ANNEXURE
CUSTOMER QUESTIONNAIRE

“A case study of Consumer preference towards Brand extensions of telecom parent Brands with special reference to Rural Rajasthan”

Village……………... Tehsil- District-

PART I

Q1. Name:………………………………………………….. (optional)

Q2. Gender
a. Male b. Female

Q3. Age (in years)
a. 18-35 b. 36-50 c. 51-65 c. 65 and above

Q4. Educational Qualification
   a. Literate  
   b. Illiterate

Q4a If Literate,
   a. upto 5th Class  b. upto 8th  c. 10th  d. 12th  e. Graduate
   f. Postgraduate  g. Professional  (please specify)………………...

Q5. Occupation
   a. Salaried   b. Self-employed   c. Unemployed   d. Others

Q5a. Salaried

Q5b. Self-employed
   a. Agriculturist (Land owner)  b. Agriculturist (Rented Land)  c. Shop-keeper
   d. Professional  e. Other……………….

Q5c. Others
   a. Homemaker  b. Student  c. Others……………………(please specify)

Q6 Family size
   a. <4 Members  b. 5-7 Members  c. 8-10 Members
d. Above 10 Members

Q7. Number of earning members in the family
  a. One   b. Two   c. Three   d. >4
  e. none

Q8. Family Income (per month in Rs.)
  a. <3000   b. 3000-5000   c. 5000-10000
  d. 10000-15000   e. >15000

Q9. How many mobile SIMs do you have?
  a. 1   b. 2   c. 3   d. 4   e. >4

Q10. Who decides about the purchase of new mobile connection in the family
  a. Head of the family   b. Males of the family   c. Females of the family
  d. Collectively   e. Individuals themselves

PART II

Q11. Are you aware of Mobile operators in Rajasthan?
  a. Yes   b. No

Q12. Please tell me, when I say ‘mobile phone service provider’, which brands are you aware of/ heard of/ know of? Please note that I am not talking about mobile phone hand set.----UNAIDED
  f. Aircel   g. MTS   h. BSNL   i. Jio

Q13. Which is your preferred brand of Mobile Operators?
  f. Aircel   g. MTS   h. BSNL   i. Jio

Q14. Do you use the same brand currently?
  a. Yes   b. No

Q15. What all services does <Preferred BRAND Name> offer?
  a. Mobile Services   b. 3G/4G Services   c. Broadband   d. Money Transfer
  e. Payment Bank   f. DTH   g. Others

Q16. Which all telecom Brands offer these service under their respective Brand Names other than your preferred brand?
Reliance
f. Aircel   g. MTS   h. BSNL   i. Jio

Q17 Have you ever used these services under brand extension of your Mobile Operator?
   a. Yes     b. No

Q18 If No, Have you ever used these services under brand extensions of other Mobile Operators?
   a. Yes     b. No

Q19 If No for Both 17 & 18, Do you intend to buy service which are being offered under brand extensions in next few months.
   a. Yes     b. No

Q20 What factors drive your preferences for Brand extensions of Telecom Parent Brand

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Q21 How important to you is the choice of which mobile service brand’s brand extension to use?
   a. Very important     b. Important     c. Don’t know     d. Unimportant
Q22. If these services/products do not perform up to your expectations then, whom do you think is responsible? If there are any shortfalls, under-delivery or failure on account Brand extensions….
   a. Parent Brand (Mobile Operator)
   b. Brand Extension (other services of Parent Brand)

Q23. When you use or will other services under brand extensions of these brands like money transfer or payment banking etc. Do or will you consider your preferred brand only?
   a. Yes
   b. No

Q24. If Yes then why?
   a. Reliability
   b. using their mobile services
   c. am satisfied with my mobile Preferred brand
   d. Long association with the brand

Q25. If No, then why?
   a. there is no relation in the services
   b. there’s no incremental benefit for existing mobile users of
      …………………………..
   c. I don’t feel like using their other services.
   d. am not aware about if they offer these kind of services.
   e. am not sure if they are competent to deliver these services.

Q26. Do you think these mobile brands have separate offerings/communication or Marketing Strategy for Rural areas?
   a. Yes
   b. No
Q27. Kindly share your views on the following (Please tick the appropriate box). Brand extensions like Airtel Money/Airtel Digital TV/Vodafone mPaisa/Reliance DTH etc.

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FGD Questionnaire

Q1 What factors drive your preferences for Brand extensions of Telecom Parent Brand
   a) Network
   b) Tariff
   c) Deductions
   d) Customer service
   e) Brand Image
   f) Special Offers for Rural Areas
   g) Availability of Products- Distribution

Q2 How important to you is the choice of which mobile service brand’s brand extension to use?
   a. Very important       b. important       c. don’t know
   d. Unimportant

Q3. If these services/products do not perform up to your expectations then, whom do you think is responsible? If there are any shortfalls, under-delivery or failure on account Brand extensions….
   a. Parent Brand (Mobile Operator)       b. Brand Extension (other services of Parent Brand)

Q4. When you use other services under brand extensions of these brands like money transfer or payment banking etc. do you consider your preferred brand only?
   a. Yes       b. No

Q5. Do you think these mobile brands have separate offerings/communication or Marketing Strategy for Rural areas?
   a. Yes       b. No
Retail Survey

Mobile Retail Shop

Q1 Are there any rural specific products of Brand extensions of Mobile operators?
Yes No

Q2 Does rural customer perceive the Brand differently?
Yes No

Q3 Are rural customers Brand conscious for Brand extensions of Mobile Parent Brands? Do they buy because of their affinity with the parent brand?
Yes No

Q4 On the scale of 5 what do they need from these brand?

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Q5 Is there any special products for rural customers?
a. Yes b. No

Q6 If Yes, do customers know details of them?
 a. Yes b. No

Q7 Is there any specific marketing communication tool for rural areas?
 a. Yes b. No

Q8 If Yes, are customer/ retailer aware about it?
 a. Yes b. No
Q9 Is there any marketing communication in the local dialect or language in rural areas?
   a. Yes  b. No

Q10 If Yes, does it influence customers/retailers towards the brand?
   a. Yes  b. No