ANNEXURE-II

INTERVIEW SCHEDULE
ANNEXURE - II

SCHEDULE OF QUESTIONS FOR SELLERS OF RURAL MARKETS

SOCIO-ECONOMIC PROFILE

Name: .................................................................

Age: ........................................................................

Sex Male □ Female □

Martial Status: Married □ Unmarried □

Education: Illiterate □ Primary □ HSLC □

Graduate □ PG □

Present Occupation Business □ Farmer □ Others □

Experience in selling at weekly market: Below 1 year □ 1 to 2 yrs. □

Nature of needs fulfilling market:

a. Primary □

b. Secondary □

Selling profession: Seasonal Permanent □

PROFILE OF THE CUSTOMERS:

1. Nature of customers:

a) Middle man □

   Individual buyers □

b) Rich □

   Middle class □

   Poor □

c) Adults □

   Children □

d) Ladies □

   Gentleman □

e) Rural □

   Urban □

f) Tribal □

   Non-tribal □

   Tea-garden labourers □

2. No of customers visit/ buy from you/day
KNOWLEDGE OF CONSUMER BEHAVIOUR:
1. What are the need/wants under desires of your target customers.
   a. Primary □
   b. Secondary □

2. Through which process you are able to identify the basic needs/wants of your target customers.
   a. Primary □
   b. Secondary □

3. During business transactions what are your professional experience of both positive and negative with your target customers.
   Price fixation □
   Measurement □
   Payment □
   Any other □

4. Explain the buying decision outcome of your target customers.
   When □
   How much □
   At what price □
   Any other □

5. What kind of complaints you get from your customers?
6. What is the status of recovery of credit and problems involved in recovery?
7. Which steps you have been initiating to overcome such problems?
8. What are the strengths & weaknesses of your customers as per your experience as a seller?

SELLER - BUYER
a. Relations
   1. Formal □
   2. Informal □
   3. Both □
   4. Any other □

b. Transactions
   6. Buying & selling □
   7. Exchange of goods through □
   8. Barter system □

c. Functions
   10. Knowing buyer needs □
11. Design & implementing strategy
12. Selling feedback & follow up
13. Giving information to selling
14. Buying
15. Pay price & credit promptly

d. Joint Function
17. Infrastructure creation
18. Maintaining hygienic condition in the market
19. Development of harmony between them

e. Buyer expectations and seller obligations
   More Products with a reasonable price.
   Extending credit
   Meeting the seasonal demand

Seller - Facilitator
a. Relations
   i) Formal
   ii) Informal
   iii) Both
   iv) Any other

b. Transactions
   i) Providing Service & Utilization of service.
   ii) Exchange of goods through barter system

c. Functions
   Identification of the need from facilitator
      i) Identify the facilitator
      ii) Proper use of the services.
      iii) Timely payment & credit promptly.
      iv) Feedback & follow up.

d. Joint functions
   i) Maintain harmony among them.
   ii) Charge reasonable price from both sides.
   iii) Creation of better infrastructure facility in the market
iv) Try to meet the demand of the local public.

e. Sellers expectation and facilitators obligation VH H M L N
   i) Good & regular service
   ii) Obedient
   iii) Charge reasonable as well as affordable reliable service
   iv) Easy availability
   v) Extending credit as per ones requirement.

f. Facilitators expectation and sellers obligation VH H M L N
   i) Pay price and credit promptly.
   ii) Satisfaction from the sellers side.
   iii) Good behaviour

**Sellers Monitoring agency**

<table>
<thead>
<tr>
<th>a. Relations</th>
<th>VH H M L N</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Formal</td>
<td>□</td>
</tr>
<tr>
<td>ii) Casual</td>
<td>□</td>
</tr>
<tr>
<td>iii) Both</td>
<td>□</td>
</tr>
<tr>
<td>iv) Any other</td>
<td>□</td>
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<table>
<thead>
<tr>
<th>b. Transactions</th>
<th>VH H M L N</th>
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</thead>
<tbody>
<tr>
<td>i) Providing financial assistance &amp; proper utilization of this facility along with</td>
<td></td>
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<tr>
<td>ii) The active participation in the market</td>
<td></td>
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<thead>
<tr>
<th>c. Selling and collecting taxes.</th>
<th>VH H M L N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Function</td>
<td></td>
</tr>
<tr>
<td>i) Providing better services</td>
<td></td>
</tr>
<tr>
<td>ii) More selling</td>
<td></td>
</tr>
<tr>
<td>iii) Sufficient supply of products</td>
<td></td>
</tr>
<tr>
<td>iv) Make a good rapport with buyers.</td>
<td></td>
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<tr>
<td>v) Regular and prompt payment of taxes.</td>
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<thead>
<tr>
<th>d. Joint functions</th>
<th>VH H M L N</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Design and implementing strategy to make more profit form this weekly market</td>
<td></td>
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<tr>
<td>ii) Try to meet the buyers need and provide quality services to make them satisfied.</td>
<td></td>
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<tr>
<td>iii) Create good infrastructure facility</td>
<td></td>
</tr>
</tbody>
</table>
iv) Keep the market clean and hygienic.

e. Sellers obligation and monitoring agencies expectation
   i) Regular visit to the weekly market
   ii) Use the techniques to catch more buyers.
   iii) Getting more profit as well as turnover.
   iv) Well manner and good service.
   v) Honesty
   vi) Make a healthy growth of business by sellers.
       And increase the amount of tax payment to the
       monitoring agencies.

f. Sellers expectation and monitoring agencies obligation
   i) Proper tax fixation against each commodity or Service.
   ii) Save the innocent sellers from exploiters
   iii) Help the sellers to get more profit.
   iv) Encourage and provide facility to the producers
       to be the sellers of their own commodity
   v) Warehouse and cold storage facility

Seller - Middleman

a. Relations
   i) Formal
   ii) Casual
   iii) Both
   iv) Any other

b. Transactions
   i) Selling & Buying
      i) Some times middleman acts as bridge between
         Seller & Buyer or even seller & seller.

c. Functions
   i) Regular and prompt service.
   ii) Introduce good quality products & Services.
   iii) Supply of enough products
   iv) Reasonable price.

d. Joint functions
   i) Make the market environment clean and hygienic.
   ii) Better infrastructure.
iii) Take proper steps for the betterment of the business

**e. Sellers obligation & middlemans expectation**

i) More & good quality products.

ii) Reasonable price

iii) Introduce variety of products

iv) Innovativeness

**f. Middleman’s obligation and sellers expectation**

i) Honesty

ii) Trust

iii) Regular and timely payment.

iv) Help the sellers to sell their products with a desired cost.

**Product policy, strategy, and practices:**

1) What is your product policy in case of
   a. Type
   b. Number
   c. Nature of products and services

2) do you change your policy in the above either for additions or deletions and specify what factors responsible for searching changes ?

3) Specify under which
   a. Range of products and services
   b. Perishable
   c. Durable

4) What is the quality of your product standard as per your knowledge and justify the reasons for the level of quality
   a. Perishable
   b. Durable
   c. Reasons for justification of standard

5. What initial steps you take before introducing a new product in different seasons ?
SCHEDULE OF QUESTIONS FOR BUYERS OF RURAL MARKETS

SOCIO-ECONOMIC PROFILE

Name: ..................................................................................................................

Age: ..................................................................................................................

Sex  Male □ Female □

Martial Status: Married □ Unmarried □

Social Status: OC □ SC □ ST □ OBC □ GC □ Sub Cummunity □

Religion: Hindu □ Islam □ Sikh □ Buddhist □ Christian □ Any other □

Education: Illiterate □ Primary □ HSLC □ Graduate □

Occupation Agriculture □ Service □ Business □

Place of Service Urban □ Semi-urban □ Rural □

No. of family members: Earners □ Dependents □

Area of residence: Urban □ Semi urban □ Rural □

Frequency of market visits per week or month:

Role played Buyer □ Seller □ Facilitator □ Any other □

Parents profile:

Seller:

Type and nature of sellers Producer-cum-seller □

Seller □ Middlemen □

Type and nature of products and services Food commodities □ Vegetables □

Cloth □ Furniture □ FMCG □ NV □

Stationery and books □ Any other □

Fruits □ Any other □
<table>
<thead>
<tr>
<th>Nature of shop</th>
<th>Pucca □</th>
<th>Open □</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Thatched □</td>
<td></td>
</tr>
<tr>
<td>Sex</td>
<td>Men □</td>
<td>Women □</td>
</tr>
<tr>
<td></td>
<td>Children □</td>
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</table>

**Knowledge about partners' behaviour:**

**a)** Sellers/ facilitators:

<table>
<thead>
<tr>
<th>Type of products</th>
<th>Vegetables □</th>
<th>Fruits □</th>
</tr>
</thead>
<tbody>
<tr>
<td>Service needed</td>
<td>Groceries □</td>
<td>Cloths □</td>
</tr>
<tr>
<td></td>
<td>Medical □</td>
<td>Liquor □</td>
</tr>
<tr>
<td></td>
<td>Catering □</td>
<td>Furniture □</td>
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<tr>
<td></td>
<td>Any other □</td>
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</tbody>
</table>

**b)** Knowledge of partners' needs:

<table>
<thead>
<tr>
<th>Sellers</th>
<th>Profit for survival □</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Profit for savings □</td>
</tr>
<tr>
<td></td>
<td>Mutual help □</td>
</tr>
<tr>
<td>Facilitator</td>
<td>Profit for survival □</td>
</tr>
<tr>
<td></td>
<td>Profit for savings □</td>
</tr>
<tr>
<td></td>
<td>Mutual help □</td>
</tr>
<tr>
<td></td>
<td>to prove oneself as a competent seller □</td>
</tr>
<tr>
<td></td>
<td>to service society to the greater extent □</td>
</tr>
<tr>
<td>Mahaldar</td>
<td>Profit for survival □</td>
</tr>
<tr>
<td></td>
<td>Profit for savings □</td>
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<tr>
<td></td>
<td>Mutual help □</td>
</tr>
<tr>
<td></td>
<td>to prove oneself as a competent seller □</td>
</tr>
<tr>
<td></td>
<td>to service society to the greater extent □</td>
</tr>
<tr>
<td>Local people</td>
<td>Employment □</td>
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<tr>
<td></td>
<td>Baisc needs □</td>
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<tr>
<td></td>
<td>Entertainment □</td>
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<td></td>
<td>Any other □</td>
</tr>
</tbody>
</table>
c) Knowledge about factors influencing partners behaviour:

Sellers

- Knowledge [ ] Profit [ ]
- Literacy [ ] Habits [ ]
- Community [ ] Family background [ ]
- Demand and supply [ ]
- Nature and demands of customers [ ]
- Any other [ ]

Facilitators:

- Knowledge [ ] Profit [ ]
- Literacy [ ] Habits [ ]
- Community [ ]
- Family background demand and supply [ ]
- Nature and demands of customers [ ]
- Any other [ ]

Mahaldar:

- Tax collection [ ]
- Social status [ ]
- Economic status [ ]
- Education [ ]
- unity [ ]
- community/literacy [ ]
- attachment [ ]
- mahaldar attitude [ ]
- other partners attitude [ ]
- any other [ ]

D. Buyer decision process - need identification and fulfilment:

Need identification:

a. What products and service you are buying from various sources/market.

Personal purpose:

- Vegetables [ ] Fruits [ ]
- groceries [ ] clothes [ ]
- medical/domestic services [ ]
- liquor [ ] catering [ ]
- livestock [ ] furniture [ ]
- any other [ ]
Family purpose: Vegetables □ Fruits □
groceries □ clothes □
medical/ domestic services □
liquor □ catering □
livestock □ furniture □
any other □

b. What products and services you used to buy from various markets:
Vegetables □ Fruits □
groceries □ clothes □
medical/ domestic services □
liquor □ catering □
livestock □ furniture □
any other □

What are the reasons for changes in purchases over a period of time:
Economic status □ social status □
health factors □ any other □

c. What factors prompt you to buy these products for various purpose:

Personal purpose: quality □ price □
quantity □ relations □
any other □

Family purpose: quality □ price □
quantity □ relations □
any other □

Friends and others: quality □ price □
quantity □ relations □
any other □

Organisational purpose: quality □ price □
quantity □ relations □
any other □
e. Purpose wise purchases and nature of needs expected satisfaction:

- Personal purpose: Basic needs [ ] security [ ] social [ ]
  self esteem [ ] self actualisation [ ]

- Family purpose: Basic needs [ ] security [ ] social [ ]
  self esteem [ ] self actualisation [ ]

- Friends and others: Basic needs [ ] security [ ] social [ ]
  self esteem [ ] self actualisation [ ]

- Organisational: Basic needs [ ] security [ ] social [ ]
  self esteem [ ] self actualisation [ ]

4. Selection of the best alternative:

a. Which alternative you have chosen to buy various products and services:

- Vegetables and fruits: Weekly markets [ ] regular markets [ ]
  near by home [ ] door to door [ ]

- Groceries: Weekly markets [ ] regular markets [ ]
  near by home [ ] door to door [ ]

- Clothes: Weekly markets [ ]
  regular markets [ ]
  near by home [ ] door to door [ ]

- Furniture: Weekly markets [ ] regular markets [ ]
  near by home [ ] door to door [ ]

- Non vegetarian: Weekly markets [ ] regular markets [ ]
  near by home [ ] door to door [ ]

- Any other: Weekly markets [ ] regular markets [ ]
  near by home [ ] door to door [ ]

b. What factors influence you to chose a particular alternative

Weekly market Merits: Wide range [ ] good quality [ ]
<table>
<thead>
<tr>
<th>Meeting</th>
<th>Friends</th>
<th>Other</th>
</tr>
</thead>
</table>

2. Regular markets Merits:
- Well planned
- Availability of branded and legalised products
- Regular available
- Hygenic
- Near by locality
- Credit facility
- Fresh products

3. Near by residence Merits:
- Well planned
- Availability of branded and legalised products
- Regular available
- Hygenic
- Near by locality
- Free of transport cost
- Any other

4. Door to door Merits:
- Time saving
- Bargaining/make regular purchases
- Family involvement

Explain how frequently and at what times you gave cognitive dissonance (Satisfaction after and before purchasing)
Before and after market visit: VF/F/R/VR/N