ANNEXURE I

Questionnaire A (FOR CONSUMERS)

1. Name : 

2. Address (C.M.C./K.M.C. Ward No.) : 


4. Sex : Male / Female

5. Marital status : Married / Single

6. Profession : 

7. Education : a) Graduate 
b) Post Graduate 
c) Professional Qualification


9. Do you use any of the following Brands? (Please indicate by a / )

<table>
<thead>
<tr>
<th>DETERGENT</th>
<th>TOOTHPASTE</th>
<th>COSMETICS</th>
<th>TOILET SOAP</th>
<th>SHAMPOO</th>
</tr>
</thead>
<tbody>
<tr>
<td>RIN</td>
<td>COLGATE</td>
<td>REVLOMN</td>
<td>CAMAY</td>
<td>PANTENE</td>
</tr>
<tr>
<td>SUNLIGHT</td>
<td>PEPSODENT</td>
<td>ORIFLAMEN</td>
<td>LIRIL</td>
<td>GARNIER</td>
</tr>
<tr>
<td>ARIEL</td>
<td>CLOSE-UP</td>
<td>SHENAZ</td>
<td>CINTHOL</td>
<td>CLINIC</td>
</tr>
<tr>
<td>HENKO</td>
<td>BABOOL</td>
<td>LAKME</td>
<td>PEARS</td>
<td>PLUS</td>
</tr>
<tr>
<td>SURF EXCEL</td>
<td>AQUAFRESH</td>
<td>BIOTIQUE</td>
<td>LUX</td>
<td>HEAD &amp;</td>
</tr>
<tr>
<td>ANY OTHER</td>
<td>ANY OTHER</td>
<td>ANY OTHER</td>
<td>ANY OTHER</td>
<td>SHOULDERS</td>
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<td>↓</td>
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<td>↓</td>
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</tbody>
</table>

ANY OTHER
10. If you have changed brands then please mention the brands previously used:

<table>
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</tbody>
</table>

11. Reasons for change

a) Advertisement
b) Price
c) Superior quality
d) Additional benefit / USP
e) Range / Choice

12. Are you satisfied with the brand you are now using?

a) Yes
b) No
c) Uncertain

13. If the answer to the above question is (b), give reasons for still using the brand.

a) No alternatives
b) Convenience
c) Manufacturers Goodwill
d) Quality
e) Any other, specify

14. Mention the source of your information about the brand:

a) Advertisement (mention the medium)
b) Friends
c) Displays
d) Retailer
e) Sales personnel

15. Did you encounter any problem while using the brand/product?

a) Yes
b) No
16. If the answer to question no. 15 is (a), please specify. e.g.
   a) Irregular supply
   b) Poor Quality
   c) Physical Side effects
   d) Any other

17. If the answer to question no. 15 is (a), have you sought any redressal?
   a) Yes
   b) No

18. If yes, whom did you approach?
   a) Consumer Forum
   b) Retailer
   c) Lodged complain with the producer
   d) Any NGO

19. If the answer to question no. 17 is (b), give reasons for such inaction
   a) Inconvenience
   b) Time consuming
   c) Futile exercise
   d) Any other, specify

20. What is the outcome of such complain?
   a) Product was promptly replaced
   b) Product was replaced after a few days
   c) Amount paid was returned
   d) Amount paid was not returned
   e) Dispute was settled on time
   f) Dispute not settled on time
   g) Dispute pending

21. Are you aware of the Consumer protection Act, 1986?
   a) Yes
   b) No

22. If yes, have you made any complaint under the provisions of the above Act?
   a) Yes
   b) No
23. If the answer to the above question is (b), give the reasons for such inaction.
   a) Absence of confidence in the procedure
   b) No idea about where to go and how to lodge complain
   c) Too complex and time consuming system
   d) Any other reason, specify

24. Do you have any idea about organised consumer movement?
   a) Yes
   b) No

25. Have you ever approached any consumer action forum with your grievance?
   a) Yes
   b) No

26. If yes, what was your experience?

27. Do you feel that if the complain is lodged, justice will be met?
   a) Yes
   b) No
   c) Delayed

28. Do you think that you have been misled by tall claims about the product?
   a) Yes
   b) No
   c) Uncertain

29. If Yes, then by whom?
   a) Advertisement (Marketer)
   b) Retailer
   c) Salesperson
30. Do you understand the various technical terms/details provided in the advertisement? e.g.
   a) Pro-vitamin B5 (Shampoo)
   b) Fruitamins (Shampoo)
   c) ZPTO (Shampoo)
   d) Active oxygen (Detergent)
   e) Vitamin E (Soap)

   Yes/No

31. Do you think that more stringent norms and control should be enforced by government with respect to?
   a) Stricter Regulation
   b) Quality Control
   c) Strict Law Enforcement
   d) Prompt Redressal
   e) Timely justice
   f) Information

32. Do you think that consumer movement should be strengthened in our country? Please add your comments, if any.
   a) Yes
   b) Nothing more is required
   c) No Idea
   d) Any other views.
Additional Questions made during the second (repeat) survey.

01. Are you presently using the same brand you have been using earlier?
   
   a) Yes
   b) No

02. Although you were not satisfied with quality/ rising prices / availability / performance, what are the reasons for still continuing with the brand?
   
   a) Manufacturer’s Goodwill
   b) No alternatives
   c) Convenience
   d) Product Quality
   e) Any other Reason

03. Have you seen the Advertisement ‘Jago Grahak Jago’?
   
   a) Yes
   b) No.

(Please tick the media in which seen: Print, Television, Billboards)

04. Do you know who the advertiser of ‘Jago Grahak Jago’ is?
   
   a) Yes
   b) No

05. Are you now more inspired to report problems encountered from a product?
   
   a) Yes
   b) No
   c) No change

06. How did you benefit out of such Advertisement?
   
   a) More Informed
   b) More empowered
   c) More confident
07. What were the behavioural changes resulted from such exposure?

a) Started collecting Receipts (Your behaviour earlier)
b) Became more careful about Manufacturing dates/ Best before dates. (Your behaviour earlier)
c) Asked for replacements (Your behaviour earlier)
d) Bargained for price (Your behaviour earlier)
e) Became more careful about ingredients (Your behaviour earlier)