APPENDIX -II

Strictly Confidential

Exploring The Quality of Life,
it's Relationship with Consumer Behaviour
in The City of Calcutta

Planned and Designed by SRIYA RAY,

For The Ph. D. Dissertation

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This research study is conducted to assess how you feel about your present life and its various aspects. Also, it will seek your opinion about purchase of household used durable items.

Please answer each question as truthfully and accurately as possible. Your opinion shall be used for the research purpose only and kept completely confidential.
PART I

A) General Information Questionnaire

A1. Name of the respondent: ________________________________

A2. Residential Address: ________________________________

Calcutta Municipal Ward: ________________________________

A3. Gender: [ ] Male [ ] Female

A4. Your Age: [ ] 16-25 years; [ ] 26-35 years; [ ] 36-45 years;
   (✓) 46-55 years; [ ] 56-65 years; [ ] 66 years and above.

A5. Marital Status:
   [ ] Unmarried [ ] Married [ ] Divorced [ ] Widow

A6. Highest academic qualification earned
   (✓) the one close to your level from below mentioned options

   [ ] Ph.D; [ ] Master Degree; [ ] Professional or Technical Degree;
   [ ] Graduate; [ ] Intermediate or Post High School Diploma;
   [ ] Higher Secondary; [ ] Matriculate / School Final;
   [ ] Middle School Level; [ ] Primary or below; [ ] Illiterate.
A7. Occupation

[ ] Self employed; [ ] Service; [ ] Retired;
[ ] Student; [ ] Housewife; [ ] Unemployed.

If you are self employed then answer Item (a) below; and if you are in service, then answer Item (b) below. Otherwise, go to Item A8 from here.

a) If self-employed, state your nature of job

[ ] Business
[ ] Professionals (eg., Doctor, Lawyer, Engineer etc.)
[ ] Artist (eg., Writer, Poet, Singer, Actor etc.)
[ ] Any other, Please specify.

b) Those in service, indicate type of organisation where employed:

[ ] Bank, Insurance, [ ] Police, [ ] Hospital,
[ ] Government office, [ ] Private company,
[ ] School [ ] College/ University
[ ] Any other. Please specify____________________________________

A8. By your family income per month, you will belong to which of the following income groups (Note: in case more than one family member is earning consider your total family income.)

[ ] Below Rs. 2000 [ ] Rs. 2001-Rs.4000
[ ] Rs. 4001- Rs.7000 [ ] Rs. 7001-Rs.10000
[ ] Rs. 10001 & above. [ ] Do not wish to comment
A9. Family Size (no of members): [ ]

A10. How do you spend your leisure time?

[ ] no specific activity.

If you spend the leisure time on the following activities, please mark as many as applicable in your case.

[ ] engage in domestic duties; [ ] spend with family members;
[ ] see television programmes; [ ] read novels/scriptures;
[ ] listen to/play music or similar events;
[ ] visit friends and relations; [ ] attend club;
[ ] serve in some social service; [ ] play indoor games;
[ ] visit shops, fairs, exhibitions;
[ ] Any other manner, then please state.

B. Household Durable Purchase Behaviour

B1. Here you will find names of some household use durable items. Please tick them if you possess the particular item in your house.

[ ] Television [ ] Scooter or Motor cycle
[ ] Wardrobe [ ] Stereo system
[ ] Washing machine [ ] Microwave
[ ] Camera [ ] Car
[ ] VCR/VCP [ ] Tape Recorder
[ ] Quartz Watch [ ] Invertor system
[ ] Vacuum Cleaner [ ] Personal Computer
[ ] Sewing machine [ ] Water Filter
[ ] Refrigerator [ ] Others (Please specify)
B2. Please name three durable items that you aspire to buy in the near future (i.e. say, within 2 years from now).

i) 

ii) 

iii) 

B3. When you buy any durable item how important are following factors?

Use the following five point scale, namely,
(1) Extremely important; (2) Very important; (3) Fairly important;
(4) Marginally important; (5) Unimportant.

to indicate the degree of importance you attach to each factor.

[ ] Price [ ] Company or brand name
[ ] Company image [ ] Longevity
[ ] Operating Expense [ ] Availability of spares
[ ] Terms of Payment [ ] Appearance
[ ] Status symbol [ ] International Brand/Foreign make
[ ] Aesthetic value [ ] After sales service
[ ] Easy to handle
PART II

(A) Overall Life Satisfaction Scale

(i) Considering everything, how will you rate your present state of life? mark any one of the following seven options.

[ ] Extremely satisfied;
[ ] Very satisfied;
[ ] Somewhat satisfied;
[ ] Neither satisfied nor dissatisfied;
[ ] Somewhat dissatisfied;
[ ] Very dissatisfied;
[ ] Extremely dissatisfied;

(ii) Use a different scale, as indicated below, to express how you feel about your present life.

Considering everything you feel, (choose any one of the following seven numbers):

[7]: delighted; [____] [6]: pleased; [____] [5]: mostly satisfied; [____] [4]: Mixed (equally satisfied and dissatisfied); [____] [3]: mostly dissatisfied; [____] [2]: unhappy; [____] and [1]: terrible [____]

(B) Semantic Differential Scale

Let me probe once again about how you feel about your present life.

Here you will find seventeen pairs of opposite meaning words. For each set of opposite meaning words given below, you can choose any number from [1] to [7] to express your opinion.
You find this life:

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(C) Life Domain-Satisfaction Scale:

Opinion about Different Aspects of Your Life

This part deals with some aspects of your life (e.g. family life, social life, work life, personal health, recreation, spiritual life, self-development, acquisition and Material possession, life in India, Central Government policies and West Bengal Government administration)

You will find a series of statements. For each statement you can choose a number from 1 to 5,

1 = Completely Agree; 2 = Agree; 3 = Neither agree nor disagree; 4 = disagree; 5 = Completely disagree

In case you do not wish to comment on a particular issue or if an aspect is not applicable in your case, then please put NC = no comment.

Record your answer in the scoring sheet.
1. You are proud of your child / children’s achievements.

2. You can get along easily with others.

3. Religion is very important in developing and inculcating human values.

4. You aspire to become a famous name in your own circle.

5. You are not satisfied with the availability of option of goods in your locality.

6. You are very satisfied with your house / appartment.

7. The recreational and physical fitness facilities in your locality are adequate.

8. Everybody should believe and practice a religion.

9. You are satisfied with your achievement of personal goals.

10. You are happy with the quality of goods offered by the local stores.

11. Your furniture are mostly old and backdated.

12. You consider yourself as a lucky father / mother.

13. You find easy mode of transportation (e.g. tram, bus, train, metro etc.) to visit any place in Calcutta.


15. You are satisfied with the choices of religious services available to you.

16. You are not happy with degree of security of your job.

17. You worry that you are not as healthy as you should be.

18. Prices charged for the goods seem to be a source of stress to you.

19. You are extremely pleased with your clothing and accessories.

20. You prefer to have an indoor entertainment than any outdoor recreation.

21. You derive pleasure through serving monks, and by donating things or money to charitable institutions.

22. You have had enough chances to do different things from time to time.
23. Appearance of the retail stores in Calcutta are mostly drabbing and un-attractive.

24. You find a good working environment in your job.

25. You are not happy with your possession of personal use luxury items.

26. You take decisions jointly with other family members.

27. You are satisfied with the games and sports facilities available in your locality.

28. The world changes according to its evolutionary process rather than to the divine will or heavenly power.

29. The major dissatisfaction in your life comes from your job/work.

30. You are satisfied with the opportunities you have received so far for personal growth and development.

31. You are in good physical condition.

32. You are willing to travel a long distance to fetch essential or daily use items if they are cheaper.

33. You are proud of your household use durable items.

34. There exists limited entertainment avenues in your neighbourhood.

35. Your personal beliefs and forces working within you guides your life.

36. Trying out with your own methods you have achieved your career objectives.

37. You think aesthetics or looks is more important than the performance of a durable.

38. You are happy with your conjugal life.

39. The cultural events are rarely arranged in your locality.

40. You like to attain some key positions in your club and/or social organisation.

41. Your freedom to attend religious activities makes your life worthwhile.

42. You like your job because of the pay packet.

43. You like to remain in this job because of the high image and reputation of your company.
44. You are not happy with the praise or respect you command from others.

45. You frequently worry about your health.

46. You are much pleased with the courtesy and helpfulness of shopkeepers.

47. You prefer to possess materials to enhance your social status.

48. Pursuing some hobbies are most important source of your recreation.

49. You believe in the 'rebirth'.

50. You find your job quite challenging.

51. You have enough confidence in yourself to attain your goals in life.

52. You are unhappy with the after-purchase services provided by stores.

53. You find credit cards to be much use for shopping any high-priced item.

54. There have been family quarrels among your near relatives.

55. You get adequate amount of recreational avenues.

56. Your social circle provides you refreshing leisure and recreational activities.

57. People must be prepared to accept cultural diversity.

58. Promotional avenues and training facilities available to your job make you an involved worker.

59. You have had poor level of competence in your trade or profession.

60. You work hard to keep good physical stamina.

61. You are happy with the refund/replacement policies of stores.

62. You are dissatisfied with your savings and investment.

63. Meditation does not offer any recreational avenue.

64. To achieve human unity every person should try to search for the basic spiritual values in their religion.

65. The present system of university education can not make people to achieve self-actualisation.
66. You stick to same shop for buying non-durable items.
67. You find limited variety of goods in your local market.
68. The activities or behaviour of your child / children have aroused great fear in you.
69. You feel difficulty in talking to most people of your age group.
70. You are extremely unhappy with your earnings in the present job.
71. You perform regular exercise to keep fit.
72. You avoid necessary medical check up because of the high cost involved.
73. Your job offers you enough career and advancement opportunities.
74. Your way of doing things is often misunderstood by your wife/ husband/ others.
75. You enjoy taking part in voluntary social activities.
76. You are very satisfied with the retirement benefit of your present job.
77. Your physical appearance definitely contributes to the personality.
78. Most health care providers fail to provide you service worth your money.
79. Your family members often do not understand you.
80. You maintain a low profile at social gatherings.
81. Your present job has failed to utilize your potentials.
82. You feel more involved in your work because you have the opportunity to plan, organise and execute.
83. Your wife/husband finds more fault with you than she/he should.
84. You are satisfied with behaviour of your neighbours.
85. You feel irritated in your present job because you donot know what is expected from you.
86. You are satisfied with the health care opportunities (clinics and nursing homes) available in your locality.
87. You have had to keep quiet or leave your house to maintain peace at home.
Your friends are cooperative and helpful.

Majority of doctors in your locality are not dependable and sincere.

New challenges faced in your job make you more satisfied.

There is adequate personal freedom.

India has contributed to world peace.

India’s efforts to preserve the natural environment is commendable.

There is adequate quality of public education in India.

The quality of law enforcement in India is satisfactory.

The fairness of the legal system in India is acceptable.

There is equality opportunity for everyone to succeed in life.

Indi’s economic policies is for the rich.

India is to review foreign trade policies.

International relation policies is moderate.

Position on civil rights is fair.

Reservation policies has to be given a second thought.

Military or defence policies is not to be changed.

Policies to solve the poverty problem is at stake currently.

Satellite or other Scientific policies have helped the common man.

Foreign Investment policies is unclear.
The country is to seriously think on unemployment policies.

India’s education policies are meant for the elite class.

Law and order situation in West Bengal is laudable.

Public Works Department executes its job in West Bengal well.

The electricity, water and sanitary facilities are upto satisfaction in the state.

There is no public health service facilities in West Bengal.

The level of school education is good.

The level of college or higher education facilities is poor.

West Bengal’s mass transportation is unique.

There is absolutely no expansion of the city of Calcutta.

There is no uniform master plan for housing facilities in West Bengal.

There is enough amusement and recreation facilities in West Bengal.
### Part III

**Self Concept Inventory**

You will find a series of statements about what you think about yourself. Try to reflect how far the given statement describes yourself. Please note that there is no "right or wrong" answer and so please be frank and sincere while giving your opinion on each statement.

Your opinion on each statement shall be expressed through a four point scale ranging from (1) completely agree; (2) agree; (3) disagree; (4) completely disagree.

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<tr>
<th>Serial No.</th>
<th>Statements</th>
<th>Opinion</th>
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<tbody>
<tr>
<td>1.</td>
<td>You feel you are a person of worth at least on an equal plane with others.</td>
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<tr>
<td>2.</td>
<td>Considering everything, you are inclined to feel that you are a failure.</td>
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<td>3.</td>
<td>You feel that you have a number of good qualities.</td>
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<td>4.</td>
<td>You are able to do things as well as most other people of your age-group can do.</td>
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<td>5.</td>
<td>You feel you don't have much to be proud of.</td>
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<tr>
<td>6.</td>
<td>You take a positive attitude towards yourself.</td>
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<td>7.</td>
<td>On the whole you are satisfied with yourself.</td>
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<tr>
<td>8.</td>
<td>You wish you could have more sympathy and affection from others.</td>
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<td>9.</td>
<td>You certainly feel useless at times.</td>
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<tr>
<td>10.</td>
<td>At times you feel you are no good at all.</td>
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Thank you for your cooperation.