ANNEXURE - 1

QUESTIONNAIRE FOR CONSUMERS

A. Questionnaire for the refrigerator user

1. a. Name : 
   b. Age : 20-30 □ 31-40 □ 41-50 □ 51 and above □
   c. Sex : M □ F □
   d. Occupation :
   e. Address :
   f. Income : Below Rs15000 □ Rs 15001 – 25000 □ Rs 25001 – 35000 □ Rs 35001 & above □

2. Name the brand of refrigerator you own?
   BPL □ LG □ Kelvinator □
   Godrej □ Whirlpool □
   If others, please specify __________________

3. Are you satisfied with your present refrigerator? Rate on scale given below:
   5 - Poor
   4 - Average
   3 - Good
   2 - Very Good
   1 - Excellent

   Level of satisfaction __________________
4. Which brand would you consider for a fresh purchase?

BPL   |   LG |   | Kelvinator   |
Godrej |   | Whirlpool   |

If others, please specify __________________

5. In a 1 – 5 scale rank the attributes in the order of importance given by you in selecting your brand of refrigerator, where 1 stands for least important and 5 stands for most important. [Circle the appropriate number]

   i. Efficiency of compressor   1  2  3  4  5
   ii. Durability                1  2  3  4  5
   iii. Price                   1  2  3  4  5
   iv. Years of warranty        1  2  3  4  5
   v. Cooling system            1  2  3  4  5
   vi. Brand Confidence         1  2  3  4  5
   vii. Capacity                1  2  3  4  5
   viii. Retailers advice       1  2  3  4  5
   ix. Friends advice/experience 1  2  3  4  5
   x. Past owning by self       1  2  3  4  5
   xi. After sales service      1  2  3  4  5
   xii. Shopping experience     1  2  3  4  5
   xiii. Maintenance            1  2  3  4  5
   xiv. Overall                 1  2  3  4  5
B. Questionnaire for the washing machine user

1. a. Name :

   b. Age :
      - 20-30 ☐
      - 31-40 ☐
      - 41-50 ☐
      - 51 and above ☐

   c. Sex :
      - M ☐
      - F ☐

   d. Occupation :

   e. Address :

   f. Income :
      - Below Rs15000 ☐
      - Rs 15001 – 25000 ☐
      - Rs 25001 – 35000 ☐
      - Rs 35001 & above ☐

2. Name the brand of washing machine you own?

   BPL ☐
   LG ☐
   IFB ☐
   Whirlpool ☐
   Samsung ☐

   If others, please specify ________________

3. Are you satisfied with your present washing machine? Rate on scale given below:

   5 - Poor
   4 - Average
   3 - Good
   2 - Very Good
   1 - Excellent

   Level of satisfaction ________________
4. Which brand do you consider for a fresh purchase?

<table>
<thead>
<tr>
<th>Brand</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>BPL</td>
<td></td>
</tr>
<tr>
<td>LG</td>
<td></td>
</tr>
<tr>
<td>IFB</td>
<td></td>
</tr>
<tr>
<td>Whirlpool</td>
<td></td>
</tr>
<tr>
<td>Samsung</td>
<td></td>
</tr>
</tbody>
</table>

If others, please specify _________________

5. In a 1 – 5 scale rank the attributes in the order of importance given by you in selecting your brand of washing machine, where 1 stands for least important and 5 stands for most important. (Circle the appropriate number)

<table>
<thead>
<tr>
<th>Attribute</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>i. Price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>ii. Wash system</td>
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<tr>
<td>iii. Durability</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>iv. Years of warranty</td>
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<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>v. Faster drying</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>vi. Brand confidence</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>vii. Capacity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>viii. Retailers advice</td>
<td></td>
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<td></td>
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<tr>
<td>x. Past experience</td>
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<tr>
<td>xi. After sales service</td>
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<td></td>
</tr>
<tr>
<td>xii. Shopping experience</td>
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<tr>
<td>xiii. Better cleaning</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>
C. Questionnaire for the mixer-grinder user

1. a. Name :

   b. Age :
   20-30 □ 31-40 □
   41-50 □ 51 and above □

   c. Sex M □ F □

   d. Occupation :

   e. Address :

   f. Income :
   Below Rs15000 □
   Rs 15001 - 25000 □
   Rs 25001 - 35000 □
   Rs 35001 & above □

2. Name the brand of mixer-grinder do you own?
   Sumeet □ Maharaja □ Kenstar □
   Kanchan □ Usha Lexus □
   If others, please specify ________________

3. Are you satisfied with your present mixer-grinder? Rate on scale given below:

   5 - Poor
   4 - Average
   3 - Good
   2 - Very Good
   1 - Excellent

   Level of satisfaction ________________
4. Which brand do you consider for a fresh purchase?

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Sumeet</td>
<td>Maharaja</td>
<td>Kenstar</td>
<td></td>
</tr>
<tr>
<td>Kanchan</td>
<td>Usha Lexus</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

If others, please specify ____________

5. In a 1 - 5 scale rank the attributes in the order of importance given by you in selecting your brand of mixer-grinder, where 1 stands for least important and 5 stands for most important. [Circle the appropriate number]

   | i. Price | 1 | 2 | 3 | 4 | 5 |
   | ii. Motor efficiency | 1 | 2 | 3 | 4 | 5 |
   | iii. Body material | 1 | 2 | 3 | 4 | 5 |
   | iv. Material of jar | 1 | 2 | 3 | 4 | 5 |
   | v. No of jars | 1 | 2 | 3 | 4 | 5 |
   | vi. No of Blades | 1 | 2 | 3 | 4 | 5 |
   | vii. Types of blades | 1 | 2 | 3 | 4 | 5 |
   | viii. Grinder cup attachment | 1 | 2 | 3 | 4 | 5 |
   | ix. Locking system | 1 | 2 | 3 | 4 | 5 |
   | x. Spatula | 1 | 2 | 3 | 4 | 5 |
   | xi. Availability of spare parts | 1 | 2 | 3 | 4 | 5 |
   | xii. Capacity | 1 | 2 | 3 | 4 | 5 |
   | xiii. Power consumption | 1 | 2 | 3 | 4 | 5 |
   | xiv. Safety | 1 | 2 | 3 | 4 | 5 |
   | xv. Guarantee | 1 | 2 | 3 | 4 | 5 |
   | xvi. Warranty | 1 | 2 | 3 | 4 | 5 |
   | xvii. Easy to clean | 1 | 2 | 3 | 4 | 5 |
   | xviii. Servicing | 1 | 2 | 3 | 4 | 5 |
D. Questionnaire for the gas stove user

1. a. Name :

b. Age :
   20-30 □  31-40 □
   41-50 □  51 and above □

c. Sex :
   M □  F □

d. Occupation :

e. Address :

f. Income :
   Below Rs15000 □
   Rs 15001 – 25000 □
   Rs 25001 – 35000 □
   Rs 35001 & above □

2. Name the brand of gas stove you own?
   Sunflame □  Prestige □  Royal Flame □
   Butterfly □  BPL □
   If others, please specify ________________

3. Are you satisfied with your present gas stove? Rate on the scale given below:
   5 - Poor
   4 - Average
   3 - Good
   2 - Very Good
   1 – Excellent

   Level of satisfaction ________________
4. Which brand would you consider for a fresh purchase?

- Sunflame
- Prestige
- Royal Flame
- Butterfly
- BPL

If others, please specify ________________

5. In a 1 – 5 scale rank the attributes in the order of importance given by you in selecting your brand of gas stove, where 1 stands for least important and 5 stands for most important. (Circle the appropriate number)

i. Price
   1 2 3 4 5

ii. Burner efficiency
   1 2 3 4 5

iii. Body material
    1 2 3 4 5

iv. Automation ignition
    1 2 3 4 5

v. No. of Burners
   1 2 3 4 5

vi. Safety
    1 2 3 4 5

vii. Burner material (Brass/Iron)
    1 2 3 4 5

viii. Servicing
    1 2 3 4 5

ix. Easy to clean
    1 2 3 4 5
E. Questionnaire for the microwave oven user

1. a. Name : 
   b. Age : 20-30 □ 31-40 □
             41-50 □ 51 and above □
   c. Sex : M □ F □
   d. Occupation :
   e. Address :
   f. Income : Below Rs15000 □
                Rs 15001 – 25000 □
                Rs 25001 – 35000 □
                Rs 35001 & above □

2. Name the brand of microwave do you own?
   LG □ IFB □ Sharp □
   Philips □ Kenstar □
   If others, please specify ______________

3. When have you first become acquainted to microwave oven?
   Demonstration □
   Advertisement □
   Showroom □
   Friends □

4. Do you remember seeing any microwave oven advertisement? Please mention the brand ______________
5. What has influenced you to develop an interest in microwave?


6. Listed below are the features about microwave oven. Kindly let us know if you are aware or unaware with the same. (Please tick)

<table>
<thead>
<tr>
<th>Sl.No</th>
<th>Features</th>
<th>Aware</th>
<th>Unaware</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>It retains nutritional value in vegetables</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Consumes erratic power supply</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Saves a lot of cooking time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Cannot cook Indian dishes as it involves deep frying</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>With the pre-programming facility it automatically shuts once when the cooking is done.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.</td>
<td>It is less messy, no fume and sweat</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.</td>
<td>No oil is used</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8.</td>
<td>Does not provide the satisfaction of actual cooking</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7. What factors would you consider while buying a microwave oven?

Rank the attributes given below:

- Price [ ]
- Performance [ ]
- Capacity [ ]
- Convenience [ ]
- Appearance [ ]

8. Which brand do you think is the best?

_________________________