ANNEXURE

Annexure 1  HDFC Bank DNC Form

Do Not Call - Registration

At HDFC Bank, we constantly strive to understand your needs and serve you better. That is why we endeavor to keep you informed of our updated range of products & services.

If you do not wish to be contacted about our products & services, please fill up the form below. Kindly note, that you will not be contacted only on the phoneline no(s) or email id registered below.

Personal Details

Full Name: 
Select your Title

Please provide at least one of your contact numbers below.

Landline No. 1
+91
STD
Phone Number

Landline No. 2
+91
STD
Phone Number

Mobile No. 1
+91

Mobile No. 2
+91

E-mail

City
Select a City

Note: If you are an existing customer, you will continue to receive your account statements and other important advice and information relating to transactions on your account. Only the phoneline no(s) or email id provided above will be excluded from our marketing lists.

Please note that Office / Corporate Board Nos will not be registered for "Do Not Call".

Note: you may receive a call from us to reconfirm your registration request for "Do not call".

Please give us 30 days from the day we receive this request to act on the same.
## Annexure 2  List of variables, their value, label, and code entered in SPSS

Data value, labels, and codes

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<td>No</td>
<td>Unaware</td>
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<td>34</td>
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<td>35</td>
<td>Awareness about Consumer Protection Act</td>
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<td>Yes</td>
<td>Aware</td>
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<td></td>
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<td>No</td>
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<td>Awareness about CPA contact details</td>
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<td>Reduce time</td>
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<td>Gender of the Respondents</td>
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<td></td>
<td>Male</td>
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<td>Professional</td>
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<td>Govt. Employee</td>
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<td>House-wife</td>
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<td>Retired</td>
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<td></td>
<td>Income of the Respondents</td>
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<td>Education of the Respondents</td>
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<tr>
<td>1</td>
<td>&lt; 60,000</td>
<td>2</td>
<td>Professional</td>
<td></td>
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<tr>
<td>2</td>
<td>60,001 to 1,20,000</td>
<td>3</td>
<td>PG</td>
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<td>1,20,001 to 2,40,000</td>
<td>4</td>
<td>Graduate</td>
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<td>4</td>
<td>Above 2,40,000</td>
<td>5</td>
<td>HSC</td>
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<td>SSC</td>
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</tbody>
</table>
QUESTIONNAIRE

Please indicate your answer by selecting any one choice (Tick □ only one box)

1) Are you aware about the term – ‘Permission marketing’?
   Ans.
   □ Yes □ No

2) Rank the following according to disturbance level (For example-If you are highly disturbed by the calls then give 1st rank to calls and so on…)
   Ans.
   □ Recorded Calls________ □ Junk email (spam) ________
   □ Live Calls________ □ Brochures/Catalogs________
   □ SMS________

3) Do you receive any pre-recorded call from your mobile service provider?
   Ans.
   □ Never □ Very often
   □ Sometimes □ Always

4) Do you receive any live call from your mobile service provider?
   Ans.
   □ Never □ Very often
   □ Sometimes □ Always

5) Before approx. how many days did you inform mobile company to stop calls?
   Ans.
   □ Before ________ days
   □ I have not informed the company

<table>
<thead>
<tr>
<th>Q. No.</th>
<th>Question/statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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</thead>
<tbody>
<tr>
<td>6)</td>
<td>I get disturbed by these calls.</td>
<td></td>
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<td>7)</td>
<td>I want to stop these calls.</td>
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<td>8)</td>
<td>I find these calls interesting.</td>
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<td>9)</td>
<td>I find these calls useful</td>
<td></td>
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<td>10)</td>
<td>I think these marketing calls should be banned.</td>
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</tbody>
</table>

11) Do you receive unwanted marketing SMS on your mobile?
    Ans.
    □ Never □ Very often
    □ Sometimes □ Always

12) Before approx. how many days did you inform mobile company to stop SMS?
    Ans.
    □ Before ________ days
    □ I have not informed the company
<table>
<thead>
<tr>
<th>Q. No.</th>
<th>Question/statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
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<td>I get disturbed by these SMS.</td>
<td></td>
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<td>14</td>
<td>I want to stop SMS.</td>
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<tr>
<td>15</td>
<td>I find these SMS interesting.</td>
<td></td>
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<tr>
<td>16</td>
<td>I find these SMS useful.</td>
<td></td>
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<td></td>
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<tr>
<td>17</td>
<td>I think these marketing SMS should be banned.</td>
<td></td>
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</tr>
</tbody>
</table>

18) How often do you receive catalogs/brochures to your address?  
   Ans.  
   ☐ Once in a week ☐ Twice in a month  
   ☐ Once in a month ☐ More than that

19) Where do you receive this material more?  
   Ans.  
   ☐ At home  
   ☐ At office

<table>
<thead>
<tr>
<th>Q. No.</th>
<th>Question/statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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</thead>
<tbody>
<tr>
<td>20</td>
<td>I read catalogs/brochures completely.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>21</td>
<td>I get disturbed by these catalogs/brochures.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>22</td>
<td>I want to stop catalogs/brochures.</td>
<td></td>
<td></td>
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<tr>
<td>23</td>
<td>I find these catalogs/brochures interesting.</td>
<td></td>
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<tr>
<td>24</td>
<td>I find these catalogs/brochures useful.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>25</td>
<td>I think these catalogs/brochures should be banned.</td>
<td></td>
<td></td>
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</table>

26) Which types of companies send you this material? (You can tick ✓ more than one box)  
   ☐ Private insurance companies  
   ☐ Government insurance companies  
   ☐ Private banks  
   ☐ Government banks  
   ☐ Private housing loan companies  
   ☐ Government housing loan companies  
   ☐ Private mutual fund companies  
   ☐ Government mutual fund companies  
   ☐ Magazine companies  
   ☐ Electronic Companies (TV, Fridge, Washing machine, Acquaguard etc.)  
   ☐ Two-wheeler companies  
   ☐ Four-wheeler companies  
   ☐ Others (please, specify)______________

27) Do you use internet?  
   Ans.  
   ☐ Yes  
   ☐ No

28) How frequently do you use internet?  
   Ans.  
   ☐ Never  
   ☐ Occasionally  
   ☐ Frequently  
   ☐ Very regularly

29) Where do you use internet?  
   Ans.  
   ☐ At home  
   ☐ At office
☐ At cyber café
☐ Other (please, mention)__________________

30) How many e-mail Id’s do you have?
Ans.
☐ Only one
☐ Two
☐ Three
☐ More than that

31) What do you do with Junk mail/Spam, generally?
Ans.
☐ I read them and then delete them.
☐ I delete them without reading.
☐ Any other (please, mention)_______________

<table>
<thead>
<tr>
<th>Q. No.</th>
<th>Question/statement</th>
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<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
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<tr>
<td>32</td>
<td>I get disturbed by Junk mail/Spam.</td>
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<td>I want to stop Junk mail/Spam.</td>
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<tr>
<td>34</td>
<td>I find Junk mail/Spam interesting.</td>
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<tr>
<td>35</td>
<td>I find Junk mail/Spam useful.</td>
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<tr>
<td>36</td>
<td>I think Junk mail/Spam should be banned.</td>
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37) Which type of information you would like to receive? (You can tick ✓ more than one box)
Ans.
☐ Private insurance products
☐ Government insurance products
☐ Private bank products
☐ Government bank products
☐ Private housing loan products
☐ Government housing loan products
☐ Private mutual fund products
☐ Government mutual fund products
☐ Electronic items (TV, Fridge, Washing machine, Aquaguard etc.)
☐ Two-wheeler products
☐ Four-wheeler products
☐ Others (please, specify)_______________

38) Do you know about ‘Do Not Call Registry’?
Ans.
☐ Yes
☐ No

39) Do you know about Consumer Disputes Redressal Commission?
Ans.
☐ Yes
☐ No

40) Please, mention the address/location of Consumer Disputes Redressal Commission office in your city (or write “Don’t know” if you are not aware) ________________________________

41) Do you know about Consumer Protection Act?
Ans.
☐ Yes
☐ No

42) Please, mention the address of the office in your city, where you can complain under Consumer Protection Act (or write “Don’t know” if you are not aware) ________________________________
43) Which type of result(s) do you expect from the government agencies? (You can tick √ more than one box.)

Ans.

☐ Government should reduce time given to marketers for removing customers from their list.
☐ Government should increase awareness among customers.
☐ Government should make it compulsory for marketers to display Customers rights on websites.
☐ Other (please, specify)____________________________________

---

**Personal Details**

- Name (optional) :___________________________________________________
- City:__________________________________________
- Age:___________________
- Gender:
  - M
  - F
- Occupation:
  - Professional (C.A./C.S./M.B.A.)
  - Government employee
  - Student
  - House-wife
  - Private employee
  - Self-employed
  - Retired
- Approx. yearly income (₹)
  - Below 60,000 /-
  - 60,001 to 1,20,000
  - 1,20,001 to 2,40,000
  - Above 2,40,000
- Education:
  - Professional degree
  - Post Graduate
  - Graduate
  - H.S.C.
  - S.S.C.

Thank you