Annexure (III)

Questionnaire

Please take a few minutes to complete this survey. Your specific answers will be completely anonymous, but your views, in combination with those of others, are extremely important. This survey is regarding the brand preference of mobile phones and the switching behavior of the customer in relation to the different demographic factors. The responses given will be used for the academic purpose to complete my Doctoral program in Management.

Name:__________________________________________________________

Gender: MALE    FEMALE

Age: 18-28 years   29-39 years   40-50 years   51 &above

Occupation: Service   Business   Professional   Student   Housewife

Income (Rs.): Dependent   Below 20000   20001-40000   40001-60000   Above 60000

Education: Upto 10th   Upto 12th   Graduate   Post graduate   Others

Q1) Do you own a mobile handset

Yes    No

Q2) If yes, how many mobile handsets do you have?

One   Two   Three   Four or more
Q3) Which brand of mobile phone(s) are you presently using

Nokia  LG  Samsung  Reliance  Blackberry  Apple
Motorola  Sony  Micromax  Tata  HTC  Philips

Q4) Apart from you, how many of your family members have a mobile phone handset.

Spice  Videocon  Others
None  One  Two  Three  More than three

Q5) Which brand of mobile phone they are currently using.

Nokia  LG  Samsung  Reliance  Blackberry  Apple
Motorola  Sony  Micromax  Tata  HTC  Philips
Spice  Videocon  Others

Q6) Do you prefer luxurious mobile phone

Yes  No

Q7) How much you would be prepared to pay for mobile handset

Less than 10000  10000-20000  20001-30000  30001 and above

Q8) How long have you been using the present brand of mobile handset.

Less than year  One year  Two years  Three years  More than three years

Q9) Rank the following factors influencing your purchase decision in order of their importance. (1 being the most important and 5 being the least important)

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<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tr>
<td>Brand name</td>
<td>Value for Price</td>
<td>Reference</td>
<td>Shopkeepers suggestions</td>
<td>Good battery life</td>
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Q10) Based on the past experience with your current mobile phone, state the level of satisfaction.

- Highly dissatisfied
- Dissatisfied
- Neither satisfied nor dissatisfied
- Satisfied
- Highly satisfied

Q11) How likely are you to change your mobile phone brand in the near future.

- Very unlikely
- Unlikely
- Neither likely nor unlikely
- Likely
- Very Likely

Q12) What are the reasons for changing your present mobile phone brand. (1 being the least important and 5 being the most important)

<table>
<thead>
<tr>
<th>Brand name</th>
<th>No value for Price</th>
<th>Reference</th>
<th>Shopkeepers suggestions</th>
<th>Poor Features</th>
<th>1</th>
<th>2</th>
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</table>
Battery problem
Brand ambassador
Physical appearance
Limited Utility
Small display screen
Not user friendly
No dual SIM card
For 3G service
Operating system (java, windows etc)
No extendable memory

Q14) Rate the features which you would like to prefer in your mobile handset. (1 being the least important and 5 being the most important)  1  2  3  4  5
Bluetooth
Wi-Fi
High definition camera
GPS/GPRS
Document editor
Security options
Key pad
Dictionary and spell check
Games
Volume of speaker
Others please specify

Q13) Would you recommend your current brand to anyone else
Yes  No

Q15) The performance of your mobile handset is as per your expectation.
Yes  No
Q16) Are you satisfied with the features of the mobile hand set which you are currently using?

Yes  No

Q17) Is your mobile hand set a reliable product delivering what had been promised?

Yes  No

Q18) Does your mobile hand set delivers quality meeting design standard?

Yes  No

Q19) YOUR Mobile hand set is delivering benefits without deterioration for long period of time.

Yes  No

Q20) Your mobile can be service with ease and speed.

Yes  No

Q21) The aesthetics of your mobile phone brand is the best

Yes  No

Q22) There is no difference between Perceived quality and the actual quality of your mobile phone

Yes  No

Q23) Any other suggestions

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Annexure (IV)

PAPER PRESENTED

1. Paper presented in International Research conference on Retail in the globalized era organized by IFEEL (institute for future education entrepreneurship and leadership).
   Title of the Paper: “A Comparative Study Between Aortal and Vodafone Users in City Of Mumbai”.

   Title of the Paper: “Influence of Gender Towards brand Choice of Cell Phone Users in Mumbai.”

   Title of the Paper: “Emerging Trends In Rural Markets, Special Reference To Cellular Phone Service Providers.


5. Paper presented in National Seminar on innovative Marketing Strategies- Rural Perspective Organized By Lala Lajpat Rai Institute of Management.

PARTICIPATED
1) In Workshop on “Skills Required for Research” organized by Thakur Institute of Management Studies and Research.

2) In Workshop on Career Building Before And After Job Organized by Lala Lajpat Rai college Under UGC XI Plan.

3) In Faculty Development Program On Research Methodology (A National Workshop) Conducted By SPSS South Asia and KB/ KC College of Engineering and Management Research.

4) In National Level Seminar on “Statistical Application in Commerce and Humanities” organized by Department of Mathematics and Statistics.

5) In National Seminar on Innovate or Evaporate: Financial Innovations- opportunities and Challenges”

PAPER PUBLISHED


