



A Study of Consumer Behaviour towards Branded FMCG Products in the Rural Areas in India

Section A: Demographic Profile

Age

15-25 years

26-35 years

36-45 years

46 years and above

Gender

Male

Female

Educational Background

10th pass

12th pass

Diploma

Graduate

Post graduate & above

Occupation

Student

Service

Self employed

Retired

Unemployed

Section B: General Questions

Q. Which of the following retail formats do you prefer to buy?

- Departmental Store
- Super Market
- Convenient Stores
- Kirana Stores

Q. Select the reason for making purchase in your preferred stores.

- Discount
- Variety
- Services
- Ambience

Q. The frequency of purchase for the FMCGs products is:

- Always
- Often
- Sometimes
- Not sure

Q. Mention your brands which you know:-----



Q. Do you think branded products are better than unbranded products?

Yes ---- ----

No -----

Q. How long you have been using brands?

- <1 year
- 1-2 years
- 2-3 years
- More than 3 years

Q. Do you look for various schemes for FMCG products?

Yes ---- ----

No -----

If yes which schemes?

- Coupons
- Price off
- Extra quantity
- Lucky draws
- Bundling offer
- Scratch cards

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

Yes ---- ----

No -----

Give reason for the same.

- Cost
- Quality
- Satisfaction
- Benefits
- Seasonal change

Who influence your preference for brands?

- Family
- Friends
- Advertisement
- Self-motivated



Section C: Customer Value

Q. Rate the following sentences related to Customer Value on the scale of 1-5 where 1= strongly agree, 2= agree, 3= neutral, 4= disagree and 5= strongly disagree

Statement	1	2	3	4	5
Factor 1 Emotional Value					
I pay attention to the emotions more than the benefits while Purchasing FMCG products.					
While purchasing FMCG products I am more affected by visual and aesthetic factors					
I prefer the brand that makes me feel					
I make my decision according to my feelings					
My emotions are as important as the benefits and price of the products.					
I can purchase branded products because of my feelings without giving it a thought.					
No matter how products are branded or unbranded, it must appeal to my feelings.					
Purchasing a branded FMCG products arouses the feelings of fun and pleasure in me					
Purchasing brand makes me excited					
I act with nostalgic feelings while purchasing branded products					
Factor 2 Epistemic Values					
It is important to me to know the benefits of products					
I like looking for new and different products.					
I get reliable information (the most basic information) about different products.					
I gather a lot of information before purchasing.					
I search for the latest information before making purchase decision					
Even though I do not every now and then, new products catch my attention					
Factor 3 Social-Conspicuous Consumption Value					
It is important to the people around to like the brand					
I prefer the brands of distinguished people, not the ones used by everybody.					
The familiarity and reputation of the brand I use is important to me					
For me, it is important that the brand I use is sold everywhere					
I definitely try the new products no matter how much they cost.					
I am the first to know about the new branded products launched in market					
Factor 4 Social Reference Value					
I get advice of the people around when determining the brand					
I finalize my preference by considering the choices of people around me when determining the brand					
I prefer the brand the people I take as references use when deciding on the brand					



Section D Customer Product Involvement:

Q. Rate the following sentences related to Customer Product Involvement on the scale of 1-5 where 1= strongly agree, 2= agree, 3= neutral, 4= disagree and 5= strongly disagree

Statement	1	2	3	4	5
Product Involvement					
I put in quite great deal of effort when making decision which brand to buy					
I always thought of certain features when I considered purchasing branded products					
I was excited about getting branded FMCG products which I have bought					
If the brand of my choice was not on sale I would rather not buy any brand at all					
Purchase Involvement					
It gives me pleasure to Purchase					
Purchase decision is influenced by my social group					
Purchase decision is influenced by the price of the product					
The branded products I have purchased tells something about my personality and thus influences my purchase decisions					
Familiarity					
I am familiar with the product benefits of brand when making purchase decisions					
I am mostly concerned with price and not concerned about other benefits attached					



Section E Information Process:

Q. Rate the following sentences related to Information Process on the scale of 1-5 where 1= strongly agree, 2= agree, 3= neutral, 4= disagree and 5= strongly disagree

Statement	1	2	3	4	5
Motivation					
I like to read information about the product before making purchase decision					
I will watch out for advertising and reports related to FMCG products					
I will consult the people who have already tried with the branded products					
Exposure					
I had got most of the information about the product from my colleagues, friends and family					
I had got most of the information about the product from their advertising					
I had got most of the information about the product social media					
I usually spend a week in processing the information before making the final decision					
Attention and Perceptual Encoding					
I have pre-judgments towards different products available in the market					
Previous experience about the product influences my decisions					
Knowledge and awareness of brand influences by decisions					
Brand value and reputation influences my purchase decisions					
Information Acquisition and Evaluation					
I intent to seek out information that is consistent with my initiate preference/opinion					
Information searching is easier through social media platform in comparison to other mass media tools					
Information shared on social platforms is more credible in comparison to other mass media modes					
I often change my purchase decision after searching relevant information via social media groups					

Thank you for your time!

Any other comments
