. She is a school teacher so she teaches only me and that friend.

For my friends, if they keep a birthday party or we have some project we go to some orphanage or something like that. Or co-incidentially we meet somewhere or like that. Probably, rarely go out, but we plan and then it fails and then in the end we meet at some birthday party.

Q can we talk a little about that ad-campaign thing – it is very interesting to know

Res1 ad-campaign like they will say – tumne aaj kahan se kapde buy kiye so I will just say no I jusy went to some this this some like pantaloon or something like that – I went to this mall, my mumma didn’t go for this – than I bought her choice then I’ll describe or ill draw on the table what type of t-shirt is it.

Then she will say you know in my tuition everyone wears reebok or ucb or some brand or something like that. They will say my brother wears this, my sister wears that. We normally go to Bombay and we shop for the summer and like and we get our all clothes from there. These are like ad-campaigns.

Q so in birthdays and all when people say I wear reebok or…

Res1 ucb

Q so does this bother you in any way

Res1 nooo, they also like check if it suits they’ll buy if it doesn’t they’ll surely won’t buy it – so we have a little common thinking there. But we don’t have a common thinking in brands. So we have different choices.

Q so one incident you had mentioned where your math teacher had praised you

Res1 haan for my clothes

Q so how does that feel?
It feels good like there is someone who has a same choice as yours. Her daughter, who is my friends and then she went and she told, I went and bought maxx clothes – I really liked it. I may go again – don’t know

Q you had sometime mentioned about the discussion with your cousins regarding this maxx – what was that like?

Res1 I called – like she was just about to come for some days- so I called her, there is a store like that and its really value for money….that time I was in 5th or 4th – 5th or 6th grader. You know my aunts and uncles they were like you have grown up you are talking about value for money. They were like now only buy value for money not expensive if you only think that it is value for money then buy

Q she is happy buying maxx?

Res1 haan

Q where does she stay?

Res1 some in Bombay and some in delhi

Q but you guys keep brushing each other up with what’s happening at maxx

Res1 yaahh, now a days they are 2or 3 years elder to me and one is in college. So they are little into studies and like that so we don’t talk much.

Q do you see any advertisements for maxx?

Res1 not recently – becoz they are depreciating everytime, beciz there is a lot of competition near iscon circle so they are not giving any ads but people are there in that mall – it’s not like totally abandoned like arcade mall – nobody is there – really scary

Q do you remember anything advertised for maxx?

Res1 when I was in 5th – my school is in bopal and we used to cross gallops mall. At that time, so when I used to go to school that time it may come, may not come and when I come back it surely used to come and I used to read what – there is some sale and like I just put it see I like this store to my friends in bus.

Q u call it maxx or you have some other personal name?

Res1 no, I call I maxx

Q so this clothing is coming into a routine – like we talked about you coming back from the school and putting a loose t-shirt

Res1 for tennis becoz I really need something like that

Q its usually maxx which is coming out of ur wardrobe
Res: I wear my track bottoms its maxx and if it isn’t then I went to iitk and I bought some very nice t-shirts – there is a boy who’s dreaming and there is some alpha beta gamma – I tell my parents I’ll never get such a dream – I am not into studies so much

Q: how about this brand – do you look out for alternatives – the category you’re buying clothings in?

Res: I try to find – if I there is then I will, if there is not – then I won’t.

Q: so do you need a t-shirt or a slack you go to maxx and get – so do you look out at other places or…

Res: coz I know maxx is open

Q: till the time maxx is there

Res: so its maxx

Q: is there any adjective that you can attach with maxx?

Res: simple, smart,

Q: I’ll show you some adjectives and ask you which one of those adjectives you attach to different situations

Keeping maxx in your mind you will tell me one adjective or more than one adjective that best describes the brand in different scenarios

Like you said it is something which is simple, suits you and is smart, it is very easy-going you pick up a shirt and you go out wearing it. After school hrs it’s mostly maxx you are wearing. So in these scenarios which out of these adjectives would you attach to it.

You’re too much in to the usage of maxx in a day also – or in a week you said atleast two days are dedicated to maxx which adjective wherein you are using it a lot – where it is coming into your routine life

Res: sincere and rugged. Sincere – because it got okay and still I wear it and nobody… and when that mark happened – what’s that purple thing – it’s just a pattern you didn’t notice. So I’ll just make it and they will really believe it also. My grandmother would say yeh kya laga hai

And rugged becoz it was really strong – one of them I bought it in 7th and still I am using it.

Another place where you said it suits you – coz those are the kind of clothes you like – you are not too much in to glittery

Res: little is okay- but not a lot.

Q: was this brand present when there was something very important happening
Res 1 no, actually the first time I went to maxx, one of my – sorry my mother’s friend had come – so you know she comes rarely so she buys gifts for us or something like that or we just go shopping with her. So that time we went to maxx – we were just going to go for the dinner so for the time-pass we just went there. I wanted to visit becoz it was a new mall and I had never gone there. So we went there- we just bought one t-shirt for my sister and one for me and then I wore it that night. And then in 5th grade it was my birthday and we can go to school it’s a free day. So I wore that. It suited – like I wore a t-shirt and a skirt. So something like this – wherein something important happened and you remembered and as mentioned that this brand suits the present stage of your life. So in that scenario what will you attach.

Res 1 consistent again because I jut like it like it like it. Like if I got there, there will be clothes which I don’t like but there surely be clothes which I like if the brand suddenly stops being present in the market and you would feel that there is something missing

Res 1 sad – in a way it will be exciting that how will I find something same as maxx. It will be exciting for me to find some new thing or ask my friend. That I am very sad, please recommend and I will be excited about what will they tell me. I will be excited to find something new.
Annexure III

Questionnaire(s) used for Data Collection

Purchase Intention for Complementary Bundles with varying Discounts and Brand Strength

Product complementarity

<table>
<thead>
<tr>
<th>About the survey</th>
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<tbody>
<tr>
<td>Please read carefully the following instructions on how to fill out a questionnaire attached herewith.</td>
</tr>
<tr>
<td>We have provided below pairs of products.</td>
</tr>
<tr>
<td>Select the appropriate box for each of the statements mentioned underneath each product pair.</td>
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<tr>
<td>For each statement, you have to choose the right box based on how well you agree or disagree with the statement.</td>
</tr>
<tr>
<td>Strongly agree - 1</td>
</tr>
<tr>
<td>Agree - 2</td>
</tr>
<tr>
<td>Somewhat agree - 3</td>
</tr>
<tr>
<td>Neither agree nor disagree - 4</td>
</tr>
<tr>
<td>Disagree - 5</td>
</tr>
<tr>
<td>Somewhat disagree - 6</td>
</tr>
<tr>
<td>Strongly disagree - 7</td>
</tr>
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<td>For eg: Pizza and coke</td>
</tr>
<tr>
<td>Both products are highly complementary</td>
</tr>
<tr>
<td>Both the products are very likely to be used together</td>
</tr>
<tr>
<td>Both the products are semantically related</td>
</tr>
<tr>
<td>Both products go together</td>
</tr>
</tbody>
</table>

If you strongly agree with this statement, you will write 1; if you strongly disagree with the statement, you will write 7; and if you neither agree nor disagree, then you will write 4...

At the end of the questionnaire, please fill out the questions related to demographics age, education, occupation, etc.

Thank you for participating!

Jeans and T-Shirt

<table>
<thead>
<tr>
<th>Strongly agree</th>
<th>Agree</th>
<th>Somewhat agree</th>
<th>Neither agree nor disagree</th>
<th>Somewhat disagree</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Both products go together</td>
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### Brand strength

#### Brand Strength (T-shirts)

1. Please consider the category of T-shirts and answer the following questions:
   - **When was the last time you made a purchase in this category?**
     - Less than 6 months
     - 6 months to 1 year
     - 1-2 years
     - More than 2 years
   - **How much have you spent purchasing it?**
     - Less than $100
     - $100 - $200
     - $200 - $300
     - $300 - $500
     - $500 - $1000
     - More than $1000

2. Please respond to these statements by showing your agreement or disagreement with the same for the corresponding brands.

For instance, if the statement reads as:

*I love this brand of T-shirt*

So, if you strongly agree with this statement for Levi's, please select STRONGLY AGREE from the drop-down menu.

If you disagree with this statement for Spykar, please select DISAGREE from the drop-down menu.

Levi's, Calvin Klein, Lee, Pepe (as applicable)

<table>
<thead>
<tr>
<th>Brand</th>
<th>Nike</th>
<th>Reebok</th>
<th>Tommy Hilfiger</th>
<th>Nomads</th>
<th>Numero Uno</th>
<th>Spykar</th>
</tr>
</thead>
<tbody>
<tr>
<td>From this brand, I am able to select superior performance</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>This brand will work very well</td>
<td>✔</td>
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<tr>
<td>During use, the brand is highly likely to be defective</td>
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<td>This brand fits my personality</td>
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<tr>
<td>This brand is well priced</td>
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<tr>
<td>This brand will be well regarded by my friends</td>
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<tr>
<td>I consider the brand to be a bargain because of the benefit I receive</td>
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<tr>
<td>With time, I will develop a warm feeling towards this brand</td>
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<td>✔</td>
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<tr>
<td>I consider the company and people who stand behind this brand to be very trustworthy</td>
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<tr>
<td>After using this brand, I am very likely to recommend it</td>
<td>✔</td>
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</table>

**Next**
Thank you for agreeing to fill out this questionnaire.

There is no right or wrong answer. We are simply asking for your opinion.

Consider apparel category and answer the following questions.

If you have not bought a pair of jeans and not bought any T-shirts in the previous three years, then please do not proceed further with the questionnaire.

1. I tend to buy jeans
   - About once a month
   - About once a quarter
   - About once in six months
   - About once a year
   - About once every two years or more

2. I tend to buy T-shirts
   - About once a month
   - About once a quarter
   - About once in six months
   - About once a year
   - About once every two years or more
**Jeans and T-shirt Category**

3. Please select the right option based on how strongly you Agree or Disagree with the statement:

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jeans and T-shirt are highly complementary</td>
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<tr>
<td>Jeans and T-shirt are very likely to be used together</td>
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<tr>
<td>I think that jeans and T-shirt go together</td>
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<tr>
<td>I would be interested in reading information about how jeans and T-shirts</td>
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<tr>
<td>I would be interested in reading the consumer reports articles about appa</td>
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<td>res category</td>
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<tr>
<td>I have compared product characteristics among brands of jeans and T-shirts</td>
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<tr>
<td>I think there are great deals of differences among brands of jeans/T-</td>
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<td>shirts</td>
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<tr>
<td>I have a most preferred brand of jeans and T-shirt</td>
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</tbody>
</table>
4. Please answer the following keeping in mind: Levis Jeans. Select the right option based on how Strongly you Agree or Disagree with each statement.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Levis Jeans, I can expect superior performance.</td>
<td></td>
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<tr>
<td>Levis Jeans is well regarded by my friends.</td>
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<tr>
<td>I consider Levis Jeans to be a bargain because of the benefits it provides.</td>
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<tr>
<td>I consider the company and people who stand behind Levis Jeans to be very trustworthy.</td>
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<tr>
<td>I have warm feelings towards Levis Jeans.</td>
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</tbody>
</table>
**5. Please answer the following keeping in mind Nike T-shirt. Select the right option based on how Strongly you Agree or Disagree with each statement.**

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>From Nike T-shirt, I can expect superior performance</td>
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<tr>
<td>Nike T-shirt is well-regarded by my friends</td>
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<tr>
<td>I consider Nike T-shirt to be a bargain because of the benefit it provides</td>
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<tr>
<td>I consider the company and people who stand behind Nike T-shirts to be very trustworthy</td>
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<td></td>
</tr>
<tr>
<td>I have warm feelings towards Nike T-shirt</td>
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</tbody>
</table>
### HBS(J)/HBS(T) a

#### Levi's and Nike (Price)

Levi's jeans and Nike T-shirt

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think £2,500 is a reasonable price for Levi's jeans</td>
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<tr>
<td>I think £2,500 for a Levi's jeans is too expensive</td>
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<tr>
<td>I think Levi's jeans at £2,500 is a bargain</td>
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<tr>
<td>I think £1,250 is a reasonable price for Nike T-shirt</td>
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<tr>
<td>I think £1,250 for a Nike T-shirt is a bargain</td>
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<tr>
<td>I think £1,250 for a Nike T-shirt is too expensive</td>
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</tbody>
</table>

*Please answer the following keeping in mind Levi's jeans and Nike T-shirt. Select the right option based on how strongly you agree or disagree with each statement.*

---

---
Levi's and Nike (Discounts)

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
<th>Disagree</th>
<th>Somewhat Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think a discount on Levi's jeans is a high discount at 40%</td>
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<tr>
<td>I think a discount on Levi's jeans is a low discount at 20%</td>
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<tr>
<td>I think a discount on Nike t-shirt is a high discount at 50%</td>
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<tr>
<td>I think a discount on Nike t-shirt is a low discount at 40%</td>
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</tbody>
</table>
Levi's and Nike (Base choice)

Levi's Jeans and Nike T-shirt

LEVI'S

You are quite likely to buy this combination.

Strongly Agree Somewhat Agree Agree Neither Agree nor Disagree Disagree Somewhat Disagree Strongly Disagree
14. Please answer the following regarding Levis Jeans and Nike T-shirt. Select the right option based on how strongly you agree or disagree with each statement.

You are out to buy a Levis Jeans which has a list price of ₹2000. The shopkeeper comes and tells you that he will give you a 5% discount on Levis Jeans (₹100) if you also buy Nike T-shirt which is worth ₹1,250.

The two will cost you ₹2,150 instead of ₹2,750 as the Levis jeans will be ₹1,500 after the discount.

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Somewhat Agree</th>
<th>Agree</th>
<th>Neither Agree nor Disagree</th>
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</tbody>
</table>
Demographics

15. What are your bestaced backgrounds?
   - 13-23
   - 21-25
   - 25-30
   - 31-35

16. Please specify your gender:
   - Male
   - Female

17. What is the highest level of education you have completed?
   - Diploma
   - Undergraduate
   - Postgraduate
   - Doctoral

18. What of the following best describes your current education?
   - Student
   - Employed

19. Name and Email address:

NIVEDITA SHARMA
RESEARCH SCHOLAR