IMPACT OF CORPORATE RETAILING ON CONSUMERS AND SMALL TRADERS IN KERALA

Schedule for Consumers

I. Personal Information:
1. Name of the consumer: ……………………………………………………
2. Gender: Male [ ]
   Female [ ]
3. Age (in years): Upto 25 [ ]
   26-35 [ ]
   36-45 [ ]
   46-55 [ ]
   Above 55 [ ]
4. Educational status: Primary education [ ]
   S.S.L.C [ ]
   H.Sc [ ]
   Diploma/ITI [ ]
   Degree [ ]
   Postgraduation and above [ ]
5. Occupation: Business [ ]
   Employed [ ]
   Profession [ ]
   Student [ ]
   Housewife [ ]
6. Monthly household income (Rs.): Upto 15000 [ ]
   15001-25000 [ ]
   25001-35000 [ ]
   35001-45000 [ ]
   Above 45000 [ ]
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7. Household size (in Nos.): Upto 2 [ ]
   3 and 4 [ ]
   5 and 6 [ ]
   7 and above [ ]
8. Family pattern: Nuclear family [ ]
   Joint family [ ]
9. Marital status: Married [ ]
   Unmarried [ ]
10. Religion: Hindu [ ]
    Muslim [ ]
    Christian [ ]
11. Corporation belonging to: Calicut [ ]
    Cochin [ ]
    Trivandrum [ ]
II. Information Pertaining to Study:
1. Which of the corporate retail stores are you familiar with?
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2. Which of the corporate retail stores have you visited most frequently in the recent past?
Reliance Fresh [ ]
Megamart [ ]
Himalaya Drug [ ]
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3. What is the approximate distance between your residence and this corporate retail outlet?
Below 3 k.m. [ ]
3 k.m. to 6 k.m. [ ]
6 k.m. to 9 k.m. [ ]
Above 9 k.m. [ ]
4. State the companion for your shopping to the corporate retail outlet.
Alone [ ]
Spouse [ ]
Children [ ]
Parents [ ]
Siblings [ ]
Friends/neighbours [ ]
Whole family [ ]
5. State the mode of transport used for shopping at the corporate retail outlet.
By walk [ ]
By bicycle [ ]
By bus/public transport [ ]
By auto [ ]
By car [ ]
By scooter/motor cycle [ ]
6. State the source through which you are aware of the corporate retail store.
Newspapers and magazines [ ]
Notices, pamphlets and leaflets [ ]
Posters, banners and hoardings [ ]
Advertisements in radio [ ]
Advertisements in television [ ]
Internet [ ]
Friends, neighbours and relatives [ ]
7. What influenced you to prefer purchase from this corporate retail outlet?
Price [ ]
Quality of the products [ ]
More variants [ ]
One stop shopping [ ]
Availability of more brands [ ]
Service quality [ ]
Freedom in choosing products [ ]
Customer relationship [ ]
8. Which of the following product categories did you buy in corporate retail
outlets?
Food and grocery [ ]
Fashion and accessories [ ]
Pharmaceuticals [ ]
9. State your overall satisfaction towards the working of corporate retail
outlet wherein you are regularly purchasing.
Highly satisfied [ ]
Satisfied [ ]
Neither satisfied nor dissatisfied [ ]
Dissatisfied [ ]
Highly dissatisfied [ ]
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10. State your level of acceptance on the following with respect to retail
operations of the corporate retail outlet you visit more frequently.
Strongly agree
Agree
Neither agree
nor disagree
Disagree
Strongly
disagree
10.1 Architectural style of the
store is good [ ] [ ] [ ] [ ] [ ] [ ] [ ]
10.2 The compliant management
system is efficient [ ] [ ] [ ] [ ] [ ] [ ]
10.3 Goods are costly at this outlet [ ] [ ] [ ] [ ]
10.4 The outlet avoids hidden
charges [ ] [ ] [ ] [ ] [ ] [ ]
10.5 The outlet provides
entertainment [ ] [ ] [ ] [ ] [ ] [ ]
10.6 Shopping hours are
convenient [ ] [ ] [ ] [ ] [ ] [ ]
10.7 The outlet delivers goods at home
10.8 The outlet saves customers time
10.9 The outlet keeps customers informed
10.10 The outlet has efficient checkout operations
10.11 Shopping can be done at ease
10.12 The outlet has reputation among customers
10.13 The outlet provides better service to clients
10.14 The outlet has enough suppliers and supply chain
10.15 The outlet is crowded and customers have to wait
10.16 Temperature of the store is normal
10.17 The store uses modern technology
10.18 The general decoration of the store is good
10.19 The outlet is meant for family shopping
10.20 The outlet has sufficient lighting and is free from noise
10.21 Scent and odor of the store is pleasant
10.22 The outlet is clean
10.23 The outlet is air-conditioned
10.24 Price points of the store are good
10.25 The outlet has better ambience
10.26 The outlet stores materials properly
10.27 The outlet displays products attractively
10.28 The outlet offers more brands
10.29 The outlet offers wider product range
10.30 The store is visible [ ] [ ] [ ] [ ] [ ]
10.31 The outlet provides short cash waiting lines [ ] [ ] [ ] [ ] [ ]
10.32 The outlet provides more pack sizes [ ] [ ] [ ] [ ] [ ]
10.33 The outlet provides more variants [ ] [ ] [ ] [ ] [ ]
10.34 The outlet is one stop shopping [ ] [ ] [ ] [ ] [ ]
10.35 The outlet has quality layout and infrastructure [ ] [ ] [ ] [ ] [ ]
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10.36 The outlet is nearer to home/work place [ ] [ ] [ ] [ ] [ ]
10.37 The outlet is easily accessible [ ] [ ] [ ] [ ] [ ]
10.38 Fresh/new stocks are available at the outlet [ ] [ ] [ ] [ ] [ ]
10.39 The outlet gives freedom to choose products or brands [ ] [ ] [ ] [ ] [ ]
10.40 The outlet has better parking facility [ ] [ ] [ ] [ ] [ ]
10.41 The outlet provides better quality [ ] [ ] [ ] [ ] [ ]
10.42 The outlet offers promotional schemes [ ] [ ] [ ] [ ] [ ]
10.43 The outlet has value and value chain [ ] [ ] [ ] [ ] [ ]
10.44 The outlet offers credit facility [ ] [ ] [ ] [ ] [ ]
10.45 The outlet offers various modes of payment [ ] [ ] [ ] [ ] [ ]
10.46 The outlet offers special offer/discount/lesser price [ ] [ ] [ ] [ ] [ ]
10.47 Sales people of the outlet are competent [ ] [ ] [ ] [ ] [ ]
10.48 The sales staff are courteous and friendly [ ] [ ] [ ] [ ] [ ]
10.49 Attitude and behaviour of the staff is good [ ] [ ] [ ] [ ] [ ]
10.50 The outlet staff treat customers with respect [ ] [ ] [ ] [ ] [ ]
11. State the amount spent per purchase during prior to and at the corporate retail outlet?
At the traditional shop Rs.----------
At the corporate retail outlet Rs.----------

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12. State your level of acceptance towards the impact of corporate retail outlets.
Agree Partially
agree Disagree
12.1 The outlet solves customers’ problems [ ] [ ] [ ]
12.2 Treats customers with respect [ ] [ ] [ ]
12.3 Connects with customers’ emotions [ ] [ ] [ ]
12.4 Sets the fairest price [ ] [ ] [ ]
12.5 Saves customers’ time [ ] [ ] [ ]
12.6 Throws away middlemen [ ] [ ] [ ]
12.7 Creates employment [ ] [ ] [ ]
12.8 Corporate retail sell fresh [ ] [ ] [ ]
12.9 Promotes local economy [ ] [ ] [ ]
12.10 Makes the supply chain more efficient [ ] [ ] [ ]
12.11 Our economy is growing at enormous rate
[ ] [ ] [ ]
12.12 Consumer saves money [ ] [ ] [ ]
12.13 Increases social status [ ] [ ] [ ]

13. If you have any inconveniences in shopping of products from corporate retail outlets, please specify.
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14. What improvements would you like to see in the corporate retail stores?
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IMPACT OF CORPORATE RETAILING ON CONSUMERS 
AND SMALL TRADERS IN KERALA

Schedule for Small Traders

I. Personal Information:
1. Name of the trader : ________________________________
2. Gender : Male [ ]
   Female [ ]
3. Age (in years) : Upto 30 [ ]
   31-40 [ ]
   41-50 [ ]
   Above 50 [ ]
4. Educational status : Upto S.S.L.C [ ]
   H.Sc [ ]
   Diploma/ITI [ ]
   Degree [ ]
   Postgraduation and above [ ]
5. Experience in this field : Less than 5 years [ ]
   6 to 10 years [ ]
   11-15 years [ ]
   Above 15 years [ ]

II. Business Profile:
1. Name and address of the retail shop

________________________________
________________________________
________________________________
2. Who started this outlet? : By own [ ]
   By parents [ ]
   By forefather [ ]
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3. Product deals in : Food and grocery [ ]
   Fashion and accessories [ ]
   Pharmaceuticals [ ]
4. Place of location Large shopping complexes [ ]
   Popular big shopping mall [ ]
   Local neighborhood [ ]
   Market popular special product [ ]
   Standalone shop [ ]
   Roadside/street hawkers [ ]
5. Type of business : Retail [ ]
   Retail cum whole sale [ ]
6. Size of the store : Below 200 sq. ft. [ ]
201-300 sq. ft. [ ]
301-400 sq. ft. [ ]
Above 400 sq. ft. [ ]
7. Amount of investment (Rs.): Less than 2 lakh [ ]
   2 lakh – 4 lakh [ ]
   4 lakh – 6 lakh [ ]
   Above 6 lakh [ ]
8. Corporation belonging to: Calicut [ ]
    Cochin [ ]
    Trivandrum [ ]

**III. Information Pertaining to Study:**
1. State your overall satisfaction towards your present retail business.
   Highly satisfied [ ]
   Satisfied [ ]
   Neither satisfied nor dissatisfied [ ]
   Dissatisfied [ ]
   Highly dissatisfied [ ]
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2. State your level of acceptance towards the following attributes of corporate retailing.
   Strongly agree
   Agree
   Neither agree nor disagree
   Disagree
   Strongly disagree
2.1 Corporate retailers offer products in more varieties [ ] [ ] [ ] [ ] [ ]
2.2 Corporate retailers have cheaper priced products [ ] [ ] [ ] [ ] [ ]
2.3 Corporate retailers’ customers are different from other outlets [ ] [ ] [ ] [ ] [ ]
2.4 Corporate retailers bring more customers [ ] [ ] [ ] [ ] [ ]
2.5 Presence of corporate retailers makes small traders work harder [ ] [ ] [ ] [ ] [ ]
2.6 Corporate retailers are the main competitors to the unorganized retail outlets

2.7 Small retail outlets have problems because of entry of too many corporate retailers

2.8 Corporate retail is promoting local economy

2.9 Corporate entry makes the supply chain more efficient

2.10 Corporation led shops sell cheap, thus consumers save money by shopping there

2.11 Corporate retail throw away middlemen

3. Has there been any change in your business after the corporate retail outlet opening nearby?
Yes [ ]
No [ ]

4. If yes, answer the following statements
Before After

4.1 No. of customers on a week-day -------------

4.2 No. of customers on a week-end -------------

4.3 Percentage of customers who are regular -------------

4.4 No. of hired personnel -------------

4.5 No. of family members working -------------

4.6 Average monthly turnover (Rs.) -------------

4.7 Average profit per month (Rs.) -------------

5. State your level of acceptance towards the impact of corporate retailing on your retail business with respect to the following.
Strongly agree
Agree
Neither agree nor disagree
Disagree
Strongly disagree
5.1 Reduced prices [ ] [ ] [ ] [ ] [ ]
5.2 Reduced expenses [ ] [ ] [ ] [ ] [ ]
5.3 Reduced staff [ ] [ ] [ ] [ ] [ ]
5.4 Added new product lines [ ] [ ] [ ] [ ] [ ]
5.5 Discontinued few produce lines [ ] [ ] [ ] [ ] [ ]
5.6 Increased number of brands [ ] [ ] [ ] [ ] [ ]
5.7 Better display [ ] [ ] [ ] [ ] [ ]
5.8 Introduced self-service [ ] [ ] [ ] [ ] [ ]
5.9 Done up my store [ ] [ ] [ ] [ ] [ ]
5.10 Improved home delivery [ ] [ ] [ ] [ ] [ ]
5.11 Increased store space [ ] [ ] [ ] [ ] [ ]
5.12 Increased price for few consumers [ ] [ ] [ ] [ ] [ ]
5.13 Reduced business volume [ ] [ ] [ ] [ ] [ ]
5.14 Emphasize credit facility to customers [ ] [ ] [ ] [ ] [ ]

6. Are you personally aware of any retail outlets that have been closed in the vicinity in the recent past?
   Aware [ ]
   Not aware [ ]

7. If aware, what is the main reason for the closure of these outlets?
   Competition from corporate retailers [ ]
   Competition from unorganized retailers [ ]
   Reduced margins [ ]
   Migrated for other reasons [ ]
   Shifted to profitable business [ ]
   Reasons not known [ ]

8. State your level of acceptance towards the following in order to cope with the challenges of corporate retailing.
   Strongly agree
   Agree
   Neither agree nor disagree
   Disagree
   Strongly disagree
8.1 Small traders need to update the current business news

8.2 Small traders need to know the business practices of the closest competitors

8.3 Small traders need to observe the government budget every year to be aware of policies that affect the business

8.4 Making change is required to satisfy customers

8.5 Introduction of new methods of customer service is required

8.6 Looking for other avenues is necessary, when the present business is not sustainable for long run

8.7 Use of technology is inevitable to cope with the challenges of corporate retailing

8.8 Use of modern operations will enhance small retail outlets

8.9 Making the store more modern by interiors is necessary to attract customers

8.10 Small traders have to get good deals from suppliers even when corporate retailers come in

8.11 Small traders can become a franchisee of corporate retailers
8.12 Quality of customer service is required to cope with the challenges of corporate retailing.

8.13 Small traders need to hire competent sales force.

8.14 Small traders shall develop joint buying by group of retailers or wholesale chain.

8.15 Small traders can match competitor and corporate retail prices.

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9. What measures would you like to take to protect the interest of small traders from the clutch of corporate retailers?