APPENDIX
APPENDIX
CONSUMER BEHAVIOR TOWARDS MOBILE PHONE MARKETS

Section-A

1. Name: _____________________________________________________________

2. City : _____________________________________________________________

3. Age (years):

4. Gender/Sex:
   - Male
   - Female

5. Educational Qualification:
   - Undergraduate
   - Graduate
   - Post Graduate

6. Occupational Qualification:
   - Service
   - Business
   - Profession
   - Agriculture
   - Other (please specify) _____________________________________________

7. Father’s Occupation: ______________________________________________

8. Number of members in family: ______________________________________

9. Family Income (Monthly):
   - Up to (Rs.) 10,000
   - Rs.) 10,000-25,000
   - (Rs.) 25,000-50,000
   - (Rs.) 50,000 & above

10. Address: _________________________________________________________
Section-B

11. Do you own a mobile phone?
   - Yes
   - No

If yes, which company’s mobile phone do you use?
   - Nokia
   - Samsung
   - Sony Ericsson
   - Motorola
   - LG
   - Reliance
   - TATA Indicom
   - Other (please specify)_______________________

12. How much did you spend on the purchase of the mobile phone (Rs.)?
   - 2000-5000
   - 5000-10000
   - 10000-25000
   - More than 25000

13. Which information source influences you to purchase a mobile phone?
   - Newspaper
   - Magazine
   - T.V
   - Internet
   - Radio
   - Friends
   - Retailer
   - Others (please specify)_______________________________________

14. What are the reasons for purchasing a mobile phone?
   - Everybody had a mobile in your friend circle
   - You wanted to purchase it
   - On the recommendation of a friend
   - Any other (please specify)
15. What factors do you take into consideration while purchasing a mobile phone?
- Price
- Availability
- Look
- Status symbol
- Size
- Security factor
- Shape
- Any other (please specify) _________________________________

16. Who bought the mobile for you?
- Father
- Mother
- Elder Brother/Sister
- Self
- Company
- Friend
- Any Other (please specify)__________________________________________

17. Which features do you wanted most in your mobile? (You can choose more than one).
- Bluetooth
- MP3 Player
- Internet Browser
- Camera
- MSN
- FM Radio
- Touch screen
- 3G
- Dictionary
- Others

18. How satisfied are you with your recent mobile phone?
- Highly satisfied
- Satisfied
- Neither satisfied nor unsatisfied
- Unsatisfied
- Highly unsatisfied
19. Which type of mobile do you prefer?
   • Bar
   • Flip
   • Slide
   • Swivel

20. How often do you use mobile phone while driving?
   • No, Never
   • Rarely
   • Sometimes
   • Often
   • Yes, Always

21. How often do you reply to mobile calls:
   • All the calls
   • Only selected calls

22. How frequently do you use your mobile phone?

<table>
<thead>
<tr>
<th></th>
<th>Always</th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
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<td>Sending picture messages</td>
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<td>Std Calls</td>
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23. Please tick the important characteristics according to you must be seen before choosing mobile phones?

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</table>

(Importance Level is based on Likert’s 5 point Scale)

a) Price of the mobile  
5  4  3  2  1  
b) Quality of the mobile  
5  4  3  2  1  
c) Style of the mobile      
5  4  3  2  1  
d) Features of the mobile   
5  4  3  2  1  
e) Brand of the mobile      
5  4  3  2  1  
