Appendix-I

Questionnaire for Consumers

Please tick (✓) the correct option(s) applicable in your case, however mention NA (Not Applicable) otherwise. The information collected will be strictly used for research purpose only.

Q.1: Which mode of retailing is widely used by you? (pls. tick)

a) Indoor retailing  b) Outdoor retailing  c) Both

Q.2: How would you rank (in the scale of 1-7) the following modes of indoor retailing in order of preference?

a) ___Shopping malls  e) ___Cooperative stores
b) ___Supermarkets  f) ___Discount stores
c) ___Hypermarkets  g) ___Exclusive stores
d) ___Department stores

Q.3: How would you rank (in the scale of 1-6) the following modes of outdoor retailing in order of preference?

a) ___Telemarketing  d) ___Melas/Haats
b) ___Door-to-Door selling  e) ___Electronic shopping
c) ___Direct mail catalogues  f) ___Automatic vending

Q.4: Where do you often go for shopping for clothes/household items? (pls. tick one or more)

a) Local area market  c) Multi-utility stores (e.g. Big Bazaar, Vishal Megamart, etc.)
 a) Exclusive showrooms
b) Stores located in shopping malls  d) Any other (pl.specify)_____________
Q.5: Do you feel shopping mall is a good place to buy clothes/household items than local area shop? Yes/No  If yes, then is it because of…

   a) Availability of products you need   c) Discount/Special offers
   b) Variety of the products you need   d) Any other (pl. specify)__________

Q.6: When shopping clothes/household items how many stores do you typically visit?  (pls. tick one or more)

   a) One  d) Four- Five
   b) Two  e) More than five
   c) Three  f) Any other (pl. specify)____________

Q.7: Which of the shopping malls/stores do you generally visit for buying your products?

<table>
<thead>
<tr>
<th>Shopping Malls/Stores</th>
<th>Type of Product</th>
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<tbody>
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</table>

Q.8: Why do you prefer to visit above-mentioned mall/store?

SA – Strongly Agree; A – Agree; NAND – Neither Agree Nor Disagree;  
D – Disagree; SD – Strongly Disagree

<table>
<thead>
<tr>
<th>No.</th>
<th>Statements</th>
<th>SA</th>
<th>A</th>
<th>NAND</th>
<th>D</th>
<th>SD</th>
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<tbody>
<tr>
<td>S1</td>
<td>Store is conveniently located</td>
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<td>S2</td>
<td>Store hours are convenient for my shopping needs</td>
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<tr>
<td>S3</td>
<td>Store atmosphere and decor are appealing</td>
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<td>S4</td>
<td>A good selection of products is present</td>
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<td>S5</td>
<td>Store offers reasonable/affordable prices in the area</td>
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<tr>
<td>S6</td>
<td>Merchandise is trendy and of latest fashion</td>
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<tr>
<td>S7</td>
<td>Merchandise sold is of the highest quality</td>
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<td>S8</td>
<td>Merchandise sold is a good value for the money</td>
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<tr>
<td>S9</td>
<td>Merchandise displays are attractive</td>
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<tr>
<td>S10</td>
<td>Save time by buying all items at one place</td>
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<tr>
<td>S11</td>
<td>The layout at the store makes it easy to find needed items</td>
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<tr>
<td>S12</td>
<td>The store merchandise is available when needed</td>
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<td>S13</td>
<td>Variety of substitutes is available in case the needed product is not available</td>
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<td>S14</td>
<td>The store gives customers individual attention</td>
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<td>S15</td>
<td>The store willingly handles returns and exchanges</td>
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<tr>
<td>S16</td>
<td>Provides good after sales service</td>
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<tr>
<td>S17</td>
<td>Provides plenty of convenient parking</td>
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<tr>
<td>S18</td>
<td>Accepts all major credit cards</td>
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<tr>
<td>S19</td>
<td>Computerized checkout scanners benefits shoppers</td>
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<tr>
<td>S20</td>
<td>The display and demonstration attracts customers to buy more than they had planned to</td>
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<tr>
<td>S21</td>
<td>The store provides games and other activities for children</td>
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<tr>
<td>S22</td>
<td>Feel satisfied with the merchandise bought</td>
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<tr>
<td>S23</td>
<td>Feel very satisfied with the price paid for items bought</td>
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<tr>
<td>S24</td>
<td>Overall, very satisfied with the store</td>
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</table>

Q.9: How would you rate the following factors while choosing Malls/Stores?

MI – Most Important; I – Important; NINU – Neither Important Nor Unimportant; UI – Unimportant; MUI – Most Unimportant

(i) General Characteristics:

- a) Store image
- b) Open during convenient shopping days
c) Open during convenient shopping hours  
d) Long time standing  

**(ii) Physical Evidence:**  

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<tbody>
<tr>
<td>a) Cleanliness</td>
<td>b) Attractive decor</td>
<td>c) Easy to move through store</td>
<td>d) Availability of trial rooms</td>
<td>e) Availability of wash rooms</td>
<td>f) In-store signposts</td>
<td>g) Display of price list</td>
<td>h) Display of fresh arrivals</td>
<td>i) ‘Pick of the week’ section</td>
<td>j) Availability of lift/escalator</td>
<td>k) Availability of shopping carts/baskets</td>
<td>l) Parking facility</td>
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**(iii) Products Characteristics:**  

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<tbody>
<tr>
<td>a) Reliable/dependable products</td>
<td>b) Wide selection and variety</td>
<td>c) Products of latest fashion and style</td>
<td>d) Numerous brands</td>
<td>e) High quality</td>
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</table>

**(iv) Price charged by the store:**  

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<tr>
<td>a) High value for money spent</td>
<td>b) Reasonable pricing</td>
<td>c) Competitive pricing</td>
<td>d) Maximum retail pricing</td>
<td>e) Price bundling (e.g. buy 1 get 1 free)</td>
<td>f) Everyday low pricing</td>
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</table>

**(v) Personnel/Staff of store:**  

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<tbody>
<tr>
<td>a) Availability of supporting staff</td>
<td>b) Helpful</td>
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</tbody>
</table>
(v) Courteous
  d) Friendly
  e) Knowledgeable about products
  f) Adequate in number
  g) Attractive with pleasing personality

(vi) Promotion/advertising by the store:
  a) Informative
  b) Appealing
  c) Helpful in decision-making
  d) Quality and style of advertising
  e) Media and vehicle used
  f) Reliability of advertising
  g) Sales promotion schemes

(vii) Customer services:
  a) Easy credit terms
  b) Good delivery service
  c) Good after sales service
  d) Prompt repair service
  e) Acceptance of major credit cards
  f) Sufficient number of cash counters
  g) Easy/quick checkouts
  h) Quick redressing
  i) Good product guarantee
  j) Easy returns/exchange facility

**Q.10:** Do you compare the prices offered by local area markets shops with stores located in malls? *(pls. tick)*

  a) Often  
  b) Sometimes  
  c) Rare
Q.11: Would you prefer buying from mall for the extra facilities even at slightly high prices because of the following (pls. tick one or more)?

a) You can afford higher prices
d) The materials associated with the store service (such as shopping bags, catalogues or statement) are visually appealing  
b) Special offers are attractive
c) The facilities of stores are visually appealing  
e) The store has clean, attractive and convenient public areas (restrooms, fitting rooms, etc.)
f) Any other (pl. specify)______________

Q.12: While shopping how would you rank (In the scale of 1-4) the following different shopping motives?

a) ___ Recreational shopping (shopping with enjoyment and pleasure)
b) ___ Convenient shopping (shopping with minimum investment of time, physical/mental effort)
c) ___ Independent shopping (shopping free from extern constraints like 24x7, location etc.)
d) ___ Risk free shopping (shopping based on information provided by the retailer)

Q.13: Can you please rank (In the scale of 1-7) the following because of which you got irritated/felt discontented while shopping in a store/mall?

a) ___ Less knowledgeable sales people
d) ___ Not finding the size/colour you want  
b) ___ More interference of sales people
c) ___ Non-availability of the supporting staff  
f) ___ Less moving space/overcrowded  
g) ___ Absence of lift

d) ___ Long waiting line for payment
Q.14: Do you feel, modern retail formats really suit to Indian consumers? Yes/No If yes, then what is the future/challenges/reason for slow adoption for modern retailing? (pls. tick one or more)

a) Not suitable for rural India  d) Competition from unorganized retailers
b) Supply chain problems  e) Competition from other organized retailers
c) Real estate problems  

f) Any other (pl. specify)___________

Q.15: Please suggest which factor(s) is attracting most of the customers from shopping in small shops to big stores/malls.

_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

Background Information

1. Name and Address: _____________________________________________________________

2. Age:

a) Up to 20 Years  b) 21-40 Years  c) 41-60 Years  d) Above 60

3. Sex: Male/Female

4. Marital Status: Married/Unmarried

5. Education:

a) Under Graduation d) Professional
b) Graduation  e) Others
c) Post Graduation
6. Monthly Income

   a) Below ₹15000
   b) ₹15000- ₹30000
   c) ₹30000- ₹45000
   d) Above ₹45000

7. Occupation:

   a) Professional
   b) Homemaker
   c) Business class
   d) Service class
   e) Others
Appendix-II

Questionnaire for Retailers

Please tick (✔) the correct option(s) applicable in your case, however mention NA (Not Applicable) otherwise. The information collected will be strictly used for research purpose only.

Q.1: Where is your store located? (pls. tick)

a) North Delhi  e) Central Delhi
b) East Delhi/Ghaziabad  f) Gurgaon
c) West Delhi  g) Noida
d) South Delhi  h) Faridabad

Q.2: Why is your store located here? (pls. tick one or more)

a) High street area  d) Availability of more space area
b) More customers visit here  e) Any other (pl. specify)________
c) No competitor in the nearby area

Q.3: Who is your customer base? (pls. tick one or more)

a) Children  c) Senior citizens/Elderly
b) Youngsters  d) All of them

Q.4: Please list out the products available at your store. (pls. tick one or more)

a) Apparel (men, women and children)  d) Toys
b) House ware/Home decor  e) Accessories
c) Kitchen and Electrical appliances  f) Any other (pl. specify)_______
Q.5: Please tick the segment(s) that fits best with the organization’s objectives and goals. (pls. tick one or more)

a) Demographics 
 b) Psychographics/Lifestyle 
 c) Commitment levels (loyalty) 
 d) Benefits 
 e) Usage patterns 
 f) Geographical 
 g) Any other (pl. specify) 

Q.6: Which of the following target market strategies you use: (pls. tick one or more)

a) Undifferentiated or mass marketing 
 b) Differentiated or segmentation marketing 
 c) Concentrated or niche marketing 
 d) Customized or micro marketing 
 e) Any other (pl. specify) 

Q.7: How do you position the products of your store in consumer’s mind?

____________________________________________________________________

Q.8: Do you visit competitors to check prices? If yes, how do you react to what you learn?

____________________________________________________________________

Q.9: What are your store’s main strengths? (pls. tick one or more)

a) Friendliness 
 b) Personal service level 
 c) Fair process 
 d) Knowledgeable product assistance 
 e) Prompt customer service 
 f) All major credit cards accepted 
 g) Large selection 
 h) High quality 
 i) Cleanliness 
 j) Convenience 
 k) Reliability 
 l) Hassle free returns 
 m) Depth of inventory (stock) 
 n) Quick checkout 
 o) Lowest price 
 p) After sales services 
 q) Any other (pl. specify) 

X
Q.10: What customer incentives do you offer from the following list? (pls. tick one or more)

a) Discounts  
 b) Loyalty schemes  
 c) Multi-packaging  
 d) Free offers  
 e) Credit facility  
 f) Free delivery  
 g) After sales services  
 h) Any other (pl. specify)__________

Q.11: What impact above mentioned incentives have on sales?

________________________________________

________________________________________

Q.12: In your opinion, how would you rate the following factors in order to build the store image/identity? (pls. tick)

MI – Most Important; I – Important; NINU – Neither Important Nor Unimportant; 
UI – Unimportant; MUI – Most Unimportant

<table>
<thead>
<tr>
<th>(i) Product:</th>
<th>MI</th>
<th>I</th>
<th>NINU</th>
<th>UI</th>
<th>MUI</th>
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<tbody>
<tr>
<td>a) Range</td>
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<td>b) Variety</td>
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<td>c) Trendy</td>
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<td>d) Durable</td>
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<td>e) Value for money</td>
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<td>f) Always in stock</td>
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<td>g) Branding</td>
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<td>h) Warranty</td>
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(ii) Price:

a) Low pricing

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<th>MI</th>
<th>I</th>
<th>NINU</th>
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<td>(i)</td>
<td>b) Fair/competitive pricing</td>
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<td>c) High/non-competitive pricing</td>
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<td>d) Cost-plus pricing</td>
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<td>e) Demand pricing</td>
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<td>f) Mark-up pricing</td>
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(iii) Personnel:

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<th>a) Number</th>
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<td></td>
<td>b) Attitude</td>
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<td>c) Knowledge</td>
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<td>d) Courteous</td>
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<td>e) Availability/accessibility</td>
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<td>f) Friendliness</td>
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<td>g) Helpful response</td>
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(iv) Promotion:

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<th>a) Direct mail</th>
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<td>b) Public relations</td>
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<td>c) Sponsorships</td>
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<td>d) Organizing events</td>
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<td>e) Personal selling</td>
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<td>f) Pamphlets/leaflets/fliers</td>
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(v) Physical services:

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<th>a) Decor</th>
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<td>b) In-store signposts</td>
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<td>c) Display of price list</td>
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<td>d) Display of fresh arrivals</td>
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<td>e) ‘Pick of the week’ section</td>
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<td></td>
<td>f) Availability of lift/escalator</td>
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<td></td>
<td>g) Parking facility</td>
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(vi) Provisions:

|     | a) Acceptance of credit cards |
Q.13: What sales promotion do you generally use in order to attract the customers? (pls. tick one or more)

- a) Seasonal sales
- b) Discounts
- c) Membership discounts
- d) Contests
- e) Refund of money
- f) Coupons
- g) In-store/surprise discounts
- h) ‘Pick of the week’ discount
- i) ‘Happy hours’ discount
- j) Discount on discount offer (50%+20%)
- k) Gift hampers
- l) Festive occasion sales
- m) Any other (pl. specify)

Q.14: Which of the following factors are most important in creating your in-store environment? (pls. tick one or more)

- a) Store layout
- b) Types of arrays
- c) Signboards
- d) Customer comfort and facilities
- e) Heating/cooling
- f) Proper Lighting
- g) Background image
- h) Corporate image
- i) Any other (pl. specify)
Q.15: What type of displays do you find to be the most effective? (pls. tick one or more)

a) Exclusive window displays (with closed backdrop)  
b) Open window displays  
c) Live displays  
d) Marquee (extended roof) displays  
e) Freestanding or island displays  
f) Counter displays  
g) Brand corners  
h) End cap displays  
i) Cascade/waterfall displays  
j) Any other (pl. specify)____

Q.16: What kind of background music is played in your store? (pls. tick one or more)

a) Classical  
b) Pop  
c) Soft  
d) Hindi films songs  
e) Latest songs  
f) Any other (pl. specify)____

Q.17: What is the intended purpose of this music? (pls. tick one or more)

a) To entertain the customers  
b) To de-stress and soothe the mind of customers  
c) To make the shopping of customers an enjoyable experience  
d) To induce them to shop more  
e) Any other (pl. specify)____

Q.18: What aids in retail technology do you use? (pls. tick one or more)

a) Computers/printers for billing  
b) Cash registers  
c) Barcode scanners  
d) Security tags  
e) Surveillance cameras  
f) Detectors at entrance/exit  
g) Any other (pl. specify)____

Q.19: How do the above-mentioned technological aids benefit your business?
Q.20: Are there any disadvantages of using these aids?

Q.21: Which customer tips you usually follow to resolve customers’ complaints/grievances? (pls. tick one or more)

a) Stay calm and listen  
b) Apologize and empathize  
c) Resolve their problems  
d) Follow up  
e) Learn from mistakes  
f) Any other (pl. specify)______

Q.22: Which retailing strategies you follow? (pls. tick one or more)

a) Differentiation strategy  
b) Strategy to compete in the local regions  
c) Segmentation of competitive region as well as merchandise and customers  
d) One-point concentration strategy  
e) Any other (pl. specify)______

Q.23: What key factors do you keep in mind before forming the retail strategies? (pls. tick one or more)

a) Efficiency/capacity/capability of the organization  
b) Strategies of competitors  
c) Category of customers  
d) Any other (pl. specify)______

Q.24: In your opinion, which of the following factors need primary focus for the development of retail outlets/malls/family entertainment centers (FECs)? (pls. tick one or more)

a) Proper research  
b) Positioning (differentiator)  
c) Planned assortment of products/brands  
d) Zoning of areas  
e) Operating processes and systems  
f) Intensive marketing  
g) Facility management  
h) Any other (pl. specify)_______
Q.25: What are the challenges/problems that modern retail formats may face? (pls. tick one or more)

a) Competition from unorganized retailers
d) Bearing high costs for the required retail space area
b) Competition from other organized retailers
e) Slow growth
c) Making place in the mind of consumers
f) Any other (pl. specify)___________

Q.26: Suggestions, if any

__________________________________________________________________

Background Information

1. Name of the store/mall:

__________________________________________________________________

2. What is the form of firm/organization is it?

a) Sole proprietorship   d) Foreign private company
b) Partnership           e) Any other (pl. specify)_______
c) Indian private company

3. Which is the year of establishment of this organization

__________________________________________________________________

4. What is the approximate annual turnover of this organization

__________________________________________________________________

5. What is the total space area of this organization

__________________________________________________________________