APPENDIX

A STUDY ON THE CONSUMER BEHAVIOUR IN RURAL MARKET OF TRICHY WITH REFERENCE TO TOILET SOAPS

INTERVIEW SCHEDULE

I. PERSONAL PROFILE

1. Name :
2. Sex : □ Male □ Female
3. Age : □ 21-25 years □ 26-35 years □ 36-45 years □ 46-55 years □ Above 55 years
4. Family Size : □ 1-2 □ 3-4 □ 5-6 □ Above 6
5. Type of Family : a. □ Nuclear b. □ Joint
d. □ H.Sc, e. □ Graduate & PG
7. Occupation :
e. □ Others (specify) _______
8. Monthly Income
   a. □ Below Rs.2000 b. □ Rs.2001- Rs.4000 c. □ Rs.4001 - Rs.6000
d. □ Rs.6001 - Rs.8000 e. □ > Rs.8000

II. PRODUCT PROFILE

1. Can you tell me which soap you are using now?
   : □ MNC (HUL) □ Others □ Both
2. Since How many years you are using this soap?
   : □ 1-2 years □ 3-5 years □ 5-10 years □ 10-15 years □ > 15 Years
3. Mention the Time Frequency of purchasing the Toilet Soaps:
   □ Weekly Twice □ Weekly □ Fortnight □ Monthly □ Once in Two Months
4. How much do you spend for your soaps per month?
   □ Below Rs.50 □ Rs.51-100 □ Rs.101 – 150 □ Rs.151-200 □ Above Rs.200
5. Mention the toilet soap/s used in your family. (If more than one, please mark 1, 2, 3, etc. as per your preference)

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<td>Dettol</td>
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<td>Chandrika</td>
<td>Margo</td>
<td>Jeeva</td>
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6. I do not use soap.
   - Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

7. Usage of soap is unhealthy:
   - Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

8. Toilet soap usage is a wasteful expenditure
   - Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

9. I purchase soap because of brand name:
   - Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

10. I frequently change soaps:
    - Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

11. I purchase the soap based on its weight (gms):
    - Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

12. I purchase the soap by its packaging:
    - Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

13. I purchase soap by its fragrance:
    - Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree
14. I will change the soap if any other branded soap's fragrance impresses me:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

15. I purchase soap by its color:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

16. I purchase soap by its shape:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

17. I purchase soap by seeing its advertisement:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

18. I will change the soap if any other branded soap's advertisement impresses me:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

19. I purchase soap because of the wide popularity it has:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

20. I purchase soap because of the models in the advertisement:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

21. I purchase soap because of its quality:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

22. I will change the soap if the quality of any other branded soap impresses me:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

23. I purchase soap by getting recommendation from others:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

24. I purchase soap because of my children's pressure:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

25. I purchase soap because of doctors' reference:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

26. I purchase low cost soap only:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

27. I purchase soap based on its availability only in the shop which I normally buy:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

28. I purchase the soap because it comes for more number of days:
   Strongly Agree/ Agree/ Agree to a little extent/ Disagree/ Strongly Disagree
29. I purchase soap because it is good for skin
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

30. I purchase the soap because of the 'offer' given:
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

31. I will change the soap if any other branded soap company 'offer' impresses me:
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

32. I purchase the soap by seeing the TFM (Total Fatty Matter)
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

33. I'm satisfied with the price of the soap I use:
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

34. TV is the best media in promoting the soap's advertisement
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

35. Foaming is an important parameter in soap.
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

36. Brand loyalty is possible only through sustained quality
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree

37. I recommend the product to others
   Strongly Agree / Agree/ Agree to a little extent/ Disagree/ Strongly Disagree