## **APPENDIX-1**

## **<u>QUESTIONAIRE TO THE CONSUMER</u>**

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 b	rand name strikes to	your mind?
	a. Japanese c. Indian		b. Kor d. Chi	

#### 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							
r ur poses	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					

### **QUESTIONNAIRE TO TV DEALER**

- 1. What kind of customer comes to your TV Shop?
  - a) Foreign [ ] b) Domestic [ ]
- 2. Which television brands are available in your shop?
  - a) Korean [ ] b) Chinese [ ]
  - c) Indian [ ] d) Japanese [ ]
- 3. Do you know about promotional work that T.V manufacturer provide?
  - a) Yes [ ] b) No [ ]
- 4. What form of promotion are you aware of?a) Cash prize [ ]b) Coupon prize [ ]
- 5. What sort of promotion includes you to sell more T.V.?
  - a) Cash prize [ ] b) Coupon prize [ ]
  - c) Discount scheme [ ] d) other [ ]
- 6. Do this promotional work helped you to encourage to sale more of any special brand?a) Yes [ ]b) No [ ]

#### 7. If yes. Which product do you sale more ?

- a) Japanese [ ] b) Indian[ ]
- c) Chinese[ ] d) Korean[ ]