QUESTIONNAIRE

(Organized Retailers)

Name of the organization: .........................................................

Products sold: - Kitchen appliances, Microwave ovens, mixers etc
- Air conditioners, Fridge etc.
- Mobile phones, TV, Laptops, LCD, Cameras etc.

1. Year business established: .................................

2. Income group who visits your store: A B C D
   as per your observation.
   A (Less than Rs.10000/Month),
   B (Rs.10000 to Rs.25000/Month),
   C (Rs.25000 to Rs.50000/Month),
   D (Rs.50000/Month & above)

3. What are the offers you give to the consumers?:
   A) Cash discount
   B) Warranty/Guarantee
   C) Loan facility
   D) Festival offer
   E) others

4. Do you have any consumer care facility?: Yes / No

5. Do you accept credit / debit cards?: Yes / No

6. Do you have the provision of home delivery?: Yes / No

7. Do you have in-house servicing centers?: Yes / No

8. Do you have any system for consumer feedback?: Yes / No
If yes, A) Filling consumer feedback form  
B) Conducting market surveys  
C) Others  

9. Number of employees in your organization  

10. What is the approximate monthly turnover of this establishment?  
   A (Less than Rs. 5 lacks)  
   B (Rs.5lacks to Rs.1crores)  
   C (Rs.1crores to Rs.2crores),  
   D (Rs.2crores & above)  

11. Approximate monthly overhead expenses  
   A. (Less than 1 lac)  
   B. Rs.1 lac to Rs.5 lacs)  
   C. (Rs.5lacs to Rs.10 lacs)  
   D. (Rs.10 lacs & above)  

12. How many branches are there in Pune? .................  

13. Do you think this organized trade has reduced the sales of the unorganized trade?  
   : Yes / No/ Don’t know  

14. Do you feel any threat from online trading?  
   : Yes / No / Don’t know  

15. Do you supply goods to unorganized traders?  
   : Yes / No  

16. What are the marketing techniques you use?  
   : A B C D  
   (A. Advertisements, B. Tie up with companies,  
   C. Consumer follow up, D. Others)
QUESTIONNAIRE
(Unorganized retailers)

Name of the shop: ........................................

Products sold: - Kitchen appliances, Microwave ovens, mixers etc
- Air conditioners, Fridges etc.
- Mobile phones, TVs, Laptops, LCD, Cameras etc

1. Year business established: ......................

2. What are the offers you give to the consumers?
   A) Cash Discount
   B) Warranty/Guarantee
   C) Loan facility
   D) Festival offers
   E) Others

3. Income group who visits your shop as per your observation:
   A (Less than Rs.10000/Month),
   B (Rs.10000 to Rs.25000/Month),
   C (Rs.25000 to Rs.50000/Month),
   D (Rs.50000/Month & above)

4. Whether the consumers are loyal to this shop?: Yes / No

5. Do you have any consumer care facility?: Yes / No

6. Do you have in-house servicing facility?: Yes / No

7. Do you accept credit / debit cards?: Yes / No
8. What is the percentage increase in your yearly sales for the last 2 years?  
A) 5% -10%, B) 10%-20%, C) 20%-30%, D) 30%-40%, E) 50% & above

10. Approximate overhead expenses

11. Number of employees in your shop

12. Your family members are involved in the business?  
Yes / No

13. What is the approximate monthly turnover of this establishment?  
A (Less than Rs.5 lacks)
B (Rs.5lacks to Rs.1crores)
C (Rs.1crores to Rs.2crores),
D (Rs.2crores & above)

14. Approximate monthly overhead expenses
A. (Less than Rs.25000)
B. Rs.25000 to Rs.50000)
C. (Rs.50000 to Rs.100000)
D. (Rs.1 crore)

15. Do you have any system to take the consumer feedback?  
Yes / No

If Yes,  
A) Filling consumer feedback form
B) Conducting market surveys
C) Others

16. From which source you take the stock normally?  
A B C
A. Whole sale shops, B. Organized shops,
C. Company outlets.

17. Do you allow the consumers to bargain?  
Yes / No

18. Do you give any discount in prices to retain the consumers?  
Yes / No
QUESTIONNAIRE
(consumers)

1. Name ...........................................................................................................

2. Age group- A) 18-30 years
               B) 31-50 years
               C) Above 50 years

3. Education - A) 10th not completed
               B) 10th completed
               C) 12th pass
               D) Graduate
               E) Post graduate

4. Job profile- A) Service
               B) Business
               C) Self employed
               D) Retired

5. Monthly income level- A) Below Rs.10000/
                          B) Rs.10000/ to Rs.25000/
                          C) Rs.25000/ to Rs.50000/
                          D) Rs.50000/ & above

6. Whether your income increased in the last 2 years? : Yes / No

7. What are the criteria you consider while purchasing a durable good?
   A) Durability, B) Price, C) Scheme, D) Technology, E) Service, F) Necessity

8. What are the durable goods you purchased in the last 5 years.
   - Kitchen appliances, Microwave ovens, mixers etc
   - Air conditioners, Fridge etc.
   - Mobile phones, TV, Laptops, LCD, Cameras etc
9. Are you a regular customer of the organized malls? : Yes / No

10. From your shopping experience, which shop you prefer? : Organized / unorganized/factory outlets

11. Out of these which factor attracts you to the organized retail shops? : A B C D
   A. Availability of verity of goods
   B. Loan Facility
   C. Festival Offers
   D. Innovative Advertisements
      (Discounts, Free gifts, & Exchange offers etc.)

12. After the entry of organized shops, do you think that your shopping tendency increased? : Yes / No

13. Are you satisfied with the offers provided by the organized shops? : Yes / No

14. Are you satisfied with the customer care facilities in organized shops? : Yes / No

14. Your consumption expenditure is influenced by any tax concession offers or gift coupons? : Yes / No

15. Are you aware of online trading? : Yes / No