APPENDIX-1

Questionnaire for Customers

1.	Name	& address of customer	
2.	Age:	Years.	
3.	Sex :	Male/Female	
4.	Educa	tional level (put mark in the appropriate box).	
	a) S.	S.C. c) Graduation e) No formal education	
	b) Н.	S.C. d) Post-graduation	
5.	Occur	pation (put √ mark in the appropriate box)	
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	·	siness b) Service c) Farming d) Other.	
6.	Incom	me group (monthly) (put ✓ mark in the appropriate box).	
	a) 5	600-1000 c) 1500-2000 e) 2500-3000	
	b) 10	000-1500 d) 2000-2500 f) 3000 & above.	
7.	Which TV brand did you purchase?		
8.	When did you purchase it?		
9.			
9•		at factors influenced you to select this brand? Please give your preference with comments, if any).	
	A)	Objective Factors: Comments:	
	1.	Attractive appearance	
	2.	Colour and sound clarity	
	3.	Use of imported technology	
	4.	Warranty conditions	
	5.	Price differential	
	6.	Quality aspect	
	7.	Product durability	
	8.	Company reputation	
	9.	Promotional advertisement	
	10.	Credit purchase facility	
	11.	Cash purchase discount facility	
	12.	Instalment purchase scheme	
	13.	After-sales-service	

14.

Other

B) Subjective Factors:

Comments:

- 1. Personal advice
- 2. Personal relations with dealer
- 3. Personal/self decision
- 4. Status/Prestige symbol
- 5. Other

Reason:

10. Are you satisfied with the brand even now? Yes/No.

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