

Marketing Research Survey

Hey!

We are a group of students representing IIT Roorkee, working on a marketing research project on analyzing the effect of the e-sports market on smartphone purchasing. We know your time is valuable and hence assure you - Filling the responses won't take more than 2 minutes. We will highly appreciate your effort.

*** Required**

1. Email address *

2. What is your age (in years)? *

3. What is your gender? *

Mark only one oval.

☐ Female

☐ Male

☐ Prefer not to say

☐ Other:

4. Are you a mobile e-sports/gaming enthusiast? *

Mark only one oval.

☐ Yes *Skip to question 5*

☐ No *Skip to question 14*

Glad to know you love gaming. Please fill the below form to help us more.

5. What are the major activities you do on your smartphone? *

Check all that apply.

- ☐ Gaming
- ☐ Normal calling
- ☐ Social Media
- ☐ Binge movies/ Web series

Other: ☐ _____

6. How often do you buy a smartphone? *

Mark only one oval.

- ☐ Once in a year
- ☐ Twice in a year
- ☐ Only when previous one gets damaged

7. Do you possess a smartphone that is flexible for heavy gaming? *

Mark only one oval.

- ☐ Yes
- ☐ No

8. Have you ever bought a phone specifically for Gaming? *

Mark only one oval.

- ☐ Yes
- ☐ No

9. Rate the factors on a scale of 5 on how much they influence you while buying a smartphone? (1 for least, 5 for highest rating) *

Mark only one oval per row.

	1	2	3	4	5
Gaming performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. If you are about to change a phone and you come to know about the flagship gaming phone recently launched by a well-known company. How much likely will you buy that phone? *

Mark only one oval.

	1	2	3	4	5	
Least likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most likely

11. Prioritize the feature which you look at the time of buying a smartphone. (1 for least, 5 for highest preference) *

Mark only one oval per row.

	1	2	3	4	5
Battery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Processor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RAM & Storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Do you think the companies should launch more heavy gaming adaptable phones by compromising the basic features like a camera at an affordable price? *

Mark only one oval.

	1	2	3	4	5	
Least likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most likely

13. Which brand of Smartphone are you using currently? *

No Problem , You can still help us!

14. What are the major activities you do on your smartphone? *

Check all that apply.

- ☐ Gaming
☐ Normal calling
☐ Social Media
☐ Binge movies/ Web series

Other: ☐ _____

15. How often do you buy a smartphone? *

Mark only one oval.

- ☐ Once in a year
☐ Twice in a year
☐ Only when previous one gets damaged

16. Which processor do you prefer? *

Mark only one oval.

- ☐ Optimized for Gaming
- ☐ Non-optimized for Gaming

17. Do you possess a smartphone that is flexible for heavy gaming? *

Mark only one oval.

- ☐ Yes
- ☐ No

18. Prioritize the feature which you look at the time of buying a smartphone. (1 for least, 5 for highest) *

Mark only one oval per row.

	1	2	3	4	5
Battery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Camera	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Processor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
RAM & Storage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. Rate the factors on a scale of 5 on how much they influence you while buying a smartphone? (1 for lower, 5 for higher rating) *

Mark only one oval per row.

	1	2	3	4	5
Gaming performance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Name	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Budget	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social influence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Do you think the companies should compromise gaming performance to focus more on basic features like camera, screen etc. at an affordable price?

Mark only one oval.

	1	2	3	4	5	
Least likely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Most likely

21. Which brand of Smartphone are you using currently? *

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