|  |
| --- |
| **Section A – Screening Section** |

**S1.** Please mention your **age**. Record actual age: \_\_\_\_\_ \_\_\_\_\_ years old?

|  |  |  |
| --- | --- | --- |
| Less than 15 years | 1 | * Terminate |
| 18-20 years | 2 | * **Continue** |
| 21-25 years | 3 |
| 26-30 years | 4 |
| 31-35 years | 5 |
| More than 35 years | 6 | * Terminate |

**S2.** **Gender**: (SC)

|  |  |  |
| --- | --- | --- |
| Male | 1 | * **Continue** |
| Female | 2 |

**S3.** What is your highest level of **Education**? (SC)

|  |  |
| --- | --- |
| 12th Pass or below | 1 – Terminate |
| Informal Education (Not Graduated but holds a diploma) | 2 – Terminate |
| Pursuing graduation (B.A, B.COM, BBA, B.Sc., BTech etc.) | 3 |
| Graduate (B.A, B.COM, BBA, B.Sc., BTech etc.) | 4 |
| Post Graduate (M.A, M.COM, MBA, M.Sc., MTech etc.) | 5 |
| Doctorate (PhD holder) | 6 |

**S4.** What is your **Current Occupation**? (SC)

|  |  |  |
| --- | --- | --- |
| Student | 1 | * **Continue** |
| Housewife/Homemaker | 2 | Terminate |
| Unemployed | 3 | Terminate |
| Shopkeeper | 4 | Terminate |
| Business owner / Private business owner (less than 10 employees) | 5 | * **Continue** |
| Business owner / Private business owner (10 employees or more) | 6 | * **Continue** |
| Factory worker / Labor/Service staff | 7 | Terminate |
| Farming/Agriculture | 8 | Terminate |
| Small peddler/trader | 9 | Terminate |
| Junior/ General/ Senior clerk | 10 | * **Continue** |
| Junior/ Senior Manager | 11 | * **Continue** |
| Central/State Government servant | 12 | * **Continue** |
| Teacher | 13 | * **Continue** |
| Skilled Worker/ skilled technician | 14 | Terminate |
| Accountant | 15 | * **Continue** |
| Doctor | 16 | * **Continue** |
| Lawyer | 17 | * **Continue** |
| Designer | 18 | * **Continue** |

|  |  |
| --- | --- |
| Categories | Note for programmer |
| Students | If option 1 is selected |
| White Jobbers | If 10, 11, 12 selected |
| Young Self-Employed/ Businessmen | If 5, 6, 13, 15, 16, 17, 18 selected |

**S5**. Which city do you currently live in? (SC)

|  |  |  |
| --- | --- | --- |
| Delhi | 1 | * **Continue** |
| Bengaluru | 2 | * **Continue** |
| Others | 99 | * Terminate |

**S6.** How long you have been living in this city? (SC)

|  |  |  |
| --- | --- | --- |
| Less than 6 months | 1 | * Terminate |
| 6 months ~ 1 year | 2 | * **Continue** |
| 1~2 years | 3 | * **Continue** |
| More than 2 years | 4 | * **Continue** |

**S7.** Do **you** or **any member of your household** work in any of the following occupations? (MC)

|  |  |  |
| --- | --- | --- |
| Advertising Agency | 1 | * Terminate |
| Market Research Agency | 2 |
| Public Relations Agency | 3 |
| Mobile Handset manufacturer /distributor OR Shops selling mobile phones | 4 |
| Telecom Agency | 5 |
| Neither I nor anybody from my family works in any of these organizations | 6 | * **Continue** |

**S8.** What is the brand of smartphone you currently use as your primary smartphone? (SC) – Randomize Except Other

|  |  |
| --- | --- |
| Samsung | 1 |
| Vivo | 2 |
| Apple | 3 |
| OnePlus | 4 |
| Xiaomi/Mi | 5 |
| Sony | 6 |
| Realme | 7 |
| Motorola | 8 |
| Oppo | 9 |
| Google | 10 |
| iQOO | 11 |
| Honor | 12 |
| HTC | 13 |
| Nokia | 15 |
| Huawei | 16 |
| Others, please specify (Provide Open End) | 99 |

**S9.** Which **model** of **<insert brand from S8>** are you currently using as your primary Smartphone?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (Provide Open End)

**S10.** For how long have you been using this phone? (SC)

|  |  |  |
| --- | --- | --- |
| Less than 1 month | 1 | * Terminate |
| 1month ~2 years | 2 | * **Continue** |
| More than 2 years | 3 |

**S11.** What is the approximate price range of your current smartphone? (SC)

|  |  |  |
| --- | --- | --- |
| Less than 10,000 | 1 | * Terminate |
| ₹10,000 - ₹15,000 | 2 | * **Continue** |
| ₹15,000 - ₹20,000 | 3 | * **Continue** |
| ₹20,000 - ₹25,000 | 4 | * **Continue** |
| ₹25,000 - ₹30,000 | 5 | * **Continue** |
| More than 30,000 | 6 | * Terminate |

**S12.** Which of the following statements best describe your situation when you purchased the **mobile phone you use most often**? (SC)

|  |  |  |
| --- | --- | --- |
| I was accompanied by friend/family who helped me purchase the smartphone brand | 1 | * Continue |
| Went for the purchase alone and made the decision of brand totally by myself | 2 |
| Accompanied by family member/friends who made the decision of brands for me | 3 | * Terminate |

**S13.** Please tell me from where did you purchase your current smart phone. (SC)

|  |  |  |  |
| --- | --- | --- | --- |
| Online | Online shopping website – Flipkart | 1 | * Continue |
| Online shopping website – Amazon | 2 | * Continue |
| Online Company owned websites like OnePlus.in, realme.com, samsung.com etc. | 3 | * Continue |
| Online Others, please specify (Provide Open End) | 4 | * Continue |
| Offline | Modern Retail stores like Croma, Reliance etc. | 5 | * Terminate |
| Small retail stores, Multi Brand Outlet etc. | 6 | * Terminate |

**S14.** To what extent you are likely to buy a new smartphone in the next 3 to 6 months? (SC)

|  |  |  |
| --- | --- | --- |
| Definitely likely to buy | 1 | * Continue |
| Somewhat likely to buy | 2 |
| May or May not buy (not sure) | 3 | * Terminate |
| Not likely to buy | 4 |
| Definitely not likely to buy | 5 |

**S15.** How much are you planning to spend on your next smartphone purchase? (SC***)***

|  |  |
| --- | --- |
| **Price Range (INR)** |  |
| Below 19,999 | 1 |
| 20,000-24,999 | 2 |
| 25,000-29,999 | 3 |
| 30,000 - 39,999 | 4 |
| 40,000 – 49,999 | 5 |
| 50,000 – 59,999 | 6 |
| Above 60,000 | 7 |

|  |
| --- |
| **Section B – Main Questionnaire** |

**Introduction - Now, we are going to show you a few options of Smartphones along with key features and specifications which is in the MID-premium price segment (INR 30-40K). There are no right or wrong answers. We are interested in your true opinions only.**

|  |  |
| --- | --- |
| **Concept M1** | **Color Code GN** |
| **Concept M2** | **Color Code BN** |
| **Concept M3** | **Color Code RN** |

Repeat Questions **A1 to A5** for all the 3 concepts and also show the respective Concept

**A1.** To what extent did you **LIKE** this smartphone Color design? (SC)

|  |  |
| --- | --- |
| Like it very much | 5 |
| Like it somewhat | 4 |
| Neither Liked it or Disliked it | 3 |
| Disliked it somewhat | 2 |
| Disliked it very much | 1 |

**A2** To what extent did you find this smartphone Color design to be **UNIQUE**?

(SC)

|  |  |
| --- | --- |
| Extremely Unique | 5 |
| Very Unique | 4 |
| Somewhat Unique | 3 |
| Slightly Unique | 2 |
| Not at all Unique | 1 |

**A3.** To what extent did you find this smartphone Color design to be **RELEVANT** to you and your needs? (SC)

|  |  |
| --- | --- |
| Extremely Relevant | 5 |
| Very Relevant | 4 |
| Somewhat Relevant | 3 |
| Slightly Relevant | 2 |
| Not at all Relevant | 1 |

**A4.** To what extent did you find this smartphone Color design to be **PREMIUM**?

(SC)

|  |  |
| --- | --- |
| Extremely Premium | 5 |
| Very Premium | 4 |
| Somewhat Premium | 3 |
| Slightly Premium | 2 |
| Not at all Premium | 1 |

**A5.** How likely are you to **BUY** a smartphone with this Color design? (SC)

|  |  |
| --- | --- |
| Will Definitely buy | 5 |
| Will probably buy | 4 |
| May or May not buy/ (Not Sure) | 3 |
| Will Probably not buy | 2 |
| Will Definitely not buy | 1 |

Including the color design you just saw earlier, here are 2 additional color designs/options.  
  
Please carefully have a look at all **Three (3) upcoming designs** and answer the following questions providing your honest opinions.

**SHOW CONCEPTS - M1, M2 and M3**

**B1** Taking everything into consideration, which of the following would you **prefer the most to purchase**? [randomize options] (SC)

|  |  |
| --- | --- |
| **Color Code GN** | 1 |
| **Color Code BN** | 2 |
| **Color Code RN** | 3 |

**B2a.** You chose <show option coded ‘most preferred’ in b1> as the “**most preferred’** smartphone Color design. Kindly tell us the reason for selecting this design as the “**most preferred**”. (Open end)

|  |
| --- |
|  |

**B2b.** Kindly select all the reasons that apply, for choosing <show option coded **‘most preferred’** in B1> as the most preferred choice. [also show the concept selected] (multiple choice)

If **Most Preferred** is GN, show these options:

|  |  |
| --- | --- |
| It is Unique/New Colour | 1 |
| I prefer Single Colour Tone | 2 |
| Stylish/Trending Colour | 3 |
| Colour looks Classy & Premium | 4 |
| Colour is Cool & Funky | 5 |
| It appears to be Bold | 6 |
| I prefer Darker Colour Shades | 7 |
| It is Vibrant/Bright | 8 |
| Has single color only | 9 |
| Color matches with my personality | 10 |
| Suitable for younger generation | 11 |
| I prefer Matte Finish Design | 12 |
| Gives feeling of a High-End Phone | 13 |
| Others (Please specify) | 99 |

If **Most Preferred** is BN, show these options:

|  |  |
| --- | --- |
| It is Unique/New Colour | 1 |
| I prefer Multi-Colour Tone (Colour Combination) | 2 |
| Stylish/Trending Colour | 3 |
| Colour looks Classy & Premium | 4 |
| Colour is Cool & Funky | 5 |
| It appears to be Bold | 6 |
| I prefer Darker Colour Shades | 7 |
| It is Vibrant/Bright | 8 |
| Has single color only | 9 |
| Color matches with my personality | 10 |
| Suitable for younger generation | 11 |
| I prefer Glossy Finish Design | 12 |
| Gives feeling of a High-End Phone | 13 |
| Others (Please specify) | 99 |

If **Most Preferred** is RN, show these options:

|  |  |
| --- | --- |
| It is Unique/New Colour | 1 |
| I prefer Multi-Colour Tone (Colour Combination) | 2 |
| Stylish/Trending Colour | 3 |
| Colour looks Classy & Premium | 4 |
| Colour is Cool & Funky | 5 |
| It appears to be Bold | 6 |
| I prefer Lighter Colour Shades | 7 |
| It is Vibrant/Bright | 8 |
| Has single color only | 9 |
| Color matches with my personality | 10 |
| Suitable for younger generation | 11 |
| I prefer Glossy Finish Design | 12 |
| Gives feeling of a High-End Phone | 13 |
| Others (Please specify) | 99 |

**B3.** Please review the remaining **color designs**, and tell us which one of these do you **prefer the least**.   
  
Note: select the one which you prefer the **least**   (SC)

**SHOW REMAINNING 2 OUT OF THE 3 CONCEPTS - M1, M2 and M3**

|  |  |
| --- | --- |
| Option not coded in B1 | 1 |
| Option not coded in B1 | 2 |

**B4.** You chose <show option coded **‘least preferred’** in b1> as the **least preferred** smartphone design. Please let us know the reason for selecting this design as “**least preferred**”

[also show the concept selected] (open end)

|  |
| --- |
|  |

**B5.** Kindly look at the following 2 options of smartphones with different specifications   
  
taking everything into consideration, which of the following ‘**specification ’** would you **prefer to purchase**?

Show Concept – G1

|  |  |
| --- | --- |
| Model VQ | 1 |
| Model WP | 2 |

**B6.** You chose <<**Selected in B5**>> please let us know the key reasons for selecting this **Specification**.

|  |
| --- |
|  |

**B7.** Please review the other specification, and tell us why do you **PREFER THE LEAST**. 

|  |
| --- |
|  |

​​