QUESTIONNAIRE
A STUDY OF CONSUMER BEHAVIOR TOWARDS HOUSEHOLD CONSUMER DURABLES IN VELLORE DISTRICT, TAMILNADU

QUESTIONNAIRE

I. PERSONAL DATA:

01. Name

02. Place of Living
   a) Vellore  □
   b) Ambur  □
   c) Thirupattur  □
   d) Vaniyambadi □
   e) Gudiyatham □
   f) Valajapet □
   g) Ranipet □
   h) Arcot □
   i) Arakkonam □

03. Age
   a) Below 25 □
   b) 25-30 □
   c) 31-40 □
   d) Above 40 □

04. Sex
   a) Male □
   b) Female □

05. Qualification
   a) Up to SSLC □
   b) +2 □
   c) Technical Diploma □
   d) Graduate □
   e) P.G & above □
   f) Professional Course □

06. Marital status
   a) Married □
   b) Unmarried □

07. Income range [In rupees for per month]
   a) Below 5000 □
   b) 5001-10,000 □
   c) 10,001-15,000 □
   d) 15001-20,000 □
   e) 20,001 & above □
08. Occupation
   a) Govt. service
   b) Employee in private organization
   c) Business
   d) Self employed
   e) Agriculturists
   f) Housewives
   g) Any other – (specify)

09. Types of family
   a) Joint
   b) Nuclear

10. Size of family
   a) 2 members
   b) 3 members
   c) 4 members
   d) 5 members
   e) Above 6 members

II. MARKETING INFORMATION: - (GENERAL)

11. How knowledgeable are you about Household consumer durables?
   a) Unknowledgeable
   b) Somewhat knowledgeable
   c) Knowledgeable
   d) Very knowledgeable

12. Through what means of media do you come to know about Household consumer durables?
   a) TV
   b) Radio
   c) Newspaper
   d) Magazines
   e) Friends
   f) Colleagues
   g) Neighbours

13. Which means of media is a reliable source of information?
   a) Television
   b) Radio
   c) Newspaper
   d) Magazines
   e) Friends
   f) Colleagues
   g) Neighbours
   h) Trade association
14. You buy Household consumer durables because of
   a) Value of money  
   b) Better performance  
   c) Low price  
   d) Emotional value  
   e) Gives social status  
   f) High quality  
   g) Possessed by other

15. You feel the price of Household consumer durables is:
   a) Not high  
   b) Somewhat High  
   c) High  
   d) Very high

16. How would you prefer to buy the Household consumer durables?
   a) With high quality  
   b) With reasonable quality  
   c) With low quality

17. Who influenced your purchase decision?
   a) Self  
   b) Wife/ Husband  
   c) Children  
   d) Parents  
   e) Friends  
   f) Neighbours

18. Would you be ready to buy Household consumer durables without warranty?
   a) Yes  
   b) No

19. Are you satisfied with the warranty period offered by the seller?
   a) Yes  
   b) No

20. Do you would prefer to buy Household consumer durables only /with promotional offer like?
   a) Discount offer  
   b) Price cut  
   c) Rebate  
   d) Free gift  
   e) Special offer  
   f) Exchange offer  
   g) Without promo offer
21. You prefer to buy Household consumer durables only on
   a) Cash
   b) Full credit
   c) Installment credit
   d) Hire purchase
   e) Use of credit card

22. To what extent are you influenced to make purchase of Household consumer durables by following factor?

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Minor influenced</th>
<th>Fair influenced</th>
<th>More influenced</th>
<th>Major influenced</th>
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</thead>
<tbody>
<tr>
<td>a) Promotional offer</td>
<td>☐</td>
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<tr>
<td>b) Low price</td>
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<tr>
<td>c) Emotional value</td>
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<tr>
<td>d) Value for money</td>
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<td>e) Gives comfort in life</td>
<td>☐</td>
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<tr>
<td>f) After sales service &amp; warranty</td>
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<tr>
<td>g) Gives the social status</td>
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<tr>
<td>h) Improves standard of living</td>
<td>☐</td>
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<td>☐</td>
<td>☐</td>
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<tr>
<td>i) Quality of product</td>
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</tbody>
</table>

23. To what extent are you influenced to make purchase of Household consumer durables by the following persons?

<table>
<thead>
<tr>
<th>Attributes</th>
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<th>Major influenced</th>
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<tbody>
<tr>
<td>a) Father/husband</td>
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<td>b) Mother/wife</td>
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<td>c) Husband &amp; Wife both</td>
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<td>d) Children</td>
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<td>e) Grandparents</td>
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<td>f) Servant maid</td>
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<tr>
<td>g) Friends &amp; neighbours</td>
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<tr>
<td>h) Colleagues</td>
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</tbody>
</table>

24. Who would normally buy the Household consumer durables?
   a) Father or husband
   b) Mother or wife
   c) Husband & wife or both
   d) Grand parents
   e) Sons/daughters
   f) Others

25. How much satisfied are you with the product and service, after using them?
   a) Dissatisfied
   b) Satisfied
   c) Highly satisfied
III. INFORMATION ABOUT WASHING MACHINE:

26. Do you have a washing machine at home?
   a) Yes □
   b) No □

27. What brand of washing machine do you have?
   a) BPL □
   b) Onida □
   c) Videocon □
   d) Voltas □
   e) Whirlpool □
   f) Samsung □
   g) LG □
   h) Kenstar □
   i) Electrolux □
   j) Other □

28. What type of washing machine would you prefer to have?
   a) Semiautomatic System □
   b) Fully automatic System □
   c) Any other—specific □

29. How influenced are you for purchasing washing machine by the following factors?

<table>
<thead>
<tr>
<th>Attributes</th>
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<th>More Influenced</th>
<th>Major influenced</th>
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</thead>
<tbody>
<tr>
<td>a) Heavy work at home</td>
<td>□</td>
<td>□</td>
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<td>□</td>
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<tr>
<td>b) Convenience for washing</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>c) Time saving</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>d) Relief from manual wash</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>e) Better washing</td>
<td>□</td>
<td>□</td>
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<tr>
<td>f) Possessed by others</td>
<td>□</td>
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<td>□</td>
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<tr>
<td>g) Value for money</td>
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</tbody>
</table>

30. How influenced are you to choose a particular brand of washing machine?

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<th>Attributes</th>
<th>Minor influenced</th>
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<th>More Influenced</th>
<th>Major influenced</th>
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</thead>
<tbody>
<tr>
<td>a) Low price</td>
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<td>□</td>
<td>□</td>
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<tr>
<td>b) Promotional offer</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>c) Safety of clothing</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>d) Semiautomatic system</td>
<td>□</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>e) Fully automatic system</td>
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<tr>
<td>f) After sale warranty</td>
<td>□</td>
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<tr>
<td>g) Less quantity of water required</td>
<td>□</td>
<td>□</td>
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<tr>
<td>h) Less power consumption</td>
<td>□</td>
<td>□</td>
<td>□</td>
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<tr>
<td>i) Large capacity</td>
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</tbody>
</table>
31. You have not purchased the washing machine because of
   a) High price   □
   b) No value for money □
   c) No quality   □
   d) Not safe for use of home □
   e) Other reasons □

32. Would you like to buy washing machine?
   a) Yes □
   b) No □

33. How much price would you prefer to pay for a washing machine?
   a) Below 10000 □
   b) 10001-15000 □
   c) 15001-20000 □
   d) 20001 and above □

34. Are you satisfied with the quality and price of existing washing machine?
   a) Highly satisfied □
   b) Satisfied □
   c) Dissatisfied □

35. How often your washing machine gets repaired?
   a) Frequently □
   b) Rare □
   c) Very rare □
   d) Not yet □

IV. INFORMATION ABOUT TELEVISION: -

36. Do you have a television at home?
   a) Yes □
   b) No □

37. What brand of television do you have?
   a) BPL □
   b) Solider □
   c) Sharp □
   d) Videocon □
   e) LG □
   f) Kenstar □
   g) Philips □
   h) Crown □
   i) Sony □
   j) Sansui □
   k) Other □
38. What type of Television do you have?
   a) Black & white
   b) Colour TV

39. What is the screen size of television you have now?
   a) 14”
   b) 20”
   c) 21”
   d) 25 and above

40. How influenced are you for purchasing CTV by the following factors?

<table>
<thead>
<tr>
<th>Attributes</th>
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<th>Major influenced</th>
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<tbody>
<tr>
<td>a) Low price</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>b) Good entertainment</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>c) Give social status</td>
<td>☐</td>
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<tr>
<td>d) Improve stand of living</td>
<td>☐</td>
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<tr>
<td>e) To know current information</td>
<td>☐</td>
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<tr>
<td>f) Became a way of living</td>
<td>☐</td>
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<tr>
<td>g) Possessed by other</td>
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</table>

41. How influenced are you to choose a particular brand of TV/CTV?

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<tr>
<th>Attributes</th>
<th>Minor influenced</th>
<th>Fair influenced</th>
<th>More influenced</th>
<th>Major influenced</th>
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<tbody>
<tr>
<td>a) Low price</td>
<td>☐</td>
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<tr>
<td>b) Promotional offer</td>
<td>☐</td>
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<tr>
<td>c) Clarity of picture</td>
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<td>d) Good looking at design</td>
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<td>e) Familiar brand</td>
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<td>☐</td>
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<tr>
<td>f) After sale warranty</td>
<td>☐</td>
<td>☐</td>
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<td>g) Large number of channel</td>
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<tr>
<td>h) Remote and locking system</td>
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</table>

42. You have not purchased the Television because of

   a) High price
   b) No value for money
   c) No quality
   d) Not safe for use of home
   e) Other reasons
43. Would you prefer to buy a TV-CTV?
   a) Yes □
   b) No □

44. How much price would you prefer to pay for CTV?
   a) Below 5000 □
   b) 5000-10,000 □
   c) 10,001-15,000 □
   d) 15,001-20,000 □
   e) 20,001 and above □

45. Are you satisfied with the quality and price of existing Television?
   a) Highly satisfied □
   b) Satisfied □
   c) Dissatisfied □

46. How often your Television gets repaired?
   a) Frequently □
   b) Rare □
   c) Very rare □
   d) Not yet □

V. INFORMATION ABOUT REFRIGERATOR:

47. Do you have refrigerator at home?
   a) Yes □
   b) No □

48. What brand of refrigerator do you have?
   a) BPL □
   b) LG □
   c) Samsung □
   d) Videocon □
   e) Electrolux □
   f) Whirlpool □
   g) Godrej □
   h) Onida □
   i) TCL □
   J) Others □

49. What type of refrigerator would you prefer to have?
   a) Single door □
   b) Double door □
50. How influenced are you for purchasing refrigerator by the following factors?

<table>
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<tr>
<th>Attributes</th>
<th>Minor influenced</th>
<th>Fair influenced</th>
<th>More influenced</th>
<th>Major influenced</th>
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<tbody>
<tr>
<td>a) Low price</td>
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<tr>
<td>b) Gives social status</td>
<td></td>
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<tr>
<td>c) Improve stand of living</td>
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<td>d) To know current</td>
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<td>e) Became a way of living</td>
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<tr>
<td>f) Possessed by other</td>
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51. How influenced are you to choose a particular brand of refrigerator?

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<th>Attributes</th>
<th>Minor influenced</th>
<th>Fair influenced</th>
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<th>Major influenced</th>
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<tbody>
<tr>
<td>a) Low price</td>
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<tr>
<td>b) Promotional offer</td>
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<tr>
<td>c) Good looking design</td>
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<tr>
<td>d) Familiar brand</td>
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<tr>
<td>e) After sale warranty</td>
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<tr>
<td>f) Safety of things</td>
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<tr>
<td>g) Double door system</td>
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<tr>
<td>h) Single door system</td>
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</table>

52. You have not purchased the refrigerator because of

- a) High price
- b) No value for money
- c) No quality
- d) Not safe for use of home
- e) Other reasons

53. Would you like to buy a refrigerator?

- a) Yes
- b) No

54. How much price would you prefer to pay for a refrigerator?

- a) 5000-10,000
- b) 10,001-15,000
- c) 15,001-20,000
- d) 20,001 and above

55. Are you satisfied with the quality and price of existing refrigerator?

- a) Highly satisfied
- b) Satisfied
- c) Dissatisfied
56. How often your refrigerator gets repaired?
   a) Frequently  □
   b) Rare  □
   c) Very rare  □
   d) Not yet  □

VI. INFORMATION ABOUT MIXIE:

57. Do you have Mixie at home?
   a) Yes  □
   b) No  □

58. What brand of Mixie do you have?
   a) Preethi  □
   b) Butterfly  □
   c) Prestige  □
   d) Kenstar  □
   e) Anjali  □
   f) Smith  □
   g) Cromptor Greaves  □
   h) LG altra  □
   i) Usha Lexus  □
   j) Premier  □
   k) Maharaja  □
   l) Any other  □

59. How influenced are you for purchasing Mixie by the following factors?

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<tr>
<th>Attributes</th>
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<tbody>
<tr>
<td>a) Heavy work at home</td>
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<tr>
<td>b) Convinced for cooking</td>
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<td>□</td>
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<tr>
<td>c) Time saving</td>
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<tr>
<td>d) Value for money</td>
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<tr>
<td>e) Social status</td>
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<tr>
<td>f) Improve standard of living</td>
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<tr>
<td>g) Possessed by others</td>
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</table>

60. How influenced are you to choose a particular brand of Mixie?

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<tr>
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<td>c) Good looking design</td>
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<td>d) Familiar brand</td>
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<td>e) After sale warranty</td>
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<td>f) Less power consumption</td>
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<tr>
<td>g) Good quality</td>
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<tr>
<td>h) Large capacity</td>
<td>□</td>
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</tbody>
</table>
61. You have not purchased the Mixie because of
   a) High Price
   b) No value for money
   c) No quality
   d) No safe use at home
   e) Other reason

62. Would you like to buy Mixie?
   a) Yes
   b) No

63. How much price would you prefer to pay for Mixie?
   a) 1000-2000
   b) 2001-3000
   c) 3001-4000
   d) 4001 and above

64. Are you satisfied with the quality and price of existing Mixie?
   a) Highly satisfied
   b) Satisfied
   c) Dissatisfied
   d) Highly dissatisfied

65. How often your Mixie gets repaired?
   a) Frequently
   b) Rare
   c) Very rare
   d) Not yet

VII. INFORMATION ABOUT WET GRINDER:

66. Do you have a wet grinder at home?
   a) Yes
   b) No

67. What brand of wet grinder do you have?
   a) Preethi
   b) Butterfly
   c) Cromptor Greaves
   d) LG altra
   e) Maharaja
   f) Sowbaghya
   g) Amrita
   h) Lakshmi
   i) Altra
   j) Vijayalakshmi
   k) Everest
   l) Any Other(local)
68. What is the capacity of wet grinder that have now?
   a) 1 Kg □
   b) 2 Kg □
   c) 3 Kg □
   d) 5 Kg □

69. Which type of wet grinder do you have now?
   a) Single Stone – chain type □
   b) Double Stone – tilting type □
   c) Triple Stone – tilting type □
   d) Table wet grinder □

70. How influenced are you for purchasing wet grinder by the following factors?

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Minor influenced</th>
<th>Fair influenced</th>
<th>More Influenced</th>
<th>Major Influenced</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Heavy work at home</td>
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<tr>
<td>b) Convinced for cooking</td>
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<tr>
<td>c) Time saving</td>
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<td>□</td>
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<tr>
<td>d) Value for money</td>
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<tr>
<td>e) Social status</td>
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<td>f) Improve standard of living</td>
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<tr>
<td>g) Relief from manual work</td>
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<tr>
<td>h) Possessed by others</td>
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</table>

71. How influenced are you to choose a particular brand of wet grinder?

<table>
<thead>
<tr>
<th>Attributes</th>
<th>Minor influenced</th>
<th>Fair influenced</th>
<th>More Influenced</th>
<th>Major Influenced</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Low price</td>
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<td>□</td>
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<tr>
<td>b) Promotional offer</td>
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<tr>
<td>c) Good looking design</td>
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</tbody>
</table>

72. You have not purchased the wet grinder because of
   a) High price □
   b) Low quality □
   c) Not safe for used at home □
   d) Other reason □

73. Would you like to buy a wet grinder?
   a) Yes □
   b) No □
74. How much price would you prefer to pay for wet grinder?
   a) Below 2000  
   b) 2001-3000  
   c) 3001-4000  
   d) 4001 and above  

75. Are you satisfied with quality and price of existing wet grinder?
   a) Highly satisfied  
   b) Satisfied  
   c) Dissatisfied  

76. How often your wet grinder gets repaired?
   a) Frequently  
   b) Rare  
   c) Very rare  
   d) Not yet  