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| **Date** | 07-02-2024 | **Version** | V1 | ***Copy of this FBN to be sent to DA, QC, PPH team*** |

|  |  |  |  |
| --- | --- | --- | --- |
| ***NAME OF THE PROJECT*** | *Project Clean/Aroma* | ***Job no#*** | *YA.0273.00082.001* |
| ***HH or Non HH***  | *HH* | ***Product Category*** | *Washing Machine* |
| ***Adhoc / Track*** | *Adhoc* | ***If Track (Total Number .of wave):***  | *NA* |
| ***CAPI / PAPI*** | *CAPI* | ***If Track (mention frequency of wave )*** | *NA* |
| ***RPM Executive In charge***  | *Damanpreet Singh* | ***RPM Manager In charge*** | *Ganesh naik* |
| ***CIPD Executive In charge*** |  | ***CIPD Manager In charge*** |  |
| ***CS Executive In charge*** | *Geeta Gujaria* | ***CS Manager In charge*** | *Vinay Mhatre* |

|  |
| --- |
| **Target Respondent**  |
| * Age Group – 20-50 Years (20-25 years: 26-35 years : 36-50 years :: 20% : 40% : 40%)
* Gender – Females (80%) & Males (20%)
* NCCS – A1; A2; A3; B1; B2
* Centers – Delhi, Noida, Gurgaon, Jaipur, Bhatinda, Gorakhpur, Kolkata, Bhubaneshwar, Mumbai, Thane, Navi Mumbai, Indore, Bhavnagar, Hyderabad, Bangalore, Kochi (Cochin), Coimbatore and Vellore
* Currently own FAFL, FATL, SATT - Fully Automatic Front Load (FAFL), Fully Automatic Top Load (FATL) and Semi-Automatic Twin Tub (SATT), Mix of different brands.
* Key Decision Maker (Sole/Joint) in purchase of washing machine at home.
* Operates washing machine at home
 |
| **Working Status** | **NA** | **Category User ship** |  |
| **Brand Usership** | **Market representation** | **SEC of respondent** | A1, A2, A3, B1, B2 |
| **Age of respondent** | **20-50years** | **Gender** | Male, Female |
| **Any Others details 🡪** Total Sample Size: 2200 (2100 random, 100 booster)Booster of 100 to be conducted post completion of random sample. Below is the TG for boosterNCCS ABKey Decision Maker in purchase of washing machine at homeGender: males/femalesUsage criteria: Own 9kg+ in FAFL or FATL segmentOperates washing machine at home20-50 Years |

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| **FIELDWORK METHODOLOGY (Respondent will be recruited through): Delete if not applicable** |
| **CAPI (F2F)** | Screener Questionnaire added in the document  |
| **Others:** |  |

| **Basic Details of the study** |
| --- |
| **Sampling (Random / Area Purposive)?**  | Random |
| **Random Sampling will be done using** |  |
| **Right Hand Rule (RHR) to be followed within Starting points (SP) (Yes / No)** | Yes |
| **If sampling unit is Polling Booth from where the first HH will be knocked?**  |  |
| **If sampling unit is area purposive from where the first HH will be knocked?**  |
| **Any Zonal spread of starting points to be maintained or natural fall out as per sampling:** | Yes to be maintained |
| **Contacts to be maintained in each SP? ( Yes / No)** | Yes |
| **Area Summary sheet / General Contact sheets to be maintained? ( Yes / No)** | Yes |
| **Contacts to be given any serial number? ( Yes / No)** | Yes |
| **If Area Summary sheet / General Contact sheets needs to be maintained, ( Yes / No)** | Yes |
| **If Area Summary sheet / General Contact sheets, needs to be dispatched? ( Yes / No)** | Yes |
| **Listings: If there is any Fixed number of listings in each SP? ( Yes / No)** | No |
| **Listings: If there is any maximum number of listings in each SP? ( Yes / No)** | No |
| **Listings: Which is non-qualifying for main to be given any serial number by SP ? ( Yes / No)** | No |
| **Listings: Which is non-qualifying for main to be maintained & dispatched? ( Yes / No)** | No |
| **Main / Detail Interview: Any Fixed number of Main / Detail Interview in each SP ? ( Yes / No)** | Yes |
| **If not fixed ,any maximum number of Main / Detail Interview in each SP? ( Yes / No)** | Equal spread |
| **LOI Listing** | No |
| **LOI Main** | <40 mins |
| **Is there any skipping ? ( Yes / No)** | Yes |
| **If Yes for Skipping , then is it after valid listing or valid main ?** | Valid main |
| **If Yes for Skipping , Number of HH needs to be skipped** | 2 |
| **Kish Grid to be followed? ( Yes / No)** | No |
| **For Kish Grid , which serial number to be followed , Listing or Main/Detail** | NA |
| **If any quota? If yes please mention in the grid below. ( Yes / No)** | Yes |
| **Quota to be maintained center wise or state wise or zone wise?** | Center |
| **Product Usages – Number of Days / Number of Hours / NA** | NA |
| **Define working days a week and Non-working a week – Applicable only for some specific study** |  |

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| --- |
| **Centre and sample size:** |
| **DA office name** | **Fieldwork Center** | **Number of SP** | **Listing / recruitment Sample** | **Main sample** | **Booster sample** | **Number of Contacts in each SP** | **Number of Listings in each SP** | **Number of Mains in each SP** | **Number of Booster in each SP** |
|  | Delhi |  |  | 150 |  |  |  |  |  |
|  | Noida |  |  | 75 |  |  |  |  |  |
|  | Gurugram |  |  | 75 |  |  |  |  |  |
|  | Jaipur |  |  | 150 |  |  |  |  |  |
|  | Bhatinda |  |  | 100 |  |  |  |  |  |
|  | Gorakhpur |  |  | 100 |  |  |  |  |  |
|  | Kolkata |  |  | 150 |  |  |  |  |  |
|  | Bhubaneshwar  |  |  | 100 |  |  |  |  |  |
|  | Mumbai |  |  | 200 |  |  |  |  |  |
|  | Thane |  |  | 50 |  |  |  |  |  |
|  | Navi Mumbai |  |  | 50 |  |  |  |  |  |
|  | Indore |  |  | 100 |  |  |  |  |  |
|  | Bhavnagar |  |  | 100 |  |  |  |  |  |
|  | Hyderabad |  |  | 170 |  |  |  |  |  |
|  | Bengaluru |  |  | 150 |  |  |  |  |  |
|  | Cochin |  |  | 140 |  |  |  |  |  |
|  | Coimbatore |  |  | 140 |  |  |  |  |  |
|  | Vellore |  |  | 100 |  |  |  |  |  |
|  | **All India Total** |  |  | **2100** | 100 |  |  |  |  |

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| **Quotas** |



| **Team Composition** |
| --- |
| If any tele callers required? | No |
| Profile of the interviewer? | No |
| Gender of the interviewer? Male / Female / Mix | Mix |
| Any additional checker is required? | No |
| Interviews will be done in English or Vernacular | Hindi, Bengali, Oriya, Marathi, Gujarati, Telugu, Kannada, Malayalam & Tamil. |
| Interviewers needs to be English speaking or can read & understand English | NA |
| Others ( If any) |  |

| **FW Materials – If not required write no** | **Frequency / Schedule / date sent or will be sent on** | **FW Materials – If not required write no** | **Frequency / Schedule / date sent or will be sent on** |
| --- | --- | --- | --- |
| Final translated live link or Q’re | 9th Feb 2024 | Images or videos folder if applicable | Yes. 7th Feb 2024 |
| OE Link | NA | Translated Show cards | NA |
| Translated OE sheets | NA | Budget | NA |
| LOI calculator  | 24th Jan 2024 | Concept | NA |
| Stimulus | NA | Photo cards | Yes. 7th Feb 2024 |
| Who will print Concept / stimulus / Photo cards | Field | Final Qre – Listing | NA |
| Final qre – Main / Detail | 24th Jan 2024 |  |  |
| Show Cards | Yes | Products | NA |
| Tele calling script | NA | Database by centers and segments if any | NA |
| Quota sheet | 8th Feb 2024 | Contact sheet | NA |
| Interviews will be done in English only? | No | Interviews will be conducted in vernacular? | YesHindi, Bengali, Oriya, Marathi, Gujarati, Telugu, Kannada, Malayalam & Tamil. |

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| --- |
| **Additional note ( If Any)** |

**INTERVIEWER INSTRUCTION – WE HAVE ADDEDD “DO NOT SHOW SCREEN” INSTRUCTION WHEREVER APPLICABLE, FOR OTHER QUESTIONS PLEASE DO SHOW SCREEN TO RESPONDENT.**

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| --- |
| **SCREENING : Demographics** |

**Q1.** Select the city of the fieldwork. [SA]

**Centre (CODE APPROPRIATELY)** [SA]

**CENTER LIST TO APPEAR IN ALPHABETICAL ORDER.**

**HQ1.** **Zone & Tier Autocode (MA)**

**Programming instruction: HIDDEN QUESTION IN THE LINK. REFER TO THE MAPPING GRID BELOW TO POST CODE FROM Q1.**

**PROGRAMMER INSTRUCTION: ASK ALL.**

**Q2.** Do you or any of your family members work or operate a business in any of the following industries? [MA]

**ASK ALL.**

**Q3.** Have you participated in any market research surveys in the past three months? [SA]

**ASK ALL. ALLOW RANGE OF 0-100. NUMERIC OE**

**Q4.** Can you please tell me your age in completed years? [OE]

**INTERVIEWER INSTRUCTION – SHOW SCREEN**

**Q5.** Please let me know which of the below age groups you fall into? [SA]

**PROGRAMMING INSTRUCTION: IF RESPONDENT REFUSED TO SHARE HIS/ HER EXACT AGE (CODED 2 IN Q4) IN THAT SCENARIO WE WILL ASK AGE GROUP ELSE AUTOCODE FROM Q4.**

**INTERVIEWER INSTRUCTION - DO NOT ASK**

**Q6.** Record Gender of the respondent. [SA]

**PROGRAMMER INSTRUCTION: ASK ALL**

**Q7.** Please let us know the highest level of education of the main earner of your household? (Main earner means the person who contributes the maximum to the household expenditure). [SA]

**PROGRAMMER INSTRUCTION: ASK ALL**

**INTERVIEWER INSTRUCTION: SHOW SCREEN & READ THE EXPLANATION**

**Q8.** Please take a look at the list below and select the items you have at home? Please select all that apply. [MA]

(It could be owned by you, your family, or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family).

**PROGRAMMER INSTRUCTION: AUTOCODE BASIS Q7 & Q8 & HIDE. HIDDEN QUESTION**

**Q9.** Record NCCS (SA)

|  |
| --- |
| **SCREENING : WASHING MACHINE OWNERSHIP & USERSHIP DETAILS** |

**PROGRAMMING INSTRUCTION: ASK ALL.**

**Q11.** You mentioned that you own a washing machine. Is this your first washing machine? [SA]

**PROGRAMMING INSTRUCTION: ASK ALL. RANDOMIZE OPTIONS – DISPLAY IMAGES FOR THE RESPECTIVE OPTION.**

**INTERVIEWER INSTRUCTION – SHOW SCREEN TO RESPONDENT**

**Q14.** What type of washing machine do you own? [SA]

**PROGRAMMING INSTRUCTION: ASK ALL.**

**Q15.** What is the capacity of your current washing machine [SA]

**INTERVIEWER INSTRUCTION – IF NOT AWARE - ASK RESPONDENT TO PHYSICALLY CHECK EXACT CAPACITY.**

**PROGRAMMING INSTRUCTION: ASK ALL.**

**Q16a.** Please let us know when did you purchase your current washing machine? [SA]

**PROGRAMMING INSTRUCTION: ASK ALL.**

**INTERVIEWER INSTRUCTION – SHOW SCREEN TO RESPONDENT**

**Q16b.** Which of the following statements best describes **your role in the purchase decision** of your **current washing machine**? [SA]

**PROGRAMMING INSTRUCTION: ASK ALL.**

**Q16c.** Who all operate/use the washing machine at your home? [MA]

**END OF SCREENING SECTION**

**PROGRAMMING INSTRUCTION: RANDOMIZE OPTIONS. DISPLAY IMAGES FOR THE RESPECTIVE OPTION**

**INTERVIEWER INSTRUCTION – SHOW SCREEN TO RESPONDENT**

**Q17a.** What type of washing machine did you own previously? [SA]

**Q17b.** What was the capacity of your washing machine you owned prior to your current washing machine [SA]

**PROGRAMMING INSTRUCTION: RANDOMIZE OPTIONS.**

**Q17c.** **INTERVIEWER INSTRUCTION – SHOW SCREEN TO RESPONDENT**

Why did you move from lower capacity of **<INSERT OPTION CODED AT Q17b>** to higher capacity washing machine of **<INSERT OPTION CODED AT Q15>** [MA]

**WASHING MACHINE FUTURE PERCHASE INTENTION**

**PROGRAMMING INSTRUCTION: ASK All. RANDOMISE LIST**

**Q20.** As I read out few household electronic items, let us know if you planning to buy any of the following appliances in next 6 months? [SA]

**ROGRAMMING INSTRUCTION: RANDOMIZE OPTIONS.**

**Q21a.** What type of washing machine would you consider buying in future? **DISPLAY IMAGES FOR THE RESPECTIVE OPTION** [SA]

**Q21b.** What capacity of washing machine you would consider buying in future. [SA]

**PROGRAMMING INSTRUCTION: RANDOMIZE OPTIONS.**

**Q21c.** Why are you planning to move from lower capacity of **<INSERT OPTION CODED AT Q15>** to higher capacity washing machine of **<INSERT OPTION CODED AT Q21b>** [MA]

**Heater/Hot Water Wash**

**HW1.** Does your washing machine have an **in-built water heater or steam function** to wash clothes with hot water? [SA]

**HW2.** Do you **use** the water **heater/steam** function available in your **washing machine** to wash clothes with hot water? [SA]

**PROGRAMMING INSTRUCTION: RANDOMISE THE OPTIONS**

**HW3.** Do you use Warm/Hot Water to [**READ** **OPTIONS**]? [SA]

**PROGRAMMING INSTRUCTION: RANDOMISE THE OPTIONS**

**HW4.** How do you heat the water to wash your clothes? [MA]

**PROGRAMMING INSTRUCTION: RANDOMISE THE OPTIONS**

**HW6.** Do you use hot water throughout the year or during specific season or times of the year? [MA]

**PROGRAMMING INSTRUCTION: RANDOMISE THE OPTIONS**

**HW7.** Which of the below **type of clothes** do you **wash using hot water**? [MA]

**HW8.** Out of 10 wash occasions, how many times do you wash clothes with warm/hot water? [SA]

**HW9.** According to you, what are the benefits of using warm/hot water for washing? [MA]

**SMART WASHING MACHINE**

**SW1.** Is your Washing Machine **Wi-Fi enabled**? By Wi-Fi enabled, I mean, can it be **operated or monitored through mobile app**? [SA]

**SW2.** Have you **ever operated** your **washing machine** through **mobile app**? [SA]

**SW3.** How **frequently** do you **operate** or monitor your **washing machine** through **mobile app**? [SA]

**PROGRAMMING INSTRUCTION: RANDOMIZE OPTIONS**

**INTERVIEWER: DO NOT READ/SHOW OPTIONS**

**SW4.** Which features/functions do you typically use when operating or monitoring washing machine through mobile app? [MA]

**PROGRAMMING INSTRUCTION: MUXIMUM 3 OPTIONS CAN BE SLECTED. RANDOMIZE OPTIONS**

**SW5.** Here are the list of **various activities that can be done via mobile app** in the Wi-Fi enabled washing machine. Let us know **top 3 features you find the most useful**. [MA]

**Washer-Dryer Combo**

**PROGRAMMER INSTRUCTION:**

**SHOW ONE TIME POP-UP MESSAGE** “Are you sure your washing machine has option of **Drying** the clothes **through Hot Air**”

**SHOW ONE TIME POP-UP MESSAGE** “Are you sure you have **Separate Drying machine** **like washing machine** to dry the clothes”

**INTERVIEWER INSTRUCTION – SHOWCSREEN**

**WD1** How the clothes are dried in your current washing machine? (MA)

**WD2 PROGRAMMER INSTRUCTION: ONE TIME POP-UP MESSAGE “PLEASE RECONFIRM IF YOU WANT TO BUY THIS MACHINE AT PRICE SHOWN HERE”**

**INTERVIEWER INSTRUCTION – SHOW SCREEN & EXPLAIN THE FEATURE-BENEFITS OF EACH TYPE**

**DISPLAY THE WASHER-DRYER CONCEPT**

 Please look at this screen, it has three type of washing machines

A. In which clothes are dried upto 70-75% through **drum spin**.

B. In which clothes are dried upto 90-95% through **Hot Air** in the same machine

C. there is a **separate machine to dry** the clothes 100% through **Hot Air**

Please carefully consider the price, feature and benefits of all 3 types of washing machines. If you had these three options to purchase next time, which one you are most likely to consider? [SA]

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS.**

 **INTERVIEWER INSTRUCTION – SHOWCSREEN**

**WD3** Let us know key reasons to consider purchasing < **PROGRAMMER INSTRUCTION: DISPLAY OPTION CODED IN WD2>? [**MA]

**AI IN WASHING MACHINE**

**PROGRAMMING INSTRUCTION: ASK ALL**

**AN1.** Are you aware of washing machines that comes with AI (Artificial Intelligence) function? [SA]

**PROGRAMMING INSTRUCTION: ASK ALL. RANDOMIZE OPTIONS**

**MAXIMUM 3 OPTIONS CAN BE SLECTED**

**INTERVIEWER INSTRUCTION – SHOWCSREEN.**

**AN2.** Here are the list of **various features/benefits of AI enabled Washing machine**. Let us know **top 3 features/benefits you find the most useful**. [MA]

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| **USAGE HABITS** |

 **PROGRAMMING INSTRUCTION: ASK ALL**

**UH1.** How often do you wash your clothes in Washing Machine? SA)

**PROGRAMMING INSTRUCTION: ASK ALL**

**UH2.** Generally, **in a single day,** how many **times** do you **run the washing machine**? (SA)

**PROGRAMMING INSTRUCTION: ASK ALL**

**UH3.** At which time of the day you typically use Washing Machine? (MA)

**PROGRAMMING INSTRUCTION: ASK ALL**

**UH4.1.** On any typical day what is the **average time** taken for **one wash** cycle for **regular clothes**? (SA)

**PROGRAMMING INSTRUCTION: ASK ALL.**

**UH4.2.** And what should be the **ideal time** taken for **one complete wash** cycle for **regular clothes**? (SA)

**PROGRAMMING INSTRUCTION: ASK IF CODED 1 IN HW1.**

**UH4.3.** What is the **average time** taken for one wash cycle for regular clothes with **Heater or Steam function**? (SA)

**PROGRAMMING INSTRUCTION: ASK ALL**

**UH5.** What is the **average number** of **regular wear clothes** that you wash **in one wash cycle**? (SA)

**PROGRAMMING INSTRUCTION: ASK ALL. RANDOMIZE OPTIONS WITHIN EACH BLOCK**

**SHOW EACH GRID ON NEW SCREEN. OPTIONS MARKED AS “NA” SHOULD NOT BE ALLOWED TO CODE**

**UH6.** As I read out different type of clothes, let me how do you typically wash them- in Washing Machine or By Hand or give it outside for laundry service? **(Horizontally MA)**

 **UH6.1** **First let’s talk about regular wear**

**UH6.2 Now let’s talk about Other Household fabrics**

**UH6.3 How about Delicate clothes?**

**UH6.4 How about clothes of specific colors?**

**And about shoes?**

**And sports/gym wear?**

**PROGRAMMER INSTRUCTION: ASK ALL.**

**UH7.1.** Where do you usually store/keep clothes which are to be washed? (MA)

**PROGRAMMER INSTRUCTION: ASK ALL.**

**UH7.2.** Do you **soak** the clothes before washing them? (SA)

**PROGRAMMER INSTRUCTION: RANDOMIZE ORDER**

**UH8.** What type of clothes are typically soaked? (MA)

**PROGRAMMER INSTRUCTION: RANDOMIZE ORDER**

**UH9.** Where do you put clothes for soaking? (MA)

**UH10.** Typically for how long do you keep clothes for soaking? (SA)

**PROGRAMMER INSTRUCTION: ASK ALL. RANDOMIZE ORDER**

**UH11A.** Do you use Detergent **Powder** or **Liquid** to wash clothes **in washing machine**? (MA)

**PROGRAMMER INSTRUCTION:. RANDOMIZE ORDER**

**UH11B.** How do you typically put detergent in washing machine **(READ OPTIONS)** ?(SA)

**RANDOMIZE ORDER**

**SHOWSCREEN**

**UH11C.** Here are few additional items which are used for better cleaning or maintenance of the clothes. Let us know if you use any of these (MA)

**RANDOMIZE ORDER**

**UH12.** Your washing machine is placed in which part of the house? (SA)

**UH12a.** You said you washing machine is placed in the kitchen. Is it under the kitchen platform or outside? (SA)

**PROGRAMMER INSTRUCTION: ASK ALL.**

**UH12b.** Is your washing machine placed on a stand/trolley or directly on the floor? (SA)

**PROGRAMMER INSTRUCTION: ASK ALL.**

**UH12c.** Do you keep your washing machine covered when it’s not in use? (SA)

**PROGRAMMER INSTRUCTION: ASK ALL.**

**UH13.** Do you **clean the tub** of your washing machine? (SA)

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS**

**UH15.** Do you use any cleaning agent to clean the tub of the washing machine? If yes, let us know what do you use to clean the tub? [MA]

**PROGRAMMER INSTRUCTION: ASK ALL. RANDOMIZE OPTIONS WITHIN BLOCKS**

**SHOWSCREEN**

**UH16.** What are the general **concerns** that you have **with** using **washing machine**? Please select the **top 3** concerns. [MA]

**PROGRAMMING INSTRUCTION: RANDOMIZE LIST.**

**UH17.** As I read-out few features/functions typically available in the washing machine control panel, let me know if you use them regularly? **(Horizontally SA)**

**PROGRAMMING INSTRUCTION: RANDOMIZE LIST.**

**UH18.** Also, there are few options that can be adjusted. Do you generally adjust them? **(Horizontally SA)**

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| **PURCHASE JOURNEY** |

**PROGRAMMING INSTRUCTION: ASK ALL.**

**PJ1.** Where did you purchase your washing machine- from the **Shop** or **Online**? [SA]

**PJ2.** And, **where** do you **plan to buy your next** washing machine from- the **Shop** or **Online**? [SA]

**PROGRAMMING INSTRUCTION: ASK ALL**

**PJ3.** How much did you pay to purchase your current washing machine? [SA]

**PROGRAMMING INSTRUCTION: RAMDOMIZE OPTIONS**

**PJ4.** What payment method did you use to purchase your washing machine? [SA]

**PROGRAMMING INSTRUCTION: RAMDOMIZE OPTIONS**

**PJ5.** How did you pay for purchase of your washing machine **(READ OPTIONS)**? [SA]

**PROGRAMMING INSTRUCTION: RAMDOMIZE OPTIONS**

**PJ6.** What prompted you to buy washing machine for your household? [MA]

**PROGRAMMING INSTRUCTION: RAMDOMIZE OPTIONS**

**PJ7.** What is the key reason to purchase a **new** washing machine? [SA]

**Q17d.** How many years had your previous washing machine been in use before you replaced it? [SA]

**PROGRAMMING INSTRUCTION: ASK ALL. RAMDOMIZE OPTIONS. MAXIMUM 3 OPTIONS CAN BE CODED**

**PJ8.** Please tell me top 3 reasons to choose **<INSERT OPTION CODED IN Q14>** washing machine over other type of washing machine? [MA]

**PROGRAMMER INSTRUCTION: ASK ALL. RANDOMIZE OPTIONS.**

**SHOW SCREEN**

**PJ9.** Where it comes to **purchasing Washing Machine** what are the **important** factors to you to make the decision?

**DISPLAY OPTIONS CODED IN PJ9**

**SHOW SCREEN**

**PJ10.** Where it comes to **purchasing Washing Machine** what are the top **3 most important** factors to you to make the decision?

**Either of C4.1 or C4.2 or C4.3 will be sked to respondents.**

**SHOW SCREEN**

**C4.1**  Now you will be shown a set of features related to washing machine and in each set, please select the one you consider to be the most important feature and the one as the least important feature, when shopping for washing machine.

*The attributes will be shown in sets and may be repeated.*

**C4.2**  Now you will be shown a set of features related to washing machine and in each set, please select the one you consider to be the most important feature and the one as the least important feature, when shopping for washing machine.

*The attributes will be shown in sets and may be repeated.*

**C4.3**  Now you will be shown a set of features related to washing machine and in each set, please select the one you consider to be the most important feature and the one as the least important feature, when shopping for washing machine.

*The attributes will be shown in sets and may be repeated.*

**PROGRAMMING INSTRUCTION: ASK ALL, RANDOMIZE OPTIONS.**

**PJ11.** Where all did you search for the information about washing machine before purchasing? (MA)

**PROGRAMMING INSTRUCTION: ASK ALL, SHOW OPTIONS CODED IN PJ11 IN SAME ORDER AS PJ11. MAXIMUM 3 OPTIONS CAN BE CODED**

**PJ12.** Which **sources of information do you trust the most** when seeking advice about purchasing Washing machine?. Select Maximum 3.

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS 1 AND 2.**

**INTERVIEWER INSTRUCTION: SHOW SCREEN**

**C1.** Which one of the panel positions shown below is your preferred one? (SA)

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS.**

**INTERVIEWER INSTRUCTION: SHOW SCREEN**

**C2.1** Which one of the following lid type is your preferred one? (SA)

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS.**

**C2.2** What kind of Lid material would you prefer for your machine- Glass or Plastic/Fiber? (SA)

**INTERVIEWER INSTRUCTION: SHOW SCREEN**

**EXPLAIN THE RED TEXT NUMBERS OF CAPACITY AND DRUM WIDTH DIFFERENCE**

**C3** If you have following two options of Washing Machine with identical features/functions and outer dimension but following difference:

**Option 1**: **2 inch Wider Drum/**Tub inside **but 1 kg Less Capacity** load compared to second option

**Option 2:** **1 kg more capacity**/load **but Drum**/Tub **width** is **2 inch smaller** compared first option (SA)

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS**

**INTERVIEWER INSTRUCTION: SHOW SCREEN**

**EXPLAIN THE RED TEXT NUMBERS OF DEPTH DIFFERENCE IN BODY AND DRUM/TUB**

**C5** If you have following two options of Washing Machine with same wash load capacity (in kg), features and price but with 4 inch difference in the depth of the washing machine body as well Drum/Tub, which one would you prefer

**Option 1**: **4 inch more depth**

**Option 2:** **4 inch less depth** (SA)

|  |
| --- |
| **BRAND DISPOSITION** |

**PROGRAMMER INSTRUCTION: DISPLAY TEXT. COMPULSORY RESPONSE.**

**INTERVIEWER INSTRUCTION: DO NOT SHOW SCREEN.**

**RECORD FIRST BRAND MENTIONED.**

**Q18a.** Which is the first brand that comes to your mind with respect to washing machines. [SA]

**PROGRAMMER INSTRUCTION: DISPLAY TEXT. MINIMUM 2 TO BE CODED INCLUDING OTHER SPECIFY.**

**INTERVIEWER INSTRUCTION: DO NOT SHOW SCREEN PROBE TWICE.**

**Q18b.** What other brands of washing machines have you heard of? Please mention all those that come to mind. [MA]

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS. SHOW BRAND IMAGES**

**INTERVIEWER INSTRUCTION: SHOW SCREEN. READ OUT THE FOLLOWING TO THE RESPODENT. PROBE TWICE.**

**Q18c.** Now looking at the list of brands below, please tell us which brands of washing machines are you aware of? [MA]

**HIDDEN QUESTION, DO NOT SHOW TO RESPONDENT. PROGRAMMING INSTRUCTION: ASK ALL**

**Q18d.** post code brands coded in Q18A, Q18B, Q18C

**ASK ALL.**

**Q19b.** Let us know the brand of the washing machine that you currently own? [SA]

**Q19c.** Let us know the brand of the washing machine that you were using previously before you purchased your current washing machine? [SA]

**PROGRAMMING INSTRUCTION: HIDDEN QUESTION, DO NOT SHOW TO RESPONDENT.**

**Q19a.** **EVER OWNED (MA)**

**PROGRAMMING INSTRUCTION: ASK ALL. RANDOMIZE BRANDS. SHOW BRAND IMAGES**

**Q19d.** What is your most preferred brand for your next washing machine purchase? [SA]

**PROGRAMMING INSTRUCTION: ASK ALL. RANDOMIZE BRANDS. SHOW BRAND IMAGES**

**Q19E.** And which is your 2nd most preferred brand of washing machine? [SA]

**PROGRAMMING INSTRUCTION: HIDDEN QUESTION. POST CODING**

**Q23.** **CLASSIFICATION (MA)**

**PROGRAMMER INSTRUCTION: ASK ALL. ROTATE STATMENTS**

**Q25a.** As I read out few washing machine performance related aspects, please let us know how satisfied/dissatisfied you are with your current **<pipe brand from Q19b>** Washing machine on a scale of 1 to 10.

**Where 0 means “not at all satisfied” and 10 means “extremely satisfied”.**

**PROGRAMMER INSTRUCTION: ASK ALL. ROTATE STATMENTS**

**Q26a.** Now I am going to read out some statements that other people have associated with some of these brands of **WASHING MACHINE**. For each statement, I would **like you to indicate which Washing Machine brand it applies to**. You can select as many or as few brands as you wish.

Thinking first about **(READ OUT ATTRIBUTE)**, can you please tell me, **which all** **Washing Machine brands you associate with (READ OUT BRANDS).** [MA per row]

**PROGRAMMER INSTRUCTION: ASK ALL. RANDOMIZE OPTIONS.**

**Q27a.** Below is a list of features offered by various brands in their washing machines, please let us know which of these features are you aware of?

Please answer Yes or No for each brand? [SA]

**PROGRAMMER INSTRUCTION: ASK ALL. RANDOMIZE OPTIONS.**

**Q27b.** Which one of the below mentioned brands do you associate each of these features with? [ROW WIZE SA]

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| **POST PURCHASE** |

**PROGRAMMER INSTRUCTION: ASK ALL. RANDOMIZE OPTIONS.**

**PP1.** Who installed the washing machine you are using currently? (SA)

**PP2.** Did the technician provide information/demonstration on available features/functions in washing machine and how to use those? (SA)

**PROGRAMMER INSTRUCTION: ASK ALL.**

**PP3.** Were there any issues that you faced with your current washing machine which required repair or servicing? (SA)

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS.**

**PP4.** How was the issues with your washing machine related to repair or servicing resolved? (MA)

**PROGRAMMER INSTRUCTION: ASK ALL. RANDOMIZE STATEMENTS.**

**PP5.** Please rate how satisfied/dissatisfied you are with **<pipe brand** > washing machine on the following attributes?

**Where 1 means “not at all satisfied” and 5 means “extremely satisfied”.**

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS.**

**PP6.** You mentioned you are not satisfied with delivery experience of **<pipe brand in Q19B**>, why did you say so? (MA)

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS.**

**PP7** You mentioned you are not satisfied with Installation experience of **<pipe brand in Q19B** >, why did you say so? (MA)

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS.**

**PP8** You mentioned you are not satisfied with the Demonstration experience of **<pipe brand in Q19B** >, why did you say so? (MA)

**PROGRAMMER INSTRUCTION: RANDOMIZE OPTIONS.**

**PP9** You mentioned you are not satisfied with after sales service such as repair and maintenance of **<pipe brand in Q19B** >, why did you say so? (MA)

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| **ADDITIONAL PROFILING** |

**PROGRAMMING INSTRUCTION. ASK ALL: RANDOMIZE OPTIONS.**

**PROGRAMMING INSTRUCTION ASK ALL.**

**INTERVIEWER INSTRUCTION - DO NOT ASK**

**AP1**. Type of home. (SA)

**ASK ALL**.

**AP2**. Do you face below issues at home. (SA)

**ASK ALL**.

**AP3**. How many rooms are there in your house. (SA)

**AP4.** You are... [SA]

**AP4a.** How old are your kid(s)? [MA]

**ASK ALL**. **RANDOMIZE OPTIONS**

**AP5.** Please let us know which of the following statements best describes you? [SA]

. **OPEN END. ACCEPT RESPONSE IN RANGE OF 1-20. NUMERIC OE**

**AP6.** How many members do you have in your family **(OPEN END)**?

**ASK ALL**. **RANDOMIZE OPTIONS**

**AP7.** Have you travelled in past 12 months [MA]

 **ACCEPT RESPONSE IN RANGE OF 0-99. NUMERIC OE**

**AP8.** How many times have you travelled domestically for leisure in past 12 months? [OE]

**ACCEPT RESPONSE IN RANGE OF 0-99. NUMERIC OE**

**AP9.** How many times have you travelled internationally for leisure in past 12 months? [OE]

**ASK ALL**

**AP10.** Please let us know your average monthly household income. [SA]

**THE END**

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| **FW Schedule** | **Frequency / Schedule / date sent or will be sent on** |
| ***Frequency of Synchronization of interview (if CAPI)*** | Everyday |
| ***Frequency of Status update ( If CAPI)*** | Everyday |
| ***Date of launch of each centre to be confirmed ( Yes / No)*** | Yes |

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| --- |
| **DA Feedback & Queries ( If any)** |
|  |