## APPENDIX – A

### PERFORMANCE APPRAISAL OF KANYAKUMARI DISTRICT SARVODAYA SANGHS

(Questionnaire for Consumers)

1. **Name**
2. **Sex** : Male / Female
3. **Age** :
4. **Educational Qualification** :
   - i) Primary level
   - ii) High School level
   - iii) Hr. Sec. Level
   - iv) Under - Graduation level
   - v) Post - Graduation level
   - vi) Technical level (I.T.I., Diploma, BE, ME)
5. **Marital Status** : Married / Unmarried
6. **Occupation** :
   - i) Agriculture
   - ii) Business
   - iii) Govt. Job
   - iv) Others
7. **Size of family** :
   - i) Small (2 to 4)
   - ii) Medium (5 to 6)
   - iii) Large (above 6)
8. **Monthly Income** :
   - i) upto 2000
   - ii) 2001 - 4000
   - iii) 4001 - 6000
   - iv) 6001 and above
9. Have you ever purchased any Sarvodaya Sangh Products?
   - Yes / No
   a) If Yes, which type of products?
      i) Khadi products :
      ii) Village Industries products :
      iii) Both :

10. Mode of purchase :
    - Cash / Credit

11. What is the gross value of purchase Per month? [ ]

12. How often do you visit sales outlets of Sarvodaya Sangh?
    i) Daily :
    ii) Weekly :
    iii) Monthly :
    iv) Festival time :
    v) Occasionally :

13. How did you come to know about Sarvodaya Sangh Products?
    i) Through friends :
    ii) Relatives :
    iii) Employees :
    iv) Advertisements :

14. Who decided the purchase at the Sangh?
    i) Self :
    ii) Spouse :
    iii) Children :
    iv) Servants :
    v) Others :

15. Do you get all your requirements from Sarvodaya Sangh?
    - Yes / No

16. Why do you prefer to purchase things from Sarvodaya Sangh?
    i) Fair Price :
    ii) Good quality :
    iii) No adulteration :
<p>| | |</p>
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<tr>
<td>iv) Easy access</td>
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<td>v) Attachment to Gandhian Principles</td>
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<td>vi) Recommended by my friends / relatives</td>
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<td>vii) Correct weight and measurement</td>
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<td>viii) Availability of goods under one roof</td>
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<td>ix) Attractive display</td>
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<td>x) Courteous services</td>
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<td>xi) Reputation of the concern</td>
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<td>xii) Discount offer</td>
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17. Have you ever compared the quality of the goods purchased from the Sangh with that of the goods purchased from private traders? : Yes / No
   a) If yes, state the quality of goods from Sarvodaya Sangh.
      i) Good :   |
      ii) Poor :   |
      iii) Average :   |

18. Have you ever had complaints regarding the poor quality of the goods purchased at the Sangh? : Yes / No

19. Have you ever discontinued the purchasing of Sarvodaya Sangh products? : Yes / No
   a) If yes, state the reasons?
      i) High Price :   |
      ii) Poor Quality :   |
      iii) Any other reasons :   |
20. Attitudes of consumers' satisfaction with the product.

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<thead>
<tr>
<th>Sl. No</th>
<th>Factors</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>No Opinion</th>
<th>Dis - Agree</th>
<th>Strongly Disagree</th>
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<tbody>
<tr>
<td>1.</td>
<td>Sarvodaya Sangh products attract consumers</td>
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<td>2.</td>
<td>Goods sold through sales centres of the Sangh are of good quality</td>
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<td>3.</td>
<td>Sangh sells unadulterated goods</td>
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<td>4.</td>
<td>Sangh goods are correct in weight</td>
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<td>5.</td>
<td>Goods purchased in the sales centres of the sangh are well packed.</td>
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<td>6.</td>
<td>Varieties of Products are available in the sales centres of the Sangh</td>
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<td>7.</td>
<td>Wearing of khadi cloth is comfortable and patriotic</td>
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<td>8.</td>
<td>Khadi cloth is more suitable for aged people</td>
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<td>9.</td>
<td>The prices fixed for the Sangh products are reasonable</td>
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<td>10.</td>
<td>Rebate allowed for the Sangh goods are reasonable</td>
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<td>11.</td>
<td>Credit facilities encourage the purchase of the Sangh products.</td>
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<td>12.</td>
<td>Mode of sales like Installment system in the sangh is attractive</td>
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<td>13.</td>
<td>The consumer services rendered by the salesmen are satisfactory.</td>
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<td>14.</td>
<td>The consumers purchase the goods with a view to help the workers producing sangh products.</td>
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<td>15.</td>
<td>Complaints launched about the sangh products are properly disposed of.</td>
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<td>16.</td>
<td>Sangh products are purchased only by the people who follow Gandhian principle.</td>
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<td>17.</td>
<td>Advertisement of the sangh is not adequate.</td>
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<td>18.</td>
<td>The prices of goods sold at the sangh is higher.</td>
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<td>19.</td>
<td>The display of products are very attractive.</td>
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<td>20.</td>
<td>Purchase of sarvodaya sangh products reduces shopping time.</td>
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<td>21.</td>
<td>Availability of goods in the sangh sales centres are convenient to the consumers for selection.</td>
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<td>22.</td>
<td>Purchase of sangh products is to promote Gandhian values.</td>
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<td>23.</td>
<td>Sarvodaya sangh products have utility.</td>
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<td>24.</td>
<td>Business hours of the sarvodaya sangh outlets are convenient to the consumer.</td>
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<td>25.</td>
<td>Sarvodaya products are packed well before delivery to consumers.</td>
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21. What are the defects in the sarvodaya sangh products?

22. What Suggestions do you give for rectifying the defects?

23. Suggest your views for promotion of sarvodaya sangh products?
APPENDIX – B

PERFORMANCE APPRAISAL OF KANYAKUMARI
DISTRICT SARVODAYA SANGHS

(Questionnaire for the non-Consumers or non-users)

1. Name :
2. Sex : Male / Female
3. Age :
4. Educational Qualification :
   i) Primary level :
   ii) High School level :
   iii) Hr. Sec. level :
   iv) Under - Graduation level :
   v) Post - Graduation level :
   vi) Technical level :
       (I.T.I., Diploma, BE, ME)
5. Martial Status : Married / Unmarried
6. Occupation :
   i) Agriculture :
   ii) Business :
   iii) Govt. Job :
   iv) Others :
7. Size of family :
   i) Small (2 to 4) :
   ii) Medium (5 to 6) :
   iii) Large (above 6) :
8. Monthly Income
   i) up to 2000
   ii) 2001 – 4000
   iii) 4001 – 6000
   iv) 6001 and above

9. Reasons for not buying Sarvodaya Sangh Products
   i) Limited number of branches
   ii) Lack of powerful advertisement
   iii) Inconvenient working hours of the Sangh Sales centers
   iv) Limited product range
   v) High price, poor Services, old fashion and Rough finished goods
   vi) If there are any other seasons please specify

10. Facilities required to become a consumer of Sarvodaya Sangh.
   i) Availability of more number of Sangh products along with other manufacturers.
   ii) Frequent advertisement during rebate period.
   iii) Increased facilities for shopping such as acceptance of credit cards, posh shopping outlets, availability of new products etc.,
   iv) If any other facilities are required please specify.