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269
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ANNEXURE 1 : SAMPLE QUESTIONNAIRE
QUESTIONNAIRE

Dear Respondent,

I am undertaking a research on consumer – brand relationships. Your views would be of great help in completing my study. In this regard you are requested to fill in the relevant information in the given questionnaire, and oblige.

PART – I
(GENERAL INFORMATION)

1. Name: ___________________________

2. Age Group (Please Tick)
   a) Below 25 years
   b) 25 years - 40 years
   c) 40 years & above.

3. Marital Status (Please Tick)
   a) Married
   b) Unmarried

4. Occupation (Please Tick)
   a) Business
   b) Service
   c) Professional
   d) Student
   e) Any other (please specify)

5. Education (Please Tick)
   a) HSC
   b) Graduate
   c) Post Graduate
   d) Doctorate

6. Income (Please Tick)
   a) No earnings
   b) Below Rs. 15,000 pm
   c) Rs. 15,000 pm - Rs. 30,000 pm
   d) Rs. 30,000 pm - Rs. 40,000 pm
   e) Rs. 40,000 pm & above.
PART – II
(RELATIONSHIP ANALYSIS)
From the given a list of brands, kindly tick the names which you use.

- Airtel
- Bata
- Bombay Dyeing
- Britannia
- Cadbury Dairy Milk
- Dabur Chyawanprash
- Everest
- Good Knight
- Lakme
- LG Home Appliances
- Lux
- Luxor
- Milton
- Nirma
- Pepsi
- Prestige
- Raymonds
- Saridon
- Strepsils
- Tata Salt
7. How many of the above mentioned brands do you subscribe? (please tick)
   a) Up to 25%
   b) 25% to 50%
   c) More than 50%.

8. Do you feel that the brands you use have a relationship with you?
   a) Yes
   b) Very Strong
   c) Undecided.
   d) Very rare
   e) No

9. Do you buy these brands because you believe that they are of high quality?
   a) Strongly agree
   b) agree
   c) undecided
   d) disagree
   e) strongly disagree.

10. Did you find these brands in their respective product categories to be:
    a) Most preferred
    b) preferred
    c) don’t know
    d) Less preferred
    e) Least preferred.

11. How do you rate these brands (in comparison with) over the other brands?
    a) The best
    b) very good
    c) neither good nor bad
    d) not good
    e) very bad.
12. Do these brands evoke a feeling of confidence and pride in you?
   a) Definitely Yes
   b) Maybe Yes
   c) Undecided
   d) Maybe No
   e) Definitely Not.

13. According to you are these brands successful in attracting a large number of Customers?
   a) Highly Successful
   b) Successful
   c) Don’t know
   d) Unsuccessful
   e) Highly Unsuccessful.

14. How would you rate the behaviour of these brands?
   a) Very friendly
   b) Moderately friendly
   c) Neither friendly nor unfriendly
   d) Moderately unfriendly
   e) Very unfriendly

15. Would you like to purchase these brands repeatedly?
   a) Definitely Yes
   b) Maybe Yes
   c) Not Decided
   d) Maybe no
   e) Definitely No.

16. Do these brands help in defining your personality?
   a) To a great extent
   b) To a considerable extent
   c) To some extent
   d) To a little extent
   e) Negligible extent.
17. Do you find these brands having innovative features?
   a) Yes, to a large extent
   b) Yes, to a considerable extent
   c) Can't say
   d) To a little extent
   e) No innovative features.

18. Are these brands an indispensable part of your life?
   a) Yes, I can’t live without them.
   b) I can manage without them for some time
   c) Can’t say exactly.
   d) Can carry on without them for a long time.
   e) Can manage even without them.

19. Do you buy the brand because you believe that it gives/contains what it claims?
   a) Yes, to a large extent
   b) Yes, to a considerable extent
   c) Can’t say
   d) To a little extent
   e) Not at all.

20. Subscription to these brands has affected your trust level as-
   a) Highly increased
   b) Moderately increased
   c) No change
   d) Moderately decreased
   e) Highly decreased.

21. Do you find these brands interacting with customers?
   a) Yes, to a large extent
   b) Yes, to a considerable extent
   c) Can’t say
   d) To a little extent
   e) Not at all.
22. Do you have cold/warm feelings for these brands?
   a) Definitely Yes
   b) Maybe Yes
   c) Not Decided
   d) Maybe no
   e) Definitely No.

23. Do you think that these brands help in times of need?
   a) Yes, always
   b) Yes, sometimes
   c) Can’t say
   d) No

24. Will non-availability of these brands affect you?
   a) Yes, to a large extent
   b) Yes, to a considerable extent
   c) Can’t say
   d) To a little extent
   e) Not at all.

25. How would you react over the scarcity of these brands?
   a) I will purchase at higher price.
   b) I will wait till it becomes adequately available.
   c) Can’t say
   d) I will stop using it.
   e) I will use any substitute Brand.

26. Using these brands make you feel special. Do you agree?
   a) Strongly agree
   b) agree
   c) undecided
   d) disagree
   e) strongly disagree.
27. **Do you purchase these brands because they give good value for money?**
   
a) Definitely Yes
b) Maybe Yes
c) Not Decided
d) Maybe no
e) Definitely No.

28. **How were you convinced about selecting/ using these brands?**
   
a) Through Advertisement
b) Through Family/ Friends’ recommendation
c) Through Salespersons
d) Through Experts’ recommendation
e) Through Any other source.

**Thank you for the Cooperation**