

## PROJECT "SAVE"

## Respondent Selection Questionnaire

Name of Respondent			
Address			
Landmark		Tel No.	
Int. Name		Date	
Center	Bangalore	1	Respondent R R Number

**Good.....!** I am coming from IRS India a leading market research agency. Currently, we are conducting a research among people like you in your locality. In this connection I would like to ask you few questions.

**Ask for decision maker, the person who takes decision about the electrical products, their brand etc. If the concerned person is not available, check the time of his/her availability and visit again.**

**Program Awareness**

1a. Could you please tell me, are you aware of the BELP program?

Yes : 1 No : 2 {Go to Not Aware Section}

**Source of Awareness**

1b. Could you please tell me, how did you come to know about the BELP program?

Newspaper Pamphlet	1	Wall Stickers at Bescom office	4
Car Stickers	2	Road show (Soujhanya Counters)	5
Posters at Bescom bill counters	3	Others (specify)_____	6

**Program Participation**

1c. Could you please tell me, did you participate in the BELP program?

Yes : 1 No : 2 {Go to Aware but not Bought Section}

1d. Could you please tell me, how did you purchase the CFL's?

Purchased Cash Down (Paid entire cash) under BELP	1	<b>Go to Cash Down Section</b>
Purchased through installments scheme under BELP	2	<b>Go to Installments Section</b>
Purchased directly from retailers	3	<b>Go to Direct Retailers Section</b>

**Select the respondent according to criteria and move on:-**

**PROJECT "SAVE"  
CASH DOWN**

<b>Name of Respondent</b>	
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1. Could you please tell me, the brand name of CFL that you have bought under BELP program, also tell me the number of CFL?

Under BELP Program	
	<b>Brands</b>
	<b>Number of CFLs</b>
1.	
2.	
3.	
4.	

2. Could you please tell me, did you purchase the CFL for the first time under the BELP program?

Yes : 1                      No : 2

**Ask Q.3, if "2" coded in Q.2**

3. Could you please tell me, the number of CFL's you have bought by brands before the BELP Program?

	<b>Brands</b>
	<b>Number of CFLs</b>
1.	
2.	
3.	
4.	

4. Could you please tell me why have you participated in the BELP program?

Branding by BESCO	1	Reputed Suppliers	3
12 months Warranty	2	Others(specify)_____	4

**SHOW IMPORTANCE CARD**

5. Could you please take a look at this card and tell me how important was the fact that the BESCO was promoting CFL's in your decision to purchase CFL's? **{Please rate on the scale of 5 to 1, where "5" means Critical and "1" means Not at all important. There is no right or wrong answers, please feel free to answer}**

<b>Critical</b>	<b>Very Important</b>	<b>Important</b>	<b>Somewhat Important</b>	<b>Not at all Important</b>
5	4	3	2	1

**SHOW INFLUENCE MEMBER CARD**

6. Could you please take a look at this card and tell me, who amongst the following influenced the purchase of your CFL's?

Self (Own) decision	1	Spouse	4
Office Colleagues	2	Children	5
Parents	3	Friends / Relatives	6

7. Could you please **Rank** the following attributes according to their importance in your purchase decision. Please rank 1 to 8 according to the importance of the attributes. The most important rank would get rank 1 and so on.

	Attributes	Rank
1.	Looks of the CFL	
2.	Size of the CFL	
3.	Shape of the CFL	
4.	Brightness of the CFL	
5.	Price of the CFL	
6.	Reduction in Electricity bill	
7.	Life of the CFL	
8.	Warranty	

8. Could you please tell me, to what extent have the CFLs met with your expectations on the following parameters. **(Please rate on the scale of 5 to 1, where “5” means Completely Met and “1” means Not at all Met.** There is no right or wrong answers, please feel free to answer)

Completely met	5	4	3	2	1	Not at all met
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	Attributes	C M				N a a M
1.	Looks of the CFL	5	4	3	2	1
2.	Size of the CFL	5	4	3	2	1
3.	Shape of the CFL	5	4	3	2	1
4.	Brightness of the CFL	5	4	3	2	1
5.	Price of the CFL	5	4	3	2	1
6.	Reduction in Electricity bill	5	4	3	2	1
7.	Life of the CFL	5	4	3	2	1
8.	Warranty	5	4	3	2	1

9. Could you please tell me, is the CFL value for money?

YES : 1 NO: 2

10. Could you please tell me, what is your perception about CFL now? **(Probe)**

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**SHOW RECOMMENDATION CARD**

11. Could you please take a look at this card and tell me, to what extent you would recommend this CFL to your friend / relative? **{Please rate on the scale of 5 to 1, where “5” means Definitely Recommend and “1” means Definitely not Recommend.** there is no right or wrong answers, please feel free to answer}

Definitely Recommend	5	4	3	2	1	Definitely not Recommend
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12. Why do you say so? **(Probe)**

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13. Could you please tell me, where were the CFL's installed?

Bedrooms	1	Verandah	4
Kitchen	2	Corridors	5
Bathrooms	3	Others(specify)_____	6

14. Could you please tell me, the CFL's used at your house were the replacement of existing lights or is it new installations?

Replacement of normal Lights	1	New Fittings	3
Replacement of CFL's	2	Others (specify)_____	4

**Ask Q.15, if "1" coded in Q.14**

15. Could you please tell me, how many normal lights were replaced?

\_\_\_\_\_

**Ask Q.16, if "2" coded in Q.14**

16. Could you please tell me, how many CFL's were replaced?

\_\_\_\_\_

17. Could you please tell me, are the CFL's purchased under BELP, still working?

All working	1	None working	3
Some working	2	Others(specify)_____	4

**Ask Q.18, if "2" or "3" coded in Q.17**

18. Could you please tell me, after how long have the CFLs purchased under BELP, failed?

Last 1 month	1	6 – 9 months	3
3 - 6 months	2	Others(specify)_____	4

**Ask Q.19, if "2" or "3" coded in Q.17**

19. Could you please tell me, were the CFL's replaced by the supplier during the warranty period?

Yes : 1 No : 2

**Ask Q.20, if "1" coded in Q.19**

20. Could you please tell me in how many days was the lamp replaced?

1 day	1	More than 2 days	3
2 day	2	Others(specify)_____	4

**Ask Q.21, if “2” coded in Q.19**

21. Could you please tell me, why was it not replaced? **(Probe)**

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22. Could you please tell me, since you bought the CFL's, have you changed your usage pattern of lighting (number of hours per day)?

No, it is same as earlier	1	Decreased by ..... No. of hours	3
Increased by ..... No. of hours	2	Others(specify)_____	4

23. Please **Record** from Q.1b from Selection questionnaire, what is the source of awareness of BERP program:

Newspaper Pamphlet	1	Wall Stickers at Bescom office	4
Car Stickers	2	Road show (Soujhanya Counters)	5
Posters at Bescom bill counters	3	Others(specify)_____	6

24. Could you please tell me, what was the main message conveyed in the advertisement/ Bescom literature that made you purchase the CFL? **(Probe)**

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25. Could you please tell me what was the process followed by you in order to purchase the CFLs? **(Probe on the following :)**

25a. Could you please tell me from where did you get the information on the retailers?

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25b. Could you please tell me your experience in picking up the voucher from Soujhanya counter?

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25c. Could you please tell me, how did you decide to buy a particular brand?

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25d. Could you please tell me, did the sales person influence you in purchasing a particular brand?

Yes : 1 No : 2

25e. Could you please tell me, did you get any incentive/discount while purchasing a particular brand?

Yes : 1 **Ask Q.25f** No : 2 Ask Q.25g

25f. Could you please tell me, for which brand and what incentive/discounts?

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25g. Could you please tell me whether a proper bill was issued by retailer?

Yes : 1 No : 2

25h. Could you please tell me whether a proper warranty card was issued?

Yes : 1 No : 2

26. Could you please suggest some improvements in the Buying process? **(Probe)**

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27. You said that you have purchased CFL by paying cash down. Could you please tell me, why have you not purchased CFLs under the installments scheme?

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28. Could you please suggest some improvements in BELP program?

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**DEMOGRAPHICS**

1. Could you please tell me yours as well as main earner's education and occupation?

	<b>Education</b>	<b>Occupation</b>	<b>RECORD "SEC"</b>
Respondent			
Main Earner			

2. For this study we are interviewing people from certain age group only. Please look at this age card and tell me into which of the following age group do you fall?

Less than 18	1	<b>Terminate</b>	36 -- 40 yrs	6	
19-24 yrs	2		41 – 45 yrs	7	
25-30 yrs	3		45 – 50 yrs	8	
31 – 35 yrs	5		50 +	9	

3. Could you please tell me into which of the following income group does your total monthly household income falls in?

Below Rs. 5000/-	1	Rs. 10,001 – Rs. 15,000	4
Rs. 5001 – Rs. 7500/-	2	Rs. 15,001 – Rs. 20,000	5
Rs. 7501 – Rs. 10,000/-	3	Rs. 20,000 +	6

**MEDIA HABITS**

- 1 Do you listen to radio regularly?

Yes : 1 **ASK Q.2** No : 2 **ASK Q.3**

2. Could you please tell me the radio stations you listen to regularly?

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3. Do you own a television set?

Yes : 1 **CONTINUE** No : 2 **ASK Q.6**

4. Could you please tell me, do you have cable connection at home?

Yes : 1 No : 2

5. Could you please tell me your favorite channels and the program's you watch regularly?

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

6. Could you please tell me which newspapers & magazines do you read regularly?

	ENGLISH	VERNACULAR
<b>Newspapers</b>		
<b>Magazines</b>		

7. Do you surf internet?

Yes : 1 **ASK Q. 8** No : 2

8. Could you please tell me what sites you normally surf?

\_\_\_\_\_  
\_\_\_\_\_

**THANK RESPONDENT AND CLOSE CALL**