organized retail outlets should be extended as customers in this new age of economy like to either shop in the late hours or only on weekends and they expect their favorite organized retail outlets to be open during these time. Customers are concerned not only with the merchandise, physical surroundings, promotional schemes and personnel interaction but also with after sale services, entertainment and security arrangements. So, organized retail outlets need to enhance product quality and store convenience, and after sales services to improve customer satisfaction. Organized retail outlets must assure quality and availability of new products and attractive promotional schemes, sufficient security arrangements and to enhance customer satisfaction. Besides these variables customer care activities are becoming significant issue. To expend the customer base and customer loyalty, organized retail outlets should pay proper attention towards the same.

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CUSTOMERS’ PERCEPTION & SATISFACTION IN ORGANIZED RETAIL SECTOR IN INDIA

GAUTAM BANSAL
Research Scholar
School of Management Studies
Punjabi University, Patiala

Note: The information provided by you would be kept confidential & would be used only for academics purposes.
Questionnaire/Schedule

SECTION – A

1. Organized retail outlet: ________________________________

2. Name of respondent: ________________________________

3. Gender:
   - Male □
   - Female □

4. Residential Status:
   - Urban □
   - Rural □

5. Age
   - Below 30 years □
   - 31-40 Years □
   - 41-50 years □
   - Above 51 Years □

6. Educational Qualification:
   - Below Metric □
   - Matriculate □
   - Graduate □
   - Post Graduate + others □

7. Occupation:
   - Business □
   - Professional □
   - Service □
   - Agriculture □
   - Household + others □

8. Family Income (Annual)
   - Below Rs. 2 lac. □
   - Rs. 200001-300000 □
   - Rs. 300001-400000 □
   - Rs. 400001-500000 □
   - Above Rs. 5 lac. □

9. How frequently you purchase the products from the retail outlets?
   - Upto 5 times □
   - 6 – 10 times □
   - More then 10 times □

10. Which time slot do you prefer to visit organized retail outlets?
    - Morning □
    - Afternoon □
    - Evening □

11. How much often you visit organized retail outlets?
12. Who recommended you to do shopping from organized retail outlets?

- Yourself
- Parents
- Neighbor
- Friends
- Spouse
- Children
- Relative
- Other

13. Who is your shopping companion?

- Friends
- Relatives
- Colleagues
- Family member
- Alone

14. Which mode of payment do you use?

- Cash
- Credit Card
- Other

15. Which variable influence your decision for shopping from organized retail outlets?

- Availability off all necessary goods under same roof
- 365 x 7* service
- Comparison between different brands of goods
- Honoring credit/debit cards
- Price

16. Which variable influence your decision to select a particular organized retail outlet for shopping?

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic Benefits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family/friends</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Goods &amp; Services</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17. Are you aware of the latest promotional schemes offered by the organized retail outlets?

- Always
- Mostly
- Sometimes
- Rarely
- Never
18. From which media of advertisement you came to know about the latest promotional schemes offered by the organized retail outlets?

<table>
<thead>
<tr>
<th>Media of Advertisement</th>
<th>Always</th>
<th>Mostly</th>
<th>Sometime</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Television</td>
<td></td>
<td></td>
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<tr>
<td>Magazine/Journal</td>
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<tr>
<td>Newspaper</td>
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<tr>
<td>Radio</td>
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</tr>
<tr>
<td>Internet</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Brochure</td>
<td></td>
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</tr>
</tbody>
</table>

SECTION - B

19. With reference to Merchandise please tick () one out of five options.

<table>
<thead>
<tr>
<th>Option</th>
<th>HS</th>
<th>S</th>
<th>N</th>
<th>DS</th>
<th>HDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of products</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Good value for money</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unique &amp; Trendy Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety of Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branded Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Good Packaging</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

20. With reference to Price please tick () one out of five options.

<table>
<thead>
<tr>
<th>Option</th>
<th>HS</th>
<th>S</th>
<th>N</th>
<th>DS</th>
<th>HDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reasonable price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(in comparison of quality of goods &amp; services)</td>
<td></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

21. With reference to Physical Surroundings please tick () one out of five options.

<table>
<thead>
<tr>
<th>Option</th>
<th>HS</th>
<th>S</th>
<th>N</th>
<th>DS</th>
<th>HDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking Space</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Atmosphere &amp; Decoration</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lighting Arrangement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shelf System</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Product information indicators</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
22. With reference to Promotional Scheme please tick (✓) one out of five options.

<table>
<thead>
<tr>
<th>Option</th>
<th>HS</th>
<th>S</th>
<th>N</th>
<th>DS</th>
<th>HDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free Gifts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special discount</td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Advertisement</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Seasonal Event</td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

23. With reference to Employees interaction please tick (✓) one out of five options.

<table>
<thead>
<tr>
<th>Option</th>
<th>HS</th>
<th>S</th>
<th>N</th>
<th>DS</th>
<th>HDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge of outlet policies</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Willingness to resolve problems</td>
<td></td>
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<tr>
<td>Good Mannered</td>
<td></td>
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<tr>
<td>Helpfulness of salespersons</td>
<td></td>
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<tr>
<td>Individual attention to customer</td>
<td></td>
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<tr>
<td>Providing prompt service</td>
<td></td>
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<tr>
<td>Sound Knowledge of merchandise</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

24. With reference to After Sale Service please tick (✓) one out of five options.

<table>
<thead>
<tr>
<th>Option</th>
<th>HS</th>
<th>S</th>
<th>N</th>
<th>DS</th>
<th>HDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Return/Replacement of goods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free home delivery</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Repair of Goods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Installation of electronic goods</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Timely service of goods</td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

25. With reference to Service Support please tick (✓) one out of five options.

<table>
<thead>
<tr>
<th>Option</th>
<th>HS</th>
<th>S</th>
<th>N</th>
<th>DS</th>
<th>HDS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special order</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Free gift wrapping</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Honoring card</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Demonstration of merchandise</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sufficient stock</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy Billing system</td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

26. With reference to other miscellaneous factors please tick (✓) one out of five options.
Toll free number
Entertainment means
Child care facility
Alteration of merchandise
Security arrangement

SECTION – C

27. What type of products are most frequently purchased by you while shopping from these outlets? (Can tick more than one option)

- Grocery items
- Apparels
- Toys
- Utensils
- High end products
- Electronic items
- Any other(Specify)

28. Please rate the following factors considered while selecting an organized retail outlet on a scale (1-5). Where one equals not important and five equals Very Important.

- Clean and tidy shop
- Quality of Products
- Wide range of products
- Attractive Pricing
- Knowledgeable staff
- Helpful Staff
- Convenient Car parking
- Location
- Fresh food counters
- Fast checkouts
- Longer Opening hours
- Bright and modern shop
• Restaurant and coffee shop 1 ----- ----- ----- 5
• Opportunity to meet friends 1 ----- ----- ----- 5
• Baby Play room/ Crutches 1 ----- ----- ----- 5
• Recycling Facilities 1 ----- ----- ----- 5
• Customer Loyalty Cards 1 ----- ----- ----- 5

29. Which of the following factors are considered important regarding the products while purchasing from the retail outlet? (can Tick More than one option)

- Quality of Product
- Attractive prices
- Brand Image
- Variety in products
- Attractive packages
- Availability of products
- Discounts offers
- Delivery of products
- Innovations in products
- Design of products

30. Do you contact to customer care unit of organized retail outlets for lodging complaints?

- Contact
- Not Contact

31. In your most recent customer service experience, how did you contact the representative of organized retail outlet?

- In personal
- By telephone
- Internet
- Through Dealer/broker
- Other

32. How long do you wait when you call customer care?

- Upto 1 min.
- 2 – 5 min
- 6 – 10 min
- 11 min or more
33. What are the reasons for calling customer care department

- Replacement of defective goods
- Non-Delivery
- Defaulty billing
- Misleading promotions
- Poor after sale services

34. How do you rate the customer care staff’s behavior

<table>
<thead>
<tr>
<th>Behavior</th>
<th>Always</th>
<th>Mostly</th>
<th>Sometime</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helpful</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encouraging</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Irritating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ignoring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

35. About how long did it take to get this problem resolved

- Immediate resolution
- Less than a day
- 2 – 4 days
- 5 – 7 days
- 8 – 10 days
- More than 10 days

36. How much satisfied are you with the overall performance of organized retail outlet

- Highly satisfied
- Satisfied
- Average
- Dissatisfied
- Highly Dissatisfied

37. The organized retail outlets which you prefer to visit for shopping

<table>
<thead>
<tr>
<th>Outlet</th>
<th>Always</th>
<th>Mostly</th>
<th>Sometime</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Big Bazaar</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliance Mart</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vishal Mega mart</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Spencer</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malls</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
38. Please give your level of agreement and disagreement on the following statements:

<table>
<thead>
<tr>
<th>Statements</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I buy the products when my mood is good</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company of friend and family members sometimes leads to unplanned purchases.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attractive packages and displays leads to unplanned purchases.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surplus money in the pocket ultimately end up purchasing more</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bought some thing and when I got home wasn’t sure why I had bought it</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Just wanted to buy things didn’t care what I bought</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bought things even though I could not afford them</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>If I have money left at the end of the day I just have to spend it.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Felt anxious or nervous on day when I don’t go for shopping</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bought some thing just to make myself feel better</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I only buy the products which are planned in house</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Give due importance to what others are buying and accordingly plan my purchase.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I decide about the products to purchase after entering into the retail outlet.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Usually buy the products after seeing their utility and price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

39. Which of the following products are purchased more frequently through unplanned or impulse purchase behavior?

- Grocery items
• Apparels
• Toys
• Utensils
• High end products
• Electronic items
• Any other(Specify)

Thanks