

## **APPENDIX**

**Appendix - 1**  
**Questionnaire**

SR.NO.  SEX : [ 1:MALE, 2: FEMALE ]

NAME :

ADDRESS :

AGE :

OCCUPATION :    1 : SERVICE (TRANSFERABLE)   
                      2 : SERVICE (NON-TRANSFERABLE)   
                      3 : BUSINESS   
                      4 : PROFESSION

EDUCATIONAL QUALIFICATION : \_\_\_\_\_

SIZE OF FAMILY :

TOTAL NO OF EARNING MEMBERS :

TYPE OF FAMILY [1: JOINT, 2 : NUCLEAR] :

TOTAL MONTHLY INCOME OF THE FAMILY :

EDUCATION OF FAMILY MEMBER :

HUSBAND : \_\_\_\_\_   
WIFE : \_\_\_\_\_   
CHILDREN : \_\_\_\_\_

HOUSE [ 1 : OWN, 2 : RENTAL ] :

LIFE INSURANCE OF FAMILY MEMBER : [ 1 : YES, 2 : NO ]

HUSBAND : \_\_\_\_\_   
WIFE : \_\_\_\_\_   
CHILDREN : \_\_\_\_\_

MEDICAL (HEALTH) INSURANCE OF FAMILY MEMBER : [ 1 : YES, 2 : NO ]

HUSBAND : \_\_\_\_\_   
WIFE : \_\_\_\_\_   
CHILDREN : \_\_\_\_\_

Q1. How much time do you favour use of domestic labour saving devices ?

1:	Very Strongly	
2:	Strongly	
3:	Mildly	
4:	To a lesser extent	
5:	Not at all	

Q2. What are your reasons for the above preference ? Mention them below :

1:	Very Strongly	
2:	Strongly	
3:	Mildly	
4:	To a lesser extent	
5:	Not at all	

Q3. What product do you think are important to take up your household work ?  
Kindly rank order the followiing :

No	Product	Rank
1	Refrigerator	
2	Washing Machine	
3	Mixer/Grinder	
4	Food Processor	
5	Vaccum Cleaner	
6	Flour Mill	
7	Desert Cooler	
8	Air Conditioner	
9	Oven	
10	Water Purifier	
11	Color TV	
12	Music System	
13	Two Wheeler	
14	Car	

Q4. Which of the above product do you possess already and which do you desire to purchase soon or in near future : Kindly mentioned the brand :

No	Product	Already Possessed	Brand	Desire to Possess	Rank
1	Refrigerator				
2	Washing Machine				
3	Mixer/Grinder				
4	Food Processor				
5	Vaccum Cleaner				
6	Flour Mill				
7	Desert Cooler				
8	Air Conditioner				
9	Oven				
10	Water Purifier				
11	Color TV				
12	Music System				
13	Two Wheeler				
14	Car				

Q5. Which are the other brands of the above products known to you ?

No	Product	Brand	Likely to Purchase in near future	Brand
1	Refrigerator			
2	Washing Machine			
3	Mixer/Grinder			
4	Food Processor			
5	Vaccum Cleaner			
6	Flour Mill			
7	Desert Cooler			
8	Air Conditioner			
9	Oven			
10	Water Purifier			
11	Color TV			
12	Music System			
13	Two Wheeler			
14	Car			

Q6. Approximately within how many months/years, you are likely to repurchase/replace some of the product which you own ?

No	Product	Likely to Repurchase	Time	Brand
1	Refrigerator			
2	Washing Machine			
3	Mixer/Grinder			
4	Food Processor			
5	Vaccum Cleaner			
6	Flour Mill			
7	Desert Cooler			
8	Air Conditioner			
9	Oven			
10	Water Purifier			
11	Color TV			
12	Music System			
13	Two Wheeler			
14	Car			

Q7. What according to you are the important considerations in the purchase of these products ? Rank order following :

No	Considerations	Rank
1	Price	
2	Durability	
3	After sales service	
4	Discount offered	
5	Brand name	
6	Guarantee/Warrantee	
7	Appeal and Looks	
8	Quality	
9	Any other (Pl. Specify)	

Q8. When do you prefer to buy these products ? Kindly tick

No	Ocasions	Tick
1	Festival	
2	Bonus	
3	Off season	
4	Any time	
5	As and when need arises	

Q9. Who decides to buy these products ?

No	Who Decide	Tick
1	Wife	
2	Husband	
3	Both	
4	Children	
5	Any other (Pl. Specify)	

Q10. Who influences the final selection of a particular brand of these products ?

No	Influence by	Tick
1	Friends/Relatives	
2	Dealer/Distributors	
3	Wife/Husband	
4	Children	
5	Advertisement	
6	Any other (Pl. Specify)	

Q11. How much time do you devote in pre-purchase activities ?

1: Very much	<input type="checkbox"/>
2: Much	<input type="checkbox"/>
3: Very little	<input type="checkbox"/>
4: Little	<input type="checkbox"/>
5: Not at all	<input type="checkbox"/>

Q12. From where do you collect product information ?

No	Information Media	Tick
1	TV	
2	Radio	
3	Magazine/News Paper	
4	Friends/Relatives	
5	Dealer/Distributor	
6	Any other (Pl. Specify)	

Q13. How do you prefer to buy these products ?

No	Preference of Product	Tick
1	Salesman visiting your house	
2	Teleshopping	
3	Dealer showroom	
4	Catalogue shopping	
5	Any other (Pl. Specify)	

Q14. Briefly mention the reasons for the above preference.

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Q15. Do you prefer to buy on cash or credit ? why ?

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Q16. Specify the sources of credit for the purchase of consumer durables. Tick it.

No	Source of Credit	Tick
1	Borrowing from friends/relatives	
2	Loan	
3	Financial companies	
4	Banks/Co-operative Banks	
5	Provident fund	
6	Credit card	
7	Any other (Pl. Specify)	

Q17. Do you get any of these consumer durables as a gift ? If yes, from whom ?

1:	From your relatives	
2:	From your employer	
3:	From your friends	