Appendix – 1

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WEB SITES

www.khadiproducts.com
www.kvic.co.in
www.sarvodayasangh.com
A STUDY ON
CUSTOMER PREFERENCE TOWARDS KHADI PRODUCTS
WITH REFERENCE TO
THANJAVUR WEST SARVODAYA SANGH, THANJAVUR

Questionnaire

PERSONAL PROFILE

Name : -----------------------------------------------

1. Gender
   : Male [ ]
   Female [ ]

2. Age (in years)
   : 20-40 [ ]
   41 – 60 [ ]
   61 and above [ ]

3. Marital Status
   : Married [ ]
   Unmarried [ ]

4. Literacy Level
   : 1. Upto School Final [ ]
   2. Diploma/ Degree [ ]
   3. Post Graduate Degree [ ]
   4. Professional Degree [ ]

5. Occupation
   : Employee [ ]
   Business [ ]
   Profession [ ]
   Agriculture [ ]
   Household [ ]

6. Annual Income (in Rs.)
   : Upto 1,00,000 [ ]
   1,00,001 – 2,00,000 [ ]
   2,00,001 – 3,00,000 [ ]
   3,00,001 and above [ ]

BUYING PATTERN

7. For how long do you come to the Sarvodaya Sangh?
   1) Just for one year [ ]
   2) 1-2 years [ ]
   3) 2 years & above. [ ]
8. How often do you come to the Sarvodaya Sangh?
   1. Weekly once [ ]
   2. Fortnightly once [ ]
   3. Monthly once [ ]
   4. Occasionally [ ]

9. What is the source of awareness to you about the Sarvodaya Sangh?
   1. Friends / Relatives [ ]
   2. Neighbours [ ]
   3. Advertisement [ ]

10. What type of visit to the Sarvodaya Sangh is yours in this time?
    1. Planned visit [ ]
    2. Occasional visit [ ]

11. How much amount do you spend to buy the products from the Sarvodaya Sangh per month?
    1) Upto Rs.200 [ ]
    2) Rs.201-400 [ ]
    3) Rs.401 – 600 [ ]
    4) Rs.601 & above [ ]

12. What are the items that you usually buy from the Sarvodaya Sangh?
    1. Aurvedic products [ ]
    2. Herbal products [ ]
    3. Handloom Dress items [ ]
    4. Leather products [ ]
    5. Others [ ]

13. Do you have any grievance/complaint towards these products?
    1. Yes [ ]
    2. No [ ]

**MOTIVATING FACTOR**

**Motivating Person**

14. Who has motivated you to buy from the Sarvodaya Sangh?
    1. Friends/Relatives [ ]
    2. Salesman [ ]
    3. Myself [ ]
15. Motivating Aspect

Which has motivated you to buy from the Sarvodaya Sangh?

1. Purity of the goods [ ]
2. ‘Aurvedic’ / ‘siddha’ nature of products [ ]
3. Quality of the products [ ]
4. Advertisement [ ]

DIFFICULTIES/INCONVENIENCES

16. What is the inconvenience you generally face at the time of shopping in the Sarvodaya Sangh?

1. Crowd in the shop [ ]
2. Congested space of the shop [ ]
3. No credit facility [ ]
4. Lesser no. of salesmen [ ]
5. Delay in billing section [ ]
6. No vehicle parking facility [ ]

AWARENESS

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Variable</th>
<th>Fully aware</th>
<th>Sufficiently aware</th>
<th>Less aware</th>
</tr>
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<tbody>
<tr>
<td>17</td>
<td>Functions of the Sarvodaya Sangh</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Availability of different goods in the Sangh</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>19</td>
<td>Concessions /discount offers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Nature of goods produced and sold</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Extent of Working hours</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Benefits of Sarvodaya products</td>
<td></td>
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</table>

SATISFACTION

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<th>Satisfied</th>
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<tr>
<td>23</td>
<td>Price of the Products</td>
<td></td>
<td></td>
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<tr>
<td>24</td>
<td>Quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>25</td>
<td>Approach of</td>
<td></td>
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</tr>
<tr>
<td></td>
<td>the Staff</td>
<td>Location of the shop</td>
<td>Advertisement</td>
<td>Availability of variety of goods</td>
<td>Customer relationship of the Sangh</td>
<td>Reliability</td>
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<tr>
<td>---</td>
<td>----------------------------------------------------</td>
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</table>

**ATTRACTION FACTOR**

34. Which of the following is the most attractive factor in respect of the Sarvodaya Sangh? (Give ranks 1,2,3 and so on)

1. Home made nature of products
2. Quality
3. Variety of products
4. Purity of products
5. Discount/special offers/concessions

**DISCOURAGEMENT FACTOR**

35. Which of the following is the most discouraging factor in respect of the Sarvodaya Sangh? (Give ranks 1,2,3 and so on)

1. Working hours of the Sangh
2. Carelessness of salesmen
3. Price
4. Distance of the shop from residence
EXPECTATION FACTOR

36. Which of the following is the expectation factor in respect of the Sarvodaya Sangh? (Give ranks 1, 2, 3 and so on)

1. Seven day functioning
2. Functioning without lunch break
3. Quick response of the salesmen
4. Concessions

ATTITUDE

1. Price

<table>
<thead>
<tr>
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<th>Variable</th>
<th>Attitude Statement</th>
<th>Strongly agree 1</th>
<th>Agree 2</th>
<th>Neutral 3</th>
<th>Disagree 4</th>
<th>Strongly disagree 5</th>
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</thead>
<tbody>
<tr>
<td>39</td>
<td>Immateriality of price</td>
<td>Price is immaterial if I like a product of the SS</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>40</td>
<td>Lesser Price</td>
<td>Price is less than that of worth of the goods</td>
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<tr>
<td>41</td>
<td>Expectation on reduction of price</td>
<td>Price may be reduced to some extent.</td>
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<tr>
<td>42</td>
<td>Willing to bear price even in increase of price</td>
<td>I will bear small rise in price</td>
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<tr>
<td>43</td>
<td>Comparative effort</td>
<td>I compare the price with others’ prices</td>
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2. Product

<table>
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<th>Agree 2</th>
<th>Neutral 3</th>
<th>Disagree 4</th>
<th>Strongly disagree 5</th>
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</thead>
<tbody>
<tr>
<td>44</td>
<td>Nature of products</td>
<td>The products of SS are of home made nature</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>45</td>
<td>Health care nature</td>
<td>SS products are health care products</td>
<td></td>
<td></td>
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</tbody>
</table>
### Availability of Substitutes

There are substitutes to the products of the SS

### Possibility for improvement of products

It is possible to improve the products by all means

## 3. Patronage

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variable</th>
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<th>Agree</th>
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<th>Disagree</th>
<th>Strongly disagree</th>
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<tr>
<td>46</td>
<td>Availability of Substitutes</td>
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<tr>
<td>47</td>
<td>Possibility for improvement of products</td>
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</tr>
</tbody>
</table>

### Continuous support

I will continue my support to SS even in small rise in price

### Willing to wait

I will wait to buy goods from the SS even there is crowd.

### Willing to argue

I will argue in favour of the SS with others.

### Willing to come back

I will come back to the SS if a particular product is not instantly available (instead of buying in other shops)

### Reluctant to criticize

I am reluctant to criticize the SS

### Willing to recommend

I am willing to recommend the Sarvoydaya Sangh to others

### First Preference

I give first preference to the Sangh to buy ayurvedic/siddha products
4. Image

<table>
<thead>
<tr>
<th>Sl.No.</th>
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<th>Strongly disagree</th>
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<td>55</td>
<td>Maintenance of friendliness</td>
<td>The SS always maintains customer friendliness.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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<tr>
<td>56</td>
<td>Close Relationship</td>
<td>I have close relationship with the SS</td>
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<tr>
<td>57</td>
<td>Sentimental touch</td>
<td>I am sentimentally attached with the SS</td>
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<tr>
<td>58</td>
<td>Competitive competency</td>
<td>SS can compete with others easily</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>59</td>
<td>Service motive</td>
<td>The SS renders real services to the society.</td>
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<td></td>
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<tr>
<td>60</td>
<td>Emphasis on Quality</td>
<td>SS emphases quality of products rather than profit.</td>
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5. Trust

<table>
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<th>Sl. No.</th>
<th>Variable</th>
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<th>Disagree</th>
<th>Strongly disagree</th>
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</thead>
<tbody>
<tr>
<td>61</td>
<td>Trustworthy policies &amp; Practices</td>
<td>The policies and practices of the SS are trustworthy.</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
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<tr>
<td>62</td>
<td>Faith on quality</td>
<td>I trust on quality of goods</td>
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<td></td>
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<td></td>
</tr>
<tr>
<td>63</td>
<td>Faith on the advertisements</td>
<td>I believe on advertisements of the SS</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>