

APPENDIX - 1

Confidential for research purpose only

SR. NO

NAME PHONE

ADDRESS

AGE (AGE IN YEARS)SEX [(1) MALE, (2) FEMALE]

EDUCATION (NO OF YEARS)EDUCATION CATEGORY

OCCUPATION [(1) BUSINESS, (2) SERVICE, (3) HOUSE-WIFE (4) PROFESSIONAL
(5) STUDENT, (6) OTHERS]MARITAL STATUS [(1) MARRIED, (2) UNMARRIED]

FAMILY SIZE MONTHLY FAMILY INCOME RS

QUESTIONNAIRE FOR NON DURABLE CONSUMER PRODUCTS

CODE	NO	QUESTIONS																																																
<div>A<div></div></div> <div>B<div></div></div> <div>C<div></div></div>	1	<div>Which of the following options best describe your frequency of purchase for</div> <div>A) SoapB) ToothpasteC) Chocolate?</div> <div>1 Weekly2 Fortnightly3 Monthly4. Rarely</div>																																																
<div>A<div></div></div> <div>B<div></div></div> <div>C<div></div></div>	2	<div>Are you loyal to any specific brand of products for</div> <div>A) SoapB) ToothpasteC) Chocolate?</div> <div>1 Yes2 No</div>																																																
<div>A<div></div></div> <div>B<div></div></div> <div>C<div></div></div>	3	<div>Please rank your preference for various brands of</div> <div>A) SoapB) ToothpasteC) Chocolate?</div> <table><tr><th>Sr. No.</th><th colspan="3">BRANDS</th></tr><tr><th></th><th>SOAP</th><th>TOOTHPASTE</th><th>CHOCOLATE</th></tr><tr><td>1</td><td>Lux</td><td>Pepsodent</td><td>Dairy Milk</td></tr><tr><td>2</td><td>Pears</td><td>Colgate</td><td>Flve Star</td></tr><tr><td>3</td><td>Hamam</td><td>Anchor White</td><td>Perk</td></tr><tr><td>4</td><td>Medimix</td><td>Colgate Herbal</td><td>Nestle</td></tr><tr><td>5</td><td>Cinthol</td><td>Anchor Gel</td><td>Bar-One</td></tr><tr><td>6</td><td>Camay</td><td>Colgate Gel</td><td>Kit-kat</td></tr><tr><td>7</td><td>Fair Glow</td><td>Close-up</td><td>Milky-Bar</td></tr><tr><td>8</td><td>Lifebuoy</td><td>Meswak</td><td>Amul</td></tr><tr><td>9</td><td>Palmolive</td><td>Babool</td><td>Nestle Classic</td></tr><tr><td>10</td><td>Others</td><td>Others</td><td>Others</td></tr></table>	Sr. No.	BRANDS				SOAP	TOOTHPASTE	CHOCOLATE	1	Lux	Pepsodent	Dairy Milk	2	Pears	Colgate	Flve Star	3	Hamam	Anchor White	Perk	4	Medimix	Colgate Herbal	Nestle	5	Cinthol	Anchor Gel	Bar-One	6	Camay	Colgate Gel	Kit-kat	7	Fair Glow	Close-up	Milky-Bar	8	Lifebuoy	Meswak	Amul	9	Palmolive	Babool	Nestle Classic	10	Others	Others	Others
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<div>A B C</div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div>	4	<p>Which of the following reasons would make you switch over to another brand from the one you currently use for</p> <p>A) Soap B) Toothpaste C) Chocolate?</p> <p>1 Trial (Giving a try once)</p> <p>2 Dis-satisfaction with the current one</p> <p>3 Extensive promotion of competing brands</p> <p>4 Would not switch over</p> <p>5 Any other, please specify _____</p> <p>_____</p>																										
<div>A B C</div> <div>1 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>2 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>3 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>4 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>5 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>6 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>7 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>8 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>9 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>10 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>11 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div>12 <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div>	5 a	<p>Below mentioned is a set of product attributes for</p> <p>A) Soap B) Toothpaste C)Chocolate</p> <p>Give your rating on a four-point scale ranging from most important to not important</p> <p>1 Most Important 2 Somewhat important</p> <p>3 Least Important 4 Not important</p> <table border="1"><thead><tr><th>Serial</th><th>Product Attributes</th></tr></thead><tbody><tr><td>1</td><td>Product Variety</td></tr><tr><td>2</td><td>Quality</td></tr><tr><td>3</td><td>Design</td></tr><tr><td>4</td><td>Price</td></tr><tr><td>5</td><td>Features</td></tr><tr><td>6</td><td>Brand name</td></tr><tr><td>7</td><td>Packaging</td></tr><tr><td>8</td><td>Size</td></tr><tr><td>9</td><td>Returns (Satisfaction)</td></tr><tr><td>10</td><td>Colour</td></tr><tr><td>11</td><td>Manufacturer's Prestige</td></tr><tr><td>12</td><td>Others (Please Specify)</td></tr></tbody></table>	Serial	Product Attributes	1	Product Variety	2	Quality	3	Design	4	Price	5	Features	6	Brand name	7	Packaging	8	Size	9	Returns (Satisfaction)	10	Colour	11	Manufacturer's Prestige	12	Others (Please Specify)
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<div>A</div> <div><input type="checkbox"/></div> <div>B</div> <div><input type="checkbox"/></div> <div>C</div> <div><input type="checkbox"/></div>	6 a	<div>Do you believe that brand loyalty increases as a result of presence of product attributes of your choice in a brand for</div> <div>A) Soap B) Toothpaste C) Chocolate?</div> <div>1 Yes 2 No</div>
<div>A</div> <div><input type="checkbox"/></div> <div>B</div> <div><input type="checkbox"/></div> <div>C</div> <div><input type="checkbox"/></div> <div>Not to be filled by you</div>	6 b	<div>If no, give reason, why?</div> <div>(A) _____</div> <div>(B) _____</div> <div>(C) _____</div>
<div>A</div> <div><input type="checkbox"/></div> <div>B</div> <div><input type="checkbox"/></div> <div>C</div> <div><input type="checkbox"/></div>	7	<div>While making a buying decision are you ready to forgo/compromise with certain product attributes if you find the one most important to you for</div> <div>A) Soap B) Toothpaste C) Chocolate?</div> <div>1 Yes 2 No</div>
<div>A</div> <div><input type="checkbox"/></div> <div>B</div> <div><input type="checkbox"/></div> <div>C</div> <div><input type="checkbox"/></div>	8	<div>Does a change in product attributes affect your buying decisions for</div> <div>A) Soap B) Toothpaste C) Chocolate?</div> <div>1 Yes 2 No</div>
<div>A</div> <div><input type="checkbox"/></div> <div>B</div> <div><input type="checkbox"/></div> <div>C</div> <div><input type="checkbox"/></div>	9	<div>To what extent product attributes influence your buying decisions for</div> <div>A) Soap B) Toothpaste C) Chocolate?</div> <div>1 High Influence 2. Medium Influence</div> <div>3 Low Influence 4 No Influence</div>
<div>A</div> <div><input type="checkbox"/></div> <div>B</div> <div><input type="checkbox"/></div> <div>C</div> <div><input type="checkbox"/></div> <div><input type="checkbox"/></div> <div><input type="checkbox"/></div> <div><input type="checkbox"/></div> <div><input type="checkbox"/></div> <div><input type="checkbox"/></div> <div><input type="checkbox"/></div> <div><input type="checkbox"/></div> <div><input type="checkbox"/></div>	10	<div>From where do you generate the awareness of product attributes for</div> <div>A) Soap B) Toothpaste C) Chocolate?</div> <div>(Put 1 for yes, 2 for No)</div> <div>A) Mass media exposure like, advertisements on TV /Radio/News-Paper</div> <div>B) Actual trial of the product</div> <div>C) Product literature like, leaflets, brochures etc</div> <div>D) Articles published in Magazines</div> <div>E) Experience of others</div> <div>F) Word of mouth communication from dealers</div> <div>G) Any other, please specify, _____</div>
<div>A</div> <div><input type="checkbox"/></div> <div>B</div> <div><input type="checkbox"/></div> <div>C</div> <div><input type="checkbox"/></div>	11	<div>While making buying decisions do you undertake a comparison of product attributes of competing brands of</div> <div>A) Soap B) Toothpaste C) Chocolate?</div> <div>1 Yes 2 No</div>
3		

<div>A B C</div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div>	12	Though not getting attributes of your choice, does a cheaper product divert your mind to buy that A) Soap B) Toothpaste C) Chocolate? 1 Yes 2 No
<div>A B C</div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div>	13	Do you consider the health aspect of products while making buying decisions for A) Soap B) Toothpaste C) Chocolate? 1 Yes 2 No
<div>A B C</div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div>	14	Which of the following product attributes would help you comprehend or understand a brand of A) Soap B) Toothpaste C) Chocolate? (Put 1 for yes, 2 for No) A) Price B) Quality C) Product variety D) Brand name E) Packaging F) Features G) Any other, please specify _____
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<div>A B C</div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div>	16	To what extent do you think product performance matches the claims made by the offers of A) Soap B) Toothpaste C) Chocolate? 1 High Extent 2 Medium Extent 3 Low Extent 4 No Match
<div>A B C</div> <div><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></div>	17	Does that affect your next purchase for A) Soap B) Toothpaste C) Chocolate? 1 Yes 2 No
4		

<div>Not to be filled by you</div> <div>Reactions</div> <div>A</div> <div>B</div> <div>C</div>	18	How do you react when product attributes of your expectation are not found in the product? (A) _____ (B) _____ (C) _____
<div>A</div> <div>B</div> <div>C</div>	19	Does your favourable experience of a product result in a repeat purchase of the same for A) Soap B) Toothpaste C) Chocolate? 1 Yes 2 No
<div>A</div> <div>B</div> <div>C</div>	20	Which of the following values do you believe product attributes add to the products like A) Soap B) Toothpaste C) Chocolate? (Put 1 for yes, 2 for No) A) Functional value Value sought as a rational man i.e price, satisfaction, reliability, durability etc B) Social value Choice of products which associates with one or more specific social groups C) Emotional value Choice of products which associates with specific feelings or emotions D) Epistemic value Ability of a choice to foster curiosity, provide novelty and/ or satisfy desire for knowledge E) Conditional value A choice of products as an outcome of some particular situation or circumstance i.e time or event
<div>A</div> <div>B</div> <div>C</div>	21	Which of the following reasons would you provide to describe your decision to buy A) Soap B) Toothpaste C) Chocolate? (Put 1 for yes, 2 for No) A) Cognitive attitude & behaviour i.e Your knowledge, Comprehension & Perception of the product/brand B) Affective attitude & behaviour i.e emotions & Feelings of yours C) Conative attitude & behaviour i.e Your intention or likelihood to purchase the product/brand
<div>A</div> <div>B</div> <div>C</div>	22	With whom your decision to buy, associate ? A) Soap B) Toothpaste C) Chocolate? A) Family members B) Relatives C) Friends D) Colleagues E) Neighbours F) Role models (celebrities etc) G) Any other, please specify _____
5		