Laptop Brand Preference Survey

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 1. Do you currently have a laptop? \*   |  |  |  | | --- | --- | --- | | Yes (Personal) | Yes (Official) | No | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 2. What is your preferred laptop brand? \*   |  | | --- | | Dell | | Compaq | | IBM | | HP | | Sony | | Acer | | Toshiba | | Other (Please specify) | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 3. Which attributes do you like about your preferred brand? Rank top five in order of preference? (Rank from 1 to 5; 1 being the most preferred attribute. Leave the non-top-five attributes empty) \*   |  |  | | --- | --- | | Performance |  | | Warranty |  | | Technical Specs. |  | | Durability |  | | Style [Color & Shape] |  | | Compactness |  | | Connectivity [e.g. WiFi] |  | | Size |  | | Power [Battery] |  | | Weight |  | | Support Services |  | | Others |  | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 4. How often do you use your laptop at \*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Very Frequently | Frequently | Average | Rarely | Never | | Office |  |  |  |  |  | | Business Visits |  |  |  |  |  | | Travel |  |  |  |  |  | | Home |  |  |  |  |  | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 5. How often do you carry your laptop around to \*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Very Frequently | Frequently | Average | Rarely | Never | | Office |  |  |  |  |  | | Travel |  |  |  |  |  | | Home |  |  |  |  |  | | Business Visits |  |  |  |  |  | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 6. What do you think; an ideal laptop should appear like? \*   |  | | --- | | Notebook | | Hand-carry bag | | Brief case | | Other (Please Specify) | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 7. What connectivity options are important to you for a laptop? Please rank them in order of preference (Rank from 1 to 5; 1 being the most preferred option) \*   |  |  | | --- | --- | | LAN Card |  | | Infrared |  | | Blue Tooth |  | | WIFI |  | | Modem |  | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 8. I will be willing to spend extra for \*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Strongly Agree | Agree | Indifferent | Disagree | Strongly Disagree | | Wider screen |  |  |  |  |  | | More powerful processor |  |  |  |  |  | | Better graphic card |  |  |  |  |  | | Bigger Hard Disk |  |  |  |  |  | | Larger RAM |  |  |  |  |  | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 9. I like my preferred brand because it provides \*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Strongly Agree | Agree | Indifferent | Disagree | Strongly Disagree | | Courteous Support people |  |  |  |  |  | | Quick problem resolution |  |  |  |  |  | | Technical assistance |  |  |  |  |  | | Extended warranty |  |  |  |  |  | | After sales service |  |  |  |  |  | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 10. I like my preferred brand because it is \*   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  | Strongly Agree | Agree | Indifferent | Disagree | Strongly Disagree | | With color options |  |  |  |  |  | | Compact |  |  |  |  |  | | Light weight |  |  |  |  |  | | Sleek |  |  |  |  |  | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | IMPORTANT NOTES FOR QUESTION-11  Definition of Categories  Office productivity applications: Word, Excel, PowerPoint etc. Graphics Applications: Adobe, Flash, Maya, 3d-Max etc Multimedia Software: WinAmp, Jet Audio, Win Media Player etc. Gaming Software: Counter Strike, FIFA etc. Software Development Packages: VS.net, NetBeans etc. Internet Browser: Internet Explorer, Firefox etc. Business Applications: ERP systems, Corporate Intranet portals etc. Engineering Applications: AutoCad, Simulation software etc  Sample Response  Office productivity Apps [2] Graphics Applications [8] Multimedia Software [7] Gaming Software [4] Software Dev packages [6] Internet Browser [1] Business Applications [3] Engineering Apps [5] |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 11. Rank the software you use on your laptop based on the frequency of use. (Rank from 1 to 8; 1 being the most used software) \*   |  |  | | --- | --- | | Office productivity Apps |  | | Graphics Applications |  | | Multimedia Software |  | | Gaming Software |  | | Software Dev.packages |  | | Internet Browser |  | | Business Applications |  | | Engineering Apps |  | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 12. Profession \*   |  | | --- | | General Management | | Administration | | Personal Business | | Information Technology | | Accounting & Finance | | Law | | Engineering | | Journalism | | Consulting | | Banking | | Teaching | | Civil Services | | Medical Services | | Other (Please Specify) | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 13. Age Group \*   |  | | --- | | 19-24 | | 25-28 | | 29-35 | | 36-45 | | 46 & Above | |  |
| |  | | --- | |  | | | |
| |  | | --- | |  | | | |
|  | 14. Gender \*   |  |  | | --- | --- | | Male | Female | |  |