

Annexure

SCHEDULE

1. Name of the Respondent: _____
2. Address: _____
3. Age:

Sr. No.	Respondent Age (years)	✓ (Tick) whichever is applicable
1	15 to 25	
2	26 to 35	
3	36 to 45	
4	45 & above	

4. What are you studying currently / have you studied?

Sr. No.	Respondent Education	✓ (Tick) whichever is Applicable
1	Illiterate	
2	School up to 4 years	
3	School up to 5 to 9 years	
4	SSC / HSC Eg. Eg. gr.	
5	Some college but not graduate	
6	Graduate	
7	Post Graduate	

5. What is your current occupation?

Sr. No.	Respondent Working Status	✓ (Tick) whichever is Applicable
1	Student	
2	Unskilled Worker	
3	Skilled Worker	
4	Petty Trader	
5	Shop Owner	
6	Businessman	
7	Self employed professional	
8	Clerical	
9	Supervisory Level	
10	Middle level Executive	
11	Senior Level Executive	

6. What is your monthly income? If No, mention income of family head

Sr. No.	Income level (Rs.)	✓ (Tick) whichever is Applicable
1	Below 15000	
2	15000 to 25000	
3	25000 & above	

7. Which brands do you know?

8. Which brand of soap do you use daily?

9. How often, do you purchase soap per month?

Sr. No.	Frequency of Purchase	✓ (Tick) whichever is Applicable
1	Once in a Month	
2	Twice in a Month	
3	More than Three times	

10. Where do you usually buy your main Brand?

Sr. No.	Place	✓ (Tick) whichever is Applicable
1	General store	
2	Departmental store	
3	Medical store	

11. If main brand is not available then do you purchase alternative brand?

12. What brand(s) do you sometimes buy?

13. Have you switched your main brand in the last 12 months? If yes, mention brands?

14. Which of the Following factors do you consider while buying bathing Soaps? (Tick) whichever is applicable)

- a) Only quality b) Only Advertisement
- b) Both d) other than these two

15. Do you consider ingredient while buying Bathing Soaps?

a) Yes b) No

If yes, which of the following? (Tick) whichever is applicable)

Sodium Palmate		Perfume		Calcined Kaolin	
Sodium Palm Kernelate		Sodium Chloride		Lauric Acid	
Talc		Titanium Dioxide		Peg-8	
Glycerin		Lauric Acid		Milk Lipids	
Sodium Carbonate		Etidronic Acid		Polysorbate 20	

16. How do you get aware about different brands?

Sr. No.	Source of Awareness	Strongly Agree	Agree a little	Neither agree nor disagree	Disagree a little	Disagree Strongly
1	Television advertisement					
2	News paper					
3	Hoardings					
4	Friends recommendation					
5	Family suggestion					
6	Brand pack in a store					
7	Poster of the brand in a store					
8	Display of the brand in a store					
9	Magazine					
10	Shop keeper told me about the brand					
11	Doctor recommendations					

17. Which product attributes influence you to buy Soap?

Sr. No.	Product Attribute	Strongly agree	Agree a little	Neither agree nor disagree	Disagree a little	Disagree Strongly
1	Quality					
2	Availability					
3	Price					
4	Fragrance					
5	Look design of the pack					
6	Look design of the soap					
7	Prestige					
8	International Brand					
9	Nice advertising					
10	Attractive promotions					
11	Production date					
12	Production country					

18. Which promotional schemes do you like?

Sr. No.	Promotional Schemes	Like very much	Like it somewhat	Neither like nor dislike	Dislike it somewhat	Do not like it at all
1	Buy 3 get one free					
2	Super value pack (20% extra)					
3	Gold scheme					
4	Gifts					
5	Chance to meet celebrity					
6	Chance of abroad trip					

19. Which fragrance do you like?

Sr. No.	Fragrance	Like very much	Like it somewhat	Neither like nor dislike	Dislike it somewhat	Do not like it at all
1	Rose					
2	Jasmine					
3	Hibiscus					
4	Lavender					
5	Sandal					

20. Which fragrance attributes do you consider while buying soap?

Sr. No.	Fragrance Attributes	Strongly agree	Agree a little	Neither agree nor disagree	Disagree a little	Strongly disagree
1	Overall liking of the fragrance					
2	Pleasantness of fragrance					
3	Fragrance lasting for a long time					
4	Fragrance being noticed by others after bath					
5	Fragrance being fresh/refreshing					
6	Fragrance making you feel that bath is clean					
7	Fragrance is new and different					
8	Removes dirt effectively/cleans well					
9	Is harsh on contains chemicals					
10	Is meant for everyday use					
11	Color and appearance of the soap					
12	Making skin look young					
13	Having the right quantity of lather					
14	Making skin glow					
15	Lingering of fragrance while having bath					
16	Lingering of fragrance on the skin					
17	Lingering of fragrance in bathroom					
18	Modernity of fragrance					
19	Moisturizes skin					

21. Which of the following brands, do you know and you will prefer to buy in future?

(Tick whichever is applicable)

Sr. No.	Name of the Brand	Which of the following Brands do you know?	Which of the following brands will you prefer to buy in future?
1	Lux		
2	Lifebuoy		
3	Pears		
4	Santoor		
5	Dove		
6	Rexona		
7	Hamam		
8	Breeze		
9	Godrej No. 1		
10	Shikakai		
11	Cinthol		
12	Vivel		
13	Superia		
14	Nivea		
15	Dettol		
16	Bacter shield		
17	Savlon		
18	Fair glow		
19	Dyna		
20	Jo		
21	International camay		
22	Chandrika		
23	Yardley London		
24	Sach		
25	Doy care		
26	Park avenue		
27	Himalaya		
28	Essenza De Wills		
29	Fiama Di Wills		
30	Moti		