

## APPENDIX A

### I. SOME INFORMATION ABOUT YOU

(Check appropriate box, only one answer)

1. Age :

49.3%	18-24
20.0%	25-34
14.7%	35-49
6.7%	50-64
9.3%	65 or older

2. Sex :

65.3%	Female
34.7%	Male

3. Present Marital Status :

52.3%	Single (never married)
41.3%	Married
4.0%	Windowed
2.7%	Divorced or separated

4. Yearly Family Income: (Individual income if not married)

9.3%	Less than \$10,000
32.0%	\$10,000 - \$14,999
42.7%	\$15,000 - \$24,999
9.3%	\$25,000 - \$34,999
6.7%	\$35,000 or more

## II. SHOPPING BEHAVIOR

	Amount of Agreement				
	Strongly Agree	Uncer- Agree	tain Disagree	Strongly Disagree	
1. While grocery shopping, I look for "sales" or "specials".....	42.00%	42.8%	4.2%	9.2%	1.8%
2. I am influenced by advertisements .....	8.2%	41.3%	18.5%	24.3%	7.7%
"specials".....	42.00%	42.8%	4.2%	9.2%	1.8%
3. I often ask my friends' advice regarding which brand to buy .....	14.2%	11.5%	4.3%	34.6%	35.4%
4. When I see a new brand on the shelf, I often try .....	2.1%	21.0%	29.4%	39.4%	12.7%
5. I see grocery discount coupons whenever possible .....	22.3%	30.9%	9.6%	27.9%	9.3%
6. I dislike grocery shopping .....	11.5%	24.8%	14.4%	38.1%	11.2%
7. I usually make out a grocery list before I go shopping .....	38.6%	33.1%	5.0%	16.7%	6.6%
8. I enjoy cooking .....	31.7%	39.82	9.3%	13.1%	6.7
9. When purchasing my favorite items, I stick to name brands..	13.3%	39.1%	12.2%	27.1%	8.2%
10. I believe in shopping at more than one grocery store to find the best buys .....	9.0%	19.9%	15.4%	42.7%	13.0%

III. BRAND ATTITUDES AND PERCEPTIONS  
National Brand Category

	Amount of Agreement				
	Strongly Agree	Uncer- Agree	tain Disagree	Strongly Disagree	
A. This Brand Category Represents :					
1. More value for my money	6.6%	29.5%	23.9%	33.9%	6.1%
2. a high degree of reliability	30.4%	58.8%	5.8%	3.1%	.8%
3. a low degree of satisfaction	2.1%	3.2%	8.2%	67.6%	18.8%
4. a high degree of shopping convenience	12.9%	51.3%	22.9%	10.0%	2.9%
5. a high degree of prestige	24.6%	46.6%	11.4%	12.2%	51.3%
6. a high degree of quality	24.5%	57.8%	11.1%	5.0%	1.6%
B. This Brand Category Represents a Product with: (only applies to food items).					
7. a favorable taste or flavor	18.9%	71.8%	6.6%	2.1%	.5%
8. a favorable aroma	17.1%	66.6%	11.1%	4.5%	.8%
9. a favorable color	17.9%	71.3%	6.3%	3.9%	.3%
10. a low nutritional level	2.4%	6.6%	21.3%	56.9%	12.8%
11. a low nutritional level	2.4%	6.6%	21.3%	56.9%	12.8%
12. a high degree of purity	12.4%	54.9%	24.8%	6.1%	1.8%
13. a high degree of freshness	14.7%	57.6%	20.3%	5.5%	1.8%
14. a high degree of uniformity	21.3%	68.7%	8.4%	1.1%	.5%

C. This Brand Category:

15. is desirable	20.6%	64.4%	7.4%	5.8%	1.8%
16. is appealing	20.8%	67.6%	6.6%	3.4%	1.6%
17. is tempting to try	17.5%	60.8%	8.7%	11.4%	1.6%
18. is inferior	2.1%	3.4%	10.1%	65.8%	18.6%
19. is familiar to me	44.7%	51.8%	1.1%	2.1%	.3%
20. is populer among my friends	11.1%	34.5%	45.3%	8.4%	.8%
21. gives me confidence about the product	19.7%	63.7%	11.7%	3.7%	1.1%
22. is comparably lower in price	1.3%	2.4%	13.5%	56.1%	26.7%
23. encourages me to repurchase it	8.0%	46.0%	22.9%	19.1%	4.0%
24. gives me a sense of brand loyalty	9.8%	43.8%	16.9%	24.0%	5.5%
25. lack variety in selec- tion	1.6%	10.2%	20.6%	59.4%	8.3%
26. offers a smale number of container size selection	3.4%	21.2%	23.0%	42.3%	10.1%
D. The Overall Appearance of this label is:					
27. attractive	28.0%	67.0%	2.6%	1.6%	.8%
28. understandable	22.5%	70.6%	5.3%	1.1%	.5%
29. eye-catching	30.1%	60.7%	5.0%	4.0%	.3%
30. misleading	1.1%	10.4%	16.0%	61.2%	11.4%
31. informative	9.8%	57.7%	21.2%	10.8%	.5%
32. persuasive	14.9%	52.8%	18.0%	11.7%	1.6%
33. inviting	18.0%	61.9%	10.8%	7.7%	1.6%
34. When I shop for groceries, I frequently purchase this type of brand	12.5%	44.1%	6.1%	26.9%	10.4%

III. BRAND ATTITUDES AND PERCEPTIONS  
 Generic Brand Category

-----  
 Amount of Agreement  
 -----  
 Strongly                      Uncer-                      Strongly  
 Agree                      Agree    tain                      Disagree                      Disagree

A. This Brand Category Represents :						
1.	More value for my money	22.6%	38.2%	20.5%	17.1%	1.6%
2.	a high degree of reliability	1.3%	23.2%	34.5%	35.8%	5.3%
3.	a low degree of satisfaction	2.6%	23.3%	30.4%	41.5%	2.1%
4.	a high degree of shopping convenience	8.5%	45.2%	25.7%	16.7%	4.0%
5.	a high degree of prestige	.3%	4.8%	18.2%	54.8%	21.9%
6.	a high degree of quality	.3%	14.9%	34.7%	41.1%	9.0%
B. This Brand Category Represents a Product with: (only applies to food items).						
7.	a favorable taste or flavor	2.1%	43.7%	31.3%	19.5%	3.4%
8.	a favorable aroma	1.8%	42.2%	38.3%	15.6%	2.1%
9.	a favorable color	1.6%	37.5%	33.8%	23.2%	4.0%
10.	a favorable texture	1.6%	33.4%	39.5%	22.3%	3.2%
11.	a low nutritional level	2.7%	13.3%	27.3%	40.4%	6.4%
12.	a high degree of purity	1.1%	27.2%	43.8%	25.1%	2.9%
13.	a high degree of freshness	.8%	34.8%	41.4%	20.3%	2.6%
14.	a high degree of uniformity	2.1%	18.8%	27.0%	41.8%	11.1%

C. This Brand Category:

15. is desirable	7.4%	40.0%	22.1%	25.5%	5.0%
16. is appealing	3.4%	23.4%	24.1%	41.5%	7.6%
17. is tempting to try	6.1%	39.8%	16.1%	31.7%	6.3%
18. is inferior	5.3%	24.2%	31.1%	33.7%	5.8%
19. is familiar to me	26.4%	50.4%	7.4%	12.1%	3.7%
20. is populer among my friends	17.6%	34.7%	34.2%	10.5%	2.9%
21. gives me confidence about the product	1.0%	19.4%	34.1%	41.5%	3.9%
22. is comparably lower in price	45.0%	43.2%	6.3%	3.9%	1.6%
23. encourages me to repurchase it	18.7%	32.9%	23.5%	20.6%	4.3%
24. gives me a sense of brand loyalty	4.5%	15.6%	24.1%	45.8%	9.0%
25. lack variety in selec- tion	7.4%	44.6%	22.4%	23.7%	1.8%
26. offers a smale number of container size selection	9.8%	43.8%	30.2%	13.8%	2.4%

D. The Overall Appearance of this label is:

27. attractive	1.8%	8.9%	10.3%	58.7%	20.3%
28. understandable	12.6%	65.8%	9.7%	8.7%	3.2%
29. eye-catching	3.9%	23.2%	11.8%	42.4%	18.7%
30. misleading	1.3%	6.1%	24.7%	57.8%	10.1%
31. informative	5.8%	47.9%	22.2%	20.9%	3.2%
32. persuasive	1.1%	11.9%	21.2%	56.1%	9.8%
33. inviting	18.0%	61.9%	10.8%	7.7%	1.6%
34. When I shop for groceries, I frequently purchase this type of brand	22.0%	25.2%	8.2%	29.1%	15.1%

III. BRAND ATTITUDES AND PERCEPTIONS  
Private Brand Category

	Amount of Agreement				
	Strongly Agree	Uncer- Agree	tain Disagree	Strongly Disagree	
A. This Brand Category Represents :					
1. More value for my money	10.3%	58.9%	20.3%	9.7%	.8%
2. a high degree of reliability	6.1%	58.2%	25.8%	9.2%	.8%
3. a low degree of satisfaction	.5%	8.5%	22.4%	63.7%	4.8%
4. a high degree of shopping convenience	6.1%	60.8%	25.1%	6.9%	1.1%
5. a high degree of prestige	1.1%	13.8%	30.9%	47.9%	6.4%
6. a high degree of quality	4.5%	41.8%	33.0%	18.6%	2.1%
B. This Brand Category Represents a Product with: (only applies to food items).					
7. a favorable taste or flavor	7.4%	67.4%	18.7%	6.1%	.5%
8. a favorable aroma	5.8%	62.6%	26.3%	4.7%	.5%
9. a favorable color	6.1%	64.6%	21.9%	6.3%	1.1%
10. a favorable texture	5.0%	61.7%	26.9%	5.3%	1.1%
11. a low nutritional level	.8%	4.0%	28.8%	60.0%	6.6%
12. a high degree of purity	2.9%	45.6%	39.8%	10.8%	.8%
13. a high degree of freshness	3.9%	54.9%	31.2%	8.9%	1.0%
14. a high degree of uniformity	4.0%	57.9%	25.6%	11.7%	.8%

C. This Brand Category:

15. is desirable	9.2%	63.5%	16.5%	10.0%	.8%
16. is appealing	6.6%	53.4%	23.2%	15.8%	1.1%
17. is tempting to try	6.1%	51.2%	20.6%	20.8%	1.3%
18. is inferior	.5%	12.2%	23.6%	57.8%	5.8%
19. is familiar to me	27.2%	60.7%	3.4%	6.3%	2.4%
20. is populer among my friends	11.1%	35.9%	46.4%	5.8%	.8%
21. gives me confidence about the product	5.3%	54.9%	24.0%	15.3%	.5%
22. is comparably lower in price	14.3%	68.3%	11.9%	5.3%	.3%
23. encourages me to repurchase it	10.2%	56.7%	21.7%	10.7%	.8%
24. gives me a sense of brand loyalty	5.0%	28.1%	32.9%	31.6%	2.4%
25. lack variety in selec- tion	.5%	14.1%	28.4%	53.8%	3.2%
26. offers a smale number of container size selection	.8%	24.8%	37.9%	34.7%	1.9%

D. The Overall Appearance of this label is:

27. attractive	5.3%	62.5%	12.4%	19.3%	.5%
28. understandable	8.4%	85.5%	4.0%	1.8%	.3%
29. eye-catching	4.0%	48.0%	22.0%	24.4%	1.6%
30. misleading	1.1%	4.8%	17.3%	71.0%	5.9%
31. informative	4.2%	65.3%	19.9%	10.1%	.5%
32. persuasive	1.9%	31.6%	34.2%	29.4%	2.9%
33. inviting	2.7%	41.4%	27.3%	26.5%	2.1%
34. When I shop for groceries, I frequently purchase this type of brand	18.9%	44.9%	11.4%	18.9%	5.9%