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AN INVESTIGATION ON CONSUMERS' TENDENCY TOWARDS DEPARTMENTAL STORES IN RURAL AND URBAN AREAS OF SALEM DISTRICT

I. Personal Data

1. Name of the Respondent and Place: __________________________

2. Age: __________________________

3. Sex: Male ☐ Female ☐

4. Marital Status: Married ☐ Unmarried ☐

5. Education Qualification:
   a. Illiterate ☐ b. School level ☐ c. College level ☐ d. Professional ☐

6. Occupation:

7. Family Income (Per Month):
   a. Below Rs.5,000/- ☐ b. Rs.5001/- to Rs. 10,000/- ☐
   c. Rs. 10,001/- to 15,000/- ☐ d. Above Rs.15,000- ☐

8. Size of the family: a. Adults ______ b. Children ______

9. Place of living / Areas: Rural ☐ Urban ☐

II. Awareness of Departmental stores

1. How long have you been aware of Departmental stores? _______ years

2. Name the Departmental stores located in your area (please write)
   a. ______ b. ______ c. ______ d. ______
   e. ______ f. ______ g. ______ h. ______
   i. ______ j. ______
3. Which Departmental store would you prefer to buy? ________________

4. What are the facilities offered by the Departmental stores? (Please Rank it)
   a. Product Displays  
   b. Customer Care  
   c. Discount offers  
   d. Cheap and best Quality products  
   e. Variety of products  
   f. Fastest service  
   g. Credit services (Credit Card ad Debit card facilities)

III. BUYING BEHAVIOUR

1. State the frequency of purchasing?
   a. Weekly Twice  
   b. Weekly Once  
   c. Monthly Twice  
   d. Monthly Once

2. State the Basis of Purchasing?
   a. Cash Basis  
   b. credit Basis

   If credit Basis credit period is
   a. one month  
   b. two months  
   c. three months

3. What is your monthly average purchase bill?
   a. Below Rs. 1000/-  
   b. Rs.1000/- to Rs. 3,000/-  
   c. Rs.3,000/- to Rs.5,000/-  
   d. Above Rs.5,000/-

4. Do they allow replacing the damaged or perished products?
   a. Yes  
   b. No

5. Do you get the products at your convenient time?
   a. Yes  
   b. No.
6. What is the distance to the Departmental store from your residence?
   a. Below 3 Kms  
   b. Between 3 to 5 Kms  
   c. Between 5 to 10 Kms  
   d. Above 10 Kms

7. Who influenced your purchase decision?
   a. Self  
   b. Family Members  
   c. Friends and relatives  
   d. Advertisement

8. Before the arrival of this Departmental store where did you buy the products?
   a. Regular grocery shop  
   b. Nearest grocer shop

9. What is the reason to switch over from there?
   a. Availability  
   b. Price  
   c. Quality  
   d. Attractive Offers

### IV Level of Satisfaction

State your level of satisfaction in utilizing the Departmental stores (Please Tick)

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Statement / Concept</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Price</td>
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<td>2</td>
<td>Quality</td>
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<td>3</td>
<td>Availability</td>
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<td>4</td>
<td>Packing</td>
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<td>5</td>
<td>Parking</td>
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<td>6</td>
<td>Workers Co-operation</td>
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<td>7</td>
<td>Bill Counter Facilities</td>
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<td>8</td>
<td>Space facilities</td>
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<td>9</td>
<td>Ventilation</td>
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<td>10</td>
<td>Display of Product</td>
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<td>11</td>
<td>Things Carrying</td>
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<tr>
<td>12</td>
<td>Safety</td>
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<td>13</td>
<td>Others (Specify)</td>
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</tbody>
</table>
V Impact of Advertisement

1. Have you seen advertisement of Departmental store?
   a. Yes □ b. No □

2. Through which media you have seen the advertisement?
   a. Newspaper □ b. Local Cable TV □
   c. Hoardings □ d. Wall painting □
   e. Bit notice □ f. Gas Balloon □

3. Did you purchase based on the advertisement?
   a. Yes □ b. No □

4. Would you recommend others to buy there?
   a. Yes □ b. No □

5. Which media do you suggest for the effective promotion of Departmental stores?
   a. Newspaper □ b. Local Cable TV □
   c. Hoardings □ d. Wall painting □
   e. Bit notice □ f. Gas Balloon □

VI CONSUMER PROTECTION AND RIGHTS

1. Do you know about consumer protection and rights?
   a. Yes □ b. No □

2. Do you think that consumer protection and right Act is necessary?
   a. Yes □ b. No □

3. In what areas consumer protection and right are established properly?
   a. Quality □ b. Quantity □
   c. Price □ d. Packing □
4. Do you aware of the following redressal of consumer’s grievances forum
   a. District forum
   b. State commission
   c. National commission

5. Have you approached these forums for your grievances?
   a. Yes
   b. No.
   If yes, what is the outcome?

VII. PROBLEMS
1. State the problems faced by you in utilizing the Departmental stores
   a. Parking facility
   b. Huge Crowd
   c. Lack of Security
   d. Customer Care
   e. Credit Card / Debit Card facilities

2. Do you have any complaints regarding the products availability in Departmental stores?
   a. Yes
   b. No.
   If yes, please Tick the following
   a. Lack of Freshness
   b. Bad Smell
   c. Perishable conditions
   d. Non availability

VIII. SUGGESTIONS
1. Give your valuable suggestions to improve the departmental store service?

________________________________________________________________________________________
________________________________________________________________________________________