

APPENDIX - A
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QUESTIONNAIRE FOR CUSTOMERS

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QUESTIONNAIRE FOR CUSTOMERS OR OWNERS OF CONSUMER
DURABLE GOODS

DEAR CONSUMER

Marketing of consumer durable goods in rural market
(with special reference to Bambavade Market) is my
Research project.You are requested to supply the
right information in thefollowing questionnaire.Your
individual information will be kept confidential.
That will be used only for the research project.

Yours faithfully,

P.G.Mulik.

Researcher - Mulik Prataprao Govindrao

At/P & Tal: Shirol,Dist:Kolhapur.

Guide - Khanzode V.V.

Chh.Shahu Central Institute of Business Education
and Research ,Kolhapur.

Name of the Respondent _____

Address A/p:Bambavade Tal?Shahuwadi,

Dist:Kolhapur.

Number of the member of family -

Childern	Adult	Total
Educating	Educated	Uneducated.
Occupation -		
Business	Service	Farming

1

2

3

4

-
11. How did you raise the money for it ?
(Saving, Earning, Loan, Borrowing)
 12. How did you take this decision ?
 13. Where do you want to purchase ?
(In the village, In the city, Abroad)
 14. What purpose does it serve today ?
(Addition to the fund of knowledge,
Entertainment, Earning, Prestige, others)
 15. What methods did you follow before
purchasing ? (Advt, other)
 16. Did you get complete satisfaction ?
(Write Yes/No)
 17. Do you like sales promoting scheme
based on puzzles ?
 18. What things did you get as gifts ?
 19. What change is brought by these things?
(Addition to the fund of knowledge,
entertainment, loss of time)
 20. Which programmes do you like ?
(News, Science news plays, songs
Movies)
 21. Do you use dry cells or electricity
for it ?
 22. Do you like such foreign goods ?
(High quality, perfect technology,
Low price, for prestige)

1

2

3

4

23 Do you think seller has done
malpractices ?

(Low quality, High price)

24 Do you like to purchase Radio,
Tape recorder T.V.V.D.O.Sets ?

(If you do not have)

From where ? How ? when ?