Appendix

Questionnaire
QUESTIONNAIRE

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Course: Ph.D. (Full-time/2008-10)
Department: Commerce
University: Sri Venkateswara University, Tirupati, A.P.
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Area of specialisation: Goods marketing
Title of the research topic: "Brand loyalty of rural buyers towards FMCG products - A case study of Chittoor district in Andhra Pradesh"

BRAND LOYALTY OF RURAL BUYERS TOWARDS FMCG PRODUCTS - A CASE STUDY OF CHITTOOR DISTRICT IN ANDHRA PRADESH

Part - I: Demographic profile of the buyer

(Tick [ ] the appropriate bracket/s)

1. Name of the respondent: .................................................
2. Name of the village: ....................................................
3. Revenue division: .....................................................
   a. Chittoor ( )
   b. Madanapalli ( )
   c. Tirupati ( )
4. Age:
   a. 15-20 years ( )
   b. 21-30 years ( )
   c. 31-40 years ( )
   d. 41-50 years ( )
   e. above 51 years ( )
5. Sex:
   a. Male ( )
   b. Female ( )
6. Marital status:
   a. Married ( )
   b. Unmarried ( )
7. Caste category:
   a. FC ( )
   b. BC ( )
   c. SC ( )
   d. ST ( )
8. Religion
   a. Hindu
   b. Muslim
   c. Christian

9. Educational qualification
   a. Illiterate
   b. Up to SSC
   c. Intermediate
   d. Graduate
   e. Higher education

10. Occupational status
    a. Business
    b. House wife
    c. Employed
    d. Cultivation
    e. Agricultural labour

11. Monthly income (in Rs.)
    a. Below 5,000
    b. 5001-10,000
    c. 10001-15000
    d. 15001-20000
    e. Above 20001

12. Do you belong to
    a. Joint family
    b. Nuclear family

13. Size of family
    a. Up to 3
    b. 4
    c. 5
    d. 6
    e. Above 6

14. Head of the family
    a. Husband
    b. Wife
15. You are living in
   a. Owned house ( )
   b. Rented house ( )

16. Type of house
   a. Hut ( )
   b. Thatched ( )
   c. Tiled ( )
   d. Building/Pucca: ( )

17. Possession of land?
   If yes, which type of land do you have (in acres)?
   a. Yes ( )
   b. No ( )
   i. Dry:
      a. None ( )
      b. Below 1 ( )
      c. 1-2 ( )
      d. 3-4 ( )
      e. 4-5 ( )
      f. Above 5 ( )
   ii. Wet:
      a. None ( )
      b. Below 1 ( )
      c. 1-2 ( )
      d. 3-4 ( )
      e. 4-5 ( )
      f. Above 5 ( )

Part – II: Satisfaction of rural buyers on attributes of bath soap

(Tick [✓] the appropriate bracket/s)

18. Which brand of bath soap you are using?
   a. Lux ( )
   b. Lifebuoy ( )
   c. Vivel ( )
   d. Dettol ( )
   e. Santoor ( )
   f. Cinthol ( )
   g. Any other ( )

iii
19. For what benefit you chose this brand?
   a. Good cleansing
   b. Good for skin complexion
   c. Good fragrance
   d. Brand image
   e. Any other

20. Tick [✓] the brands you chose for getting the desired benefit?

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Lux</th>
<th>Lifebuoy</th>
<th>Vivel</th>
<th>Dettol</th>
<th>Sastoor</th>
<th>Cinthol</th>
<th>Any other</th>
<th>Total</th>
</tr>
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<tbody>
<tr>
<td>Good cleansing</td>
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<td>Good for skin complexion</td>
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<td>Good fragrance</td>
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<td>Brand image</td>
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<td>Any other</td>
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</table>

21. What is the size of the bath soap pack you use?
   a. 20 gm
   b. 75 gm
   c. 100 gm
   d. 125 gm
   e. 150 gm

22. How often do you use this brand per day?
   a. Once in a day
   b. Twice in a day
   c. Thrice in a day
   d. More often in a day

23. How long have you been using this bath soap?
   a. More than 5 Years
   b. 5 years
   c. 3 years
   d. 2 years

24. How frequently do you purchase the bath soap?
   a. Daily
   b. Once a week
   c. Twice a week
   d. Thrice a week
   e. Monthly once
25. Where do you normally buy the bath soap?
   a. Petty shops in the village ( )
   b. Small shops in the village ( )
   c. Retailer shops in the town ( )
   d. Super market in the nearby town ( )

26. Is the bath soap easily available?
   a. Yes ( )
   b. No ( )

27. What attracts you to this brand of product you have chosen?
   a. Packing ( )
   b. Colour ( )
   c. Quality ( )
   d. Price ( )

28. Are you aware of all the varieties of the bath soap?
   a. Yes ( )
   b. No ( )

29. Do you enjoy using this bath soap?
   a. Yes ( )
   b. No ( )

30. Will you buy a preferred brand at low cost of negligible quality?
   a. Yes ( )
   b. No ( )

31. If price of your preferred brand increases, which one do you buy?
   a. Same brand ( )
   b. Cheaper brand ( )
   c. Any other ( )

32. Do the ads influence your buying bath soap?
   a. Not at all ( )
   b. Sometimes ( )
   c. Most of times ( )

33. In your opinion which is the best medium/media for advertising a bath soap?
   a. T.V. ( )
   b. Newspaper ( )
   c. Radio ( )
   d. Cinema ( )
   e. Magazine ( )
34. Do you possess T.V. with dish connection?  
If 'yes', which TV channel(s) you view often?
   a. Doordarshan  
   b. ETV  
   c. Gemini TV  
   d. Teja TV  
   e. Maa TV  
   f. TV9  
   g. Sakshi TV  
   h. Bhakthi TV  
   i. Zee Telugu  
   j. Local Channels

35. Which programme(s) you watch often in television?
   a. News  
   b. Serials  
   c. Songs  
   d. Movies  
   e. Comedy  
   f. Agricultural  
   g. Any other

36. Which daily Telugu newspaper and magazine you read regularly?

   Telugu daily newspapers:
   a. Eenadu  
   b. Andhra Jyothi  
   c. Vaarthha  
   d. Sakshi  
   e. Don't read

   Telugu magazine:
   a. Swathi  
   b. Navya  
   c. Chatura  
   d. Annadata  
   e. Don't read

37. Which radio programme you often listen to?
   a. Big FM  
   b. Red FM
c. Akashavani (Hyderabad)  
d. All India Radio, Tirupati  
e. Any other  
f. Don’t listen

38. Who generally takes decision regarding the purchase of bath soap in your family?  
a. Self  
b. Spouse  
c. Parents  
d. Children

39. Who purchases bath soap for you?  
a. Self  
b. Spouse  
c. Parents  
d. Children

40. Which of the following brand’s advertisement you like most?  
a. Lux  
b. Lifebuoy  
c. Vivel  
d. Dettol  
e. Santoor  
f. Cinthol  
g. Any other

State the level of importance for each of the following deciding factors (questions 41-48) while buying a branded bath soap:

Opinion on 1 to 4-point scale:  
1. Very important  
2. Important  
3. Less important  
4. Not at all important

41. How important is the price when you buy the bath soap?  
42. How important is the packaging when you buy the bath soap?  
43. How important is the foam in buying the bath soap?  
44. How important is the brand image in buying the bath soap?  
45. How important is the colour in buying the bath soap?  
46. How important is the shape in buying the bath soap?  
47. How important is the quantity in buying the bath soap?  
48. How important is the quality in buying the bath soap?

vii
State the level of your satisfaction over each of the following factors (questions 49-57) with the chosen brand of bath soap:

Opinion on 1 to 4-point scale: 1. Highly satisfied 2. Satisfied 3. Dissatisfied 4. Highly dissatisfied

49. How satisfied are you with price of the bath soap? ( )
50. How satisfied are you with packaging of the bath soap? ( )
51. How satisfied are you with foam of the bath soap? ( )
52. How satisfied are you with brand image of the bath soap? ( )
53. How satisfied are you with colour of the bath soap? ( )
54. How satisfied are you with shape of the bath soap? ( )
55. How satisfied are you with quantity of the bath soap? ( )
56. How satisfied are you with quality of the bath soap? ( )
57. Who/which medium influenced you in the purchase of bath soap?
   a. Advertisement ( )
   b. Family members ( )
   c. Friends/relatives/neighbours ( )
   d. Shopkeeper ( )
58. What is the level of influence of advertisement of bath soap on your purchase? ( )
   a. High
   b. Medium
   c. Low
59. What is the level of satisfaction on the price of bath soap on your purchase? ( )
   a. High
   b. Medium
   c. Low
60. What is the level of your satisfaction over the availability of bath soap in your locality? ( )
   a. High
   b. Medium
   c. Low

Part - III: Opinion on brand loyalty of rural buyers towards bath soap

Following are the statements of opinions relating to your purchase of bath soap. Please give an option (options 1-5) of your opinion in the column against each statement.

Opinion on 1 to 5-point scale 1 = Strongly disagree 2 = Disagree
   3 = Neither disagree nor agree 4 = Agree
   5 = Strongly agree
61. Opinion on impact of personality attributes of rural buyers on brand loyalty towards bath soap:

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<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>I want my bath soap to be reliable.</td>
</tr>
<tr>
<td>2</td>
<td>I will try out a new product just for the sake of variety.</td>
</tr>
<tr>
<td>3</td>
<td>The bath soap I use says a lot about the kind of person I am.</td>
</tr>
<tr>
<td>4</td>
<td>I am very much concerned with my appearance.</td>
</tr>
<tr>
<td>5</td>
<td>My bath soap helps me be what I have always wanted to be.</td>
</tr>
<tr>
<td>6</td>
<td>I want my achievements to be recognized by others.</td>
</tr>
<tr>
<td>7</td>
<td>Using my regular brand helps me express my personality.</td>
</tr>
<tr>
<td>8</td>
<td>It is important that I always look good.</td>
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<tr>
<td>9</td>
<td>My bath soap is my close friend.</td>
</tr>
<tr>
<td>10</td>
<td>My brand must be accepted by my friends.</td>
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<tr>
<td>11</td>
<td>My bath soap should offer me value for money.</td>
</tr>
<tr>
<td>12</td>
<td>I am most likely to use the same brand of bath soap for my future needs.</td>
</tr>
<tr>
<td>13</td>
<td>I feel proud to be seen buying my brand.</td>
</tr>
<tr>
<td>14</td>
<td>My parents made me loyal to a few brands they were loyal to.</td>
</tr>
<tr>
<td>15</td>
<td>I will always buy a brand I can relate to.</td>
</tr>
<tr>
<td>16</td>
<td>I will be loyal to a brand whose personality matches mine.</td>
</tr>
<tr>
<td>17</td>
<td>My brand reinforces my personality.</td>
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<tr>
<td>18</td>
<td>I am a good example of professional success.</td>
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<tr>
<td>19</td>
<td>I will keep buying the brand that makes me realize what I am.</td>
</tr>
<tr>
<td>20</td>
<td>My brand of bath soap forms an important part of my everyday life.</td>
</tr>
<tr>
<td>21</td>
<td>I have bought things I could not afford.</td>
</tr>
<tr>
<td>22</td>
<td>I sometimes buy things just to make myself feel better.</td>
</tr>
<tr>
<td>23</td>
<td>I reinforce my brand’s personality in turn.</td>
</tr>
<tr>
<td>24</td>
<td>I normally treat new products with caution.</td>
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<tr>
<td>25</td>
<td>I seek others’ opinion before I try new product.</td>
</tr>
<tr>
<td>26</td>
<td>I like variety in whatever I buy.</td>
</tr>
<tr>
<td>27</td>
<td>Too much variety confuses me.</td>
</tr>
<tr>
<td>28</td>
<td>I want a bath soap that excites me.</td>
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62. Opinion on impact of motivational factors on brand loyalty of rural buyers towards bath soap:

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<thead>
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<tbody>
<tr>
<td>1</td>
<td>I am interested in new products with status.</td>
</tr>
<tr>
<td>2</td>
<td>I would buy a product just because it has status.</td>
</tr>
<tr>
<td>3</td>
<td>I would pay more for a product if it had status.</td>
</tr>
<tr>
<td>4</td>
<td>The status of the product is irrelevant to me.</td>
</tr>
</tbody>
</table>
6.3. Opinion or impact of perceptual factors on brand loyalty of rural buyers towards bath soap:

6. The colour of my product is an important decision variable.
7. I sometimes buy a product myself feel better.
8. I am often impulsive in my buying behaviour.
9. I am often expected to purchase the same brand or product.
10. I feel good about my product.
11. This was an important product to me.
12. I am an ambitious person.
13. I do not keep secrets from my colleagues.
14. I do not encourage gossip or rumour.
15. I trust my colleagues.
16. I have a coach or mentor who keeps me focused and motivated about my work.

1. The size of product suits my need.
2. The materials used by the brand are satisfying to me.
3. The brand has sufficient colour.
4. The brand has good functional quality.
5. The brand provides wide variety of styles.
6. Styles of the brand are suitable for me.
7. Styles of the brand have distinctive features.
8. Styles of the brand are trendy and fashionable.
9. The brand is reputable.
10. Brand name and image attract me to purchase.
11. Brand name is selected regardless of price.
13. The brand has good store location.
14. The brand has sufficient outlets.
15. The interior display is attractive.
16. Colour and music inside the store are attractive.
17. Salesperson of the store is well-trained.
18. Salesperson of the stores are willing to help.
19. Salespersons of the store are friendly and courteous.
20. Salespersons of the stores have neat appearance.
21. Ads of the brand are attractive.
64. Opinion on impact of learning and attitude on brand loyalty of rural buyers towards bath soap:

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<tbody>
<tr>
<td>1.</td>
<td>I would rather stick on to a product, I usually buy than try something, I am not very sure of.</td>
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<tr>
<td>2.</td>
<td>If I like a product, I rarely switch from it just to try something different.</td>
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<tr>
<td>3.</td>
<td>I rarely introduce new brands and products to my colleagues.</td>
</tr>
<tr>
<td>4.</td>
<td>I rarely take chances by buying unfamiliar brands of products even if it means sacrificing variety.</td>
</tr>
<tr>
<td>5.</td>
<td>I buy the same brands even if they are only average.</td>
</tr>
<tr>
<td>6.</td>
<td>I would rather wait for others to try a new brand than try it myself.</td>
</tr>
<tr>
<td>7.</td>
<td>I would rather stick to well-known products when purchasing the product.</td>
</tr>
<tr>
<td>8.</td>
<td>I would recommend my main brand to other people.</td>
</tr>
<tr>
<td>9.</td>
<td>I buy it because I like it.</td>
</tr>
<tr>
<td>10.</td>
<td>I am committed to buying it.</td>
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<tr>
<td>11.</td>
<td>I would be interested in reading about this product.</td>
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<tr>
<td>12.</td>
<td>I would read article from consumer reports about this product.</td>
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<tr>
<td>13.</td>
<td>I usually compare product characteristics among brands.</td>
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<tr>
<td>14.</td>
<td>I usually pay attention to ads for this product.</td>
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<tr>
<td>15.</td>
<td>I usually talk about this product with other people.</td>
</tr>
<tr>
<td>16.</td>
<td>I usually seek advice from other people prior to purchasing this product.</td>
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<tr>
<td>17.</td>
<td>I usually take many factors into account before purchasing this product.</td>
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<tr>
<td>18.</td>
<td>I usually spend a lot of time choosing what brand to buy.</td>
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65. Opinion on impact of reference groups on brand loyalty of rural buyers towards bath soap:

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<tbody>
<tr>
<td>1.</td>
<td>My mother still buys almost every product that her mother did.</td>
</tr>
<tr>
<td>2.</td>
<td>My friend forced me to buy this product.</td>
</tr>
<tr>
<td>3.</td>
<td>I would buy a product that is endorsed by a celebrity I like.</td>
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<tr>
<td>4.</td>
<td>I am attracted to advertisements that use celebrities.</td>
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<tr>
<td>5.</td>
<td>I prefer taking most of my decisions myself.</td>
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<tr>
<td>6.</td>
<td>I searched for information about the brand of bath soap from those who work with the products as a profession.</td>
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<tr>
<td>7.</td>
<td>I have to do my own shopping.</td>
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<tr>
<td>8.</td>
<td>I find it hard to break away from the opinions established.</td>
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</table>
66. Opinion on impact of cultural values on the brand loyalty of rural buyers towards bath soap:

1. I believe that some people in my locality are more influential than others.
2. I search for a lot of information before I buy something.
3. I believe in saving money for a rainy day.
4. I do not like to stand out in a crowd.
5. In case of uncertainty, I look at others to get cues from them.
6. I have a close relationship with my family.
7. I never buy items just because I liked its advertisements.
8. I am indifferent to most of the cultural practices that indulge in.
9. Being successful is the most important thing to me.
10. I believe my parents know better than me.
11. I feel competing in things may sometimes lead to less work getting done.
12. I feel I have a number of good qualities.
13. My family prestige is of utmost importance to me.
15. It is not the cost of the gift that matters to me, it is the honest.
16. I pay a lot of attention to how I look when I go out.
17. The women of the house offer suggestions but the men take the decision.
18. I feel an Indian brand is more suited to my needs.
19. I generally buy or consume things which reflect my uniqueness.
20. Price promotions in shops often attract me.
21. I often think about the good old days.
22. My opinions about people can be quite subjective.
23. My regular brand is the same as what my parents had used for many years.
24. I change habits and behaviour with time.