APPENDIX C:
The survey instrument for consumer survey – Telecom service
Dear Respondent,

We are doing a research in KIMS at Karnatak University on consumer response to help provide better facilities to you. To help us in this kindly fill in the data sheet below by circling or ticking the box which you feel is appropriate. All information provided by you will be kept strictly confidential. I thank you for your kind co-operation in filling this Data Sheet.

Sincerely

Anita Basalingappa
Research Scholar

---

**DATA SHEET**
(for customers)

1. Name: __________________________

2. Occupation:
   - [ ] Self employed
   - [ ] Doctor
   - [ ] Engineer
   - [ ] Agriculturist
   - [ ] Govt. employee
   - [ ] Bank employee
   - [ ] Others

3. I got to know more about this TELCOM COMPANY after I have started using services of this TELCOM COMPANY and hence I am keen on availing the service of the same.

4. I am interested in this TELCOM COMPANY because it is visually appealing

5. I have been using services of this TELCOM COMPANY because of the low prices, visual pleasure, and new concept of private TELCOM COMPANY.

6. As a matter of requirement I have been using services of this TELCOM COMPANY and will continue the same.

7. I will definitely use services of this TELCOM COMPANY because of the attitude of the employees towards me

8. I have a positive feeling toward this TELCOM COMPANY because of the attitude of the employees towards me

9. I will definitely use services of this TELCOM COMPANY because of the benefits I get from this TELCOM COMPANY

10. I have a positive feeling towards this TELCOM COMPANY because of the benefits I get from this TELCOM COMPANY

11. I am interested in this TELCOM COMPANY because of the schemes and discounts I get

12. I tend to use services more from this TELCOM COMPANY because of the financial benefits

13. I use services of this TELCOM COMPANY because it feels good status wise

14. I use services of this TELCOM COMPANY because of individual attention and care I receive

15. I intend to use services of this TELCOM COMPANY because of the financial benefits

16. I intend to use services of this TELCOM COMPANY because of the individual attention and care that I could receive
17 I intend to use services of this TELCOM COMPANY because it would feel good status-wise

18 I like using services of this TELCOM COMPANY because of the experience I have had with this TELCOM COMPANY

19 I have decided to use services of this TELCOM COMPANY henceforth because of the first experience I had with this TELCOM COMPANY

20 I like using the services of this TELCOM COMPANY because of the value for money services & products at this TELCOM COMPANY

21 I like using services of this TELCOM COMPANY because it is spacious and feel good to spend time in this TELCOM COMPANY

22 I have decided to use services of this TELCOM COMPANY henceforth because of the value for money services and products available at this TELCOM COMPANY

23 I have decided to use services of this TELCOM COMPANY henceforth because it is spacious and feels good to spend time in this TELCOM COMPANY

24 I will use services of this TELCOM COMPANY because of convenience and not because of anything else

25 I use services of this TELCOM COMPANY because of convenience and not because of any other reason

26 I will use services of this TELCOM COMPANY because of ease of parking space

27 I use services of this TELCOM COMPANY because of ease of parking space

28 I use services of this TELCOM COMPANY because the service at this TELCOM COMPANY is extremely convenient to my lifestyle (Reminders are sent, personalized service)

29 The benefits that one gets by using services of this TELCOM COMPANY distinguishes it from other TELCOM COMPANIES

30 The benefits that one gets by using services of this TELCOM COMPANY helps in understanding the differences between the various TELCOM COMPANIES

31 I will definitely use services of this TELCOM COMPANY because of the benefits that I get from this TELCOM COMPANY

32 I am willing to travel or shift from the existing TELCOM COMPANY to use services of this TELCOM COMPANY because of the kind of relationship that this TELCOM COMPANY maintains with the customers

33 I have been using services of this TELCOM COMPANY because of the relationship that is extended to me and the benefits that I get

34 I understand the various features and services of a TELCOM COMPANY because of this TELCOM COMPANY

35 I buy from this TELCOM COMPANY because...

36 I understand the utility of a TELCOM COMPANY

37 I understand how this TELCOM COMPANY is different from others

38 I have decided to use services of this TELCOM COMPANY

39 I intend to use services of this TELCOM COMPANY because... I understand the utility of a TELCOM COMPANY

40 I understand how this TELCOM COMPANY is different from others I have been using services of this TELCOM COMPANY and I enjoy the experience
1. I understand the services of this TELCOM COMPANY well enough to evaluate it against other TELCOM COMPANIES.
2. It is important that when choosing a TELCOM COMPANY, I make the right choice of the TELCOM COMPANY.
3. This TELCOM COMPANY is a TELCOM COMPANY that interests me.
4. When deciding on a TELCOM COMPANY I am not interested in bargain-seeking.
5. When choosing a TELCOM COMPANY, I compare prices of different options to be sure I get the best value for money.
6. This TELCOM COMPANY has up to date equipment.
7. This TELCOM COMPANY's facilities are visually appealing.
8. This TELCOM COMPANY is exactly what I need from a TELCOM COMPANY.
9. This TELCOM COMPANY as a choice of TELCOM COMPANY has not worked out well as I thought it would.
10. If I could do it over again, I would choose an alternative TELCOM COMPANY to this TELCOM COMPANY.
11. I truly have enjoyed using services of this TELCOM COMPANY.
12. TELCOM COMPANIES should not be expected to give customers individual attention.
13. This TELCOM COMPANY is a TELCOM COMPANY that I could talk about for a long time.
14. I have a preference for this TELCOM COMPANY in this locality.
15. This TELCOM COMPANY is more than a mere TELCOM COMPANY.
16. I would try an alternative TELCOM COMPANY if it charged 25% less than this TELCOM COMPANY.
17. I would try an alternative TELCOM COMPANY if the alternative TELCOM COMPANY offered increased facilities than this TELCOM COMPANY.
18. I would change TELCOM COMPANY if the alternative offered increased status.
19. I would change TELCOM COMPANY if the alternative TELCOM COMPANY's staff were more friendly.
20. When I see an alternative TELCOM COMPANY somewhat different than the usual, I investigate it.
21. I usually use services of the same TELCOM COMPANY within a locality.
22. Using services of this TELCOM COMPANY says a lot about who I am.
23. I care a lot about this TELCOM COMPANY.
24. I consider myself to be highly loyal to this TELCOM COMPANY.
25. I would get tired of using services of this TELCOM COMPANY every time.
26. When I go to a TELCOM COMPANY, I feel safer to buy those options I am familiar with.
27. If I like a TELCOM COMPANY, I rarely switch from it just to try something different.
28. I get bored with using the services of the same TELCOM COMPANY even if it is good.
29. a) Your Age (Yrs.) □ <25 □ 26-35 □ 36-45 □ 46-60 □ >60
   b) Income (Rs. p.a.) □ <60,000 □ 60,000-1.2 L □ 1.2 L-2.4 L □ 2.4 L-3.6 L □ 3.6 L-6.0 L □ 6.0 L-12.0 L □ >12.0 L
   c) Education □ Up to Xth □ Graduate □ Post Graduate □ Doctor □ Engineer
      □ Management □ Law □ PhD.
   d) No. Of. Members in your Household □ <2 □ 3-4 □ 5-8 □ >8
   e) Your Monthly Expenditure (In Rs.) □ <500 □ 500-1000 □ 1000-2000 □ >2000

Thank you for your patient co-operation