

RESEARCH QUESTIONNAIRE FOR CUSTOMERS

NAME : _____

ENDER : a) male b) female

MARITAL STATUS : a) married b) unmarried

PROFESSION : a) self-employed b) salaried employee c) housewife

FAMILY STATUS : a) single b) nuclear family c) joint family

ADDRESS : _____

CONTACT NO. : _____

1 Please indicate the category of income group you belong to

- a) upto 10,000 b) 10,000 - 50,000 c) more than 50,000

2 How much of total expenditure do you spend on grocery;

- a) upto 10% b) 10% - 30% c) more than 50%

3 Please indicate the source, from which you prefer to buy the grocery items

- a) traditional outlet /kiranawala b) supermarket/modern retail outlets

4 What is the frequency of your visiting a grocery store

- a) twice a week b) once a week c) twice a month d) once a month

5 What is the purpose of your visiting a supermarket

- a) to buy a few items b) buy all the

ns

6 Name the organised retailers (grocery) present in your local area

7 Please indicate the degree of preference of the following factors, while selecting a store for purchasing the grocery items

	not at all preferred	least preferred	moderately preferred	more preferred	highly preferred
a) Price charged by the store (values, special sales)					
b) Quality of the merchandise					
c) Range of the merchandise-mix					

- i) point accumulation
- j) loyalty programe
- k) demonstration
- l) 2 for the price of 1

8 As a retailer, how much importance do you attach to the following? Please indicate the degree of importance

	not at all important	least important	moderately important	more important	highly important
a) selection of location					
b) usage of information technology					
c) merchandise pricing					
d) merchandise display					
e) sales forecasting & budgeting					
f) merchandise assortment					
g) ambience (AC,lighting, music etc.)					
h) personalised service to the customers					
i) credit facility					
j) promotional offers					

9 Indicate the extent to which different promotional tools are used by your retail outlet.

	not at all used	least used	moderately used	mostly used	highly used
a) advertising					
b) sales promotional offers					
c) personal selling					
d) point of purchase display					

10 Please rank the following growth factors on the basis of their significant contribution, in driving the present day retail growth in India.

	Ranking
a) increasing income	
b) greater urbanisation	
c) younger population	
d) increasing media accesss	
e) urban development	
f) western influence	
g) high customer aspiration	
h) increasing trend of nuclear families	

11 As a retailer, which challenges do you think are more relevant to your business growth or survival ? Please mention their relative significance.

	not at all significant	least significant	moderately significant	more significant	highly significant
a) high cost of real estate					

15 What do you think will be the future trends in organized retailing?

	not at all likely	least likely	moderately likely	more likely	most likely
a) increased usage of technology					
b) cross border movement (Indian retail would get integrated with global supply chain)					
c) migration of formats (switching of one format to another)					
d) scope of organized retailing will increase in rural markets					
e) entry of foreign retailers					
f) modern retail will grow but there is a scope for both					
g) new retail formats will emerge and grow					
i) there will be creation of large retailer's brand (private label)					
i) branded firms will collaborate with top retailers					
j) more focus will be on improving the supply-chain					
k) consolidation					

16 Which of the following factors do you think are critical to the success of a retail outlet. Please indicate the degree of importance

	not at all important	least important	moderately important	very important	highly important
a) IT adoption and supply chain management					
b) shared understanding of success among various stakeholders					
c) collaboration on the entire value chain					
d) build critical capability to ensure profitable growth & flexibility					
e) recreational retail & customized leisure					

17 How do you see the changes in the grocery retailing in India in coming 2-3 years?

Thanks for sparing your precious time

