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| **India Water purifier PJT – Hybrid Gang Screener** |

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| **Participant**  **Information** | **Name** |  | | |
| **Gender** |  | **Age** |  |
| **Phone Number** |  | | |
| **Address** |  | | |
| **Interview Date** |  | | |

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| **Conditions**  **&**  **Quota** | * **City : Delhi, Mumbai** * **Sample size : Total 120 samples** 🡪 **60 respondents for each city** * **Conditions** * City : Delhi (60), Mumbai (60) * 25~50 years old * Married * Living at least 3 people together * Monthly income over 70,000 rupees * Customer who purchased the water purifier within 2 years (water purifiers over 15,000 Rupee)  |  |  |  |  |  | | --- | --- | --- | --- | --- | |  |  | | **Delhi** | **Mumbai** | | Quota 1 (Water source) | Only Tap water | | 10 | 30 | | Tap water + Underground water | | 50 | 30 | | Quota 2 | Wall mount water purifier | | 20 | 20 | | Quota 3 | Under sink water purifier | | 20 | 20 | | Quota 4 | Hot water function water purifier | | 20 | 20 | | Quota 5 | Upper Cabinet  + Lower cabinet | APT / Condo | 30 | 30 | | Builder / Bungalow | 30 | 30 | |

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| **[Part S. Demo]** |

1. Select your gender.
2. male
3. Female
4. Have you participated in any research related to home appliances **within the last 12 months?**
5. Yes **🡪 Terminate**
6. No
7. Do you or does any of your family member work at the following companies?
8. Electronics manufacturer or seller **🡪 Terminate**
9. Advertising company and marketing/marketing research company **🡪 Terminate**
10. Public relations company **🡪 Terminate**
11. Press company(newspaper/broadcast) **🡪 Terminate**
12. Does not apply to any of the above
13. Which region do you live in? ( ) **[Check quota]**
14. Delhi
15. Mumbai
16. Others ( ) **🡪 Terminate**
17. Please indicate your age..
18. Under 19  **🡪 Terminate**
19. 20 ~ 24 years old **🡪 Terminate**
20. 25 ~ 29 years old
21. 30 ~ 40 years old
22. 41 ~ 45 years old
23. 46 ~ 50 years old
24. Over 51 **🡪 Terminate**
25. How many people do you live together?
26. 1 (Live alone) **🡪 Terminate**
27. 2 **🡪 Terminate**
28. 3
29. 4
30. 5
31. 6 or more
32. Please indicate your marital status.
33. Married 🡪 S7-1
34. Not married  **🡪 Terminate**
35. Others

**S7-1.** How many children do you have?

1. None 🡪 S8
2. 1
3. 2
4. 3 or more

**S7-2.** Please indicate the age of youngest child.

1. Under 3 years old
2. 4~7 years old
3. 8~12 years old
4. 13~15 years old
5. 16~17 years old
6. Over 18 years old
7. How much is the average monthly income of your household?
8. Under 50,000 INR **🡪 Terminate**
9. 50,000 ~ 69,999 INR **🡪 Terminate**
10. 70,000 ~ 99,999 INR
11. 1 lahk ~ 2 lahk
12. Over 2 lahk

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| **[Part A. Water purifier]** |

1. Which appliances do you have at home?
2. Water Purifier **[Check Quota]**
3. Refrigerator
4. Washing Machine
5. Clothes Dryer
6. Air Conditioner
7. Air Purifier
8. Dehumidifier
9. Television
10. Dish washer
11. Heater

**// if AC1≠1, terminate //**

1. How many water purifiers do you have?
2. 1
3. 2
4. 3 or more

**A2-1.** When did you buy the most recently purchased water purifier?

1. Within 1 year
2. Within 2 years
3. Within 3 years **🡪 Terminate**
4. Within 4 years **🡪 Terminate**
5. Within 5 years **🡪 Terminate**
6. Over 5 years **🡪 Terminate**

**A2-2.** How much do you pay for the water purifier using now? Please respond regarding the most recent one you purchased.

1. Under 10,000 INR **🡪 Terminate**
2. 10,000 ~ 15,000 INR **🡪 Terminate**
3. Over 15,000 INR

**A2-3.** Who was the decision maker when you purchased water purifier?

1. Me
2. Me and other family members
3. Other family members (except for me) **🡪 Terminate**

**A2-4**. Who mainly use the water purifier?

1. Me
2. Me and other family members
3. Other family members (except for me) **🡪 Terminate**
4. Please select all brands of the water purifiers you are using at home now.
5. LG
6. Kent
7. Aquaguard
8. Pureit
9. Livpure
10. A.O. Smith
11. Havells
12. Others ( ) **🡪 Terminate**

1. What installation type of your water purifier? **[Check Quota]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Stand | 1. Desk | 1. Wall mount | 1. Under sink | 1. Gravity 🡪 Terminate |
| Coway Harry: Water Purifier for Home Use - Nanotrap™ Filter System |  | Best water purifier below 5000: Best Water Purifiers under 5000 in India -  The Economic Times | AO Smith India Z2 Plus Under the Sink RO Water Purifier | Gravity Type Water Purifier - Midea Appliances Australia |

**A4-1.** Select all water type that your water purifier provides. **[Check Quota]**

1. Ambient water
2. Cold water
3. Hot water
4. Ice maker
5. What filter type of your water purifier? **[Check Quota]**
6. RO (Reverse Osmosis)
7. UV (Ultraviolet Filter)
8. UF (Hollow Fiber Membrane)
9. UV + UF
10. What type of water purifier product do you currently own? **[Check Quota]**
11. Ambient(purified) water only
12. Ambient(purified) water + Hot water
13. Ambient(purified) water + Cold water
14. Ambient(purified) water + Hot water + Cold water
15. Cold water + Hot water
16. What’s your primarily water source? Select all you use. **[Check Quota]**
17. Underground water
18. Tap water
19. Water tank

**A7-1.** What sources of **drinking water** do you primarily use?

1. Only using a Water purifier
2. Only using a bottled water
3. Purchasing bottled water and using a water purifier
4. When you purchased your water purifier, how did you pay?
5. Cash 🡪 A9
6. Debit card
7. Credit card
8. Cash + credit card

**A8-1.** When you purchased your water purifier, did you pay in a lump sum or in installment?

1. Lump sum
2. Installments (EMI)
3. Do you have water tank in your home?
4. Yes, I have water tank in my home.
5. No, I don’t have water tank in my home 🡪 A10

**A9-1.** You answered that a water tank is installed in your home. Where is the water tank installed in your home?

1. Rooftop
2. In home (toilet, storage, etc…)
3. Terrace
4. Basement
5. Others (specify : )

**A12.** Do you know the Total Dissolved Solids (TDS) figure for water quality?

1. Yes, I know.
2. No, I've never heard of it. 🡪 BQ1

**A12-1.** You responded that you are aware of the TDS value. Please tell us the TDS level of the water you are currently using in your home.

1. (TDS : )
2. I know what TDS is, but I don't know the exact rate.

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| **[Part BQ. House type & Others]** |

1. Which of the following housing type do you have? **[Check quota]**
2. Apartment
3. Condominium
4. Builders floors
5. Bungalows
6. Villas (independent house)
7. Others ( )

**BQ1-1.** When was your housing space built?

* + - 1. Within 5 years
      2. Within 10 years
      3. Within 15 years
      4. Within 20 years
      5. More than 20 years ago
      6. I don’t know

**BQ1-2.** How big is your home?

1. Less than 70m2
2. From 70 ~ 149m2
3. From 150 ~ 199m2
4. From 200 ~ 299m2
5. Over 300m2

**BQ1-3.** Did you purchased your house?

1. 1 room
2. 2 rooms
3. 3 rooms
4. 4 rooms
5. More than 5 rooms

**BQ1-4.** Did you purchased your house?

1. Yes, I purchased my house
2. No, it is renting
3. What is the shape / layout of your kitchen?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| (1) | (2) | (3) | (4) | (5) | (6) |
| One Wall | L-shape | U-shape | P-shape | Gallery (11-shape) | Others |
|  |  |  |  |  |  |

**BQ2-1.** Which cabinet does your kitchen have?



1. Upper cabinet only
2. Lower cabinet only
3. Upper and lower cabinet
4. Only sink

**BQ2-2.** Have you ever had experience in altering or remodeling the structure of your kitchen?  
(e.g. moving the sink, adding new cabinets, etc.)

1. Yes
2. No 🡪 BQ3

**BQ2-3.** When did you do the remodeling of the kitchen.

1. 2024
2. 2023
3. 2022
4. 2021
5. 2020
6. 2019
7. 2018
8. Before 2018
9. Who is currently generating household income?
10. Me (Husband)
11. Me (Wife)
12. Other family member (Husband)
13. Other family member (Wife)
14. Me & other family member
15. Others ( )

1. Are you living with your parents or have you moved out?
2. Living with parents (including in-laws)
3. Moved out (living with my husband and kid(s) only)
4. Are you currently hiring a maid/nanny?
5. Full time maid / nanny
6. Part time maid / nanny
7. I’m not hiring maid/nanny at the moment **🡪 BQ6**

**BQ5-1.** How many maids/nannies are you hiring?  
1. ( )

**BQ5-2.** How many hours a day do maids/nannies work during weekdays?   
If you hire two or more maids/nannies, please tell me the total hours they work a day.   
(e.g. one works 4 hours a day and the other works 2 hours a day, please tell me 6 hours)

1. ( ) hours a day

**BQ5-3.** How much do you spend for maids/nannies for a month?  
1. ( ) rupees

1. Please indicate your occupation.
2. Housewife
3. Professional
4. Manager/Director
5. Administrative employee
6. White-collar employee
7. Technical
8. Service industry employee
9. Functional
10. Salesperson
11. Labor
12. Agricultural/forestry/livestrock/fishery industry worker
13. Fashion and household goods sales
14. College/university/graduate students
15. Self-employed
16. Unemployed