Appendix - A

Questionnaire

A Study of Consumers’ Retail Format Choice & Patronage Behaviour in Food & Grocery Retailing
(With Special Reference to Neighbourhood Kirana Stores and Supermarkets in Twin Cities of Hyderabad & Secunderabad).

Introduction the questionnaire
Dear Sir / Madam

You are invited to participate in a marketing research study conducted by Y. Ramakrishna Prasad, Research scholar of Acharya Nagarjuna University, Guntur. The purpose of this study is to examine the store format attributes that are important to consumers when purchasing food and grocery products and how these attributes affect patronage behaviour. As a customer and user of various food and grocery products and services from different retail store formats, we trust that you have insightful information to share. We will be grateful if you could spare some of your valuable time to fill this questionnaire. Your views are very important for us. The knowledge gained from this study will contribute to the development of food and grocery retail formats that meet the needs of all segments of consumers. The survey is designed to take a few minutes of your time. It is very important that your answer every item on the questionnaire.

If you have any quires or need for further clarification, feel free to contact Mr. Y. Rama Krishna Prasad, Research Scholar, ANU, Guntur and Associate Professor, GRIET, Hyderabad at 9849826538. For e-mail contact: rkprasady@yahoo.co.in

Please note:
1) There are no correct answers to the questions. We are only interested in knowing your opinion
2) Instructions and scales are provided at the top of each question. Please read carefully before answering the question.
3) Some items may appear to be similar, but they address different issues. Please respond to all items.
4) Lastly, I value your opinions and respect your privacy. I hereby promise that no information about your name or identification will be directly used in the research of for any other purpose.
### Part – A

**Socio-economic, Demographic and Geographic factors**

1) Gender:  
   - (1) Male ( )  
   - (2) Female ( )

2) Age:  
   - (1) 20 – 30 Years ( )  
   - (2) 30 – 40 Years ( )  
   - (3) 40 – 50 Years ( )  
   - (4) 50 – 60 Years ( )

3) Marital Status:  
   - (1) Married ( )  
   - (2) Unmarried ( )

4) Occupation:  
   - (1) House Wife ( )  
   - (2) Paid Employment ( )  
   - (3) Business ( )  
   - (4) Retired ( )  
   - (5) Student ( )

5) Education:  
   - (1) SSC / Diploma ( )  
   - (2) Degree ( )  
   - (3) Postgraduate ( )

6) Monthly Household income:  
   - (1) < INR 10,000 ( )  
   - (2) Rs. 10,000 – 20,000 ( )  
   - (3) Rs. 20,000 – 30,000 ( )  
   - (4) > INR 30,00 ( )

7) Socio – Economic Class (SEC):  
   - (1) SEC- A ( )  
   - (2) SEC- B ( )  
   - (3) SEC- C ( )

8) Family Size:  
   - (1) 1 – 3  
   - (2) 3 – 5  
   - (3) 5 & More

9) Distance travelled to store:  
   - (1) < 1 Km ( )  
   - (2) 1 to 2 Km ( )  
   - (3) 2 to 3 Km ( )  
   - (4) 3 to 4 Km ( )  
   - (5) > 4 Km ( )

10) Mode of transport used for shopping:  
    - (1) Two Wheeler ( )  
    - (2) Four Wheeler ( )  
    - (3) Public / Private transport ( )  
    - (4) None ( )
Part – B
(Psychographic factors)

1) The following is a list of things some people look for or want out of life. Please indicate your extent of importance or unimportance with them by placing appropriate number in the given blank space.

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<th>1</th>
<th>2</th>
<th>3</th>
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<th>5</th>
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</thead>
<tbody>
<tr>
<td>Not at all important</td>
<td>Somewhat important</td>
<td>Neutral</td>
<td>Quite important</td>
<td>Extremely important</td>
</tr>
</tbody>
</table>

1. Sense of belonging _________________________________________
2. Excitement ______________________________________________
3. Warm relationships with others _____________________________
4. Self-fulfillment __________________________________________
5. Being well respected ______________________________________
6. Fun and enjoyment of life __________________________________
7. Security __________________________________________________
8. Self-respect _______________________________________________
9. A Sense of accomplishment __________________________________

2) The following list of things reflecting peoples activities, interests and opinions. Please indicate your response by making appropriate number in the given blank space.

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<th>1</th>
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<tbody>
<tr>
<td>Never</td>
<td>Rarely</td>
<td>Occasionally</td>
<td>Often</td>
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1. Did you watch the movies ____________________________________
2. Visit or entertain friends or family regularly ________________
3. Go to a night club or dance _________________________________
4. Read books _______________________________________________
5. Listening music ___________________________________________
6. I play sports a lot ____________________________
7. I am involved in a social organization ______________
8. I entertain at home ______________________________
9. I exercise regularly ______________________________
10. Visit an art gallery or a museum __________________
11. Go to a festival _________________________________
12. Attend a concert (show) or play ___________________
13. Dine out in a restaurant _________________________
14. Give or attend a dinner party _____________________
15. I am involved in community projects ______________
16. Attend a sporting event _________________________
17. Go on a vacation _______________________________
18. Engage in hobbies or do – it – yourself projects __________
19. I purchase time-saving meals ____________________
20. I am a homebody _______________________________
21. Attend a charitable event _______________________
22. I am involved in business organization ____________
23. Travel for business reasons _______________________
24. I think I have more self confidence than most people __________
25. I spend a lot of time talking with my friends about shopping __________
26. I am more independent than most people ____________
27. I have more ability than the most people ____________
28. I consider myself as an intellectual _______________
29. I like doing things that new and different __________
30. I like to use new and different things in my life time ____________
31. I do enjoy making my own decision _______________
32. I like the challenge of doing something I have never done before ________
33. If it is good enough for my spouse (wife/husband), it is good enough for me also __________________________
34. My family is the single most important thing to me __________________________
35. I always take opinion of my family before taking purchase decision ________
36. A women’s life is fulfilled only if she can provide a happy home for her family _________________________________
37. I like to lead others _________________________________
38. I like being in-charge of a group _________________________________
39. Other people usually follow my ideas _________________________________
40. I can usually organize people to get things done _________________________________
41. I feel confident on my ability to shop for products _________________________________
42. I have the ability to choose the right product for myself _________________________________
43. The way I look is extremely important to me _________________________________
44. What you think of yourself is reflected by what you buy _________________________________
45. I do not like shopping as it wastes my time _________________________________

3). Please circle the number that best indicates your agreement or disagreement with each statement concerning shopping for food and grocery products.

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<td>Rarely</td>
<td>Occasionally</td>
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</tr>
</tbody>
</table>

1) I do shopping to keep up with trends _________________________________
2) I do shopping to see what new products are available _________________________________
3) I like to try new outlets _________________________________
4) I am aware of fashion trends and want to be the first to try them ________
5) I like to have a lot of variety in my life _________________________________
<p>| | | | | |</p>
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<tbody>
<tr>
<td>1</td>
<td>Strongly disagree</td>
<td>Somewhat disagree</td>
<td>Neutral</td>
<td>Somewhat agree</td>
</tr>
</tbody>
</table>

6) I go shopping to have a look at products being considered for purchase ____

7) I go shopping to make me feel better ____________________________

8) I feel relaxed after shopping _________________________________

9) Shopping is fun __________________________________________

10) I like to have excitement & fun in doing shopping ______________

11) Shopping for pass time ______________________________________

12) Sales persons add enjoyment to shopping ______________________

13) I prefer to buy national brand-name grocery products ___________

14) A well known brand means good quality _________________________

15) I try to stick to certain brands and stores ______________________

16) Shopping the stores wastes my time _____________________________

17) I would like to finish shopping as soon as possible ______________

18) I shop where it saves my time _________________________________

19) I usually buy from the nearest store __________________________

20) I never seem to have enough time to do things I want to do _________

21) I owe it to my community to shop at local stores ________________

22) Local stores are attractive places to shop _______________________

23) Local stores provide quality products for low price ________________

24) Local stores provide better services _____________________________

25) Local store take more interest in you ____________________________

26) I go for shopping to find value for money _________________________

27) The price of products is good indicator of its quality _____________
<table>
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<tr>
<td></td>
<td>Strongly disagree</td>
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<td>Neutral</td>
<td>Somewhat agree</td>
<td>Strongly agree</td>
</tr>
</tbody>
</table>

28) I agree with that higher the price of product, higher is the quality _______

29) Lowest price offers attract me ____________________________

30) I buy as much as possible at discount prices __________________

31) I usually watch the advertisement for announcement of sales________

32) I generally seek help while shopping __________________________

33) I would discuss with others before deciding on the purchase ________

34) Check with other shoppers at the store about a new product________

35) I often do shopping to get ideas through I have no intention of buying ____

36) I like to go shopping with friends / family ______________________

37) I like to share my shopping experiences with my friends __________

38) Shopping would provide me social experiences outside home ________

Part – C

(Format Choice & Patronage)

1. **How often do you shop for food and grocery products s for you and your house hold consumption?**

   5) Always ( )

   (4) Usually ( )

   (3) Occasionally ( )

   (2) Rarely ( )

   (1) Never ( )
2. Please indicate how often you shop at the following types of retail format when shopping for food & grocery products.

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<tbody>
<tr>
<td>Never</td>
<td>Rarely</td>
<td>Occasionally</td>
<td>Often</td>
<td>Always</td>
<td></td>
</tr>
<tr>
<td>Neighbourhood Kirana stores:</td>
<td>( )</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Supermarkets:</td>
<td>( )</td>
<td></td>
<td></td>
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</table>

3. How frequently do you purchase food and a grocery product from particular retail format?

<table>
<thead>
<tr>
<th>Twice in Week</th>
<th>Once in Week</th>
<th>Once in fortnight</th>
<th>Once in month</th>
<th>Once in six moths</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighbourhood Kirana stores</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Supermarkets</td>
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</tbody>
</table>

4. Please indicate the amount of money spent at the following store formats for purchasing apparel (men, women, kids) products per month?

<table>
<thead>
<tr>
<th>Amount Spent / Retail formats</th>
<th>&lt;INR3000</th>
<th>INR3000 - 4000</th>
<th>INR4000-5000</th>
<th>&gt;INR5000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Neighbourhood Kirana stores</td>
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<td></td>
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</tr>
<tr>
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<td></td>
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</tbody>
</table>
5. What store attributes do you consider important when shopping for food and grocery products in retail formats. Please indicate your extent of importance or unimportance with them by making appropriate number in the given blank space

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</table>

1. Convenient store location __________________________

2. Convenient accessibility ________________________________

3. Convenient opening hours ________________________________

4. One-stop shopping convenience _____________________________

5. Availability of good quality merchandise ____________________

6. Availability of wider choice / selection of merchandise __________

7. Availability of well known branded merchandise _____________

8. Availability of merchandise and services at lower prices __________

9. Store brand available at reasonable prices ____________________

10. Value of merchandise for the money __________________________

11. Everyday low pricing ________________________________

12. High-Low price promotional offers __________________________

13. Frequency of special sale promotional offers __________________

14. Redemption of gift Vouchers / discount coupons ________________

15. Friendliness of sales personnel ______________________________

16. Product knowledge of sales personnel __________________________
### 1. Availability of sales personnel to respond to my request / queries

### 2. Offering personalized services

### 3. Fast checkout lines and prompt service

### 4. Easy return purchase policy

### 5. Offering customer loyalty programs / club membership

### 6. Offering value added services

### 7. Store design and layout

### 8. Display of merchandise

### 9. Store is stylish and fashionable

### 10. Store cleanliness

### 11. Store ambience

### 12. Credit card facilities are available

### 13. Parking facilities are available

### 14. Refreshment / Entertainment facilities are available

### 15. Provides comfortable (stress free) shopping

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17. Availability of sales personnel to respond to my request / queries ________

18. Offering personalized services ________________________________

19. Fast checkout lines and prompt service __________________________

20. Easy return purchase policy _________________________________

21. Offering customer loyalty programs / club membership __________

22. Offering value added services _______________________________

23. Store design and layout _______________________________

24. Display of merchandise _______________________________

25. Store is stylish and fashionable _______________________________

26. Store cleanliness _______________________________

27. Store ambience _______________________________

28. Credit card facilities are available _______________________________

29. Parking facilities are available _______________________________

30. Refreshment / Entertainment facilities are available ________________

31. Provides comfortable (stress free) shopping ___________________________
6. Following are a few statements about situational factors influence store patronage decision. Please indicate your extent of agreement or disagreement with them by making appropriate number.

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</table>

1. Task definitions:
   (a) I need something urgent to purchase __________________________
   (b) I am about to purchase products in large quantities _________________
   (c) This is a routine job for me (Regular purchase) _____________________
   (d) I want to get new ideas or know new product in the market __________

2. Perceived Work:
   (a) I perceive performance risk when chosen store not delivered the expected benefits __________________________
   (b) I perceive financial risk when I have to pay more than necessary ______
   (c) I perceive psychological risk when chosen store provides unpleasant store shopping experience and low social status ______________________________
   (d) I perceive physical risk when chosen store delivers unsafe products and unsafe shopping experience ______________________________
   (e) I perceive time and convenience risk when it takes more to time to find and purchase a product ______________________________
7. Following are a few statements about your repeat patronage intentions of retail format. Please mark / highlight the more appropriate number.

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<tbody>
<tr>
<td><strong>Very unlikely</strong></td>
<td>Not so likely</td>
<td>Neutral</td>
<td>Very likely</td>
<td>Most likely</td>
<td></td>
</tr>
</tbody>
</table>

1. In the future, this store format is one of the first store I will look when I need shopping for apparel products
2. I intend to continue to visit this store format in the future
3. I intend to continue doing business with this store format over the next few years
4. I will recommend this store format to my friends and relatives

Thanks for your participation in this study.
Figure 3.1 A Model of Sequence of effects in store choices (Monroe & Guiltinan, 1975, p. 21).
Figure 3.2. A Patronage Model of Consumer Behaviour from “Consumer Socialisation Factors in A Patronage Model of Consumer Behaviour”, by W. R. Darden et al. (1980, p.45)
Figure 3.3. Patronage Behaviour of Apparel Shopping (Shim & Kotsiopoulos, 1992b, p. 59)
Figure 3.4. A Socialization model of retail patronage behaviour from “A Socialization model of retail patronage” by D.N. Bellenger and G.P. Moschis, 1982, Advances in Consumer Research, 9, 375.
Figure 3.5 Model of dynamic patronage behaviour (Laakonsen, 1993, p. 67)
Appendix-G

Fig 3.6 Patronage behaviour model from “Exploration of retail patronage influences: Developing a discount store patronage model” by Soonhwa Choi (2000, p. 16)

Appendix-H

Figure 3.7 Model of store preference in an evolving market from “Store choice behaviour in an evolving market” by Sinha and Banerjee (2004, p.493)
Appendix-I

Fig 3.8 Model of patronage behaviour from “A patronage study of small, retail apparel firms” by Kelly. S. Welker (2004, p. 11).

Appendix-J

Fig 3.9 Model of patronage behaviour from “An Examination of the Antecedents of Repatronage Intentions Across Different Retail Store Formats” by Debra Gracea, and Aron O’ Cass (2005, p. 239).
Fig. 3.10 Store patronage model from “A conceptual note on influencing store loyalty: Implications for Indian retailers” by Kaul, S (2006, p.17).