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## APPENDIX    A

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**Department of Psychology**  
**M. S. University of Baroda**

Dear Sir/Madam,

This is a piece of research to know the patterns of buying behaviour of University students. The research is undertaken for purely scientific purpose. Please do not write your name in this booklet. The data are to be collected from a number of students. Collected data will be treated collectively as the research is not concerned with any individual. Your frank, objective and accurate responses will be a valuable contribution to an area of research which deals with consumer research.

I will be grateful to you if you kindly return the booklet with required information at a very early date

Yours Sincerely,

MARIO XAVIER  
Dept. of Psychology  
M. S. U. Baroda

## PART : 1 A

In this questionnaire you will find a number of incomplete statements followed by six blanks. These statements describe a variety of situations. There are no "right" or "wrong" answers. In fact, people's opinions regarding each statement seem to be quite different. The purpose of this survey will be served best if you accurately report your feelings towards each statement. You may notice that many items are similar. Actually, no two items are exactly alike

### EXAMPLE :

	Extremely undesirable					Extremely desirable
Asking a friend to loan you money is		✓				

A check has been placed in the second blank. This means that the situation described is quite undesirable to the individual concerned.

These same blank lines will be provided for each statement. Place a check mark on that blank which best expresses how desirable or undesirable the situation seems to you.

	Extremely undesirable					Extremely desirable
1. Being free of emotional ties with others is :						
2. Giving comfort to those in need of friends is :						
3. The knowledge that most people would be fond of me at all times would be :						
4. To refuse to give into others in an argument seems :						
5. Enjoying a good movie by myself is :						
6. For me to pay little attention to what others think of me seems :						
7. For me to be able to own an item before most of my friends are able to buy it would be :						
8. Knowing that others are somewhat envious of me is :						

**Extremely  
undesirable**

**Extremely  
desirable**

- |  |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|
| 9. To feel that I like everyone I know ...<br>would be :                                     | _____ | _____ | _____ | _____ | _____ |
| 10. To be able to work hard while<br>others are elsewhere having fun<br>is :                 | _____ | _____ | _____ | _____ | _____ |
| 11. Using pull to get ahead would be :   | _____ | _____ | _____ | _____ | _____ |
| 12. For me to have enough money<br>or power to impress self-styled<br>"big shots" would be : | _____ | _____ | _____ | _____ | _____ |
| 13. Basing my life on duty to others is :  | _____ | _____ | _____ | _____ | _____ |
| 14. To work under tension would be :   | _____ | _____ | _____ | _____ | _____ |
| 15. If I could live all alone in a cabin<br>in the woods or mountains it<br>would be :       | _____ | _____ | _____ | _____ | _____ |
| 16. Punishing those who insult my<br>honour is :   | _____ | _____ | _____ | _____ | _____ |
| 17. To give aid to the poor and under<br>privileged is :                                     | _____ | _____ | _____ | _____ | _____ |
| 18. Standing in the way of people who<br>are too sure of themselves is :                     | _____ | _____ | _____ | _____ | _____ |
| 19. Being free of social obligations is :  | _____ | _____ | _____ | _____ | _____ |
| 20. To have something good to say<br>about everybody seems :                                 | _____ | _____ | _____ | _____ | _____ |
| 21. Telling a waiter when you have<br>received inferior food is :                            | _____ | _____ | _____ | _____ | _____ |
| 22. Planning to get along without<br>others is :   | _____ | _____ | _____ | _____ | _____ |
| 23. To be able to spot and exploit<br>weakness in others is :                                | _____ | _____ | _____ | _____ | _____ |
| 24. A strong desire to surpass other's<br>achievements seems :                               | _____ | _____ | _____ | _____ | _____ |
| 25. Sharing my personal feelings with<br>others would be :                                   | _____ | _____ | _____ | _____ | _____ |

	Extremely undesirable					Extremely desirable
26. To have the ability to blame others for their mistakes is :	_____	_____	_____	_____	_____	_____
27. For me to avoid situations where others can influence me would be :	_____	_____	_____	_____	_____	_____
28. Wanting to repay other's thoughtless actions with friendship is :	_____	_____	_____	_____	_____	_____
29. Having to compete with others for various rewards is :	_____	_____	_____	_____	_____	_____
30. If I knew that others paid very little attention to my affairs it would be .	_____	_____	_____	_____	_____	_____
31. To defend my rights by force would be :	_____	_____	_____	_____	_____	_____
32. Putting myself out to be considerate of others' feelings is :	_____	_____	_____	_____	_____	_____
33. Correcting people who express an ignorant belief is :	_____	_____	_____	_____	_____	_____
34. For me to work alone would be :	_____	_____	_____	_____	_____	_____
35. To be fair to people who do things which I consider wrong seems :	_____	_____	_____	_____	_____	_____

Kindly check no item is incomplete.

Please go to next Part.

## PART : 1 B

In this questionnaire you will find a number of statements. Kindly go through each statement and indicate to what extent you would agree with each statement by circling SA, A, U, D or SD where :

**SA** : Strongly Agree

**A** : Agree

**U** Uncertain

**SD** : Strongly Disagree

**D** : Disagree

- |   |    |   |   |   |    |
|---|----|---|---|---|----|
| 1. Sometimes I feel that I don't have enough control over the direction my life is taking | SA | A | U | D | SD |
| 2. I am very satisfied with life  | SA | A | U | D | SD |
| 3. I consider myself a very sociable, outgoing person                                     | SA | A | U | D | SD |
| 4. Many times I feel that I have little influence over things that happen to me           | SA | A | U | D | SD |
| 5. I get tense as I think of all the things lying ahead of me                             | SA | A | U | D | SD |
| 6. I find it easy to mingle among people at a social gathering.                           | SA | A | U | D | SD |
| 7. What happens to me is my own doing   | SA | A | U | D | SD |
| 8. I am considered a very enthusiastic person   | SA | A | U | D | SD |
| 9. I get very tense and anxious when I think other people are disapproving of me          | SA | A | U | D | SD |
| 10. Quite small setbacks occasionally irritate me too much                                | SA | A | U | D | SD |
| 11. I think I have a lot of personal ability  | SA | A | U | D | SD |
| 12. I have periods when it is hard to stop a mood of self pity.                           | SA | A | U | D | SD |

Kindly check no item is incomplete.

Please go to next Part.

## PART : 2

This questionnaire consists of statements about behaviour shown by people in general. There are no right or wrong answers to these statements.

Kindly read each statement given below. Decide how much true it is about you. Indicate your response by circling 1, 2, 3 or 4 for each statement. Answer all the statements. Use the following key to give your answers :

1. When you **hardly** show this behaviour.
2. When you **sometimes** show this behaviour.
3. When you **often** show this behaviour.
4. When you **almost always** show this behaviour.

1. I enjoy working on moderately difficult ( Challenging ) goals.	1	2	3	4
2. I am over emotional.	1	2	3	4
3. I am forceful in my arguments.	1	2	3	4
4. I refer matters to seniors/elders	1	2	3	4
5. I keep close track of things ( monitors the action )	1	2	3	4
6. I make contributions to charity, etc.	1	2	3	4
7. I set easy goals and achieve them.	1	2	3	4
8. I relate very well to people.	1	2	3	4
9. I am preoccupied with my own ideas, and am a poor listener.	1	2	3	4
10. I follow an ideal.	1	2	3	4
11. I demand conformity from my people.	1	2	3	4
12. I take interest in the development of people.	1	2	3	4
13. I strive to excel performance/targets.	1	2	3	4
14. I give more importance to personal relationship than to matters relating to institutions or organizations.	1	2	3	4

15.	I give importance to the ideas of my friends and use them for self development.	1	2	3	4
16.	I seek approval of superiors/seniors.	1	2	3	4
17.	I ensure that things are done according to the plan.	1	2	3	4
18.	I consider difficulties of others even at the cost of my task.	1	2	3	4
19.	I am afraid of making mistakes.	1	2	3	4
20.	I share feelings with others.	1	2	3	4
21.	I enjoy arguing and winning in my arguments.	1	2	3	4
22.	I have genuine respect for seniors/elderly persons.	1	2	3	4
23.	I admonish people for not completing the assigned tasks.	1	2	3	4
24.	I go out of way to help people.	1	2	3	4
25.	I search new ways of overcoming difficulties.	1	2	3	4
26.	I have difficulty in expressing negative feelings to others.	1	2	3	4
27.	I set examples and models before others.	1	2	3	4
28.	I hesitate to take hard decisions.	1	2	3	4
29.	I clearly define the roles and procedures for those with whom I am associated.	1	2	3	4
30.	I undergo personal inconvenience for others.	1	2	3	4
31.	I am conscious of my limitations or weaknesses than of my strengths.	1	2	3	4
32.	I take interest in personal matters of people.	1	2	3	4



33.	I am lassaiz faire (do not care about how things happen)	1	2	3	4
34.	I learn from seniors/elderly persons.	1	2	3	4
35.	I centralise most tasks to ensure that things are properly done.	1	2	3	4
36.	I have empathy for and understanding of people.	1	2	3	4
37.	I want to know how well I have been working, and I use the feedback to improve myself.	1	2	3	4
38.	I avoid conflict in the interest of group feelings.	1	2	3	4
39.	I give new suggestions and ideas.	1	2	3	4
40.	I tend to please others.	1	2	3	4
41.	I am methodical in my working with others.	1	2	3	4
42.	I am willing to take the responsibility for others' work to help them.	1	2	3	4
43.	I show low self-confidence.	1	2	3	4
44.	I recognise and respond to feelings.	1	2	3	4
45.	I am given the credit for work done in a team.	1	2	3	4
46.	I seek help from those who know the matter.	1	2	3	4
47.	In case of difficulties, I rush to put things right myself.	1	2	3	4
48.	I encourage team work amongst people.	1	2	3	4
49.	I work effectively under pressure of deadlines.	1	2	3	4
50.	I am uneasy and less productive when working alone.	1	2	3	4
51.	I give credit and recognition to others.	1	2	3	4

52.	I look for support for my action and proposals.	1	2	3	4
53.	I seek positions of authority.	1	2	3	4
54.	I hesitate to take strong action because of human considerations.	1	2	3	4
55.	I complain about difficulties and problems.	1	2	3	4
56.	I take initiative in making friends with other colleagues.	1	2	3	4
57.	I am more conscious of status symbols like furniture, size of room, etc.	1	2	3	4
58.	I like to get ideas from others.	1	2	3	4
59.	I tend to form small groups to effectively influence decisions.	1	2	3	4
60.	I like to take responsibility for group work.	1	2	3	4

**Kindly check no item is incomplete.**

**Please go to next Part.**

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### PART : 3

In this questionnaire, there are 16 statements on diversified issues & incidents. Each statement is accompanied by FOUR alternatives depicting opinions. We are interested to have your personal opinions on these. Kindly indicate for each statement which of the four opinions would best describe your stand, by putting a tick ( ✓ ) mark against the opinion a, b, c, or d, where space is provided. There are no right or wrong answers.

1. People say many different and opposite things about life. But based on my experience, I strongly believe that .....  
☐ (a) Life is a mystery, shaped by destiny.  
☐ (b) Life is the product of situations and circumstances.  
☐ (c) Life is what one is capable of making it  
☐ (d) Life is the outcome of one's hard work and efforts.
2. In the 1988 Wimbledon Women's singles final, Steffi Graf, a teenager won against Martina Navrotilova, the defending champion. Martina lost the title, because .....  
☐ (a) She did not put the right effort throughout the game.  
☐ (b) She is really getting old. She seems to be losing her skill with ageing.  
☐ (c) The match was interrupted many times due to rains and she lost concentration.  
☐ (d) Tennis being highly competitive, luck plays a major role.
3. Generally speaking, the business men who have been successful in their business are those ....  
☐ (a) Who do not have competitors in their business.  
☐ (b) Who have worked day and night for the success of their business.  
☐ (c) Who are fortunate in getting the necessary resources for running their business.  
☐ (d) Who possess the business acumen and skill more than others.
4. When students fail at the university level, it indicates that.....  
☐ (a) The examination system is not appropriate.  
☐ (b) Passing or failing is a matter of chance.  
☐ (c) Passing the examinations requires consistent effort which is not forthcoming.  
☐ (d) The level of students at the University is so low, that they are unable to cope up with the demands of course requirements.
5. It is commonly held that those who go abroad get good jobs and make a lot of money. It might be because,.....  
☐ (a) Comparatively the job opportunities there must be extremely good.  
☐ (b) They are lucky and fortunate and went there at the right time.  
☐ (c) They possessed the right skill and experience for the jobs available there.  
☐ (d) They must have really worked hard to get those jobs.

6. The Indian Cricket team, former world champions, lost miserably in the Reliance cup finals, because.....

- \_\_\_\_\_ (a) The Indian team lacked the killer instinct and confidence.
- \_\_\_\_\_ (b) The pitch was not really good and the crowd didn't behave well.
- \_\_\_\_\_ (c) The team's effort was not at all proportionate to winning the match.
- \_\_\_\_\_ (d) One day cricket is usually the most unpredictable game.

7. A very well known surgeon coming out of the operation theatre after an operation says "I am sorry the patient is dead ". He couldn't save the patient because.....

- \_\_\_\_\_ (a) He must not have given all his attention as he had more operations to perform.
- \_\_\_\_\_ (b) It must have been a rare and complicated operation.
- \_\_\_\_\_ (c) ' Man proposes and God disposes '. The patient had to die, because that was his fate.
- \_\_\_\_\_ (d) He must have been overconfident and relied too much on his experience.

8. Every school has atleast one teacher, who is very popular among students. The teacher's popularity could be .....

- \_\_\_\_\_ (a) because of his versatility and flexibility in adjusting to any situation.
- \_\_\_\_\_ (b) that the stars must be very favourable to him.
- \_\_\_\_\_ (c) because of the highly conducive and facilitating situation.
- \_\_\_\_\_ (d) because of his total commitment to teaching profession, in terms of time that he devotes to carry out his task.

9. When a student passes with very good marks in all other subjects except one, in which he fails, the failure may be because .....

- \_\_\_\_\_ (a) he must not be really good in that subject.
- \_\_\_\_\_ (b) he must not have worked very hard for that subject.
- \_\_\_\_\_ (c) that subject must have been very tough.
- \_\_\_\_\_ (d) of factors beyond his control.

10. For some people, everything seems to go wrong in whatever they do; it might be because .....

- \_\_\_\_\_ (a) they may not be putting consistent efforts until completion.
- \_\_\_\_\_ (b) they must be dull and not capable.
- \_\_\_\_\_ (c) they might not have considered the situational factors.
- \_\_\_\_\_ (d) one can't change the destiny of a person.

11. The failure of the Indian space scientists in developing a Satellite is due to .....

- \_\_\_\_\_ (a) Not possessing the most highly sophisticated technology and funds
- \_\_\_\_\_ (b) Brain drain has left a vacuum of competent space scientists.
- \_\_\_\_\_ (c) The fact that success and failures in space technology depend on factors beyond one's control.
- \_\_\_\_\_ (d) Space missions being white elephants, every body is not equally sincere in their efforts.

12. When people look back into their past and discover that they had more or failures than success, they usually attribute their failure to ... ..

- \_\_\_\_\_ (a) Non availability of necessary resources.
- \_\_\_\_\_ (b) a series of unforeseen accidental happenings.
- \_\_\_\_\_ (c) their lack of effort in learning from their own failures
- \_\_\_\_\_ (d) their own incompetence and lack of self confidence.

13. Generally speaking, people commit suicide, because, ..... ..

- \_\_\_\_\_ (a) they don't have a strong will to live, being basically cowards and escapists.
- \_\_\_\_\_ (b) Nobody can change the destiny of a person.
- \_\_\_\_\_ (c) of psychological pressures due to social and economic conditions.
- \_\_\_\_\_ (d) they lack courage and self confidence in themselves.

14. In any sports event and especially in games, winning a match depends on ..... ..

- \_\_\_\_\_ (a) Competence and efficiency of the team.
- \_\_\_\_\_ (b) how lucky the team is.
- \_\_\_\_\_ (c) conditions where the match is played
- \_\_\_\_\_ (d) the extent of practice the team had

15. Some students are excellent sportsmen in schools and colleges and their success is due to ... ..

- \_\_\_\_\_ (a) the fact that they possess the necessary skill and physique.
- \_\_\_\_\_ (b) having good facilities and good coaches where they studied.
- \_\_\_\_\_ (c) long practice and hard work in their chosen sports.
- \_\_\_\_\_ (d) Every body can't become a good sportsman, it depends on one's luck and chance.

16. In my entire life, I was never disturbed by any serious problems causing tension and sleepless nights .....

- \_\_\_\_\_ (a) Because, I was capable of comprehending the situation ahead of time.
- \_\_\_\_\_ (b) Because, I am one of those who strongly believe in super natural forces which shape the patterns of life.
- \_\_\_\_\_ (c) Because, I always put in sincere effort for a solution for any problem that cropped up in my life.
- \_\_\_\_\_ (d) Because, the environment within which I was brought up was so highly structured.

**Kindly check no item is incomplete.**

**Please go to next Part.**

## PART : 4

In the following pages you will find on each page a question followed by directions to answer and a list of 18 products.

Kindly go through the question and indicate your answer as directed for each of the 18 products listed. Please do not leave any item unanswered.

1. Presuming that you can 'afford' and that the products are 'available', how easy or difficult will it be for you to buy each of the following products during the next fortnight ?

Kindly Indicate your answers by putting a tick ( ✓ ) mark for each product on the scale provided.

Use the following key for your answers :

- 1 : **Difficult** for you to purchase.
- 2 : **Moderately Difficult** for you to purchase.
- 3 : **Neither Difficult nor Easy** for you to purchase.
- 4 : **Moderately Easy** for you to purchase.
- 5 : **Easy** for you to purchase.

### Products

1. Biscuits	1	2	3	4	5
2. Body-ache remedies	1	2	3	4	5
3. Chocoletes	1	2	3	4	5
4. Complexion aids	1	2	3	4	5
5. Cosmetics	1	2	3	4	5
6. Fashion adoption ( Dress material )	1	2	3	4	5
7. Fast food ( Quick food, snacks )	1	2	3	4	5
8. Hair Oil	1	2	3	4	5
9. Head-ache remedies	1	2	3	4	5
10. Health food ( Malt/Cocoa/Milk Products ).	1	2	3	4	5
11. Perfume	1	2	3	4	5
12. Readymade Garments	1	2	3	4	5
13. Toilet Soap	1	2	3	4	5
14. Soft Drinks	1	2	3	4	5
15. Shampoo	1	2	3	4	5
16. Talcum Powder	1	2	3	4	5
17. Tooth Paste	1	2	3	4	5
18. Vitamins ( Formulation/ Capsules ).	1	2	3	4	5

2. Based on your own 'actual needs and Longings' and/or 'pressure' you feel from circumstances, to what extent you will DESIRE to buy the following products in the next fortnight ?

Kindly indicate your answers by putting a tick ( ✓ ) mark for each product on the scale provided.

Use the following key for your answers :

- 1 : Will feel Absolutely No Desire to buy.  
 2 : Will feel to Some extent No Desire to buy.  
 3 : Indifferent.  
 4 : Will feel to some extent a Desire to buy.  
 5 : Will feel a Strong Desire to buy.

**Products**

1 Biscuits	1	2	3	4	5
2. Body-ache remedies	1	2	3	4	5
3 Chocolates	1	2	3	4	5
4. Complexion aids	1	2	3	4	5
5. Cosmetics	1	2	3	4	5
6. Fashion adoption ( Dress material )	1	2	3	4	5
7. Fast food ( Quick food, snacks )	1	2	3	4	5
8. Hair Oil	1	2	3	4	5
9. Head-ache remedies	1	2	3	4	5
10. Health food ( Malt/Cocoa/Milk Products ).	1	2	3	4	5
11. Perfume	1	2	3	4	5
12 Readymade garments	1	2	3	4	5
13. Toilet Soap	1	2	3	4	5
14. Soft Drinks	1	2	3	4	5
15. Shampoo	1	2	3	4	5
16. Talcum Powder	1	2	3	4	5
17. Tooth Paste	1	2	3	4	5
18. Vitamins ( Formulation/ Capsules ).	1	2	3	4	5

3. If you were to buy the following products, sometime during next fortnight, to what extent your purchase decisions will be affected by the 'Overall pressure/influence exerted by others' ( i.e. friends, family, society at large ) to buy' ?

Kindly indicate your answers by putting a tick ( ✓ ) mark for each of the product on the scale provided.

Use the following key for your answers :

- 1 : My Decision to buy will be not at all affected.  
 2 : My decision to buy will be not affected to some extent.  
 3 : Indifferent.  
 4 : My decision to buy will be affected to some extent.  
 5 : My decision to buy will be definitely affected.

Products					
1. Biscuits	1	2	3	4	5
2. Body-ache remedies	1	2	3	4	5
3. Chocoletes	1	2	3	4	5
4. Complexion aids	1	2	3	4	5
5. Cosmetics	1	2	3	4	5
6. Fashion adoption ( Dress material )	1	2	3	4	5
7. Fast food ( Quick food, snacks )	1	2	3	4	5
8. Hair oil	1	2	3	4	5
9. Head-ache remedies	1	2	3	4	5
10. Health food ( Malt/ Cocoa/Milk Products )	1	2	3	4	5
11. Perfume	1	2	3	4	5
12. Readymade garments	1	2	3	4	5
13. Toilet Soap	1	2	3	4	5
14. Soft Drinks	1	2	3	4	5
15. Shampoo	1	2	3	4	5
16. Talcum Powder	1	2	3	4	5
17. Tooth Paste	1	2	3	4	5
18. Vitamins ( formulation/ capsules ).	1	2	3	4	5



4. How often do you buy the following products ? Indicate your answer by putting a tick ( ✓ ) mark for each product.

Products	Never	Some-times	Occasionally	Most frequently	Always
1 ) Biscuits					
2 ) Body-ache remedies					
3 ) Chocoletes					
4 ) Complexion aids					
5 ) Cosmetics					
6 ) Fashion adoption ( Dress material )					
7 ) Fast food ( Quick foods, nacks )					
8 ) Hair Oil					
9 ) Head-ache remedies					
10 ) Health food ( Malt/Cocoa/Milk Products )					
11 ) Perfume					
12 ) Readymade garments					
13 ) Toilet Soap					
14 ) Soft Drinks					
15 ) Shampoo					
16 ) Talcum Powder					
17 ) Tooth Paste					
18 ) Vitamins ( formulation/capsules )					

5. To what extent you will LIKE to purchase the following products sometime during the next fortnight ?  
Kindly indicate your answer by putting a tick ( ✓ ) mark for each product on the scale provided.

Use the following key for your answers.

1 : Extremely will not like to purchase.

2 : To some extent will not like to purchase.

3 : Indifferent.

4 : To some extent will like to purchase.

5 : Extremely will like to purchase.

Product					
1. Biscuits	1	2	3	4	5
2. Body-ache remedies	1	2	3	4	5
3. Chocoletes	1	2	3	4	5
4. Complexion aids	1	2	3	4	5
5. Cosmetics	1	2	3	4	5
6. Fashion adoption ( Dress material )	1	2	3	4	5
7. Fast food ( Quick food, snacks )	1	2	3	4	5
8. Hair Oil	1	2	3	4	5
9. Head-ache remedies	1	2	3	4	5
10. Health food ( Malt / Cocoa / Milk Products ).	1	2	3	4	5
11. Perfume	1	2	3	4	5
12. Ready made garments	1	2	3	4	5
13. Toilet Soap	1	2	3	4	5
14. Soft Drinks	1	2	3	4	5
15. Shampoo	1	2	3	4	5
16. Talcum Powder	1	2	3	4	5
17. Tooth Paste	1	2	3	4	5
18. Vitamins ( formulation / capsules )	1	2	3	4	5

6. How much IMPORTANT it is for you to purchase the following products sometime during the next fortnight ?

Kindly indicate your answers by putting a tick ( ✓ ) mark for each product on the scale provided.

Use the following key for your answers :

1 : Extremely not important.

2 : Moderately not important.

3 : Indifferent.

4 : Moderately important.

5 : Extremely important.

Products						
1.	Biscuits	1	2	3	4	5
2	Body-ache remedies	1	2	3	4	5
3.	Chocolates	1	2	3	4	5
4.	Complexion aids	1	2	3	4	5
5.	Cosmetics	1	2	3	4	5
6.	Fashion adoption ( Dress material )	1	2	3	4	5
7.	Fast food ( Quick food, snacks )	1	2	3	4	5
8	Hair Oil	1	2	3	4	5
9.	Head-ache remedies	1	2	3	4	5
10.	Health food ( Malt / Cocoa / Milk Products )	1	2	3	4	5
11.	Perfume	1	2	3	4	5
12.	Ready made garments	1	2	3	4	5
13.	Toilet Soap	1	2	3	4	5
14.	Soft Drinks	1	2	3	4	5
15.	Shampoo	1	2	3	4	5
16.	Talcum Powder	1	2	3	4	5
17.	Tooth Paste	1	2	3	4	5
18.	Vitamins ( formulation / capsules ).	1	2	3	4	5

To help us with the analysis of the data please give the following information about yourself.

1. Age \_\_\_\_\_
2. Sex :     Male \_\_\_\_\_     Female \_\_\_\_\_
3. Educational Qualifications : \_\_\_\_\_
4. Total No. of years having stayed in the hostel : \_\_\_\_\_
5. Faculty in which you are studying \_\_\_\_\_
6. Father's Occupation \_\_\_\_\_
7. Father's Education \_\_\_\_\_
8. Family's Annual Income from all sources : \_\_\_\_\_

You may give your suggestions or comments if any.

THANK YOU