APPENDIX
Questionnaire

1 Respondents Profile –
   (a) Age
   (b) Income
   (c) Rural / Urban Background
   (d) Education

2 Do you know about Direct Selling – Yes / No

3 Have you been associated with Direct Selling

4 Are you're associated with Direct selling by choice or by force.

5 How do you compare between Direct Selling and Conventional Selling
   (a) Quality of product
   (b) After Sales Service
   (c) Updating of product information
   (d) Variety of products.
   (e) Time Involved.
   (f) Cost of product.
   (g) Logistics.
   (h) Bargaining.
   (i) Incentives of buying.
   (j) Dealing with salesperson.
   (k) Others.

Do you feel that brand reliability of originality / authenticity is more in case of direct selling?

7 What are the drawbacks of direct selling according to you?
   (a) Cost.
   (b) After Sales Service.
   (c) Grievance Handling.
   (d) Order-Delivery Lag.
   (e) Product Authenticity.
   (f) Others.

8 Do you think self esteem is linked with Direct selling?
   Yes
   No

9 Do you think your buying decision is affected by words of mouth?

10 Do you think that the direct selling reduces the pleasure of buying?
Questionnaire

1) - Name of the Company -
   Industry/Sector -
   Name of the Respondent -
   Designation -
   Department -

2) - What are your major products/services

3) - Which among the following marketing tools you use for the promotion of your products.
   a) - Telemarketing
   b) - Internet Marketing
   c) - Direct Mail
   d) - Business to Business Marketing
   e) - Any other (please specify)

4) - Do you get the satisfactory response through the tool you use.
   Yes                      No

5) - Do you think that the usage of these tools help in value addition and customer satisfaction.
   Yes                      No

6) - What are the major challenges and problems you face while promoting your products
   a) - Cost
   b) - Brand Creation & Loyalty
   c) - Customer Relationship
   d) - Differentiation
   e) - Any Other (Please Specify).

7) - Do you think that the usage of these media/tools contribute in customer satisfaction.
   Yes                      No.

8) - Is direct marketing more cost effective than conventional marketing.
   Yes                      No.

9) - Do you feel that the usage of multiple direct marketing tools is more effective than single.
   Yes                      No.

10) - If Yes then which among the above or all among the above you would like to use for your product.