"ROLE OF KERALA STATE CONSUMERS’ CO-OPERATIVE FEDERATION LTD IN RETAILING"

Questionnaire

Sir/ Madam

This part of the format is only for academic categorisation and analysis and the data furnished below will be kept confidential and used only for limited purpose for the academic research.

PART - A

Section 1 : PROFILE OF THE CUSTOMER

1. Name of the Customer: .............................................
2. Occupation -tick
   ■ 1) Employed         ■ 2) Professional         ■ 3) Business/self employed
   ■ 4) Agriculture       ■ 5) Labourer            ■ 6) House wife       ■ 7) Retired
3. Place of residence: ..............
   Region – ■ 1) Central         ■ 2) Southern      ■ 3) Northern
5. Gender : ■ 1) Male            ■ 2) female
6. Education Status : ■ 1) School Education only ■ 2) Graduate
                       ■ 3) Post Graduate    ■ 4) Professional
                       ■ 5) No-formal education
7. Family Size : ■ 1) up to 4 members ■ 2) 5 to 7      ■ 3) above 7
8. Monthly Income : ■ 1) less than 5000  ■ 2) 5000 – 10,000
                    ■ 3) 10,000-20,000  ■ 4) 20,000-30,000
                    ■ 5) above 30,000
9. Age : ■ 1) up to 20          ■ 2) 20- 30            ■ 3) 30-40
        ■ 4) 40 - 50          ■ 5) 50-60            ■ 6) above 60
10. How long have you been a customer of Triveni Stores :
    ■ 1) less one year      ■ 2) 1-3 years       ■ 3) 3- 5 years
     ■ 4) above 5 years
Appendices

11. Type of goods you mostly buy from Triveni Stores:
   - 1) Food grains only
   - 2) Provisions and groceries
   - 3) Bakery, baby food and home-care goods
   - 4) All consumer goods available in it.

Section 2: CONSUMPTION PATTERN

12. How often you visit Triveni for purchase:
   - 1) Regularly
   - 2) Once in a week
   - 3) Occasionally
   - 4) When Govt. sponsored subsidy available

13. Which are the enterprises you resort to buy essential consumer goods:
   - 1) Triveni Stores
   - 2) Supply co
   - 3) Traditional Stores
   - 4) Private Supermarkets
   - 5) All of these

14. Do you think that Triveni stores supply goods at cheaper price than general market price?
   - 1) Yes
   - 2) No

15. Do you think that Triveni stores can hold price levels of food grains and provisions in a particular area where it operates?
   - 1) Yes
   - 2) No

16. Do you think that special Triveni stores (at festival time) hold the price levels of essential goods during festival seasons?
   - 1) Yes
   - 2) No

17. Whether Triveni store supplies all essential consumer goods that you require?
   - 1) Supplies all goods
   - 2) supplies less than required
   - 3) supplies only few goods

18. Specify your reason for switch over, if switched over from Triveni Supermarkets/store.
   - 1) Low quality
   - 2) High price
   - 3) Low assortment
   - 4) Inferior customer service
   - 5) Other reasons

19. Do you think that Triveni stores are more cost effective than other govt. enterprises which supply consumer goods?
   - 1) Yes
   - 2) No

20. Do you think that the public distribution system can strengthen through the CONSUMERFED enterprises?
   - 1) Yes
   - 2) No.

21. Do you think that the CONSUMERFED supply sufficient goods to hold price levels of essentials?
   - 1) Yes
   - 2) No

22. Are you strongly favours the existence CONSUMERFED to supply consumer goods at reasonable price?
   - 1) Yes
   - 2) No.
23. Which agency you prefer most for buying **Food Grains**:
   - 1) Triveni stores
   - 2) Supply co stores
   - 3) Small nearby stores
   - 4) Super markets
   - 5) Ration shops
   - 6) From all above

24. From which agency you prefer to buy **provisions and grocery**:
   - 1) Triveni Stores
   - 2) Supply co stores
   - 3) Margin free super markets
   - 4) Other super markets
   - 5) Small nearby stores
   - 6) From all above

25. From which agency you prefer to buy **toiletries, personal care and cleaning items**:
   - 1) Triveni Stores
   - 2) Supply co store
   - 3) Margin free super markets
   - 4) Other super markets
   - 5) Small nearby stores
   - 6) From all above

26. From which stores you usually purchase **biscuits and other packed bakery items**?
   - 1) Triveni Stores
   - 2) Supply co store
   - 3) Margin free super markets
   - 4) Other super markets
   - 5) Bakers
   - 6) From the above

27. From which agency you prefer to buy other **convenience goods such as baby food, nuts, malt food, low priced household items, etc.**
   - 1) Triveni Stores
   - 2) Supply co store
   - 3) Margin free super markets
   - 4) Other super markets
   - 5) Small nearby stores

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**Section 3: COMPARATIVE ASSESSMENT**

28. Do you think that Triveni’s can compete with organized retailers—such as Spencers, Big bazar, More, etc. in the supply of consumer goods?
   - 1) Yes
   - 2) No

29. In your opinion the people who resort Triveni stores are:
   - 1) Low-income group
   - 2) Medium income group
   - 3) Low and medium income group
   - 4) High income group
   - 5) All of these

30. Whether the organised retailers is a threat to Triveni?.
   - 1) Yes
   - 2) No

31. Do you think that COSUMERFED needs govt. support to compete with other private retailers?
   - 1) Yes
   - 2) No

32. If the triveni stores in your region stops, other private traders will rise the prices of essential consumer goods—do you agree?
   - 1) Yes
   - 2) No
33. What is in your opinion on the following factors with reference to the TRIVENI STORES /TRIVENI SUPERMARKET. (please give appropriate rank)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Lowest</th>
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<th>4</th>
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</thead>
<tbody>
<tr>
<td>a) Price of food grains</td>
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<td>b) Quality of food grains</td>
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<td>c) Price of other convenience goods</td>
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<td>e) Customer personal care</td>
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<td>f) Availability of fresh stock</td>
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<td>g) Availability of brands</td>
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<td>h) Locational advantages</td>
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<tr>
<td>i) Attractiveness in display</td>
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<td>j) Space layout in the store</td>
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<td>k) Quality of packing</td>
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<td>l) Parking facilities</td>
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<td>m) Complaint redressel</td>
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<td>n) Speedness in billing</td>
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<td>o) Discount available</td>
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<td>p) Cleanliness in the shop</td>
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<td>q) Facilities - toilets, water</td>
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<td>r) Working hours</td>
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</table>

34. If you are also a customer of a MARGINFREE MARKET, what is your opinion on the following factors. (please give appropriate rank)

<table>
<thead>
<tr>
<th>Factor</th>
<th>Lowest</th>
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<td>r) Working hours</td>
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<td>7</td>
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</tbody>
</table>
35. If you are also a customer of a **SUPERMARKET** what is your opinion on the following factors, (please give appropriate rank)

<table>
<thead>
<tr>
<th>Lowest</th>
<th>Highest</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Price of food grains</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>b) Quality of food grains</td>
<td>1 2 3 4 5 6 7</td>
</tr>
<tr>
<td>c) Price of other convenience goods</td>
<td>1 2 3 4 5 6 7</td>
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<td>1 2 3 4 5 6 7</td>
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</tr>
<tr>
<td>f) Availability of fresh stock</td>
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<tr>
<td>g) Availability of brands</td>
<td>1 2 3 4 5 6 7</td>
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</tr>
<tr>
<td>j) Space layout in the store</td>
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</tr>
<tr>
<td>k) Quality of packing</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>l) Parking facilities</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>m) Complaint redressel</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>n) Speedness in billing</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>o) Discount available</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>p) Cleanliness in the shop</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>q) Facilities - toilets, water</td>
<td>1 2 3 4 5 6 7</td>
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<tr>
<td>r) Working hours</td>
<td>1 2 3 4 5 6 7</td>
</tr>
</tbody>
</table>
PART B – CUSTOMER SATISFACTION SURVEY

PLEASE INDICATE HOW SATISFIED YOU ARE WITH EACH OF THE FOLLOWING STATEMENTS AS A CUSTOMER OF CONSUMERFED. (PLEASE TICK YOUR CHOICE)

<table>
<thead>
<tr>
<th>SL NO</th>
<th>STATEMENTS</th>
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<th>Dissatisfied</th>
<th>Highly dissatisfied</th>
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<td>A</td>
<td>QUALITY AND ATTRACTIVENESS</td>
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<tr>
<td>1</td>
<td>Quality of food grains</td>
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<td>2</td>
<td>Quality of other convenience goods</td>
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<td>3</td>
<td>Attractive display</td>
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<td>4</td>
<td>Arrangement of goods</td>
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<td>5</td>
<td>Freshness of goods</td>
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<td>6</td>
<td>Package of goods</td>
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<td>B</td>
<td>ASSORTMENT OF GOODS</td>
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<td>7</td>
<td>Wide range of provisions and groceries</td>
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<td>8</td>
<td>Wide range of Personal and homecare</td>
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<tr>
<td>C</td>
<td>SERVICE AND STAFF DEDICATION</td>
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<td>9</td>
<td>Responsiveness to customers</td>
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<td>10</td>
<td>Salesmanship &amp; Dedication of employees</td>
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<td>Price of provisions and groceries</td>
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<td>12</td>
<td>Price of personal and home care items</td>
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<td>13</td>
<td>Price of other convenience goods</td>
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<td>E</td>
<td>PROMOTION AND CUSTOMER EDUCATION</td>
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<td>14</td>
<td>Advertisement about goods and services available</td>
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<td>15</td>
<td>List of goods and price list</td>
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<td>16</td>
<td>Other Customer Awareness Programmes(discount, promotion, subsidy, etc)</td>
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<tr>
<td>F</td>
<td>CLEANLINESS AND INFRASTRUCTURE</td>
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<tr>
<td>17</td>
<td>Cleanliness in the show room</td>
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<tr>
<td>18</td>
<td>Space layout</td>
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<tr>
<td>19</td>
<td>Support facilities – Billing system, speed in service, etc.</td>
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<td>20</td>
<td>Parking facilities</td>
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36. **PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH EACH OF THE FOLLOWING STATEMENTS. USE TICK MARK**

<table>
<thead>
<tr>
<th>SLNO</th>
<th>STATEMENTS</th>
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<th>Agreed</th>
<th>Neither Agreed nor disagreed</th>
<th>Dis agreed</th>
<th>Highly disagreed</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ensure the availability of at least one brand of all essential goods.</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
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<tr>
<td>2</td>
<td>Price of consumer goods be further reduced</td>
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<tr>
<td>3</td>
<td>More Triveni stores are required to control price levels</td>
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<td>4</td>
<td>Triveni stores may provide additional discount to regular customers based on smart card system</td>
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<td>5</td>
<td>Ration items should distribute through Triveni stores</td>
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<td>6</td>
<td>Working time should increase</td>
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<td>7</td>
<td>Door to door delivery based on emails/telephone orders are necessary</td>
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<td>8</td>
<td>Popular brands are to be supplied</td>
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<td>9</td>
<td>Employee responsiveness are considerably increased</td>
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<td>10</td>
<td>Shop size of Triveni may be based on local competition</td>
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<td>11</td>
<td>It must develop its own quality brands</td>
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<td>12</td>
<td>Separate vegetable counters may attract more customers</td>
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</table>

37. Rank following factors based on your order of preference for selecting a modern food and grocery retailer (supermarkets). Please give rank 1 for most influencing factor, 2 for next factor and so on.

1. Proximity and convenience in location
2. Quality of goods
3. Price of goods
4. Choice of goods available
5. Parking facilities
6. Suitability of self service
7. Poularity of the store.
38. Rank the following promotions schemes influenced you to know about Triveni stores.

1). News and Public relations in newspaper
2). External display and attractions
3). Public Notice
4). Flex boards
5). Advertisement in newspaper

T.P. Vijumon, Asst. Professor, S.N. College, Punalur.
LIST OF TRIVENI SUPERMARKETS/LITTLE TRIVENI STORES

Thiruvananthapuram District

1. Triveni supermarket, Statue.
2. Triveni supermarket, Regional office, Statue.
3. Triveni supermarket, Chegalcode.
4. Triveni electrical and stationaries, Statue.
5. Triveni supermarket, Varkala.
6. Triveni supermarket, Palayam.
7. Triveni supermarket, Kesavadasapuram.
8. Triveni supermarket, Sreekaryam.
10. Triveni supermarket, Peroorkada.
11. Little Triveni, Mannarkadu.
12. Little Triveni, Thirumala.
13. Triveni supermarket, Neyyattinkara.
15. Triveni supermarket, Kilimanoor.
16. Triveni supermarket, Nedumangadu.
17. Triveni supermarket, Attingal.
18. Triveni supermarket, Balaramaparam
19. Triveni supermarket, Parasala.
20. Little Triveni, Palode.
21. Little Triveni, Anad
22. Little Triveni Arryanad.
23. Little triveni, Vizhijam.

Kollam District.

1. Triveni supermarket, Chinnakda.
2. Triveni supermarket, Bharanikavu.
3. Triveni supermarket, Puthoor.
4. Triveni supermarket, Kadackal
5. Triveni supermarket, Anchal
6. Triveni Megamart, Punaqlur..
7. Triveni supermarket, Chinnakada
8. Triveni supermarket, Ayoor.
10. Triveni supermarket, Karunagappally.
11. Little Triveni, Kulattupuza.
12. Little Triveni, Cheroomudu.
13. Triveni supermarket, Kundara.
14. Triveni supermarket, Civil station, Kollam.
15. Triveni supermarket, Ambalamkunnu.
16. Triveni supermarket, Valakam.
17. Little Triveni, Kallada.
18. Triveni supermarket, Chavara
19. Triveni supermarket, Perumpuza.
20. Little Triveni, Karavallor.
21. Triveni Supermarket, Paravoor
22. Little Triveni, Kunnikodu.
23. Triveni Supermarket, Sooranadu
24. Triveni Supermarket, Pathanapuram.
25. Little Triveni, Thalavoor.
26. Little Triveni, Chittayam.

Pathanamthitta District

1. Triveni Supermarket, Pullad.
2. Triveni supermarket, Thiruvalla.
3. Little Triveni, Parakodu.
4. Triveni supermarket, Pathanamthitta
5. Triveni supermarket, Kozhenchery.
7. Triveni Supermarket, Adoor
8. Little Triveni, Enattu.
9. Little triveni, Perunadu.
10. Triveni supermarket, Kalanjoor.
11. Triveni supermarket, Vennikulam.
12. Triveni supermarket, Ranni.
13. Triveni supermarket, Konni

Alappuzha District

1. Triveni Supermarket, Haripad.
Appendices

2. Triveni Supermarket, Mavelikara.
3. Triveni Supermarket, Cherthala.
4. Triveni Supermarket, Kayamkulam.
5. Little Triveni, Cheppad.
7. Triveni Supermarket, Ambalapuzha.
8. Little Triveni, Cherupunna.
10. Little Triveni, Charummude.
11. Triveni Supermarket, Chengannur.
12. Triveni Supermarket, Mannanchery.
13. Triveni Supermarket, Veeypuram.
15. Triveni Supermarket, Pallana.
17. Triveni Supermarket, Harippad.
18. Triveni Supermarket, Kalavoor.

Kottayam District.

1. Triveni Supermarket, Pala.
2. Triveni Supermarket, Chingavanam.
3. Triveni Supermarket, Karukachal.
4. Triveni Supermarket, Ayarkunnam.
5. Triveni Supermarket, Changanassery.
6. Triveni Supermarket, Poonjar.
7. Triveni Supermarket, Ettumanoor.
8. Triveni Supermarket, Kurvalangadu.
10. Triveni Supermarket, Puthupally.

Idukki District.

1. Triveni Supermarket, Thodupuzha.
2. Triveni Supermarket, Adimali.
3. Triveni Supermarket, Nedumkandam.
4. Triveni Supermarket, Idukki.
5. Triveni Supermarket, Karimannur.
Appendices

6. Triveni Supermarket, Elappara.
7. Triveni Supermarket, Cheruthoni.
8. Triveni Supermarket, Purapuzha.

Thrissur District
1. Triveni Supermarket, Guruvayoor.
2. Triveni Supermarket, Thrippayar.
3. Triveni Supermarket, Kunnammukulam.
4. Triveni Supermarket, Annamanadu.
5. Little Triveni, Puthukad.
6. Triveni supermarket, Wadakkenchery.
7. Triveni Supermarket, Kodakara.
8. Triveni supermarket, Chalakudy.
9. Triveni Supermarket, Cherpu.
10. Little Triveni, Karuvanthala.
11. Triveni Supermarket, Pazhayannur.
12. Triveni Supermarket, Kolathupady.
13. Triveni Supermarket, Cheroor.
15. Triveni Supermarket, Koorkanchery.
17. Triveni Supermarket, Idinjalakuda.
18. Triveni Supermarket, Kodungallor.
19. Triveni supermarket, Mala.
20. Triveni supermarket, Mampra.

Ernakulam District.
1. Triveni Supermarket, Gandhi Nagar, Ernakulam
2. Triveni Supermarket, Kothamangalam
3. Triveni Supermarket, Perumbavoor.
4. Triveni Supermarket, Angamally.
5. Triveni Supermarket, Mulanthuruthy.
6. Little Triveni, Choondi.
7. Triveni Supermarket, Pookattupady.
8. Triveni Supermarket, Kalamassery.
10. Triveni supermarket, Edavanmkad.
11. Triveni Supermarket, Thoppumpady.
12. Triveni Supermarket, Eroor.
15. Triveni Supermarket, Puthevelikara.
16. Triveni Supermarket, Panangad.
17. Triveni Supermarket, Edayapuram.
18. Triveni Supermarket, East Marady.
19. Triveni Supermarket, Muvattupuzha.
20. Triveni Supermarket, Avoli.
21. Triveni supermarket, Piravom.
22. Triveni supermarket, Chottanikara.
23. Triveni supermarket, Vaikom.

**Palakkad District.**

1. Triveni Supermarket, Palakkad, Railway colony.
2. Triveni Supermarket, Cherpulassery.
3. Triveni Supermarket, Mannarkad.
4. Triveni Supermarket, Mundakad.
5. Little Triveni, Agalii.
6. Triveni Supermarket, Court road, Palakkad.
7. Triveni Supermarket, Melepattambi.
8. Triveni Supermarket, Chittor.
10. Triveni Supermarket, Kuzhalmannam.
11. Triveni Supermarket, Ottapalam.
12. Triveni Supermarket, Koottanad.

**Malappuram District.**

1. Triveni Supermarket, Makkanparambu
2. Triveni Supermarket, Kottackal
3. Triveni Supermarket, Manjeri.
4. Triveni Supermarket, Parappanangady.
5. Triveni Supermarket, Edappal.
Appendices

7. Triveni Supermarket, Valanchery.
8. Triveni Supermarket, Changamkulam.
10. Triveni supermarket, Mannamchery.
11. Triveni Supermarket, Tiroor.
12. Triveni Supermarket, Wandoor.
14. Triveni supermarket, Kondotty.
15. Triveni supermarket, Edakkara.

Kozhikode District

1. Triveni Supermarket, Muthalakode.
2. Triveni Supermarket, Vellimanoor.
3. Triveni Supermarket, Tamarassery.
4. Triveni Supermarket, KSRTC, Kozhikode.
5. Triveni Supermarket, K.P.Kesavan Menon Road.
6. Triveni Supermarket, Kakkattil.
7. Triveni Supermarket, Nadakkavu.
8. Triveni Supermarket, Vadakara.
10. Triveni Supermarket, Farooke.
11. Triveni Supermarket, Perambra.
12. Triveni Supermarket, Cheruvady.
15. Triveni Supermarket, Balussery.
16. Little Triveni, Nadapuram.
17. Triveni Supermarket, Kunnangalam.
18. Moble Triveni, Kozhikodu.

Wayanad District.

1. Triveni Supermarket, Mananthavady.
2. Triveni Supermarket, Meenangady.
3. Triveni Supermarket, Kalpatha.
Appendices

Kannur District.
1. Triveni Supermarket, Kampil.
2. Triveni Supermarket, Chakkarackal.
3. Triveni Supermarket, Municipal Bus stand, Kannur.
4. Triveni Supermarket, Peravoor.
5. Triveni Supermarket, Pinarayi.
6. Triveni Supermarket, Kooruvanchal.
7. Triveni Supermarket, Trickarippur.
8. Triveni Supermarket, Payyannur.
10. Triveni Supermarket, Panur.

Kazargod District.
1. Triveni Supermarket, Cheruvathur.
2. Triveni Supermarket, Mellana.
3. Triveni Supermarket, Bendadukku port.
4. Triveni Supermarket, Uppala.
5. Triveni Supermarket, Kangangadu.
6. Triveni Supermarket, Malakkally.

Total Number of Triveni Stores - 206
URBAN, SEMI-URBAN AND RURAL AREAS OF KERALA FOR THE STUDY

A. Urban Areas- Places where the population is more than 50000 as per 2011 population census. They are:
1. Ernakulam
2. Thiruvananthapuram
3. Kozhikode
4. Kollam
5. Trissur
6. Alappuzha
7. Palakkad
8. Beypore
9. Chalakudy
10. Changanassery
11. Cheruvannur
12. Edathala
13. Kanjivangadu
14. Kannur
15. Kalamassery
16. Kayamkulam
17. Kazargod
18. Kottayam
19. Kunnamkulam
20. Manjeri
21. Nedumangadu
22. Neyyatinkara
23. Payyannur
24. Ponnani
25. Quilandi
26. Taliparambu
27. Talassery
28. Tripunnithura
29. Thrirur
30. Thiruvalla
31. Vadakara
32. Malappuram
33. Ottapalam
B. **Semi-Urban Areas** - Places where the population is between 20000 and 50000 as per 2011 census. They are the following:

1. Adoor
2. Aluva
3. Anakkayam
4. Ancharakandi
5. Angamali
6. Aroor
7. Attingal
8. Azhikode North
9. Azhikode South
10. Chavakkad
11. Chendamangalam
12. Chengamanadu
13. Chengannur
14. Cheruthazam
15. Chirackal
16. Cherthala
17. Chittur
18. Chokli
19. Churnikara
20. Dharmadom
21. Chelanallur
22. Elathur
23. Elayannor
24. Elur
25. Elanholi
26. Erattupetta
27. Eriyad
28. Feroke
29. Iringalakuda
30. Kadiroor
31. Koduvallur
32. Kottarakkara
33. Kakkanad
34. Kallissery
35. Kalpatta
36. Kajikuzhi
37. Kedamangalam
38. Kodungallor
39. Komalamangalam
40. Kothamangalam
41. Koduvally
42. Kudlu
43. Kuthuparambu
44. Maradu
45. Mattannur
46. Maruthorode
47. Mavelikkara
48. Mavur
49. Methala
50. Muhamma
51. Mulavukad
52. Muvattupuzha
53. Muzhappalangad
54. Nileswar
55. Palai
56. Pallikunnu
57. Payyannur
58. Pathramkavu
59. Pappinassery
60. Paravur
61. Pathanamthitta
62. Perringatu
63. Perunthalmanna
64. Perumpaikad
65. Perumpavoor
66. Punalur
67. Puzhatti
68. Ramanattukara
69. Shoranur
70. Thannermukkam
71. Thiruvamkulam
72. Thodupuzha
73. Thottada
74. Vaikam
75. Varappuzha
76. Varkalai
77. Vattiyurkad
78. Vayalar
79. Vazhakka
80. Villiapally.

C. Rural areas- All other places of the state of Kerala other than those given above.