APPENDIX

Questionnaire

Customer Retention Strategies in Organised Retail Sector in India

Thank you for spending your precious time to complete this survey. Your feedback is important for me to conclude my work. The aim of my study is “To evaluate the effectiveness of customer retention strategies practised by Indian retail stores.” The research will focus on studying various customer retention strategies developed and practised by three of the Indian retail giants, namely, Easyday, Big Bazaar, Reliance Mart and two international retail players Tesco and Wal-Mart operating across the globe. Through your responses, I will be able to conclude whether retail stores gain from retention strategies or not.

Personal Information:

Name: ____________
Age: _____________
Gender: __________
Email id: __________
Education Level: _____
Occupation: ________
City: ______________
Family Income: _____
Marital Status:

Q1 Which retail store do you visit the most? (Tick any one)
   n Big Bazaar       n Easy day       n Reliance Mart
   n Tesco           n Wal-Mart

Q2 From how many years you are the customer of the above selected store?
   n 6 Months       n 1 Year
   n 2 Years        n More than 2 years
Part A

Please rate the factor on five points Likert Scale, 5 being Strongly Agree and 1 being Strongly Disagree.

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<thead>
<tr>
<th>S. No.</th>
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<td>Q3</td>
<td>Routine frequency of your visit to the preferred retail store every month</td>
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<td>Q4</td>
<td>Frequency of your visit to the preferred retail store during festive schemes (Please write exact number)</td>
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<td>Q5</td>
<td>Every visit to the preferred retailer results in some kind of purchasing</td>
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<td>Q6</td>
<td>Reasons for switching from traditional general store to modern retail store:</td>
<td>Saves time and efforts</td>
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<td>Better customer service</td>
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<td>Multiple products under one roof</td>
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<td>Attractive offers</td>
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<td>Q7</td>
<td>Your preferred retailer facilitates with return and exchange facility</td>
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<td>Q8</td>
<td>Your preferred retail store offers the widest range of diversified products</td>
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<td>Q9</td>
<td>Your preferred retail store’s staff offers excellent service expertise and query handling</td>
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<td>Q10</td>
<td>Characteristic of the preferred retail store that attracts you the most:</td>
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<td>Q11</td>
<td>Factors that affect your buying behaviour at your preferred retailer:</td>
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<td>Q12</td>
<td>Factors that motivate you for repeat purchase from the preferred retail store:</td>
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<td>Q13</td>
<td>Most of the time you are aware of attractive schemes offered by the preferred retail store</td>
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<td>Q14</td>
<td>Schemes are effectively communicated to you by the preferred retail store</td>
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<td>Q15</td>
<td>All the schemes offered by the preferred retailer are availed by you</td>
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<td>Q16</td>
<td>Festive and/or special offers increase your average spending at the preferred retail store</td>
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<td>Q17</td>
<td>Do you feel offers by preferred retail store benefits all the segments of customers</td>
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<td>Q18</td>
<td>Retention schemes by preferred retailer lower your monthly budget</td>
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<td>Q19</td>
<td>Most of the times you end up with buying unnecessary products due to attractive schemes</td>
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<td>Q20</td>
<td>Sometimes attractive schemes misguide you</td>
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<td>Q21</td>
<td>Preferred retail store provides assurance towards its services and values customer feedback</td>
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<td>Q22</td>
<td>You are loyal towards preferred retail store because it offers frequent schemes</td>
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<td>Q23</td>
<td>Factor which highly influence your loyalty towards the preferred retail store:</td>
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<td>Q24</td>
<td>Do you feel customer retention strategies of preferred retail stores are significantly different from the other retailers?</td>
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<td>Q25</td>
<td>Does your preferred retailer frequently change its customer retention strategy?</td>
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<td>Q26</td>
<td>You always recommend your preferred retailer to your friends and family because of its schemes</td>
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<td>Q27</td>
<td>Your preferred retailer will always remain your first choice</td>
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<td>Q28</td>
<td>You will continue your relationship with the preferred retail store</td>
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<td>Q29</td>
<td>Development of online shopping platform has affected your shopping pattern through physical stores</td>
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</table>

Q30 What is your approximate spending at the store per visit?

Q31 What is your approximate spending at the store during any special offer?

Q32 Do you find any shortcomings in the schemes offered by the store?
Part B

Factors Affecting Customer Retention

Please tick the appropriate box.

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<tr>
<th>S. No.</th>
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<td>Interpersonal Relationship</td>
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<td>There is a strong bond between you and your preferred retailer</td>
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<td>You would be more comfortable in interacting with existing retail store rather than a new one</td>
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<td>You will miss your preferred retail store if switched to another</td>
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<td>You like brand image of your preferred retail store</td>
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<td>Your preferred retail store cares for its customers</td>
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<td>Switching to new retailer will incur high cost</td>
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<td>Switching to new retailer will incur high time</td>
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<td>Competitors have higher rates</td>
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<td>You have higher belief on preferred retail store</td>
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<td>You are more likely to switch to a new retailer</td>
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<td>Switching to a new retailer gives feeling of uncertainty</td>
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<td>You dislike experimenting with different retailers</td>
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<td>You are satisfied with the service quality of preferred retail store</td>
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<td>You are satisfied with professional competence of preferred retailer</td>
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<td>You are satisfied with the friendly staff of preferred retail store</td>
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<td>You are comfortable with your relationship with the preferred retail store</td>
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<td>Preferred retailer's staff offers excellent service expertise and query handling</td>
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<td>Preferred retailer helps to make you understand its pricing policies</td>
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<td>Pricing policies of preferred retailer is attractive</td>
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<td></td>
<td>Preferred retailer offers products and services at competitive rate</td>
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<td>You are more likely to stick with the preferred retailer unless there</td>
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<td>are higher variations in prices for same products and services</td>
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<td>Brand image of your preferred retailer is good in the market</td>
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<td>You like corporate social responsibilities activities of preferred retailer</td>
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<td>Preferred retailer has succeeded in delivering at par with its brand image</td>
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<td>Trust</td>
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<td>Your preferred retailer is reliable</td>
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<td>Billing system of preferred retailer is trustworthy</td>
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<td>Preferred retailer has got reputation in the market</td>
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<td>Preferred retailer practices fair policies</td>
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<td>Preferred retailer provides genuine products and services</td>
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</tbody>
</table>
## Customer Retention

<table>
<thead>
<tr>
<th>S. No</th>
<th>Factor</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neither Agree Nor Disagree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The preferred retail store would be your first choice if you go for purchasing today</td>
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<tr>
<td>2.</td>
<td>How likely will you continue your relationship with the preferred retailer</td>
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<tr>
<td>3.</td>
<td>Would you recommend your preferred retailer as best retail store in the area</td>
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<td>4.</td>
<td>You would encourage your friends and family to do business with your preferred retail store</td>
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<td>5.</td>
<td>You have said positive things about your preferred retailer to others</td>
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<tr>
<td>6.</td>
<td>The relationship with your preferred retail store is important for you</td>
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<td>7.</td>
<td>Your retail store would always remain your first choice for retailing services</td>
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</tr>
</tbody>
</table>

Thank You