

APPENDIX

Questionnaire for Consumers

A) BIO DATA

1. Name :
2. Address :
3. Age :
4. Education :
5. Occupation of family head :
6. Annual income :
 - a) Upto Rs.10,000
 - b) Rs.10,001 to 20,000
 - c) Rs.20,001 to 30,000
 - d) Rs.30,001 to 40,000
 - e) Above Rs.40,000
7. Family size (put only mark)
 - a) Small (2-5 members)
 - b) Medium (6-10 members)
 - c) Large (11-20 members)

B) GENERAL QUESTIONS:

8. Do you use any specific brand of detergent? Yes/No
If Yes, give brand name
 - a) Detergent Powder :
 - b) Detergent Bar :
9. Before this present brand, which brands have you used?
 - a) Detergent powder : 1. _____ 2. _____ 3. _____ 4. _____
 - b) Detergent bar : 1. _____ 2. _____ 3. _____ 4. _____
10. Why did you change the earlier brand?
 - a) Advertising
 - b) Long lasting
 - c) Attractive discount
 - d) Other reasons

11. Where from you make your purchase of detergent?
- Grocery shop
 - Cooperative store
 - General store
 - Other sources.
12. Which colour of the detergent do you prefer?
(only put \checkmark mark) Green Blue Yellow White
- Detergent powder :
 - Detergent bar :

c) FACTORS:

13. Which of the following factors influence your detergent purchasing (Please give your preference to the factors with number assigned starting from one).

A) Objective Factors

- Advertisement
- Message reliability
- Brand reputation
- Company reputation,
- Low price
- Quality
- High cleaning power
- Product durability
- Colour
- Discount offered
- Free gift
- Protection to skin
- Attractive packing
- Availability
- Others

B) Subjective Factors:

- Family influence
- Personal decision
- Recommendation of friends/neighbours
- Recommendation of retailer
- Status/Prestige symbol 6. Others

D) TELEVISION COMMERCIAL :

14. Which detergent advertisements do you remember having seen on television? (put only ✓ mark)

Brand

Remember
all

Remember
enough

Remember
little

1. Rin
 2. Nirma
 3. Wheel
 4. Surf
 5. Sasa
 6. Other
15. Can you specify what makes you remember these commercials?
1. Rin
 2. Nirma
 3. Wheel
 4. Surf
 5. Sasa
 6. Others
16. Which of these commercials do you think are more persuasive and why? (Rank them with number assigned to each).
1. Rin
 2. Nirma
 3. Wheel
 4. Surf
 5. Sasa
 6. Others
17. Among the commercials you remember, which one do you think you list most and why?
1. Rin
 2. Nirma
 3. Wheel
 4. Surf
 5. Sasa
 6. Others