TOPIC: "CONSUMER BEHAVIOUR AND MARKETING STRATEGIES WITH SPECIAL Reference TO CONSUMER DURABLES - A STUDY OF DHARWAD DISTRICT".

QUESTIONNAIRE TO DISTRIBUTERS AND DEALERS:

NOTE: 1. Kindly tick against the item which is applicable.
   2. Information provided will be treated as confidential and used only for the purpose of research.

1. Name of the Dealer:

2. Address of the outlet/showroom/dealer:

3. Types of consumer durables sold
   a) Fan/Iron Box
   b) Radio/Tape/CD Player
   c) C & B/W TV
   d) Washing Machine
   e) Refrigerator
   f) Mixer/Grinder
   g) Others, if any

4. Approximate sales value of each consumer durables (Express in percentage)
   a) Fan/Iron Box
   b) Radio/Tape/CD Player
   c) C & B/W TV
   d) Washing Machine
   e) Refrigerator
   f) Mixer/Grinder
   g) Others, if any
5. What is the percentage share of the rural market in your total sales?
   a) Less than 5%
   b) 5 to 10%
   c) 11 to 15%
   d) 16 to 20%
   e) More than 20%

6. What is the annual turnover of consumer durables in rupee-terms?
   a) Fan/Iron Box
   b) Radio/Tape/CD Player
   c) C & B/W TV
   d) Washing Machine
   e) Refrigerator
   f) Mixer/Grinder
   g) Others, if any

7. Do you get any credit facility from your manufacturer?
   Yes/No

8. If Yes, what is the credit period?
   1) 15 days
   2) 30 days
   3) 60 days
   4) 90 days
   5) More than 90 days

9. Is there any difference between cash price & Credit price?
   Yes/No

10. If yes, what is the approximate percentage of difference?
    a) Less than 5%
    b) 6 to 10%
    c) 11 to 15%
    d) 16 to 20%
    e) More than 20%

11. Do you get any incentive from your manufacturer for selling consumer durables in the rural market?
    Yes/No

12. If Yes, furnishing the following particulars:

<table>
<thead>
<tr>
<th>Consumer durable Possessed</th>
<th>Trade Discount</th>
<th>Quantity Discount</th>
<th>Grade Discount</th>
<th>Cash Discount</th>
<th>Others, if any</th>
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</table>
13. Do you grant any additional concession to the rural consumers? Yes/No

14. If Yes, furnish the following details:

<table>
<thead>
<tr>
<th>Consumer durables Possessed</th>
<th>Gifts</th>
<th>Incentives</th>
<th>Discounts</th>
<th>Others if any</th>
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15. Do you allow credit to customers? Yes/No

16. If Yes, furnish the following details:

<table>
<thead>
<tr>
<th>Consumer durables Possessed</th>
<th>1 month</th>
<th>2 months</th>
<th>6 months</th>
<th>1 year</th>
<th>Up to harvest</th>
<th>Others if any</th>
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17. Are you satisfied with the recovery of credit sales? Yes/No

18. If not; State the reasons.
   a) Party not willing to pay
   b) Unforeseen difficulties faced by the customers
   c) Customer unhappy about the after sales service
   d) Customer unhappy about the product sold
   e) Others (State reasons)

19. What is the approximate percentage of non-recovery to total credit sales?
   a) Less than 2%
   b) 2 to 3%
   c) 3 to 5%
   d) 5 to 10%
   e) More than 10%
20. Do you feel that credit sales have influenced the sales positively? Yes/No

21. What is the gap between credit purchase price and credit selling price?

22. Do you purchase consumer durables on installment basis from your company? Yes/No

23. If Yes, furnish the following details:

<table>
<thead>
<tr>
<th>Consumer durables Possessed</th>
<th>1 Installment</th>
<th>2 Installment</th>
<th>3 Installment</th>
<th>4 Installment</th>
<th>5 Installment</th>
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24. Do you feel that cost of buying durables on installment basis is fair when related with the total duration over which installments are to be paid? Yes/No

25. Did you take outright purchase or installment buying after screening both in terms of cost and benefit? Yes/No

26. If not, how did you select the mode of purchase?
   a) On the basis of surplus cash available in the business
   b) Difference between cash price and Credit price
   c) Based on terms and condition of credit/cash sales
   d) Based on cost of product
   e) Other reasons

27. Do you extend installment facility to rural customers for buying consumer durables? Yes/No

28. If yes, furnish the following details:

<table>
<thead>
<tr>
<th>Consumer durables Possessed</th>
<th>1 Installment</th>
<th>2 Installment</th>
<th>3 Installment</th>
<th>4 Installment</th>
<th>5 Installment</th>
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29. Are you an authorized dealer?  
Yes/No

30. If yes, which of the following are you authorized to deal in?
   a) Fan/Iron Box
   b) Radio/Tape/CD Player
   c) C & B&W TV
   d) Washing Machine
   e) Refrigerator
   f) Mixer/Grinder

31. Which one of the durables provides you the lucrative margin?
   a) Fan/Iron Box
   b) Radio/Tape/CD Player
   c) C & B/W TV
   d) Washing Machine
   e) Refrigerator
   f) Mixer/Grinder
   g) Others, if any

32. What is its relative share in total turnover?
   a) less than 10%
   b) 10 to 15%
   c) 15 to 20%
   d) 20 to 25%
   e) More than 25%

33. Which of the following is the relatively fast moving in the market?
   a) Fan/Iron Box
   b) Radio/Tape/CD Player
   c) C & B/W TV
   d) Washing Machine
   e) Refrigerator
   f) Mixer/Grinder

34. What, according to you, are the reasons for the fast movement of consumer durables in the market?
   a) Quality of the Product
   b) Satisfactory Performance
   c) After sales service
   d) Availability of Spares
   e) Any other reason
35. When do rural consumers purchase more of consumer durables?

<table>
<thead>
<tr>
<th>Consumer durables Possessed</th>
<th>Throughout the Year</th>
<th>Harvest period</th>
<th>Festival season</th>
<th>Marriage season</th>
<th>Others, (if any)</th>
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36. Do rural consumers depend more on agricultural income for purchase of consumer durables? Yes/No

37. If Yes, is the dependence specific to any of the following consumer durables?
   a) Fan/Iron Box
   b) Radio/Tape/CD Player
   c) C & B&W TV
   d) Washing Machine
   e) Refrigerator
   f) Mixer/Grinder

38. Is there any competition in the market? Yes/No

39. If yes, in respect of which of the following products you face competition?
   a) Fan/Iron Box
   b) Radio/Tape/CD Player
   c) C & B&W TV
   d) Washing Machine
   e) Refrigerator
   f) Mixer/Grinder

40. Specify the form of competition
   a) In terms of price
   b) Quality
   c) After sales service
   d) Credit facility

41. Specify the marketing strategy followed by you to face the problem of competition
   a) More advertisement
   b) Better Service
   c) Customer Relationship
   d) Credit facility
   e) Window display & other promotional factors
42. How would you sum up the consumers?

<table>
<thead>
<tr>
<th>Consumer durables</th>
<th>Possessed</th>
<th>Good</th>
<th>Poor</th>
<th>Very poor</th>
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<tbody>
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43. How much time do you take to attend to customer complaints?

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<thead>
<tr>
<th>Consumer durables</th>
<th>Possessed</th>
<th>1Week</th>
<th>15 days</th>
<th>1month</th>
<th>3months</th>
<th>One Year</th>
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44. Do you feel there is increase in the business in the market?  Yes/No

45. If yes, why?

46. If not, why?

47. Do you feel that there is a need for devising any marketing strategy by the manufacturer to improve the sales of consumer durables?  Yes/No

48. Do you undertake any pre-purchase behaviour analysis? or post-purchase behaviour analysis?  Yes/No

49. Do you feel that it is beneficial to conduct behavioural analysis of the consumers before/after purchase of the product?  Yes/No

Date: 
Place: 
Signature of the Dealer