Questionnaire for Research Study of Ph.D.

Analyzing Market Potential for organized retail companies in Marathwada
(A study with special reference to Aurangabad)

Dear Respondent,

I am pursuing my Ph. D. in Management Science from Dr. Babasaheb Ambedkar Marathwada University Aurangabad on the topic mentioned above and the objectives of my study are:

a) Whether there is potential for organized retail companies in Marathwada region.
b) What are the expectations of customers of Marathwada region
c) Which strategies are to be followed by organized retailers
d) To provide insightful inputs to the unorganized retailers of the region.

It is my kind request to fill the questionnaire given below, which will definitely help me in completing my research work and will carry importance.

I hereby promise that the information will solely be used for research and will be kept confidential.

Questionnaire for Aurangabad

Name : ____________________________ Contact No.: ________________

Age : a) 21-30 □  b) 31-40 □  c) 41-50 □  d) 51 & above □

Gender : a) Male □  b) Female □

Education : a) Post graduate □  b) graduate □  c) HSC □  d) SSC □

Occupation : a) self Employed □  b) Govt. Employee □  c) Pvt. Employee □  d) Professional □

Address :
_________________________________________________________________________
_________________________________________________________________________

Total Household Income (monthly):  a) Below Rs. 15,000 □ (b) Rs. 15001- 30000 □
c) Rs. 30001-45000 □  d) Rs. 45001 & above □

1. How many times you shop for your kirana/ household needs?
   a) Daily
   b) Weekly
   c) Monthly
   d) When it is required

2. Have you visited in any shopping mall
   a. Yes □  b. No □
3. Where do you purchase your daily needs?
   a) Nearby kirana store
   b) Wholesaler
   c) Super market
   d) Shopping mall

4. Where do you purchase your weekly kirana?
   a) Nearby kirana store
   b) Wholesaler
   c) Super market
   d) Shopping mall

5. Where do you purchase your monthly kirana?
   a) Nearby kirana store
   b) Wholesaler
   c) Super market
   d) Shopping mall

6. How many kirana shops are there in your locality?
   ____________________________

7. Do you know them personally?
   a) Yes  
   b) No

8. What is the distance between your house and nearby shop?
   a. Less than 500 meters  
   b. More than 500 meters

9. Are you satisfied with the products that you purchase from local shop?
   a) Highly satisfied  
   b) Satisfied  
   c) Less Satisfied  
   d) Highly unsatisfied

10. How many shopping malls are there in your city?  
     ___________________________________
         ___________________________________
         ___________________________________

11. In which shopping mall you have visited more?
     ___________________________________

12. What do you purchase from shopping mall?
   a) Grocery(Kirana)  
   b) Apparels & Cosmetics  
   c) Electronics & Furniture  
   d) Others

13. Did you like the shopping mall?
   a) Yes  
   b) No
14. What attracted you most in the shopping mall?

15. Have you made any membership card from any shopping mall?
   a) Yes      b) No

16. If yes please give details.________________________________________________________

________________________________________________________

*Please justify following statements: (17- 43)*

<table>
<thead>
<tr>
<th>Q.</th>
<th>Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>17</td>
<td>We go for shopping in shopping mall whenever we see advertisement of that mall in newspaper.</td>
<td></td>
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<tr>
<td>18</td>
<td>We get home delivery of the goods we purchased from shopping mall.</td>
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<tr>
<td>19</td>
<td>Shopping mall executive calls us and gives information of the schemes and offers on telephone/mobile.</td>
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<tr>
<td>20</td>
<td>We have membership card of shopping mall &amp; we get benefit of it every time we shop.</td>
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<tr>
<td>21</td>
<td>Membership card motivates us to go to shop in mall.</td>
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<tr>
<td>22</td>
<td>We have good relationship with the sales staff of shopping mall.</td>
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<tr>
<td>23</td>
<td>We get fresh stock every time we go for shop.</td>
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<tr>
<td>24</td>
<td>We get offers for only those goods which are not famous brands or sometimes seems old.</td>
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<tr>
<td>25</td>
<td>Shopping malls are having offers only on selected goods.</td>
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<tr>
<td>26</td>
<td>Kirana shop owner gives us home delivery.</td>
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<tr>
<td>27</td>
<td>We think prices of kirana shop are more as compare to the shopping malls.</td>
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<tr>
<td>Q.</td>
<td>Statement</td>
<td>Strongly agree</td>
<td>Agree</td>
<td>Neutral</td>
<td>Disagree</td>
<td>Strongly disagree</td>
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<tr>
<td>28</td>
<td>We only purchase our daily needs from nearby kirana, for monthly shopping we go to shopping mall.</td>
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<td>29</td>
<td>We get discount from nearby kirana shop.</td>
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<tr>
<td>30</td>
<td>We get credit facility from nearby kirana shop.</td>
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<tr>
<td>31</td>
<td>We have good relationship with kirana shop owner.</td>
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<tr>
<td>32</td>
<td>We get benefit of that relationship.</td>
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<tr>
<td>33</td>
<td>Timing of kirana shop is convenient as compare to shopping mall as it open early in the morning &amp; remains open till late night.</td>
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</tbody>
</table>

Please justify the Statement- I go for shopping in shopping mall because,

<table>
<thead>
<tr>
<th>Q.</th>
<th>Statement</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>34</td>
<td>I get more discount as compared with nearby kirana</td>
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<tr>
<td>35</td>
<td>I enjoy shopping experience</td>
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<tr>
<td>36</td>
<td>It is near to my house &amp; if I am getting same thing at lower cost I prefer shopping mall.</td>
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<tr>
<td>37</td>
<td>My income has increased.</td>
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<tr>
<td>38</td>
<td>My income has increased that’s why I can afford to shop in mall.</td>
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<tr>
<td>39</td>
<td>I think shopping in shopping mall is new trend and part of changing lifestyle.</td>
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<tr>
<td>40</td>
<td>I get credit card facility, so that I get time to repay</td>
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<tr>
<td>41</td>
<td>I only go whenever there is seasonal scheme.</td>
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<tr>
<td>42</td>
<td>I have membership card</td>
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<tr>
<td>43</td>
<td>I go with my family on weekends so that we will have a family trip and shopping too.</td>
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</tr>
</tbody>
</table>
44. I only go to buy some selected goods.

45. Do you think organized retail will affect the employment of traditional retailers?
   a) Yes  
   b) No  

46. Whether organized retail will benefit to the farmers (agriculture product producers)?
   a) Yes  
   b) No  

47. Whether farmers (agriculture product producers) will get fair prices for their products?
   a) Yes  
   b) No  

48. What will be the impact of organized retail on small manufacturers & small scale industries?
   a) Will be beneficial for the Growth of small industries.
   b) Will hamper the business of small industries. 

49. Do you think if organized retailer dominates the market there will be exploitation of farmers? (They will not be having more options for their produces to sell etc.)
   a) Yes  
   b) No  

50. Should government allow FDI in multiband retail (especially Kirana)?
   a) Yes  
   b) No  

51. Whether it will create the monopoly of organized retailers in our country?
   a) Yes  
   b) No  

52. Whether it will be beneficial for customers if retailers like Wal-Mart, Tesco comes in India?
   a) Yes  
   b) No  

*Please give your valuable suggestions

For organized retailers (shopping Malls)

________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________
________________________________________________________________________________________

For unorganized retailers (kirana shops)

________________________________________________________________________________________
________________________________________________________________________________________
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Signature of the Respondent

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Thanks with due regards from,
Zubair V. Quazi
Research Scholar
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad. (M.S.)