CONSUMER ATTITUDE AND PURCHASE DECISION TOWARDS
HOUSEHOLD COMPUTERS
(With Reference to Vellore District of Tamilnadu)

The questionnaire is prepared to collect data for the fulfillment of the Doctorate of Philosophy in Commerce, Periyar University, Salem, and this will never be taken to any other part other than curriculum.

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Objectives

1. To study the conceptual background with focus on consumer behaviour

2. To find out the sources of information for purchase of computers and computing at home

3. To assess the perceptions of the households regarding the economic and social/psychological benefits

4. To investigate and explore the characteristics of computing activity at home and its implications

5. To suggest areas of research in the household computers in the future

PART-I SOURCES OF INFORMATION ON PURCHASE OF COMPUTER

1. Where did you make the purchase? (Tick the Appropriate)
   a. Authorised Dealer
   b. Manufacturer Retail Shop
   c. Assembler
   d. Other Sources. Specify
2. How much time (approximately) did you take from the time you thought that you should buy and actually bought? (Tick the Appropriate)
   a. Less than One Week       b. One to Four Weeks
   c. Four to Eight Weeks     d. More than Eight Weeks.
3. What are the sources from which you first came to know about the product features, availability etc? (Tick the Appropriate)
   a. Past Experience       b. Friends        c. Relatives      d. Personal Observation
   e. News papers, Pamphlets f. Magazines g. Radio h. Television
   i. Road Side Posters     j. Movie k. Salesman l. Shop Visits and Retail Outlet
   m. Others, Specify
4. How may Shops/Dealers/Show Rooms did you visit before buying? (Tick the Appropriate)
   a. None       b. Only one   c. Two       d. More than two.
5. How many brands of the products did you consider while making the final choice? (Tick the Appropriate)
6. At the time of making the purchase was there any urgency to buy? (Tick the Appropriate)
   a. Yes, due to Social / Personal Reasons   b. Yes, due to Economic Reasons,
   c. No Particular Urgency
7. How important was your role in the decision to buy computer? (Tick the Appropriate)
   a. I My self      b. Someone else

PART-II IF YOU OWN A COMPUTER, PLEASE STATE
1. Which brand do you possess? (Tick the Appropriate)
   a. IBM b. HP c. LG d. WIPRO e. Others, Specify
2. Initial expenditure on computers (Tick the Appropriate)
   a. 20000 or Under b. 20001 to 30000 c. 30001 to 40000
   d. 40001 to 50000 e. 50001 and Above
3. Have you changed your computer after your purchase? (Tick the Appropriate)
   a. Yes  
   i. If yes, How many times_______  
   ii. Reasons for Change _______  
   iii. Brand of the new computer_______  
   b. No.

4. Do you make regular expenditure on computer? (Tick the Appropriate)
   a. Yes  
   b. No

5. Items on which regular expenses were incurred (Tick the Appropriate)
   a. Floppy Disks  
   b. CDs  
   c. Drivers  
   d. Ribbons  
   e. Software  
   f. Other, Specify_____

6. Do you budget computing? (Tick the Appropriate)
   a. Mostly  
   b. Somewhat  
   c. Not Budgeted

7. What motivates you to work at Household Computers? (Tick the Appropriate)
   a. Flexibility / Convenience  
   b. Nature of Job Requires  
   c. Free of Disturbances / Interruptions  
   d. Opportunity to be with Family  
   e. Extra Money  
   f. Personal Growth  
   g. Others, Specify_____

PART – III PERCEPTIONS OF CONSUMERS FOR HOUSEHOLD COMPUTER (Tick the Appropriate)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors</th>
<th>Agree a Lot</th>
<th>Agree a Little</th>
<th>Neither agree nor disagree</th>
<th>Disagree a Little</th>
<th>Disagree a lot</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Working at home – has reduced the frequency or interruptions in my work</td>
<td></td>
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<td>2.</td>
<td>Has increased my control over my work</td>
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<td>3.</td>
<td>Has decreased the number of time I commute (time taken to travel from home to office) to work</td>
<td></td>
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<td>4.</td>
<td>Has provided a quiet atmosphere to work</td>
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<td>5.</td>
<td>Has decreased my contact with my supervisor</td>
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<td>6.</td>
<td>Has increased the amount of time spent with my family</td>
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<td>7.</td>
<td>Has improved my work productivity</td>
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<td>8.</td>
<td>Has allowed to work at my own pace</td>
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<td>9.</td>
<td>Has increased the amount of time I spend on my job.</td>
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</table>
PART – IV ATTITUDES TOWARDS THE HOUSEHOLD COMPUTERS

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors</th>
<th>Increased</th>
<th>Same</th>
<th>Decreased</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Interaction with friends</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>2.</td>
<td>Time spent watching television</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>3.</td>
<td>Time spent on sports</td>
<td></td>
<td></td>
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<tr>
<td>4.</td>
<td>Time spent outdoors (other than sports)</td>
<td></td>
<td></td>
<td></td>
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<td>5.</td>
<td>Reading magazines</td>
<td></td>
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<tr>
<td>6.</td>
<td>Entertainment or games at home</td>
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<td></td>
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<tr>
<td>7.</td>
<td>Time spent doing job related work at home</td>
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<td>8.</td>
<td>Time spent sleeping</td>
<td></td>
<td></td>
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<tr>
<td>9.</td>
<td>Time spent alone</td>
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<td>10.</td>
<td>Amount of free time</td>
<td></td>
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<td>11.</td>
<td>Amount of time spent at home</td>
<td></td>
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<td>12.</td>
<td>Amount of time spent at work or the office</td>
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<td>13.</td>
<td>Interaction within the family</td>
<td></td>
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<td>14.</td>
<td>Interaction with spouse</td>
<td></td>
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<tr>
<td>15.</td>
<td>Interaction with children</td>
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</table>

PART – V EXPECTATIONS ON COMPUTERS

1. **What were your expectations about the use of computer in the very beginning?** (Tick the Appropriate)
   a. Very High   b. Moderately High   c. Neither High Nor Low
   d. Moderately Low   e. Very Low

2. **Have your Expectations been Met?** (Tick the Appropriate)
   a. Have Been Met   b. Exceeded   c. Fallen Short

3. **Did you meet problems in the beginning?** (Tick the Appropriate)
   a. Many Problems   b. Some Problems   c. None at All

4. **Have the problems been materialized?** (Tick the Appropriate)
   a. More than Expected   b. About the Same   c. Less than Expected

5. **Has use of computers involved more time or less time than originally anticipated?** (Tick the Appropriate)
   a. More than Expected   b. About the Same   c. Less than Expected
## PART-VI SATISFACTION LEVEL (Tick the Appropriate)

<table>
<thead>
<tr>
<th>S.No</th>
<th>Factors</th>
<th>Satisfied</th>
<th>Not Satisfied</th>
<th>Moderately Satisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Generally speaking – Has the Computer lived up to your expectations?</td>
<td></td>
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<tr>
<td>2.</td>
<td>How do you feel about the size of the Hard Disc Memory?</td>
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<tr>
<td>3.</td>
<td>Working Speed of the computer</td>
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<tr>
<td>4.</td>
<td>Software* installed in the computer</td>
<td></td>
<td></td>
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<tr>
<td>5.</td>
<td>Time it took to learn to operate your computer</td>
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<td></td>
</tr>
</tbody>
</table>

## PART-VII SOCIAL IMPLICATIONS OF COMPUTING

1. **Do you feel that, when you own a computer, your status is high?** (Tick the Appropriate)
   - a. Yes
   - b. No

2. **Do you think that the computer is a necessity in life?**
   (Tick the Appropriate)
   - a. Yes
   - b. No

3. **Is your family life affected, due to computer?**
   (Tick the Appropriate)
   - a. Yes
   - b. NO

## PART-VIII MARKETING OF COMPUTERS

1. **Place of Computer purchase:** (Tick the Appropriate)
   - a. Chennai
   - b. Bangalore
   - c. Vellore
   - d. Other, Specify_____

2. **Payment for the computer is made by**
   (Tick the Appropriate)
   - a. In One Payment
   - b. In Installments
   - c. Gift / Sponsored

3. **Post – Purchase Services provided by the supplier**
   - a. Satisfied
   - b. Not Satisfied
   - c. Moderately Satisfied

4. **Suggestions to improve the marketing of computers in Vellore District?**
PART – IX PERSONAL PROFILE

1. Name

2. Marital Status (Tick the Appropriate)
   a. Married, if yes, number of children, specify
   b. Separated / Divorced / widowed
   c. Single (never married)

3. Gender (Tick the Appropriate)
   a. Male
   b. Female

4. Education (Tick the Appropriate)
   a. High School
   b. Higher Secondary
   c. UG
   d. PG
   e. Diploma

5. Age (Tick the Appropriate)
   a. Below 25
   b. 26-35
   c. 36-45
   d. 46-55
   e. 56 and above

6. Employment Information (Tick the Appropriate)
   a. Permanent
   b. Temporary
   c. Self-employed

7. Occupation (Tick the Appropriate)
   a. Professional: i. Computer Professionals
      ii. Engineers
      iii. Teachers / Educational Professionals
   b. Managers
   c. Salesman
   d. Clerical
   e. Workers / Labourers
   f. Retired
   g. Farmers
   h. Others, Specify

8. Family income (per month) (Tick the Appropriate)
   a. Rs.5000 or Under
   b. 5001 to 15000
   c. 15001 to 25000
   d. 25001 to 35000
   e. 35001 and Above

9. Size of the household (Tick the Appropriate)
   a. Single Person
   b. Two
   c. Three
   d. Four
   e. Five or More

10. Nature of Family (Tick the Appropriate)
    a. Nuclear
    b. Joint

11. Reasons for buying computer (Tick the Appropriate)
    a. Job Related
    b. Work Processing
    c. Children’s Education
    d. Hobbies
    e. Games / Entertainment
    f. Others, Specify

12. You use the computer for (Tick the Appropriate)
    a. Job Related
    b. Education
    c. Hobby / Games
    d. Word Processing
    e. Internet
    f. Personal
    g. All
APPENDIX - II