• Appendices
  • Annexure

• References
  • Bibliography
RESEARCH PROJECT

Q1. Name

Q2. How old are you?

Q3. Are you? Male 0 Female 0

Q4. Education:
   - Below Matriculation 0
   - Matriculation 0
   - Graduate only 0
   - Post Graduate 0
   - Others Please Write In .....................................

Q5. Which of these best describes your profession?

Q6. What is your annual income?

Q7. Do you own a car, if yes: -
   Company
   Brand

Q8. Which of these best describes your home?

Q9. Which of these best describes you?
   Married 0
   Unmarried/Widowed/Divorced 0

Q10. How would you define your status in the family?

Q11. How do you plan out the purchase of any consumer durables?
   Savings 0
   Credit 0
   Cash 0

Q12. Can I check do you purchase consumer durables at all?

Q13. Which consumer durables do you use:
   - Group A: Entertainment:
   - Group B: House Hold Appliances:
   - Group C: Utilities:

Q14. Which factors affect the purchase of consumer durables?
   Group A
   Group B
   Group C

Q15. When do you purchase any durable?

Q16. When did you last buy the consumer durables?
   Group A
   Group B
   Group C

Q17. Which of the above durable do you purchase this year?
   Group A
   Group B
   Group C

Q18. Which of the following durables have you purchase before last year? (Mention the year)
   Group A
   Group B
   Group C

RESPONSE: - .......
Focus Group
Q19. Which of the following consumer durables have you bought in the past but do not use now?
   Group A
   Group B
   Group C

Q20. Which brands of durables do you own?
   Group A
   Group B
   Group C

Q21. Which is your favourite brand of durables?
   Group A
   Group B
   Group C

Q22. When do you intend to do the next purchase of durables (Time period)?
   Group A
   Group B
   Group C

Q23. From where do you purchase the consumer durables?
   Group A
   Group B
   Group C

Q24. Reasons for repeat purchase :-
   Group A
   Group B
   Group C

Q25. Source of information for consumer durables you purchase :-
   Group A
   Group B
   Group C

Q26. Which durables can you recall having seen or heard advertising in the past?
   Group A
   Group B
   Group C

Q27. Could you describe the advertising you remember best?

Q28. How would you rate promotion strategy, which effects your purchase decision?
   Group A
   Group B
   Group C

Q29. When you have purchased the consumer durables rate the involvement of your family members –
   Father
   Mother
   Sister
   Wife
   Children
   Friends

THANKS FOR YOUR COOPERATION
RESEARCH PROJECT
Survey Questionnaire : P-1

Q.1 Name: __________________________

Q.2 How old are you?
15-19 □ 20-24 □ 25-34 □ 35-44 □ 45-54 □ 55-64 □ 65 & above □

Q.3 Are you?
Male □ Female □

Q.4 Education :
Below Matriculation □ Matriculation □ Graduate □ Post Graduate □
Other please write in __________________________

Q.5 Which of the best describes your job?
Managerial □ Professional □ Clerical □ Businessman □ Student □
Retired □ Unemployed □ Farmer □ Other __________________________

Q.6 Income level :
<50,000 □ 50,000 to 75,000 □ 75,000 to 1,50,000 □
1,50,000 to 3,00,000 □ 3,00,000 & above □

Q.7 Which of these best describes you? And how many members live in your family?
Married □ Single / Widowed / Divorced □
Two/three/four/five/six/seven/eight/ten/twelve/fifteen.

Q.8 Which of these you own :-
Four wheeler (car) one two three four Brand________
Two wheeler one two three four Brand________

Q.9 Your Life Style :-
You wear - Shirts Brand________ Unbranded □ Tailor Made □
Trousers Brand________ Unbranded □ Tailor Made □
Shoes Brand________ Unbranded □

You visit Restaurant with friends/family :- Daily □ Once in a week □ Occasionally □

Q.10 Which of these best describes your home?
Owned freehold □ Owned leasehold □ Privately rented □
Rented from housing association □ Share parent / relative’s home □

Q.11 How do you define your status in the family?
Independent □ Dependent □ Employment but dependent □

Q.12 How do you plan out the purchase of any consumer durables?
Savings □ Credit □ Cash □

Q.13 Which brands of durables do you own?
Group A:- T.V. ______ Radio _______ DVD/VCD _______ Music System_____
Others________
Group B :- W/Machine Refrigerator A.C. Mixer Micro Wave OTG Others

Group C :- Mobile Vacuum Cleaner Computer Fax machine Others

Q.14 Source of information for consumer durables you purchase:
- TV □ Radio □ Ads in Newspapers □ Magazines □ Leaflets □ From Friends □ From Sales Representatives □ From exhibition / seminars □ Others

Q.15 From where do you get the knowledge about the attributes of the product?
- Ads □ Dealers □ Sales Representatives □ Exhibitions □ Internet □ Leaflets □ Friends □

Q.16 Which factors affect the purchase of any durables?
Group A: Price □ Features □ Brand □ Technology □ Trend □ Others
Group B: Price □ Features □ Brand □ Technology □ Trend □ Others
Group C: Price □ Features □ Brand □ Technology □ Trend □ Others

Q.17 Who initiates the purchase of the above product?
Self □ Family □ Relative Friends □ Shopkeepers Agent □ Children □

Q.18 Who finalize the purchase of the above product?
Self □ Family □ Relative Friends □ Shopkeepers Agent □ Children □

Q.19 When do you purchase any durable?
- Festive season □ Obsolescence □ Cash availability □ Change in trend □ Others

Q.20 What motivates you to purchase the durable?
Advertisement □ Product Utility □ Promotion □ Status □ Others

Q.21 Which of the following consumer durables have you bought in the past but do not use now?
Group A: T.V. □ Radio □ Music System □ V.C.R □ Others
Group B: W/Machine □ Mixer □ Micro Wave □ OTG □ Others
Group C: Mobile □ Vacuum cleaner □ Computer □ Others

Q.22 Which is your favorite brand of durables?
Group A: T.V. □ Radio □ DVD/VCD □ Music System □ Others
Group B: W/Machine □ Refrigerator □ A.C. □ Mixer □ Micro Wave □ OTG □ Others
Group C: Mobile □ Vacuum Cleaner □ Computer □ Fax machine □ Others

Q.23 When do you intend to do the next purchase of durables (Time period)?
Group A: Within 3 months □ 3-6 months □ 6-12 months □ Not yet decided □
Group B: Within 3 months □ 3-6 months □ 6-12 months □ Not yet decided □
Group C: Within 3 months □ 3-6 months □ 6-12 months □ Not yet decided □
Q.24 From where do you purchase the consumer durables?
- Auth. Dealer 0
- Mandi Shops 0
- Rural Shops 0
- Co-operatives 0
- Super Bazar 0
- Friends Shop 0
- Exhibition 0
- Seconds Shop 0
- Others _____

Q.25 Reasons for repeat purchase of same brand:
- Technology 0
- Quality 0
- Trend 0
- Service 0
- Obsolescence 0
- Public Relation 0
- Service Quality 0

Q.26 Which marketing communication influence you most in purchase decision?
- Advertising 0
- Direct Selling 0
- Exhibition 0
- After sale service 0
- Others __________________

Q.27 Which brand of durables can you recall having seen or heard its advertising in the past?
- Group A
- Group B
- Group C

Q.28 Have you purchased the same brand whose advertisement you recall the most?
- Group A
  - Yes 0
  - No 0
- Group B
  - Yes 0
  - No 0
- Group C
  - Yes 0
  - No 0

Q.29 How would you rate promotions which affect your purchase decision? (Rate from 1 to 7)

<table>
<thead>
<tr>
<th>Promotion</th>
<th>Group A</th>
<th>Group B</th>
<th>Group C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discounts 1</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Offers 2</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Prizes 3</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Gifts 4</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Credit Facilities 5</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Free Services 6</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Exchange offers 7</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
</tbody>
</table>

Q.30 Who plays the following role in your family while purchasing the consumer durables

<table>
<thead>
<tr>
<th>Role</th>
<th>Group A</th>
<th>Group B</th>
<th>Group C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initiator 1</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Influencer 2</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Decider 3</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>Buyer 4</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
<tr>
<td>User 5</td>
<td>_______</td>
<td>_______</td>
<td>_______</td>
</tr>
</tbody>
</table>

THANKS FOR YOUR CO-OPERATION
SAMPLE QUESTIONARE: P-2 USED IN THE SURVEY FOR RESEARCH II
BUYING BEHAVIOR & VARIATION IN PURCHASE ORIENTATION ACROSS SOCIAL CLASS

<table>
<thead>
<tr>
<th>No.</th>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Name</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Education Level</td>
<td>Below SSC/HSC/GR/Post Graduation</td>
</tr>
<tr>
<td>3.</td>
<td>Occupation</td>
<td>Professional/Business/Govt.Job/ Private Job/Agriculture</td>
</tr>
<tr>
<td>4.</td>
<td>House Hold Income Per month</td>
<td>Below 5000/5000-10000/15000/ Above 15000</td>
</tr>
<tr>
<td>5.</td>
<td>Do you purchase any durable product (TV, Refrigerator, Automobiles &amp; Clothing) as you find these things as Reflection of your standing in society</td>
<td>Yes or No</td>
</tr>
<tr>
<td>6.</td>
<td>Do you accept new technological development &amp; application or do you avoid technology based durables like TV</td>
<td>Yes or No</td>
</tr>
<tr>
<td>7.</td>
<td>Before purchasing any durable product Do you collect any information about That product from different media and sources</td>
<td>Yes or No</td>
</tr>
<tr>
<td>8.</td>
<td>What are your sources for collecting information about durable products</td>
<td>Radio/TV/News paper others</td>
</tr>
<tr>
<td>9.</td>
<td>Is your purchase decision dependent on that Acquired information</td>
<td>Yes or No</td>
</tr>
<tr>
<td>10.</td>
<td>Where do you frequently make purchase Company of durable products like TV, Refrigerator etc.</td>
<td>Show room/other small shops</td>
</tr>
<tr>
<td>11.</td>
<td>Do you prefer to buy clothes of reputed brands like levis/van haussen etc.</td>
<td>Yes or No</td>
</tr>
<tr>
<td>12.</td>
<td>Before purchasing any durable product (TV refrigerators etc) you lay more emphasis on</td>
<td>Quality or Cost</td>
</tr>
<tr>
<td>13.</td>
<td>You belong to which religion</td>
<td>Hindu/Muslim/Christian/Sikh</td>
</tr>
<tr>
<td>14.</td>
<td>From your religion point of view which colour you normally prefer while purchasing</td>
<td>White, Black, Red, Green, others</td>
</tr>
<tr>
<td>15.</td>
<td>White colour is Associated to your religion as symbol of</td>
<td>Wedding, Sorrow, Funeral, Happiness</td>
</tr>
<tr>
<td>16.</td>
<td>Are you having credit card</td>
<td>Yes or No</td>
</tr>
<tr>
<td>17.</td>
<td>Are you concerned for future savings</td>
<td>Yes or No</td>
</tr>
</tbody>
</table>
QUESTIONNAIRE

We are conducting a survey on purchase behavior for consumer durable and would like to know your views and opinions. Would you mind spending a few minutes helping us by completing this questionnaire?

Your can answer in behalf of your family also

Q.1 Can I check do you buy durable at all? Yes............................. ☐
No..................................... ☐

Q.2 How frequently do you buy durable?

Once a month  ☐
Once every three months  ☐
Once or twice a year  ☐
Within three years  ☐
Within five years  ☐
More than five years  ☐

Q.3 Which of the following durable have you bought at all in the past?

TITAN  ☐
MARUTI ALTO  ☐

WATCHES  ☐
TIMEX  ☐
MAXIMA  ☐

FOUR WHEELER  ☐
TATA INDICA  ☐
HYUNDAI SANTRO  ☐

LG  ☐

REFRIGERATOR  ☐
WHIRLPOOL  ☐
SAMSUNG  ☐

None of these............................................................... ☐

Q.4 And which of the following durable you previously owe?

TITAN  ☐
MARUTI ALTO  ☐

WATCHES  Cox TIMEX  ☐
MAXIMA  ☐

FOUR WHEELER  ☐
TATA INDICA  ☐
HYUNDAI SANTRO  ☐

LG  ☐

REFRIGERATOR  ☐
WHIRLPOOL  ☐
SAMSUNG  ☐

None of these............................................................... ☐

Q.5 How many durable have you bought in the past MONTH ............................

Q.6 Which is your favorite durable in the following?

TITAN  ☐
MARUTI ALTO  ☐

WATCHES  ☐
TIMEX  ☐
MAXIMA  ☐

FOUR WHEELER  ☐
TATA INDICA  ☐
HYUNDAI SANTRO  ☐

LG  ☐

REFRIGERATOR  ☐
WHIRLPOOL  ☐
SAMSUNG  ☐
Q.7 Whereabouts do you buy durable?

SHOW ROOM  □  AUTHORISED DEALER  □
DEALER  □  RETAILER  □
NON DEALER  □  COMMISION AGENT  □
Other (PLEASE WRITE IN) ____________

Q.8 How do you find out information about durable?

TV  □  Radio  □
General newspapers or magazine  □  Specialist magazines  □
Direct mail  □  Leaflets  □
In my local outlet  □  From friends or colleagues  □
From sales representatives  □  From special exhibitions or seminars  □
Other (PLEASE WRITE IN) ............................................................ □
None of these--_________________________________________________ □

Q.9 How would you rate on preference wise choice for purchase?

WACHES  First  Second  Third  FOUR WHEELER  First  Second
TITAN □  MARUTI ALTO □  □  □
TIMEX □  TATA INDICA □  □  □
MAXIMA □  HYUNDAI SANTRO □  □  □
REFRIGERATOR  First  Second  Third
LG □  □  □
WHIRLPOOL □  □  □
SAMSUNG □  □  □

Q.10 Please rate the preference form the following as the basis for purchase?

Extremely required  Required  Not Required
AFTER SALES SERVICE □  □  □
PACKAGE □  □  □
DELIVERY □  □  □
FEATURES □  □  □
PERFORMANCE □  □  □
QUALITY □  □  □
AVAILABILITY □  □  □
PAYMENT OPTIONS □  □  □
BRAND NAME □  □  □
POINT OF PURCHASE □  □  □
SCHEMES □  □  □
DISCOUNTS □  □  □
PRICE □  □  □
Here are a number of statements that people have made. For each one please say how much you agree or disagree with the statement.

Q.11 I like to keep up with new technology

Agree strongly □
Agree a little □
Neither Agree nor Disagree □
Disagree a little □
Disagree a lot □

Q.12 My friends would describe me as someone who likes talking

Agree strongly □
Agree a little □
Neither Agree nor Disagree □
Disagree a little □
Disagree a lot □

Q.13 I often find myself helping in organizing clubs or community groups

Agree strongly □
Agree a little □
Neither Agree nor Disagree □
Disagree a little □
Disagree a lot □

Q.14 It’s important to me to keep up appearances and to look good

Agree strongly □
Agree a little □
Neither Agree nor Disagree □
Disagree a little □
Disagree a lot □

We would like to know a little more about you to help us understand how different people like different products and services.

Q.15 Which of these television services do you have?

Digital Television □
Satellite/Cable Television □
Don’t have digital or satellite, but have a TV □
Don’t have a TV □

Q.16 Do you have access to the Internet at home or at work?

Yes - at home □
Yes – at work □
Yes- both □
No □
Q.17 Are you?

Male □
Female □

Q.18 How old are you?

15-19 □
20-24 □
25-34 □
35-44 □
45-54 □
55-64 □
65+ □

Q.19 Which of these best describes your job?

Managerial □
Clerical □
Manual worker □
Retired □
Homemaker □
Other PLEASE WRITES IN .........

Q.20. Which of these best describes you?

Married/Living with Partner □
Single/Widowed/Divorced □

Q.21 Which of these best describes your home?

Owned free hold □
Privately rented □
Rented from council or housing association □

Q.22. Specify the roles of various members in your family on purchase of

Watches

Initiators Influencer Decider/Buyer User
Head of family □□□□
Home managers/Housewives □□□□
Youngster □□□□
Children □□□□

Fourwheeler

Initiators Influencer Decider/Buyer User
Head of family □□□□
Home managers/Housewives □□□□
Youngster □□□□
Children □□□□
<table>
<thead>
<tr>
<th>REFRIGERATOR INITIATORS</th>
<th>INFLUENCER</th>
<th>DECIDER/BUYER</th>
<th>USER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Head of family</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home managers/Housewives</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youngster</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Children</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

Name........................................................................................................

Address........................................................................................................

Contact........................................................................................................