

APPENDIX-1

QUESTIONNAIRE TO THE CONSUMER

Fill in the following information:

Name:

Address:

Category 1:

Fill in the following questions and mark on the best answers:

1. **Your Age:** a. Below 25 b. 26-40 c. above 40 years
2. **Gender:** a. Male b. Female
3. **Education:** a. Upto Intermediate(+2) b. Graduation c. Above Graduation
4. **When you think of Television which brand name strikes to your mind?**

 a. Japanese b. Korean
 c. Indian d. Chinese
5. **From where do you collect information about TV?**

 a. TV/ Newspaper Advertisement b. Friends/Relatives
 c. Magazines d. Internet

Category 2:

1. **Which TV brand do you prefer the most? Rate them. 1 being most preferred and 5 being the least.**

Type of Brand	No. of respondents				
	1	2	3	4	5
Chinese					
Japanese					
Korean					
Indian					

2. What is your profession?

- a. Service b. Business c. Others

3. What is your Income Level?

- a. Above 15000 b. Below 15000

4. Tick the following brand that you like or dislike to purchase (according to your income level).

- a. Japanese [Like/Dislike] b. Korean [Like/Dislike]
c. Indian [Like/Dislike] d. Chinese [Like/Dislike]

5. Which attribute of TV influence you the most for choosing a Television Brand? Rate them. 1 being most important and 5 being least.

Attribute	No. of respondents				
	1	2	3	4	5
Price					
Durability					
Technology factor					
Aesthetic looks					
Warranty & guaranty					

6. What is the basic purpose of buying Television? Rate them. 1 being the most important and 5 being the least.

Purposes	No. Of respondents				
	1	2	3	4	5
Information					
Prestige & social status					
Entertainment					
Refreshment/Time pass					

7. Will you buy a same TV brand every time?

- a. Buy same brand every time b. Buy different brand every time.

8. Which attribute do you look for when buying Japanese brand of Television. Rate them. 1 being most important and 5 being least.

Attributes	No. of respondents				
	1	2	3	4	5
Durability and Reliability					
Technology factor					
Warranty & guaranty					
Aesthetic looks					
Price					

9. Which attribute do you look for when buying Chinese brand of Television. Rate them. 1 being most important and 5 being the least.

Attributes	No. of respondents				
	1	2	3	4	5
Durability and Reliability					
Technology Factor					
Warranty & Guaranty					
Aesthetic Looks					
Price					

10. Which attribute do you look for when buying Korean brand of Television. Rate them. 1 being most important and 5 being the least.

Attributes	No. of respondents				
	1	2	3	4	5
Durability and Reliability					
Technology factor					
Warranty & guaranty					
Aesthetic looks					
Price					

11. Which attribute do you look for when buying Indian brand of Television. Rate them. 1 being most important and 5 being least.

Attributes	No. of respondents				
	1	2	3	4	5
Durability and Reliability					
Technology factor					
Warranty & guaranty					
Aesthetic looks					
Price					

