

Survey Questionnaire

Q1. Age

1. Under 18
2. 18-24
3. 25-34
4. 35-44
5. 45-54
6. 55-64
7. Above 64

Q2. Gender

1. Male
2. Female
3. Prefer not to say

Q3. Occupation

1. Trainee/Part-time
2. Full-time
3. Homemaker
4. Student
5. Retired
6. Unemployed

Q4. Region

1. North
2. South
3. East
4. West
5. Central

Q5. Interests/Hobbies

1. Travelling
2. Fitness
3. Art
4. Music
5. Reading novels
6. Sports

Q6. Income

1. Less than 8 lakhs
2. 8-15 lakhs
3. More than 15 lakhs
4. NA

Smart Band Survey

Q7. Do you wish to buy a smart band?

1. Yes
2. No
3. I already own a smart band

Q8. If you already own a smart band, how long has it been since your purchase?

1. Less than 6 months
2. 6-12 months
3. 12-18 months
4. More than 18 months

Q9. According to you, what is the primary purpose for purchasing a smart band?

1. Monitoring health
2. Monitoring calories burnt and step counter
3. As a fashion accessory
4. As a voice-enabled smart assistant

Q10. Rate your health consciousness before and during COVID-19. (5 stars being the highest rating)

	1	2	3	4	5
Pre COVID-19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During COVID-19	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q11. If you were to buy a smart band, what features would you consider before purchasing? Rate the features on a scale of 1-5 (1 being the least important)

	1	2	3	4	5
Health monitor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fitness level monitor	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Navigation features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Voice assistant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Digital Wallet with NFC	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Warranty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Music controls	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wireless charging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Display size	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Aesthetics	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Smartphone notifications	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bluetooth Low Energy (BLE)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Smart Band Survey

Q12. Please allocate 100 points among different product levels.

- Level 1
- Level 2
- Level 3
- Level 4

Q13. Please rank (1-4) the following product levels in order of interest. (1 being the highest ranking)

- Level 1
- Level 2
- Level 3
- Level 4