

## **ANNEXURES**

**1.APPENDIX A**

**2.APPENDIX B**

**Questionnaire on buying behaviour-1**

Dear Respondent,

I am a PhD student in the Dept. of Business Administration, Tezpur University doing my research in the area of consumer behaviour under the guidance of Prof. Mrinmoy K. Sarma. As part of my research work I wish to gather some information from you. I request your kind cooperation in filling up the questionnaire. The information so collected shall be used only for research purposes and no part of it shall be disclosed to anyone. Thanks for your kind cooperation.

Thanking you,  
Kalyani Kalita

A. Following statements are related to your behaviour when buying the mentioned services. Please mark the option that is most appropriate in your case. Indicate your response in a scale of 1 to 5 where,

**1=Never happens, 2=Rarely happens, 3= Sometimes, 4=Mostly happens, 5=Always happens**

তলৰ বাক্যকেইশাৰীয়ে উল্লেখিত সেৱাকেইটা কোনোতে আপোনাৰ মনত হ'ব পৰা প্ৰতিক্ৰিয়াৰ বিষয়ে প্ৰকাশ কৰিছে। অনুগ্রহ কৰি প্ৰতিটো বাক্য ভালদৰে পঢ়ক আৰু তলত দিয়া মাপকাঠিৰ সহায়ত খালী থকা বাকচত আপোনাৰ মন্তব্য প্ৰকাশ কৰক, (মাপকাঠি- > ১=কেতিয়াও নহয়, ২=কাচিৎ হয়, ৩=মাজে-সময়ে হয়, ৪=বেচিভাগে হয়, ৫=সদায়ে হয়)

	Movie	Restaurant- Eating out	Mobile Services- Recharge/Tariff etc.	Online shopping	Banking Services- Credit/Debit card use/ Loan/Saving account	Leisure Travel
1. I buy this service on the spur of the moment (মই ঝুন্তেকীয়া সিদ্ধান্ততে এই সেৱাটো কিনো)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. When I see something new and interesting about this service, I buy it immediately (এই সেৱাটোৰ সৈতে জড়িত নতুন আৰু আমোদজনক কিবা সুবিধা পালে লগে লগে কিনো)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I often feel that if I don't buy this service I will miss an opportunity (মোৰ প্ৰায়ে এনেকুৱা লাগে যেন এই সেৱাটো নিকিনিলে সুবিধা এটা হেৰুৱাই পেলাম)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. I buy this service according to how I feel at the moment (এই সেৱাটো কিনা বা নিকিনা সম্পূৰ্ণৰূপে মোৰ মেজাজৰ ওপৰত নিৰ্ভৰ কৰে)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I buy this service for happiness (মই এই সেৱাটো মনৰ আনন্দৰ বাবে কিনো)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

## APPENDIX A

B. Please read each of the following statement carefully and put a '√' mark on the circle that is most suitable in your case.

(অনুগ্রহ কৰি তলৰ বাক্যকেইশাৰী গুৰুত্ব সহকাৰে পঢ়ক আৰু সোফালে থকা বাক্যত '√' প্ৰয়োগ কৰি আপোনাৰ মন্তব্য প্ৰকাশ কৰক। আপোনাৰ ক্ষেত্ৰত যিটো সঠিককৈ প্ৰযোজ্য হয় সেইটোৱে জনাব)

	Always সদায়	Often প্ৰায়ে	Sometimes মাজে সময়ে	Rarely কাচিৎ	Never কেতিয়াও নহয়
1. I buy what I like rather than what I need (মই বেছিভাগ প্ৰয়োজনতকৈ ভাল লগা বস্তুটোহে কিনো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I plan carefully and stick to it (মই সকলো দিশ চালিজাৰি চাই পৰিকল্পনা মতে কাম কৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I often end up spending more money than I originally think (মই সদায় ভৱাতকৈ বেছিহে খৰচ কৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I get emotional quite easily (মই সোনকালে আবেগিক হৈ পৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I regret after a purchase (মই প্ৰায়ে কিনাৰ পিচত অনুশোচনা কৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I feel a sense of thrill when I act spontaneously (মই স্বতস্কৃত ভাৱে কৰা কামৰ এটা বেলেগে আনন্দ পাও)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. I can not control myself of doing things that I really want to do (মোৰ ইচ্ছা যোৱা কামটো নকৰাকৈ থাকিব নোৱাৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. I think a lot before doing something (মই যিকোনো কাম কৰাৰ আগত বহুত ভাৱো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

C. Please read each of the following statement carefully and put a '√' mark on the circle that is most appropriate in your case. (অনুগ্রহ কৰি তলৰ বাক্যকেইশাৰী গুৰুত্ব সহকাৰে পঢ়ক আৰু সোফালে থকা বাক্যত '√' প্ৰয়োগ কৰি আপোনাৰ মন্তব্য প্ৰকাশ কৰক। আপোনাৰ ক্ষেত্ৰত যিটো সঠিককৈ প্ৰযোজ্য হয় সেইটোৱে জনাব)

	Always সদায়	Often প্ৰায়ে	Sometimes মাজে সময়ে	Rarely কাচিৎ	Never কেতিয়াও নহয়
1. I look for exciting experiences even if it involves some danger (মই সদায় ৰোমাঞ্চকৰ অভিজ্ঞতা লব বিচাৰো যদিও তাত বিপদৰ সম্ভাৱনা থাকে)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I get bored very quickly (মই তৎক্ষণাত আমনি পাই যাও)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I am active and energetic (মই সক্ৰিয় আৰু সৰল ব্যক্তি)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I prefer a routine & easy life (মই এটা গতানুগতিক আৰু সহজ জীৱন পছন্দ কৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I am a calm and relaxed person (মই সৰল আৰু ঠাণ্ডা প্ৰকৃতিৰ ব্যক্তি)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I try new and exciting experiences (মই নতুন আৰু ৰোমাঞ্চকৰ অভিজ্ঞতা লব বিচাৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## APPENDIX A

- D. Please read each of the following statement carefully and put a '√' mark on the circle that is most appropriate in your case. (অনুগ্রহ কৰি তলৰ বাক্যকেইশাৰী গুৰুত্ব সহকাৰে পঢ়ক আৰু সোফালে থকা বাক্যত '√' প্ৰয়োগ কৰি আপোনাৰ মন্তব্য প্ৰকাশ কৰক)

	<b>Strongly Agree</b> সম্পূৰ্ণ একমত	<b>Agree</b> একমত	<b>Neither Agree nor Disagree</b> সম্মতও নহয় অসম্মতও নহয়	<b>Disagree</b> অসম্মত	<b>Strongly Disagree</b> সম্পূৰ্ণ অসম্মত
1. I do not spend money unnecessarily (মই অযথা টকা খৰচ নকৰোঁ)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I spend for today let tomorrow brings what it will (মই আধুনিক ধৰন-কৰন বা ফেছন অনুসৰন কৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I visit places that are quite different (মই নতুন নতুন ঠাইলৈ ফুৰিবলৈ যাও)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. It is important for me to live a fashionable lifestyle (ফেশ্বন বা আধুনিক জীৱন যাপন কৰাটো মোৰ বাবে প্ৰয়োজনীয়)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I would prefer a quiet evening than going out with family/friends (বন্ধু-বান্ধৱৰ বা পৰিয়ালৰ সৈতে ফুৰিবলৈ যোৱাতকৈ অকলে নিৰৱ সন্ধিয়া কটাই বেছি ভাল পাও)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- E. Please read each of the following statement carefully and put a '√' mark on the circle that is most appropriate in your case. (অনুগ্রহ কৰি তলৰ বাক্যকেইশাৰী গুৰুত্ব সহকাৰে পঢ়ক আৰু সোফালে থকা বাক্যত '√' প্ৰয়োগ কৰি আপোনাৰ মন্তব্য প্ৰকাশ কৰক। আপোনাৰ ক্ষেত্ৰত যিটো সঠিককৈ প্ৰযোজ্য হয় সেইটোৱে জনাব)

	<b>Strongly Agree</b> সম্পূৰ্ণ একমত	<b>Agree</b> একমত	<b>Neither Agree nor Disagree</b> সম্মতও নহয় অসম্মতও নহয়	<b>Disagree</b> অসম্মত	<b>Strongly Disagree</b> সম্পূৰ্ণ অসম্মত
1. I do whatever I want to do (মই যি ইচ্ছা তাকেই কৰো)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I never disagree with others (মই কেতিয়াও আনৰ সৈতে দ্বিমত নহও)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I follow unique and different lifestyle than most of others (মই আনবহুততকৈ অলপ বেলেগ আৰু অন্য ধৰন কৰন অনুসৰন কৰোঁ)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I am a carefree person (মই এজন মুক্তমনা ব্যক্তি)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. I ask for family/friend's approval in my decision (মই যিকোনো সিদ্ধান্ত পৰিয়াল বা বন্ধু-বান্ধৱক সুধিহে লও)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I am self sufficient (মই স্বয়ং সম্পূৰ্ণ)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## APPENDIX A

F. On a scale from 1-5, how much do you agree with the following statements when buying the services mentioned below?

1=Never happens, 2=Rarely happens, 3= Sometimes, 4=Mostly happens, 5=Always happens

তলত উল্লেখিত বাক্যকেইশাৰীৰ সৈতে আপুনি কিমান সন্মত কাষত দিয়া বাক্যত প্ৰকাশ কৰিব)  
(১=কেতিয়াও নহয়, ২=কাচিৎ হয়, ৩=মাজে-সময়ে হয়, ৪=বেছিভাগে হয়, ৫=সদায়ে)

Before purchasing this service I think:	Movie	Restaurant- Eating out	Mobile Services- Recharge/Tariff etc.	Online shopping	Banking Services- Credit/Debit card use/ Loan/Saving account	Leisure Travel
1. A lot about the quality (এই সেৱাটো কিনাৰ আগতে গুণগত মানদণ্ডৰ বিষয়ে যথেষ্ট ভৱা-চিন্তা কৰো)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. It could be a waste of money (এই সেৱাটো কিনিলে পইচা অথলে যাব যেন ভাৱ হয়)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. It could be a waste of time to use this service (এই সেৱাটো কিনিলে সময়ৰ অপব্যৱহাৰ হব যেন লাগে)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Ask family/friends for their advice (এই সেৱাটো কিনাৰ আগতে পৰিয়াল বা বন্ধু-বান্ধৱৰ উপদেশ বিচাৰোঁ)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. What others will think about me (এই সেৱাটো কিনাৰ আগতে আনে কি ভাবিব পাৰে এই বিষয়ে বহুত ভাৱো)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. It could cause unnecessary mental pain/tension (এই সেৱাটো কিনিলে অযথা মনৰ অশান্তি হব যেন পাও)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

G. Please provide the following information (‘√’ mark in the appropriate option):

i. Name (নাম): \_\_\_\_\_ ii. Age (বয়স): \_\_\_\_\_ iii. Gender (লিঙ্গ): Male / Female

iv. Educational qualification (শিক্ষাগত অৰ্হতা):  
 Literate                       Upto High school                       Undergraduate  
 Graduate                       Post graduate                       Others \_\_\_\_\_

v. Occupation (পেছা):  
 Student                       Service                       Self employed                       Business  
 Retired                       Homemaker                       Presently not employed

vi. Family Type (পৰিয়ালৰ প্ৰকাৰ):  
 Nuclear                       Joint

vii. Life Cycle Stage:  
 Single                       Married: No children / with children  
(জীৱন চক্ৰ পৰ্যায়)                       Children at home / Outside home                       Grandparents

viii. Household Income (per month):  
 Below Rs. 6,000                       Above Rs. 6,000 to Rs. 20,000  
(পৰিয়ালৰ মাহেকীয়া উপাৰ্জন)                       Above Rs. 20,000 to 40,000                       Above Rs. 40,000 to Rs. 1,00,000  
 More than Rs. 1,00,000

ix. Monthly Disposable Income (মাহেকীয়া ব্যয়যোগ্য আয়): \_\_\_\_\_

x. Preferred mode of Shopping:                      Online: \_\_\_\_\_ %                      Traditional: \_\_\_\_\_ %

xi. Contact address with mobile number: \_\_\_\_\_

**Questionnaire on buying behaviour-2**

Q.1. Please choose any one of the following adjectives which best describes your present mood.

- Happy     Sad     Scared     Angry     Surprised     Don't know

Q.2. How many times in an average do you buy the following services?

	Movie	Restaurant- Eating out	Mobile Services- Recharge/Tariff etc.	Online shopping	Banking Services- Credit/Debit card use/ Loan/Saving account	Leisure Travel
i. Weekly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Monthly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii. Yearly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv. Don't buy at all	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.3. To what extent do you agree with the following factors that influence your willingness to buy the services mentioned below? Please mark your response in the given boxes using the following scale.

(Never-1, Rarely-2, Sometimes-3, Mostly-4, Always-5)

	Movie	Restaurant- Eating out	Mobile Services- Recharge/Tariff etc.	Online shopping	Banking Services- Credit/Debit card use/ Loan/Saving account	Leisure Travel
i. Requirement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. High rating by public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii. Advertisement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv. Friends/family's influence	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Discount/offer/gift coupon	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.4. *Mary is a 26-year-old girl working in an MNC. It is three days before Mary gets her next paycheck. It was a Friday and her favourite co-workers were planning to go for a movie after office. Mary also felt a sudden urge to accompany them. To book tickets online, they were browsing bookmyshow. Suddenly their eyes stop on a flash advertisement with some beautiful destinations. They could not resist but browse the site to virtually explore the destinations and felt the tendency to spend their weekend in a beautiful place at a short distance.*

Q. If you were in the position of Mary, would you go for travelling?  Yes     No     Can't say

A. If **No**, because it is not affordable (time/money)

- Strongly agree     Agree     Neither agree nor disagree     Disagree     Strongly disagree

B. If **Yes**, because,

i. You like travelling

- Strongly agree     Agree     Neither agree nor disagree     Disagree     Strongly disagree

ii. Your friends are going

- Strongly agree     Agree     Neither agree nor disagree     Disagree     Strongly disagree

iii. The destinations in the advertisement are very attractive

- Strongly agree     Agree     Neither agree nor disagree     Disagree     Strongly disagree

Q. 5. Please look at the following advertisements of a tourist package and respond to the questions.



Q. If you have the opportunity to buy the above service *here and now*, would you buy it?

Yes
  No
  Can't say

A. If **No**, because it is not affordable (time/money)

- Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

B. If **Yes**, because,

i. The place looks very beautiful

- Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

ii. You like the discounted offer

- Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

Q. 6. Please look at the following advertisement of tourist places and respond to the questions.



Q. If you have the opportunity to buy the above service *here and now*, would you buy it?

A. If **No**, because it is not affordable (time/money)

- Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

B. If **Yes**, because,

i. The places are very beautiful and attractive

- Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

ii. These are some of the most popular tourist places

- Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

## APPENDIX B

Q. 7. Anu's cousin was talking about a recently released movie. He was describing her some interesting scenes that he has seen in the trailer. The movie has become very popular. He is eager to watch the movie and has a gift voucher of buy-1 get-1 free ticket. However, Anu is very particular about movie and theatre hall.

Q. If you were in the position of Anu, would you watch the movie?

Yes	No	Can't say
-----	----	-----------

A. If **No**, because, you do not like going to theatre hall

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

ii. If **No**, because it is not affordable (time/money)

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

2. If **Yes**, because,

i. You like watching movies

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

ii. Your cousin wants you to accompany him

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

iii. The movie is become very popular

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

iv. There is a discount in the movie ticket

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

Q.8. Please look at the following advertisements of a movie hall and respond to the question.

A 5D movie has been released in the theatre hall shown below. The hall is so comfortable and luxurious that whoever visits have a great time there.



Q. If you have the opportunity to watch the movie in the above theatre, would you buy a ticket here and now?

Yes	No	Can't say
-----	----	-----------

A. If **No**, because it is not affordable (time/money)

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

B. If **Yes**, because

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

i. The theatre hall looks so comfortable

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree

ii. It will be such a fun to watch 5D movie

Strongly agree    Agree    Neither agree nor disagree    Disagree    Strongly disagree



Q. 9. Please look at the following advertisement of a restaurant service and respond to the question.



Q. If you have the opportunity to have dinner in such an exotic place like above, would you likely to go *here and now*?

Yes  No  Can't say

A. If **No**, because it is not affordable (time/money)

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

B. If **Yes**, because the place looks so beautiful and dreamy

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

Q. 10. *Nick stays in a hostel in the university campus. Usually, he with his friends goes for evening tea. One Sunday, they were having their usual tea and discussing over matters of interest. One of his friends was talking about a newly opened restaurant outside their campus which is very good and the price is also reasonable. As a promotional activity they were offering discount also. Listening to this, everyone is excited to have their dinner at the restaurant.*

Q. If you were in the position of Nick, would you go to the restaurant?

Yes  No  Can't say

A. i. If **No**, because you do not like to have dinner outside

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. If **No**, because it is not affordable (time/money)

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

B. If **Yes**, because,

i. Your friends are going

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. The popularity of the food and services

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

iii. The restaurant has discounted offer

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

11. Please look at the following advertisements of a mobile service and respond to the question.



If you have the opportunity to buy the above service *here and now*, would you buy it?

Yes
  No
  Can't say

A. If **No**, because it is not affordable (time/money)

Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

B. If **Yes**, because there is discounted offer

Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

12. Leena saw the advertisement of 4G LTE in TV which has many features like video calls, TV, multiplayer games, moving film streaming and super fast internet. Most of her friends are already using this service and found it quite interesting and beneficial. Leena sometimes wants to get rid of her current mobile connection.

If you were in the position of Leena, would you buy the 4G LTE service?

Yes
  No
  Can't say

A. i. If **No**, because it is not affordable (time/mone)

Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

ii. If **No**, because you find it a tedious process to change and buy new mobile connection

Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

B. If **Yes**, because,

i. Your friends are using it

Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

ii. The service seems interesting and beneficial

Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

iii. Everybody uses this service

Strongly agree
  Agree
  Neither agree nor disagree
  Disagree
  Strongly disagree

Q. 13. Please look at the following advertisement of online services and respond to the question.



If you have the opportunity to buy the above service *here and now*, would you buy it?

Yes No Can't say

A. i. If **No**, because, I do not buy online

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. If **No**, it is not affordable (time/money)

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

B. If **Yes**, because there is discounted offer

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

Q. 14. *Shilpa was just checking up some online shopping sites with her friend. There are beautiful dresses and accessories in one of the popular shopping sites. Her friend just decided to order one pair of shoes with a matching stole. She usually purchases most of her things online. Shilpa also feels a tendency to buy something nice.*

Q. If you were in the position of Shilpa, would you buy the pair of shoes online?

Yes No Can't say

i. If **No**, because, it is not affordable (time/money)

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. If **No**, because you do not require it

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

iii. You find it risky to buy online

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

B. If **Yes**, because,

i. Your friend has bought one

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. The shoes in the advertisement are so attractive and good

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

iii. Most of the people prefer online shopping

- Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

## APPENDIX B

Q.15. Please look at the following advertisements of a bank service and respond to the question.

Q. If you have the opportunity to buy the above service *here and now*, would you buy it?

 Yes

 No

 Can't say

A. i. If **No**, because, I am careful about financial planning

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. If **No**, because, it is not affordable (money)

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

iii. If **No**, because, I do not require it

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

B. i. If **Yes**, because, it looks beneficial

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. If **Yes**, because it looks tempting

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

Q. 16. *You have seen the hoarding of a new bank service where it is written that, "Now you don't have to be panic thinking of a long queue in the bank, use 'm-pesa' and transfer, withdraw, pay bills, recharge through your mobile. You remember your friend has also availed it which requires opening a saving bank account with the bank. He really likes it as the service reduces the issues of server error etc. The service has become very popular and the reviews are also satisfactory.*

Would you open a bank account to avail the service?

 Yes

 No

 Can't say

A. If **No**, because,

i. It is not affordable (time/money)

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. I am alright with my current bank service

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

iii. I do not understand the operation yet

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

B. If **Yes**, because,

i. The service looks quite convenient

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

ii. Your friend is also using the service

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

iii. Most of the people have been using the service

Strongly agree  Agree  Neither agree nor disagree  Disagree  Strongly disagree

**17. Additional information:**

Please provide the following information. Your information would be kept completely confidential.

- i. Name of the Current mobile service provider(s): \_\_\_\_\_
- a. Prepaid/Postpaid connection (please tick wherever applicable)
- ii. Name of the saving bank(s): \_\_\_\_\_
- iii. What kind of movie do you watch: Based on actor/ Based on director/  
Based on story/ Award winning movie/ All type
- iv. Favourite restaurant: \_\_\_\_\_ / None

**Name:** \_\_\_\_\_ **Place:** \_\_\_\_\_

## LIST OF PUBLICATIONS

Kalita, K., & Sarma, M. K. (2017). "Eating out" as Life Style: Yielding to the Impulsive Temptation. *SCMS Journal of Indian Management*, 14(4).

Kalita, K., & Sarma, M. K. (2017). Linking and Anticipating Impulse Buying in Services: A Review. *The Marketing Review*, 17(3), 385-406.

Kalita, K & Sarma, M.K. (2017). Exploring Impulse Buying in Travel and Tourism Services- A Study in the Urban Areas of Assam. In Thakur, R.R, Srivastava,V., Bhatia, S & Sharma, J(Eds.), *Management Practices for the New Economy*. Bloomsbury India. ISBN: 9789386432087.