## Appendix-1

<table>
<thead>
<tr>
<th>Serial No.</th>
<th>Schedule for Household Information and Consumption Pattern</th>
<th>Place Rural ☐ Urban ☐</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date:</td>
<td>Household No.: Time of the survey: Village/ward: Survey Round:</td>
<td></td>
</tr>
<tr>
<td>Shop you generally visit for grocery items:</td>
<td>For how many years you visit the store:</td>
<td>Reasons:</td>
</tr>
</tbody>
</table>

### Section A

**Product: Rice**

1. Types of rice recently consumed (Brand names) with amount purchased (in Kg):
   (i) 
   (ii) 
   (iii)  
   (iv) 

2. Purchase of rice is done ☐ Daily ☐ Two-three days ☐ Weekly ☐ Twice in month ☐ Monthly ☐ Once in two Months

3. Have you used the brands earlier: ☐ 1. Yes ☐ 2. No
   If no, name of the brands of the product used earlier:
   (i) 
   (ii)  
   (iii) 
   (iv) 

4. What are the other brands/variety known to you?
   (i) 
   (ii) 
   (iii) 
   (iv) 

5. Brands you don’t purchase, but are liked by you:
   (i) 
   (ii) 
   (iii) 
   (iv) 

6. Reasons for not purchasing those brands.
   (i) 
   (ii) 

7. What are the brands/variety purchased in previous occasion?
   (i) 
   (ii) 
   (iii) 
   (iv) 

8. What are reasons for changing the brand? (If question number 1. and question number 7. differ)
   (i) 
   (ii) 
   (iii) 
   (iv) 

9. What is the amount of rice consumed per month by your household?

10. Name of the store from which you purchase rice regularly:
   (i) 
   (ii) 
   (iii) 

11. Why are you choosing that store? (i)
    (ii) 
    (iii) 

12. Whether the brand you purchased was in display at the store: ☐ 1. Yes ☐ 2. No

13. Some quality of the assessment of the brand for the product: [Please tick(y)]
   (a) Smell: (Bad) ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 (Nice).
   (b) Price: (High) ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 (Favorable).
   (c) Color of the grains: (Dull) ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 (Bright).
   (d) Presence of unwanted matter: (High) ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 (Negligible).

14. Did you enquire about other/new brands/variety when purchasing the product? ☐ 1. Yes ☐ 2. No

15. Was the brand suggested to you by the shopkeeper? [Please tick(y)] ☐ 1. Yes ☐ 2. No
Appendix-1

Section B

Product: Salt

1. Type of salt recently consumed (Brand names) with amount purchased (in grams):
   (i) 
   (ii) 

2. Purchase of salt is done: Daily ☐ In two-three days ☐ Weekly ☐ Twice in month ☐ Monthly ☐ Once in two months

3. Have you used the brands earlier: ☐ 1. Yes ☐ 2. No
   If no, name of the brand of the product you used earlier:
   (i) 
   (ii) 
   (iii) 
   (iv) 
   (v)

4. What are the other brands/variety of salt known to you:
   (i) 
   (ii) 
   (iii) 
   (iv)

5. Brand you have not purchased, but liked by you:
   (i) 
   (ii) 
   (iii)

6. What are the reasons for not purchasing the brands that are liked by you:
   (i) 
   (ii)

7. What are the brands/variety purchased in previous occasion:
   (i) 
   (ii) 
   (iii) 
   (iv)

8. What are the reasons for changing the brand? (If question number 1 and question number 7 differ)
   (i) 
   (ii) 
   (iii)

9. What is the amount of salt consumed per month by your household?

10. Name of the store from which you purchase salt regularly:

11. Why are you choosing the store:
    (i) 
    (ii) 
    (iii)

12. Whether the brand you purchased was in display at the store: ☐ 1. Yes ☐ 2. No

13. Some quality of the assessment of the brand for the product (Please tick):
    (i) Quality: (Sticky) ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ (Free Flow).
    (ii) Price: (High) ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ (Favorable).
    (iii) Color: (Dull) ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ (Bright).
    (iv) Presence of unwanted matter: (High) ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐ (Negligible).

14. Did you inquire about other/next brands/variety when purchasing the product?: ☐ 1. Yes ☐ 2. No

15. Was the brand suggested to you by the shopkeeper? (Please tick):
    ☐ 1. Yes ☐ 2. No

Section C

Product: Edible Oil

1. Type of oil recently consumed (Brand names) with amount purchased (in liters):
   (i) 
   (ii) 
   (iii)

2. Purchase of oil is done: Daily ☐ In two-three days ☐ Weekly ☐ Twice in month ☐ Monthly ☐ Once in two months

3. Have you used the brands earlier: ☐ 1. Yes ☐ 2. No
   If no, name of the brands of the product used earlier:
   (i) 
   (ii) 
   (iii)

4. What are the other brands/variety known to you:
   (i) 
   (ii) 
   (iii)

5. Brand you don’t purchase, but liked by you:
   (i) 
   (ii) 
   (iii)

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<tbody>
<tr>
<td>6.</td>
<td>What are the Reasons for not purchasing the brands that are liked by you?</td>
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<td>i)</td>
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<td>ii)</td>
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<tr>
<td>7.</td>
<td>What are the brands/variety purchased in previous occasion?</td>
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<tr>
<td>8.</td>
<td>What are reasons for changing the brand? (If question number 1. and question number 7. differs)</td>
</tr>
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<td>i)</td>
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<td>ii)</td>
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<td>iii)</td>
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<td>iv)</td>
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<tr>
<td>9.</td>
<td>What is the amount of tea consumed per month by your household?</td>
</tr>
<tr>
<td>10.</td>
<td>Name of the store from which you purchase tea regularly:</td>
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**Appendix-1**

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<td>11.</td>
<td>Why you are choosing the store? (i)</td>
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<td>(i)</td>
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<td>12.</td>
<td>Whether the brand you purchased was in display at the store: 1. Yes 2. No</td>
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<tr>
<td>13.</td>
<td>Some quality of the assessment of the brand for the product. [Please tick (v)]</td>
</tr>
<tr>
<td>(i) Smell: (Bad)</td>
<td></td>
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<td>(ii) Price: (High)</td>
<td></td>
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<tr>
<td>(iii) Color of the oil: (Dull)</td>
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<tr>
<td>(iv) Hygienic: (Not at all)</td>
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<tr>
<td>14.</td>
<td>Did you enquire about other/new brands/variety when purchasing the product? 1. Yes 2. No</td>
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<td>15.</td>
<td>Was the brand suggested to you by the shopkeeper? [Please tick(v)] 1. Yes 2. No</td>
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</table>

**Product: Tea**

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<tbody>
<tr>
<td>1.</td>
<td>Types of tea recently consumed (Brand names) with amount purchased (in KG):</td>
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<tr>
<td>(i)</td>
<td></td>
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<td>(ii)</td>
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<tr>
<td>2.</td>
<td>Purchase of tea is done Daily Two-three days Weekly Twice in month Monthly Once in two months</td>
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<td>3.</td>
<td>Have you used the brand(s) earlier: 1. Yes 2. No</td>
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<tr>
<td>If no, name of the brands of the product used earlier:</td>
<td></td>
</tr>
<tr>
<td>(i)</td>
<td></td>
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<td>(ii)</td>
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<tr>
<td>4.</td>
<td>What are the other brands/variety known to you?</td>
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<td>(i)</td>
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<td>(ii)</td>
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<td>(iii)</td>
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<tr>
<td>5.</td>
<td>Brand you don't purchased, but liked by you:</td>
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<td>(i)</td>
<td></td>
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<td>(ii)</td>
<td></td>
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<tbody>
<tr>
<td>6.</td>
<td>What are the reasons for not purchasing the brands that are liked by you?</td>
</tr>
<tr>
<td>i)</td>
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<td>ii)</td>
<td></td>
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<td>iii)</td>
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<tbody>
<tr>
<td>7.</td>
<td>What are the brands/variety purchased in previous occasion?</td>
</tr>
<tr>
<td>(i)</td>
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<td>(ii)</td>
<td></td>
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<tbody>
<tr>
<td>8.</td>
<td>What are reasons for changing the brand? (If question number 1. and question number 7. differs)</td>
</tr>
<tr>
<td>i)</td>
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<td>ii)</td>
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<tbody>
<tr>
<td>9.</td>
<td>What is the amount of tea consumed per month by your household?</td>
</tr>
</tbody>
</table>

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<tbody>
<tr>
<td>10.</td>
<td>Name of the store from which you purchase tea regularly:</td>
</tr>
</tbody>
</table>
11. Why are you choosing the store? (i)  
(ii)  
(iii)  

12. Whether the brand you purchased was in display at the store: 1. Yes 2. No

13. Some quality of the assessment of the brand for the product. [Please tick(*)]
   (i) Smell:  (Bad) 1 2 3 4 5 6 7 (Nice).
   (ii) Price: (High) 1 2 3 4 5 6 7 (Favorable).
   (iii) Quality produced:  (Low) 1 2 3 4 5 6 7 (High).
   (iv) Presence of unsold madder: (High) 1 2 3 4 5 6 7 (Negligible).

14. Did you inquire about other何时 brands/variety when purchasing the product? 1. Yes 2. No

15. Was the brand suggested to you by the shopkeeper? [Please tick(*)] 1. Yes 2. No

---

**Household Specific Characteristics**

<table>
<thead>
<tr>
<th>1. Name:</th>
<th>Age:</th>
</tr>
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<tbody>
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<table>
<thead>
<tr>
<th>2. (a) Phone no/Mobile no.(If any):</th>
<th>(b) Preferred time of calling:</th>
</tr>
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<tbody>
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<thead>
<tr>
<th>3. Is the respondent head of the family: 1. Yes 2. No</th>
</tr>
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</table>

| 4. Religion:                                        |
|                                                     |

<table>
<thead>
<tr>
<th>5. Number of family members:</th>
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<tbody>
<tr>
<td>Adult male members:</td>
</tr>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>6. Household income (in Rs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>7. Monthly Expenditure on grocery item(s) in Rs</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>8. Whether the homemaker is a housewife? 1. Yes 2. No</th>
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<thead>
<tr>
<th>9. Who decides about the brand/variety to be purchased?</th>
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<tr>
<th>10. Educational qualification of the decision maker:</th>
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<table>
<thead>
<tr>
<th>11. What are the assets among the following which are possessed by your house hold?</th>
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<tr>
<th>13. Will you suggest your friends to visit the same shop? 1. Yes 2. No</th>
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</table>

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<thead>
<tr>
<th>14. Do you get some favor from the shop/storekeeper? 1. Yes 2. No</th>
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<tbody>
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</table>

<table>
<thead>
<tr>
<th>15. Is their other grocery shops nearer to your house than where you generally shop? 1. Yes 2. No</th>
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<thead>
<tr>
<th>16. Are you satisfied with the price charged at the shop? 1. Yes 2. No</th>
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<table>
<thead>
<tr>
<th>17. Are you satisfied with the promptness of service at the shop? 1. Yes 2. No</th>
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<tbody>
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<thead>
<tr>
<th>18. Does the shop has several varieties of the same product? 1. Yes 2. No</th>
</tr>
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<tbody>
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<thead>
<tr>
<th>19. Is there any special market in a fixed day of the week in your locality? 1. Yes 2. No</th>
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<tbody>
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</table>

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<thead>
<tr>
<th>20. Do you prefer to buy these products from such market instead of fixed shops/store? 1. Yes 2. No</th>
</tr>
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<tbody>
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</table>

<table>
<thead>
<tr>
<th>21. If yes, why you purchased the products from such markets instead of grocery shop?</th>
</tr>
</thead>
</table>
## Schedule to Extract Store Level Characteristics

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Date:</th>
<th>Time:</th>
<th>Place: □ Rural □ Urban</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of the store:</td>
<td>Address:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Telephone:</td>
<td></td>
<td></td>
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<tr>
<td>Distance from main road (approx.)</td>
<td>Ward no. (urban):</td>
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<tr>
<td>Distance from market (approx.)</td>
<td>For Rural area Revenue Circle: Village Name:</td>
<td></td>
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<tr>
<td>Year of Establishment:</td>
<td>Run by owner himself: □ Yes □ No</td>
<td></td>
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<tr>
<td>Area of Shop in Sq. feet:</td>
<td>Availability of Sitting arrangement: □ Yes □ No</td>
<td></td>
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<tr>
<td>Type of building: □ RCC □ Assam type □ Kuccha □ Half Kuccha</td>
<td>Electricity: □ Yes □ No</td>
<td></td>
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</tr>
</tbody>
</table>

While the survey was conducted most of the time the store remained:
□ Empty □ Customers purchasing □ some purchasing and some waiting □ Heavy rush

Number of service providers were sufficient □ Yes □ No

The service providers were □ Slow □ Dutyful □ Dutyful and also advised the customers
The Salesman were offering substitutes in case of non-availability of a product □ Yes □ No

<table>
<thead>
<tr>
<th>Variety of Rice</th>
<th>Price/Kg</th>
<th>Variety of Salt</th>
<th>Price/Kg</th>
</tr>
</thead>
<tbody>
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<tr>
<td>Variety of Tea</td>
<td>Price/kg</td>
<td>Variety of Edible oil</td>
<td>Price/lit.</td>
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