Annexure-1

Questionnaire on perfumes

Ques.1. Do you use perfumes?

Yes  No

Ques. 2. Which perfume do you use?

<table>
<thead>
<tr>
<th>Male</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfumes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deodorants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cologne</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aroma oils</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Any other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Female</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfumes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deodorants</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cologne</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Scents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aroma oils</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ques.3. Which brand you use for perfumes underwritten?

<table>
<thead>
<tr>
<th>Perfumes</th>
<th>___________________</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deodorants</td>
<td>___________________</td>
</tr>
<tr>
<td>Cologne</td>
<td>___________________</td>
</tr>
<tr>
<td>Scents</td>
<td>___________________</td>
</tr>
<tr>
<td>Aroma Oils</td>
<td>___________________</td>
</tr>
</tbody>
</table>

245
Ques.4. How Often you use perfumes?

Everyday
Once in 2 days
Weekly
Fortnightly
Occasionally

Ques.5. Rank the factors which influence you to purchase perfumes? (Give 1 to most influencing factor and 8 to the least)

Price
Lasting effect
Packaging
Advertisement

Availability
Brand Image
Discount & offers
Celebrity endorsement

Ques.6. From where you collect information about perfumes?

Television
Salesman
Fairs
Others

Word of Mouth
Gift from relatives/friends
Hoardings/ad

Ques.7. How many Brands do you know of perfumes?

<table>
<thead>
<tr>
<th>Brand name</th>
<th>TOM</th>
<th>Prompt</th>
<th>Brand name</th>
<th>TOM</th>
<th>Prompt</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAKME</td>
<td></td>
<td></td>
<td>DENVER</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ques.8. Do you change your brand?

[ ] Yes  [ ] No

Ques.9. If yes, how often you change your brand?

- Usual waiver
- Every month
- 2-4 months
- 5-10 months
- After year or so

Ques.10. Rank the factor which influence you to change your Perfume brand. (Rank 1 to the most influencing & 6 to the least)

- Boredom
- New launch
- With trend
- Recommendation
- Celebrity influence
- Season

Ques.11. Rank the factors that influence you to stick to one brand. (Rank 1 to the most influencing & 6 to the least)

- Price
- Brand image
- Purpose
- Lasting effect
Ques.12. Brand you use the most is ..............................................................

Ques.13. Rate your particular brand on the scale of following factors.

Price

<table>
<thead>
<tr>
<th>Very high</th>
<th>High</th>
<th>Neutral</th>
<th>Low</th>
<th>Cheapest</th>
</tr>
</thead>
</table>

Product differentiation

<table>
<thead>
<tr>
<th>Very much</th>
<th>Quiet diff.</th>
<th>Neutral</th>
<th>Some diff.</th>
<th>Almost same</th>
</tr>
</thead>
</table>

Availability

<table>
<thead>
<tr>
<th>Highly available</th>
<th>Often available</th>
<th>Normally</th>
<th>Less available</th>
<th>Not at all</th>
</tr>
</thead>
</table>

Promotion

<table>
<thead>
<tr>
<th>Extensive</th>
<th>High</th>
<th>Moderate</th>
<th>Lowly promoted</th>
<th>Negligible</th>
</tr>
</thead>
</table>

Ques.14. Rate your overall satisfaction on the scale below.

<table>
<thead>
<tr>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly dissatisfied</th>
</tr>
</thead>
</table>

Ques .15. Any suggestion would you like to recommend:

___________________________________________________________________________
___________________________________________________________________________
___________________________________________________________________________
Personnel Details:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Name</td>
<td>________________________________</td>
</tr>
<tr>
<td>Village</td>
<td>______________________________</td>
</tr>
</tbody>
</table>

249
Annexure 2

Questionnaire on Hair Oil

1. Do you use hair oil?        Yes ☐        No ☐

2. Which of the following brands are known to you?  (Can tick more than one)
   a. Dabur Amla  ☐
   b. Bajaj Almonds ☐
   c. Parachute ☐
   d. KeoKarpin ☐
   e. Navratan ☐
   f. Dabur Vatika ☐
   g. Dabur Anmol ☐
   h. Hair and Care ☐
   i. Clinic All Clear ☐
   j. Any Other ☐

3. From the above mentioned brands, which particular brand you use?  
   ........................................

4. How often you use branded hair oil?
   a. Everyday  
   b. Twice in week
   c. weekly  
   d. fortnight  
   e. Occasionally

5. In which packaging, would you prefer to purchase hair oil?
   a. Sachet  
   b. 10-50ml
   c. 50-100ml  
   d. 100-150ml  
   e. Above 150 ml

6. From where you collect the information regarding hair oil. (Can tick more than one)
   a. Television   (Specify the channels……….)  
   b. Print Media
   c. Salesman  
   d. Word of mouth
   e. Wall Paintings/hoardings 
   f. Fairs &haats
7. Rank the preferences given to factors while purchasing branded hair oil. (Rank 1 to most influencing factor and 5 to least influencing)

   a. Availability       b. Price
   c. Celebrity Endorsement       d. Discount & offers
   e. Brand Image

8. How do you remember particular brand of hair oil?

   a. By Name       b. By Color
   c. By Logo       d. By Packaging

9. Do you change your brand? Yes ☐ No ☐

10. If yes, how often you change your brand?

   a. Usual wavey       b. Every month
   c. 2-4 Months       d. 5-10 months       e. After year or so

11. Rank the factors that influence you to change your hair oil brand.

   a. Boredom       b. Recommendation
   c. New Launch       d. With Trend
   e. Celebrity Endorsement       f. Season

12. Rate the level of satisfaction from the following factors for a brand of hair oil you use?

<table>
<thead>
<tr>
<th>Factors</th>
<th>Highly Dissatisfied</th>
<th>Dissatisfied</th>
<th>Neutral</th>
<th>Satisfied</th>
<th>Highly Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>Availability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product Differentiation</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

251
13. Overall Satisfaction

[Scale diagram showing satisfaction levels from Highly Satisfied to Highly Dissatisfied]

14. Any suggestion would like to recommend

…………………………………………………………………………………………
…………………………………………………………………………………………

Name………………………………………
Village………………………………………

252
Annexure 3

Questionnaire on Toilettries

Ques.1. Do you use Toilettries?

Yes [ ] No [ ]

Ques. 2. Which Toilettries do you use?

<table>
<thead>
<tr>
<th>Female</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Toilet Soaps</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shampoo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tooth Paste</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other…………………………………</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Male</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Toilet Soaps</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shampoo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tooth Paste</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other…………………………………</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Ques.3. Which brand you use for Toilettries underwritten?

Toilet Soaps ____________________
Shampoo            ____________________
Tooth Pate   ____________________

Ques.4. How Often you use Toilettries?

Everyday  --------
Once in 2 days  --------
Weekly  --------
Fortnightly  --------
Occasionally  --------
Ques.5. Rank the factors which influence you to purchase Toiletteries?
(Give 1 to most influencing factor and 8 to the least)

<table>
<thead>
<tr>
<th>Price</th>
<th>Availability</th>
<th>Lasting effect</th>
<th>Brand Image</th>
<th>Packaging</th>
<th>Discount &amp; offers</th>
<th>Advertisement</th>
<th>Celebrity endorsement</th>
</tr>
</thead>
</table>

Ques.6. From where you collect information about Toiletteries?

- ☐ Television
- ☐ Word of Mouth
- ☐ Salesman
- ☐ Gift from relatives/friends
- ☐ Fairs
- ☐ Hoardings/ad
- ☐ Others________________

If television then which channel (multiple)

- Sony………….       Star …………..       Zee ……………..
- Doordarshan………..  Other…………

Ques.7. How many Brands do you know of Toiletteries?

<table>
<thead>
<tr>
<th>Brand name</th>
<th>TOM</th>
<th>Prompt</th>
<th>Brand name</th>
<th>TOM</th>
<th>Prompt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux</td>
<td></td>
<td></td>
<td>Clinic Plus</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dettol</td>
<td></td>
<td></td>
<td>Head n Shoulders</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rexona</td>
<td></td>
<td></td>
<td>Garnier</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lifebuoy</td>
<td></td>
<td></td>
<td>Pepsodent</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Liril</td>
<td></td>
<td></td>
<td>Colgate</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dove</td>
<td></td>
<td></td>
<td>Babool</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunsilk</td>
<td></td>
<td></td>
<td>Close up</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clinic al clear</td>
<td></td>
<td></td>
<td>Other</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Ques.8. Do you change your brand?

☐ Yes  ☐ No

Ques.9. If yes, how often you change your brand?

Usual waiver      □□□□□
Every month       □□□□□
2-4 months        □□□□□
5-10 months       □□□□□
After year or so  □□□□□

Ques.10. Rank the factor which influence you to change your Toiletteries brand. (Rank 1 to the most influencing & 6 to the least)

Boredom       □□□□□ Recommendation □□□□□
New launch     □□□□□ Celebrity influence □□□□□
With trend     □□□□□ Season □□□□□

Ques.11. Rank the factors that influence you to stick to one brand. (Rank 1 to the most influencing & 6 to the least)

Price         □□□□□ Purpose □□□□□
Brand image   □□□□□ Lasting effect □□□□□
Color/design  □□□□□ Exclusiveness □□□□□
Other........... □□□□□

Ques.12. Brand you use the most is

Ques.13. Rate your particular brand on the scale of following factors.

Price

<table>
<thead>
<tr>
<th>Very high</th>
<th>High</th>
<th>Neutral</th>
<th>Low</th>
<th>Cheapest</th>
</tr>
</thead>
</table>
### Product differentiation

<table>
<thead>
<tr>
<th></th>
<th>Very much</th>
<th>Quiet diff.</th>
<th>Neutral</th>
<th>Some diff.</th>
<th>Almost same</th>
</tr>
</thead>
</table>

### Availability

<table>
<thead>
<tr>
<th></th>
<th>Highly available</th>
<th>Often available</th>
<th>Normally available</th>
<th>Less available</th>
<th>Not at all</th>
</tr>
</thead>
</table>

### Promotion

<table>
<thead>
<tr>
<th></th>
<th>Extensive</th>
<th>High</th>
<th>Moderate</th>
<th>Lowly promoted</th>
<th>Negligible</th>
</tr>
</thead>
</table>

### Ques.14. Rate your overall satisfaction on the scale below.

<table>
<thead>
<tr>
<th></th>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly dissatisfied</th>
</tr>
</thead>
</table>

### Ques.15. Any suggestion would you like to recommend:

____________________________________________________________________________________
____________________________________________________________________________________
____________________________________________________________________________________

### Personnel Details:

- **Name**: ____________________________
- **Village**: ________________________
Annexure 4

Questionnaire On Cosmetics

Ques.1. Do you use cosmetics?

Yes [ ] No [ ]

Ques. 2. Which cosmetic do you use?

<table>
<thead>
<tr>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lipsticks/blushers/eyeliner/nail paint</td>
<td>Face pack</td>
</tr>
<tr>
<td>Face powder</td>
<td>Moisturizing cream/cold cream</td>
</tr>
<tr>
<td>Moisturizing cream/cold cream</td>
<td>Hair color</td>
</tr>
<tr>
<td>Sunscreen/ageing/fairness lotion</td>
<td>Hair softener</td>
</tr>
<tr>
<td>Face pack</td>
<td>Any</td>
</tr>
<tr>
<td>Hair color</td>
<td>Other…………………………..</td>
</tr>
<tr>
<td>Hair softener</td>
<td></td>
</tr>
<tr>
<td>Any</td>
<td></td>
</tr>
<tr>
<td>Other…………………………..</td>
<td></td>
</tr>
</tbody>
</table>

257
Ques.3. which brand you use for cosmetics mentioned below?

Lipstick ____________________
Face Pack ____________________
Blushers ____________________
Cold cream ____________________
Eyeliners ____________________
Hair color ____________________
Nail paint ____________________
ageing cream ____________________
Moisturizing cream ____________________
Sunscreen lotion ____________________
Face powder ____________________
Fairness Cream ____________________

Ques.4. How Often you use cosmetics?

Everyday ________
Once in 2 days ________
Weekly ________
Fortnightly ________
Occasionally ________

Ques.5. Rank the factors which influence you to purchase cosmetics?

(Give 1 to most influencing factor and 8 to the least)

Price ________ Availability ________
Lasting effect ________ Brand Image ________
Packaging ________ Discount & offers ________
Advertisement ________ Celebrity endorsement ________

Ques.6. from where you collect information about cosmetics?

☐ Television ☐ Word of Mouth
☐ Salesman ☐ Gift from relatives/friends
☐ Fairs ☐ Hoardings/ad
☐ Others__________________
If television then which channel (multiple)

Sony…………… Star …………... Zee ……………..
Doordarshan…………. Other…………

Ques.7. How many Brands do you know of cosmetics?

<table>
<thead>
<tr>
<th>Brand name</th>
<th>TOM Prompt</th>
<th>Brand name</th>
<th>TOM Prompt</th>
</tr>
</thead>
<tbody>
<tr>
<td>LAKME</td>
<td></td>
<td>AVON</td>
<td></td>
</tr>
<tr>
<td>ELLE 18</td>
<td></td>
<td>REVON</td>
<td></td>
</tr>
<tr>
<td>L’OREAL</td>
<td></td>
<td>ETUDE</td>
<td></td>
</tr>
<tr>
<td>MEBELLINE</td>
<td></td>
<td>BLUE HEVEN</td>
<td></td>
</tr>
<tr>
<td>VOV</td>
<td></td>
<td>AMWAY</td>
<td></td>
</tr>
<tr>
<td>ARTISTRY</td>
<td></td>
<td>ORIFLAME</td>
<td></td>
</tr>
<tr>
<td>GARNIER</td>
<td></td>
<td>COLOR BAR</td>
<td></td>
</tr>
<tr>
<td>COVER GIRL</td>
<td></td>
<td>Other</td>
<td></td>
</tr>
</tbody>
</table>

Ques.8. Do you change your brand?

- [ ] Yes  - [ ] No

Ques.9. If yes, how often you change your brand?

- Usual waiver _____
- Every month _____
- 2-4 months _____
- 5-10 months _____
- After year or so _____

259
Ques.10. Rank the factor which influence you to change your cosmetic brand. (Rank 1 to the most influencing & 6 to the least)

Boredom       _____  
Recommendation   _____  
New launch       _____  
Celebrity influence   _____  
With trend       _____  
Season   _____

Ques.11. Rank the factors that influence you to stick to one brand. (Rank 1 to the most influencing & 6 to the least)

Price  _____   Purpose   _____  
Brand image _____   lasting effect   _____  
Color/design _____   Exclusiveness   _____

Ques.12. Brand you use the most is  
____________________________________________

Ques.13. Rate your particular brand on the scale of following factors.

Price

<table>
<thead>
<tr>
<th>Very high</th>
<th>High</th>
<th>Neutral</th>
<th>Low</th>
<th>Cheapest</th>
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</table>

Product differentiation

<table>
<thead>
<tr>
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</table>

Availability

<table>
<thead>
<tr>
<th>Highly</th>
<th>Often</th>
<th>Normally</th>
<th>Less</th>
<th>Not at all</th>
</tr>
</thead>
</table>
### Promotion

<table>
<thead>
<tr>
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<th>High</th>
<th>Moderate</th>
<th>Lowly promoted</th>
<th>Negligible</th>
</tr>
</thead>
</table>

Ques.14. Rate your overall satisfaction on the scale below.

<table>
<thead>
<tr>
<th>Highly satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly dissatisfied</th>
</tr>
</thead>
</table>

Ques.15. Any suggestion would you like to recommend:

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

**Personnel Details:**

Name: ___________________________________________________________________

Tehsil: ___________________________________________________________________

Village: ___________________________________________________________________