II) Questionnaire

A) Questionnaire related to the Retailer

“Rural Retail Marketing: A Study of Kirana Shops in Sangli District”

Research Scholar: P. B. Lupane
Research Guide: Dr. Praveen N. Chougale

1) This information is to be used for academic study.
2) All information is keeping confidential.
3) Do tick mark (✓) on appropriate option.

### Questionnaire of Retailer

<table>
<thead>
<tr>
<th>A) Personal Information</th>
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</thead>
<tbody>
<tr>
<td><strong>A</strong> Name of the Kirana shop:</td>
</tr>
<tr>
<td>Village-</td>
</tr>
</tbody>
</table>

| **B** Name of the Kirana shopkeeper: |

| **C** Age (years): | 20-30, | 31-40, | 41-50, | More than 51 |

| **D** Education: | Less than 10th, | 10th, | 12th, | Graduation, |
| Post graduation, | other |


| **F** Who was starter/founder of Kirana Shop?: | Ancestral, | Self |

| **G** Have you taken any professional education?: | Yes, | No |

### A) Primary Questions:

2) Where the kirana shop is located?

   - Central Chowk,
   - In the Main Market,
   - Nearby the Main Road
   - Near S. T. Stand,
   - Suburb/Sub-rural area

3) How much space is acquired by kirana shop? (Sq. ft.)

   - Less than 100 sq. ft
   - 101-250,
   - 251-500,
   - More than 501 sq. ft
4) Who is the owner of land of kirana shop? Self, Rental

5) Is there sufficient space for kirana shop? Yes, No, Insufficient in season

6) At what time Kirana shop is opened within a day?
   Only in the morning, morning & evening, whole day,
   Only evening, not proper timing

B) Finance related questions

7) How much total capital invested in kirana shop? (Building, furniture + stock/ kirana material) (Rupees)
   Less than Rs. 200,000, Rs. 200,000- 400,000,
   Rs. 400,000-600,000, More than Rs. 600,000

8) What is the amount of fixed capital out of total capita? (Building, furniture etc.)
   Rs. 50,000, Rs. 50,001- 100,000,
   Rs. 100,000- 200,000, More than Rs. 200,000

9) Is capital is sufficient for kirana shop? Yes, No, Insufficient sometimes

10) Have you taken loan from the following?
    Banks, Credit society,
    Relatives, No borrowed loan taken

11) Does the loan available from banks in- time? Yes, No, Can’t say

C) Purchase related questions

12) What is the percentage of you are purchasing by following various sources?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Purchasing sources</th>
<th>01-20%</th>
<th>21-40%</th>
<th>41-60%</th>
<th>61-80%</th>
<th>81-100%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Wholesalers (Taluka/ Dist. Place)</td>
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<td>2.</td>
<td>Dealers</td>
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<td>3.</td>
<td>Direct from market</td>
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<td>4.</td>
<td>Direct to shop/ through salesmen</td>
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<td>5.</td>
<td>Farmers/ Manufacturers</td>
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</tbody>
</table>

13) What is your repurchasing order level, when stock is remaining in the kirana shop?
   0%, 25%, 50%, 75%, 100%
14) How many times do you purchase Kirana goods in a month?
   One, Two, Three, Four, Five, At convenient timing

15) Out of total purchased of goods, what is the percentage of goods that you purchase on credit?
   0-25%, 25-50%, 50-75%, 75-100%

16) What is the tenure of credit facilities given by the wholesalers?
   7 days, 15 days, 30 days, 45 days, 60 days & more Cash purchases

17) What is the importance at the time of purchasing the kirana goods?
   Price, Quality, Both

18) Do you study customers’ demand at the time of purchasing the kirana goods?
   Yes, No

D) Product related questions
19) What are the other goods kept along with kirana goods?
   Grain, Stationery, General (cosmetics), Bakery products, Milk Products, Cold drinks other

20) Do you pack the kirana goods at the time of selling? Yes, No

21) Is there increase in the number of customers because of packaging of the goods?
   Yes, No, Can’t say
   a) If ‘Yes’ How much percentage?
      2%, 4%, 6%, 8%, 10%, 12%, 14%, more than 16%

22) Which sources are you using for transporting the kirana goods?
   Cycle, Motor Cycle, Rickshaw, Jeep/Truck
23) Are you facing the transportation problem? Yes, No, Sometimes
   a) If ‘Yes’ on which type-
      Not getting a vehicle in proper time, Problem of safety, Problem of wetting,
      Problem of sufficient space in vehicle, Scarcity of porter, Unaffordable rate of wages,
      Extra charge on transportation, Possibility of mixing goods

24) What are the sources adopted for attractive merchandize?
   Attractive furniture, Steal cupboard, Glass counters,
   Cleanliness and neatness, Change in merchandize

25) Are there any warehouse/ extra room for storage of the kirana goods? Yes, No

26) What are the reasons for not having any warehouse/ extra room for goods storage the kirana goods?
   Lack of capital, Lack of space, Other reasons

27) What is the percentage of damage of kirana goods?
   0-2%, 2-4%, 4-6%, 6-8%, 8-10%

28) What are the reasons of damaging the kirana goods?
   Effect of bad weather, improper handling, Lack of proper storing,
   Improper projection of demand, Destruction from rats, cockroaches etc.

E) Customer related questions

29) How many customers use to visit daily to your shop?
   Less than 50, 50-100, 100-200,
   More than 200

30) Among the total customers from the following, which type customers’ are in large percentage?
   Farmers, Workers, Businessmen, Salary earners,
   House wife, Students, Others

31) Do customers have any knowledge of goods at the time of purchasing?
Yes, No, Few knowledge

32) Do you provide the information to the customers at the time of purchasing?
   Yes, No, as per requirement

33) What facilities are you provided to the customers?
   Seating arrangement, Parking facilities, Drinking water,
   Daily News papers, Home delivery, giving bag for carrying the goods

34) What are the reasons behind attraction of customers’ towards your shop?
   Quick and humble service, politely inquiry, Ready to serve,
   Near from home, Loyalty/respect/affection, Good business relations,
   Reasonable rates, Quality goods

35) What are the reasons of customers consistently purchasing the goods at your shop?
   Trust of customers, Experience of shopkeeper,
   Need of customer, Fulfillment of customers’ expectations

36) What are the efforts taken to attract the customer on special occasions/ festivals?
   Cash discount, Goods sold on credit, Low pricing of goods,
   Any article given as a gift, nothing could be adopted

37) What types of efforts do you take for continuing and getting new customers?
   Good & prompt service, Surety & Reliability of goods, Credit facility,
   Home delivery, Discount on pricing, Helping in difficulty,
   Information about using the goods, Participate in consumer’s festivals,
   Maintaining healthy business relations

38) What you do when goods are returned by customers?
   Giving replacing it, returning the money, No returning the goods

39) For how many days’ do you give credit facility to customers?
   1-7 days, 7-15 days, 15-30 days,
   31 days- 3 months

40) Do you recover all credit in-time? Yes, No, Can’t say
41) What is the percentage of bad debts?
   - 0-2%,  - 3-5%,  - 6-8%,  - 9-11%,  - More than 11%

42) Which of following ways do you use to recover credit?
   - Direct to meet,  - Consistent follow-up on phone,  - Cash discount,
   - through mediators,  - new credit given after recovery of old credit,  - politely

43) What of difficulties do you face while recovering of credit?
   - Competition of each others,  - Personal economic problem,  - Delay for recovery,
   - Psychology of un- given money,  - Customer going to another shop when making
   - persistent demand of credit

44) Is there any change in customers’ behaviour comparing to the last five years?
   - Yes,  - No,  - Can’t say
   a) If ‘Yes’ what are the reasons?
      - Influence of media,  - Modernization of standard living,  - Change in thinking,
      - Empty showiness,  - Showiness of bazaars,  - Imitation by others,
      - Shopping in lieu of purchasing

F) Sales related questions

45) How do you fix the price of kirana goods?
   - Cost + profit,  - on the basis of demand and supply,  - Competitive,
   - Not any specific method

46) What is the average daily sale of kirana shop?
   - Less than Rs. 500,  - Rs. 501-1,000,  - Rs. 1,001-2,000
   - Rs. 2,001- 3,000,  - Rs. 3,001-4,000,  - Rs. 4,001-5,000

47) Do you give discount on sales to customers?  - Yes,  - No
   If ‘Yes’ in what type of-
   - Every sale,  - Total purchase,  - Lump sum

48) Do you do any efforts for increasing the sales?  - Yes,  - No
   a) If ‘Yes’ which are the following-
      - Credit facilities,  - Article/calendar is giving as gift,  - Home delivery,
Discount, Supply of qualitative goods, Advertising

49) Do you think that the sale is increasing due to advertising? Yes, No, Can’t say

50) What types of advertising do you do?
   By poster/rate board, By local cable, By pomp let,
   By printed bags, By sponsoring an event

51) Do you give ‘after sales services’? Yes, No
   a) If ‘Yes’ what are the following-
      Home delivery, Information about using goods, Replacing the damaged goods
      Goods given in attractive packing, Loading the goods on vehicle,

G) Other questions

52) How many family members are engaged/ helped in Kirana shop?
   One, Two, Three, Four, Five

53) Is there any necessity of labours in kirana shop? Yes, No
   a) If ‘Yes’ how many-
      One, Two, Three, Four, Five

54) Do you available labour/s for kirana business? Yes, No, Can’t say
   a) If ‘No’ what are the reasons-
      Expectation of high salary, Lack of facilities, No surety of service,
      Lack of professional education, Not getting long benefits, Expansion of education,
      Adverse approach towards kirana business, Extra time hours

55) How many labours are working now in your kirana shop?
   One, Two, Three, Four, No labours

56) Do you give training to labour/s? Yes, No, Sometimes/ as per need

57) What are the following modern techniques used?
   Calculator, Electronic weighing machine, packing machine, Computer
58) Which of the following laws do you aware?
   Food & Drugs Act,    Mumbai Shopkeepers’ Act,   Income Tax Act,
   VAT Act,    Consumer Protection Act,   Unknown knowledge about any tax

59) What is the percentage of profit of Kirana shops generally?
   Upto 5%,  5-10%,  10-15%,  15-20%,  More than 21%

60) Does other business than kirana shops necessary?  Yes,  No
   a) If ‘Yes’ what are the reasons-
      Competition,  Lack of capital,  Worry about future of children,
      Expectation of rich,  Large family

61) What are the problems faced by Kirana shops at present?
   Competition with kirana shops,  Competition of bazaars,  Lack of capital,
   Problems of recovery of debts,  Awareness of customers,  Problems of Govt. rules,
   Very few margin of profit,  Changing psychology of customers

62) What are the efforts taking by you to compete with bazaars?
   Clean/ Selected goods,  Competitive pricing,  Attractive pricing,
   Consumer research,  Inducement of credit,  Continuous contact with customers
B) Questionnaire related to the Customer

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⊗ Questionnaire of Customer ⊗

1. Name of the customer:

2. Village:  
Taluka:  
Dist: Sangli

3. Age (Years):  
20-30,  
31-40,  
41-50,  
51-60 More than 61

4. Education:  
Below 10\textsuperscript{th},  
10\textsuperscript{th},  
12\textsuperscript{th},  
Graduation,  
Post graduation

5. Occupation:  
Agriculture,  
Farm worker,  
Private Serviceman,  
Student,  
Govt. Serviceman,  
Businessman,  
Retired person,  
House wife

6. Monthly income of the family (₹):
Less than ₹10,000,  
₹10,000-20,000,  
20,001-30,000,  
₹30,000-40,000,  
₹40,001-50,000,  
More than ₹50,001

7. Who purchase the kirana goods?
Self,  Wife,  Husband & wife together,  Children,  Father or Mother

8. What is monthly expense of kirana goods purchase?
Less than 500,  
501- 1,000,  
1,001- 1,500,  
1,501- 2,000,  
2,001- 2,500,  
2,501-3,000,  
More than 3,001

9. Where do you purchases of Kirana goods? From Kirana Shop,  From Bazaars,  Both

10. Frequency of kirana goods purchased from:

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Frequency</th>
<th>Sources of purchases</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Kirana Shop</td>
<td>Bazaar</td>
</tr>
<tr>
<td>1</td>
<td>Daily</td>
<td></td>
<td></td>
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<tr>
<td>2</td>
<td>Once in a week</td>
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<td></td>
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<tr>
<td>3</td>
<td>Twice in a week</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Once in a month</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>Total</td>
<td></td>
<td></td>
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</tbody>
</table>
11. Excess prices of kirana goods compared to-

<table>
<thead>
<tr>
<th></th>
<th>Kirana shop</th>
<th>Bazaar</th>
<th>Both</th>
<th>Can’t say</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
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</table>

12. Reasons for purchasing kirana goods from the sources

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Reasons</th>
<th>Kirana Shop</th>
<th>Bazaar</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Near to Home</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Getting Qualitative Goods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Getting Goods on Credit</td>
<td></td>
<td></td>
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<tr>
<td>4</td>
<td>Handling of Goods</td>
<td></td>
<td></td>
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<tr>
<td>5</td>
<td>Reasonable Rates</td>
<td></td>
<td></td>
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<tr>
<td>6</td>
<td>Telling the information about the Goods</td>
<td></td>
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<tr>
<td>7</td>
<td>Good Business relations</td>
<td></td>
<td></td>
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<tr>
<td>8</td>
<td>Attractive Schemes &amp; Incentives</td>
<td></td>
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<tr>
<td>9</td>
<td>Getting goods in a single roof</td>
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</tbody>
</table>

13. What is your opinion that Bazaars are either competitors or subsidiary to kirana shops?

<table>
<thead>
<tr>
<th></th>
<th>Competitors</th>
<th>Subsidiary</th>
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</table>

14. What are the following 4 P’s factors affect your kirana purchase?

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Particulars</th>
<th>Strongly Disagree</th>
<th>Disagree</th>
<th>Can’t Say</th>
<th>Agree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>A) Product</td>
<td></td>
<td></td>
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<tr>
<td>1</td>
<td>Packaging of kirana goods</td>
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<tr>
<td>2</td>
<td>Quality of kirana goods</td>
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<tr>
<td>3</td>
<td>Cleaned &amp; selected kirana goods</td>
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<tr>
<td>4</td>
<td>Information about kirana goods (Label, brand, identity)</td>
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<tr>
<td>5</td>
<td>Handling of kirana goods</td>
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<tr>
<td>6</td>
<td>Information, guarantee, warrantee of kirana goods</td>
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<td>7</td>
<td>Product related aspects have affected of my behaviour as a customer</td>
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<td>B) Price</td>
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<td>8</td>
<td>Reasonable &amp; affordable price</td>
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<tbody>
<tr>
<td>9</td>
<td>Adjustment in prices</td>
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<tr>
<td>10</td>
<td>Effect on Increasing prices</td>
</tr>
<tr>
<td>11</td>
<td>Personal discount</td>
</tr>
<tr>
<td>12</td>
<td>Pricing policy</td>
</tr>
<tr>
<td>13</td>
<td>Different prices of purchase by cash and credit</td>
</tr>
<tr>
<td>14</td>
<td>Price related aspects have affected of my behaviour as a customer</td>
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<tr>
<td><strong>C) Place</strong></td>
<td></td>
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<tr>
<td>15</td>
<td>Goods purchased in a single roof</td>
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<tr>
<td>16</td>
<td>Near to home</td>
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<tr>
<td>17</td>
<td>Services given by shopkeeper</td>
</tr>
<tr>
<td>18</td>
<td>Getting goods as per need and necessity</td>
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<tr>
<td>19</td>
<td>Attractive arrangement of goods</td>
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<tr>
<td>20</td>
<td>Place and facilities</td>
</tr>
<tr>
<td>21</td>
<td>Place related aspects have affected of my behaviour as a customer</td>
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<tr>
<td><strong>D) Promotion</strong></td>
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<tr>
<td>22</td>
<td>Advertising</td>
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<tr>
<td>23</td>
<td>After sales services</td>
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<tr>
<td>24</td>
<td>Credit facilities</td>
</tr>
<tr>
<td>25</td>
<td>Attractive plan and concession</td>
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<tr>
<td>26</td>
<td>Imitation by others</td>
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<tr>
<td>27</td>
<td>Good &amp; healthy business relations</td>
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<tr>
<td>28</td>
<td>Promotion related aspects have affected of my behaviour as a customer</td>
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</tbody>
</table>