ANNEXURE
**A study of Organized Retail Business in Selected Cities in Western Maharashtra**

**Questionnaire for Customers**

This Questionnaire is a part of Ph.D. work and information collected will be used for academic purpose only. Kindly co-operate by ticking your answers.

**Section –A Personal Details**

1. **Name** - ____________________________________________
   **Address** - _________________________________________
   ___________________________________________________
   **Contact No.** - _______________________________

2. **Gender** -
   - a) Male
   - b) Female

3. **Education** -
   - a) Undergraduate
   - b) Graduate
   - c) Post Graduate
   - d) Doctorate

4. **Age** -
   - a) Up to 20 yrs.
   - b) 21 to 30 yrs.
   - c) 31 to 40 yrs.
   - d) 41 yrs. and above

5. **Occupation** -
   - a) Service
   - b) Business
   - c) Housewife
   - d) Any other

6. **Marital Status** -
   - Married
   - Unmarried

7. **Type of Family** -
   - Joint
   - Nuclear

8. **Number of members in family** - _______________________

9. **Monthly Income in Rs.** -
   - a) Upto 10000
   - b) 10001 to 20000
   - c) 20001 to 30000
   - d) Above 30000
Section - B Retail Outlet

Q.1 Which modern retail shops you visit regularly? (Name)
1. __________________________  2. __________________________
3. __________________________  4. __________________________

Q.2 How frequently do you shop in these stores?
   a) Weekly          b) 2 to 3 times a month
   c) Once in a month     d) Rarely

Q.3 Which type of products generally you purchase from these shops?
   (Tick relevant boxes)
   a) Food and grocery  b) Personal Care  c) Home care
   d) Home Décor       e) Clothing     f) Jewelry
   g) Music and Books  h) Electronic Appliances i) Toys
   j) Cooking and Dining  k) Health and beauty
   l) Any other (Specify) __________________________

Q.4 Prior to these big retail shops, from where you were purchasing above items?
   a) Nearby Shop as per convenience          b) From Particular shop only
   c) From Anywhere                              

Q.5 Do you still purchase from these shops?
   a) Yes                        d) No

Q.6 What do you purchase from traditional kirana store?
   __________________________________________________________
   __________________________________________________________

Q.7 Why do you purchase from the kirana shop?
   __________________________________________________________
   __________________________________________________________

Q.8 How much worth do you purchase from kirana shop in a month?
   a) Up to Rs. 500   b) Rs. 500 to 1000   c) Above Rs. 1000

Q.9 What was the reason to shift from traditional retailer to modern retailer?
   a) One stop shop     b) Savings on Purchases  c) More options
   d) Fun while shopping e) Status       f) Quality Products
   g) Any other (Specify) __________________________

Q.10 Do you come here for
   a) Regular Shopping  b) Special shopping  c) Infrequent Shopping
Q. 11 Rank the following benefits while shopping here. (Out of 6)
   a) Saves time   b) Saves money   c) Different Experience
   d) Variety of Products   e) Window shopping   f) Enhances Status

Q.12 How much do you spend at modern retail stores every month?
   a) Up to Rs.1000   b) Rs.1000 to 2000
   c) Rs.2000 to 3000   d) Above Rs.3000

Q.13 Which of the following factor you like most about this store?
   a) Convenient Location   b) Modern Physical Facilities
   c) Trained Staff   d) Attractive Display
   e) We get what we require   f) Any other(Specify)________

Q.14 Rank following points while considering reliability of this store? (Out of 5)
   a) Consistency in availability of products   b) Efficient Checkout
   c) Quality of Private label products   d) Accurate Bills
   e) Discounts and offers

Q.15 How do you come for shopping?
   a) By Walk   b) By Bus   c) By Autorikshaw
   d) By Two wheeler   e) By Car

Q 16 How much time it takes to travel from your place to this retail store?
   a) Less than 10 min.   b) 10 to 20 min.
   c) 20 to 30 min.   d) More than 30 min.

Q.17 In case you are coming with own vehicle, what is your opinion about availability and comfort while parking?
   a) Fully Satisfied   b) Satisfied   c) Can’t Say
   d) Dissatisfied   e) Fully Dissatisfied

Q.18 Outer look of the building attracts shoppers.
   a) Strongly Agree   b) Agree   c) Undecided
   d) Disagree   e) Strongly Disagree

Q.19 Whether check in and check out systems are effective?
   a) Definitely Yes   b) Yes   c) Can’t Say   d) No
   e) Definitely No

Q.20 Are there sufficient number of billing counters?
   a) Definitely Yes   b) Yes   c) Can’t Say   d) No
   e) Definitely No
Section – C  Consumer Behaviour

Q. 21 Is price clearly displayed and labeled?
   a) Definitely Yes   b) Yes   c) Can’t Say   d) No   e) Definitely No

Q. 22 Are you satisfied with the price charged by these retailers?
   a) Definitely Yes   b) Yes   c) Can’t Say   d) No   e) Definitely No

Q. 23 What is your opinion about price level of products in modern retail shops as compared to outside?
   a) Higher   b) Satisfactory   c) Less

Q. 24 Did you experience anytime that you paid more for particular product than anywhere else?
   a) Very Frequently   b) Frequently   c) Sometimes   d) No   e) Never   f) Can’t Say

Q. 25 If your previous answer is a b or c, then how many times you paid more and for which product?

___________________________________________________

Q. 26 Do you feel that you are aware about various offers by this retailer?
   a) Definitely Yes   b) Yes   c) Can’t Say   d) No   e) Definitely No

Q. 27 Are you satisfied with the various schemes and offers from this retailer for attracting and retaining customers?
   a) Definitely Yes   b) Yes   c) Can’t Say   d) No   e) Definitely No

Q. 28 Do you prefer private brands introduced by this retailer?
   a) Definitely Yes   b) Yes   c) Can’t Say   d) No   e) Definitely No

Q. 29 If yes, then what is your experience about quality of these products?
   a) Very Good   b) Good   c) Ok   d) Poor   e) bad

Q. 30 Did you experience consistently inferior quality of particular category product?
   a) Definitely Yes   b) Yes   c) Can’t Say   d) No   e) Definitely No
Q. 31 Anytime did you see outdated/expired product on shelves or unknowingly you purchased such products?
   a) Definitely Yes [ ]   b) Yes [ ]   c) Can’t Say [ ]   d) No [ ]
   e) Definitely No [ ]

Q. 32 ‘Unlimited assortment creates confusion while choosing the product’ – give your opinion.
   a) Strongly Agree [ ]   b) Agree [ ]   c) Undecided [ ]
   d) Disagree [ ]   e) Strongly Disagree [ ]

Q. 33 What do you do if required brand is not available?
   I postpone purchase [ ]
   I select any other substitute brand [ ]
   I go to another retailer for same brand [ ]
   It depends on the type of product and situation. [ ]

Q. 34 When I visit here, my visits are
   (I generally come)……….. Alone   With Family members   With Friends
   Planned [ ] [ ] [ ]
   Unplanned [ ] [ ] [ ]
   For time pass [ ] [ ] [ ]
   For some urgent purchases [ ] [ ] [ ]

Q. 35 I think being seen shopping at modern retail outlets gives better social image
   a) Strongly Agree [ ]   b) Agree [ ]   c) Undecided [ ]   d) Disagree [ ]
   e) Strongly Disagree [ ]

Section – D Purchasing Process

Q. 36 Choose appropriate
   I always stick to one brand [ ]
   I pick the product which is available with discount or offer [ ]
   I like to try out new products always [ ]

Q. 37 What is your average amount of purchase?
   a) Rs.5000 and more [ ]   b) Rs. 3000 to 5000 [ ]
   c) Rs. 1000 to 3000 [ ]   d) Less than Rs. 1000 [ ]

Q. 38 Are you satisfied about the lighting arrangement inside?
   a) Definitely Yes [ ]   b) Yes [ ]   c) Can’t Say [ ]   d) No [ ]
   e) Definitely No [ ]
Q. 39 Do you think that signage provided here are sufficient and informative?
   a) Definitely Yes ☐   b) Yes ☐   c) Can’t Say ☐   d) No ☐
   e) Definitely No ☐

Q. 40 Product displays remind you of purchasing it.
   a) Strongly Agree ☐   b) Agree ☐   c) Undecided ☐
   d) Disagree ☐ e) Strongly Disagree ☐

Q. 41 Select appropriate
   a) I purchase only the things in list ☐
   b) In addition to things listed, I purchase many things after coming here. ☐
   c) I decide products to purchase after coming here, with the help of displays ☐
   d) I like to save time while purchasing. ☐
   e) I like to enjoy shopping while going through all shelves with ample time. ☐

Q.42 Do you always get fresh fruits and vegetables in reasonable price?
   a) Definitely Yes ☐   b) Yes ☐   c) Can’t Say ☐
   d) No ☐ e) Definitely No ☐ f) Not Applicable ☐

Q. 43 Does the cold storage preserves food items in proper condition?
   a) Definitely Yes ☐   b) Yes ☐   c) Can’t Say ☐   d) No ☐
   e) Definitely No ☐

Q. 44 Does the cold drinks cabinet really keep cold drinks sufficiently cold?
   a) Definitely Yes ☐   b) Yes ☐   c) Can’t Say ☐   d) No ☐
   e) Definitely No ☐

Q. 45 When you want to purchase in small quantity do you get here the sizes of packs/ volume according to your requirement?
   a) Definitely Yes ☐   b) Yes ☐   c) Can’t Say ☐   d) No ☐
   e) Definitely No ☐

Q. 46 When you want to purchase in large quantity do you get here the sizes of packs/ volume according to your requirement?
   a) Definitely Yes ☐   b) Yes ☐   c) Can’t Say ☐   d) No ☐
   e) Definitely No ☐
Section - E  Service Orientation

Q. 47  Do the sales attendants help you in searching for product if needed?
   a) Very Frequently  b) Frequently  c) Sometimes 
   d) No  e) Never  f) Not Required

Q. 48  Whether arrangement of shelves and racks is comfortable?
   a) Definitely Yes  b) Yes  c) Can’t Say 
   d) No  e) Definitely No

Q. 49  Whether area and space provided for each category of products is sufficient?
   a) Definitely Yes  b) Yes  c) Can’t Say 
   d) No  e) Definitely No

Q. 50  Give your opinion about space for movement provided between shelves?
   a) Completely Satisfied  b) Satisfied  c) Can’t Say 
   d) Dissatisfied  e) Completely Dissatisfied

Q. 51  How many times you feel of purchasing unnecessary items?
   a) Very Frequently  b) Frequently  c) Sometimes 
   d) No  e) Never

Q. 52  Are there any complaints regarding this retailer?
   a) Poor Customer Service  b) Fraud  c) Billing Errors 
   d) Poor Product Quality  e) Non availability of Products

Q. 53  Did you file a complaint about something?
   a) Definitely Yes  b) Yes  c) Can’t Say 
   d) No  e) Definitely No

Q. 54  If yes, what was that?

Q. 55  Whether this store provides hassle free complaint handling at store?
   a) Definitely Yes  b) Yes  c) Can’t Say 
   d) No  e) Definitely No

Q. 56  Customer help desk provided here handles customer problems efficiently.
   a) Strongly Agree  b) Agree  c) Undecided 
   d) Disagree  e) Strongly Disagree

Q. 57  Are you satisfied with the billing procedure followed here?
   a) Completely Satisfied  b) Satisfied  c) Can’t Say 
   d) Dissatisfied  e) Completely Dissatisfied
Q. 58  Do you find timing of this store convenient for you?
   a) Definitely Yes  b) Yes  c) Can’t Say  d) No  e) Definitely No

Q. 59  How you feel about the atmosphere in store?
   a) Completely Satisfied  b) Satisfied  c) Can’t Say  d) Dissatisfied  e) Completely Dissatisfied

Q. 60  Is there a facility of changing room provided in apparel section?
   a) Definitely Yes  b) Yes  c) Can’t Say  d) No  e) Definitely No

Q. 61  Are you satisfied with the size and location of entrance for this retail store?
   a) Completely Satisfied  b) Satisfied  c) Can’t Say  d) Dissatisfied  e) Completely Dissatisfied

Q. 62  Do you feel secure here about your vehicles in parking and baggage that you deposit?
   a) Definitely Yes  b) Yes  c) Can’t Say  d) No  e) Definitely No

Q. 63  ‘Congested areas can harass, frustrate and injure customers while moving’ give your opinion.
   a) Strongly Agree  b) Agree  c) Undecided  d) Disagree  e) Strongly Disagree

Q. 64  Whether organizational, location, category and promotional signage provide you required information.
   a) Definitely Yes  b) Yes  c) Can’t Say  d) No  e) Definitely No

Q. 65  Whether electronic, electrical products are being tested here before selling?
   a) Definitely Yes  b) Yes  c) Can’t Say  d) No  e) Definitely No

Q. 66  This is an attractive store by considering store décor?
   a) Strongly Agree  b) Agree  c) Undecided  d) Disagree  e) Strongly Disagree

Q. 67  Are the staff and managers appropriately and smartly dressed?
   a) Definitely Yes  b) Yes  c) Can’t Say  d) No  e) Definitely No
Q. 68 Does the sales attendant seem interested in finding what you want?
   a) Definitely Yes □  b) Yes □  c) Can’t Say □  d) No □
   e) Definitely No □

Q. 69 Does the sales attendant really help you to choose the right product?
   a) Definitely Yes □  b) Yes □  c) Can’t Say □  d) No □
   e) Definitely No □

Q. 70 Do you like to try out new retail shops for change?
   a) Definitely Yes □  b) Yes □  c) Can’t Say □  d) No □
   e) Definitely No □

Q. 71 If big retailers like Wal-Mart, Reliance etc. enter here, will you be happy?
   a) Definitely Yes □  b) Yes □  c) Can’t Say □  d) No □
   e) Definitely No □

Q. 72 Do you consider your visit to modern retail formats as shopping cum entertainment?
   a) Definitely Yes □  b) Yes □  c) Can’t Say □  d) No □
   e) Definitely No □

Signature of the Respondent

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Thank You
A study of Organized Retail Business in Selected Cities in Western Maharashtra

Questionnaire for Retailers

This Questionnaire is a part of Ph.D. work and information collected will be used for academic purpose only. Kindly co-operate by ticking your answers.

Section – A  General Information

Name of Store -
__________________________________________________

Name of Owner -
__________________________________________________

Address -
__________________________________________________
__________________________________________________

Contact No. -
__________________________________________________

Year of Establishment -
____________________________

Type of Ownership – a) Sole Proprietorship    b) Partnership
                   c) Family Owned    d) Any other (specify)

Type of Store -
1. Grocery shop  2. Stationary shop
3. Cloth shop    4. Electronics Shop
5. Gift articles Shop  6. Book & Music shop
7. Jewelry Shop   8. General stores
9. Other

Average Number of customers visiting daily –
 a) Less than 50    b) 50 – 100
 c) 100 – 150   d) More than 150
Section – B  Traditional Retailing

Q.1  Monthly Sale in Rs.-  
   a) Upto 100000   ☐  
   b) 100001 to 200000  ☐  
   c) 200001 to 300000  ☐  
   d) Above 300000  ☐  

Q.2  Which modern retail shops are you aware of ?  
   1.  
   2.  
   3.  
   4.  

Q.3  Is there any adverse impact on your business because of these modern retailers?  
   a) Yes ☐  
   b) No ☐  

Q.4  If yes, how much negative impact your business is facing in terms of sales?  
   a) Upto 5 % ☐  
   b) 5 to 10 % ☐  
   c) 10 to 15 % ☐  
   d) More than 15% ☐  

Q.5  Is there any impact on volume of your business?  
   a) Definitely Yes ☐  
   b) Yes ☐  
   c) Can’t Say ☐  
   d) No ☐  
   e) Definitely No ☐  

Q.6  ‘Entry of big retailers has made negative impact on profit’  
   a) Strongly Agree ☐  
   b) Agree ☐  
   c) Undecided ☐  
   d) Disagree ☐  
   e) Strongly Disagree ☐  

Q.7  According to you, what are the different reasons behind this problem?  
   ____________________________________________________________  
   ____________________________________________________________  

Q.8  What are the strengths of your shop as compared to modern retailers?  
   1. ____________________________________________________________  
   2. ____________________________________________________________  
   3. ____________________________________________________________  
   4. ____________________________________________________________  

Q.9  What are the weaknesses of your shop as compared to modern retail shop?  
   1. ____________________________________________________________  
   2. ____________________________________________________________  
   3. ____________________________________________________________  
   4. ____________________________________________________________
Q. 10  What different changes you made in outlook of the shop to match the competition from organized sector?

__________________________________________________ ______________

___________________________________________________ _____________

Q. 11  Did you make any changes in storage of products to suit the competition?

__________________________________________________ ______________

___________________________________________________ _____________

Q.12  How many of your customers you know personally?
     a) Upto 25 %  b) 26 to 50 %  c) 51 to 75 %  d) Above 75 %

Q.13  How much credit period is allowed by you for your customers?
     a) Upto 15 days  b) 16 to 30 days  c) 31 – 45 days  d) More than 45 days

Q. 14  Did you see any impact on employment in unorganized retailing?
     a) Definitely Yes  b) Yes  c) Can’t Say  d) No
     e) Definitely No

Section – C  Organized Retailing

Q. 15  What are the strengths of modern retailing?
     1. ____________________________________________
     2. ____________________________________________
     3. ____________________________________________
     4. ____________________________________________

Q. 16  What are the weaknesses of modern retail shop?
     1. ____________________________________________
     2. ____________________________________________
     3. ____________________________________________
     4. ____________________________________________

Q.17  Customers get attracted because of infrastructure, technology and variety.
     a) Strongly Agree  b) Agree  c) Undecided
     d) Disagree  e) Strongly Disagree

Q. 18  Rank the following benefits for which customers prefer to come to you.
     a) Credit Allowance  b) Home Delivery  c) Convenient Timing
     d) Availability of loose items  e) Reliability
Q. 19  Are you happy with entry of these modern retailers in your city?
   a) Definitely Yes ☐  b) Yes ☐  c) Can’t Say ☐  d) No ☐
   e) Definitely No ☐

Q. 20  What are your future plans to compete with big retailers?

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______________________________________________________________

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Thank You