APPENDIX - A

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 questionaire. 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

Annual income upto Rs.5,000/Rs.5000/- to 10,000/- Rs.10,000 to 25,000/- And above

Which of the following do you own
Radio Tape- T.V.& recor V.D.O. der

1 2 3 4

Tick whichever do you possess

- 1. When did you purchase ? (Month & Year)
- 2. Where do you purchase from ?
- 3. Of what make it is?
- Why do you like of this make? (Std.quality,low price,Goodwill, Advt.effect,Advice)
- 5. At what cost did you purchase ?
- 6. Which of the following methods did you used for purchasing(Cash, credit, instalment)
- 7. Why did you purchase from there ? (Low Price, Convenience, Facility)
- 8. How did you purchase it ?
 (Alone, with friend, with family members)
- 9. Do you get service after sales?
- 10. Do you think the necessity of one more
 sales centre at Bambavade ?
 (Quick service, Perfect compitetion,
 Low Price)

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 complect 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)
- 21 Do you use dry sells or electricity for it ?
- 22 Do you like such foreign goods ?
 (High quality, perfect technology,
 Low price, for prestige)

4

2 3

23 De you think seller has done
malpractices ?
(Low quality, High price)

1

24 Do you like to purchase Radio,
 Tape recorder T.V.V.D.O.Sets ?
 (If you do not have)
 From where ? How ? when ?