Annexure I

Questionnaire on White Goods for Customers.

1. Name:

2. Age Group:
   a) 18-30 years □  c) 41-50 years □
   b) 31-40 years □  d) 51 and above □

3. Gender
   a) Male □  b) female □

4. Marital Status
   a) Married □  b) unmarried □

5. Educational Qualification:
   a) Up to 12th standard □  c) Graduate □
   b) Under graduate □  d) Post graduate □

6. Occupation:
   a) Businessman □  c) Professional □
   b) Serviceman □  d) Student □
   e) others (specify) _______________________________
7. Income group [income of family P.M.]
   a) 10000 & Below □
   b) 10001-15000 □
   c) 15001-20000 □
   d) 20001-25000 □
   e) 25001 and above □

8. How often do you buy white goods?
   a) Regularly □
   b) Occasionally □
   c) Any Other Reason □
   d) Need □

9. What factors do you consider important while buying white goods.
   a) Festival □
   b) Occasion-Marriage □
   c) For Others □
   d) Incentives / Bonus / Arrears □

10. Do you agree that recession had affected the sale of White Good?
    a) Yes □
    b) No □

11. How much did you spend on white goods during last five years?

<table>
<thead>
<tr>
<th>years/rupees</th>
<th>10000</th>
<th>10000-20000</th>
<th>20000-30000</th>
<th>30000 &amp; above</th>
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<tbody>
<tr>
<td>2005-06</td>
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<td>2006-07</td>
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<td>2009-10</td>
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11. How did you come to know about recession? Through,
   a) Friends  □  b) Television  □
   c) Shop owner  □  d) Other Media  □

12. Which factor influenced you to stop buying/purchasing white goods in times of recession?
   a) Friend Circle  □  b) News  □
   c) Out of curiosity  □  d) Financial Crunch  □
   e) Other________

13. Which factor influenced you most in the advertisement?
   a) Models  □  c) Content like punch line, Logo etc.  □
   b) Features of the product  □  d) Overall presentation of Advertisement  □
   e) Price  □

14. What promotional campaign motivated your buying decision in times of recession?
   Promotion media
   a) Umbrella Extra Quantity  □  b) Banners Buy 2 Get 1 free  □
   c) Posters Gift Voucher  □  d) Signage Discount  □
   e) Handbill Others  □
15. Which advertising media can changed your buying behavior or influenced you in times of recession?
   a) Media □  b) Radio T. V. □
   c) Road show □  d) Hoarding □
   e) Press Pop □  f) Events Other □

16. What according to you was recession?
   a) Rumors □  b) Bubble □
   c) Fear □  d) Cyclic Effect □
   e) Other __________

19. What according to you dealers adopted policy to remove fear from consumers’ minds regarding recession?
   a) Need □  b) Every Fifteen Years □
   c) Not in India □  d) Economy Not Effected □
Questionnaire on White Goods for Agencies.

1. Name of the agency:- _______________________________ ______
2. Address of the agency:- ______________________________ _______

3. How was your sale of white goods during the following years?

<table>
<thead>
<tr>
<th>Years</th>
<th>Poor</th>
<th>Average</th>
<th>Good</th>
<th>Very Good</th>
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<tbody>
<tr>
<td>2005-06</td>
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<td>2010-11</td>
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</table>

4. Did recession affect your sale of white good?
   a) Yes □  b) No □

5. What policy did you adopt to increase sale during recession?
   a) Decrease in price □  b) discount offered □
   c) Buy one get one free □
   d) others ____________________

6. Did recession actually hit India?
   a) Yes □  b) no □

7. Which reason according to you is responsible for decline in demand of white goods in the years 2008 to 2011.
   a) Shopping mall □  b) Unorganized retail outlet □
   b) Increase in prices □  d) Recession □
8. What according to you was recession?
   a) Rumors □ b) Fear □
   c) Cyclic Effect □ d) Others___________________

9. Did you think Customers came out from the fear & anxiety of Recession?
   a) Yes b) No

10. Which factors according to you has increased the Sales of white goods in post-recession?
    a) Rise in income □ b) Fall in prices of white goods □
    c) Bank Loan scheme □ d) Advertising □
    e) Others □

11. Are customers changing White Goods frequently in post liberalization?
    a) Yes □ b) No □