

Interview Relating to the Market for Jeans

Name of Group Member Conducting Survey: _____

Name of Person Interviewed: _____

1. How many pairs of jeans do you normally buy in one year? _____

2. Which brand(s) do you prefer? Why? _____

3. What is your response to the following statement?

“Name-brand jeans are terribly overpriced. The only reason so many people buy them is they are worried about what other people will think if they don’t buy the well-known brands. The generic brands of jeans are really just as good.”
