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APPENDIX 1: Letter to Customer

A survey on “Identifying key purchasing determinants and their impact on brand equity of the tooth paste market in Sri Lanka”

Dear Sir / Madam,

This survey is carried out to identify the factors influencing with regard to key purchasing determinants and their impact on brand equity of the tooth paste market in Sri Lanka. I would appreciate if you could respond to all statements given in the survey.

There are no right [or wrong] answers to these statements. What is needed is to state your sincere opinion for the statements given. I assure you that your responses will only be used for data analysis of the research and will be treated as strictly confidential.

Thank you very much for your time and I value your participation very much.

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APPENDIX 2: Questionnaire Survey

Part A

General information

(Please tick the appropriate place which best express your perception on the given attribute)

- 1) How many times per day do you use toothpaste as a daily habit
 - One Time per day
 - Two Times per day
 - Three times per day
 - More Than Three times
- 2) Do you loyal to the particular brand of toothpaste
 - Yes
 - No

Part B

Benefits of consumer seek from purchase of toothpaste

- 3) Please mark degree of agreement for following statements (1= Strongly Disareed,5= Strongly Agreed)

- Preventing cavity of tooth paste is very important

Strongly Disagree-----Strongly Agreed				
1	2	3	4	5

- Like to purchase toothpaste that gives shiny teeth

Strongly Disagree-----Strongly Agreed				
1	2	3	4	5

- Toothpaste should be helped to strengthen gum

Strongly Disagree-----Strongly Agreed				
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1	2	3	4	5
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- Freshness of breath is one of main attribute of toothpaste

Strongly Disagree-----Strongly Agreed				
1	2	3	4	5

- Strengthen of enamel is important when selecting toothpaste

Strongly Disagree-----Strongly Agreed				
1	2	3	4	5

- Attractive teeth is very important

Strongly Disagree-----Strongly Agreed				
1	2	3	4	5

- Company image is consider when purchasing toothpaste

Strongly Disagree-----Strongly Agreed				
1	2	3	4	5

- Price of the tooth paste is consider when purchasing toothpaste

Strongly Disagree-----Strongly Agreed				
1	2	3	4	5

Part C

Key purchasing Determinant of Tooth Paste & Brand Equity

Following statements are formulated in order to obtain your perceptions on fey purchasing determinants on tooth paste brands based on brand equity. Please indicate how far you agree [or disagree] with these statements with the tick mark in appropriate box.

- 1) Do you consider branded (High brand equity) product of toothpaste in market when purchasing?

Yes	No
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- 1.1) Preventing cavity attribute of tooth paste is mainly enhance the brand equity

Highly Disagreed	Disagree	Agree	Highly Agreed
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- 1.2) Attribute of shiny teeth mainly effect for increase brand equity

Highly Disagreed	Disagree	Agree	Highly Agreed
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- 1.3) Brand equity will growth with attribute of strengthen gum in teeth

Highly Disagreed	Disagree	Agree	Highly Agreed
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- 1.4) Attribute of freshness of breath will enhance the brand equity

Highly Disagreed	Disagree	Agree	Highly Agreed
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1.5) Strengthen of enamel is important attribute assist to improve brand equity

Highly Disagreed	Disagree	Agree	Highly Agreed
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1.6) Attribute of attractive teeth is very important to enhance brand equity

Highly Disagreed	Disagree	Agree	Highly Agreed
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1.7) Company image is impact on brand equity

Highly Disagreed	Disagree	Agree	Highly Agreed
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1.8) Price of the tooth paste has relationship with brand equity

Highly Disagreed	Disagree	Agree	Highly Agreed
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Part D

Demographic Variables

Please mark with a [x] appropriately.

- 1). Gender - Male - Female
- 2). Marital status - Married - Unmarried
- 3). Age Group - less than 25 - 26-35 - 36-45 - 46-54
 - over 55
- 3). Education -Secondary -Diploma -Degree - Master
- Other
- 4). Monthly Income - less than 7,500
 - 7,500 to 14,999
 - 15,000 to 24,999
 - 25,000 to 40,000
 - More than 40,000
- 5). Profession -Unemployed
-Non Executive
-Executive
- Senior Management
- Other

THANK YOU

