Appendix
Appendix -A1

QUESTIONNAIRE
A Consumer Preference and Satisfaction towards Selected Handicraft items
(With Special Reference to Jaipur City)

I. PERSONAL INFORMATION

Name : ..................................................
Age : __________ Years
1. Sex : M F
2. Caste/ Community :
   (i). SC  (ii). ST  (iii). OBC
   (iv). General  (v). Other Community
Address:
   (i) Birth Place : ..................................................
   (ii) Present Place (Since.....................) Rented/Own House
        ................................................................................................
        ................................................................................................
   (iii) Present Place (Since............................)
        ................................................................................................
        ................................................................................................
   Tel. No.(R).......................................
   (O)......................................................
   Fax No................................................
   (M)..................................................
   e-mail address..........................................................

3. Educational qualification:-
   (i) Illiterate  (ii) Primary  (iii) Middle
   (iv) Secondary  (v) Hr. Secondary
   (vi) Graduate  (vii). Post Graduate  (viii). Any Other

4. Technical qualification/ Skill :-
   (i) Non-formal  (ii) Formal/ Professional
5. Which of the following have you purchased within the last year?
   A. Blue portray
   B. Quilts
   C. Brass
   D. Handloom
   E. Mojaries
   F. Painting
   G. Terracotta
   H. Textiles

6. The handicraft item was purchased:
   A. as a gift for someone not in your household.
   B. as a gift for someone in your household.
   C. to be used mostly by other members of your household.
   D. to be used mostly by yourself.

7. Approximately how many times did you shop for handicraft products in the past year?
   A. Weakly  B. Monthly  C. Quarterly  
   D. Half yearly  E. Not shopped

8. Please indicate the approximate total amount your family income spent on handicraft products within the last year.
   A. 0-10000  B. 10000-50000  C. 50000-100000
   D. 100000+  E. No limit

9. During the past year, have you or a member of your family purchased a handicraft product?
   A. Yes
   B. No
10. How many times have you purchased items in this product category in the past 10 years?
   A. 0
   B. 1
   C. 2
   D. 3-4
   E. Don't know/Not sure

11. Overall how satisfied are you with handicraft item?
   A. Very satisfied
   B. Satisfied
   C. Neutral
   D. Dissatisfied
   E. Very dissatisfied

12. In your opinion is the handicraft product better, about the same or worst than?
   A. Better
   B. Worse
   C. About the same

13. How often do you typically use the handicraft product?
   A. Daily
   B. Weekly
   C. Less than monthly
   D. Do not use

14. Where do you primarily use handicraft item?
   A. Domestic use
   B. Decorative use
   C. Religious use
   D. Commercial use
   E. Other use
15. Often are you using the handicraft as compared to a month ago?
   A. More
   B. About the same
   C. Less
   D. Can't say

16. Do you usually buy this handicraft on sale?
   A. Yes
   B. No

17. Do you typically read the back and side panel of the products package?
   A. Yes
   B. No

18. How familiar are you with handicraft?
   A. Very familiar (use on a regular basis)
   B. Somewhat familiar (use it only sometimes)
   C. Familiar but never used it
   D. Never heard of product before

19. What were reasons for trying this handicraft?
   A. Looks good
   B. Easy to use/convenient
   C. Price Value
   D. Good selection

20. How likely are you to purchase handicraft again?
   A. Definitely
   B. Probably
   C. Not sure

21. Would you recommend handicraft to others?
   A. Definitely
   B. Probably
   C. Not sure
22. How did you first hear about handicraft?
   A. TV
   B. Radio
   C. Magazine
   D. Newspaper
   E. Internet
   F. Friend/relative/associate
   G. Haven't heard of it before
   H. Not sure

23. Overall, how do you rate the quality of handicraft?
   A. Poor
   B. Fair
   C. Good
   D. Very Good
   E. Excellent

24. Have you ever ordered handicraft from company?
   A. Yes
   B. No

25. Overall, how would you rate?
   A. Excellent
   B. Good
   C. Average
   D. Poor
   E. Terrible

26. Would you recommend handicraft to a friend?
   A. Yes
   B. No
27. For your next product purchase handicraft, how likely are you to purchase?
   A. Very likely
   B. Somewhat likely
   C. Not sure
   D. Somewhat unlikely
   E. Very unlikely

28. What are external factors influencing the craft?
   A. Regional
   B. National
   C. International

29. Which of the following modes did you use to place the last order for handicraft?
   A. Mail order
   B. Internet
   C. Over the phone
   D. Fax
   E. Other
Appendix-A2

QUESTIONNAIRE
A Consumer Preference and Satisfaction towards Selected Handicraft items
(With Special Reference to Jaipur City)

I. PERSONAL INFORMATION

Name : ..........................................................

Age : __________ Years

1. Sex : M F

Caste/Community :
(i) SC (ii) ST (iii) OBC
(iv) General (v) Other Community

Address :
(i) Birth Place : ..................................................

(ii) Present Place (Since..................) Rented/Own House

................................................................................................
...............................................................................................

(iii) Present Place (Since..................)

................................................................................................
................................................................................................

Tel. No.(R).................................. (O) ...................................
Fax No..........................................(M) ..................................
e-mail address .....................................................................

2. Educational qualification:-
(i) Illiterate (ii) Primary (iii) Middle
(iv) Secondary (v) Hr. Secondary (vi) Graduate
(vii) Post Graduate (viii) Any Other

3. Technical qualification/ Skill :-
(i) Non-formal (ii) Formal/ Professional

xxx
4. Occupation:-
   (i) Main ..........................................................
   (ii) Subsidiary ....................................................

5. What impact globalisation has made on your Craft? (Specify)
   (i) On design
   (ii) On Colour
   (iii) On Presentation
   (iv) On technique
   (v) On product
   (vi) On use
   (viii) Any other

6. Has globalisation put forward any kind of challenge to your art/craft/ 
   A. Yes       B. No

7. Now that demand for handicrafts has increased, how do you cope-up with it? 
   (a) By Producing       (b) By Increasing cost (rate) 
   (c) Both              (d) Any Other

8. Among the items you normally produce? 
   (i) Which one (s) Sells Maximum?
   (ii) Which one (s) Sells Minimum?
   (iii) Which one (s) gives you highest profit?
   (iv) Which one (s) gives you lowest profit?

9. What equipments do you use? 
   (i) Hand or hand operated simple tools 
   (ii) Hand operated machines 
   (iii) Electricity operated machines 
   (iv) Computerised sophisticated machines
10. Is this craft exported?
   (a) Yes    (b) No

11. Who are the persons associated in the process of craft making?
   (i) Self Only
   (ii) Mother-father both
   (iii) Spouse
   (iv) Children (Male/Female)
   (v) Local labour (Male/Female)
   (vi) Other artisans
   (vii) Any other

12. Where were you selling your craft ten years ago?
   (i) Work place/workshop
   (ii) Own shop/place (Name)
   (iii) Shop/Place of others
      (a) Local
      (b) Within the district
      (c) Within the state
      (d) Out of the state
      (iv) Craft fairs
      (v) Through Govt. Agencies
      (vi) Through Non Govt. Agencies
      (vii) Any others

13. When you sell your items through middleman what is your margin normally?
   (a) <10%
   (b) 10% to <20%
   (c) 20% to <30%
   (d) 30% to <40%
   (g) 40% to <50%
   (f) >50%
14. When you sell your item directly to the consumers by yourself what is your margin normally?
   (a)  <10%
   (b)  10% to <20%
   (c)  20% to <30%
   (d)  30% to <40%
   (g)  40% to <50%
   (f)  >50%

15. Do you face any kind of problem when you sell your goods through a Government agency?
   (a)  Yes  (b)  No

16. Do you face any kind of problem when you sell your goods through middleman?
   (a)  Yes  (b)  No

17. In Your Knowledge does this middleman sell your goods?
   (a)  Directly to the buyers
   (b)  To other businessman

18. What can increase you income ?
   (a)  Yes  (b)  No

19. Do you also export the craft ?
   (a)  Yes  (b)  No

20. Which new technology could be helpful in improving-
   (i)  The qualify of your handicraft
   (ii)  The quantity of your handicraft

21. Have you been able to make use of latest technology in your production work?
   (a)  Yes  (b)  No

22. To what extent have the artisans of your craft contributed to the economy of this village?
   (a)  Yes  (b)  No
23. Is the place, you stay, important from the tourism point of view?
   (a) Yes    (b) No
24. What has been the impact of tourism on your craft?
   (a) Yes    (b) No
25. Do the tourists visit your place to buy handicrafts?
   (a) Yes    (b) No
26. Do you charge more money from the foreign tourists vis-a-vis the Indian tourists?
   (a) Yes    (b) No
27. What are the chances of your village/city growing into a bigger handicrafts destination?
   (i) very good chance
   (ii) good chance
   (iii) little chance
   (iv) no chance at all
   (v) don't know
28. Did you ever receive any award?
   (a) Yes    (b) No
29. Do you participate in fairs organised by the government /other agencies to promote your crafts?
   (a) Yes    (b) No
30. In how many fairs do you participate in a year?
   (i) In the district
   (ii) In the state
   (iii) In other states
   (iv) In other countries
31. How frequently Government should organise craft fairs?
   (i) More then once in a year
   (ii) Once in a year
(iii) Once in two year
(iv) once in three year
(v) After every five year

32. How did you benefit by participating in that fair? (Please respond by giving priority 1, 2, 3)
   (i) In terms of marketing/networking
   (ii) In terms of new contacts.
   (iii) In terms of modernization in design/colours.
   (iv) In terms of improvement in skills
   (v) In terms of awareness.

33. How your craft has contributed to the growth of
   (a) Yes  (b) No

34. How your craft has contributed to the growth of-
   (i) Your personality
   (ii) Your family
   (iii) Your community
   (iv) Your region
   (v) Your state
   (vi) Your country

35. What are the obstacles in this profession?
   (i) Lack of Govt. Support
   (ii) lack of funds
   (iii) lack of marketing channel
   (iv) non-availabilities of skilled labour
   (v) non-availabilities of unskilled labour
   (vi) non-availabilities of raw material

36. Knowing the strengths & weaknesses of your profession, would you like your children to take up this profession?
   (a) Yes  (b) No
37. In your opinion what the following should do for you?
   (i) Society
   (ii) Panchyatiraj Institutions
   (iii) Government
   (iv) Non-government Organisation (NGO)

38. What are the chances of the growth of this craft in near future?
   (i) Very good chance
   (ii) Good chance
   (iii) Very little chance
   (iv) No chance
   (v) Can't Say