

Questionnaire number

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QUESTIONNAIRE

Location of the organisation (Area)	Pretoria	Johannesburg
Classification	Manufacturer	Dealer
Nature of the core business		

INTRODUCTION

Good day, Sir / Madam. My name is ... (state your name). I represent Mr Frikkie Herbst who is a Doctorate student at the University of Pretoria and he is currently collecting data for his thesis. The thesis is on "**The product life cycle concept as an instrument in marketing decision-making.**"

May I please use a few minutes of your time to ask you some questions? The interview should take about **10 - 15 minutes** to complete.

I want to ensure you that the interview will be treated with the strictest confidence and that all information given to me will be used for research purposes only.

SECTION A - SCREENING QUESTION

Before we start, I have to determine whether you fall into the target market selected for this research project. In order to do this, I need to know the following:

Q 1: Who in your organisation is responsible for making marketing decisions?

Initials and Surname : _____

Designation / Title : _____

Interviewer instruction:
Ask to speak to this person and continue with the interview

Q 2: Do you know what the product life cycle concept is?

Yes	No
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Interviewer instruction:

*If **yes**, please answer the questions to follow based on your experience or application with of the product life cycle concept in your organisation.*

*If **no**, please answer the questions to follow based on your perception on how the product life cycle concept can be applied in your organisation.*

Q 3: Does your organisation apply the product life cycle concept in managing individual products, a single product range or multiple product ranges?

Yes	No
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SECTION B - THE PRODUCT LIFE CYCLE CONCEPT

Q 4: How important is the application of the product life cycle concept in the execution of the following aspects in your organisation? *(Use the scale in such a way that a “0” will indicate that the aspect is not important at all and that a “10” will indicate that the aspect is extremely important).*

	Not important at all										Extremely important	
	0	1	2	3	4	5	6	7	8	9	10	
Buying	0	1	2	3	4	5	6	7	8	9	10	
Costing	0	1	2	3	4	5	6	7	8	9	10	
Forecasting	0	1	2	3	4	5	6	7	8	9	10	
Manufacturing	0	1	2	3	4	5	6	7	8	9	10	
Product development	0	1	2	3	4	5	6	7	8	9	10	
Pricing	0	1	2	3	4	5	6	7	8	9	10	
Distribution	0	1	2	3	4	5	6	7	8	9	10	
Advertising	0	1	2	3	4	5	6	7	8	9	10	
Sales promotion	0	1	2	3	4	5	6	7	8	9	10	
Monitoring market share	0	1	2	3	4	5	6	7	8	9	10	
Competitive evaluation	0	1	2	3	4	5	6	7	8	9	10	
Managing brands	0	1	2	3	4	5	6	7	8	9	10	
Allocating resources	0	1	2	3	4	5	6	7	8	9	10	

Q 5: Indicate the **importance** of the following competitive advantages when your organisation applies the PLC concept. *(Use the scale in such a way that a “0” will indicate that the competitive advantage is not important at all and that a “10” will indicate that the competitive advantage is extremely important).*

	Not important at all										Extremely important		
Cost	0	1	2	3	4	5	6	7	8	9	10		
Quality	0	1	2	3	4	5	6	7	8	9	10		
Delivery	0	1	2	3	4	5	6	7	8	9	10		
Flexibility	0	1	2	3	4	5	6	7	8	9	10		
Innovation	0	1	2	3	4	5	6	7	8	9	10		

Q 6: Indicate the **nature** of your **product assortment**.

A single product	One product range	Multiple product ranges
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Q 7: If you have **multiple product ranges**, will you apply the PLC concept on each individual product within each product range?

Yes	No
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Q 8: In what phase of the product life cycle concept is your **primary product** positioned? *The primary product can be regarded as the best selling product in your organisation.*

Introductory phase	Growth phase	Maturity phase	Declining phase
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Please provide a reason / reasons for your answer above:

SECTION C - THE PLC CONCEPT, STRATEGY FORMULATION AND DECISION-MAKING

Q 9: Does your organisation engage in **strategic marketing planning** using the product life cycle stages?

Yes	No
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Q 10: If yes, how often does your organisation do strategic marketing planning?

Monthly	Six monthly	Annually	Other
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Q 11: To what extent does the product life cycle concept influence **marketing strategy development** in your organisation? *(Use the scale in such a way that “1” would indicate a very low influence and “7” an extremely high influence).*

Very low influence				Extremely high influence		
1	2	3	4	5	6	7

Q 12: What degree of control does the organisation have on the following marketing mix instruments? *(Show the flash card to the respondent to provide the exact meaning of each marketing mix instrument + and a description of the marketing mix variables). (Use the scale in such a way that a “0” will indicate no degree of control “10” will indicate a full degree of control).*

Marketing mix instruments	No control										Full control
	0	1	2	3	4	5	6	7	8	9	
Product	0	1	2	3	4	5	6	7	8	9	10
Price	0	1	2	3	4	5	6	7	8	9	10
Place	0	1	2	3	4	5	6	7	8	9	10
Promotion	0	1	2	3	4	5	6	7	8	9	10
People	0	1	2	3	4	5	6	7	8	9	10
Processes	0	1	2	3	4	5	6	7	8	9	10
Physical evidence	0	1	2	3	4	5	6	7	8	9	10

Q 13: Provide a short description of the appropriate **marketing objective** that you would associate within each phase of the product life cycle.

13.1 **Introductory phase:** _____

13.2 **Growth phase:** _____

13.3 **Maturity phase:** _____

13.4 **Declining phase:** _____

Q 14: What is the **likelihood** that you will continue using the product life cycle concept for _____ purposes in future? (*Use the scale in such a way that "1" = very unlikely "7" = extremely likely*).

	Very unlikely				Extremely likely			
_____ general management decision - making	1	2	3	4	5	6	7	
_____ marketing decisions making	1	2	3	4	5	6	7	

Q 15: Name all the **departments** in your organisation?

Interviewer instruction:
Please do not read the list to the respondent. Mark the verbatim answer in the appropriate block.

Production	Customer service	Research and development	Buying
Communication	Credit	Debit	Legal
Marketing	Finance	Public relations	Sales

Other: _____

SECTION D - MATCHING CHARACTERISTICS AND STRATEGIES TO DIFFERENT PHASES OF THE PRODUCT LIFE CYCLE

Q 16: Link the following **characteristics** in **Column A** to the most appropriate phase of the product life cycle by allocating the number next to the word or description to **Column B**. (*Each number can only be used once*).

Column A	
1	Low Sales
2	High profit
3	Rapidly growing sales
4	Low cost per customer
5	Declining sales
6	Negative profit
7	Few competitors
8	High cost per customer
9	Average cost per customer
10	Low cost per customer
11	Stable number of competitors
12	Declining number of competitors
13	Declining profits
14	Growing number of competitors
15	Increasing profits
16	Peak sales

Column B			
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Introductory phase			

Growth phase			

Maturity phase			

Declining phase			

Q 17: How **important** is each of the following aspects when you associate them with the four phases of the product life cycle. (*Use the scale in such a way that a “0” will indicate that the aspect is not important at all and that a “7” will indicate that the aspect is extremely important*).

Interviewer instruction:
Only manufacturers should only answer this question!

ASPECTS	Introductory phase							Growth phase							Maturity phase							Declining phase						
	Not important				Extremely			Not important				Extremely			Not important				Extremely			Not important				Extremely		
	At all				important			At all				important			At all				important			At all				important		
Product extensions	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Product warranties	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Product diversification	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Phasing out of product(s)	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
High price	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Low price	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Special offers	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Discounts	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Number of middlemen	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Kind of middlemen	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Limited availability	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Unlimited availability	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
High advertising expenditure	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Sales promotion	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Sales force participation	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Personal selling expenditure	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Q 18: How **important** is each of the following aspects when you associate them with the four phase of the product life cycle. (*Use the scale in such a way that a “0” will indicate that the aspect is not important at all and that a “7” will indicate that the aspect is extremely important*).

Interviewer instruction:
Only dealers should answer this question!

ASPECTS	Introductory phase							Growth phase							Maturity phase							Declining phase						
	Not important				Extremely			Not important				Extremely			Not important				Extremely			Not important				Extremely		
	At all							At all							At all							At all						
Product extensions	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Product warranties	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Product diversification	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Phasing out of product(s)	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
High price	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Low price	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Special offers	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Discounts	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
High advertising expenditure	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Sales promotion	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Sales force participation	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Personal selling expenditure	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Training of personnel	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Incentives to personnel	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Appearance of personnel	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Involvement of personnel	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Quality	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Warranties	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Price	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tangible clues	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7

Q 18: Continued

ASPECTS	Introductory phase							Growth phase							Maturity phase							Declining phase						
	Not important				Extremely important			Not important				Extremely important			Not important				Extremely important			Not important				Extremely important		
	At all							At all							At all							At all						
Layout of outlet	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Appearance of outlet	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Noise level of outlet	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7
Tangible clues	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7	1	2	3	4	5	6	7

SECTION E – CLASSIFICATION QUESTION

Q 19: How many **employees** are working in your organisation?

11 - 15	16 - 20	21 - 30	31 - 40	41 - 50
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Thank you for your kind co-operation!