**The Nielsen (Company) Bangladesh Ltd.**

242/B Tejgaon-Gulshan Link Road, Impetus Center (7th Floor), Tejgaon, Dhaka-1208.

[www.nielsen.com](http://www.nielsen.com)

**Module 1: – User PART**

**DATA SUPPLIER DECLARATION**

I declare that the respondent, whose name and address appear above, was unknown to me until the interview. I confirm that, before returning this questionnaire, I have checked that it was carried out in accordance with the Market Research Professional Code of conduct for this country, and instructions supplied to me for this study. I understand that the information given to me during the interview must be kept confidential.

SIGNED \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

DATE \_\_\_\_\_\_\_

Good morning/afternoon/evening. My name is ..........I am an interviewer from Nielsen Company Bangladesh Ltd which is a market research company. We are conducting a survey and would appreciate if you could spare a few minutes to answer our questions. Please be assured that all your answers will be kept strictly confidential.

RQ1. Respondent

**CONTACT NUMBER HAS TO START WITH ‘01’ AND HAS TO BE 11 DIGIT NUMBER**

|  |  |
| --- | --- |
| (R1) Name/  |  |
| (R2) Respondent Id/  |  |
| (R3) Contact No/  |  |

**REGION:**

**C1. Select Centers: Single Answer**

|  |  |
| --- | --- |
| Dhaka | 1 |
| Chittagong | 2 |
| Sylhet | 3 |
| Khulna | 4 |
| Rajshahi | 5 |

SQ3a. **Respondent Category: Single Answer**

|  |  |
| --- | --- |
| **Respondent Category** | **Code** |
| **Marketplace (Mobile) – Individual Buyer** | **1** |
| **Marketplace (Mobile) – Individual/Private Seller** | **2** |
| **Marketplace (Mobile) – Business Seller** | **3** |
| **Property – Individual Buyer** | **4** |
| **Property – Individual/Private Seller** | **5** |
| **Property – Business Seller** | **6** |
| **Vehicles – Individual Buyer** | **7** |
| **Vehicles – Individual/Private Seller** | **8** |
| **Vehicles – Business Seller** | **9** |

**SECTION A (Marketplace (Mobile) – Individual Buyer**

**ASK THIS SECTION IF CODED 1 IN SQ3a**

**Brand Awareness**

|  |  |
| --- | --- |
| AQ1a | When it comes to buying mobile phones, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**?**ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST****AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt |
| SWAP | 01 | 01 | 01 | 01 |
| Clickbd | 02 | 02 | 02 | 02 |
| Daraz Bangladesh | 03 | 03 | 03 | 03 |
| Ajkerdeal | 04 | 04 | 04 | 04 |
| Pickaboo | 05 | 05 | 05 | 05 |
| Othoba | 06 | 06 | 06 | 06 |
| Facebook | 07 | 07 | 07 | 07 |
| ShopUp | 08 | 08 | 08 | 08 |
| Bikroy.com | 09 | 09 | 09 | 09 |
| Others (pls specify) |  |  |  |  |
| Others (pls specify) |  |  |  |  |
| None |  |  | 96  |  |
| Don’t know |  |  |  |  |

AQ1h. From which online platform do you buy mobile phones? (MA) (in general)

|  |  |
| --- | --- |
| SWAP | 01 |
| Clickbd | 02 |
| Daraz Bangladesh | 03 |
| Ajkerdeal | 04 |
| Pickaboo | 05 |
| Othoba | 06 |
| Facebook | 07 |
| ShopUp | 08 |
| Bikroy.com | 09 |
| Others (pls specify) |  |
| Others (pls specify) |  |

**AQ1i.** Why did you use mentioned platform for buying mobile phones?

**(Show the coded brand from AQ1h)**

|  |  | Brand Name | Brand Name |
| --- | --- | --- | --- |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For buying mobile phones which Facebook groups/ page do you follow?

**(ADD OE BOX)**

**SECTION B :Marketplace (Mobile) – Individual/private Seller)**

**ASK THIS SECTION IF CODED 2 IN SQ3a**

**Brand Awareness**

|  |  |
| --- | --- |
| AQ1a | When it comes to selling mobile phones, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**? **ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST** **AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt |
| SWAP | 01 | 01 | 01 | 01 |
| Clickbd/ | 02 | 02 | 02 | 02 |
| Daraz Bangladesh/ | 03 | 03 | 03 | 03 |
| Ajkerdeal/ | 04 | 04 | 04 | 04 |
| Pickaboo/ | 05 | 05 | 05 | 05 |
| Othoba/  | 06 | 06 | 06 | 06 |
| Facebook/ | 07 | 07 | 07 | 07 |
| ShopUp/  | 08 | 08 | 08 | 08 |
| Bikroy.com/  | 09 | 09 | 09 | 09 |
| Others (pls specify)/  |  |  |  |  |
| Others (pls specify)/  |  |  |  |  |
| None/  |  |  | 96  |  |
| Don’t know/  |  |  |  |  |

AQ1h. In which online platform do you sell mobile phones? (MA)(in general)

|  |  |
| --- | --- |
| SWAP | 01  |
| Clickbd/ | 02  |
| Daraz Bangladesh/ | 03  |
| Ajkerdeal/ | 04 |
| Pickaboo/ | 05 |
| Othoba/  | 06 |
| Facebook/ | 07 |
| ShopUp/  | 08 |
| Bikroy.com/  | 09 |
| Others (pls specify)/  | 10 |
| Others (pls specify)/  | 11 |

**AQ1i.** Why did you use mentioned platform for selling mobile phones?

**(Show the coded brand from AQ1h)**

|  |  | Brand Name | Brand Name |
| --- | --- | --- | --- |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For selling mobile phones which Facebook groups/ page do you follow?

**(ADD OE BOX)**

**SECTION C :Marketplace (Mobile) –Business Seller)**

**ASK THIS SECTION IF CODED 3 IN SQ3a**

|  |  |
| --- | --- |
| AQ1a | When it comes to selling mobile phones, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**? **ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST** **AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt  |
| SWAP | 01  | 01  | 01  | 01  |
| Clickbd | 02  | 02  | 02  | 02  |
| Daraz Bangladesh | 03  | 03  | 03  | 03  |
| Ajkerdeal | 04 | 04 | 04 | 04 |
| Pickaboo | 05 | 05 | 05 | 05 |
| Othoba | 06 | 06 | 06 | 06 |
| Facebook | 07 | 07 | 07 | 07 |
| ShopUp | 08 | 08 | 08 | 08 |
| Bikroy.com | 09 | 09 | 09 | 09 |
| Others (pls specify) |  |  |  |  |
| Others (pls specify) |  |  |  |  |
| None/  |  |  | 96  |  |
| Don’t know/ |  |  |  |  |

AQ1h. In which online platform do you sell mobile phones? (MA) (in general)

|  |  |
| --- | --- |
| SWAP | 01  |
| Clickbd | 02  |
| Daraz Bangladesh | 03  |
| Ajkerdeal | 04 |
| Pickaboo | 05 |
| Othoba | 06 |
| Facebook | 07 |
| ShopUp | 08 |
| Bikroy.com | 09 |
| Others (pls specify) |  |
| Others (pls specify) |  |

**AQ1i.** Why did you use mentioned platform for selling mobile phones?

**(Show the coded brand from AQ1h)**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Brand Name | Brand Name |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For selling mobile phones which Facebook groups/ page do you follow?

**(ADD OE BOX)**

**SECTION D (Property – Individual Buyer)**

**ASK THIS SECTION IF CODED 4 IN SQ3a**

Ax1. Mostly which kinds of property do you rent/buy form online sites? (SA)

|  |  |
| --- | --- |
| Name  | Code |
| Apartment/  | 1 |
| Land/  | 2 |

**Brand Awareness**

|  |  |
| --- | --- |
| AQ1a | When it comes to renting/buying apartment/land **(Show Apartment if coded 1 in Ax1 and Land if coded 2 in Ax1)**, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**? **ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST****AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt  |
| Bproperty | 01  | 01  | 01  | 01  |
| BDHousing | 02  | 02  | 02  | 02  |
| Clickbd/  | 03  | 03  | 03  | 03  |
| Cellbazaar.com/  | 04 | 04  | 04  | 04  |
| Facebook/  | 05 | 05 | 05 | 05 |
| Bikroy.com/  | 06 | 06 | 06 | 06 |
| Others (pls specify)/  |  |  |  |  |
| Others (pls specify)/  |  |  |  |  |
| None/  |  |  | 96  |  |
| Don’t know/  |  | 97  |  |  |

AQ1h. From which online platform do you rent/buy apartment/land? (MA)(in general)

**(Show Apartment if coded 1 in Ax1 and Land if coded 2 in Ax1)**

|  |  |
| --- | --- |
| Bproperty | 01  |
| BDHousing | 02  |
| Clickbd/  | 03  |
| Cellbazaar.com/  | 04 |
| Facebook/  | 05 |
| Bikroy.com/  | 06 |
| Others (pls specify)/  |  |
| Others (pls specify)/  |  |

**AQ1i.** Why did you use mentioned platform for buying/renting apartment/land?

**(Show the coded brand from AQ1h)**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Brand Name | Brand Name |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For renting/buying apartment/land which Facebook groups/ page do you follow?

**(ADD OE BOX)**

**SECTION E (Property – Individual/private seller)**

**ASK THIS SECTION IF CODED 5 IN SQ3a**

Ax1. Mostly which kinds of property do you provide rent/ sale in online sites? (SA)

|  |  |
| --- | --- |
| Name  | Code |
| Apartment/  | 1 |
| Land/  | 2 |

**Brand Awareness**

|  |  |
| --- | --- |
| AQ1a | When it comes to provide rent/sale apartment/land **(Show Apartment if coded 1 in Ax1 and Land if coded 2 in Ax1)**, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**? **ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST****AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt  |
| Bproperty/  | 01  | 01  | 01  | 01  |
| BDHousing/ | 02  | 02  | 02  | 02  |
| Clickbd/  | 03  | 03  | 03  | 03  |
| Cellbazaar.com/  | 04 | 04  | 04  | 04  |
| Facebook/  | 05 | 05 | 05 | 05 |
| Bikroy.com/  | 06 | 06 | 06 | 06 |
| Others (pls specify)/  |  |  |  |  |
| Others (pls specify)/  |  |  |  |  |
| None/  |  |  | 96  |  |
| Don’t know/  |  | 97  |  |  |

AQ1h. In which online platform do you provide rent/sale apartment/land? (MA) (in general)

**(Show Apartment if coded 1 in Ax1 and Land if coded 2 in Ax1)**

|  |  |
| --- | --- |
| Bproperty/  | 01  |
| BDHousing/ | 02  |
| Clickbd/  | 03  |
| Cellbazaar.com/  | 04 |
| Facebook/  | 05 |
| Bikroy.com/  | 06 |
| Others (pls specify)/  |  |
| Others (pls specify)/  |  |

**AQ1i.** Why did you use mentioned platform for providing rent/sale apartment/land?

**(Show the coded brand from AQ1h)**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Brand Name | Brand Name |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For renting/buying apartment/land which Facebook groups/ page do you follow?

**(ADD OE BOX)**

**SECTION F (Property – Business Seller)**

**ASK THIS SECTION IF CODED 6 IN SQ3a**

Ax1. Mostly which kinds of property do you provide rent/ sale in online sites? (SA)

|  |  |
| --- | --- |
| Name  | Code |
| Apartment/  | 1 |
| Land/  | 2 |

|  |  |
| --- | --- |
| AQ1a | When it comes to provide rent/sale apartment/land **(Show Apartment if coded 1 in Ax1 and Land if coded 2 in Ax1)**, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!**  |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**? **ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST****AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt  |
| Bproperty | 01  | 01  | 01  | 01  |
| BDHousing/  | 02  | 02  | 02  | 02  |
| Clickbd/  | 03  | 03  | 03  | 03  |
| Cellbazaar.com/  | 04 | 04  | 04  | 04  |
| Facebook/ | 05 | 05 | 05 | 05 |
| Bikroy.com/  | 06 | 06 | 06 | 06 |
| Others (pls specify)/  |  |  |  |  |
| Others (pls specify)/  |  |  |  |  |
| None/  |  |  | 96  |  |
| Don’t know/  |  | 97  |  |  |

AQ1h. In which online platform do you provide rent/sale apartment/land? (MA) (in general)

**(Show Apartment if coded 1 in Ax1 and Land if coded 2 in Ax1)**

|  |  |
| --- | --- |
| Bproperty | 01  |
| BDHousing/  | 02  |
| Clickbd/  | 03  |
| Cellbazaar.com/  | 04 |
| Facebook/ | 05 |
| Bikroy.com/  | 06 |
| Others (pls specify)/  |  |
| Others (pls specify)/  |  |

**AQ1i.** Why did you use mentioned platform for providing rent/sale apartment/land?

**(Show the coded brand from AQ1h)**

|  |  | Brand Name | Brand Name |
| --- | --- | --- | --- |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For renting/buying apartment/land which Facebook groups/ page do you follow?

**(ADD OE BOX)**

**SECTION G (Vehicles – Individual Buyer)**

**ASK THIS SECTION IF CODED 7 IN SQ3a**

Ax1. Mostly which kinds of vehicles do you buy form online sites? (SA)

|  |  |
| --- | --- |
| Name  | Code |
| Bike/  | 1 |
| Cars/  | 2 |

|  |  |
| --- | --- |
| AQ1a | When it comes to buying Bike/Cars **(Show Bike if coded 1 in Ax1 and Cars if coded 2 in Ax1)**, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**?**ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST****AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt  |
| Bikroy.com | 01  | 01  | 01  | 01  |
| SWAP/  | 02  | 02  | 02  | 02  |
| Clickbd/  | 03  | 03  | 03  | 03  |
| Bhalogari.com/  | 04 | 04  | 04  | 04  |
| Cellbazar/  | 05 | 05 | 05 | 05 |
| Facebook/  | 06 | 06 | 06 | 06 |
| Others (pls specify)/  |  |  |  |  |
| Others (pls specify)/  |  |  |  |  |
| None  |  |  | 96  |  |
| Don’t know  |  | 97  |  |  |

AQ1h. From which online platform do you buy bike/car? (MA) (in general)

**(Show Bike if coded 1 in Ax1 and Cars if coded 2 in Ax1)**

|  |  |
| --- | --- |
| Bikroy.com | 01  |
| SWAP/ | 02  |
| Clickbd/  | 03  |
| Bhalogari.com/  | 04 |
| Cellbazar/  | 05 |
| Facebook/  | 06 |
| Others (pls specify)/  |  |
| Others (pls specify)/  |  |

**AQ1i.** Why did you use mentioned platform for buying bike/cars?

**(Show the coded brand from AQ1h)**

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | Brand Name | Brand Name |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For buying bike/cars which Facebook groups/ page do you follow?

**(ADD OE BOX)**

**SECTION H (Vehicles – Individual/private Seller)**

**ASK THIS SECTION IF CODED 8 IN SQ3a**

Ax1. Mostly which kinds of vehicles do you sell in online sites/platform? (SA)

|  |  |
| --- | --- |
| Name  | Code |
| Bike/  | 1 |
| Cars/  | 2 |

|  |  |
| --- | --- |
| AQ1a | When it comes to selling Bike/Cars **(Show Bike if coded 1 in Ax1 and Cars if coded 2 in Ax1)**, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**? **ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST** **AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt  |
| Bikroy.com/ | 01  | 01  | 01  | 01  |
| SWAP/  | 02  | 02  | 02  | 02  |
| Clickbd/  | 03  | 03  | 03  | 03  |
| Bhalogari.com/  | 04 | 04  | 04  | 04  |
| Cellbazar/  | 05 | 05 | 05 | 05 |
| Facebook/  | 06 | 06 | 06 | 06 |
| Others (pls specify) |  |  |  |  |
| Others (pls specify) |  |  |  |  |
| None |  |  | 96  |  |
| Don’t know  |  | 97  |  |  |

AQ1h. From which online platform do you sell bike/car? (MA) (in general)

**(Show Bike if coded 1 in Ax1 and Cars if coded 2 in Ax1)**

|  |  |
| --- | --- |
| Bikroy.com/ | 01  |
| SWAP/  | 02  |
| Clickbd/  | 03  |
| Bhalogari.com/  | 04 |
| Cellbazar/  | 05 |
| Facebook/  | 06 |
| Others (pls specify) |  |
| Others (pls specify) |  |

**AQ1i.** Why did you use mentioned platform for selling bike/cars?

**(Show the coded brand from AQ1h)**

|  |  | Brand Name | Brand Name |
| --- | --- | --- | --- |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For selling bike/cars which Facebook groups/ page do you follow?

**(ADD OE BOX)**

**SECTION I (Vehicles – Business Seller)**

**ASK THIS SECTION IF CODED 9 IN SQ3a**

Ax1. Mostly which kinds of vehicles do you sell in online sites/platform? (SA)

|  |  |
| --- | --- |
| Name  | Code |
| Bike/  | 1 |
| Cars/  | 2 |

|  |  |
| --- | --- |
| AQ1a | When it comes to selling Bike/Cars **(Show Bike if coded 1 in Ax1 and Cars if coded 2 in Ax1)**, which online platforms come to your mind?**[single-answer] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** **RECORD FIRST MENTION AT AQ1a AND OTHER MENTIONS SEPARATELY AT AQ1b.** |
| AQ1b | Are there any **other brands**? **[multiple-answers] SPONTANEOUS. DO NOT READ LIST!!! DO NOT SHOW CARD!!!** |
| AQ1dAQ1g | Now, please look at this list. Which of these brands are you **aware of**? **ROTATE ORDER OF BRANDS. EXCLUDE BRANDS MENTIONED AT AQ1a & AQ1b****[multiple-answers] SHOW CARD/ READ OUT LIST****AUTOCODE TOTAL AWARENESS 1a\_b\_d** |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Q1a | Q1b | Q1d | **AUTO CODE 1a\_b\_d****Total Awareness** |
|  | Aware 1st | Aware Others | Aware Prompt  |
| Bikroy.com/  | 01  | 01  | 01  | 01  |
| SWAP/ | 02  | 02  | 02  | 02  |
| Clickbd/  | 03  | 03  | 03  | 03  |
| Bhalogari.com/. | 04 | 04  | 04  | 04  |
| Cellbazar/  | 05 | 05 | 05 | 05 |
| Facebook/  | 06 | 06 | 06 | 06 |
| Others (pls specify)/  |  |  |  |  |
| Others (pls specify)/  |  |  |  |  |
| None  |  |  | 96  |  |
| Don’t know  |  | 97  |  |  |

AQ1h. From which online platform do you sell bike/car? (MA) (in general)

**(Show Bike if coded 1 in Ax1 and Cars if coded 2 in Ax1)**

|  |  |
| --- | --- |
| Bikroy.com/  | 01  |
| SWAP/ | 02  |
| Clickbd/  | 03  |
| Bhalogari.com/. | 04 |
| Cellbazar/  | 05 |
| Facebook/  | 06 |
| Others (pls specify)/  |  |
| Others (pls specify)/  |  |

**AQ1i.** Why did you use mentioned platform for selling bike/cars?

**(Show the coded brand from AQ1h)**

|  |  | Brand Name | Brand Name |
| --- | --- | --- | --- |
| Best Price | 01 |  |  |
| Easy to Buy | 02 |  |  |
| Secure | 03 |  |  |
| Trustworthy | 04 |  |  |
| Largest online marketplace | 05 |  |  |
| Convenient | 06 |  |  |
| Has a wide range of products | 07 |  |  |
| Good website or app | 08 |  |  |
| The fastest way to buy | 09 |  |  |
| Good customer support | 10 |  |  |
| Recommended by many people | 11 |  |  |
| Well-advertised | 12 |  |  |
| Whenever I think of buying and selling, I think of this website | 13 |  |  |
| Other (please specify) |  |  |  |
| Other (please specify) |  |  |  |

**AQ1j.** Do you have any suggestions to improve this mentioned platform?

**(ADD OE BOX)**

AQ10. For selling bike/cars which Facebook groups/ page do you follow?

**(ADD OE BOX)**