

APPENDIX - I

CONFIDENTIAL
 FOR RESEARCH
 PURPOSES ONLY

CONSUMER BEHAVIOR IN RETAIL MARKETING OF TEXTILES IN KERALA

Sri. Jacob Thomas
 Teacher Fellow for Ph.D, Department of Commerce
 St. Thomas College Pala (Affiliated to M.G. University, Kottayam)

Questionnaire for Consumers

Part A

Sample Number

1 Name and Address of Respondent

put tick mark
 for relevent item

2 **Sex** Male Female

3 Age	Below 25	25-35	35-45	45-55	55-65	Above 65
--------------	----------	-------	-------	-------	-------	----------

4 Marital Status	Single	Married	Widow/er	Separated
-------------------------	--------	---------	----------	-----------

5 Place of Residence		Urban	Semiurban	Rural
-----------------------------	--	-------	-----------	-------

6 Size of family (Number of members)		2	3	4	5	6	7	above7
---	--	---	---	---	---	---	---	--------

7 Educational Qualification	below SSLC	SSLC	Graduate	Post Graduate
	Technical	Professional	Other (specify)	

8 Occupation	Agriculture	business	professional
---------------------	-------------	----------	--------------

Govt. sector job	private sector job	working abroad
------------------	--------------------	----------------

others (specify)

9 Monthly Income (family)

below 5000

5000 - 10,000

10,000 - 15,000

15,000 - 20,000

20,000 - 25,000

25,000 - 50,000

Above 50,000

10 To what extent the following aspects influence on purchase of textile items for your family effected by you?

		Very high	High	Medium	Low	Very Low
1	Preference for special fabric					
2	Preference for Readymade garments					
3	Brand Preference					
4	Shop Preference					
5	Preference for domestic products					
6	Preference for foreign products					
7	Adoption of fashion					
8	Product price					
9	Colour combination of clothings					
10	Quality of fabric					
11	Govt. subsidised schemes					
12	Packaging					
13	Extra gifts					
14	Incentives					
15	Trade discount					
16	Cash discount					
17	Credit schemes					
18	Pleasing manners of shop staff					
19	Location of shop					
20	Provision for replacement of inferior product					
21	Suggestions of family members accompanying with you at the time of shopping					
22	Suggestions of friends					
23	Suggestions of the staff of the sop					
24	Behavior pattern of fellow customer present at the shop					
25	Advertisement like					
	(a) Wall Posters					

	(b) Banners					
	(c) Boards					
	(d) Radio					
	(e) Television					
	(f) Newspapers					
	(g) Magazines					
	(h) Other Media (specify)					
26	Festivals					
	(a) Onam					
	(b) Christmas					
	(c) Ramzan					
	(d) Bakkrid					
	(e) Vishu					
	(f) Local Festivals					
27	Residential status					
28	Educational Status					
29	Occupational Status					
30	Economic Status					
31	Un-expected Income earned by you					
32	Social status					
33	Political affiliation					
34	Your foreign contact					
35	Govt. Policies (globalization & Liberalization)					

APPENDIX - II

CONFIDENTIAL FOR RESEARCH PURPOSES ONLY

CONSUMER BEHAVIOR IN RETAIL MARKETING OF TEXTILES IN KERALA

Sri. Jacob Thomas
Teacher Fellow for Ph.D, Department of Commerce
St. Thomas College Pala (Affiliated to M.G. University, Kottayam)

Questionnaire for Dealers

Part A

Sample Number

--

1	Name and Address of Respondent
---	--------------------------------

put tick mark for relevant item

2	Age					
	Below 25	25-35	35-45	45-55	55-65	Above 65

3	Category of Work	Owner	Supervisor	Sales People
---	-------------------------	-------	------------	--------------

4	Name of Shop
---	--------------

5	Location of Shop	Urban	Semiurban	Rural
---	------------------	-------	-----------	-------

6	Size of shop	Large	Medium	Small
---	--------------	-------	--------	-------

Part B

7	How do you comment upon the extent of influence of the following aspects on the behavior pattern/attitude of the <i>TEXTILE CONSUMERS</i> dealt with by you?
---	---

		Very high	High	Medium	Low	Very Low
1	Preference for special fabric					
2	Preference for Readymade garments					
3	Brand Preference					
4	Shop Preference					
5	Preference for domestic products					
6	Preference for foreign products					
7	Adoption of fashion					

8	Product price					
9	Colour combination of clothings					
10	Quality of fabric					
11	Govt. Subsidised schemes					
12	Packaging					
13	Extra gifts					
14	Incentives					
15	Trade discount					
16	Cash discount					
17	Credit schemes					
18	Pleasing manners of shop staff					
19	Location of shop					
20	Provision for replacement of inferior product					
21	Suggestions of family members accompanying the customer at the time of shopping					
22	Suggestions of friends accompanying the customer at the time of shopping					
23	Suggestions of the staff of the shop					
24	Behavior pattern of fellow customer present in the shop					
25	Advertisement; like					
	(a) Wall Posters					
	(b) Banners					
	(c) Boards					
	(d) Radio					
	(e) Television					
	(f) Newspapers					
	(g) Magazines					
	(h) Other Media (specify)					
26	Festivals					
	(a) Onam					
	(b) Christmas					
	(c) Ramzan					
	(d) Bakkrid					
	(e) Vishu					
	(f) Local Festivals					

27	Residential status of customers					
28	Educational Status of customers					
29	Occupational Status of customers					
30	Economic Status of customers					
31	Additional Income earned by customers					
32	Social status of customers					
33	Political affiliation of customers					
34	Foreign contact of customers					
35	Govt. Policies (globalization & Liberalization)					

8 In your view, what are the problems confronted by textile shop in Kerala?

9 What are your suggestions for improvement of working of textile shop in Kerala?