Consumerism and Consumption: A study of markets in Delhi and Gurgaon

INTERVIEW SCHEDULE

Personal Identification
Name:
Age
Sex

Section-I

Consumer Durable

1. Which of the consumer durables you use at home?
2. When do you purchase/During which season of the year?
3. How important are they in your wish list?
4. How do you decide which one to go for-influences on purchase making?
5. Do you look for a specialized market or a mall is preferable?
6. When do you really change it?

Section-II

Non Consumer Durable

1. How important for you is to wear something trendy always?
2. Do you buy clothes often and why?
3. What is important for you: trend, fashion, comfort all the above or looking good quotient?
4. Do you look for brands or anything that will look good?
5. Do you also like accessories-which market is preferred: Malls, City Markets or Local market?
6. Are you on looking for the latest fashion like surfing magazines, watching commercials etc
7. Are you Modern? How do you define?
8. Major portions of your money is spent on: cosmetics, clothes, accessories, eat out, entertainment, books, electronics etc.
Section-III

Shopping Practices:

1. Mode of payment: Credit Card, Finance, cash?
2. Everytime you visit a market: are you obliged to buy something: Yes, No, Nothing really?
3. Do you buy clothes everytime: Once in a week, Once every couple of months, No more than twice a year or as per the need?
4. Do you believe in change: Yes, No, Not really?
5. Does Shopping makes you happy: Yes, No, Nothing like that?
6. Is shopping your stress buster? Yes, No, Rarely?
7. When do you shop? open mindly, as a side activity, along with some other activity as cinema, paying bills, solely for the need, time pass?
8. You go to a sales store and sales person shows you the latest stuff: Buy it, Try it and say no, Refuse to even try it, look for schemes and calculate your budget, ask them to keep it?
9. The clothes you wear as evening outfit are more than twice worn, once worn already, try and squeeze the fresh piece?
10. Your perception of fashion: What you wear is the latest trend or mix of both the above?
11. Your friends turns up wearing something really trendy. You Ask them where they got it and get impulsive to possess it?
12. How much you spend on your clothes: Most of the share of your wallet; very little of it or some of it?
13. Definition of a happy life: Enough money, no worry, possession of all the latest trends, need not think twice before you purchase, just own what you wish?
14. What is your preference of happy life;
15. How many times are you out of your credit market: Rarely, often, Never?
16. Does your income is compatible with your expenditure: Yes, No, Sometimes, Rarely?
17. Do you save invest or do think about your future?

- I have sometimes felt bad about myself for not having something. Yes No
- I have felt that others might like me more if I owned a certain item. Yes No
- An ad has made me feel that I would like myself Yes No
more, or that others would like me more, if I owned the product that the ad was selling.

- I sometimes worry about my appearance, about whether I look attractive.  

- I have felt that others might like me more if I looked different - if my face, body, skin, or hair were different.

- An ad has made me feel that I would like myself more, or that others would like me more, if I could change my appearance with the product that the ad was selling.

- I would like others to form their opinion of me based on:

  _____ what I look like and what I own

  _____ my personality and character