**Questionnaire**

Dear participants

We are students of BS Physics at University of Management and Technology. We are doing our research on the impact of brand awareness on consumer purchase intention: The mediating effect of perceived quality and brand loyalty. Doing a part of our research, we have to collect data from the users of Nishat linen brand at UMT Johor town. Please help us by showing your ideas through this questionnaire so that I can proceed my research.

This questionnaire is of seven scale. Mark the statements by choosing the options from scale 1 strongly disagree to scale-7 strongly agree with your vision.

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Brand Awareness** | | | | | | | | |
| Sr  No. | Statement | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly agree | agree | Strongly agree |
| 1 | I know many brands having similar category of Nishat Linen brand. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | Nishat Linen brand name is not in. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Nishat Linen brand commands high awareness. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | Nishat Linen brand has strong positive associations. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **Perceived quality** | | | | | | | | |
| Sr  No. | Statement | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly agree | agree | Strongly agree |
| 1 | Nishat linen brand is of high quality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The likely quality of this brand is extremely high. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | Nishat linen brand must be of very good quality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | This brand appears to be of very poor quality. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | In this brand, it is easy to find the necessities I wanted. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | This brand was simple to approach. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **Brand Loyalty** | | | | | | | | |
| Sr  No. | Statement | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly agree | agree | Strongly agree |
| 1 | I prefer Nishat Linen brand. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | The next time I am in the market for shopping, I plan to buy the same Nishat linen brand I currently own. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I intended to keep buying the same brand for the foreseeable future. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | I am committed to my current brand of Nishat Linen. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | Next time I shop for a dress, I would be willing to pay for my Nishat linen brand than other brands. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | I am willing to invest my additional time and /or effort, just to be able to buy my favorite Nishat Linen brand. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | When purchasing it is usually very important to me which brand I purchase. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| **Purchase Intention** | | | | | | | | |
| Sr  No. | Statement | Strongly Disagree | Disagree | Slightly Disagree | Neutral | Slightly agree | agree | Strongly agree |
| 1 | I am likely to purchase Nishat Linen brand. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 2 | I am likely to frequent a store that sell Nishat linen brand products. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 3 | I am often to purchase products made by Nishat linen brand. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 4 | The probability that I would consider buying this product is very high. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 5 | My intentions would be to purchase product from Nishat Linen brand. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 6 | The probability that I would consider buying this product is very low. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 7 | My willingness to buy this product is very high. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 8 | My willingness to buy this product is very low. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

**General Questions**

Age: -----------

Department: ------------------

**Thank you very much for your cooperation!**