

Factors affecting brand switching in telecom industry

kindly complete the following questionnaire best to your knowledge

* Required

1. Name (optional)

2. What is your age group? *

Mark only one oval.

- ☐ <15 years
- ☐ 15 - 21 years
- ☐ 22 - 25 years
- ☐ 26- 30 years
- ☐ >30 years

3. Your Occupation :- *

Mark only one oval.

- ☐ Service
- ☐ Business
- ☐ Student
- ☐ Housewife
- ☐ Other: _____

4. Your gender :-

Mark only one oval.

- ☐ Female
- ☐ Male
- ☐ Other: _____

5. Which is your current cellular service provider ? *

Mark only one oval.

- ☐ Airtel
- ☐ Jio
- ☐ Idea
- ☐ BSNL
- ☐ Vodafone
- ☐ Telenor
- ☐ Other: _____

6. What according to you is the main use of Mobiles apart from incoming and outgoing call? **Mark only one oval.*

- ☐ SMS
- ☐ Internet
- ☐ Entertainment
- ☐ Other: _____

7. What is the frequency of using Mobile phone every day? **Mark only one oval.*

- ☐ 1 to 2 hours
- ☐ 2 to 5 hours
- ☐ 5 to 10 hours
- ☐ more than 10 hours

8. The number of calls done by you per day approximately are **Mark only one oval.*

- ☐ Less than 5 calls
- ☐ 6 to 20 calls
- ☐ 21 to 30 calls
- ☐ more than 30 calls

9. How much money do you spend on your mobile phone per month? **Mark only one oval.*

- ☐ < 100
- ☐ 100 to 250
- ☐ 250 to 400
- ☐ 400 to 600
- ☐ >600

10. Based on market competition what is your opinion about your telecom plan pricing? **Mark only one oval.*

- ☐ very expensive
- ☐ expensive
- ☐ moderate pricing
- ☐ cheap

11. Rank the features of your telecom services based on your usage satisfaction with 1 being lowest and 5 being highest*Mark only one oval per row.*

	1	2	3	4	5
Phone network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data services 3G/4G	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Customer service helpline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flexibility of switching plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Did you face problem of certain services which activated automatically and deducted balance without your consent? *

Mark only one oval.

- ☐ Frequently
- ☐ Sometimes
- ☐ Seldom
- ☐ Never

13. Rate your satisfaction with your current telecom service provider *

Mark only one oval.

	1	2	3	4	5	
Highly unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly satisfied

14. What kind of service failure problem you have faced? (you can select more than one) *

Check all that apply.

- ☐ Network Busy
- ☐ Less coverage
- ☐ Call drop
- ☐ Billing
- ☐ Activation of service
- ☐ Customer care
- ☐ Other: _____

15. Are you aware about any promotional scheme offered by the company?

Mark only one oval.

- ☐ Yes
- ☐ No

16. Rank the experience with customer service center both offline and online with 1 being least satisfied and 5 being most satisfied

Mark only one oval per row.

	1	2	3	4	5
Acceptance of problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Future preventive actions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Value added bonus for problem	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

17. Are you satisfied with the After Sales Service given by the company?

Mark only one oval.

	1	2	3	4	5	
Highly Unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly Satisfied

18. How many times you have switched your network service provider? **Mark only one oval.*

- ☐ One time
- ☐ Two time
- ☐ Three time
- ☐ More than three time
- ☐ Never

19. How long you are using your current network ?*Mark only one oval.*

- ☐ Less than 6 Months
- ☐ One Year
- ☐ Two Year
- ☐ More than Two Year

20. Are you aware of the mobile number portability plan in India? **Mark only one oval.*

- ☐ Yes
- ☐ No

21. Given option for alternate plan in market with more benefits by other network provider, would you prefer to try the plan? **Mark only one oval.*

- ☐ Yes
- ☐ No

22. Rank the parameters which would motivate you for switching to another telecom service provider with 1 being least motivating and 5 being most motivating*Mark only one oval per row.*

	1	2	3	4	5
Better network coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cheaper calling plans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive internet services pricing & network	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Influenced by friends & families	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High customer satisfactory services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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