

APPENDICES

QUESTIONNAIRE 1. FOR CUSTOMERS- FOOD and GROCERY

Dear Respondent,

Kindly fill in this information. It will be used for academic purpose only.

Thank you for your co-operation and support.

Customers Interview Schedule

(Tick mark the suitable option)

(A) DETAILS OF THE RESPONDENT

1) Name :

2) Sex :

Male/Female

3)Area :

4) Age group:

Below 20 yrs

20-30

30-40

40-50

50-60

60 and above

5) Marital Status:

Single/Married

6) Family Structure:

Nuclear

Joint Family

Extended Family

7) House-hold size:

Nos.

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8) Monthly House-Hold Income in Rs.	<input type="text"/>
Up to - 10,000	<input type="text"/>
10,000 - 15,000	<input type="text"/>
15,000 - 20,000	<input type="text"/>
20,000 - 25,000	<input type="text"/>
25,000 - 30,000	<input type="text"/>
30,000 - 35,000	<input type="text"/>
35000 & above	<input type="text"/>

9) Educational Qualification:	<input type="text"/>
i) Professional	<input type="text"/>
ii) Post Graduate	<input type="text"/>
iii) Graduate	<input type="text"/>
iv) Diploma	<input type="text"/>
v) 12 th Standard Passed	<input type="text"/>
vi) 10 th Standard Passed	<input type="text"/>
vii) Below 10 th Standard	<input type="text"/>

10) Occupation:	<input type="text"/>
i) Employed	<input type="text"/>
ii) Self-employed	<input type="text"/>
iii) Professional/Businessman/Industrialists	<input type="text"/>
iv) Shop owner/Trader	<input type="text"/>
v) House wife	<input type="text"/>
vi) Others	<input type="text"/>

(B) Food and Grocery

1) From where do you prefer to buy your grocery and other food items?

Organized markets/super markets	<input type="text"/>	Small stores	<input type="text"/>
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2) From which organized market have you purchased?

- i) Big bazaar
- ii) D'Mart
- iii) More
- iv) Spencer's Daily
- v) Tru-Mart
- vi) Any other

3) How frequently do you purchase from these organized markets?

Twice in a month More than twice in a month

4) Purpose of Shopping:

- i) For monthly grocery
- ii) For specific items
- iii) Offers
- iv) Discounts
- v) Viewing the new arrivals

5) What kind of food items do you purchase?

- i) staples ii) flour iii) pulses iv) spices v) oils vi) toiletries
- vii) cosmetics viii) vege/fruits ix) egg/milk/bread
- x)tea/sugar/coffee

6) How much do you usually spend on?

Food and Grocery:

Rs. 0-1000 1000-2000 2000-3000 3000-4000

Other Items:

Rs. 0-1000 1000-2000 2000-3000 3000-4000

7) How much did you spend on similar items in Kirana stores?

Name of the outlet _____ Rs _____

8) How much did you save in all by purchasing food items from this outlet, rather than purchasing from kirana stores?

5% to 10% 10% to 15% 15% to 20% 20% to 25%

(C) Opinion about Product (Tick mark the suitable option)

(1 = highly dissatisfied, 2 = dissatisfied, 3 = neutral, 4 = satisfied, 5 = highly satisfied)

1) I am satisfied with the quality of products

1	2	3	4	5
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2) I am satisfied with the price
(reasonable and affordable.)

1	2	3	4	5
---	---	---	---	---

3) I am satisfied with the durability of product

1	2	3	4	5
---	---	---	---	---

4) I am satisfied with the services offered.

1	2	3	4	5
---	---	---	---	---

5) I buy because of: *discounts and offers
*choice of more brands
*one stop shopping

6) I buy because of: * choice of more variants
* attractive display
* better packaging

7) I visit because of: * convenient location
* good and clean ambience
* spacious parking
* facility to shop, eat and entertain
* family and friends can be together

(D)General opinion on Outlets

- 1) Physical facilities of the outlet are appealing.
- 2) Outlets have modern looking equipments and fixtures.
- 3) Presentation of merchandise is excellent.
- 4) Stores layout makes it easier to find things.
- 5) Stores layout makes it easier to move about.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

(E)General opinion about Employees

- 1) Employees are well-dressed and well-mannered.
- 2) Employees are co-operative and polite.
- 3) Employees help to locate things.
- 4) Employees are aware of offers and discounts.
- 5) Employees are good in communicating.
- 6) Employees are quick in billing.

1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5
1	2	3	4	5

THANKYOU

QUESTIONNAIRE 2. FOR CUSTOMERS – APPAREL and CLOTHING

Dear Respondent,

Kindly fill in this information. It will be used for academic purpose only.

Thank you for your co-operation and support.

Customers Interview Schedule

(Tick mark the suitable option)

(A) DETAILS OF THE RESPONDENT

1) Name :

2) Sex :

Male/Female

3) Area :

4) Age group:

Below 20 yrs

20-30

30-40

40-50

50-60

60 and above

5) Marital Status:

Single/Married

6) Family Structure:

Nuclear

Joint Family

Extended Family

7) House-hold size:

Nos.

8) Monthly House-Hold Income in Rs.

Up to - 10,000

10,000 - 15,000

15,000 - 20,000

20,000 - 25,000	<input type="text"/>
25,000 - 30,000	<input type="text"/>
30,000 - 35,000	<input type="text"/>
35000 & above	<input type="text"/>

9) Educational Qualification:

i) Professional	<input type="text"/>
ii) Post Graduate	<input type="text"/>
iii) Graduate	<input type="text"/>
iv) Diploma	<input type="text"/>
v) 12 th Standard Passed	<input type="text"/>
vi) 10 th Standard Passed	<input type="text"/>
vii) Below 10 th Standard	<input type="text"/>

10) Occupation:

i) Employed	<input type="text"/>
ii) Self-employed	<input type="text"/>
iii) Professional/Businessman/Industrialists	<input type="text"/>
iv) Shop owner/Trader	<input type="text"/>
v) House wife	<input type="text"/>
vi) Others	<input type="text"/>

(B)Apparel and Clothing

1) From where do you prefer to buy your Apparel and other clothes?

Organized markets/super markets Small stores

2) From which market do you purchase?

i) Big bazaar	<input type="text"/>
ii) West-side	<input type="text"/>

iii) Mega Mart

iv) Shopper's stop

v) Central

vi) Any other

3) How frequently do you purchase from these organized markets?

Twice in six months More than twice in six months

4) Purpose of Shopping:

i) For daily use

ii) For gift items

iii) Offers

iv) Discounts

v) Viewing the new arrivals

5) Type of apparel you buy from organized markets?

i) casuals ii) formals iii) party ware vi) all types

6) How much do you usually spend on?

Apparel: Rs. 0-1000 1000-2000 2000-3000 3000-4000

Other Items: Rs. 0-1000 1000-2000 2000-3000 3000-4000

(Other items— Shoes, goggles, wallet, bags, etc)

7) How much did you spend on similar items in other outlets?

Name of the outlet _____ Rs. _____

8) How much did you save in all by purchasing from this outlet, rather than purchasing from small stores?

5% to10% 10% to15% 15% to 20% 20% to 25%

(C) Opinion about the Product

(Tick mark the suitable option)

(1= highly dissatisfied, 2 = dissatisfied, 3 = neutral, 4 = satisfied, 5 = highly satisfied)

1) I am satisfied with the quality of product

1	2	3	4	5
---	---	---	---	---

2) I am satisfied with the price

1	2	3	4	5
---	---	---	---	---

(reasonable and affordable).

3) I am satisfied with the durability of product

1	2	3	4	5
---	---	---	---	---

4) I am satisfied with the services offered.

1	2	3	4	5
---	---	---	---	---

5) I buy because of: *discounts and offers

*choice of more brands

*one stop shopping

6) I buy because of: * choice of more variants

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7) I visit because of: * convenient location

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* spacious parking

* facility to shop, eat and entertain

* family and friends can be together

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2) Outlets have modern looking equipments and fixtures.

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3) Presentation of merchandise is excellent.

1	2	3	4	5
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4) Stores layout makes it easier to find things.

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5) Stores layout makes it easier to move about.

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(E)General opinion about Employees

1) Employees are well-dressed and well-mannered.	1	2	3	4	5
2) Employees are co-operative and polite.	1	2	3	4	5
3) Employees help to locate things.	1	2	3	4	5
4) Employees are aware of offers and discounts.	1	2	3	4	5
5) Employees are good in communicating.	1	2	3	4	5
6) Employees are quick in billing.	1	2	3	4	5

THANKYOU

**QUESTIONNAIRE 3. FOR EMPLOYEES IN ORGANIZED
MARKETS**

Dear Respondent,

Kindly fill in this information. It will be used for academic purpose only. Thank you for your co-operation and support.

(A) DETAILS OF THE EMPLOYEES:

1) Name :

2) Sex: Male/Female

3) Age group:	Below 20 yrs	<input type="text"/>
	20-30	<input type="text"/>
	30-40	<input type="text"/>

4) Monthly Income in Rs.	Up-to 5000	<input type="text"/>
	5,000 - 10,000	<input type="text"/>
	10,000 -15,000	<input type="text"/>
	15,000 -20,000	<input type="text"/>
	20,000 -25,000	<input type="text"/>

5) Educational Qualification:

i) Graduate/Post Graduate – General	<input type="text"/>
ii) Diploma	<input type="text"/>
iii) 12th Standard Passed	<input type="text"/>
iv)10 th Standard Passed	<input type="text"/>

(B)DETAILS OF THE EMPLOYEES WORKING:

1) Name of the organized retail outlet in which working:

i) Big Bazaar	<input type="text"/>	v) West-side	<input type="text"/>
ii) D-Mart	<input type="text"/>	vi) Central	<input type="text"/>
iii) More	<input type="text"/>	vii) Shoppers stop	<input type="text"/>
		viii) Mega Mart	<input type="text"/>

iv) Spencer's Daily

2) Location of the organized retail outlet

3) Nature of Job:

i) Junior Officer/Executive	<input type="text"/>
ii) Supervisor	<input type="text"/>
iii) Clerical level/Salesman	<input type="text"/>
iv) Skilled worker/Unskilled worker	<input type="text"/>

4) Department where working:

5) For how long are you working in this outlet?

i) 0 to 2 years

ii) 2 to 4 years

6) Are you satisfied with the Job profile?

Yes

No

7) What are the facilities provided to you?

8) Are there any chances of promotion?

Promotion: Yes No

9) Are there any chances of transfer?

Transfer : Yes No

10) Do you get any incentives on the basis of your sales?

Yes No

11) Do you get any incentives on the basis of your sales?

How frequently?

Half yearly Annually

12) Are there any other benefits or incentives given during festival or seasonal sales?

Yes No

13) How is the inter-personal relationship?

Can't say Good Very good

14) What are the HR practices? Name any 2.

1. -----

2. -----

15) Any other skills required?

16) What do you like about your outlet?

THANK YOU

QUESTIONNAIRE 4. FOR UN ORGANIZED RETAILERS

(Kirana stores and Small clothing/readymade stores)

Dear Respondent,

Kindly fill in this information. It will be used for academic purpose only. Thank you for your co-operation and support.

- 1) Name of the shop keeper:
- 2) Address:
- 3) Year of establishment:
- 4) Whether family owned/partnership/new
- 5) Product: Food /Grocery Clothes/Ready-mades
- 6) Number of family members:
- 7) Monthly Income:
- 8) Any other source of income:
- 9) From where do you make your purchases?
- 10) Number of Suppliers:
- 11) How frequently do you buy?
- 12) What is your opinion about organized retail markets?
- 13) Have they affected your business?
- 14) What changes have you brought in your business?
- 15) What are your future plans?

THANKYOU

**POINTS COVERED DURING INTERVIEW(UNORGANISED
RETAILERS)**

- 1) Facilities provides to customers
- 2) Educational background
- 3) Technology used
- 4) Supply chain management
- 5) Inventory
- 6) Regular supplies
- 7) Offers and discounts
- 8) Employees
- 9) Customers behavior
- 10) Younger generations plan
- 11) FDI