

Appendices- Consumer Buying Behaviour

Dear Sir/Madam, I am a student from Czech university. I will be very thankful if you can spare 5 minutes from your valuable time to answer the questionnaire which will help me to know about the impact of culture on consumer buying behaviour on Maggi. Please answer all the question honestly and without any forced influence.

Disclaimer: This questionnaire is prepared for the purpose of research project. The information will be kept confidential and will not be used for any other purpose than project.

1. Do you buy branded products? (Here, Branded products means one which is made by a well-known manufacturer and has the manufacturer's label on it.) *

- Yes
- No

2. Which factor influence you to purchase branded products? (Here, Branded products means one which is made by a well-known manufacturer and has the manufacturer's label on it.) *

- Price
 - Quality/Flavour/Taste
 - Brand Name
 - Advertisement
 - Packaging
 - Easy availability
 - Other:
-

3. Which is your regular noodle brand? *

- Sunfeast Yippee
 - Nestle's Maggi
 - Wai-wai noodles
 - Patanjali atta noodles
 - Ching's secret instant noodles
 - Other:
-

4.How many different brands of noodles have you bought in the last one year? *

- 1
- 2
- 3
- 4
- 5
- More than 5

5.Which different brands of noodles have you bought in last one year?

- Sunfeast Yippee
 - Nestle's maggi
 - Wai-wai noodles
 - Patanjali atta noodles
 - Ching's secret instant noodles
 - Other:
-

6.How much money do you spend for one pack of noodles? *

- 0-12
- 12-24
- 24-36
- 36-48
- 48-60
- 60-72
- 72-84
- 84-96
- More than 96

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

- Yes

- No

8. Will you buy a brand if your favourite celebrity is endorsing it? *

- Yes
- No

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

- Yes
- No

10. Which factor influence you while buying maggi noodles? *

- Price
 - Quality/Flavour/Taste
 - Brand name
 - Packaging
 - Brand loyalty
 - Promotional offers
 - Advertisement
 - Easy to cook
 - Other:
-

11. Who influence you to buy Nestle's maggi? *

- Friend's advice/opinions
- Family or relative's advice/opinions
- T.V. advertising
- Neighbours
- Sales assistance 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:
-

12. Given below are some statements regarding Nestle's Maggi, you are requested to state your degree of agreement/disagreement on each of the statement as mentioned below on a 5-point scale? *

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The brand name influences your purchasing decision.					
The quality influences your purchasing decisions.					
The price influences your purchasing decisions.					
The advertisement influences your purchasing decisions.					
The family/peers influences your purchasing decisions.					

13. Would you like to switch your brand preference if you get promotional scheme such as discount or offers with another brand? *

- Yes

- No
- Maybe

14.If you will change your brand preferences and purchase another brand instead of existing brand then what kind of promotional scheme would you expect? *

- Attractive packaging
 - Discounted price
 - Publicity
 - Providing free related products/gifts with your purchase
 - Other:
-

15.Name *

16.Email-ID *

17.Gender *

- Male
- Female

18.Age *

- Below 20
 - 21-30
 - 31-40
 - 41-50
 - 51 & above
-

19.Qualification *

- SSC
 - HSC
 - Undergraduate
 - Postgraduate
 - PHD
 - Other:
-

20.Occupation *

- Business
 - Service
 - Professional
 - Student
 - Housewife
 - Other:
-

21.Income per month *

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