APPENDIX II

Interview Schedule to explore "consumer behaviour"

Q.1 Name the sources / media from where you get the information regarding new products in the market?

Q.2 Which are your preferred media among all? Name a few items you watch, hear or read as advertisements.

Q.3 Generally, as a consumer, which products you are aware of or try to keep yourself aware of?

Q.4 Is the information given by the source reliable? If not, why?

Q.5 As you have answered (through questionnaire) that you like commercials of ________, ________ and ________. Would you specify the reason for liking these commercials.

Q.6 Does your liking/disliking affect the purchasing of the articles of personal use?

Q.7 While purchasing any product item, do you consult some one? Why? Do you do so for all the items or for selected items only. Name some items.

Q.8 What do you consider, to purchase a particular item (criteria).

Q.9 Do you get pocket money for your personal use items or these are included in the family shopping?

Q.10 How much do you get as your pocket - money?

Q.11 Do you keep changing the brands of various items or stick to one? If yes, why? If not, why?

Q.12 Do your parents have a say in purchasing of your personal use items?

Q.13 Whose opinion would you depend on more, parents, peer, media or the person already using the items / brand?

Q.14 Do you go to the market yourself for buying your items of your need or get it through somebody (family member, neighbour, servant etc.)
Q.15 Do you go for shopping on monthly basis or as and when required?

Q.16 Considering your pocket money and your expenditure, is your purchasing planned in advance?

Q.17 Do you go to fixed shops every time or keep trying the new ones?

Q.18 Do you bargain, while purchasing?

Q.19 Does it help in reducing the price?

Q.20 Do you prefer more of the advertised products or decide at the shop only?

Q.21 Do you compare the qualities, price of items as told by the source and also between the two brands while purchasing?

Q.22 To what extent do you have a say in your family shopping? Are you consulted or asked for?
FAMILY ROLE PORTRAYALS

Perception of Family Portrayals

Q 1 In all the current TV serials, you prefer _________ and _________ serials. Name two characters you like the most.

Q 2 Why do you like these characters? Name below some traits, attributes and actions of the characters you like the most.
Character one Character two

Q 3 Describe the character, what kind of a person is she/he. Mention the traits you like.
Character one Character two

Q 4 In all the current TV serials you watch, name two characters you dislike the most.

Q 5 Why do you dislike these characters?

Q 6 Name some actions of the characters you dislike.
Character one Character two

Q 7 Describe the character. What kind of a person is she / he. Mention traits you dislike.
Character one Character two

Q 8 Would you like to be like this character? Yes / No.

Q 9 Would you like to do the things, like the character does.

Q 10 Name a few traits that the character has and you would like to name.

Q 11 Do you think you are already like the character?

Q 12 Do you do things that the character does?

Q 13 In which ways are you like the character and the character is like you.

Q 14 Do you think the families shown on TV are existing in reality too.
Q 15 Do you think the kind of relationships exist among family members in the families of TV and you have the same among your family members?
1 The husband - wife relationship
2 The mother - son
3 Father - son
4 Mother - daughter
Father - daughter

Q 16 Do you think that some events occurring in TV families, occur in your family too?

Q 17 Can you give examples of such serials, which give real picture of your family.

Q 18 To what extent do you agree or disagree with the following statement.

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<th>Mostly</th>
<th>Sometime</th>
<th>Rarely</th>
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<tr>
<td></td>
<td>True</td>
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(1) Very few families in the society are like family on TV
(2) Families should be like the families of TV
(3) TV discusses family issues adequately.
(4) Many families in the society are like the families on TV
(5) TV portrays families as they should be in society
(6) Family portrayals on TV help us to understand how families should be
(7) TV portrays families as they are in the society
(8) TV does not portray the changing scene of families
(9) TV provides solutions for the families' problems
(10) Do you think you are already like the character?
(11) Do you do things that the character does?
(12) In which ways are you like the character and the character is like you