ANNEXURE – I

Questionnaire
CUSTOMER SATISFACTION TOWARDS CONSUMER COOPERATIVE RETAIL STORE

Store Name: ………………………………………………………………………………………………………

1. Do you go for shopping in consumer cooperative stores?
   A. Yes  B. No (if No go to Qs No. 5)

2. How many times in a month you go for shopping
   A. Once  B. Twice  C. Thrice  D. More than four times

3. Where do you prefer shopping most?
   • Apana Bazar
   • Sahakari Bhandar
   • Kendriya Bhandar
   • Others ____________________________________________ ________________

4. Why do you purchase in consumer cooperative store?

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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</thead>
<tbody>
<tr>
<td>1. Purchase Rebate to Members</td>
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<td>2. nearer to residence</td>
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<td>3. nearer to office</td>
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<td>4. superior quality of goods</td>
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<td>5. attractive prices of goods</td>
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<td>6. proper weighing and measurement</td>
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<td>7. quick service to customer</td>
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<td>8. availability of credit</td>
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</tbody>
</table>
9. spirit of promoting cooperation
10. non availability of goods from other resources
11. availability of variety of products
12. convenient working hours
13. Attractive display of products
14. providing the specified discounts or gifts
15. availability of fresh stocks
16. others

…………………………………………

<table>
<thead>
<tr>
<th></th>
<th>YES</th>
<th>NO</th>
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<tbody>
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<td>7</td>
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<td>10</td>
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</tbody>
</table>

5. If you are not buyer from consumer cooperative store, why do you avoid consumer cooperative store?

<table>
<thead>
<tr>
<th></th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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<td>11</td>
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</tbody>
</table>
6. What is your opinion on the following factors with reference to the consumer cooperative store in comparison with other traders?
   A. Price charged (More / Equal / Less)
   B. Quality of the goods (Better / Equal/ Inferior)
   C. Availability of the preferred brands and brand choice (More / Equal/ Less)
   D. Measurement and weighing system of the goods (Better / Equal/ Poor)
   E. Time for service (Less / Equal/ More)
   F. Approach of the sales personnel (Better / Equal/ Poor)
   G. Display of products (Better / Equal/ Poor)
   H. Working hours (More / Equal / Less)
   I. Extending offers (More / Equal / Less)
   J. Availability of fresh stock (Better / Equal/ Poor)

7. Rate the following factors based on 1 to 5 scales for the level of importance

<table>
<thead>
<tr>
<th>Factors</th>
<th>Most important</th>
<th>Important</th>
<th>Somewhat important</th>
<th>Least important</th>
<th>Not at all important</th>
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<tbody>
<tr>
<td>Multiple brands</td>
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<tr>
<td>Variety</td>
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<tr>
<td>Quality</td>
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<tr>
<td>Store ambience</td>
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<tr>
<td>Staff behaviour</td>
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<tr>
<td>In – store promotions</td>
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<tr>
<td>Deals &amp; offers</td>
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<tr>
<td>Convenience in shopping &amp; product placement</td>
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<tr>
<td>Affordability</td>
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</table>

8. Are you loyal customer? A. Yes  B. No

9. If Yes do you get special privileges and benefits? A. Yes  B. No
10. What attracts you towards a Co-operative retail store?

- Product range and variety across all age groups
- Multiple brands under one roof
- Loyalty programs
- Ambience in store setup
- Convenience in shopping
- Discounts on purchase
- Visual display

11. What do you like the best about your preferred cooperative store?

___________________________________________________ __________________

12. What would you suggest that might make a visit to your cooperative more pleasurable?

___________________________________________________ __________________

Section 2: Private Label Brands

1. Have you tried store made products like papad, pickles, biscuits, packed grocery etc?
   a. Yes    B. No (if no go to Qs No. 8)

2. Which such products generally you purchase?

________________________________________________________________________

3. How many times in a month you have made such product purchase?
   A. 1-3    B. 3-5    C. 5-8    D. More than 8 times

4. How much do you spend for such private label products in a month?
   A. Less than Rs. 500    B. Rs. 500 – Rs. 1000    C. More than Rs. 1000
4. Who influences you the most while purchasing private label brand

- Spouse
- Parents
- Children
- Friends
- Salesman

5. Why you purchase private label branded products?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>It is reasonable than available branded products</td>
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<tr>
<td>I feel it is home made</td>
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<tr>
<td>I feel it is healthy</td>
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<td>I feel it contains less preservative</td>
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<tr>
<td>I feel it is fresh</td>
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<tr>
<td>It tastes good</td>
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<tr>
<td>Others</td>
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</table>

6. Which of the following factors you consider important while making purchase for private label/ Store brand?

<table>
<thead>
<tr>
<th>Factors</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Does not matter</th>
<th>Less important</th>
<th>Not at all important</th>
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<tbody>
<tr>
<td>Flavor</td>
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<td>Taste</td>
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<td>Colour</td>
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<td>Packaging</td>
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<td>Cleanliness of packet or state of damage</td>
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<td>Manufacturing &amp; expiry date</td>
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<td>Veg – nonveg information</td>
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<td>Store display</td>
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<tr>
<td>Different quantity (SKU) available</td>
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</table>
7. Why you do not purchase Private label branded product?

PERSONAL INFORMATION
1. Name ________________________________________________________________
2. Gender  A. Male    B. Female
4. Marital status:   A. Single      B. Married    C. Divorced    E. Widowed
5. Educational Qualification   A. SSC   B. HSC    C. Graduate   D. Professional Degree Holder   E. Post Graduate
7. Size of family  a. less than 4  b. 4-6   c. 6-8   d. more than 8
8. Monthly Income
   •  <10,000
   •  11,000-20,000
   •  20,000-30,000
   •  30,000-40,000
   •  >40,000
ANNEXURE – II

List of visited Consumer Cooperative Stores in Mumbai region

1. Samarth bhandar- Charai Thane.
2. Samarth bhandar- kisannagar, Thane.
3. Apna bazaar- Mulund(E).
4. Sahakari bhandar - Prabhadevi, Dadar.
5. Sion – Koliwada Apanabazar
7. Apanabazar, Naigaon.
8. Apana Bazar, parel
9. Apana Bazar, Dadar
10. Apana bazar, Vashi.
11. Samarth Bhandar, Ghantali, Thane
12. Samarth Bhandar, Kisan Nagar, Thane
13. Apana Bazar, Mulund (west)
14. Apana Bazar, Kurla
15. Raigad Bazar, Old Panvel
16. Raigad Bazar, New Panvel
17. Apana Bazar, Kharghar
18. Sahakari bhandar, khandeshwar
19. Apanabazar, kharghar
20. Apana Bazar, andheri (w)
21. Apana bazar, Goregaon (e)
22. Sahakari bazar, nerul
23. Apana bazar, nerul
24. Apana bazar, Fort
25. Apana Bazar, Kalyan
26. Sahakari Bhandar, Airoli
27. Apana Bazar, Airoli
28. Samarth Bhandar, pokhran Thane
29. Apana Bazar, Pant nagar, Ghatkopar
30. Apana Bazar, Garodia Nagar, Ghatkopar
31. Apana Bazar, BARC, Chembur
32. Railway co-op store, Thane
33. Apana Bazar, Kalyan
34. Dhanner co-op store, Bhandup
35. Samarth Bhandar, Mulund
36. Odnas Employee Co-op Store, Ambarnath
37. Low price private retail store, Ambarnath
38. Apana bhandar, kalyan
39. Apana Bazar, Dombivali (E)
40. Sahakari Bhandar, Ghodbandar Road, Thane
41. Samarth Bhandar, Gavdevi, Thane
42. Jankalyan sahakari, Kurla.
43. Apana Bazar, Girgoan
44. Apana Bazar Nanachawk
RESUME

Name: Prof. Sneha Chavan Amre, currently working as Assistant Professor, K. C. College of Engineering and Management Studies and Research

Educational Qualification:
B.Sc. (Chemistry), MMS (Marketing)

Experience:
1 year industry experience as sales executive and 3 years academic experience in the reputed management institutes in Mumbai.

Subject Expertise:
Marketing Research, Consumer Behavior, Research Methodology, Marketing Management, Selling and Negotiation, Services Marketing.

Specific Proficiency:
Expertise and skill to handle various research projects relating to Marketing Research by using SPSS package.

Other areas of Interest:
- Organizing National Seminars and Paper Presentations to facilitate in the brand building of the institute
- Taking grooming sessions of students
- Taking training sessions on SPSS.
- Articles Published in the reputed management journals on topics covering Marketing Strategies, Consumer Behavior etc.

DETAILS OF PARTICIPATION IN SEMINAR & WORKSHOP

- Attended Faculty development programme “Workshop On How To Use Statistical Tools In Research” on 7th and 8th May 2010 at SIES College, Navi Mumbai.
- Attended faculty development program on “Teaching through Simulation Techniques” at Times Business School Vashi.

DETAILS OF PARTICIPATION IN CONFERENCES & PAPER PRESENTATION

➢ Paper presented on “study on olfactory & audio management in retail in the region of Mumbai” in International Conference Bhavishya Udaan held by Thakur College of Science & Commerce.
➢ Presented paper on “Financial analysis of Apna Bazaar consumer cooperative retail store” in International Retail Conference at Institute of Future Education Entrepreneurship & Leadership, Lonavala.
➢ Presented paper on “ICT: catalyst to teaching – learning method” in national conference on innovations for improving the quality in higher education at Saraswathi college of education and research
➢ Presented paper on “film merchandising discernible way to promote brands” in international conference at institute of future education entrepreneurship & leadership, Lonavala.

DETAILS OF PUBLICATIONS

➢ Paper published on “Study on visual merchandising in Retailing in the Region of Mumbai” in Atmajyot Journal of Research ISSN NO. 0976 – 366X.

Published paper on “film merchandising discernible way to promote brands” in Research Dimensions Multidisciplinary National Quarterly Journal Vol 2 Issue 4 ISSN 0976-8564