

APPENDIX - 2

Confidential for research purpose only

SR NO

NAMEPHONE

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 SIZEMONTHLY FAMILY INCOME RS

QUESTIONNAIRE FOR DURABLE CONSUMER PRODUCTS

CODE	NO	QUESTIONS																																																
<div>A<div></div><div></div></div> <div>B<div></div><div></div></div> <div>C<div></div><div></div></div>	1 a	How old is your A) Television      B) Refrigerator      C) Car ? [Reply in absolute number of year/years]																																																
<div>A<div></div></div> <div>B<div></div></div> <div>C<div></div></div>	1 b	Are you intending to replace your present A) Television      B) Refrigerator      C) Car ? 1 Yes                  2 No																																																
<div>A<div></div></div> <div>B<div></div></div> <div>C<div></div></div>	2	Are you loyal to any specific brand of products for A) Television      B) Refrigerator      C) Car ? 1 Yes                  2 No																																																
<div>A<div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>B<div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div> <div>C<div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>	3	<div>Please rank your preference for various companies/brands of A) Television      B) Refrigerator      C) Car ?</div> <table><tr><th>Sr. No.</th><th colspan="3">COMPANIES / BRANDS</th></tr><tr><th></th><th>TELEVISION</th><th>REFRIGERATOR</th><th>CAR</th></tr><tr><td>1</td><td>SONY</td><td>LG</td><td>MARUTI SUZUKI</td></tr><tr><td>2</td><td>ONIDA</td><td>ONIDA</td><td>HYUNDAI</td></tr><tr><td>3</td><td>BPL</td><td>WHIRLPOOL</td><td>DAEWOO</td></tr><tr><td>4</td><td>SAMSUNG</td><td>SAMSUNG</td><td>HONDA</td></tr><tr><td>5</td><td>SANSUI</td><td>BPL</td><td>GM</td></tr><tr><td>6</td><td>VIDEOCON</td><td>GODREJ</td><td>TATA</td></tr><tr><td>7</td><td>PHILIPS</td><td>DAEWOO</td><td>FIAT</td></tr><tr><td>8</td><td>LG</td><td>KELVINATOR</td><td>HM</td></tr><tr><td>9</td><td>DAEWOO</td><td>VIDEOCON</td><td>FORD</td></tr><tr><td>10</td><td>OTHERS</td><td>OTHERS</td><td>OTHERS</td></tr></table>	Sr. No.	COMPANIES / BRANDS				TELEVISION	REFRIGERATOR	CAR	1	SONY	LG	MARUTI SUZUKI	2	ONIDA	ONIDA	HYUNDAI	3	BPL	WHIRLPOOL	DAEWOO	4	SAMSUNG	SAMSUNG	HONDA	5	SANSUI	BPL	GM	6	VIDEOCON	GODREJ	TATA	7	PHILIPS	DAEWOO	FIAT	8	LG	KELVINATOR	HM	9	DAEWOO	VIDEOCON	FORD	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) Television                      B) Refrigerator                      C) Car?</p> <p>1 For a change or something new</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> <div>13 <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) Television                      B) Refrigerator                      C) Car</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>Service</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>Warranties</td></tr><tr><td>13</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	Service	8	Size	9	Returns (Satisfaction)	10	Colour	11	Manufacturer's Prestige	12	Warranties	13	Others (Please Specify)
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<div>Attributes      Reasons</div> <div>A <input type="checkbox"/> <input type="checkbox"/>      <input type="checkbox"/> <input type="checkbox"/></div> <div>B <input type="checkbox"/> <input type="checkbox"/>      <input type="checkbox"/> <input type="checkbox"/></div> <div>C <input type="checkbox"/> <input type="checkbox"/>      <input type="checkbox"/> <input type="checkbox"/></div> <div>Not to be filled by you</div>	5 b	<p>Which Product attribute do you find the most important from the above in your buying decisions? Why ?</p> <p>A Television _____</p> <p>_____</p> <p>B Refrigerator _____</p> <p>_____</p> <p>C Car _____</p> <p>_____</p>																												
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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 increase as a result of presence of product attributes of your choice in a brand for</div> <div>A) Television                      B) Refrigerator                      C) Car?</div> <div>1 Yes                                      2 No</div>
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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>	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) Television                      B) Refrigerator                      C) Car?</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) Television                      B) Refrigerator                      C) Car?</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) Television                      B) Refrigerator                      C) Car?</div> <div>1 High Influence                      2 Medium Influence</div> <div>3 Low Influence                      4 No Influence</div>
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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>	11	<div>While making buying decisions do you undertake a comparison of product attributes of competing brands of</div> <div>A) Television                      B) Refrigerator                      C) Car?</div> <div>1 Yes                                      2 No</div>
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<div style="display: flex; justify-content: space-around;"> <span>A</span><span>B</span><span>C</span> </div> <div style="display: flex; justify-content: space-around;"> <input type="checkbox"/><input type="checkbox"/><input type="checkbox"/> </div>	12	<p>Though not getting attributes of your choice, does a cheaper product divert your mind to buy that</p> <div style="display: flex; justify-content: space-between;"> <span>A) Television</span><span>B) Refrigerator</span><span>C) Car?</span> </div> <div style="display: flex; justify-content: space-between;"> <span>1 Yes</span><span>2 No</span> </div>
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Not to be filled by you	Reactions A <input type="checkbox"/> <input type="checkbox"/> B <input type="checkbox"/> <input type="checkbox"/> C <input type="checkbox"/> <input type="checkbox"/>	18	How do you react when product attributes of your expectation are not found in the product? (A) _____ (B) _____ (C) _____
A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/>		19	Does your favourable experience of a product result in a repeat purchase of the same for A) Television B) Refrigerator C) Car ? 1 Yes 2 No
A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		20	Which of the following values do you believe product attributes add to the products like A) Television B) Refrigerator C) Car ? (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
A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		21	Which of the following reasons would you provide to describe your decision to buy A) Television B) Refrigerator C) Car ? (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
A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		22	With whom your decision to buy, A) Television B) Refrigerator C) Car ? associate ? (Put 1 for yes, 2 for No)  A) Family members B) Relatives C) Friends D) Colleagues E) Neighbours F) Role models (celebrities etc ) G) Any other, please specify _____

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