APPENDIX
GENERAL QUESTIONNAIRE

1. Name and Address:

2. Sex
   A) Male       B) Female

3. Age (in Years)
   A) Under 20   B) 21-25   C) 26-30
   D) 31-35     E) 36-40   F) 41-45
   G) 46-50     H) 51-55   I) 56-60
   J) 61-65     K) 66 +

4. Caste
   A) Hindu      B) Muslim   C) Christian
   D) Others

5. Educational Qualification:
   A) Illiterate B) Primary   C) Secondary
   D) P.U.C.      E) Graduation F) Post Graduation

6. Occupation:
   A) Employee   B) Businessmen C) Professional

7. Marital Status:
   A) Married    B) Not Married

8. When did you get married (in years)
   A) One year   B) 1-2    C) 3-4
   D) 5-6       E) 7-8    F) 9-10
   G) 11-15     H) 16-20  I) 21-25
   J) 26-30     K) 31-35  L) 36 +

9. Wife Status:
   A) Working    B) Domestic

10. Total members of the family
    A) 0-2       B) 3-5    C) 6-8
     D) 9-11     E) 12-14  F) 15-17
     G) 18-20    H) 21+
11. Total earning members of the family:
   A) One  B) Two  C) Three  D) Four and above

12. Total monthly income of the family (In Rs.):
   A) 0-1000  B) 1001-2000  C) 2001-3000  
   D) 3001-4000  E) 4001-5000  F) 5001-6000  
   G) 6001-7000  H) 7001-8000  I) 8001-9000  
   J) 9001-10,000  K) 10,000+

13. What day of the week do you normally visit a shopping centre:
   A) Sunday  B) Monday  C) Tuesday  
   D) Wednesday  E) Thursday  F) Friday  
   G) Saturday  H) Daily  I) First Week  
   J) No fixed day

14. At what time of the day do you usually arrive at shopping centre:
   A) Morning  B) Afternoon  C) Evening  
   D) Night  E) No fixed time

15. About how much time do you spend at shopping centre:
   A) One hour  B) Two hours  C) Three hours  
   D) Four hours  E) Five hours  F) Six +

16. With whom do you normally make shopping:
   A) Both spouse  B) Husband  C) Wife  
   D) Children  E) Parents  F) Neighbour  
   G) Friends  H) Jointly  I) Can’t say

17. Where do you buy consumer non-durables:
   A) Retail Shop  B) Departmental Store  C) Defence Canteen  
   D) Super Bazar  E) Own shop  F) No Particular Shop
18. Reasons for preferring the above store:

A) All Products at one Place  B) Popularity of shop  
C) Correct weight  D) Credit Facility  
E) Regular working hour  F) Friendly behaviour  
G) Habit  H) Near to residence  
I) Reasonable prices  J) Less traffic  
K) Qualitative Products  L) Status  
M) Time saving  N) No cheating  
O) Cleanliness  P) Quick Service  
Q) Parking Facility  R) Own shop  
S) Can’t Say

19. Are your purchases of non durables confirmed to.....

A) Single Store  B) Two Shops  
C) Three Shops  D) Four Shops  
E) Five Shops  F) Five +  
G) Can’t Say  H) Own Shop

20. Since how many years you have been purchasing non-durables in a single shop (in years).

A) 1  B) 2  
C) 3  D) 4  
E) 5  F) 6  
G) 7  H) 8  
I) 9  J) 10  
K) 15  L) 20  
M) 20+  N) Own Shop

21. Reasons for the loyalty towards a particular shop.  
(Variables as in case of Q.NO. 18)

22. Mode of Payment (Non durables).

A) Cash  B) Partly credit  
C) Fully Credit  D) Cheque

23. Do you prefer Imported Goods;

A) Yes  B) No

24. Reasons for not preferring imported goods:

A) Costly  B) Like Indian made  
C) Duplication  D) Non availability of parts
500

25. Reasons for preferring imported goods:

A) Good quality  
B) Durability
C) Good performance  
D) Status
E) Same cost  
F) Other prefer
G) Friends abroad

26. Do you know the tax rates of durables and non durables you are owning.

A) Yes  
B) No

27. Do you know the manufacturer's name of durables and non durables you are owning.

A) Yes  
B) No

28. Do you know ISI mark.

A) Yes  
B) No

29. Do you believe ISI marks.

A) Yes  
B) No

30. What is your opinion about ISI Marks>

A) I believe ISI Mark  
B) I do not believe ISI mark
C) I do not mind ISI mark.

31. Do you read label while buying.

A) Yes  
B) NO

32. Reasons for reading label.

A) Price  
B) Usage
C) Expiry date  
D) Manufacture date
E) Weight  
F) Contents

33. What is your opinion about present advertisement.

A) Informative  
B) Persuassive
C) Deceptive  
D) Superflous
E) Waste of Money  
F) Waste of time
34. Mark each statement is 'True' or 'false' in your opinion.

   A) I prefer local manufactured goods.
   B) I generally enquire the prices of other brand.
   C) I remember the price at which I bought last time.
   D) I am aware of consumer council in Hubli.
   E) Best looking package is quality product.
   F) Before going to shop I prepare a shopping list.
   G) I stick to well known brands.
   H) Women shop better than men.
   I) Adultration is common in all products.
   J) I predict risk while purchasing durables.
   K) I recommend my brand to others.
   L) I take expert opinion prior to purchase.
   M) I take to pay cash for every thing.
FAN

1. What type of fan you are owning.
   A) Ceiling    B) Table    C) Mini
   D) Stand.

2. Reasons for not buying fan.
   A) No necessity    B) Less Use    C) No Credit
   D) Space Problem   E) Economic factor F) Castly

3. Do you plan to by in future.
   A) Yes    B) No

4. When do you plan to by (in years.).
   A) Within 6 months B) 1 year    C) 2 Years
   D) 3 Years        E) 4 Years    F) 5 Years
   G) 5 +            H) Can't Say

5. Reasons for buying fan.
   A) Necessity    B) Comfort    C) Luxury
   D) To feel fresh E) Make home cool F) Summer sake
   G) Air pollution H) Decoration I) Others

6. Where do you buy fan.
   A) Show-room    B) Local dealer C) Defence Canteen
   D) Local seller E) Gift        F) Lottery Scheme
   G) Seconds market H) Abroad

7. Mode of payment.
   A) Savings    B) Loan/Instalments C) Fully credit
8. Which of the following brand you are owning.

A) Usha  B) Bajaj  C) Cinni  D) Khaitan
E) Orient  F) Rally  G) RAvi  H) Bharat
I) Crompton  J) Kadia  K) Polar  L) Rolex
M) Gypsy  N) Supertone  O) Vijay  P) Pavan
Q) National  R) Cool Home  S) Minar  T) BiG-Bird
U) Badal  V) Aco  W) GEC  X) Speedy
Y) Johnson  Z) Seiko  A1) Sagar  A2) Aristocrat
A3) Lehar  A4) Roxy  A5) Time  A6) Marco
A7) Laxmi  A8) Ortem

9. What motivated you to purchases the above brand.

A) Advertisment  B) Credit Facility  C) Dealer reputation
D) Easy handling  E) Guarentee  F) Good performance
G) Less repairs  H) Durability  I) Model/Shape
J) Special offer  K) Price  L) Quality

10. If favourable brand not available in the market what will you do.

A) Try other brand  B) Try substitute  C) Postpone buying
D) Stop buying.

11. Where do you repair/ service you fan.

A) Show-room  B) Local dealers  C) Self
D) Any servicing  E) No repairs.

12. In case innovative brand appears in the market will you try for it.

A)Yes  B) NO

13. Reasons for not trying innovative brand

A) Inferior quality  B) Economic factor  C) No more needed
D) No interest in changing brand.
14. Since how long you have been using the present brand (in years).
   A) 1   B) 2   C) 3
   D) 4   E) 5   F) 6
   G) 7   H) 8   I) 9
   J) 10  K) 10+

15. Who has recognised the need of fan in your family.
   A) Husband    B) Wife     C) Spouse Jointly
   D) Parents    E) Social group F) Children

16. Who has collected information about the fan.
   A) Husband    B) Wife     C) Spouse jointly
   D) Parents    E) Social group F) Children

17. Which are in sources of information:
   A) News papers B) Radio     C) Television
   D) Own observation E) Neighbours F) Shop keeper
   G) Experience   H) Window display I) Social Group

18. Who has decided the brand prior to purchase.
   A) Husband    B) Wife     C) Spouse jointly
   D) Parents    E) Social Groups F) Children

19. Who allot the budget for purchase:
   A) Husband    B) Wife     C) Spouse jointly
   D) Parents    E) Social Groups F) Children

20. Who actually purchase the fan.
   A) Husband    B) Wife     C) Spouse jointly
   D) Parents    E) Social Groups F) Children

21. How much is the time-lag between need identification and actual purchase.
   A) One month  B) 1-6 months  C) 6-12 months
   D) 1-2 years  E) 2-3 years    F) 3-4 years
   G) 4-5 years  H) 5 +
22. What is your fan colour.

A) Ash B) Black C) Balck & White
D) Blue E) Brown F) Chocolate
G) Gold H) Green I) Gray
J) Orange K) Red L) Rose
M) Safaree N) Silver O) Sky Blue
P) Snuff Q) White R) Yellow
S) More than one

23. How many brands do you know.

A) 1 b) 2 C) 3
D) 4 E) 5 F) 6
G) 7 H) 8 I) 9
J) 10 K) 10 +

24. Do you aware and avail of special offer.

A) Yes B) NO

25. Reasons for not availing special offer.

A) No knowledge B) Inferior Products
C) Credit Purchase D) Terms not suitable
E) Gift F) No offers while buying
G) Purchase abroad H) Second hand purchase
I) Local made J) Lottery

26. To what extent advertisement influence you while buying.

A) Very greatey B) Greately C) Moderately
D) Slightly E) Not at all F) Can’t say

27. To what extent price influence you while buying.

A) Very greately B) Greately C) Moderately
D) Silghtly E) Not at all F) Can’t say


A) Like very mcuh B) Like moderately C) Like slighiy
D) Dislike slightly E) Dislike moderately
F) Dislike very much
29. Which of the following package do you prefer while buying.

A) Attractive  B) Protective  C) Attractive & Protective
D) Plastic     E) Cloth     F) Hardware
G) Leather     H) No need   I) Reusable containers
J) Just do not bother

30. How long do you thing this brand has been in the market.

A) Less than a year  B) 1-2 years  C) 3-4 years
D) 5-6 years        E) 7-8 years  F) 9-10 years
G) 11-12 years      H) 13-14 years I) 15 years
J) 15+              K) Uncertain L) Can’t say

31. Reasons for buying particular type of Fan.

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<th>Mini</th>
<th>Stand</th>
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<td>B) Status</td>
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<td>C) Not own house</td>
<td>C) Economic factor</td>
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<td>D) Good look</td>
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<tr>
<td>E) Not good roof</td>
<td>E) Others never ask</td>
<td>E) Not good</td>
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<td>F) Easy to handle</td>
<td>F) Space can save</td>
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<td>G) Small family</td>
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<td>G) Space can save</td>
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<td>H)</td>
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<td>H) Small family</td>
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1. Which type of tea do you use:
   A) Hot tea  B) Cold tea

2. Reasons for not buying tea:
   A) Use coffee  B) No habit
   C) Use milk   D) Costly
   E) Harmful to health  F) Economic factor
   G) Becomes adict  H) Waste of money
   I) Free from headach

3. Reasons for buying tea:
   A) Habit  B) Taste & flavour
   C) Refreshment  D) Forget problems
   E) Removes tierdness  F) For guest hostage
   G) Status  H) Necessary

4. Which of the following brands do you buy:
   A) Brook bond  B) Gemini
   C) Lipton tiger  D) Ruby Dust
   E) Red lathel  F) Super dust
   G) Taj Mahal  H) Taste
   I) Topstar  J) Taza
   K) A-I  L) Kanandevan
   M) 3 Rose  N) Lamsa
   O) Cheera  P) Ordinary or local
   Q) Tasters choice  R) Kotada
   S) Harison Gold  T) Mountain Mist
   U)  V)

5. What motivated you to buy the above brand.
   A) Advertisement  B) Fragrence  C) Habit
   D) Good performance  E) Reference group  F) Durability
   G) Special offer  H) Price  I) Quality
   J) Package  K) Easy available
   L) Company reputation
6. Since how long you have been using the present brand (in Years)

   A) One  B) Two  C) Three
   D) Four  E) Five  F) Six
   G) Seven  H) Eight  I) Nine
   J) Ten  K) Ten +

7. While maintaining loyalty towards a particular brand have you ever attempted other brand.

   A) Yes   B) No

8. Reasons for attempting other brand.

   A) Advertisement  B) Better Quality
   C) Variety sake  D) Non availability
   E) Reference group  F) Boredom
   G) Popularity of other brand  H) Irregular supply
   I) Special offer

9. Earlier which brand you are using.

   (For brand names please refer Q No. 4)

10. Have you switched back to already used brand

    A) Yes   B) No

11. Reasons for switching back to already used brand

    (For reasons please refer Q No. 8).

12. If favourable brand is not available in the market temporarily what will you do.

    A) Try for other brand
    B) Try for substitute
    C) Postpone buying
    D) Stop buying

13. In case innovative brand appears in the market will you try for it.

    A) Yes   B) No
14. Reasons for not trying innovative brand.
   A) Uncertainty of quality
   B) No interest in changing brand
   C) Do not want to take risk
   D) Any other

15. How often do you purchase Tea in a month.
   A) Once          B) 2 times        C) 3 times
   D) 4 times       E) 5 times        F) Daily

16. Who has recognised the need of Tea in your family
   A) Husband       B) Wife           C) Spouse jointly
   D) Parents       E) Social group   F) Children

17. Who has collected information about Tea
   A) Husband       B) Wife           C) Spouse jointly
   D) Parents       E) Social group   F) Children

18. Which are the sources of information
   A) Cinema        B) Experience     C) Friends
   D) Hoarding      E) News papers    F) Neighbour
   G) Own observation H) Radio        I) Shop keeper

19. Who has decided the brand
   A) Husband       B) Wife           C) Spouse jointly

20. Who allots the budget for purchase
   A) Husband       B) Wife           C) Spouse jointly
   D) Parents       E) Social group   F) Children

21. Who actually purchase Tea
   A) Husband       B) Wife           C) Spouse jointly
   D) Parents       E) Social group   F) Children

22. What is your choice of Tea colour.
   A) Ash           B) Blue           C) Brown
   D) Rose          E) Snuff          F) Black
   G) Gray          H) Gold           I) Sky blue
   J) White         K) Chocolate      L) Green
   M) Pink          N) Silver         O) Yellow
23. How many brands do you know.
   A) 1  B) 2  C) 3
   B) 4  E) 5  F) 6
   G) 7  H) 8  I) 9
   J) 10  K) 10+

24. Do you aware and avail of special offer
   A) Yes  B) No

25. Reasons for not availing special offer
   A) No knowledge  B) Expiry of time
   C) Inferior quality  D) No offers while buying
   E) Terms not good  F) Any other.

   A) Very gerately  B) Greately  C) Moderately
   D) Slightly  E) Not at all

27. To what extent price influence you while buying Tea.
   A) Very greatly  B) Greately  C) Moderately
   D) Slightly  E) No at all

   A) Like very much  B) Like moderately
   C) Like slightly  D) Dislike slightly
   E) Dislike moderately  F) Dislike very much

29. How often do you use Tea.
   A) Once  B) Two times  C) Three times
   D) 4+

30. Which of the following packages do you prefer while buying Tea.
   A) Attractive  B) Protective  C) Plastic
   D) Paper  E) Attractive and protective
   F) Reusable containers  G) Just do not bother
   H) No need
31. How much is the time lag between need identification and actual purchase;

A) Less than a week  B) Less than a month
C) Less than a three months  D) Less than 6 months
E) Less than a year  F) 1 year
G) 2 years  H) 3 years
I) 4 years  J) 5 years
K) 6 years  L) 7 years
M) 8 years  N) 9 years
O) 10 years  P) 10 +
Q) Can’t say  R) Forgotten

32. How long do you think this brand has been in the market:

A) Less than a year  B) 1-2 years
C) 3-4 years  D) 5-6 years
E) 7-8 years  F) 9-10 years
G) 11-12 years  H) 13-14 years
I) 15-16 years  J) 17-18 years
K) 19-20 years  L) 20+
M) Uncertain  N) Can’t say