**Questionnaire**

Legend for the questionnaire

* ***Scripter Instructions***
* ***Interviewer Instructions: Probe for all relevant options for Multi code questions***

Interviewer Details:

|  |  |
| --- | --- |
| Name: |  |
| Mobile Number: |  |

**INTRODUCTION**

Good Morning/Afternoon/Evening. An audio device manufacturer, is conducting a survey to better the customers' experience of their products and services.

Please answer the following questions without any interruptions. We need your spontaneous answer.

**SECTION A: SCREENER QUESTIONS**

1. Respondent Name:

***Scripter Instructions: Open Code***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Mobile number:

***Scripter Instructions: Open Code***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Location:

***Scripter Instructions: Single code***

|  |  |  |
| --- | --- | --- |
| Delhi NCR | 01 | **CONTINUE** |
| Chandigarh | 02 |
| Jaipur | 03 |
| Lucknow | 04 |
| Mumbai | 05 |
| Ahmedabad | 06 |
| Pune | 07 |
| Kolkata | 08 |
| Patna | 09 |
| Agra | 10 |
| Chennai | 11 |
| Bangalore | 12 |
| Cochin | 13 |
| Visakhapatnam | 14 |
| Madurai | 15 |
| Vijayawada | 16 |
| Others (Specify) | 98 | **TERMINATE** |

1. Gender:

***Scripter Instructions: Single code***

|  |  |
| --- | --- |
| Male | 01 |
| Female | 02 |

1. Age:

***Scripter instruction: Single code***

|  |  |  |
| --- | --- | --- |
| Below 18 | 01 | **TERMINATE** |
| 18 – 27 years | 02 | **CONTINUE** |
| 28 – 36 years | 03 |
| 37 – 45 years | 04 |
| 46 and above | 06 |

1. What is your Occupation?

***Scripter Instructions: Single code***

|  |  |
| --- | --- |
| Salaried | 01 |
| Self-employed professionals | 02 |
| Part-time Worker | 03 |
| Student | 04 |
| Others (Please Specify) | 98 |

A6.1 Please tell me if you, or any of your family members, work or have ever worked for any of these organizations?

***Scripter instructions: Multi Code***

|  |  |  |
| --- | --- | --- |
| Market Research Agency | 01 | **TERMINATE** |
| Advertising agency | 02 |
| Media Company (Newspaper, Magazines, Television, Radio, Satellite channels etc.) | 03 |
| Audio Devices/Smartwatch Companies, Manufacturers, Retailer, and/or Distributor | 04 |
| None of the above | 99 | ***CONTINUE*** |

***Scripter Instructions: Terminate if coded ‘01’ ‘02’ ‘03’ ‘04’***

1. What is the Highest Qualification of the Chief Wage Owner?

***Scripter Instructions: Single code***

|  |  |
| --- | --- |
| Illiterate | 01 |
| Literate but no formal schooling/ School-Upto4 years | 02 |
| School-5 to 9 years | 03 |
| SSC / HSC (School upto 10 – 12 years) | 04 |
| Some College (including a Diploma) but not Grad | 05 |
| Graduate/ Postgraduate: General | 06 |
| Graduate/ Postgraduate: Professional | 07 |

1. Which of these items do you own which is in working condition?

***Scripter instruction: Muti code***

***Interviewer instruction: Probe***

From the list given below which of these items do you have at home? (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)

EXPLANATION:

There is a standard list of items that we use in all kinds of cities. So, don’t worry if an item appears irrelevant for you or too ordinary-just go ahead and SELECT which items you do have. This information is just for survey purpose only.

|  |  |
| --- | --- |
| Electricity Connection | 01 |
| Ceiling fan | 02 |
| LPG Stove | 03 |
| Two-Wheeler | 04 |
| Colour TV | 05 |
| Refrigerator | 06 |
| Washing Machine | 07 |
| Personal Computer/Laptop | 08 |
| Car/Jeep/Van | 09 |
| Air Conditioner | 10 |
| Agricultural Land | 11 |

**NCCS Grid**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| No. of Durables | Chief Wage Earner: Education | | | | | | |
| Illiterate | Literate but no formal schooling/ School-Upto4 years | School-5 to 9 years | SSC / HSC (School up to 10 – 12 years) | Some College (including a Diploma) but not Grad | Graduate/ Postgraduate: General | Graduate/ Postgraduate: Professional |
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| None | E3 | E2 | E2 | E2 | E2 | E1 | D2 |
| 1 | E2 | E1 | E1 | E1 | D2 | D2 | D2 |
| 2 | E1 | E1 | D2 | D2 | D1 | D1 | D1 |
| 3 | D2 | D2 | D1 | D1 | C2 | C2 | C2 |
| 4 | D1 | C2 | C2 | C1 | C1 | B2 | B2 |
| 5 | C2 | C1 | C1 | B2 | B1 | B1 | B1 |
| 6 | C1 | B2 | B2 | B1 | A3 | A3 | A3 |
| 7 | C1 | B1 | B1 | A3 | A3 | A2 | A2 |
| 8 | B1 | A3 | A3 | A3 | A2 | A2 | A2 |
| 9 + | B1 | A3 | A3 | A2 | A2 | A1 | A1 |

***NCCS Grid - Show the SEC arrived***

***Scripter Instructions: Auto code***

|  |  |  |
| --- | --- | --- |
| NCCS A1 | 01 | **CONTINUE** |
| NCCS A2 | 02 |
| NCCS A3 | 03 |
| NCCS B1 | 04 |
| NCCS B2 | 05 |
| NCCS C1 | 06 |
| NCCS C2 | 07 |
| NCCS D, E | 08 | **TERMINATE** |

1. Which device types do you own currently?

***Scripter Instructions: Option 0 to 6 Multi Code, 7 Single Code***

***Scripter Instructions: Terminate interview if “07” selected***

|  |  |  |
| --- | --- | --- |
| TWS (True Wireless Stereo) | 01 | **CONTINUE** |
| Wireless Neckband | 02 |
| Over-ear Headphones | 03 |
| Wired earphones | 04 |
| Speakers | 05 |
| Smartwatch | 06 |
| None | 07 | **TERMINATE** |

A10. What is the average price that you have paid for each of the following product type that you own? (In INR)

***Scripter Instructions: Single code***

***Scripter Instructions: Show only options coded in A9***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Product** | **Below Rs.1000** | **Rs.1001-2000** | **Rs.2001-3000** | **Above Rs.3000** |
| Smartwatch |  |  |  |  |
| TWS (True Wireless Stereo) |  |  |  |  |
| Over-ear Headphones |  |  |  |  |
| Wired earphones |  |  |  |  |
| Speakers |  |  |  |  |
| Wireless Neckband |  |  |  |  |

***Ask only those who have coded ‘01’ to ‘05’ in A9***

A11. Please tell us the reasons for using the current audio products that you own.

***Scripter Instruction: Multi Code***

***Scripter Instruction: Randomize the options***

|  |  |
| --- | --- |
| Affordable Price | 01 |
| Higher Battery Life | 02 |
| Comfort & Right Fit | 03 |
| Ease of Use | 04 |
| Active Noise Cancellation | 05 |
| Fast Charging | 06 |
| Good Sound Quality | 07 |
| Good Bluetooth Range | 08 |
| After Sales Service | 09 |
| Voice Call Quality/Mic Quality | 10 |
| Better Music Experience | 11 |
| Aesthetics/Good looks | 12 |
| Water Resistant | 13 |
| Wireless Charging | 14 |
| Others (Specify) | 98 |

***Ask only those who have coded ‘06’ in A9***

A12. What features do you prefer to have in your smartwatch.

***Scripter Instruction: Multi Code***

***Scripter Instruction: Randomize the options***

|  |  |
| --- | --- |
| Good Battery Life | 01 |
| Health tracking such as SpO2, Heart Rate, Sleep monitor | 02 |
| Fast Charging | 03 |
| Screen display quality | 04 |
| GPS connectivity | 05 |
| Good Bluetooth Range | 06 |
| Voice Call Quality | 07 |
| Fitness activities trackers | 08 |
| Aesthetics/Good looks | 09 |
| Speaker for Voice Calls | 10 |
| Changeable straps/bands | 11 |
| Wireless Charging | 12 |
| Water Resistant | 13 |
| Other (Specify) | 98 |

**SECTION B: FEATURE PREFERENCE**

B1. From the list below, please select the top 5 features that you prefer in the audio device brand that you are using currently.

***Scripter Instruction: Single Code row-wise***

***Scripter Instruction: Randomize the options***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Rank 1** | **Rank 2** | **Rank 3** | **Rank 4** | **Rank 5** |
| Good sound quality |  |  |  |  |  |
| Good connectivity |  |  |  |  |  |
| Easy to operate |  |  |  |  |  |
| Good Durability |  |  |  |  |  |
| Good Design |  |  |  |  |  |
| Comfortable to use |  |  |  |  |  |
| Noise cancellation |  |  |  |  |  |
| Has good battery life |  |  |  |  |  |
| Easy to carry |  |  |  |  |  |
| Fast charging |  |  |  |  |  |
| After sale services |  |  |  |  |  |
| Available in choice of colors |  |  |  |  |  |

B2. Now please tell us how frequently you use your current earphones?

***Scripter Instruction: Single Code***

|  |  |
| --- | --- |
| Once a month | 01 |
| 2-3 times a month | 02 |
| Once a Week | 03 |
| 2-3 times a week | 04 |
| Once a day | 05 |
| Multiple times a day | 06 |

B3. Please tell us, for which purposes do you prefer to use your earphones?

***Scripter Instruction: Multi Code***

|  |  |
| --- | --- |
| Music | 01 |
| Calls | 02 |
| Movie/Shows/Series Watching | 03 |
| Workout/Sports | 04 |
| Social Media Surfing (Instagram,Snapchat,Moj,Takatak) | 05 |
| Gaming | 06 |
| Others (Please specify) | 98 |

B4. Please tell us, for which purposes do you prefer to use your smartwatch?

***Scripter Instruction: Multi Code***

|  |  |
| --- | --- |
| Health Tracking | 01 |
| Workout/Sports training | 02 |
| Calling | 03 |
| Music | 04 |
| For casual wearing | 05 |
| Others (Please specify) | 98 |

**SECTION C: USER AWARENESS**

**TOM**

1. Please tell us, when you think of audio devices, which is the first brand that comes to your mind?

***Scripter Instructions:* *Open Code***

***Scripters Instructions: Show brand name post writing initial letters.***

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**AIDED AWARENESS**

1. From the list below, please select all the audio device brands that you are aware of. Please select the platforms that you mentioned in the previous questions as well.

***Scripters Instruction: Multi Code***

|  |  |
| --- | --- |
| Boult Audio | 01 |
| boAt | 02 |
| Noise | 03 |
| Fireboltt | 04 |
| Dizo | 05 |
| ptron | 06 |
| Skullcandy | 07 |
| Mivi | 08 |
| OnePlus | 09 |
| Realme | 10 |
| Others (Please Specify) | 98 |

**TOTAL AWARENESS**

***Auto Code***

1. ***Scripters Instruction: Multi Code, Auto Code for TOM (C1) AND AIDED AWARENESS (C2)***

|  |  |
| --- | --- |
| Boult Audio | 01 |
| boAt | 02 |
| Noise | 03 |
| Fireboltt | 04 |
| Dizo | 05 |
| ptron | 06 |
| Skullcandy | 07 |
| Mivi | 08 |
| OnePlus | 09 |
| Realme | 10 |
| Others (Please Specify) | 98 |

1. From the options below, could you please help us in knowing, have you ever used any of the below audio device brands?

***Scripter Instructions: Multi code***

***Scripters Instruction: Show only options coded in C3***

1. Now please tell us from the list, which audio device brands have you used in last 6 months?

***Scripter Instructions: Multi code***

***Scripters Instruction: Show only options coded in C4***

1. Kindly let us know from the list, which audio device brands are you using currently?

***Scripter Instructions: Multi code***

***Scripters Instruction: Show only options coded in C5***

1. Please tell us how did you come to know about the audio device brands that you are aware of?

***Scripter Instruction: Multi Code***

***Scripter Instruction: Randomize the options***

***Scripters Instruction: Show only options coded in C3***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Brand** | **Friends/ Family / Relatives** | **e-commerce websites** | **Through Web Promotion/ social media** | **Media (TV, Radio)** | **Print Media (Newspaper/ Magazines)** | **Others (Specify)** |
| Boult Audio |  |  |  |  |  |  |
| boAt |  |  |  |  |  |  |
| Noise |  |  |  |  |  |  |
| Dizo |  |  |  |  |  |  |
| Fireboltt |  |  |  |  |  |  |
| pTron |  |  |  |  |  |  |
| Skullcandy |  |  |  |  |  |  |
| Realme |  |  |  |  |  |  |
| Mivi |  |  |  |  |  |  |
| OnePlus |  |  |  |  |  |  |

1. Out of the two products shown below, where the first one is made in India and second one is made in China, which one would you prefer to buy?

***Scripter Instruction: Single Code***

|  |  |  |  |
| --- | --- | --- | --- |
| A picture containing text, floor, indoor, table  Description automatically generated | | A picture containing text, floor, table, indoor  Description automatically generated | |
| 1 | Made in India | 2 | Made in China |

**SECTION D: PURCHASE CHANNEL**

D1. Please tell us from where do you mostly prefer to buy your audio device products from?

***Scripter Instruction: Multi Code***

***Scripter Instruction: Show brand options coded in C3***

***Scripter Instruction: Randomize the options***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Audio Device Brands** | **E-commerce** | **Company website** | **Offline stores** | **Others**  **(Please Specify)** |
| **01** | **02** | **03** | **04** |
| Boult Audio |  |  |  |  |
| Boat |  |  |  |  |
| Noise |  |  |  |  |
| Dizo |  |  |  |  |
| Fireboltt |  |  |  |  |
| pTron |  |  |  |  |
| SkullCandy |  |  |  |  |
| Realme |  |  |  |  |
| Mivi |  |  |  |  |
| Oneplus |  |  |  |  |

**SECTION E: DEEP DIVING INTO KEY PERFORMANCE INDICATORS**

**FUTURE CONSIDERATION**

E1. On a scale of 1 to 5 please rate each audio device brand on how likely are you to consider it for your next purchase?

***Scripter Instruction: Single Code***

***Scripter Instruction: Show brands coded in C3***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audio Device Brands** | **Would not consider at all** | **Would not consider** | **Might or might not consider** | **Would consider** | **Would definitely consider** |
| **01** | **02** | **03** | **04** | **05** |
| Boult Audio |  |  |  |  |  |
| Boat |  |  |  |  |  |
| Noise |  |  |  |  |  |
| Dizo |  |  |  |  |  |
| Fireboltt |  |  |  |  |  |
| pTron |  |  |  |  |  |
| SkullCandy |  |  |  |  |  |
| Realme |  |  |  |  |  |
| Mivi |  |  |  |  |  |
| Oneplus |  |  |  |  |  |

E2. Please tell us about the reasons for consideration of any audio devices brand in your future purchases.

***Scripter Instruction: Multi Code***

|  |  |
| --- | --- |
| **Reasons** | **Code** |
| Affordable price | 01 |
| Sales promotions, discounts and offers | 02 |
| Good battery | 03 |
| Good bass | 04 |
| Noise cancellation | 05 |
| Fast charging | 06 |
| After sales service | 07 |
| Easy availability | 08 |
| Brand Image | 09 |
| Recommended by friends and family | 10 |
| Others (Please Specify) | 98 |

***Ask only if coded 01 or 02 for Boult Audio in E1***

E3. Please tell us the reasons for not considering Boult audio in your future purchases

***Scripter Instruction: Multi Code***

|  |  |
| --- | --- |
| **Reasons** | **Code** |
| Unaffordable price | 01 |
| No Sales promotions, discounts and offers are available | 02 |
| Unsatisfactory After sale services | 03 |
| Poor product built | 04 |
| Poor Customer support | 05 |
| Not easily available | 06 |
| Poor Brand Image | 07 |
| Negative word of mouth | 08 |
| Poor Audio Quality | 09 |
| Guarantee and Warranty | 10 |

E4. Please tell us, how satisfied are you with your current audio device brands, on a scale of 1 to 5, where 5 means Extremely Satisfied and 1 means Extremely Dissatisfied?

***Scripter Instruction: Single Code***

***Scripter Instruction: Show brand options selected in C6***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Extremely Dissatisfied** | **Somewhat**  **Dissatisfied** | **Neither Satisfied nor Dissatisfied** | **Somewhat Satisfied** | **Extremely Satisfied** |
| 01 | 02 | 03 | 04 | 05 |

E5. Please tell us about the reasons for your choice in previous question.

***Scripter Instruction: Multi code***

|  |  |
| --- | --- |
| **Reasons** | **Code** |
| Customer support | 01 |
| Product quality | 02 |
| Looks and Comfort | 03 |
| Value for money | 04 |
| Offers, promotions and discounts | 05 |
| Product availability | 06 |
| Device audio quality | 07 |
| Battery life | 08 |
| Durability | 09 |
| Others (Please Specify) | 98 |

**RECOMMENDATION**

E6. Please rate on a scale of 0-10, how likely are you to recommend the below audio device brands to your friends / family / peers?

***Scripter Instruction: Single Code***

***Scripter Instruction: Show brand options coded in C6***

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Audio Device Brands** | **0**  **Not at all likely** | **1** | **2** |  | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10** |
| Boult Audio |  |  |  |  |  |  |  |  |  |  |  |  |
| boAt |  |  |  |  |  |  |  |  |  |  |  |  |
| Noise |  |  |  |  |  |  |  |  |  |  |  |  |
| Fireboltt |  |  |  |  |  |  |  |  |  |  |  |  |
| Dizo |  |  |  |  |  |  |  |  |  |  |  |  |
| pTron |  |  |  |  |  |  |  |  |  |  |  |  |
| Skullcandy |  |  |  |  |  |  |  |  |  |  |  |  |
| Realme |  |  |  |  |  |  |  |  |  |  |  |  |
| Mivi |  |  |  |  |  |  |  |  |  |  |  |  |
| One Plus |  |  |  |  |  |  |  |  |  |  |  |  |

**BRAND IMAGERY**

E7. Given below is a set of few statements. Please select the audio device brands, that you associate with each of the statement.

***Scripter Instruction: Multi Code row-wise, Single Code if selected ‘None of the brands’***

***Scripter Instruction: Randomize the Brands***

***Scripter Instruction: Show brand options coded in C3***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Statements** | **Brand 1** | **Brand 2** | **Brand 3** | **Brand 4** | **Brand 5** | **None of the brands** |
| Premium Brand |  |  |  |  |  |  |
| Popular Brand |  |  |  |  |  |  |
| Affordable Brand |  |  |  |  |  |  |
| Youthful Brand |  |  |  |  |  |  |
| Trustworthy |  |  |  |  |  |  |
| Fashionable |  |  |  |  |  |  |
| Leader |  |  |  |  |  |  |
| Innovative |  |  |  |  |  |  |
| Customer-centric |  |  |  |  |  |  |
| Easy to use products |  |  |  |  |  |  |
| It is a cheap brand |  |  |  |  |  |  |
| It has poor quality products |  |  |  |  |  |  |
| Products are not value for money |  |  |  |  |  |  |
| It is a Chinese Brand |  |  |  |  |  |  |

**BRAND FUNCTIONALITY**

E8. Given below is a set of few functions associated with an audio device. Please select the functions that you can associate with your audio device brand.

***Scripter Instruction: Multi Code row-wise, Single Code if selected ‘None of the brands’***

***Scripter Instruction: Randomize the Brand options***

***Scripter Instruction: Show brand options coded in C3***

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Statements** | **Brand 1** | **Brand 2** | **Brand 3** | **Brand 4** | **Brand 5** | **None of the Brands** |
| Good sound quality |  |  |  |  |  |  |
| Good connectivity |  |  |  |  |  |  |
| Easy to operate |  |  |  |  |  |  |
| Good Durability |  |  |  |  |  |  |
| Good Design |  |  |  |  |  |  |
| Comfortable to use |  |  |  |  |  |  |
| Noise cancellation |  |  |  |  |  |  |
| Has good battery life |  |  |  |  |  |  |
| Easy to carry |  |  |  |  |  |  |
| Available in choice of colours |  |  |  |  |  |  |

**SECTION F: PRICE CONSIDERATION**

F1. What is the highest price you are willing to pay for the earphones of the following brands?

***Scripter Instruction: Open Code***

|  |  |
| --- | --- |
| Boult Audio | Rs.\_\_\_\_\_\_\_\_\_ |
| boAt | Rs. \_\_\_\_\_\_\_\_ |
| Noise | Rs. \_\_\_\_\_\_\_\_ |
| Fireboltt | Rs. \_\_\_\_\_\_\_\_ |
| Dizo | Rs. \_\_\_\_\_\_\_\_ |
| pTron | Rs. \_\_\_\_\_\_\_\_\_\_ |
| Skullcandy | Rs. \_\_\_\_\_\_\_\_\_\_ |
| Realme | Rs. \_\_\_\_\_\_\_\_\_\_ |
| Mivi | Rs. \_\_\_\_\_\_\_\_­­­­­ |
| Oneplus | Rs. \_\_\_\_\_\_\_\_\_ |

**SECTION G: BRAND COMMUNICATION**

G1. Out of the following, which audio brands’ advertisements have you come across in last 6 months?

***Scripter Instruction: Multi code for all except “99”***

|  |  |
| --- | --- |
| Boult Audio | 01 |
| boAt | 02 |
| Noise | 03 |
| FireBoltt | 04 |
| Dizo | 05 |
| pTron | 06 |
| Skullcandy | 07 |
| Realme | 08 |
| Mivi | 09 |
| Oneplus | 10 |
| None | 99 |

***Ask if not coded ‘99’ in G1***

G2. On a scale of 1 to 5, 5 being ‘Extremely Liked’ and 1 being ‘Extremely Disliked’, please tell us your opinion on the advertisements of the audio brands that you have come across in last 6 months.

***Scripter Instruction: Show options coded in G1***

***Scripter Instruction: Single Code***

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Audio Device Brands** | **Extremely DIsliked**  **01** | **Moderately Disliked**  **02** | **Neither Liked nor Disliked**  **03** | **Moderately Liked**  **04** | **Extremely Liked**  **05** |
| Boult Audio |  |  |  |  |  |
| boAt |  |  |  |  |  |
| Noise |  |  |  |  |  |
| Fireboltt |  |  |  |  |  |
| Dizo |  |  |  |  |  |
| pTron |  |  |  |  |  |
| Skullcandy |  |  |  |  |  |
| Realme |  |  |  |  |  |
| Mivi |  |  |  |  |  |
| Oneplus |  |  |  |  |  |

***Ask those who coded ‘04’ and ‘05’ in G2***

G3. Please tell us the reasons for your choice in previous questions.

***Scripter Instruction: Multi code***

|  |  |
| --- | --- |
| **Reasons** | **Code** |
| Liked advertisement jingle | 01 |
| Endorsed by favourite celebrity | 02 |
| Product presentation and features | 03 |
| Advertisement graphics and looks | 04 |
| Content | 05 |
| Personal interest | 06 |
| Easy to Understand | 07 |
| Others (Specify) | 98 |

G4. Based on your usage, please rank the top 5 social media applications that you use.  
***Scripter Instruction: Multi Code all except ‘99’***

***Scripter Instruction: Rank top 5 options selected except ‘99’***

|  |  |
| --- | --- |
| Whatsapp | 01 |
| Logo, icon  Description automatically generatedFacebook | 02 |
| Instagram | 03 |
| Shape, arrow  Description automatically generated Youtube | 04 |
| A picture containing ax, tool, pinwheel, vector graphics  Description automatically generated Twitter | 05 |
| Icon  Description automatically generated Snapchat | 06 |
| Icon  Description automatically generatedTelegram | 07 |
| Moj | 08 |
| Takatak | 09 |
| Logo, icon  Description automatically generated Sharechat | 10 |
| Josh | 11 |
| Others (Please Specify) | 98 |
| None | 99 |

***Ask those who have not coded ‘99’ in G4***

G5. When do you mostly use these social media platforms?  
***Scripter Instruction: Single Code***

|  |  |
| --- | --- |
| Morning (6 AM to 12 PM) | 01 |
| Afternoon (12 PM to 5 PM) | 02 |
| Evening (5 PM to 8 PM) | 03 |
| Night (8 PM to 12 AM) | 04 |
| Past Midnight (12 AM to 6 AM) | 05 |

***Ask those who have not coded ‘99’ in G4***

G6. What social content do you love the most?  
***Scripter Instruction: Multi Code***

|  |  |
| --- | --- |
| Video | 01 |
| Stories | 02 |
| Picture | 03 |
| Instagram Reels/Youtube Shorts | 04 |
| Posts (text-based) | 05 |

G7. From the pictures shown below, kindly select your favourite celebrities.

***Scripter Instruction: Multi Code***

|  |  |
| --- | --- |
| Rakul Preet Singh | 01 |
| Nayanthara | 02 |
| Kalyani Priyadarshan | 03 |
| Saif Ali Khan | 04 |
| Keerthy Suresh | 05 |
| Shruti Haasan | 06 |

\***Thank you for your time\***