

Questionnaire

Dear respondent

I am going to conduct a study under the supervision of **Dr. Shaikh Mostak Ahammad, Professor, Department of Accounting**, Hajee Mohammad Danesh Science and Technology University (HSTU), Dinajpur on measuring consumer's attitude towards the attributes of Xiaomi and Samsung Mobile Phone in Bangladesh. Your participation is extremely important to assess the existing attributes of those two brands. The answer will only be used for my academic purpose to complete my thesis program.

With best regards

Anup Kumer Roy

ID No: 1905835

MBA in Accounting and Information Systems

Department of Accounting

HSTU, Dinajpur

Personal information (please (✓)/ write where it is necessary)

1. Name:
2. Age : a) Less than 20 b) 20-30 c) 30-40 d) 40-50 e) 50-60 f) Above 60
3. Gender : a) Male b) Female
4. Profession : a) Business b) Service c) Student d) Others
5. Monthly income: a) Less than TK 20,000 b) 20,000-30,000 c) 30,000-40,000
d) 40,000-50,000 e) More than 50,000

General information related to your using Phone:

1. Which brand of phone do you have: a) Xiaomi b) Samsung c) Others
2. Price of your phone : a) Less than TK10,000 b) 10,000-20,000 c) 20,000-30,000
d) 30,000-40,000 e) Above TK40,000
3. Duration of your phone: a) 0-1 year b) 1-2 c) 2-3 d) Above 3 year
4. Operating Software Version: a) android 5.0 Lollipop b) Android 9 Pie
c) Android 10 d) Android 11 e) Others

Please use(√) mark on the following factors to mention your satisfaction level:

SL No.	Questionnaire	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
		5	4	3	2	1
1.	display size					
2.	Camera quality					
3.	Design and functionality					
4.	Processing time					
5.	Operating system and version					
6.	RAM and internal memory					
7.	Battery life					
8.	Storage					
9.	Security system					
10.	Audio quality					
11.	Network Technology					
12.	Quality of touch screen					
13.	Headphone provided					
14.	Price in regards of Performance					
15.	Outlook					
16.	Video Quality					
17.	Social messaging					

Thank you so much for your cordial cooperation.