

**APPENDIX – 3**  
**OPEN ENDED QUESTION TABULATION**  
**Q.5-B. (Durables)**

| Attributes        | Television                                                                                                                                                                                                                                | Refrigerator                                                                                                                                                                                                                              | Car                                                                                                                                                                                                                                       |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 Product Variety | 1 To make a better choice by comparing attributes of various brands To get a wider choice and to make a good decision for such costly products                                                                                            | 1 To make a better choice by comparing attributes of various brands To get a wider choice and to make a good decision for such costly products                                                                                            | 1 To make a better choice by comparing attributes of various brands To get a wider choice and to make a good decision for such costly products                                                                                            |
| 2 Quality         | 1 For durability, reliability etc can't we compromise with / frequent usage<br>2 The higher you pay, the better should be the quality It is justification of the price paid<br>3 Quality only satisfies you<br>4 It reflects my lifestyle | 1 For durability, reliability etc can't we compromise with / frequent usage<br>2 The higher you pay, the better should be the quality It is justification of the price paid<br>3 Quality only satisfies you<br>4 It reflects my lifestyle | 1 For durability, reliability etc can't we compromise with / frequent usage<br>2 The higher you pay, the better should be the quality It is justification of the price paid<br>3 Quality only satisfies you<br>4 It reflects my lifestyle |
| 3 Design          | 1 Attracts the most It impresses others also<br>2 Other attributes may be the same so aesthetics drive the decision                                                                                                                       | 1 Attracts the most It impresses others also<br>2 Other attributes may be the same so aesthetics drive the decision                                                                                                                       | 1 Attracts the most It impresses others also<br>2 Other attributes may be the same so aesthetics drive the decision                                                                                                                       |
| 4 Price           | 1 The product must be within my budget and should be worth its price<br>2 For evaluation of satisfaction                                                                                                                                  | 1 The product must be within my budget and should be worth its price<br>2 For evaluation of satisfaction                                                                                                                                  | 1 The product must be within my budget and should be worth its price<br>2 For evaluation of satisfaction                                                                                                                                  |

|              |                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                      |
|--------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5 Features   | <p>1 Picture quality, sound output, more channels etc are the most important</p> <p>2 They attract or satisfy the most</p> <p>3 They increase the utility of the product</p> <p>4 They attract and add value</p> <p>5 They help in evaluating about to buy or not to buy</p> | <p>1 Cooling capacity, space, defrosting system, etc are the most important</p> <p>2 They attract or satisfy the most</p> <p>3 They increase the utility of the product</p> <p>4 They attract and add value</p> <p>5 They help in evaluating about to buy or not to buy</p> | <p>1 Sitting capacity, comfort, interiors, sound system, air conditioning etc are the most important</p> <p>2 They attract or satisfy the most</p> <p>3 They increase the utility of the product</p> <p>4 They attract and add value</p> <p>5 They help in evaluating about to buy or not to buy</p> |
| 6 Brand Name | <p>1 It creates trust</p> <p>2 It is a synonym of quality / good experience</p> <p>3 It's a once in a lifetime purchase</p> <p>4 It increases professional and social value</p>                                                                                              | <p>1 It creates trust</p> <p>2 It is a synonym of quality / good experience</p> <p>3 It's a once in a lifetime purchase</p> <p>4 It increases professional and social value</p>                                                                                             | <p>1 It creates trust</p> <p>2 It is a synonym of quality / good experience</p> <p>3 It's a once in a lifetime purchase</p> <p>4 It increases professional and social value</p>                                                                                                                      |
| 7 Service    | <p>1 You need a better after sales service</p> <p>2 It develops the confidence and relieves us from tension</p>                                                                                                                                                              | <p>1 You need a better after sales service</p> <p>2 It develops the confidence and relieves us from tension</p>                                                                                                                                                             | <p>1 You need a better after sales service</p> <p>2 It develops the confidence and relieves us from tension</p>                                                                                                                                                                                      |
| 8 Size       | <p>1 Should be according to our home or room</p> <p>2 It satisfies customer desire / thrills</p> <p>3 Family size problems</p>                                                                                                                                               | <p>1 Should be according to our home or room</p> <p>2 It satisfies customer desire / thrills</p> <p>3 Family size problems</p>                                                                                                                                              | <p>1 Should be according to our home or room</p> <p>2 It satisfies customer desire / thrills</p> <p>3 Family size problems</p>                                                                                                                                                                       |
| 9 Returns    | <p>1 That is why we buy it</p> <p>2 Should satisfy me against the money I spend</p> <p>3 For evaluation of satisfaction</p>                                                                                                                                                  | <p>1 That is why we buy it</p> <p>2 Should satisfy me against the money I spend</p> <p>3 For evaluation of satisfaction</p>                                                                                                                                                 | <p>1 That is why we buy it</p> <p>2 Should satisfy me against the money I spend</p> <p>3 For evaluation of satisfaction</p>                                                                                                                                                                          |

|                                 |                                                                                                                                                                                                                        |                                                                                                                                                                                                                        |                                                                                                                                                                                                                        |
|---------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10 Colour                       | <p>1 Specific preference for particular colour like blue or red etc</p> <p>2 I am ready to wait for it</p> <p>3 It should be metallic so that it catches less dust</p>                                                 | <p>1 Specific preference for particular colour like blue or red etc</p> <p>2 I am ready to wait for it</p> <p>3 It should be metallic so that it catches less dust</p>                                                 | <p>1 Specific preference for particular colour like blue or red etc</p> <p>2 I am ready to wait for it</p> <p>3 It should be metallic so that it catches less dust</p>                                                 |
| 11 Manufacturer's Prestige      | <p>1 It creates trust</p> <p>2 To ensure best quality, deal and after sales service</p> <p>3 For both the above</p> <p>4 Sometimes even if the brand is not good, the image works</p>                                  | <p>1 It creates trust</p> <p>2 To ensure best quality, deal and after sales service</p> <p>3 For both the above</p> <p>4 Sometimes even if the brand is not good, the image works</p>                                  | <p>1 It creates trust</p> <p>2 To ensure best quality, deal and after sales service</p> <p>3 For both the above</p> <p>4. Sometimes even if the brand is not good, the image works</p>                                 |
| 12 Warranty                     | <p>1 Warranty on main parts should be ensured</p> <p>2 It creates trust and provides extra support when you are not sure of the actual performance of the product</p>                                                  | <p>1 Warranty on main parts should be ensured</p> <p>2 It creates trust and provides extra support when you are not sure of the actual performance of the product</p>                                                  | <p>1 Warranty on main parts should be ensured</p> <p>2 It creates trust and provides extra support when you are not sure of the actual performance of the product</p>                                                  |
| 13 Retailer's Prestige / Others | <p>1 To avoid dealing and after sales service problems</p> <p>2 To get a fault free piece</p> <p>3 To get both better scheme and after sales service</p> <p>4 To maintain good relationship before and after sales</p> | <p>1 To avoid dealing and after sales service problems</p> <p>2 To get a fault free piece</p> <p>3 To get both better scheme and after sales service</p> <p>4 To maintain good relationship before and after sales</p> | <p>1 To avoid dealing and after sales service problems</p> <p>2 To get a fault free piece</p> <p>3 To get both better scheme and after sales service</p> <p>4 To maintain good relationship before and after sales</p> |

**APPENDIX – 3**  
**OPEN ENDED QUESTION TABULATION**  
**Q.5-B. (Non-Durables)**

| Attributes        | Soap                                                                                                                                                                                        | Toothpaste                                                                                                                                                                                        | Chocolate                                                                                                                                                                               |
|-------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 Product Variety | 1 For different brands and change / for trial<br>2 Because brands are available                                                                                                             | 1 For different brands and change / for trial<br>2 Because brands are available                                                                                                                   | 1 For trial, wide choice and to meet preference<br>2 Because brands are available                                                                                                       |
| 2 Quality         | 1 Quality is related to refreshment and relaxation<br>2 For health reasons<br>3 Better quality with reasonable price<br>4 Better experience for years                                       | 1 For health reasons<br>2 For refreshment, clean teeth and gums<br>3 Better quality with reasonable price<br>4 Better experience for years                                                        | 1 For health reasons<br>2 Keeping the same rich taste for years<br>3 Taste without compromising on the ingredients<br>4 Better experience for years                                     |
| 3 Design          | 1 Easy to handle and should not slip of my hand                                                                                                                                             | -                                                                                                                                                                                                 | 1 Design attracts the most                                                                                                                                                              |
| 4 Price           | 1 Must fit my budget<br>2 Because it is bought frequently<br>3 Evaluation of satisfaction                                                                                                   | 1 Must fit my budget<br>2 Because it is bought frequently<br>3 Evaluation of satisfaction                                                                                                         | 1 Must fit my budget<br>2 Because it is bought frequently<br>3 Evaluation of satisfaction                                                                                               |
| 5 Features        | 1 For fragrance and freshness<br>2 It attracts the most<br>3 Germ fighting capacity of brand<br>4 Features add value<br>5 It attracts most and add value<br>6 For comparison and evaluation | 1 For good taste, freshness & smell<br>2 It attracts the most<br>3 Germ fighting capacity of brand<br>4 Features add value<br>5 It attracts most and add value<br>6 For comparison and evaluation | 1 For great or good taste<br>2 It attracts the most<br>3 Germ fighting capacity of brand<br>4 Features add value<br>5 It attracts most and add value<br>6 For comparison and evaluation |

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|--------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------|
| 6 Brand Name | 1 It creates trust<br>2 Includes positive image, which brings favourable experience and builds loyalty<br>3 For health reason<br>4 It attracts the most | 1 Brand states quality, price and other attributes<br>2 Only some brands are suitable for me<br>3 It creates trust and avoids frustration<br>4 Includes positive image, which brings favourable experience and builds loyalty<br>5 For health reason<br>6 It attracts the most | 1 It creates trust<br>2 Includes positive image, which brings favourable experience and builds loyalty<br>3 For health reason<br>4 It attracts the most |
| 7 Packaging  | 1 Packaging attracts the most                                                                                                                           | 1 Packaging attracts the most<br>2 To make brand look different from others because all other attributes are alike                                                                                                                                                             | 1 Because of Cadbury case<br>2 For health reason<br>3 For whether the product is eatable<br>4 It attracts the most                                      |
| 8 Size       | 1 Family size problems<br>2 Avoid visiting store frequently                                                                                             | 1 Family size problems<br>2 Avoid visiting store frequently                                                                                                                                                                                                                    | 1 Family size problems<br>2 Avoid visiting store frequently<br>3 Personal satisfaction of eating more                                                   |

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|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9 Returns                       | <p>1 The after use satisfaction is very important</p> <p>2 Returns against the money I spend</p> <p>3 It must get me satisfaction and freshness</p> <p>4 For health reason</p> <p>5 Evaluation</p> <p>6 Favourable/consistent experience</p> | <p>1 The after use satisfaction is very important</p> <p>2 Returns against the money I spend</p> <p>3 It's the most important factor to be consider while buying</p> <p>4 I must get satisfaction, freshness, sparkling teeth and taste</p> <p>5 Evaluation</p> <p>6 Favourable/consistent experience</p> | <p>1 It gives happiness and satisfies the desire</p> <p>2 Returns against the money I spend</p> <p>3 For the pleasure of eating chocolate</p> <p>4 Joy of sharing</p> <p>5 Evaluation</p> <p>6 Favourable/consistent experience</p> |
| 10 Colour                       | -                                                                                                                                                                                                                                            | <p>1 Blue colour gel attracts me the most</p> <p>1 It creates trust and confidence to try it out</p>                                                                                                                                                                                                      | <p>1 Colour and taste should be better</p> <p>1 You can be sure that the quality is consistent</p>                                                                                                                                  |
| 11 Manufacturer's Prestige      | <p>1 It creates trust and confidence to try it out</p>                                                                                                                                                                                       | <p>1 To buy at your convenience, good quality and reasonable price product</p> <p>2 To enjoy buying and get good deals</p> <p>3 Because of relationship with the dealer</p>                                                                                                                               | <p>1 Because of Cadbury case</p> <p>2 For hygiene</p> <p>3 To enjoy buying and get good deals</p> <p>4 Because of relationship with the dealer</p>                                                                                  |
| 12 Retailer's Prestige / Others | <p>1 To buy at your convenience, good quality and reasonable price product</p> <p>2 To enjoy buying and get good deals</p> <p>3 Because of relationship with the dealer</p>                                                                  | <p>1 To buy at your convenience, good quality and reasonable price product</p> <p>2 To enjoy buying and get good deals</p> <p>3 Because of relationship with the dealer</p>                                                                                                                               | <p>1 Because of Cadbury case</p> <p>2 For hygiene</p> <p>3 To enjoy buying and get good deals</p> <p>4 Because of relationship with the dealer</p>                                                                                  |