ANNEXURE -1
Interview Schedule

BUYER INFORMATION AND BRAND CHOICE BEHAVIOUR IN MARKETS WITH ASYMMETRIES

Name of the respondent : (Optional) M/F

I. The item that is recently purchased by you :

II. Nature of the purchase 1. First Purchase 2. Second Purchase 3. Repurchase of the same brand

III. Kindly mark your agreement /disagreement to the following statements

Strongly disagree - Somewhat disagree - Neutral - Somewhat agree - Strongly agree

1. There are reliable sources of information about the quality of different brands available in the market.

2. Buyers can easily know the best from among similar brands.

3. Buyers often get confused with conflicting information. (R)

4. Shopkeepers are reliable, we can depend on them for correct information.

5. There is ignorance or lack of sufficient buying knowledge for the buyer (R.)

6. Wise buying decisions are often very difficult. (R)

7. Misrepresentation about product /brand are common. (R)

8. Companies do not unduly influence buyers in choice.

9. Buyers mainly depend on advertisements for information. (R)

10. Buyers are most often able to choose the best brand.

11. Buyers mainly look for what others buy and make decisions. (R)

12. Buyers know exactly what to look for, for determining the quality of the brand.
13. Quality characteristics of an appliance are too technical for an average buyer to understand. (R)

14. It is not difficult to get correct information if one tries.
   *(R) Denotes items that are reverse scored*

IV Kindly mark the appropriate numbers for the following questions

Fully- Somewhat fully - Neutral - Partially - Not at all

1. I know where to look for to find correct information before making a purchase

2. I know of all the sources of product information

3. I am confident in my ability to research important purchases

4. I have the skills required to obtain needed information before making purchase

5. I know which brands meet my expectations

6. I am sure about the shops I must go to

7. I have no difficulty in assessing the value of information

8. I am confident in my ability to recognize the brands worth considering.

V Please tell us how important each of the following was in making your decision to choose this brand Extremely important- Somewhat important - Neutral -Somewhat unimportant - Extremely unimportant

1. The Price of this brand

2. This brand was familiar due to advertisements

3. I knew this brand as one used by many others

4. The brand / company has high reputation

5. The functions performed by this brand

6. This brand gives more guarantees/warranties

7. This brand offered price reduction / discount

8. This brand gives free gifts with the purchase

195
9. This is having attractive schemes like lucky draw, car, gold etc.
10. This is available in stores known to me
11. Service and dealing s of the dealer of this brand is good
12. This brand was recommended by others
13. I have seen this brand being used by people whom I know closely
14. This brand was recommended by the shopkeepers
15. This brand appeared good when I visited the shop
16. Other goods from the same company are known to be functioning well
17. This brand has foreign technology
18. It is possible to get repairs /spare parts easily
19. Credit facilities given by the brand
20. Colour, design appearance etc. of this brand

VI. Which were the sources of information about this brand of appliance?
Give Rank no. 1 to the most important source of information, Rank 2 to the source next in importance and so on.
1. Television ads
2. Newspaper and magazine ads
3. Others/word of mouth
4. Billboards /Hoardings
5. Promotional Brochures
6. In store information -sellers/display

VII. Did you have information from any of the following sources?
1. Consumer periodicals
2. Guides to buying
3. Bulletins of consumer unions
4. Reports of consumer Researchers
5. Rating Agencies
6. Internet

VIII. Which of the following would you consider to be the most reliable and useful source of information?
1. Advertisements in Television
2. Information from others
3. Information from shopkeepers /Salespeople
4. Advertisements in newspapers /magazines etc.

IX. Information regarding ISO, ISI, Awards etc. How does it influence your choice?
1. Trust these brands, they are more reliable
2. They are simply no criterion
3. Not considered at all while choosing
4. Feel that anybody can secure it by corrupt means

X. Warranty/Guarantee information in the choice of this brand
1. Warranties/guarantees are important for choosing a particular brand
2. They are not important because all give it
3. Warranties are very difficult to evoke, as it is difficult to prove manufacturing defects

XI Measures of External Search.
1. Number of information sources used 1 2 3 >3
2. No. of characteristics on which information was sought 1 2 3 >3
3. Number of alternatives considered 1 2 3 >3
4. Number of retailers visited 1 2 3 >3
5. Number of media searched 1 2 3 >3
6. Number of persons consulted 1 2 3 >3
7. Time spent on seeking information (days) <5 5-15 15-30 >30
8. Time spent on purchase (in hours) 1 2 3 >3
XII. Type of people from whom referrals were taken
1. Older
2. Similar
3. Richer
4. More Educated
5. Technically qualified
6. Associated with sales

XIII. What prompts you to take advice from others while choosing a brand?
1. I am not experienced or sure about which brand to buy, so I ask others
2. I was confused about choice, so I depend on them
3. I want to get information from people who have really used the product
4. If I make a mistake, I will look foolish, so I depend on others

XIV. High prices of certain brands are due to
1. High reputation of the brand
2. Quality is higher
3. More number of functions
4. Better technology
5. All the above

XV. Information about a substantial price cut, how would you take it?
1. Large unsold stocks
2. Quality is compromised
3. The company wants to favour the consumer
4. Method of competing and surviving

V. Endorsement of quality by others, Is it important?
   Yes/No/Not sure

XVI. Which is the order of your choice
1. Stores first, then the brand
2. Brand first, and then the stores
XVII. What short cut did you follow to make this choice easier?
1. Shop in a favourite shop
2. Buy a much advertised brand
3. Buying the cheapest
4. Following WOM/others
5. Buy the most popular brand

XVIII. Heavy advertisements can be taken as a signal of good quality

<table>
<thead>
<tr>
<th>Strongly disagree</th>
<th>Somewhat disagree</th>
<th>Neutral</th>
<th>Somewhat agree</th>
<th>Strongly agree</th>
</tr>
</thead>
</table>

XIX  What is your reaction to advertisements with too much ‘hype’?
1. Believe it since there will be some truth in that
2. Disbelieve it
3. Give no notice to that
4. Partially believe it

XX. Did you experience real difficulty While making this choice?
Yes/No

XXI. Pleas tell us how this choice was made? (Descriptive Question)

XXII. About You
A. Into which of the following groups does your age fall?
1. Less than 25
2. Between 25 and 35
3. Between 36 and 49
4. Between 50 and 64
5. 65 and above

B. Which of the following best describes your education?
1. Less than SSLC
2. Less than Graduation
3. Graduation
4. Post-graduation
5. Technically graduated
6. Professional Degree

C. Into which of the following of monthly income do you belong to
1. Less than 5000
2. 5000 to 10,000
3. 10,000 to 15,000
4. 15,000 to 20,000
5. Above 20,000

D. Into which category does your occupation fall?
1. Salaried job
2. Profession
3. Self employment
4. Seller/Suppliers
5. Others.

E. Locality
1. Corporation
2. Municipality
3. Panchayats
ANNEXURE II

Variables used in the study

WHLUKFOR I know where to look for to find correct information before making a purchase

ALSOURC I know of all the sources of product information

CONFRES I am confident in my ability to research important purchases

SKILINFO I have the skills required to obtain needed information before making purchase

MEETEXP I know which brands meet my expectations

SUROSHO I am sure about the shops I must go to

ASVALINF I have no difficulty in assessing the value of information

RECBR CON I am confident in my ability to recognize the brands worth considering.

PRICE The Price of this brand

ADFAMLR This brand was familiar due to advertisements

USEOTRS I knew this brand as one used by many others

REPUTE The brand / company has high reputation

FUNCTNS The functions performed by this brand

GURWAR This brand gives more guarantees/warranties

PRICRED This brand offered price reduction/discount

FREEGFT This brand gives free gifts with the purchase

LUCKDRO This is having attractive schemes like lucky draw, car, gold etc.

KNOSTOR This is available in stores known to me
DEALSER  Service and dealing s of the dealer of this brand is good
RECO THRS  This brand was recommended by others
PEERUSE  I have seen this brand being used by people whom I know closely
SHOPREC  This brand was recommended by the shopkeepers
APGUD  This brand appeared good when I visited the shop
OTRGUDS  Other goods from the same company are known to be functioning well
FORTEC  This brand has foreign technology
REPRSPR  It is possible to get repairs /spare parts easily
CREDIT  Credit facilities given by the brand
CLORDSN  Colour, design appearance etc. of this brand
ANNEXURE III

Scale items used by Sharon. E. Beatty and Scott M. Smith

Product categories considered

1. Small Black and white televisions (priced Less than $200)
2. Black and white or color televisions (priced between $200.00 and $399.00)
3. Color televisions (priced more than $400.00)
4. Video cassette recorders
5. Home computers

<table>
<thead>
<tr>
<th>Dimension</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media search</td>
<td>1. Number of Television and media ads recalled during search</td>
</tr>
<tr>
<td></td>
<td>2. Number of newspaper and magazine ads seen during search</td>
</tr>
<tr>
<td>Retailer search</td>
<td>1. Total number of hours spent searching inside retail stores</td>
</tr>
<tr>
<td></td>
<td>2. Total number of phone calls made to retailers</td>
</tr>
<tr>
<td></td>
<td>3. Total number of visits made to the retailers</td>
</tr>
<tr>
<td></td>
<td>4. Total number of brands or models examined</td>
</tr>
<tr>
<td>Interpersonal search</td>
<td>1. Number of friends, relatives and neighbours consulted while searching</td>
</tr>
<tr>
<td>Neutral sources</td>
<td>1. Number of consumer reports or similar neutral publications consulted while searching</td>
</tr>
</tbody>
</table>

Geoffrey .C. Kiel and Roger .A. Layton

<table>
<thead>
<tr>
<th>Variables</th>
<th>Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Introspection time</td>
<td>Weeks</td>
</tr>
<tr>
<td>2. Search time</td>
<td>weeks</td>
</tr>
<tr>
<td>3. Phone calls</td>
<td>Calls</td>
</tr>
<tr>
<td>4. Trips made to undertake search</td>
<td>Trips</td>
</tr>
<tr>
<td>5. Dealers visited</td>
<td>Dealers</td>
</tr>
<tr>
<td>6. Time spent visiting the dealers</td>
<td>Hours</td>
</tr>
<tr>
<td>7. Owners consulted</td>
<td>Owners</td>
</tr>
<tr>
<td>8. Opinion leaders consulted</td>
<td>People</td>
</tr>
<tr>
<td>9. Ads recalled</td>
<td>Ads</td>
</tr>
<tr>
<td>10. Other written items recalled</td>
<td>Items</td>
</tr>
<tr>
<td>11. Brands deliberation</td>
<td>Brands</td>
</tr>
<tr>
<td>12. Dealer deliberation</td>
<td>Dealers</td>
</tr>
</tbody>
</table>
P. Dickson and W. Wilkie

1. Total time spent considering the purchase
2. Total number of stores visited
3. Total number of brands considered
4. Total time spent shopping
5. Number of information sources used
6. Number of marketer source
ANNEXURE IV
CONSUMER SELF-CONFIDENCE SCALE ITEMS

Factor item
Information Acquisition (IA)
I know where to find the information I need prior to making a purchase
I know where to look to find the product information I need
I am confident in my ability to research important purchases
I know the right questions to ask when shopping
I have the skills required to obtain needed information before making important purchases

Consideration-Set Formation (CSF)
I am confident in my ability to recognize a brand worth considering
I can tell which brands meet my expectations
I trust my own Judgment when deciding which brands to consider
I know which stores to shop
I can focus easily on a few good brands when making a decision

Personal Outcome Decision Making (PO):
I often have doubts about the purchase decisions I make
I frequently agonize over what to buy
I often wonder if I've made the right purchase selection
I never seem to buy the right thing for me
Too often the things I buy are not satisfying

Social Outcomes Decision Making (SO)
My friends are impressed with my ability to make satisfying purchases
I impress people with the purchases I make
My neighbors admire my decorating ability
I have the ability to give good presents,
I get compliments from others on my purchase decisions

Persuasion Knowledge (PK):
I know when an offer is "too good to be true"
I can tell when an offer has strings attached
I have no trouble understanding the bargaining tactics used by salespersons
I know when a marketer is pressuring me to buy
I can see through sales gimmicks used to get consumers to buy
I can separate fact from fantasy in advertising

Marketplace Interfaces (MI):
I am afraid to "ask to speak to the manager"
I don't like to tell a sales person something is wrong in the store
I have a hard time saying no to a salesperson
I am too timid when problems arise while shopping
I am hesitant to complain when shopping
## ANNEXURE V

### CORRELATION MATRIX

|                | price | adfamr | useorts | repute | Functns | gurwr | priced | freegft | luckdro | knostor | dealer | recoths | peeruse | shoprec | appgud | otrguds | fortec | reprspr | elordsn | credit |
|----------------|-------|--------|---------|--------|---------|-------|--------|---------|---------|---------|--------|---------|---------|---------|--------|--------|--------|--------|--------|---------|--------|
| **price**      | 1.000 | 0.289  | -0.21   | -0.109 | 0.355   | -0.233 | 0.664  | 0.258   | -0.56   | -0.344  | -0.220 | -0.492  | 0.078   | 0.186   | -0.069 | -0.054 | -0.102 | 0.243  | -0.066 |
| **adfamr**     | 0.289 | 1.000  | 0.108   | 0.358  | 0.088   | 0.053  | 0.083  | -0.021  | -0.000  | -0.134  | -0.137 | 0.054   | 0.032   | 0.165   | -0.355 | -0.221  | -0.226 | -0.138 | 0.140  | 0.147  |
| **useorts**    | -0.21 | 1.000  | 0.459   | 0.208  | 0.372   | -0.248 | 0.072  | -0.021  | 0.201   | -0.151  | 0.349  | 0.686   | 0.523   | 0.089   | -0.364 | -0.002  | 0.021  | 0.002   | 0.243  | 0.083  |
| **repute**     | -0.109| 0.358  | 1.000   | -0.183 | 0.254   | -0.319 | -0.268 | -0.068  | -0.131  | 0.144   | 0.434  | 0.556   | 0.062   | 0.212   | 0.010  | 0.179   | 0.009  | 0.124   | 0.140  |
| **functns**    | 0.355 | 0.088  | 0.208   | 1.000  | 0.157   | 0.314  | 0.051  | -0.036  | 0.333   | 0.263   | -0.070 | -0.341  | 0.067   | 0.068   | -0.261 | -0.027  | -0.279 | -0.103  | 0.094  |
| **gurwr**      | -0.233| 0.053  | 0.372   | 0.157  | 1.000   | -0.314 | 0.165  | 0.324   | 0.257   | 0.366   | 0.437  | 0.501   | 0.489   | 0.231   | 0.204  | 0.207   | 0.113  | 0.310   | 0.375  |
| **pricred**    | 0.664 | 0.083  | -0.248  | -0.319 | 0.314   | -0.314 | 1.000  | 0.348   | 0.132   | -0.111  | -0.187 | -0.373  | -0.491  | -0.097  | -0.452 | 0.156   | 0.057  | 0.025   | -0.014 | 0.058  |
| **freegft**    | 0.258 | -0.021 | 0.072   | -0.268 | 0.051   | -0.651 | -0.165 | -0.348  | 1.000   | 0.717   | 0.186  | 0.065   | -0.062  | 0.542   | -0.016 | 0.086   | 0.111  | 0.242   | 0.233  | 0.601  |
| **luckdro**    | 0.056 | 0.000  | 0.201   | -0.068 | -0.036  | 0.324  | 0.132  | 0.717   | 0.000   | 0.310   | 0.210  | 0.133   | 0.194   | 0.399   | -0.113 | -0.174  | 0.214  | 0.213   | 0.205  | 0.474  |
| **knostor**    | -0.233| -0.134 | -0.151  | -0.131 | -0.333  | 0.257  | -0.111 | -0.186  | 0.310   | 1.000   | 0.650  | 0.254   | 0.109   | 0.383   | 0.451  | 0.673   | 0.453  | 0.533   | 0.439  | 0.401  |
| **dealer**     | -0.344| -0.137 | 0.349   | 0.144  | -0.263  | 0.366  | -0.187 | 0.065   | 0.210   | 0.650   | 1.000  | 0.605   | 0.389   | 0.216   | 0.177  | 0.663   | 0.521  | 0.544   | 0.346  | 0.362  |
| **recoths**    | -0.220| 0.054  | 0.686   | 0.434  | -0.070  | 0.437  | -0.373 | -0.059  | 0.133   | 0.254   | 1.000  | 0.636   | -0.211  | 0.323   | 0.412  | 0.157   | 0.350  | 0.154  |