QUESTIONNAIRE

CONSUMER PURCHASING BEHAVIOUR WITH REGARDS TO TEXTILES – A STUDY IN CHENNAI CITY

Kindly select the appropriate answer.

I. Demographic characteristics

1. Sex: M ☐ F ☐

2. Age (years): (a) Less than 20 ☐ (b) 20-30 ☐ c) 30-40 ☐
   (d) 40-50 ☐ (e) 50 above ☐

3. Educational Qualification
   a) H.S.C ☐ b) Graduate ☐ c) P.G. ☐ d) Professional ☐ e) others ☐

4. Occupation
   a) Profession ☐ b) Service ☐ c) Business ☐
   d) Home maker ☐ e) Others ☐

5. Family monthly income (in Rs.)
   a) Less than 10,000 ☐ b) 10,000 – 20,000 ☐ c) 20,000 – 30,000 ☐
   d) 30,000-40,000 ☐ c) 40,000 above ☐

6. Marital Status
   Married ☐ Single ☐

7. Family Size: Adult ☐ Children ☐

8. Number of family members employed

9. Amount spent per annum for textiles for the entire family (in Rs.)
   a) Less than 10,000 ☐ b) 10,000-15,000 ☐ c) 15000 – 20,000 ☐
   d) 20000 -25000 ☐ e) 25000 above ☐

II. Purchase Behaviour

1. Details of textile products purchased recently

(a) Female Dress	b) Male Dress	c) Children Dress
(1) Sarees	(1) Pants	(1) Girls
(2) Salwar	(2) Shirts	(2) Boys
(3) Casual wear	(3) Casual wear	

2. Frequency of purchase of Textiles

a) Female dress	b) Male dress	c) Children dress
(1) Very frequently	(1) Very frequently	(1) Very frequently
(2) Regularly	(2) Regularly	(2) Regularly
(3) Occasionally	(3) Occasionally	(3) Occasionally

3. Major role played in deciding the selecting the dress

a) Self b) Spouse c) Parents d) Children e) Others

4. Do you purchase the dress on special occasion like

Birth day	Yes / No
Wedding Day	Yes / No
Festivals	Yes / No
Any special occasions	Yes / No

III. The roles of following factors in deciding of the purchase of readymade textiles

a) Very High b) High c) Neither High nor Low

d) Low e) Very Low

1. Fashion

a) Male dress	( )
b) Female dress	( )
c) Children dress	( )

2. Uniqueness

a) Male dress ( )

b) Female dress ( )

c) Children dress ( )

3. Brand

a) Male dress ( )

b) Female dress ( )

c) Children dress ( )

4. Colour

a) Male dress ( )

b) Female dress ( )

c) Children dress ( )

5. Comfort

a) Male dress ( )

b) Female dress ( )

c) Children dress ( )

6. Climate suitability

a) Male dress ( )

b) Female dress ( )

c) Children dress ( )

7. Easy for care

a) Male dress ( )

b) Female dress ( )

c) Children dress ( )

8. Durability

a) Male Dress ( )

b)Female Dress ( )

c) Children Dress ( )

9. Sex appropriateness

a) Male Dress ( )

b)Female Dress ( )

c) Children Dress ( )

10. Fitting

a) Male dress ( )

b)Female Dress ( )

c) Children dress ( )

11. Price

a) Male Dress ( )

b)Female Dress ( )

c) Children Dress ( )

12. Quality

a) Male Dress ( )

b)Female Dress ( )

c) Children Dress ( )

13. Innovative Design

a) Male Dress ( )

b)Female Dress ( )

c) Children Dress ( )

IV. The role of following factors in selecting stores preference

a) Very High b) High c) Neither High nor Low
d) Low e) Very Low

1. Nearer to home ( )
2. Nearer to work ( )
3. Availability of quality goods ( )
4. Reasonable price ( )
5. Availability of variety of goods ( )
6. Prompt service ( )
7. Extension of credit ( )
8. Offers and Discounts ( )
9. Ambience ( )
10. Salesmen Approach ( )
11. Publicity ( )

Whether you will change the decision regarding purchase due to these factors

a) Very High b) High c) Neither High nor Low
d) Low e) Very Low

1. Offers and discounts ( )
2. Gifts ( )
3. Fashion ( )
4. Uniqueness ( )
5. Quality ( )
6. Good Salesmanship ( )

The role of following promotion strategies in your decision making of textiles

a) Very high b) High c) Neutral d) Very Low

(i) Advertisement

Press ( )

Electronic ( )

(ii) Offers:

Cash offers ( )

Coupons ( )

Exchange ( )

Discount ( )

Gifts ( )

V. Consumers opinion on various elements of purchase behaviour

Information Gathering

a) Strongly Agree b) Agree c). Neutral d) Disagree e) Strongly Disagree

1) I always collect information about recently selling brands and designs ( )

2) I collect information about price at different places ( )

3) I look for the variety of dress ( )

4) I discuss with my friends and colleagues about quality of dress for costly purchase ( )

5) I compare the quality proportionate to the price ( )

Purchase Decision

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly Disagree

1) I am often feel confused because there are many brands to choose ( )
2) The more information about dress I learn, it is harder to choose the best ( )
3) It always confuses me when I have much information on different brands. ( )
4) I look carefully to find clothes with the best value for money ( )
5) I carefully calculate how much I spent for shopping dresses ( )
6) I want to materialize the purchase through single payment / credit purchase ( )
7) I always evaluate the product the product and proportionate price ( )

Shopping Behaviour

a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly Disagree

a) I usually shop different brands ( )
b) It is fun to buy new clothes ( )
c) Buying clothes is a pleasant activity for me ( )
d) I enjoy shopping for dress material ( )
e) Shopping is fun. ( )

Brand Behaviour

a) Strongly Agree b) Agree c). Neutral d) Disagree e) Strongly Disagree

1) I usually purchase dress from reputed international clothing brands ( )

2) I always stick on to the same brand ( )

3) I usually purchase more expensive brands ( )

4) The brand purchased possess reasonable price ( )

5) The specialty stores offer me the best choice of brands. ( )

6) My purchase brand regularly possess trendy style ( )

7) Brand possess special qualities. ( )

Quality

a) Strongly Agree b) Agree c). Neutral d) Disagree e) Strongly Disagree

1. Casual wear with the best quality are usually my choice ( )

2. When I want to buy clothes, I try to get the best or perfect choice ( )

3. I consider the purchase of dress with much thought and care ( )

4. I use much time and effort to by the best quality dress ( )

5. My standards and expectation on the quality of dress I bought are very high ( )

Impulsiveness / Careless Buying

a) Strongly Agree b) Agree c). Neutral d) Disagree e) Strongly Disagree

1. I should plan my purchase more carefully than I do ( )
2. I am not meticulous when purchasing ( )
3. Often I make careless purchase and later I wish I had not ( )
4. I take time to shop carefully for best buys ( )
5. I carefully watch how much I spend ( )
6. I never go to the shop, I purchase only through sales representative ( )