QUESTIONNAIRE
A STUDY OF CUSTOMER SATISFACTION ABOUT MOBILE PHONE HANDSETS IN SALEM TOWN

Research Scholar : O. Obuli Krishnan, M.Com.,

1. Name : 

2. Address : 

3. Age : 
   - Below 20
   - 20 – 40
   - 40 – 60
   - Above 60

3. Educational Qualification
   - Illiterate
   - Upto HSC
   - Graduate
   - Others

4. Occupation
   - Business man
   - Professional
   - Employed
   - Agriculturist
   - Students
   - Others

5. Income
   - Below Rs.5000
   - Rs.5000-10000
   - Rs.10000 – 15000
   - Rs.Above 15000

6. Number of members in the family :

7. Number of dependent members in the family :
8. Brand name of the Handset used by you
   - Motorola
   - Siemens
   - Reliance
   - Sony Ericsson
   - Samsung
   - Tata Indicom
   - Nokia
   - LG
   - Others

9. How did you Know about the Handset?
   - Advertisement
   - Friends and Relatives
   - Dealers
   - Others

10. Amount spent on your Handset
    - Upto Rs.4000
    - Rs.4000 — 8000
    - Rs.8000 — 12000
    - Above Rs.12000

11. How do you feel about your Brand of Handset?
    - Highly satisfied
    - Satisfied
    - Dissatisfied
    - Highly Dissatisfied

12. Are you Satisfied with various facilities available in your Handset?
    - Highly satisfied
    - Satisfied
    - Dissatisfied
    - Highly Dissatisfied

13. Your level of satisfaction regarding services provided by your Handset company:
    - Excellent
    - Good
    - Average
    - Poor
14. Evaluate the opinion of the following factors in selecting your Handset

<table>
<thead>
<tr>
<th>Factors</th>
<th>Very Very Important</th>
<th>Important</th>
<th>Some what Important</th>
<th>Unimportant</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Size</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Colour</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Weight</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e. Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f. Function</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g. Service</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h. Others</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. Do you recommend your brand of handset to others?
   Yes ☐   No ☐

17. What is your opinion about advertisement for Handset?
   Excellent ☐   Good ☐   Poor ☐
   Average ☐   Poor ☐

18. Use of Handset for
   Business ☐   Personal ☐
   Family ☐   All-purpose ☐

19. Any other suggestions :