

Questionnaire on

“An Empirical Study of Measurement of Brand Equities for selected Consumer Durable vis-à-vis Non Durable Products in Western Indian Rural Market”

Dear Respondent,

I, Ruta Shringarpure, pursuing Ph.D. on “An Empirical Study of Measurement of Brand Equities for selected Consumer Durable vis-à-vis Non Durable Products in Western Indian Rural Market” under the guidance of Dr. Umesh Dangarwala, Associate Professor, Department of Commerce and Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara, request you to provide the information by filling this questionnaire. The information collected will be used for academic purpose only.

Looking forward for your kind co-operation.

Thanking you,

Ms. Ruta Shringarpure

Demographic Information

Name of the Respondent : _____

Mobile Number : _____

E-Mail ID : _____

1. Gender : Male Female

2. Age : _____
(In Completed Years) :

3. Marital Status : Unmarried Married

4. Family Type : Joint Nuclear

5. Qualification : Primary Secondary

Graduation Post Graduation

Diploma Professional

6. Occupation : Student Employed

Self-Employed

If others, please specify _____

7. Monthly Family Income : _____

8. Family Size : _____

9. Earning person in Family: 1 Member 2 Members

3 Members 4 Members

5 Members & Above

Select the brands from the following list, which you are using.

Non – Durable Products																			
Biscuits					Tea					Bathing Soaps					Toothpaste				
1. Parle	<input type="checkbox"/>				1. Tata	<input type="checkbox"/>				1. Lux	<input type="checkbox"/>				1. Colgate	<input type="checkbox"/>			
2. Britannia	<input type="checkbox"/>				2. Waghbakri	<input type="checkbox"/>				2. Santoor	<input type="checkbox"/>				2. Close Up	<input type="checkbox"/>			
3. Priya Gold	<input type="checkbox"/>				3. C. Somabhai	<input type="checkbox"/>				3. Lifebouy	<input type="checkbox"/>				3. Babool	<input type="checkbox"/>			
4. Windsor	<input type="checkbox"/>				4. Jivraj	<input type="checkbox"/>				4. Pears	<input type="checkbox"/>				4. Dabur	<input type="checkbox"/>			
5. Sunfeast	<input type="checkbox"/>				5. Pataka	<input type="checkbox"/>				5. Neem	<input type="checkbox"/>				5. Patanjali	<input type="checkbox"/>			
6. Any other, Please specify_____					6. Any other, Please specify_____					6. Any other, Please specify_____					6. Any other, Please specify_____				

General Information Related to Product

Please encircle against your appropriate response: SDA=Strongly Disagree (1), DA=Disagree (2), N=Neutral (3), A=Agree (4), SA=(Strongly Agree)(5)

Sr. No.	Statements	Non Durable Products																			
		Biscuits					Tea					Bathing Soaps					Toothpaste				
	Brand Awareness																				
1	This brand is very famous	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	I can identify the logo of this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	I am familiar with this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	I know the features of this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	I can recall this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Brand Loyalty																				
1	I will persist in using the service of this brand.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	I will recommend this brand to my friends.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	I will like the idea that the brand deliver	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	I am committed to this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	I am willing to pay high price for the brand.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Perceived Quality																				
1	Product Performance of this brand is good.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	I like the value added features of this brand.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	The service quality of this brand is stable and reliable.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	I like the quality perception of this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	Service of this brand is convenient and comfortable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Brand Association																				
1	I trust this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	This brand has a social image	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	This brand gives me a feeling of recognition	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	This brand gives me a feeling of satisfaction of buying this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	This brand carries a brand image	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

Select the brands from the following list, which you are using.

Durable Products			
Refrigerators	Televisions	Two Wheelers	Mobile
1. Samsung <input type="checkbox"/>	1. Samsung <input type="checkbox"/>	1. Hero <input type="checkbox"/>	1. Samsung <input type="checkbox"/>
2. Whirpool <input type="checkbox"/>	2. Philips <input type="checkbox"/>	2. Bajaj <input type="checkbox"/>	2. Micromax <input type="checkbox"/>
3. LG <input type="checkbox"/>	3. LG <input type="checkbox"/>	3. Yamaha <input type="checkbox"/>	3. Intex <input type="checkbox"/>
4. Videocon <input type="checkbox"/>	4. Sony <input type="checkbox"/>	4. TVS <input type="checkbox"/>	4. Nokia <input type="checkbox"/>
5. Godrej <input type="checkbox"/>	5. Panasonic <input type="checkbox"/>	5. Honda <input type="checkbox"/>	5. Lenova <input type="checkbox"/>
6. Any other, Please specify_____	6. Any other, Please specify_____	6. Any other, Please specify_____	6. Any other, Please specify_____

General Information Related to Product

Please encircle against your appropriate response: SDA=Strongly Disagree (1), DA=Disagree (2), N=Neutral (3), A=Agree (4), SA=(Strongly Agree)(5)

Sr. No.	Statements	Durable Products																								
		Refrigerators					Televisions					Two Wheelers					Mobile									
	Brand Awareness																									
1	This brand is very famous	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	I can identify the logo of this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	I am familiar with this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	I know the features of this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	I can recall this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Brand Loyalty																									
1	I will persist in using the service of this brand.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	I will recommend this brand to my friends.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	I will like the idea that the brand deliver	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	I am committed to this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	I am willing to pay high price for the brand.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Perceived Quality																									
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2	I like the value added features of this brand.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	The service quality of this brand is stable and reliable.	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	I like the quality perception of this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	Service of this brand is convenient and comfortable	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
	Brand Associations																									
1	I trust this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
2	This brand has a social image	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
3	This brand gives me a feeling of recognition	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
4	This brand gives me a feeling of satisfaction of buying this brand	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5
5	This brand carries a brand image	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5	1	2	3	4	5

Your comments, if any _____

Thank you...!

ANNEXURE – 2

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Sources included in the report

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CHAPTER – 1 INTRODUCTION 1.0 INTRODUCTION India is developing country. The world is eyeing on India as India being the largest market for all consumer durable as well as non-durable products. The thrust area of present government is on development. Lots of developments are taking place resulting in increased per capita income. 70% of the population of India is residing in rural area and as a result of development, their per capita income is increasing consistently. The rural market is being tapped, nowadays by all corporate houses. The rural market provides tremendous scope for durable as well as non-durable branded products. Hence the researcher has made an attempt to measure brand equities for consumer durable as well as non-durable products in rural India. The middle class and the rural sector of India's population is the most important market for the durable and non-durable products. Significant growth in the standard of living of rural area people, increase in per capita income as well as consumption expenditure has given them an opportunity to be a part of branded products. Technology advancements in the production of consumer durable and non-durable products can give a chance to buyer's to opt them. Availability of credit for the purchase of these goods has made the market progressive. 1.1 MARKET A market term is familiar to everyone. The sole purpose of production of goods or product is to sell the product which is done through the platform of market. Hence in general the market is said to be a place where the goods are sold and bought. However, in particular a market "is a place where buyers and sellers can meet to facilitate the exchange or transaction of goods and services. Markets can be physical like a retail outlet or virtual like an e-retailer" 1

1.2 MARKETING According to Philip Kotler 2 , "Marketing is a social process by which individuals and groups obtain what they need and want through creating, offering and freely exchanging products and services of value with others." 1.3

CONSUMER A consumer is a person or a group of persons who intend to order the goods or uses the purchased goods particularly for their personnel. Social family or household usage to fulfil their needs & desires. Michael Solomon (2006) 3 defines "A consumer is a person who identifies a need or desire, makes a purchase and then disposes of the product" 1.4

BUYING DECISION PROCESS Whenever any consumer buys any product whether durables or non-durables knowingly or unknowingly they follow the steps as narrated in following figure: Figure:1.1 Buying Decision Process 1. Need Initiation: When the prospective buyer first recognizes the need, the buying process gets initiated. When such need is triggered, the prospective buyer is induced to buy a particular product or service. The need may arise due to an internal or external stimulus. Need Initiation Information Search Evaluation of alternatives Consumer Buying Process Purchase Decision Post Purchase Behavior