

A P P E N D I X - I

QUESTIONNAIRE FOR CONSUMERS

A. GENERAL :

1. Name : \_\_\_\_\_
2. Address : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. Occupation : \_\_\_\_\_
4. Family Members : \_\_\_\_\_
5. Monthly Income : \_\_\_\_\_
6. Date of purchase of a television : \_\_\_\_\_
7. Television : \_\_\_\_\_

Company/Brand	Colour/B&W	Size	Special Features
		20"	With Remote Control
	Colour	14"	
	B&W	Other	EST
			PIP/Multivision

8. Dealer : \_\_\_\_\_

B. PRE-PURCHASE BEHAVIOUR :

9. Who first mentioned buying television in your family.
- i) Spouse
  - ii) Elder
  - iii) Children
  - iv) Self

10. What were the reactions of other members of your family to this idea.

- 1) Negative
- ii) Positive

If negative, what type of

- i) Time Spending
- ii) New Culture
- iii) Idiot Box
- iv) Harmful to eyes

11. After how long a time did you make your mind to buy a television.

- i) 3 months
- ii) 6 months
- iii) One year
- iv) More than a year

12. What were the reasons for the delay.

- i) Financial Problem
- ii) Credit Facilities not available.
- iii) Lazyness.

13. Is there any television in your neighbours house or colony ..

YES / NO

If yes, is it made you think of buying television ..

YES | NO

14. Before selecting this brand and model do you know about other brands and models..

YES / NO

If yes, How many,

- i) 2
- ii) 4
- iii) 6
- iv) More than 6

15. Who advised you to select this brand..

- i) Family members
- ii) Friends
- iii) Relatives
- iv) Colleague
- v) Dealers

16. Did you try to get the technical and other information about make, model, size of a television..

YES / NO

If yes, from whom..

- i) Dealer
- ii) Commercial Media
- iii) Personal Enquiry

17. Did any television dealer contact you at your place either through salesman or other type of communication.. YES / NO

If yes, have you purchased this television from the same dealer.. YES / NO

18. Is the dealer your

- i) Relative
- ii) Friend
- iii) Regular dealer
- iv) Friends / Neighbours dealer.

**C. WHILE PURCHASE BEHAVIOUR**

19. How many brands were available in the shop.

1 / 2 / 3 / 4 / More than 4

20. Did the dealer stressed on this brand and its qualities.. YES / NO

21. Selection.

a) Colour television :

Why do you select this television..

- i) Good economic condition.
- ii) For not replacing the B&W television
- iii) As a replacement
- iv) Good picture and other features

b) While purchasing colour television, which factors did you considered.

- i) Price
- ii) Quality
- iii) Credit facilities
- iv) Hire-purchase facilities

c) Did you prefer quality of the T.V. or price of the T.V. ?

Quality  
Price

D) B & W - 20" -

Why do you select this television.

- i) Good model
- ii) Colour televisions are costly
- iii) Moderate price
- iv) Only as a communication media.

E) B & W - 14"

Why do you select this television.

- i) Easy to use
- ii) Time being (for replacing)
- iii) Economically good
- iv) Good model

F) While purchasing B & W television which factors did you considered,

- i) Price
- ii) Quality
- iii) Credit facilities
- iv) Hire purchase facilities
- v) Brand
- vi) After Sales services

G) Did you prefer quality of the T.V. or price of the T.V. ?

Quality  
Price

22. Did the dealer provided following equipments and accessories.

- i) Antena - Free of Charge/Separate price
- ii) T.V. Stand - Free of charge/Separate price
- iii) T.V. Case - Free of charge/Separate Price

23. Had the dealer charged for establishment or fitting

YES / NO

If yes, How many

Rs.



24. Warrantee given by the dealer

- i) 1 year
- ii) 2 year
- iii) More than two years

D) POST-PURCHASE BEHAVIOR

25. What is your opinion about the dealer and his post purchase services like repairs, maintainance etc.

- Good
- Not so good
- Bad

26. Did the dealer fulfilled the warantee in the given period

YES / NO

27. What is your opinion about your television and it's picture, qualities like contrast, colour sound etc.

- i) Good
- ii) Not so good
- iii) Bad

28. Are you satisfied after purchasing this television as expected.

YES / NO

29. Will you purchase the same brand while replacing this television

YES / NO

30. Will this television raise your social status.

YES / NO

A P P E N D I X - II

QUESTIONNAIRE FOR THE PRESIDENT

'KOLHAPUR RADIO ELECTRONICS DEALERS ASSOCIATION.'

- 1) How many members are there of the association ?
  - a) Only Television Dealers.
  - b) Main Dealers/Distributors of Television.
  - c) Retailers/Sub Dealers selling Televisions.
  
- 2) What is the channel of distribution of Television used in Kolhapur City.
  
- 3) What is the monthly sale of Televisions
  - 1) In Units
    - B&W - 20"
    - B&W - 14"
    - CTV
  
- 4) How many brands available in Kolhapur City.
  
- 5) Which brand is 'Market Leader' in Kolhapur City.
  - a) CTV
  - b) 20" B&W TV
  - c) 14" B&W TV
  
- 6) What are the problems of TV dealers in Kolhapur City.

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