

ANNEXURE-XIII

WELCOME TO QUESTIONNAIRE

Note: Please Put a tick [✓] as the case may be:

(Q.1) Your Age-Group:

- Below 25 years ☐ 26-35 years ☐
36-45 years ☐ Over 46 years ☐

(Q.2) Your Status [Occupation]:

Housewife ☐ Student ☐ Self-employed ☐ Service ☐ Professional ☐ Any other ☐

(Q.3) Your Marital Status:

Unmarried ☐ Married ☐

(Q.4) Type of Your Family:

Nuclear ☐ Joint ☐

(Q.5) Your Educational Qualifications:

Less than HSC ☐ Graduation ☐ Post-graduation ☐ Doctorate ☐ Professional ☐

(Q.6) Your Daily Activities:

Read Magazines ☐ Read Newspapers ☐ Watch TV ☐ Listen Radio ☐ Go for walk ☐
Physical exercises ☐ Meet friends ☐ Meet Relatives ☐ Meet Colleagues ☐

(Q.7) You own and/ or use following:

Home ☐ Car ☐ Color TV ☐ Fridge ☐ Washing Machine ☐ Microwave ☐ OTG ☐
Air Conditioner ☐ Personal Computer ☐ Laptop ☐ Camera ☐ Music System/DVD/MP3 ☐ I-Pod ☐
☐ Mobile Phone ☐ Landline Phone ☐ Cable TV/ DTH ☐

(Q.8) Newspapers that You read:

a) _____ b) _____ c) _____

(Q.9) Magazines that You read:

a) _____ b) _____ c) _____

(Q.10) Your Favourite TV Channels:

a) _____ b) _____ c) _____

(Q.11) Your Favourite Radio Channels:

a) _____ b) _____ c) _____

(Q.12) Your Favourite websites:

a) _____ b) _____

(Q.13) Your Favourite Search Engines:

a) _____ b) _____

(Q.14) Do You use Mobile Phone? (a) Yes ☐ (b) No ☐

If yes then Please state the Name of the Brand: _____

(Q.15) Vehicle that You can drive:

(a) Two-wheeler: ☐ (b) Four-wheeler: ☐ (c) Both: ☐ (d) Can Not Drive ☐

(Q.16) Are you a Member of an Online Community? Yes/No

If yes, than give the name of Community: a) _____ b) _____

(Q.17) Your Favourite Activities that You would like to do during weekends:

a) _____ b) _____

(Q.18) Other Activities that You like to do in free time:

(a) _____ (b) _____

(Q.19) I have acquired and invested in following.

Life insurance ☐ Mediclaim ☐ Shares of Companies ☐ Debentures of Companies ☐
Mutual Funds ☐ House Insurance ☐ Any other Please Specify ☐

(Q.20) Annual Income of our Family:

Approximate Up to Rs.90,000 ☐ Rs 90,001-1,35,000 ☐ Rs1,35,001 – 1,80,000 ☐
Rs 1, 80,001- 3, 00,000 ☐ More than Rs 3, 00,001 ☐

(Q.21) Do You use any of the following Cards?

ATM Card ☐ Debit Card ☐ Credit Card ☐ All ☐ None ☐

(Q.22) You have taken Consumer loan for the purchase of following:

Home ☐ Car ☐ Second hand Car ☐ Two -wheeler ☐ Fridge ☐ Washing Machine ☐
Air Conditioner ☐ Computer/Laptop ☐ Music System/DVD/MP3 ☐ Mobile Phone ☐

(Q.23) Your e-mail Id:

(a) _____ (b) _____

(Q.24) I use Internet:

Yes ☐ No ☐

(Q.25) My Service Provider for Internet Connection:

Regular Dial Up ☐ Broadband Dial Up ☐ 24 Hours Broadband ☐ Mobile Connection ☐
Wi Fi ☐ through Cable connection ☐ BSNL ☐ Reliance ☐ Tata ☐ Not known ☐
others (specify) _____

(Q.26) I make use of Internet from following:

Home ☐ College/University ☐ Cyber Café ☐ Workplace ☐ Place of Business ☐ Office ☐
Any Other (Please specify) _____

(Q.27) I have been Using Internet :

For the Last 6 months ☐ More than 6 months but Less than 1 year ☐
1 to 2 year ☐ 2 to 4 year ☐ More than 4 years ☐
Any Other (Please specify) _____

(Q.28) I Use Internet :

Everyday ☐ Each alternate day ☐ At least once in a week ☐ At least Twice a week ☐

Once in a fortnight ☐ Any other (Please specify) ☐ _____

(Q.29) Average Time that I spend each time I Use or Surf Internet:

Less than half an Hour ☐ More Than half an Hour ☐ 1 to 2 Hour ☐ More than 2 Hours ☐
Any other (Please specify) ☐ _____

(Q.30) I get information about Websites from following:

Advertisements in Newspapers ☐ Advertisements in Magazines ☐ Advertisements on TV ☐
Ads Banners on the Home Page of the Website ☐ Hyper Links on the Home Page of the Websites
☐ Hyper Links through Search Engines ☐ Online Books ☐ Online Newspapers ☐ Online Magazines
☐ Blogs ☐ Friends ☐ Family Members ☐ Colleagues ☐ Relatives ☐
Any other (Please specify) ☐ _____

(Q.31) I use Internet:

To Collect Information ☐ To buy/Shop Product ☐ To avail an online Service ☐
To receive and send e-Mails ☐ For Chatting ☐ Internet Telephony ☐

(Q.32) I use Internet to collect information on:

News ☐ Education ☐ Business ☐ Companies ☐ Government ☐ Economy ☐ Politics ☐
Weather ☐ Astrology ☐ Travel ☐ Fashion ☐ Sports ☐ Health ☐ Music ☐ Movies ☐ Videos
☐ Gaming ☐ Job ☐ Product ☐ Real Estate ☐ Matrimonial Search ☐ Community ☐

(Q.33) I use Internet for downloading of :

Attachments ☐ Educational (Study) Material ☐ Software ☐ Screensavers ☐ Wallpapers ☐
Pictures ☐ Mobile Ring Tones ☐ Games ☐ Videos ☐ Music ☐ Movies ☐ Adult Content ☐

(Q.34) I use Internet for availing following Online Services:

Buy non-travel products ☐ Net banking ☐ Buy travel products/tickets ☐ Online bill payment ☐
Online Movie tickets ☐ online stock trading ☐ Check news ☐ Read Magazines ☐ Read Newspaper
☐ E-greetings ☐ Online Insurance services ☐

(Q.35) I use Internet for buying following Products:

Computer hardware ☐ Computer software ☐ Games ☐ CDs ☐ Music CDs ☐ Magazines ☐
News paper ☐ Books ☐ Home ☐ electronic appliances ☐ Clothing ☐ shoes ☐
Furniture ☐ Flowers ☐ Jewellery ☐ Gift items ☐ Sports/Fitness ☐

(Q.36) I use Internet to respond to an Online Advertisement or Promotional offer in a following way:

Clicked a sponsored search ad ☐ Clicked a product/service mailer ☐
Participated in an online contest ☐ Download Attachment ☐
Open a product/service e-mail ☐ Bid/Bought in an Online auction ☐
Bought in a special promotion/ deal ☐ Clicked a banner ad ☐
None of the above ☐ Any other _____

(Q.37) While shopping products online I like to give importance on following:

Company's Image ☐ Products' Variety ☐ Packages ☐ Brand ☐ Prices ☐ Products' features ☐

(Q.38) My most preferred mode of payment while shopping products\ services online :

| Sr.No. | Modes of payment | Sometimes | Always | Never |
|--------|------------------|-----------|--------|-------|
| a. | Credit card | | | |
| b. | Cash on delivery | | | |
| c. | Demand Draft | | | |
| d. | Cheque | | | |
| e. | Net banking | | | |

(Q.39) Please rate your overall experience as an Online shopper in use of Internet in case of following:

| Sr.No. | Statements | Sometimes | Always | Never |
|--------|-------------------------------------------------------------------|-----------|--------|-------|
| a. | To request the company to send further information on products | | | |
| b. | To request the company to send further information on services | | | |
| c. | To show my response in a company's sales promotion offer | | | |
| d. | To show my interest in a company's products | | | |
| e. | To show my interest in a company's services | | | |
| f. | To request sales people to provide real demonstration | | | |
| g. | To visit section of frequently Asked Questions (FAQs) on Websites | | | |
| h. | To bargain on prices of the products | | | |
| i. | To bargain on prices of the services | | | |
| j. | To place an online order of a given product | | | |
| k. | To place an online order of a given service | | | |

(Q.40) Please rate your Overall Experience as an Internet User on following problems being faced by you while using Internet:

| Sr.No. | Selected Problems | Sometimes | Always | Never |
|--------|-----------------------------------------------------------------------|-----------|--------|-------|
| a. | problem of disconnection | | | |
| b. | Computer gets hang up frequently | | | |
| c. | problem of downloading | | | |
| d. | problem of virus | | | |
| e. | problem of expiry of websites | | | |
| f. | problem of expiry of WebPages | | | |
| g. | problem of website out look | | | |
| h. | Information on websites are not updated | | | |
| i. | Ad banners on web pages causes disturbances to me | | | |
| j. | problem of speed in Internet | | | |
| k. | problem of hacking of user account | | | |
| l. | I do not get necessary guidelines & support while surfing on Internet | | | |

(Q.41) Please rate your Overall Opinion on following statements considering your use of Internet:

[SA-Strongly; A-Agree; D-Disagree; SD-Strongly Disagree]

| Sr. No. | Selected Statements | SA | A | Can Not Say/ Undecided/No Experience | D | SD |
|---------|------------------------------------------------------------------------------------------------------------------------------|----|---|--------------------------------------------|---|----|
| a. | Internet is the best way of Communication | | | | | |
| b. | Internet is ocean of knowledge | | | | | |
| c. | Internet increases my level of awareness | | | | | |
| d. | Internet is vital to my job | | | | | |
| e. | Internet is vital to my life | | | | | |
| f. | Internet helps me to achieve a balance between my life at work and home | | | | | |
| g. | Internet is simple to use | | | | | |
| h. | Internet is easy to use | | | | | |
| i. | Internet is economical to use | | | | | |
| j. | Internet is helpful in getting information | | | | | |
| k. | Internet saves time | | | | | |
| l. | Internet is reliable | | | | | |
| m. | Internet is available 24*7 & 365 days of a year | | | | | |
| n. | Work done on Internet is fully secured | | | | | |
| o. | Internet is essential to communicate with my family and friends | | | | | |
| p. | I trust the news I read on the Internet. | | | | | |
| q. | Internet reduces the distance barriers for us | | | | | |
| r. | Use of Internet is waste of time | | | | | |
| s. | Use of Internet is waste of money | | | | | |
| t. | Internet ruins an individual | | | | | |
| u. | Internet increases level of confidence | | | | | |
| v. | It is difficult to imagine life without the Internet | | | | | |
| w. | Internet helps me to decide products/brands that I want to buy | | | | | |
| x. | I prefer to collect and compare information available on Internet regarding products/services ,before making actual purchase | | | | | |

(Q.42) Please give your rating on following statements as the case may be: [SA-Strongly; A-Agree; D-Disagree; SD-Strongly Disagree]

| Sr. No. | Selected Statements | SA | A | Undecided/ No Experience | D | SD |
|---------|---------------------------------------------------------------------------|----|---|--------------------------------|---|----|
| 1. | Information Technology is an essential part of my life | | | | | |
| 2. | Information Technology brings fun to my life | | | | | |
| 3. | I am dependent on Information Technology | | | | | |
| 4. | Wireless technology has made my life easier | | | | | |
| 5. | Information Technology makes life better | | | | | |
| 6. | Information Technology changes so fast that it is hard to keep up with it | | | | | |
| 7. | I cannot imagine life without computers | | | | | |

| Sr. No. | Selected Statements | SA | A | Can Not Say/ Undecided/ No Experience | D | SD |
|---------|----------------------------------------------------------------------------------|----|---|---------------------------------------|---|----|
| 8. | Awareness of computer has become important for children also | | | | | |
| 9. | I am happy with who I am | | | | | |
| 10. | I try to improve myself | | | | | |
| 11. | I can make a difference in protecting the environment | | | | | |
| 12. | I am willing to spend more money on environmentally friendly products | | | | | |
| 13. | I have confidence in the economy of India | | | | | |
| 14. | It is becoming difficult to stay in touch with my friends and family | | | | | |
| 15. | Many times I buy those things which I cannot really afford | | | | | |
| 16. | The future offers more and new possibilities | | | | | |
| 17. | I am good at what I do | | | | | |
| 18. | I believe price is the best indicator of quality | | | | | |
| 19. | I prefer products made in my own country | | | | | |
| 20. | I try to avoid surprises in life | | | | | |
| 21. | I believe movies and TV present violence as an acceptable part of society | | | | | |
| 22. | I believe that the media provide me with a fair report of current events | | | | | |
| 23. | I rarely look back on the past; the present and future are more important | | | | | |
| 24. | Mental growth is more important to me than material growth | | | | | |
| 25. | Sometimes it is all right to judge people by their religion | | | | | |
| 26. | I distrust companies that make a lot of noise about their caring social attitude | | | | | |
| 27. | I feel confident in my ability to be successful | | | | | |
| 28. | Having upscale, luxury items makes me feel better about myself | | | | | |
| 29. | My lifestyle revolves around my child(ren)'s activities | | | | | |
| 30. | I am a goal-oriented person | | | | | |
| 31. | I am a self-centered person | | | | | |
| 32. | I enjoy taking risks | | | | | |
| 33. | I believe that I am influential in my community | | | | | |
| 34. | I consider myself to be an innovator | | | | | |
| 35. | Many times I try to do more than one thing at the same time | | | | | |
| 36. | If I do not write something down, I forget that easily | | | | | |
| 37. | I need to manage my time more efficiently | | | | | |
| 38. | I am able to afford the things that are important to me | | | | | |
| 39. | I am in excellent physical condition | | | | | |
| 40. | I enjoy a good family life | | | | | |
| 41. | I am in control of my life | | | | | |
| 42. | I am satisfied with my life | | | | | |
| 43. | I use to buy expensive clothing | | | | | |
| 44. | I like going on expensive vacations | | | | | |
| 45. | I like having expensive jewelry/watches | | | | | |
| 46. | I like dining at "in" restaurants | | | | | |

| Sr. No. | Selected Statements | SA | A | Can Not Say/ Undecided/ No Experience | D | SD |
|---------|----------------------------------------------------------------------------------------|----|---|---------------------------------------|---|----|
| 47. | I like shopping at prestigious stores | | | | | |
| 48. | I like to be tidy and attractive | | | | | |
| 49. | I like to watch TV advertising | | | | | |
| 50. | I usually fast forward through the advertisements when watching a recorded show | | | | | |
| 51. | I trust the news that I watch on TV | | | | | |
| 52. | I rarely change channel when a commercial comes on during a TV show I am interested in | | | | | |
| 53. | I prefer to get all my shopping done in one large supermarket | | | | | |
| 54. | I often switch brands because of bargains/special offers | | | | | |
| 55. | I like try/taste samples of products demonstrated | | | | | |
| 56. | I will go out of my way to shop where I can save money | | | | | |
| 57. | Supermarket private label offer same quality as known brands | | | | | |
| 58. | I enjoy trying new products even if I'm not sure I'll like it | | | | | |
| 59. | I always try to buy fat-free/low fat version of a product | | | | | |
| 60. | Worth paying a little more for higher quality food products | | | | | |
| 61. | Once I found a brand I like, I stick with it | | | | | |
| 62. | I look for nutritionally fortified food products | | | | | |
| 63. | I often use the nutritional labels on food to help me select. | | | | | |
| 64. | I often buy items thought of as organic foods | | | | | |
| 65. | I prefer to buy food items that help me manage my weight | | | | | |
| 66. | I want to buy what my kids ask for | | | | | |
| 67. | I look for food products my kids can fix themselves | | | | | |
| 68. | I look for certain foods solely for health reasons | | | | | |

THANK YOU