

SURVEY QUESTIONNAIRE ON PREDICTING CAUSAL INFERENCE ON PACKAGING IN BRAND COMMUNICATIONS AND ITS CONTRIBUTIONS TO OVERALL MARKET SHARE

Does the product package design play an important role in setting up a benchmark for the overall market share and sales of the product, Mark one option

- Strongly Disagree
- Disagree
- Not sure
- Agree
- Strongly Agree

Describe your personal marketing options based on the company's attractive packaging. Mark one option

- Never
- Sometimes
- Cant Say
- Quite often
- Always

Address the truth, Does a brand's vocal Communication about the product describe an importance towards its package design. Mark on option

- Strongly Agree
- Agree
- Cant Say
- Disagree
- Strongly Disagree

How often do you buy the product because its packaging was convenient to handle and marked a relevance towards stepping towards your purchase decisions. Mark one option

- Never
- Sometimes
- Can't say
- Frequently
- Always

Highly selling product can be compromised on its packaging. Mark one option

- Strongly Disagree
- Disagree
- Not Sure
- Agree
- Strongly Agree

Depletion of climate hits its highest peak as the paris summit alarms the global community through its partner nations. Keeping the stakes in mind, How often do you worry about the environmental factors in mind how often do you choose products only coming from environmentally responsible brands?. Mark one option

- Never
- Sometimes
- Cant say
- Quite often
- Always

Please mark the purchase when you were left with no option than to be rooted to the packaging of the product. Mark one option

- Never
- Few times
- Not Sure
- Mostly
- Always

If a “Premium Product” from an established brand is offered in simple packaging, would you contempted? Mark one

- Definitely Not
- Probably Not
- Don't know
- Probably Yes
- Definitely Yes

Does your purchase intent make any difference to the country of its origin. Eg: A sack of apple and google's exit from China disrupted the tech market . Mark one

- Strongly Disagree
- Disagree
- Not Sure
- Agree
- Strongly Agree

How much role the “Colour” and specific permutations and combinations have in packaging of the specific product? Mark one

- No Role
- Little role

- Can't say
- Important role
- Very Important Role

How important are the “symbols/Logos” printed on the package as a part of brand communications. Mark one

- Not important
- Slightly important
- Neutral
- Important
- V. Important

How often do you choose the product based on the “Size” “brand logo” and “logo design” of package? Mark one

- Never
- Sometimes
- Can't say
- Very often
- Always

Is Packaging the soft unspoken vocal identity sitting on the sidelines” through which the brand reaches it's customer. Mark one

- Strongly Agree
- Agree
- Can't Say
- Disagree
- Strongly Disagree

How often do you read the information about the ingredients etc on the package. Mark one

- Never
- Sometimes
- Not sure
- Quite often
- Always

Point your views on “ Does Shape of the Packaging play an important aspect in determining brand communication and its effect . Mark one

- Strongly Agree
- Agree

- Can't Say
- Disagree
- Strongly Disagree

Does packaging sometimes overpowers or overshadows the effect of a brand and it's hold on it's loyal customers. Please suggest the intensity of such purchases. Mark one

- Definitely No
- Probably No
- Can't Say
- Probably Yes
- Definitely Yes

How much weightage would you give to packaging towards analyzing the brand communication as an inference of packaging. Mark one

- 1
- 2
- 3
- 4
- 5

While buying any product do you give importance to the case of "handling of package" based on its size or shape. Mark one

- Never give importance
- Sometimes
- Can't say
- Mostly
- Always

How do you treat the attribute of disposability of product out of a package in it's value of importance towards purchase decision. (Eg. Toothpaste out of tube/Liquid out of soap dispenser). Mark one

- Strongly agree
- Agree
- Can't say
- Disagree
- Strongly disagree

How much importance do you give to the capability of the package to prevent moisture, prevent damage, air and water resistant as a measurement towards analyzing causal inference of packaging on customer behavior . Mark one

- Not importance
- Slight importance
- Can't say
- Important
- V. Important

Personal Information

NAME:-

INCOME:-

PLACE:-

DATE AND TIME:-

Gender

- Male
- Female

Age*

- 10-20
- 20-30
- 30-40
- 40-50
- Above 50