QUESTIONNAIRE FOR CONSUMERS

Please Mark ‘√’ in the cage provided against the respective item applicable to you

1. Name of the respondent : 

2. Address : 

3. Mobile No. : 

4. Gender : 1. Male [ ] 2. Female [ ]

5. Age (in years) : 1. 15-30 [ ] 2. 31-40 [ ]

   3.41-50 [ ] 4. 51-60 [ ]

   5. Above 60 [ ]

6. Marital status : 1. Married [ ] 2. Unmarried [ ]

7. Profession/Occupation :

1. Government Service [ ]

2. Private Service [ ]

3. Business [ ]

4. Student [ ]

5. Others [ ]

8. Educational Qualification : 1. Professional [ ]

   2. Post Graduation [ ]

   3. Graduation [ ]

   4. Inter/S.S.C [ ]


1
3. Christian [ ] 4. Others [ ]

10. Monthly Income (Take home):
   1. Up to Rs. 5,000
   2. Rs. 5,001 to 10,000
   3. Rs. 10,001 to 15,000
   4. Rs. 15,001 to 20,000
   5. above Rs. 20,000

11. Size of family (Number of Members):
   1. Up to 2 [ ] 2. 3 - 4 [ ] 3. 5 – 6 [ ] 4. Above 6 [ ]

12. How often do you visit the retail outlet in a month?
   1. One time [ ] 2. Twice [ ] 3. 3 – 5 times [ ] 4. More than 5 times [ ]

13. What is the approximate amount spent in a single visit:
   1. Below Rs. 500 [ ]
   2. Rs.501 to Rs. 2,500 [ ]
   3. Rs. 1,501 to 3,500 [ ]
   4. Above Rs. 3,500 [ ]

14. Please specify, the items generally you buy?
   A. Food & Beverages:
      1. Vegetables/Fruits [ ]
      2. Confectionaries/Juices/Jams [ ]
      3. Cereals/Pulses/Condiments [ ]
      4. Cooking oil/Butter/Ghee [ ]
   B. Textiles For
      1. Men [ ]
      2. Women [ ]
      3. Children [ ]
   C. Apparels [ ]
   D. House holding Furnishings [ ]
E. Consumer Durables:
   1. Electric Alliances
   2. Kitchenware
   3. Furniture

F. Music:
   1. Cassettes
   2. CD’s /DVD’s

G. Books/Stationery:
   1. Novels
   2. General Books
   3. Newspaper
   4. Magazines
   5. Stationery

H. FMCG Products:
   1. Detergents/Surfs
   2. Toilet products
   3. Cosmetics

I. Specialty Products:
   1. Gifts & Novelties

15. Please specify, when do you go for shopping?
   1. Weekdays
   2. Weekends
   3. Other Holidays

16. Please specify the preference of time for shopping:
   1. Before 10 am
   2. 10 am – 12 noon
   3. 12 noon – 3 pm
   4. 3 pm – 6 pm
   5. After 6 pm
17. Please specify, the time you have spent in the speciality shops?

<table>
<thead>
<tr>
<th></th>
<th>0 – 15 mts</th>
<th>16 – 30 mts</th>
<th>31 – 45 mts</th>
<th>46 – 60 mts</th>
<th>More than 60 mts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Waiting time</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time to get the bill</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Section B: Emerging retail formats and its attributes (Features)

18. Rate the preferences of following retail formats for shopping purpose

<table>
<thead>
<tr>
<th>Retail Format</th>
<th>Please rank 1-6 (1 for highest 6 for lowest)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speciality shops</td>
<td></td>
</tr>
</tbody>
</table>

19. Rate the following attributes/features which influence your preference to shop from emerging speciality shops.

<table>
<thead>
<tr>
<th>Attributes (Features) of retailing</th>
<th>Please rate the following from 1-5, 1 for lowest and 5 for highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Improved quality</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2. Reasonable price</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. Brand variety</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>4. Assortment of merchandise</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>
5. Easy Availability of products

6. Proper display of products

7. Warrantee of products

8. Proper packaging

9. Exchange facilities

10. Bundling offers

**Store Attributes:**

| Please rate the following from 1-5, 1 for lowest and 5 for highest |
| 1 | 2 | 3 | 4 | 5 |

1. Pleasant ambience (Store atmosphere)

2. Better location

3. Complete Security

4. Nice in-store promotion

5. Adequate dressing room

6. Cleanliness of store

7. Children play area

8. Good packing facility

9. Convenient shopping hours

10. Trained sales personnel/helpful Staff

**Section C: Product-wise shopping preferences from different retail formats**

20. Rate the following shopping and convenience goods on the basis of your preference to shop from *Speciality shops.*
### Shopping Goods

**Purchased less frequently and expensive**

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<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Clothing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Footwear</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Jewellery</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Furniture</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Home Appliances</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Home Furnishing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Bags &amp; Baggage’s</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Electronics</td>
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<td></td>
</tr>
</tbody>
</table>

### Convenience Goods

**Purchased more frequently and less expensive**

<p>| | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Food and Grocery</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Beverages</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Confectionaries</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Personal Care Products</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Stationery</td>
<td></td>
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</tr>
</tbody>
</table>

Please rate the following from 1-5, 1 for lowest and 5 for highest.
22. What according to you are the prospects of organized retail in India?

<table>
<thead>
<tr>
<th>Prospects of organized retail sector in India</th>
<th>Please rate the following from 1-5, 1 for the lowest and 5 for highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Employment generation</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>2. Increase in Foreign Direct Investment</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>3. Growth real-estate</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>4. Increase in disposable Income</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>5. Development of retail ancillary market</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>6. Growing awareness of consumer</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>7. Infrastructure development</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>8. Transformation in lifestyle</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>9. Beneficial for farmers</td>
<td>1 2 3 4 5</td>
</tr>
<tr>
<td>10. Overall economic growth</td>
<td>1 2 3 4 5</td>
</tr>
</tbody>
</table>
The Shopping Experience at Malls

Please respond to the following statements by circling one of the numbers, 1 – 5, where 1 means “definitely true”, 5 means “definitely false”, and 3 means “neutral”

<table>
<thead>
<tr>
<th>Likert’s scale</th>
<th>1 ----- 2 ----- 3 ----- 4 ----- 5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Definitely</td>
</tr>
</tbody>
</table>

1. I shopped in the mall using the same approach as I use when shopping in a Small (Kirana) Store
2. I usually find great pleasure in shopping at Malls
3. It was easy to learn how to navigate through the mall
4. I felt under pressure in Mass to complete the shopping Trip on time
5. I had trouble selecting an item one I had found it in The mall
6. In the future, I could use using Mall instead of Kirana Shop
7. I have to browse when shopping
8. The task of navigating in mall distracted me from The task of shopping
9. The items on the shopping list were easy for me to find in the mall

10. I used the signs in the mall to identify which aisles to travel down

11. When I shop, I tend to impulse buy

12. I had trouble reading the labels on the items in the mall