

ANNEXURE-XIII

WELCOME TO QUESTIONNAIRE

Note: Please Put a tick [✓] as the case may be:

(Q.1) Your Age-Group:

- Below 25 years 26-35 years
36- 45 years Over 46 years

(Q.2) Your Status [Occupation]:

- Housewife Student Self-employed Service Professional Any other

(Q.3) Your Marital Status:

- Unmarried Married

(Q.4) Type of Your Family:

- Nuclear Joint

(Q.5) Your Educational Qualifications:

- Less than HSC Graduation Post-graduation Doctorate Professional

(Q.6) Your Daily Activities:

- Read Magazines Read Newspapers Watch TV Listen Radio Go for walk
Physical exercises Meet friends Meet Relatives Meet Colleagues

(Q.7) You own and/ or use following:

- Home Car Color TV Fridge Washing Machine Microwave OTG
Air Conditioner Personal Computer Laptop Camera Music System/DVD/MP3 I- Pod
 Mobile Phone Landline Phone Cable TV/ DTH

(Q.8) Newspapers that You read:

- a) _____ b) _____ c) _____

(Q.9) Magazines that You read:

- a) _____ b) _____ c) _____

(Q.10) Your Favourite TV Channels:

- a) _____ b) _____ c) _____

(Q.11) Your Favourite Radio Channels:

- a) _____ b) _____ c) _____

(Q.12) Your Favourite websites:

- a) _____ b) _____

(Q.13) Your Favourite Search Engines:

- a) _____ b) _____

(Q.14) Do You use Mobile Phone? (a) Yes (b) No

If yes than Please state the Name of the Brand: _____

(Q.15) Vehicle that You can drive:

- (a) Two-wheeler: (b) Four-wheeler: (c) Both: (d) Can Not Drive

(Q.16) Are you a Member of an Online Community? Yes/No

If yes, than give the name of Community: a) _____ b) _____

(Q.17) Your Favourite Activities that You would like to do during weekends:

a) _____ b) _____

(Q.18) Other Activities that You like to do in free time:

(a) _____ (b) _____

(Q.19) I have acquired and invested in following.

Life insurance Mediclaim Shares of Companies Debentures of Companies
Mutual Funds House Insurance Any other Please Specify

(Q.20) Annual Income of our Family:

Approximate Up to Rs.90,000 Rs 90,001-1,35,000 Rs1,35,001 – 1,80,000
Rs 1, 80,001- 3, 00,000 More than Rs 3, 00,001

(Q.21) Do You use any of the following Cards?

ATM Card Debit Card Credit Card All None

(Q.22) You have taken Consumer loan for the purchase of following:

Home Car Second hand Car Two -wheeler Fridge Washing Machine
Air Conditioner Computer/Laptop Music System/DVD/MP3 Mobile Phone

(Q.23) Your e-mail Id:

(a) _____ (b) _____

(Q.24) I use Internet:

Yes No

(Q.25) My Service Provider for Internet Connection:

Regular Dial Up Broadband Dial Up 24 Hours Broadband Mobile Connection
Wi Fi through Cable connection BSNL Reliance Tata Not known
others (specify) _____

(Q.26) I make use of Internet from following:

Home College/University Cyber Café Workplace Place of Business Office
Any Other (Please specify) _____

(Q.27) I have been Using Internet :

For the Last 6 months More than 6 months but Less than 1 year
1 to 2 year 2 to 4 year More than 4 years
Any Other (Please specify) _____

(Q.28) I Use Internet :

Everyday Each alternate day At least once in a week At least Twice a week

Once in a fortnight Any other (Please specify) _____

(Q.29) Average Time that I spend each time I Use or Surf Internet:

Less than half an Hour More Than half an Hour 1 to 2 Hour More than 2 Hours
Any other (Please specify) _____

(Q.30) I get information about Websites from following:

Advertisements in Newspapers Advertisements in Magazines Advertisements on TV
Ads Banners on the Home Page of the Website Hyper Links on the Home Page of the Websites
 Hyper Links through Search Engines Online Books Online Newspapers Online Magazines
 Blogs Friends Family Members Colleagues Relatives
Any other (Please specify) _____

(Q.31) I use Internet:

To Collect Information To buy/Shop Product To avail an online Service
To receive and send e-Mails For Chatting Internet Telephony

(Q.32) I use Internet to collect information on:

News Education Business Companies Government Economy Politics
Weather Astrology Travel Fashion Sports Health Music Movies Videos
 Gaming Job Product Real Estate Matrimonial Search Community

(Q.33) I use Internet for downloading of :

Attachments Educational (Study) Material Software Screensavers Wallpapers
Pictures Mobile Ring Tones Games Videos Music Movies Adult Content

(Q.34) I use Internet for availing following Online Services:

Buy non-travel products Net banking Buy travel products/tickets Online bill payment
Online Movie tickets online stock trading Check news Read Magazines Read Newspaper
 E-greetings Online Insurance services

(Q.35) I use Internet for buying following Products:

Computer hardware Computer software Games CDs Music CDs Magazines
News paper Books Home electronic appliances Clothing shoes
Furniture Flowers Jewellery Gift items Sports\Fitness

(Q.36) I use Internet to respond to an Online Advertisement or Promotional offer in a following way:

Clicked a sponsored search ad Clicked a product/service mailer
Participated in an online contest Download Attachment
Open a product/service e-mail Bid/Bought in an Online auction
Bought in a special promotion/ deal Clicked a banner ad
None of the above Any other _____

(Q.37) While shopping products online I like to give importance on following:

Company's Image Products' Variety Packages Brand Prices Products' features



(Q.38) My most preferred mode of payment while shopping products\ services online :

Sr.No.	Modes of payment	Sometimes	Always	Never
a.	Credit card			
b.	Cash on delivery			
c.	Demand Draft			
d.	Cheque			
e.	Net banking			

(Q.39) Please rate your overall experience as an Online shopper in use of Internet in case of following:

Sr.No.	Statements	Sometimes	Always	Never
a.	To request the company to send further information on products			
b.	To request the company to send further information on services			
c.	To show my response in a company's sales promotion offer			
d.	To show my interest in a company's products			
e.	To show my interest in a company's services			
f.	To request sales people to provide real demonstration			
g.	To visit section of frequently Asked Questions (FAQs) on Websites			
h.	To bargain on prices of the products			
i.	To bargain on prices of the services			
j.	To place an online order of a given product			
k.	To place an online order of a given service			

(Q.40) Please rate your Overall Experience as an Internet User on following problems being faced by you while using Internet:

Sr.No.	Selected Problems	Sometimes	Always	Never
a.	problem of disconnection			
b.	Computer gets hang up frequently			
c.	problem of downloading			
d.	problem of virus			
e.	problem of expiry of websites			
f.	problem of expiry of WebPages			
g.	problem of website out look			
h.	Information on websites are not updated			
i.	Ad banners on web pages causes disturbances to me			
j.	problem of speed in Internet			
k.	problem of hacking of user account			
l.	I do not get necessary guidelines & support while surfing on Internet			

(Q.41) Please rate your Overall Opinion on following statements considering your use of Internet:

[SA-Strongly; A-Agree; D-Disagree; SD-Strongly Disagree]

Sr. No.	Selected Statements	SA	A	Can Not Say/ Undecided/No Experience	D	SD
a.	Internet is the best way of Communication					
b.	Internet is ocean of knowledge					
c.	Internet increases my level of awareness					
d.	Internet is vital to my job					
e.	Internet is vital to my life					
f.	Internet helps me to achieve a balance between my life at work and home					
g.	Internet is simple to use					
h.	Internet is easy to use					
i.	Internet is economical to use					
j.	Internet is helpful in getting information					
k.	Internet saves time					
l.	Internet is reliable					
m.	Internet is available 24*7 & 365 days of a year					
n.	Work done on Internet is fully secured					
o.	Internet is essential to communicate with my family and friends					
p.	I trust the news I read on the Internet.					
q.	Internet reduces the distance barriers for us					
r.	Use of Internet is waste of time					
s.	Use of Internet is waste of money					
t.	Internet ruins an individual					
u.	Internet increases level of confidence					
v.	It is difficult to imagine life without the Internet					
w.	Internet helps me to decide products/brands that I want to buy					
x.	I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase					

(Q.42) Please give your rating on following statements as the case may be: [SA-Strongly; A-Agree; D-Disagree; SD-Strongly Disagree]

Sr. No.	Selected Statements	SA	A	Undecided/ No Experience	D	SD
1.	Information Technology is an essential part of my life					
2.	Information Technology brings fun to my life					
3.	I am dependent on Information Technology					
4.	Wireless technology has made my life easier					
5.	Information Technology makes life better					
6.	Information Technology changes so fast that it is hard to keep up with it					
7.	I cannot imagine life without computers					

Sr. No.	Selected Statements	SA	A	Can Not Say/ Undecided/ No Experience	D	SD
8.	Awareness of computer has become important for children also					
9.	I am happy with who I am					
10.	I try to improve myself					
11.	I can make a difference in protecting the environment					
12.	I am willing to spend more money on environmentally friendly products					
13.	I have confidence in the economy of India					
14.	It is becoming difficult to stay in touch with my friends and family					
15.	Many times I buy those things which I cannot really afford					
16.	The future offers more and new possibilities					
17.	I am good at what I do					
18.	I believe price is the best indicator of quality					
19.	I prefer products made in my own country					
20.	I try to avoid surprises in life					
21.	I believe movies and TV present violence as an acceptable part of society					
22.	I believe that the media provide me with a fair report of current events					
23.	I rarely look back on the past; the present and future are more important					
24.	Mental growth is more important to me than material growth					
25.	Sometimes it is all right to judge people by their religion					
26.	I distrust companies that make a lot of noise about their caring social attitude					
27.	I feel confident in my ability to be successful					
28.	Having upscale, luxury items makes me feel better about myself					
29.	My lifestyle revolves around my child(ren)'s activities					
30.	I am a goal-oriented person					
31.	I am a self-centered person					
32.	I enjoy taking risks					
33.	I believe that I am influential in my community					
34.	I consider myself to be an innovator					
35.	Many times I try to do more than one thing at the same time					
36.	If I do not write something down, I forget that easily					
37.	I need to manage my time more efficiently					
38.	I am able to afford the things that are important to me					
39.	I am in excellent physical condition					
40.	I enjoy a good family life					
41.	I am in control of my life					
42.	I am satisfied with my life					
43.	I use to buy expensive clothing					
44.	I like going on expensive vacations					
45.	I like having expensive jewelry/watches					
46.	I like dining at "in" restaurants					

Sr. No.	Selected Statements	SA	A	Can Not Say/ Undecided/ No Experience	D	SD
47.	I like shopping at prestigious stores					
48.	I like to be tidy and attractive					
49.	I like to watch TV advertising					
50.	I usually fast forward through the advertisements when watching a recorded show					
51.	I trust the news that I watch on TV					
52.	I rarely change channel when a commercial comes on during a TV show I am interested in					
53.	I prefer to get all my shopping done in one large supermarket					
54.	I often switch brands because of bargains/special offers					
55.	I like try/taste samples of products demonstrated					
56.	I will go out of my way to shop where I can save money					
57.	Supermarket private label offer same quality as known brands					
58.	I enjoy trying new products even if I'm not sure I'll like it					
59.	I always try to buy fat-free/low fat version of a product					
60.	Worth paying a little more for higher quality food products					
61.	Once I found a brand I like, I stick with it					
62.	I look for nutritionally fortified food products					
63.	I often use the nutritional labels on food to help me select.					
64.	I often buy items thought of as organic foods					
65.	I prefer to buy food items that help me manage my weight					
66.	I want to buy what my kids ask for					
67.	I look for food products my kids can fix themselves					
68.	I look for certain foods solely for health reasons					

THANK YOU

