APPENDIX

QUESTIONNAIRE

&

BIBLIOGRAPHY
QUESTIONNAIRE ON CONSUMER BEHAVIOUR AND AWARENESS - A STUDY ON EDIBLE OIL CONSUMERS IN ANANTAPUR TOWN

I. GENERAL INFORMATION

1. Name of the consumer :

2. Address :

3. Age :

4. Sex : Male / Female

5. Religion :

6. Education :

7. Occupation :

8. Type of Family :

9. Total family members :

10. Total earning members :

11. Monthly income of the Family :

12. Main source of income : Employment/Business/Labour

13. Total Expenditure of the Family on foodstuffs :

14. Total Expenditure on edible oil :

II. AWARENESS ABOUT THE TYPES AND BRANDS OF EDIBLE OIL:

1. Do you know the following types of edible oil available in the market? (Please tick the ones you know)


2. Do you know the following brands of edible oil available in the market? (Please tick the ones you know)

A) Sunflower
   1. Anurag
   2. Dhara
   3. Flora
   4. Godrej
   5. Poshak
   6. Prime life
   7. Saffola
   8. Sunbest
   9. Sundrop
   10. Sungold
   11. Sweeker
   12. Vijaya

B) Groundnut
   1. Apoorva
   2. Dhara
   3. Nutgold
   4. Vijaya
   5. Pearl
   6. Shalimar
   7. Suprabhath

C) I.T.C.
   1. Abhilash
   2. Crystal
   3. Gold drop
   4. Gold line
   5. Pearl

3. Do you know that the following brands of Vanaspati are used for making sweets?

   1. Camel
   2. Charminar
   3. Gagan
   4. Ghar
   5. Godrej
   6. Gold Mohar
   7. Gopal
   8. Poshak

4. Of those (1st and 2nd questions) which brands of oil have you been using and since how long?

<table>
<thead>
<tr>
<th>Brand</th>
<th>Year</th>
<th>Quantity Kg/Lit.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

6. From whom do you buy the edible oil?
   A. Whole saler   B. Retailer   C. Co-operative store
   D. Super bazar   E. FEDCON   F. Ration shop
   G. Factory

8. How do you buy edible oil?
   A. Daily   B. Weekly   C. Fortnighly   C. Monthly
   E. Yearly

8. Do you know that many products including edible oil are being sold at the lowest price (manufacturers price) by FEDCON at railway-feeder road in Anantapur town.
   Yes / No

9. Have you ever changed the brand of oil?
   Yes / No
   If yes, Please specify the brand

10. Please specify the mode of purchase?
    Cash / Credit

11. What are the specific reasons to prefer a particular brand?
    1. Cheaper price  2. Doctor's Advice  3. Taste and Quality
    4. Easy available  5. Specify if any.

12. How did you know this brand of edible oil?
    A. Through Family members.
    B. Through Friends and relatives.
    C. Through Neighbours.
    D. Through advertisement in Radio.
E. Through advertisement in T.V.
F. Through advertisement in News papers/magazines.
G. Through dealer.

13. Have you ever suggested any body to buy a particular brand of edible oil?
14. If yes, please name the brand and the dealer you suggested.

III. BUYING CHOICE OF THE CONSUMERS:

1. Do you feel that the edible oil which is being used by you has high quality?
   Yes / No.

2. Please state for what purpose you are using this edible oil?
   Domestic/Business

3. Have you ever tested any brand of oil?
   Yes / No

4. If yes, please name that brand.

5. Which factors do you consider while buying a particular brand of edible oil?
   A. Price  B. Quality  C. Taste  D. Smell  E. Colour
   F. Branding and packaging.

6. Who influenced you to buy this particular brand?
   A. Self  B. Family Members  C. Friends
   D. Relatives  E. Neighbours  F. Doctor's Advice.

7. Did you ever come across the adulteration of edible oil.
   Yes / No.

8. If yes, specify the nature of adulteration.

9. Whether this problem arise in respect of
   A) Loose oil / packed oil

10. Did you ever experience the supply of edible oil with less weight.
    Yes / No.
11. Did you ever experience low quality of oil being sold at higher prices? Yes / No.

12. Did you ever experience difference of price between shop in respect of loose oil prices? Yes / No.

13. Did you ever observe high priced stickers on packed oils? Yes / No.

14. Did you observe Maximum Retail price on packed oil. Yes / No.

15. Do you feel that high priced edible oil contains the best quality? Yes/No

16. Do you know that generally the traders create artificial scarcity at times to charge more price to their oils? Yes/No

17. If there is decrease in price of edible oil being used by you, do you purchase more than earlier. Yes/No

18. Have you ever been tried for alternative oil due to increase in price of oil you are using? Yes/No

19. If yes, name the substitute preferred

20. Have you ever tried for alternatives due to non-availability of your favourite edible oil? Yes/No

IV. AWARENESS AMONG CONSUMERS ABOUT CONSUMERISM AND CONSUMER PROTECTION ACT:

1. Do you agree that now-a-days consumers are being cheated with low quality of products? Yes/No

2. Do you have any idea about consumer movement in India. Yes/No

3. Do you know that the Government of India has enacted the Consumer Protection Act 1986? Yes/No

4. If yes, state the source from whom you have come to know about the Act.
5. Do you know about Consumer Protection Forums. Yes/No
6. If you, state the name of the Forum. Yes/No
7. Do you know the existence of Consumer Protection Cell at S.K. University. Yes/No
8. Do you have the idea about Food Inspector who inspects the adulteration in food items including edible oils? Yes/No
9. Do you have knowledge about the Weights and Measurements Department which checks the unfair trade practices of the traders? Yes/No
10. Do you have knowledge about the edible oil cases can come under Consumer Protection Act and be settled at the Consumer Courts? Yes/No
11. Have you ever complained any grievance in the Consumer Forum? Yes/No
12. If yes, state the type of case you have represented. Yes/No
13. Have you got settlement through consumer Forum? Yes/No
14. Are you satisfied with the procedure and method of settlement? Yes/No
15. Do you know that the following agencies come to assist in case of adulteration (Tick the known agencies).

   1. Vigilence  2. Weight and Measures
16. Please give any suggestions to settle the Forum cases at the earliest.