APPENDIX

QUESTIONNAIRE
(Data Collection Tool)

MARKETING STRATEGIES OF CELLULAR SERVICES
(A Case Study on Visakhapatnam Urban Cellular Customers with A Special Focus on BSNL, Airtel and Vodafone)

I. SOCIO-ECONOMIC INFORMATION:
1. Name of the respondent : 
2. Category you belong to : (a) Student (b) Business person
   (c) Employee (d) professional
3. What you are if you are not belonging to above category : If others, please specify
4. Age group : (A) 15-25 (b) 26-35
   (c) 36-55 (d) above 55
5. Gender : (a) Male (b) Female
6. Marital status : (a) Married (b) Unmarried
   (c) Widowed (d) Divorced
7. Religion : (a) Hindu (b) Muslim
   (c) Christian (d) Other
8. Community : (a) S.C (b) S.T
   (c) B.C (d) O.C
9. Mother : (a) Telugu (b) Hindi
   (c) Others (specify)
10. State of domicile : (a) Andhra Pradesh (b) Other than A.P
11. Place of Living : (a) Visakha Rural (b) Visakha city
12. Educational institute : (a) Primary (b) SSC
   (c) Intermediate (d) Graduation
   (e) Post-Graduation (f) Technical
13. Type of family: (a) Joint (b) Nuclear
14. Where do you stay: (a) Own House (b) Quarters (c) Rented (d) House
15. Annual income from your Employment: Rs._________
16. Is your income sufficient to take your livelihood? (a) Sufficient (b) More than sufficient (c) Insufficient

II) PRODUCT FACTOR

1. Which type of connection you are using? [ ]
   a) Pre-paid b) Post-paid
2. Are you facing any unhappy experience in utilizing the service? [ ]
   a) Often b) Sometimes c) Never
3. Any specific service do you want to be offered from this connection? [ ]
   a) Money transfer b) Market prices c) Cinema d) Reservation e) Games f) Movies g) Chatting h) Music
4. If prepaid, which service scheme you suggest to your cellular service provider?
   a) Discounted card for yearly calling b) Discounted card for monthly calling c) Individual call time charging d) Launching of 10Rs/- or even lesser value prepaid card
5. Choose the range of services to be included with this service? [ ]
   a) E-purchase b) E-reservation c) Credit charges in the bank A/C d) others (specify)
6. Do you stick to particular brand of service? [ ]
   a) Yes b) No c) Depending on services offered
7. How do you purchase talk-time? [ ]
   a) Based on your need b) Based on marketing persons request c) Based on incentives offered by the operator d) Based on Talk-time prices
8. Are you aware of number portability? [ ]
   a) Yes B) No c) To some extent

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9. Are you aware of “3G” technology? [ ]
   a) Yes  2) No  c) to some extent

10. In your opinion, how would you Rate various services providers?

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11. Do you view videos/ movies on mobile? [ ]
   a) Often  b) Sometimes  c) never

12. At present, which type of mobile you are using? [ ]
   a) Single SIM  b) Dual SIM  c) Triple SIM

13. How much value of talk time you consume daily? [ ]
   a) 10 rupees  b) 20 rupees  c) 50 rupees  d) >50 rupees

14. The number of calls done by you per day approximately is [ ]
   a) Less than 5 calls per day  b) 5-15 calls per day  
   c) 16-25 calls per day  d) >25 calls per day

15. In which of the following areas do you find problem? [ ]
   a) Coverage  b) Billing  c) Activation  
   d) Poor service  e) Customer Care  f) Roaming  
   g) Poor information from service providers  h) Others (Pl. Specify) ______

16. Are you satisfied with the network connectivity service of the current service provider? [ ]
   a) Highly Satisfied  b) Satisfied  c) Neutral  
   d) Dissatisfied  e) Highly Dissatisfied

17. Are you satisfied with the connectivity problem normally? [ ]
   a) Highly Satisfied  b) Satisfied  c) Neutral  
   d) Dissatisfied  e) Highly Dissatisfied

18. Do you face network connectivity problem normally? [ ]
   a) Inside some specific region  b) While traveling  
   c) Outside some region  d) No
19. If so, do you face connectivity problems in specific hours of the day?
   a) 00 hrs to 6 hrs  b) 6-10 hrs  c) 10-12 hrs  d) 12-16 hrs
   e) 16-18 hrs  f) 18-20 hrs  g) 20-24 hrs

20. What connectivity problem you faced frequently? 
   a) Network Busy  b) Not getting signal  c) Disconnected frequently
   d) Voice Problem  e) Any other (Pl. Specify)

21. Are you aware of the Network Coverage of the company? 
   a) Yes  b) No

22. Are you aware of the following mobile value added services?
   a) Mobile TV telecast  Yes ( ) No ( )
   b) Video calls  Yes ( ) No ( )
   c) Video services  Yes ( ) No ( )
   d) Mobile broad band services  Yes ( ) No ( )
   e) Mobile advertisement  Yes ( ) No ( )
   f) Navigation  Yes ( ) No ( )
   g) Maps  Yes ( ) No ( )
   h) Internet banking  Yes ( ) No ( )
   i) Movies downloading  Yes ( ) No ( )
   j) Telemedicine  Yes ( ) No ( )
   k) E-learning  Yes ( ) No ( )
   l) E-governance  Yes ( ) No ( )

23. Do you get recharge on internet? 
   a) Yes  b) No  c) Some times

24. Are you aware of mobile banking? 
   a) Yes  b) No  c) To some extent

25. Are you aware of “Railway reservation through cell phone”? 
   a) Yes  b) No
26. Are you receiving unwanted messages on your mobile? [   ]
   a) Yes       b) No
   If Yes, What is the frequency? [   ]
   a) Very rare (1 to 3 messages) b) occasionally (4 to 6)
   c) Frequently (more than 7)       d) Never (0)
27. Does your service provider help you to restrict unwanted messages? [   ]
   a) Yes       b) No       c) some times

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28. You are getting full talktime after every recharge. [   ]
   a) Strongly Agree    b) Agree    c) Neither Agree nor Disagree
   d) Disagree    e) Strongly Disagree
29. Most of the times, top up of talk time is done in a little time/within few seconds. [   ]
   a) Strongly Agree    b) Agree    c) Neither Agree nor Disagree
   d) Disagree    e) Strongly Disagree
30. Calculation of free talktime deduction is done correctly. [   ]
   a) Strongly Agree    b) Agree    c) Neither Agree nor Disagree
   d) Disagree    e) Strongly Disagree
31. Addition of free talktime against offers is also taking place in time. [   ]
   a) Strongly Agree    b) Agree    c) Neither Agree nor Disagree
   d) Disagree    e) Strongly Disagree
32. Outgoing calls can be continued though there is no talk time balance regarding prepaid connections [   ]
   a) Strongly Agree    b) Agree    c) Neither Agree nor Disagree
   d) Disagree    e) Strongly Disagree
33. There is a chance of false deduction & false calculation of talk duration & talk time. [   ]
   a) Strongly Agree    b) Agree    c) Neither Agree nor Disagree
   d) Disagree    e) Strongly Disagree
34. Outgoing calls can be continued though time period is over regarding prepaid connections. [   ]
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree

35. Outgoing calls can be continued forever for the postpaid connection though monthly bill is not paid? [   ]
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree

36. There are some unbranded cellular operators, they also sell talktime product.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree

37. There is a warranty for cellular customers to provide quality talktime, otherwise money will be refunded. [   ]
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree

III) PRICE FACTOR

1. Are you comfortable with the pricing of your cellular service provider? [   ]
   a) Satisfied b) Not satisfied c) To be further reduced d) To be increased

2. What type of payment mode you are more interested? [   ]
   a) Cash b) Credit c) Cheque d) Payment through internet

3. Which pricing you like more? [   ]
   a) Need based product pricing  b) Market oriented pricing
c) Fixed pricing  d) Flexible pricing

4. Which do you prefer more? [   ]
   a) More talktime at optimum cost
   b) Less talktime with high quality of service
   c) High quality of service at optimum cost
   d) Limited talktime at optimum cost

5. If prepaid, what value of prepaid card is most useful for you? [   ]
   a) 200Rs/-  b) 100Rs/-  c) 50Rs/-  d) 10Rs/-  e) More

6. In your opinion, Prepaid is more economical than postpaid? [   ]
   a) Strongly Agree  b) Agree  c) No opinion  d) Disagree  e) Strongly disagree

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7. How much do you spend per month on your mobile connection?  
   a) 100Rs/- b) 500Rs/- c) 100Rs/- d) > 100Rs/-

8. What is your purchase intent for news alerts on mobile phone?  
   a) Interested on business alerts  
   b) Interested on astrological predictions  
   c) Interested on trading news  
   d) No reaction e) Others specify________________

9. How do you feel ISD rates of your service provider?  
   a) Costly affordable  
   b) Economically costly  
   c) Unaffordable  
   d) Not interested and no need e) No idea

10. Are you satisfied with the call charges charged by the operator?  
    a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied  
    e) Highly Dissatisfied

11. Are you happy with the present billing service? (Including prepaid tariff)  
    a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied  
    e) Highly Dissatisfied

12. Are you aware about the billing system of the company?  
    a) Yes b) No c) Some what

13. Are you getting your billing information in time?  
    a) Yes b) No c) Can’t say

14. If Post paid, you get billing updates through  
    a) SMS b) Customer Care c) At Home e) Any Other (Pl. Specify)________

15. Talktime prices are subsidized and provided for customers.  
    a) Strongly Agree b) Agree c) Neither Agree nor Disagree  
    d) Disagree e) Strongly Disagree

16. Price discounts are one of the marketing strategies of cellular service providers.  
    a) Strongly Agree b) Agree c) Neither Agree nor Disagree  
    d) Disagree e) Strongly Disagree
17. Customer population is totally dependent on talktime price level. [ ]
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

18. A small difference in talktime prices make cellular service provider to get profit or loss. [ ]
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

19. A family altogether consumes at least 1000Rs/- talktime per month. [ ]
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

20. Talktime prices of almost all cellular operators is same and uniform. [ ]
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

21. Quality services from a cellular service provider costs more? [ ]
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

22. Low cell tariffs from cellular operators results in poor services. [ ]
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

23. Price allowance normally inspire customers to purchase more talktime. [ ]
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

24. Price discounts motivate customers to purchase talktime of the cellular operator but not to consume more talktime. [ ]
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

IV) PLACE FACTOR

1. If repaid customer, where do you buy your cell phone talktime? [ ]
   a) Nearby shop   b) Authorized service outlet
c) From the Agent   d) By all means
2. Purchase location far away from your residence makes your purchase being postponed? [ ]
   a) Strongly Agree b) Agree c) Neutral d) Disagree e) Strongly Disagree
3. Are you satisfied with the services of franchises (Franchising is granting of right to another person who is located very close to the customer)? [ ]
   a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied
4. If a cellular connection required by you is not available at you nearby outlet, what will you do? [ ]
   a) You wait for some time
   b) You will go to nearby town, where it is available
   c) You drop your purchase or postpone buying decision
   d) You will shift to another service
5. Will you require in person services from your cellular service provider to resolve complaints? [ ]
   a) Yes b) No c) Neither agree nor disagree d) No idea
6. The most common place where you use your mobile are [ ]
   a) At home b) At temple c) At stores
   d) At railway station e) Others specify_________
7. Service provider’s outlet locations should be [ ]
   a) in the middle of town b) at outskirts
   c) far away from city d) at commercial centres
8. Starting service outlets at heart of city itself is a good marketing strategy which can attract more customers [ ]
   a) Yes b) No c) Can’t say
9. Getting cellular connection in rural areas is very difficult. [ ]
   a) Yes b) No c) Can’t say d) No idea
10. Normally there will not be any connectivity problems in town areas than villages [ ]
    a) Yes b) No c) Can’t say
11. Recharge cards are available in every shop.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

12. Recharge cards will be delivered to your doorstep.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

13. E-Recharge has become more useful than recharge cards.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

14. For getting recharge you have to go personally.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

15. You can purchase only limited amount of talktime.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

16. Receipt will be given for the talktime purchased.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

17. Outlet locations for the sale of talktime are to be increased.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

18. There are so many intermediaries between sale and purchase of talktime.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

19. Exposure is must buy talktime of particular cellular service provider.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

20. Talk time is not sold to person of age <18 Years and> 60 years.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree
V) PROMOTION FACTOR

1. How you came to know about particular cellular service?  
   a) TV advertisements  b) News papers  c) hoardings  d) Mouth talk

2. Which type of sales promotion attracted you?  
   a) Mouth talk  b) Offer of more free services  c) Both  d) No idea

3. If a cellular company is giving benefit directly to customer rather than spending on advertising, will you appreciate it?  
   a) Yes  b) No  c) No idea

4. In your opinion, what type of service promotion is a advisable for an illiterate person?  
   a) Personal selling  b) Advertising  c) Publicity  d) Mouth talk

5. You have taken this service because your favourite cine hero/heroine was brand ambassador for that?  
   a) Yes  b) No  c) Sometimes

6. Are you satisfied with the after sales service given by your service provider?  
   a) Highly Satisfied  b) Satisfied  c) Neutral  d) Dissatisfied  
   e) Highly Dissatisfied

7. Are you fully aware of schemes provided by your service providers?  
   a) Yes  b) No  c) somewhat

8. Are you aware about any promotional scheme offered by the company?  
   a) Yes  b) No  c) No idea

9. You had a mobile connection because  
   a) Everybody around you already had one with them  
   b) You wanted to buy it  
   c) Somebody (friend/parents) asked you to get one for yourself  
   d) Any other reason (Specify)____________

10. What is the most important reason for purchasing the mobile?  
    a) Gives you the convenience of calling any time  
    b) It is easy to communicate with friends  
    c) It is a better medium to get messages.  
    d) In emergency very useful
11. You came to know about cellular service operator through sales person. [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
12. Television advertisement attracted you more to take cellular connection. [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
13. Hoardings and newspapers made you to know about talktime offers. [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
14. You purchase talk time of particular cellular service depending on the offers given [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
15. You will have 4 or 5 SIMs of various operators and as per offers provider you go on purchasing talktime. [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
16. Normally people maintain more no of services to avail offers but not to avoid some persons. [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
17. Publicity plays important role to take cellular connection but not talktime. [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
18. Promotion blend is to be designed according to customers taste. [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
19. Incentives gives to customers are also part of promotional activities/marketing strategies of cellular services. [   ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly Disagree
20. Normally incentives are given in terms of talktime to the customers. [ ]
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
   d) Disagree  e) Strongly Disagree

VI. PEOPLE FACTOR

1. Being customer, are you becoming a source of influence for other customers?
   a) Often  b) Some Times  c) Never  d) No Idea  [ ]
2. The kind of customers already existing, can have important influence on prospective customers?
   a) Often  b) Some Times  c) Never  d) No Idea  [ ]
3. The class of customers got attracted-can influence only that level of customers  a) Often  b) Some Times  c) Never  d) No Idea  [ ]
4. The looks and behaviour of Service personnel make you to take cellular connection?
   a) Often  b) Some Times  c) Never  d) No Idea  [ ]
5. If the service personnel are not rendering good service, you quit that service, though it is a good company?  [ ]
   a) Often  b) Some Times  c) Never  d) Can’t say
6. Though the service provider is not that much good, but the servicing person is good, what will you do?  [ ]
   a) Quit that service  b) Do not quit that service  c) May or may not quit
7. Are you aware of role of telecom services in providing Broadband without using Cable network?  [ ]
   a) Yes  b) No  c) No idea
8. What is your purchase intent for customer care operator alerts on mobile phone?
   a) Positive  b) Negative  c) Neither positive or negative  d) Some times  [ ]
9. What is communication Channel through which your service provider keeps you in touch?
   a) By sending SMS  b) Postal service  c) Call ups  d) Internet  [ ]
10. The customer care representative should be
    a) Customer friendly  b) Knowledgeable  c) Obedient  d) Helpful  e) Nil
11. Getting your queries resolved in reasonable time period?
   a) Strongly Agree  b) Agree  c) No opinion  d) Disagree  e) Strongly disagree

12. The customer’s service representative is very courteous.
   a) Strongly Agree  b) Agree  c) No opinion  d) Disagree  e) Strongly disagree

13. The customer service representatives are very knowledgeable.
   a) Strongly Agree  b) Agree  c) No opinion  d) Disagree  e) Strongly disagree

14. You buy a cellular service connection by getting continued persuasion by sales people.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  d) Disagree  e) Strongly disagree

15. Personal appearance and dressing of a sales person made you to take this particular cellular connection.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  d) Disagree  e) Strongly disagree

16. Attitude and behaviour of sales people influences the customers perception of the service.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  d) Disagree  e) Strongly disagree

17. Good service delivery itself is a powerful marketing strategy.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  d) Disagree  e) Strongly disagree

18. Customers influence their own service outcomes and also other customers.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  d) Disagree  e) Strongly disagree

19. Service people motivated by rewards can educate the customers.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  d) Disagree  e) Strongly disagree

20. You continue with a same cellular service operator because of their marketing strategy of sending beautiful sales persons.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  d) Disagree  e) Strongly disagree
21. Nowadays cellular service providers don’t need sales persons to market their talk time.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly disagree

22. Number portability is a boon for cellular customer to quit poor service providers
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly disagree

23. Service quality improved because of number portability.
   a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree
d) Disagree  e) Strongly disagree

VII) PHYSICAL EVIDENCE FACTOR

1. Where you usually get services regarding your cellular connection?  
   a) Authorized show room  b) Through a franchisee
c) Through a marketing executive  d) wherever it is available

2. How the customer service outlets receive you?
   a) Receive in good manner  b) Receive in bad manner
c) No observation  d) Sometimes good or sometimes bad

3. To what extent, physical evidence of a cellular service outlet is influencing you?
   a) To the maximum extent  b) To some extent
c) Not at all  d) Can’t say

4. If the service is very good but physical evidence of service outlet is very poor, what will you do?
   a) Prefer only service  b) Prefer only physical evidence
c) Prefer neither service nor physical evidence

5. Do you satisfy on the basis of image of service organization?
   a) Yes  b) No  c) Sometimes
6. Considering your most recent experience with that company, how much satisfied are you with the customer care services? [ ]
   a) Very much satisfied  b) Satisfied  c) Neutral  d) Dissatisfied  
   e) Very much dissatisfied

7. Facility provided by cellular operators should be designed such that [ ]
   a) Cell phone connection and service at one place
   b) Cell phone sales only at that place
   c) Cellular connection facility at another place
   d) Cell phone sales & service at one place & cellular connection facility at another place

8. Based on which factors you buy a new connection? [ ]
   a) Business cards  b) Statements  c) Reports  d) Guaranty

9. You are interested on which facility, supposed to be provided in the retail outlet? [ ]
   a) Toilet  b) A.C.  c) Comfortable seating  d) Live music  e) Drinking water

10. Brochures made by your service provider attracted you to take this cellular connection [ ]
    a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
    d) Disagree  e) Strongly Disagree

11. Service scope (Physical facility ahead the service offered) is not much important for cellular services. [ ]
    a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
    d) Disagree  e) Strongly Disagree

12. Physical evidence ever provide excellent opportunities for the cellular operator to send strong messages regarding their nature of service. [ ]
    a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
    d) Disagree  e) Strongly Disagree
13. Your cellular service provider designed excellent facilities and grabbed more customers.  
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
d) Disagree  e) Strongly Disagree

14. Business cards and statements of cellular operator shows their good service.  
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
d) Disagree  e) Strongly Disagree

15. You get billing updates through SMS & customer care persons  
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
d) Disagree  e) Strongly Disagree

16. Billing statements of your service provider are very beautiful & transparent  
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
d) Disagree  e) Strongly Disagree

17. Dress code of employees of your service providers attracted you to take new connection  
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
d) Disagree  e) Strongly Disagree

18. You are getting service from the providers in a beautiful outlet.  
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
d) Disagree  e) Strongly Disagree

19. You don’t face any problem in getting quality service from your operator.  
a) Strongly Agree  b) Agree  c) Neither Agree nor Disagree  
d) Disagree  e) Strongly Disagree

VIII) PROCESS FACTOR

1. It is comfortable to buy recharge cards for getting cellular service.  
a) Strongly Agree  b) Agree  c) No opinion  d) Disagree  e) Strongly disagree

2. In your opinion, which of the following is beneficial for recharge?  
a) E-recharge  b) Recharge cards  c) Both
3. Selling of recharge cards in the retail outlets made customers more comfortable
   [ ]
   a) Strongly Agree b) Agree c) No opinion d) Disagree e) Strongly disagree

4. Getting cellular service is a complex process.
   [ ]
   a) Strongly Agree b) Agree c) No opinion d) Disagree e) Strongly disagree

5. In your opinion, which of the following method of delivering cellular services can
   make the procedure further simple?
   [ ]
   a) Service on calling b) Service against SMS c) Others (specify)

6. What type of expectations do you have from your service provider?
   [ ]
   a) Voice quality b) Good services c) Wide coverage d) Quick connectivity

7. How much time you have to wait to get connected with customer care operator?
   [ ]
   a) Long b) Reasonable c) Quick d) No idea

8. How much time service provider takes to recharge your card?
   [ ]
   a) Long b) Reasonable c) Quick d) No idea

9. How much time service provider takes to resolve your complaint?
   [ ]
   a) Long b) Reasonable c) Quick d) No idea

10. How would you rate the services value for money?
    [ ]
    a) Excellent b) Good c) Not sure d) Poor e) Very Poor

11. The waiting time for getting question addressed is realistic.
    [ ]
    a) Strongly Agree b) Agree c) No opinion d) Disagree e) Strongly disagree

12. Would you change the service provider if given a choice.
    [ ]
    a) Surely will change b) surely will not change c) No idea
13. How much time did it take for activation?
   a) Less than a day b) next day c) 2-3 days d) a week time

14. Is there any fault in your mobile faced by you for the service(s) assured by your current service provider?
   a) Yes b) No c) Some times

15. Do you face the problem of Call drops frequently?
   a) Yes b) No c) Some times

16. What is the frequency of call drop per day?
   a) 0% b) 10% c) 20% d) 20-50% e) more than 50%

17. Percentage of call drops within region
   a) Very High b) High c) Neutral d) Low e) Very Low

18. Percentage of call drops outside region
   a) Very High b) High c) neutral d) Low e) Very Low

19. Do you face call drop problem as:
   a) Partial call drop b) Complete calls drop c) Both d) None

20. Getting new cellular connection from your provider is very easy.
   a) Strongly Agree b) Agree c) Neither agree nor Disagree
d) Disagree e) Strongly Disagree

21. You can get cellular connection from your home
   a) Strongly Agree b) Agree c) Neither Agree nor Disagree
d) Disagree e) Strongly Disagree

22. You can get cellular connection from your home
   a) Strongly Agree b) Agree c) Neither Agree nor Disagree
d) Disagree e) Strongly Disagree

23. One person can have any number of SIMS of same service provider.
   a) Strongly Agree b) Agree c) Neither Agree nor Disagree
d) Disagree e) Strongly Disagree
24. Redressal of your complaints can be done with a single phone call
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

25. Value added services can be had in a little time.
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

26. For getting a small service from your service provider you have to follow a
    complicated and extensive series of actions to complete the process.
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

27. Logic of steps involved in getting required service, often make you to escape from
    that provider.
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

28. Highly bureaucratized services make customers to shift to private cellular operators.
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree

29. You are happy with the actual procedures, mechanisms and flow of activities by
    which the service is delivered.
   a) Strongly Agree   b) Agree   c) Neither Agree nor Disagree
d) Disagree   e) Strongly Disagree