Appendix
Appendix I – Questionnaire

A Conceptual Study on Prospects of Retail Marketing

Name _____________________________
Address _____________________________

1) To which age category Age
   a) 16 – 26 Years [ ]
   b) 27 – 37 Years [ ]
   c) 38 – 48 Years [ ]
   d) Above 49 Years [ ]

2) Educational Qualification
   a) S.S.C. [ ]
   b) H.S.C. [ ]
   c) Graduate [ ]
   d) Post Graduate [ ]

3) Annual Income
   a) High [ ]
   b) Medium [ ]
   c) Low [ ]

4) Years of experience
   a) Below 5 Years [ ]
   b) 5 - 15Years [ ]
   c) Above 15 Years [ ]

5) Marital Status
   a) Single [ ]
   b) Married [ ]
6) Preference giving while buying
   a) Organised Format [ ]
   b) Unorganised Format [ ]
   c) Both Format [ ]

7) Listed below are a number of items. Please assign appropriate number to these according to the code shown below to indicate the importance of these factors to you.
   i) Extremely important 1
   ii) Important 2
   iii) Not important 3

   Items :
   a) Requirement of new retail formats in rural areas [ ]
   b) Quality of goods sold through organised format [ ]
   c) Conveyance in organised Retail Format [ ]
   d) Allow customer to ask their requirements [ ]
   e) Quality Services offered by organised retailers [ ]
   f) Affordable prices in Organised Formats [ ]
   g) Can used for Employment generation [ ]

8) If you are using Organised Retail Formats for Buying?
   a) Highly Favorable [ ]
   b) Favorable [ ]
   c) Neutral [ ]
   d) Unfavorable [ ]
   f) Highly Unfavorable [ ]

9) Do you satisfy with service quality offered by organised retailers?
   Strongly Agree [ ]
   Agree [ ]
   Undecided [ ]
   Disagree [ ]
   Strongly Disagree [ ]
10) Do you think that Organised Retailing is the need of Modern Society and that takeover Retailing?

[ Yes / No ]

If Yes, what is your awareness level?

- Very High [  ]
- High [  ]
- Neutral [  ]
- Low [  ]
- Very Low [  ]

11) Do you think that price offered by organised retailers is affordable?

[ Yes / No ]

12) What extent price and presentation influences for buying in organised formats?

- Very Large Extent [  ]
- Large Extent [  ]
- Medium Extent [  ]
- Some Extent [  ]
- Not at All [  ]

13) How do you term the benefits of Organised Retail Format than Unorganised Retail Format?

- Highly Productive [  ]
- Productive [  ]
- Difficult to say [  ]
- Unproductive [  ]
- Highly Unproductive [  ]
14) What is your satisfaction level regarding the performance and services of the Organised Retail Format?

   Excellent       [  ]
   Good            [  ]
   Difficult to say [  ]
   Poor            [  ]
   Very Poor       [  ]

15) Would you feel that improving services by trained staff?

   [ Yes / No ]

16) What do you feel Conveyance in Organised Retail Format?

   a) Irritatingly bad   [  ]
   b) Not Satisfactory   [  ]
   c) Neutral           [  ]
   d) Fairly good        [  ]
   f) Very good          [  ]

17) Do you think that the organised retailers healthy atmosphere permit you in buying situation?

   [ Yes / No ]

18) How much confidence and trust is shown to you by Organised Retailers?

   a) Full confidence   [  ]
   b) Some what         [  ]
   c) Not at all        [  ]

19) Does your retailers provide any social / cultural events?

   [ Yes / No ]
20) Would you like to invite foreign retailers in the market?
[ Yes / No ]

21) What are the factors affecting consumers towards organised retail format?
   a) Personal Factor [ ]
   b) Social Factor [ ]
   c) Psychological Factor [ ]
   d) Cultural Factor [ ]

22) Indicate the degree of agreement or disagreement for the following statements (Put appropriate number between 1 to 5 in given space).

   Strongly Disagree  1
   Disagree          2
   Undecided         3
   Agree             4
   Strongly Agree    5

   1. Satisfy with the Service Quality offered by organised retailers [ ]
   2. Reasonable Price offered by organised retailers [ ]
   3. Organised retailers provides Quality Food [ ]
   4. Prime Location taken by Modern Retail Formats [ ]
   5. Goods any time Available in Malls and Super Markets [ ]
   6. Motivation Schemes provides by Modern Retail Formats [ ]
   7. Organised Retail Formats has Environmental Friendly [ ]
   8. Employment Generation can be done by Organised Sector [ ]
   9. Retail Marketing is now Growing Market [ ]
   10. Presentation effects the buying at Malls and Super Markets [ ]
   11. All in One facilities provided at Malls and Super Markets [ ]
23) Do you think government should motivate retailers to convert into organised format?

[ Yes / No ]

24) What are the main problems of Retail Marketing in India?

1. The Kiranas Continue
2. Unrecognized as an Industry
3. High Cost of Real Estate
4. High Stamp Duties
5. Lack of Adequate Infrastructure
6. Multiple and Complex Taxation System
7. Price war between different retailers

25) Any other important in this regard?

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Appendix II – Resume

- **Name :- Dilip Bhika Patil**
  Currently working as a Associate Professor, KVPS’s S.P.D.M. Arts, S.B.B. & S.H.D. Commerce and S.M.A. Science College, Shirpur Dist.Dhule

- **Educational Qualification**
  M.Com. L.L.B. M.Phil.

- **Position in Department**
  Head of P. G. Department of Commerce

- **Teaching Experience**
  24 Years to U.G. & P.G. Level.

- **University Work**
  Ex B.O.S. Member in Business Administration Board
  Ex Faculty Member of North Maharashtra University, Jalgaon.

- **Publication**
  4 Books published with ISBN Number
  7 Papers published in Referred Journal

- **Life Member**
  All India Commerce Association, New Delhi
  Maharashtra State Commerce Association, Jalgaon
  All India Federation of University & College Teachers Organisation
  International Association of Academicians and Researchers, Pune

- **Social Contribution**
  Director of Vanijya Vikas Sanstha, Jalgaon
Appendix III – Participation in Conferences & Seminar

- Participated in National Conference at Devi Ahilya University, Indore on 14th & 15th September 2011 and presented a research paper entitled “Role of Marketing Program in Micro Finance Market”.
- Participated in International Conference on Business, Engineering and Industrial Applications at Choice Institute of Management Studies & Research, Pune on 22nd September 2011 and presented a research paper entitled “Necessity for maintaining Work-Life Balance: A Management Function”.
- Participated in State Level Seminar at Nivrutti Babaji Navale College of Commerce, Lonavala on 20th & 21st January 2012 and presented a research paper entitled “Conceptual Study of Green Marketing”.
- Participated in International Interdisciplinary Research Conference at J.Z.Shah Arts and H.P.Desai Commerce College, Surat on 24th & 25th August 2012 and presented a research paper entitled “A Case Study of Retail Marketing in India and its prospects”.
- Participated in International Interdisciplinary Conference at International Association of Academicians and Researchers, Pune on 15th September 2012 and presented a research paper entitled “Strategic Management A Modern Tool in Business Development”.
Appendix IV – Publication

- Research paper entitled “Indira Awas Yojana In Maharashtra – A Case Study of Dhule District”, P R Communication Age, Vol.13, Issue-8, pp.5-9, November 2010, ISSN-0972-0650.