Annexure
Questionnaire

Declaration:

(1). This questionnaire is being used for collecting data for the purpose of preparing research thesis on the topic 'Factors affecting consumer behavior for the purchase of air and water conditioning devices.

(2). The information provided through this Questionnaire will strictly be kept confidential in all respect.

(3) A.C. stands for Air conditioners while W.P. stands for Water purifier.

Q.1 Do you own any of the conditioning devices?
(a) Air conditioner  yes □ No □  (b) Water purifier  yes □ No □

Q.2 If not, Do you want to purchase it?
(a) Air conditioner  Yes □ No □  (b) Water purifier  Yes □ No □

Q.3. Use location of the conditioning device: A.C. W.P.

(a). Domestic purpose  □ □
(b). Own Office Purpose  □ □
(c). Provided by Employer  □ □
(d). In Vehicle/Any other*  □ □

Q.4. Reason for purchase. Please rank. (Give rank '1' to the most important factor and assign rank '5' to the least important factor.)

(a). Health / Hygiene Factor  A.C. W.P.
(b). Comfort  □ □
(c). Luxury  □ □
(d). To improve living standard  □ □
(e). Other reason (Please mention)  □ □
Q.5 Biggest apprehension (anxiety) felt/feel in purchasing Conditioner device:

A.C. ........................................................................................................................................

........................................................................................................................................

..........................................................

W.P. ........................................................................................................................................

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Q.6 State priority (1, 2, 3, ....) you accorded/will accord in the purchase of the following items:(Please
Assign '1' to the item, which you purchased first and assign '8' to the item, which you will plan
to purchase at last)

(a). Colour T.V.  ☐ ☐  (e). Refrigerator  ☐ ☐  
(b) Air Conditioner  ☐ ☐  (f) Water purifiers  ☐ ☐  
(c) Generator / Inverter  ☐ ☐  (g) Desert cooler  ☐ ☐  
(d) Scooter / Motor Bike  ☐ ☐  (h). Washing Machine  ☐ ☐  

Q.7 Rank (1 to 4) the importance of Purchase affordability factors for the conditioning device:(
Give '1' to the most important factor and '4' to the least important factor.)

(i) Availability of Dealer in nearby area

(ii) Price economy

(iii) Availability of Fund / Finance

(iv) Awareness / persuasion factors

Q.8 Purchase affordability leads to purchase decision

(a) Strongly disagree

(b) Disagree
(iii) Neither agree nor disagree
(iv) Agree
(v) Strongly agree

Q9 Rank (1 to 4) the ease in affordability expense factors: (Give rank ‘1’ to the expense, most difficult
to afford and rank ‘4’ to the expense that is easiest to afford.)

(i) Installation Cost
(ii) Running Cost
(iii) Maintenance Cost
(iv) Others

Q10 Operating expense affordability is ...............than the purchase affordability:

(i) Negligible
(ii) Lesser
(iii) Equal
(iv) Higher
(v) Very high

Q 11 Rank the importance to ‘Suitable Operating Conditions’ (Give rank ‘1’ to the factor that is
most important to be present and give rank ‘5’ to the factor that is least important to be
present.)

(i) Uninterrupted Power Supply
(ii) Free / Cheap Electricity Cost
(iii) Stabilized electricity Voltage
(iv) Availability of after-sales –service
(v) Supportive factors
Q.12 ‘Suitable operating conditions’ affect more than the favorable ‘purchase affordability’.
(Suitable operating conditions have been described in previous question while ‘purchase affordability factors’ have been described in question no. 7)

(a). Strongly Agree
(b). Agree
(c). Neither agrees nor disagrees
(d). Disagree
(e) Strongly disagree

Q. 13 Please select one of the following statement which is applicable in your Case: -

(A). I purchased/intend to purchase Air conditioner/water purifier in the presence of favorable purchase conditions no matter those operating conditions were not favorable.

(B). I purchased/intend to purchase Air conditioner/water purifier in the presence of ‘Suitable purchase conditions’ as well as ‘suitable operating Conditions’, both.

(C). I purchased/intend to purchase A.C./water purifier in the presence of favorable operating conditions; no matter weather purchase Conditions are suitable or not.

(D). I purchased/intend to purchase air conditioners/water purifier when the Purchases as well as the Operating conditions both are not suitable.

Q.14 Reason for not purchasing conditioning device:
(Tick √ against the statement, which is most nearly representing you.)

(a) I do not have purchase affordability
(b) I have purchase as well as operating affordability but it is not matching with my lifestyle
(c) I do not have operating expense affordability
(d) I am lacking suitable operating conditions
(e) I am lacking suitable purchase conditions
Q.15. **Rank** the influential factors in deciding point of purchase. (Give rank ‘1’ to the most influential factor and give ‘4’ to the least influential factor.)

(a). Dealer’s Image, product knowledge, Experience

(b) Promptness & Quality of after sales service

(c) Brand image, public opinion (i.e. prospect’s view)

(d) Aggressive selling efforts from particular dealer or brand

(e) Behavioral response at point of purchase

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Q.16. How people see you if you are a regular user of conditioning devices

(a) A comfort seeking individual

(b) Diverted from traditionalism

(d) A person with Materialistic approach

(e) A rich person who live in luxury

(f) A person influenced with western lifestyle

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**Respondent’s Personal information**

1- Name:

2-Address:

3-Contact No.

4-Age:

5-Qualification:

6-Occupation:

- Total family income: Less than 5000 □ 10001 to 15000 □ 20001 to 25000 □

5001 to 10000 □ 15001 to 20000 □ 25001 to 30000 □

(5)