Survey on consumers of rural markets

Name of the respondent

Address

Village / Town

Tel.

E. mail

Age

Sex: Male  Female

Objective

To understand the consumer behaviour, in terms of their consumption of FMCG, buying habits, brand loyalty levels, product preference and product attribute preference etc. The interview schedule also makes an attempt to understand the attitude, affluence, awareness of rural people towards MNC FMCG products in rural markets.

1) No. of members in family
   a) 2  b) 3 - 5  c) Above 5

2) Educational qualification
   a) Primary  b) High school  c) Higher secondary  d) Graduate
   f) Post graduate

3) Your occupation
   a) Agriculture  b) Business  e) Any other

4) No. of earning members in your family
   a) One  b) Two  c) Three  d) More than three

5) Your monthly Income
   a) Less than Rs.3, 000  b) Rs.3, 000 - Rs.5, 000  c) Rs.5, 000-10,000
   d) Above Rs. 10,000

6) Your annual savings
   a) Nil  b) Less than Rs.6, 000  c) Rs.6, 000 - Rs.12, 000
   d) Above Rs.12, 000 – Rs.30, 000
7) Do you use the following products?

i) Tooth paste
   Yes ☐ No ☐

   Or
   Tooth powder
   Yes ☐ No ☐

ii) Toilet soap
    Yes ☐ No ☐

iii) Health drink
     Yes ☐ No ☐

If no,

<table>
<thead>
<tr>
<th>Products</th>
<th>Tooth paste/powder</th>
<th>Toilet soap</th>
<th>Health drink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of purchasing power</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not willing to buy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not willing to change</td>
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</tbody>
</table>

8) How many members of your family use these products?

<table>
<thead>
<tr>
<th>Products</th>
<th>Tooth paste/powder</th>
<th>Toilet soap</th>
<th>Health drink</th>
</tr>
</thead>
<tbody>
<tr>
<td>One</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Two</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Three</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>All the members</td>
<td></td>
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</tr>
</tbody>
</table>

9) How long have you been using these products?

a) Less than 2 years ☐ b) 2 – 5 years ☐ c) More than 5 years ☐

10) Who takes the buying decision?

a) Head of the family ☐ b) Wife ☐ c) Earning member of the family ☐

d) Children ☐ e) Jointly ☐

11) Please mention the brands you use in each of the product category

i) Tooth paste  ------------------------

ii) Toilet soap  ------------------------

iii) Detergent  ------------------------
12) Are you aware of the different brands of tooth paste, toilet soap, and health drink available in the market?
   a) Yes □  b) No □
   If yes,
   i) Tooth paste □ How many □
   ii) Toilet soap □ How many □
   iii) Health drink □ How many □

13) Do you insist on your brand or go by shop keeper’s recommendation?
   a) Insist on by brand □
   b) Go by shopkeeper’s recommendation □
   c) Go by word of mouth □

14) Do you buy the same brand every time?
   a) Yes □
   b) No □
   If no, for what reasons you change brands?
   a) Increase of price of already using brand □
   b) Deterioration of quality □
   c) New flavors/variety introduced in other brands □
   d) Just to try different brands □

15) Where do you buy your product?
   a) Near by kirana/petty shop □
   b) Weekly shandies □
   c) Through self help groups □
   d) Through salesman at your door step □
   e) At nearby town/city departmental stores □
16) How often do you purchase?

a) On daily basis   
   b) On weekly basis   
   c) On monthly basis   

17) How do you buy by?

a) Cash   
   b) Credit   

18) Have you seen advertisements of these products?

a) Yes   
   b) No   

19) Which type of advertisement motivates your buying decision?

a) T.V   
   b) Radio   
   c) Newspaper   
   d) Hand bills   
   e) Wall poster   
   f) Any other   

20) Whether attractive discount offers tempt you to buy the product irrespective of its utility

a) Always   
   b) Occasionally   
   c) Never   

21) Whether your buying decision is influenced by celebrity endorsements?

a) Yes   
   b) No   

If yes, to what extent? Give ratings on a 5 point scale

<table>
<thead>
<tr>
<th>Rating</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
</table>

22) Please rate the following factor statements: product quality, product’s health benefit, product price, brand name and promotional offers to mark your order of preference, using on a scale of 1 to 5, 1 being the lowest and 5 being the highest

<table>
<thead>
<tr>
<th>Product Quality</th>
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<tbody>
<tr>
<td>Rating</td>
</tr>
<tr>
<td>1</td>
</tr>
<tr>
<td>Tooth paste</td>
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<tr>
<td>Toilet soap</td>
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<tr>
<td>Health drink</td>
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<tr>
<td>Product health benefit</td>
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<tr>
<td>------------------------</td>
</tr>
<tr>
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<td>Toilet soap</td>
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<tr>
<td>Health drink</td>
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<tr>
<th>Product price</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>Tooth paste</td>
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<table>
<thead>
<tr>
<th>Brand name</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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</thead>
<tbody>
<tr>
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<table>
<thead>
<tr>
<th>Promotional offers</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
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23) Do you have any suggestion to make these products available to rural consumers better and cheaper?

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Signature of the respondent