BIBLIOGRAPHY


4. Dr. N. Rajan Nair – Marketing.


QUESTIONNAIRE

A STUDY ON CONSUMER PREFERENCE WITH SPECIAL REFERENCE TO TOOTHPASTE IN METTUR TOWN

1. Name: 

2. Address: 

3. Sex

( ) Male  ( ) Female

4. Educational qualification

( ) SSLC  ( ) Diploma/Graduate  ( ) H.Sc.

( ) Post-graduate  ( ) Professional  ( ) Others

5. Occupation

( ) House Wife  ( ) Student  ( ) Businessman

( ) Employed  ( ) Educated Employed ( ) Others

6. Income Level

( ) Below 3000

( ) 3000-4000

( ) 4000-5000

( ) Above 5000
7. Which paste do you use?

( ) Colgate
( ) Close-up
( ) Pepsodent
( ) Promise
( ) Cibaca
( ) Anchor.
( ) Forehands
( ) Vicco Vajrandanti
( ) Babool
( ) Gobal
( ) Neem
( ) Acquafresh
( ) Meswak
( ) Glistter
( ) Any other (Please Specify)

8. Which age group do you belong to

( ) Children
( ) Teen-ages
( ) Adult
9. Which media induced you to purchase that particular brand.

( ) Television
( ) Newspaper/Magazine
( ) Radio
( ) Salesman

10. What is the reason for preferring that particular brand of Toothpaste?

( ) Dentis'ts Advise
( ) Price
( ) Quality
( ) Fashion
( ) Attractive Packing

11. How many times would you use in a day?

( ) Only once
( ) Twice

12. How often would you buy in a month?

( ) Once
( ) Twice

13. Do you have the idea of changing the brand that you are using now?

Yes/No
14. Do you have habit of comparing the paste that you are using now with different brands?

   Yes/No

15. Family size

   ( ) Below 5
   ( ) 5-8
   ( ) Above 8

16. How much would you spend in a month?

   ( ) Below 25
   ( ) 25-40
   ( ) 40-55
   ( ) Above 55

17. Where do you usually buy the paste?

   ( ) In a particular shop
   ( ) From many convenient shop
   ( ) Departmental Store
   ( ) Salesman

18. What special feature of the product attracted you?

   ( ) Freshness
   ( ) Gel
( ) Calcium
( ) Floride

19. What do you think about the price of the paste you are using now?

( ) High
( ) Low
( ) Reasonable

20. Do you want any changes in the nature of the paste that you are using now?

Yes/No

If yes what kind of change in the nature you need.

( ) Flavour ( ) Colour

( ) Gel

21. Will you change the paste that you are using now due to the following reasons?

( ) Price Increase
( ) Advertisement
( ) Non-availability
( ) Dentist’s Advice