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 cities other than 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. In which city you have visited shopping mall?
    _____________________________

11. Did you like the shopping mall?
    a) Yes [ ] b) No [ ]

12. What attracted you most in the shopping mall?
    a) Everything under one roof [ ] b. Space & ambience [ ] c. Freedom of choice [ ]
    d. Parking facility [ ]

13. Have you done purchasing in the mall?
    a) Yes [ ] b) No [ ]

14. What do you purchase from shopping mall?
    a) Grocery(Kirana) [ ] b) Apparels & Cosmetics [ ] c) Electronics & Furniture [ ]
    e) Others [ ]
15. How you found prices of products in shopping mall as compare to local shops?
   a. High □ b. same □ c. low □

16. Do you think prices offered by local shops are fair?
   a) Yes □ b) No □

17. Do you think your city needs a shopping mall?
   a) Yes □ b) No □

18. If any shopping mall comes in your city will you like to shop from that mall?
   a) Yes □ b) No □

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

20. If yes please give details.

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*Please justify following statements: (21-28)*

<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>22</td>
<td>Our nearby Kirana shop owner gives us home delivery.</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>23</td>
<td>We only purchase our daily needs from nearby kirana, for monthly shopping we go to super market.</td>
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</tr>
<tr>
<td>24</td>
<td>We get discount from nearby kirana shop.</td>
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<tr>
<td>25</td>
<td>We get credit facility from nearby kirana shop.</td>
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</tr>
<tr>
<td>26</td>
<td>We have good relationship with kirana shop owner.</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>27</td>
<td>We get benefit of that relationship.</td>
<td></td>
<td></td>
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<tr>
<td>28</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 following statements:** I would like to 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>29</td>
<td>I think I will get more discount as compared with nearby kirana</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>30</td>
<td>I enjoy shopping experience (If you have visited any shopping mall)</td>
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<tr>
<td>31</td>
<td>If I will get same thing at lower cost I will prefer shopping mall</td>
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<td></td>
</tr>
<tr>
<td>32</td>
<td>My income has increased</td>
<td></td>
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<tr>
<td>33</td>
<td>My income has increased that’s why I can afford to shop in mall</td>
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<tr>
<td>34</td>
<td>I think shopping in shopping mall is new trend and part of changing lifestyle</td>
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<td>35</td>
<td>Shopping malls are having credit card facility, so that I will get time to repay</td>
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</tbody>
</table>

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

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

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

39. 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.

40. 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

41. Should government allow FDI in multiband retail (especially Kirana)?
   a) Yes  b) No
42. Whether it will create the monopoly of organized retailers in our country?
   a) Yes  
   b) No  

43. 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

44. For organized retailers (shopping Malls)
   
   
   
   
   
   
   

45. For unorganized retailers (kirana shops)
   
   
   
   
   
   

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.)