ANNEXURE II

Questionnaire B (FOR BRAND MANAGERS)

(ITC Ltd., P and G (India) Ltd., Dabur India Ltd. (Balsara Products), Hindustan Unilever Ltd., Godrej consumer products Ltd., Lakme Lever, Henkel-Spic India Ltd., , Colgate-Palmolive India Ltd., Rekitt-Benckiser Ltd., Modi-Revlon Ltd., Nirma Ltd.)

1. Please specify the market share enjoyed by your brand/s in the following product category.

<table>
<thead>
<tr>
<th>DETERGENT</th>
<th>TOOTHPASTE</th>
<th>COSMETICS</th>
<th>TOILET SOAP</th>
<th>SHAMPOO</th>
</tr>
</thead>
</table>

2. Do you believe that your brand/s provides everything that a consumer is looking for?
   a) Yes
   b) No

3. If yes, please indicate reasons why consumers also buy your competing brand/s. Is it because of?
   a) Advertisement
   b) Sales promotion
   c) Variety
   d) Price
   e) Availability
   f) Image
   g) Different Positioning
   h) Any other
4. If the answer to the question no.2 is (b), then can you specify the areas where your product is lagging?

5. Please mention the basis of your opinion.

6. Have you taken any measures to overcome your limitations?

7. Do you engage an external advertising agency to promote your brands?

8. Do you specify any ‘theme’ or ‘image’ that the advertisement should focus or leave it to the agency?

9. Do you think that necessary information is provided alongwith your brand?

10. Do you provide any additional information other than that required under the regulatory provisions?

11. Please give details of how you respond to consumer grievances?

12. Does your company follow a code of conduct in connection with marketing practices?
   a) Yes
   b) No

13. Do you believe that consumers understand every detail of the attributes that you claim in favour of your brand?
   a) Yes
   b) No
   c) Uncertain

14. What are the reasons for using technical terms in the Advertisement?
   a) Better Credibility
   b) Superior Product Image
   c) Increase Brand Value
   d) Better Unique Selling Proposition
15. Do you think that consumers believe in what you claim while purchasing your brand?
   a) Yes
   b) No

16. Do you think that marketing environment in India is consumer friendly?
   a) Yes
   b) No

17. Do you feel that your freedom of marketing products is unduly restricted by?
   a) Legislative measures
   b) Administrative action
   c) Consumer movement

18. Please give your views on organised consumer movements.
   a) Consumer movements helps marketers cause
   b) Consumer movements influences change
   c) Consumer movements curbs marketers freedom
   d) Consumer movement limits profitability of a firm
   e) Consumer movement increases expenditure
   f) Any other

19. Please give your views on the relevance, present status and prospect of consumer movement in India.
   a) Required
   b) Not required
   c) Full literacy is required first
   d) More government initiatives required
   e) Other suggestions and views
Additional Question made during the second (repeat) survey.

20. Has there been a noticeable change among the common people in terms of the awareness relating to product quality, weight and price after the ‘Jago Grahak Jago’ campaign initiated by the Ministry of Consumer Affairs, Government of India?

a) Yes
b) No
c) Nothing Significant