



## **Appendix**

**Date:** -----

**Number:** -----  
**Taluka: Vadodara**

**DETAILS:**

1. Name of the respondent: Mr. \ Mrs. \ Miss -----

2. Address: -----  
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3. Total no. of family members: -----

4. Family member details:

<b>Sr. No.</b>	<b>Demographic Profile</b>	<b>No.</b>	<b>Age</b>	<b>Marital Status</b>	<b>Educational Qualification</b>
01	Respondent				
02	No. of adult woman				
03	No. of adult male				
04	No. of male children				
05	No. of female children				

**5. Occupation**

**Respondent:**

- a. Government Service
- b. Private Service
- c. Own / Private Business
- d. Student
- e. Not working
- f. Others-----

**Father:**

- a. Government Service
- b. Private Service
- c. Own/Private Business
- d. Retired
- e. Unemployed
- f. Others-----

6. Average monthly income

Respondent: Rs.-----

Family: Rs.-----

7. Total amount of saving of family: Rs.-----

8. Total number of earning members in a family.

Male: -----

Female: -----

9. Number of family members using mobile phones. -----

### SECTION: I

1.. Do you own the following?

Particulars	Possession	
	Yes	No
Vehicle:		
2 Wheelers		
4 Wheelers		
Computer		
C.D. Player		
Television		
Telephone (fixed)		
Mobile		
House		

2. Please state your current mobile network provider and rank the following service providers in the order of your preference:

Particulars	Rank
Airtel	
BSNL	
Hutch	
Idea	
Reliance infocom	
Tata indicom	

3. Please state reason for opting this particular choice (As network provider & also as per preference)

- |                          |                       |
|--------------------------|-----------------------|
| a. Better coverage       | b. Cheaper            |
| c. Shopkeepers advice    | d. Advertisement      |
| e. Friends/family choice | f. . Scheme/demo card |
| g. First came to area    | h. Others -----       |

4. Please state:

Sr. No.	Particulars	Options				
		A	B	C	D	E
01	Provided to you by	Parents	Elder brother /Sister	Self	Company /Institution	Others -----
02	How long you have been using it	Less than 3 months	3-6 months	6-12 months	1 - 2 years	More than 2 years
03	Amount of time you spend in a day	10-30 mins	30-60 mins	1-2 hours	2-3 hours	More than 3 hours

## SECTION II

1. Please state the service in use and the reason for opting the same.

Prepaid -----

Postpaid -----

2. Please state:

Sr.No.	For Pre paid user	For Post paid user
01	Recharging of card	Average billing per month:
	Monthly	Less than Rs.300
	Every 2 months	Between Rs.300 to Rs.500
	Every 3 months	Between Rs.500 to Rs.1000
	Yearly	Between Rs.1000 to Rs.1500
	Others -----	Between Rs.1500 to Rs.2000
02	Recharge amount Rs.-----	Approximate amount of bill is Rs.-----
03	Is talk time amount fully utilized?	Monthly rent is Rs.-----
	Yes	
	No	
04	Please state your last recharge coupon amount Rs.-----	Please state Your last total bill amount Rs.-----
05	Total Amt. Of Coupon (Rs.) Talk Amt. received (Rs.) Talk Amt. expected (Rs.)	Monthly Rental Call rates Provided Call rates Expected
	200	150
	350	
	555	
	999	
	1099	

3. Please opine:

01	Prepaid prices compared to postpaid prices	High	Low
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4. Should call charges be fixed by government authorities or service provider.(Reason)?

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5. Should call charges be reduced in future. Please state the reason.

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### SECTION III

1. Please opine on the information provided in the consumer guidebook issued along with the sim card and handset.

Particulars	Sim card Guidebook	Handset Guidebook
Sufficient		
Insufficient		
Never read it		
Not sure		

2. Please mention about awareness for the following value added services offered by your service provider.

Services	Aware	Unaware
SMS		
Roaming		
Picture messaging		
Closer user group		
Video application		
GPRS		
Infrared		

3. Please rank the following services of different service provider operators in your area. (You can rank in the following manner: 1-Excellent, 2-very good, 3-Fair, 4-Not so good, 5-Poor, 6-Don't know)

Services	Airtel	Bsnl	Idea	Hutch	Reliance	Tata
Connectivity						
Billing clarity						
Value added services						
Customer care						

## SECTION IV

1. Please differentiate between GSM and CDMA technologies. Also opine:

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- a. CDMA is economical than GSM
- b. GSM has better coverage and voice clarity
- c. CDMA has a better data capabilities
- d. GSM handsets are better

2. Would you like to switch over from mobile to fixed phone line (or vice versa) in future? Please state reasons for the same.

- a. Fixed to mobile      b. Mobile to fixed      c. Not sure

- a. Connectivity      b. Carry anywhere      c. Stylish
- d. Easy & comfortable      e. Others -----

3. Please rank the following features of cellular phone, considered at the time of purchase.

Features	Rank
Price	
Style/appearance	
Weight	
Stand by time (battery)	
Brand/company name	
Fancy features	

4. Please opine:

Sr.no.	Particulars			Reason
		<b>A</b>	<b>B</b>	
01	Mobile has become a status symbol	Yes	No	
02	Necessary for your daily life	Yes	No	
03	Its usage should be banned in schools / collages	Yes	No	
04	Usage of cameras within mobile should be banned	Yes	No	
05	Usage is safe from health point of view	Yes	No	

5. Please rank the advertisement of service provider in the order of your preference:

Service provider	Rank
	<b>1 2 3 4 5 6</b>
Airtel	
Idea	
Hutch	
Bsnl	
Reliance infocom	
Tata indicom	

6. Please mention the feature, which attracts you the most in the advertisement of mobile service provider and handset provider.

Features	Service Provider	Handset Provider
Celebrity		
Jingle / Music		
Presentation		
Brand Statement		
Others		



7. Did you ever bought the product after being inspired by any celebrity advertising for the product?

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8. Please mention the factors which influence the selection of retail outlets at the time of purchase of mobile handset / service provider

Particulars	Service Provider	Handset Provider
Locality		
Friends		
Family		
Advertisement		
Others		

9. Please tick the one you agree with:

Sr. no.	Particulars			
		<b>A</b>	<b>B</b>	<b>C</b>
01	You attend	All calls	Only selective calls	Only number stored
02	Please opine regarding privacy of the information stored in it	Confidential	Confidential to some extent	Not at all
03	How often you place it on vibrate or silent mode	Never	Sometimes	Always

10. Please mention the number of following you make on an average from your mobile in a day / week / month and the amount you spend for the same

Sr. No.	Particulars	Day	Week	Month	Rs.
01	SMS:				
	Local				
	STD				
	ISD				
02	Picture messages				
03	Downloadings				
04	Reply to promotional messages				
05	Local calls:				
	M2M				
	M2LL				
06	STD calls:				
	M2M				
	M2LL				
07	Call made to family				

11. Please state the frequency of using the following facility from your mobile:

Sr. No.	Particulars	Always	Sometimes	Never
01	Playing games			
02	News update			
03	Quiz participation			

12. Please mention the frequency by which your mobile service provider communicates with you by SMS in a day/week/month. Does this create a problem to you?

Frequency	Day	Week	Month
2-3 times			
3-5 times			
5-10 times			
10- 15 times			
More than 15 times			

Yes-----

No-----

13. Please rank the following on the basis of your experience with “customer care” facility.

<b>Particulars</b>	<b>Highly satisfied</b>	<b>Satisfied</b>	<b>Less satisfied</b>	<b>Dissatisfied</b>
Time spent waiting for services				
Knowledge level of executives				
No. of services provided				

14. Please mention the number of calls you make to “ customer care” in a day / week / month:

<b>Duration</b>	<b>Day</b>	<b>Week</b>	<b>Month</b>
1 – 2 times			
2 – 5 times			
5- 10 times			
More than 10 times			
Never			

15. Please rate the following services of your service provider operator.

<b>Services</b>	<b>Highly satisfied</b>	<b>satisfied</b>	<b>Less satisfied</b>	<b>Disagree</b>	<b>Netural</b>
Connectivity					
Billing clarity					
Value added services					
Communication of new services					
Resolution of issues, if any					

16. Please state the mobile handset you use currently.

Company	Model	Year of Purchase

17. Please mention the features that influenced you to choose this particular handset and the no. Of times you have changed the same.

- |                     |                   |
|---------------------|-------------------|
| a. Appearance/looks | b. Fancy features |
| c. Operating system | d. Price          |
| e. Advertisement    | f. Others-----    |

18. Please give the preference name of any five (5) mobile handset provider Companies.

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