

8 Appendix

QUESTIONNAIRE OF CUSTOMER SURVEY

This is a survey regarding the consumption patterns of the shampoo brand 'Head and Shoulders' by P & G company in different cultures. The ultimate objective of the study is to recommend a marketing mix for the company. Kindly give your valuable inputs by filling the questionnaire. This is a true academic research and the responses will be kept confidential, hence will not be shared with anyone.

1. Are you a brand loyal Customer?
 - Yes
 - No

2. Which attributes attracts you to buy branded products?
 - Brand name
 - Transparency
 - Price
 - Packaging
 - Easy Availability
 - Endorsement
 - Other

3. Which is your regular Shampoo brand?
 - Head and Shoulders
 - Dove
 - Pantene
 - Matrix
 - Tresemme
 - Biotique
 - Loreal
 - Elidor
 - Local Brand
 - Other

4. Where do you purchase your shampoo from?
 - Retail Store

- Super Market
- Online
- Other

5. Do you think branded products are better than non-branded products?

- Yes
- No
- Maybe

6. Would you like to switch your brand preference if you get some promotional scheme with another brand?

- Yes
- No
- Maybe

7. What kind of promotion scheme would you expect to switch your brand preference?

- Discounted Price
- Providing free related products/gifts with your purchase
- Gift coupons
- Attractive Packing
- Publicity
- Other

8. How many different brands of shampoos have you bought in the last 12 months?

- 1
- 2
- 3
- 4
- 5
- more than 5

9. How much do you spend on shampoos per 200ml (Approximately)? (as per your local currency)

- 0 - 2
- 2 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 30
- 30 - 50
- 50 - 80
- 80 - 150
- More than 150

10. Do you believe products specially advertised by celebrities are of good quality?

- Yes
- No

11. Would you buy a brand if your favourite celebrity is endorsing it?

- Yes
- No

12. Do you evaluate products according to the printed information while purchasing?

- Yes
- No

13. While buying a shampoo, which attributes would you prefer?

- Organic
- Gentle to hair
- Anti-dandruff
- Fragrance
- Color Protection
- Hair-fall control
- Other

14. While purchasing your shampoo, whom do you get influenced by?

- Friends' advice/opinions
- Family or relatives' advice/opinions
- T. V. advertising
- Neighbours
- Sales assistant advice
- Radio advertising
- Advertising in magazines or newspapers
- My knowledge of the suitability of the product
- Personal preference
- Special offers/discounts
- Price of the product
- other

15. Rate the following as per your preference: (Agree/Strongly Agree/Neutral/Disagree/Strongly Disagree)

- Influence of brand name on purchasing decision
- Influence of Quality on purchasing decision
- Influence of Price on Purchasing Decision
- Influence of advertising on purchasing decisions
- Influence of family/peers/friends on purchasing decision

16. The country you belong to:

- India
- Czech Republic
- USA

17. What is your age group?

- under 20
- Between 21 to 30
- Between 31 to 40
- Between 41 to 50
- Above 50

18. Gender

- Female
- Male
- Prefer Not to Say

19. What's your marital status?

- Single
- Married
- Divorced/Separated
- Widowed
- Other

20. What's your highest level of education?

- Secondary
- Higher Secondary
- Graduate/Diploma
- Post Graduate
- Doctorate

21. What's your work status?

- Company Employee
- Self-Employed
- Student
- Homemaker
- State or Local Employee
- Other

22. Accommodation Type

- living with parents
- living with relatives
- in company/school accommodation
- renting house/flat
- living in own house/flat
- other

23. Income per Month

- 0
- 200 - 500
- 500 - 1000
- 1000 - 3000
- 3000 - 6000
- 6000 - 12000
- 12000 - 30000
- 30000 -60000
- More than 60000