

Questionnaire
On
A Study on Brand Perception by Consumers
towards Patanjali Products

Hello. My name is Hansal Shah and I am doing an independent study on consumer buying behavior towards Patanjali products as a part of my master's degree. Please take time and share your valuable opinions and experience my completing the questionnaire below. I assure you that the responses collected through this questionnaire is just for gaining insights for the study and these responses will be kept confidential and will not be shared to any other sources.

1. Name:		
2. Gender:	Male	Female
3. Age:	Below 20	20 – 30
	30 – 40	Above 40
4. Which district do you belong to?		
Please Specify:		
5. Education Qualification:		
	HSC	Graduation
	Post-Graduation	Professional
6. Marital Status:		
	Married	Unmarried
7. Occupation:		
	Student	Business
	Salaried	Professional
	Homemaker	Others
8. Income:		
	Less than 5000	5000-10000
	10000-20000	Above 20000
9. Are you aware about the products of Patanjali Brand?		

Yes	No
10. Have you used any product of Patanjali Brand?	
Yes	No
11. Have you faced any problem while using the product?	
Yes	No
12. What are the Sources of Information about Patanjali Products? Please select the dominant one.	
Advertisement	
Friends & Relatives	
Online	
Magazines	
Other	
13. Amongst the available products of the Patanjali Brand, which product you prefer the most?	
Hair Care Products	
Beauty Care Products	
Food Products	
Detergent	
Medicines	
14. From where do you prefer to purchase Patanjali products?	
Patanjali Shop	
Online	
Super Market	
Departmental Store	

15. Please Rate the following statements as per their influence in your buying behavior.				
Reasons				
5-Strongly Agree	4-Agree	3- Neutral	2-Disagree	1-Strongly Disagree
My Society culture affect my behavior				
I care about people opinions when I buy things				
I consider my financial condition during shopping				
Price of the products determines the things I buy				
My family are the most influential people that affect my buying behavior				
I care about people opinions when I buy things				
My age determines the things I buy				
I only buy products that suit personality				
I often change to another product if I get promotional schemes on some well-known brands				
16. How frequently do you buy Patanjali products?				
Daily				
Weekly				
Fortnight				
Monthly				
At the time of window shopping				
17. Rate the Quality of the Patanjali Products.				
1				
2				
3				
4				
5				
18. What are your reason for preferring Patanjali Products? Give the score from the below scale.				
5-Strongly Agree 4-Agree 3- Neutral 2-Disagree 1-Strongly Disagree				
	Reasonable Price			
	Good Quality			
	Trust			

	Natural Product (Chemical Free)
	Variety of Products
	Availability of Products
	No side effects
	Swadeshi Brand
	Packaging
	Baba Ramdev
	Others (Please Specify) _____
19. How loyal you are towards brand Patanjali? Rate it on a scale of 1-5 (Where 1 represents not at all loyal and 5 represents very much loyal)	
1	
2	
3	
4	
5	
20. Overall, how satisfied are you with the Patanjali products on a scale of 1-5 (Where 1 represents being the least satisfaction and 5 represents highest satisfaction)	
1	
2	
3	
4	
5	
21. Why would you recommend to buy Patanjali products? Please specify	
Your Answer(Please specify) _____	