

ANNEXURE

REFERENCES

ANNEXURE: 1

SCHEDULE FOR INDIVIDUAL BUYERS

A. DEMOGRAPHIC DETAILS

1. NAME		2. CONTACT NO.	
3. ADDRESS		4. E-MAIL	

5. EDUCATIONAL QUALIFICATION

01	Illiterate		02	School: upto 4 years		03	School 5-9 years	
04	SSC/HSC		05	Some college but not graduate		06	Graduate/PG general	
07	Graduate/PG professional		08	Not Disclosed				

6. MONTHLY INCOME AND HOUSE HOLD INCOME

		M	H			M	H			M	H
01	Upto - 5000			02	5001 - 10000			03	10001 - 15000		
04	15001 - 20000			05	20001 - 25000			06	25001 - 30000		
07	30001 - 35000			08	35001 - 40000			09	40001 - 45000		
10	45001 - 50000			11	50001 - 55000			12	55001 - 60000		
13	60001 - 65000			14	65001 - 70000			15	70000 and above		

7. OCCUPATION

1.	Salaried		2.	Self-employed	
3.	Retired		4.	Housewife	
5.	Student		6.	Professional Photographer	

8. AGE

1	18-23		2	24-29		3	30-35	
4	36-41		5	42-47		6	48-53	
7	54-59		8	60-65		9	Above 65yrs	

9. GENDER

1.	MALE		2.	FEMALE	
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B. BRAND AWARENESS OF DIGITAL CAMERAS: -

1. Do you have a digital camera?

1.	Yes	<input type="checkbox"/>	2.	No	<input type="checkbox"/>
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2. What brands of digital cameras do you know kindly ✓ in the box? What brand of digital camera do you have at present, kindly 'circle' the number?

	Canon		2.	Nikon		3.	Sony		4.	Samsung		5.	Kodak	
6.	Olympus		7.	Casio		8.	Panasonic		9.	Pentax		10.	Fujifilm	
1.	Konica		12.	Agfa		13.	Argus		14.	Concord		15.	Polaroid	
6.	Ricoh		17.	Ritz Camera		18.	Sigma		19.	Leica		20.	Minox	
21.	Achiever		22.	Kyocera		23.	Minolta		24.	Praktica		25.	Premier	
26.	Vivitar		27.	Lg		28.	Mitsubishi		29.	Philips		30.	Sanyo	
31.	Syntax Brilliant		32.	Jvc		33.	Hitachi		34.	Dxg		35.	Sharp	
36.	Sipix		37.	Relisys		38.	Rca		39.	Archos		40.	Toshiba	
41.	Jazz Photo		42.	Benq		43.	Epson		44.	Aiptek		45.	Dolphin	

3. The reliable source according to you to get information of digital camera?

1.	Print ads		2.	TV Commercial		3.	Newspaper Article		4.	Website reviews / Internet		5.	Word of mouth / Reference	
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4. Allocate number for common factors for particular brand selection according to you? (Your preferential choices 1 to 5. 1 being most preferred)

	Brand Image		2.	Status Symbol		3.	Pricing		4.	Innovative features		5.	Appearance	
6.	Marketing appeal		7.	After Sales Service										

Sr.	Question	Statements				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1.	2.	3.	4.	5.
5.	Brands play important role in the decision making of digital camera.					
6.	Brand loyalty matters for digital camera buying decisions.					
7.	People always collect more information before purchasing digital camera.					
8.	People are willing to pay more prices for branded camera.					

C. GENERAL & TECHNICAL PARAMETERS

1. Your purpose of buying a camera.

1.	Family		2.	Outdoor Adventures		3.	Vacations & Travels		4.	Profession		5.	Hobby		6.	Gift to Others	
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2. When did you last buy the camera?

1.	Within last 3 months		2.	Within last 6 months		3.	Within last 12 months		4.	Never	
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3. Your preferred mode of purchasing /obtaining the camera?

1.	Authorized Store / Dealer		2.	Online / Internet		3.	Teleshopping		4.	Agency		5.	Second Hand	
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4. Are you aware about the types of digital cameras?

1.	Yes		2.	No	
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5. If yes, which one of the following do you possess?

1.	Compact		2.	Super zooms		3.	SLR		4.	D-SLR's		5.	Hybrid	
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6. General features you would prefer in camera?
(Please check the first column & then indicate.)

7. Specific features you would prefer in camera?
(Please check the first column & then indicate.)

Sr.	General features	Aware / Unaware	Statements				
			Not at all Important	Not Important	Neither Important Nor Unimportant	Important	Very Important
		✓/✗	1.	2.	3.	4.	5.
1.	Ease of Use						
2.	Weight						
3.	Battery Life						
4.	Mega pixels						
5.	Memory Capacity						
6.	Flash range						
7.	Next Shot Delay						
8.	Shutter lag						

Sr.	Specific features	Aware / Unaware	Statements			
			Not at all Important	Not Important	Neither Important Nor Unimportant	Very Important
		✓/✗	1.	2.	3.	4.
1.	Image Quality					
2.	AA Batteries					
3.	Image File Formats					
4.	Shooting Modes					
5.	Carry Case					
6.	Manual Controls					
7.	LCD Viewing					
8.	Movie Mode					
9.	Secure Grip					
10.	Optical Zoom					
11.	Image Stabilizer					
12.	Sensors					
13.	Charger					
14.	On-Screen Help					
15.	Wide Angle					

8. The price range that you would prefer to?

1.	Upto Rs.5000		2.	Rs.5001-10000		3.	Rs.10001-15000		4.	Rs.15001-20000	
5.	Rs.20001-25000		6.	Rs.25001- 30000		7.	Rs.30001-35000		8.	Rs.35001- 40000	
9.	Rs.40001- 45000		10.	Rs.45001- 50000		11.	Rs.50001- 55000		12.	Rs.55001- 60000	
13.	Rs.60001- 65000		14.	Rs.65001- 70000		15.	Rs.70001- 75000		16.	Rs.75000 and more	

D. CELEBRITY IMPACT

For following questions 1, 2, 3. Record responses in the concluding table below:-

1. Which brand (s) come to your mind on hearing of a 'Digital Camera'?
2. Do you recollect any advertisement for **BRAND X** of this product?
3. Which celebrity comes to your mind for the advertisement for **BRAND X** of this product?

Sr.	Digital Camera	Top of mind recall	Ad recall	Celebrity
		A	A1	A2
1.				
2.				
3.				

4. Please tick mark to the extent to which you **agree / disagree** with the following statements.

Sr.	Statement	Strongly Disagree	Somewhat Disagree	Disagree	Neither Agree Nor Disagree	Agree	Somewhat Agree	Strongly Agree	Can't Say
		1	2	3	4	5	6	7	
When same celebrity endorses many brands...									
A.	I get confused between brands								
B.	I do not get confused and remember all brands								
C.	I remember only a few brands								
D.	Any other. (Please specify)								

5. Please **check the number** which best describes your **feelings about the advertisement for Brand 1.**

	1	2	3	4	5	6	7	Can't Say
A	Bad						Good	
B	Not likeable						Likeable	
C	Irritating						Not Irritating	
D	Not Interesting						Interesting	

6. Please **check the number** which best describes your **feelings toward the Brand 1.**

	1	2	3	4	5	6	7	Can't Say
A	Bad						Good	
B	Dislike very much						Like very much	
C	Unpleasant						Pleasant	
D	Low Quality						High Quality	

7. Considering the **attractiveness of celebrity 1**. Who featured in the above advertisement of **Brand 1**?

	1	2	3	4	5	6	7	Can't Say
A	Unattractive						Attractive	
B	Ugly						Beautiful	
C	Not Classy						Classy	
D	Plain						Elegant	
E	Not Sexy						Sexy	

8. Considering the **trustworthiness of celebrity 1** who featured in the above advertisement of **Brand 1**.

	1	2	3	4	5	6	7	Can't Say
A	Undependable						Dependable	
B	Dishonest						Honest	
C	Unreliable						Reliable	
D	Insincere						Sincere	
E	Untrustworthy						Trustworthy	

9. Considering the **expertise of celebrity 1** who featured in the above ad of **Brand 1**. Your opinion on expertise of celebrity.

	1	2	3	4	5	6	7	Can't Say
A	Not an Expert						Expert	
B	Inexperienced						Experienced	
C	Unknowledgeable						Knowledgeable	
D	Unqualified						Qualified	
E	Unskilled						Skilled	

10. In respect of **celebrity familiarity to people**, kindly indicate your response for **celebrity 1**.

	1	2	3	4	5	6	7	Can't Say
A	Limited Appeal						Wide Appeal	
B	Not Very Popular						Very Popular	
C	Not well known and well regarded						Well Known & well regarded	
D	Not Highly Visible in Media						Highly Visible in Media	

11. Considering the **celebrity 1** who featured in the above advertisement of **Brand 1** kindly indicate your **opinion of the advertisement**.

Sr.	Statement	Strongly Disagree	Somewhat Disagree	Disagree	Neither Agree Nor Disagree	Agree	Somewhat Agree	Strongly Agree	Can't Say
		1	2	3	4	5	6	7	
A.	The commercial was too complex; I was not sure what was going on.								
B.	I clearly understood the commercial.								
C.	I was so busy watching the screen; I did not listen to the talk.								
D.	It went too quickly to make an impression on me.								
E.	It was distracting; trying to watch & listen at the same time.								
F.	It took lot of effort to follow the commercial.								

12. In respect of **celebrity likeability**, kindly indicate your response for **celebrity 1**.

	1	2	3	4	5	6	7	Can't Say
A	Dislike						Like	
B	Does not have a good image overall						Does have a good image overall	
C	Is one that have most people have low opinion						Most people have high opinion	
D	Has poor reputation						Has Good reputation	
E	Unpleasant						Pleasant	

13. Thinking of **Brand 1**. As an individual, which **adjective** according to you **best describes Brand 1** correctly?

	1	2	3	4	5	6	7	Can't Say
A	Rugged						Delicate	
B	Uncomfortable						Comfortable	
C	Pleasant						Unpleasant	
D	Youthful						Mature	
E	Complex						Simple	
F	Unorganized						Organized	