

APPENDIX

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QUESTIONNAIRE TO EVALUATE THE MARKET ACCEPTANCE OF
NATURAL DYED MINOR FIBRE PRODUCTS FOR HOME DÉCOR.

Dear Respondent,

The undersigned is a research scholar at the Dept. of Clothing and Textile, Faculty of Family and Community Sciences, The M.S. University of Baroda. The researcher has undertaken “A Study on Dyeing of Minor Fibres with Natural Dyes”. The study explores the dyeability of minor fibres with natural dyes by mordanting with natural and metallic mordants and through composite dyeing. The colours obtained through the dyeing experiments find application on minor fibre products designed by the researcher, for value addition of these indigenous minor fibres.

This questionnaire is an academic exercise and a part of my doctoral dissertation. The data generated would be kept strictly confidential and used purely for an academic purpose. You are requested to give your response for the entire questionnaire.

I look forward for your kind co-operation.

Thanking You.

Falguni Patel

Respondent Profile:

Age	: 21–25 years
	: 26–30 years
	: 31–35 years
	: 36–40 years
	: 41–45 years
	: 46 years and above.

Educational Qualification	: Graduate
	Post Graduate
	Ph. D.
	Any Other

Occupational Status	:
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Family Income Strata (Monthly)	: Rs10,000-20,000
	: Rs.20,001-30000
	: Rs.30,001-40,000
	: Rs.40,001-above

Marital Status	: Married/Unmarried
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Measurement of concept awareness, communicability and believability:						
The following environmental terms are known to you:		Yes		No		
Eco friendly						
Ozone friendly						
Bio degradable						
Bio prospecting						
Green technology						
Herbal						
Recycled						
Natural						
Statements:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
Do you agree with the statement that global environment status has declined over the years.						
The environmental concern in your purchase decision is always important.						
You would surely buy a product if it is labeled eco-friendly.						
You look out for products that are labeled eco-friendly when you are buying.						
Measurement of need level:						
Are you aware of the following minor fibres:	You have seen them in:			Do you own any of them:		
Please tick ✓ where applicable	Fibre form	Fabric form	Any other	Yes	No	If yes then please name the article:
Jute []						
Sisal []						
Linen []						
Hemp []						
Banana []						
Bhindi []						
Ramie []						
Eri Silk []						

Muga Silk	[]					
Alpaca wool	[]					
Goat hair	[]					
Camel hair	[]					
Please state your response for the following statements:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
You do not experiment with the colour of the soft furnishings of the house.						
You always look for novelty and uniqueness in the products you use for home décor.						
The products you buy for home décor should be exclusive.						
You always have a fixed type of design that you know suits best to your house.						
You like to buy products that have novel design features, in terms of print, colour and texture.						
Measurement of the gap level:						
Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	
You very frequently face a situation when you do not get a home décor item as you had desired.						
There is a strong difference in the products you are using now and the one displayed under the same category.						

You have not come across natural dyed products for home décor.					
According to you the products are unique because of :	Yes			No	
Colour					
Fibre					
Technique					
Measurement of the perceived value:					
Statements:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The displayed natural dyed products provide more value to you in comparison to the products you are using currently.					
The products are reasonably priced keeping in mind the uniqueness of the fibre and the dye.					
Measurement of the purchase intention and frequency:					
Statements:	Always	Sometimes	Occasionally	Rarely	Never
With the quoted price would you prefer to purchase these products instead of the other products available from market in the same category.					
Do you think you would prefer to use these products for home décor because of the natural dyes and minor fibres.					
Do you think with newer variations in design, style and print these products will be a part of your home décor every time you make a purchase.					

Assessment of the target consumer group:					
Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
These products will continuously attract consumers with variations in design and colour.					
These products will continuously attract consumer with variation in Technique.					
The exclusivity of the fibre makes the product costly					
According to you the products are suitable for home of:	Yes		No		
Elite					
Upper class					
Middle class					
Assessment for suitability to KVIC:	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Very limited minor fibre product designs are available from the khadi gram udyog and national handloom expo outlets.					
Very limited natural dyed product designs are available from the khadi gram udyog and national handloom expo outlets.					
There is often no variation of designs in the minor fibre products available in the market.					