APPENDICES

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Questionnaire to Access Consumer Behavior towards the
Instant Food Products

Note: - Please tick marks your preferences in given square for
alternative given in questionnaire.

1. Consumer Profile:
a) Consumer Name__________________________________________
b) Age ______________ Education ______________
c) Occupation of family Head__________________
d) Monthly Income of Head Rs._____________
e) Number of persons in family_____________

2. Please tick mark in the blank rectangle for the items which you are
having and using in your home.
   A) T.V.          
   b)  Cable/ Dish  
   c)  Freeze          
   d) Oven          
   e)  Mixture          

3. Do you know the availability of different Instant Food Products are
available in the market Yes / No.
   If Yes, please tick mark on the alternative from where you got this
information.
4. Do you purchase Instant Food Products from market Yes/ No.
   If yes, please tick mark \(\checkmark\) for the reasons.
   a) No time for preparation.
   b) Unable to prepare at home.
   c) Less testy compared to Instant Products.
   d) All above reasons.
   If No, please tick for the reasons.
   a) High prices.
   b) No testy compared to homemade.
   c) Limited usage life of the product.

5. Please tick mark for your choice to have different food products to be in your Kitchen.
   1) Mango / Lemon Pickle.
      a) Always Home Made
      b) Always Readymade (Company made)
      c) Both types
         (i.e. Homemade/ Company made)
   2) Idli/ Uttapa/ Dosa Mixture.
a) Always Home Made
b) Always Readymade (Company made)
c) Both types
   (i.e. Homemade/ Company made)

3) Dhokla Mixture.
   a) Always Home Made
   b) Always Readymade (Company made)
   c) Both types
      (i.e. Homemade/ Company made)

4) James Pack.
   a) Always Home Made
   b) Always Readymade (Company made)
   c) Both types
      (i.e. Homemade/ Company made)

5) Chilly/ Turmeric Powder.
   a) Always Home Made
   b) Always Readymade (Company made)
   c) Both types
      (i.e. Homemade/ Company made)

6) Dhane/ Jera Powder.
   a) Always Home Made
   b) Always Readymade (Company made)
   c) Both types
      (i.e. Homemade/ Company made)

7) Pavbahaji, Sambar, Mutton, Biryani Masala.
a) Always Home Made
b) Always Readymade (Company made)
c) Both types (i.e. Homemade/ Company made)

8) Jamun Pack.
a) Always Home Made
b) Always Readymade (Company made)
c) Both types (i.e. Homemade/ Company made)

6. What quantity you prefer to purchase? Please tick mark on alternative given.

a) 50 gram  
b) 100 gram  
c) 200 gram  
d) 500 gram  
e) 1 Kg.  
f) 5 Kg.  

√
8) Which manufacturer / Companies’ Instant Food Product you will prefer to purchase? Please tick mark ☑ for your choice.
   a) Any Local (unit from Marathwada) units product.
   b) Any branded & well-known Companies Product.
      a) Suruchi  
      b) Prakash  
      c) Bedekar  
      d) Ram Bandhu  
      e) Haldi Ram  
      f) Everest  
      g) Badsha  
      h) Praveen  

9) Which factor you consider while purchasing such product? Please tick.
   a) Price  
   b) Brand Name  
   c) Quality  

10) What type of packing you prefer while purchasing such products?
    Please tick Mark.
    a) Attractive Plastic Pouch.  
    b) Paper packing.  
    c) Simple Plastic packing.  
    d) Plastic bottles/ Jars.  

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11) Do you purchase instant vegetables?
   a) Yes    b) No

12) Please tick mark [✓] on the products which you usually to purchase.
   a) Kurkure.    b) Farsan.    c) Chikky.    d) Batata Chips.    e) Rajgira Ladu.
RETAILER’S QUESTIONNAIR

Questionnaire to Access Retailers views towards the Instant Food Products

Place__________________________

1) Name of Retail Shop__________________________________________________________

2) Due you keep the Instant Food Products for the sale Yes/ No.

   If Yes please tick Mark [✓] on the alternatives given

   a) Consumer demands such products. [ ]
   b) Prices are reasonable. [ ]
   c) Good quality. [ ]

   If No please tick mark [✓] for the

   a) Less demand for such products. [ ]
   b) High Prices. [ ]
   c) No regular supply [ ]
3) Please the quote the sale of such products in month.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Product</th>
<th>Sale of Quantity in Dozen</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Pickle</td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Jam / Sauce</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Idly / Uttapa / Dhokla Mix</td>
<td></td>
</tr>
<tr>
<td>D</td>
<td>Maggi</td>
<td></td>
</tr>
<tr>
<td>E</td>
<td>Chilly / Turmeric / Masala powder</td>
<td></td>
</tr>
<tr>
<td>F</td>
<td>Gulab Jamun Mix</td>
<td></td>
</tr>
<tr>
<td>G</td>
<td>Instant vegetables</td>
<td></td>
</tr>
<tr>
<td>H</td>
<td>Farssan</td>
<td></td>
</tr>
</tbody>
</table>

4) Which factors consumer consider while purchasing such products.
   Please Tick mark on alternative.
   a) Branded company products.
   b) Schemes available for products.
   c) Price of products.
   d) Attractive packing
5) What quality of such products consumer prefers to purchase please tick mark ✓ on alternative.

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Product</th>
<th>Weight preferred by consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Pickle</td>
<td>1) 50g 2) 100g 3) 200g 4) 1kg.</td>
</tr>
<tr>
<td>B</td>
<td>Jam / Sauce</td>
<td>1) 50g 2) 100g 3) 200g 4) 1kg.</td>
</tr>
<tr>
<td>C</td>
<td>Idly / Uttapa / Dhokla Mix</td>
<td>1) 50g 2) 100g 3) 200g 4) 1kg.</td>
</tr>
<tr>
<td>D</td>
<td>Maggi</td>
<td>1) 50g 2) 100g 3) 200g 4) 1kg.</td>
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<td>E</td>
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<td>1) 50g 2) 100g 3) 200g 4) 1kg.</td>
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<td>G</td>
<td>Instant vegetables</td>
<td>1) 50g 2) 100g 3) 200g 4) 1kg.</td>
</tr>
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<td>H</td>
<td>Farssan</td>
<td>1) 50g 2) 100g 3) 200g 4) 1kg.</td>
</tr>
</tbody>
</table>

6) How do consumers prefers to purchase such products please tick mark on alternative.
   a) By self demand. ☐
   b) As per Retailers Recommendation. ☐

7) Do you sell Instant Vegetables from your firm Yes/ No.
   If Yes quote your sell in month ________dozen.
QUESTIONNAIR FOR WHOLESALER

Questionnaire to Access Wholesalers towards the Instant Food Products

Place__________________

1) Name of wholesale

Shop_______________________________________

2) Please give the name of instant food products for which you are acting as a dealer.

   For which you are acting as a
   a)
   b)
   c)
   d)

3) Please give the monthly sale of the following products in dozens.

   a) Pickles
   b) Dhokla / Idli Mix
   c) Jam / Sauce
   d) Chilly / Turmeric Powder
   e) Jeera / Dhane Powder
   f) Pawbhji/ Sambar Masala
   g) Jamun Mix
   h) Farsan
4) Please give details sale of following Branded products.

<table>
<thead>
<tr>
<th>Brand/Company Name</th>
<th>Monthly Sale (In dozen)</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Suruchi</td>
<td></td>
</tr>
<tr>
<td>b) Prakash</td>
<td></td>
</tr>
<tr>
<td>c) Bedekar</td>
<td></td>
</tr>
<tr>
<td>d) Ram Bandhu</td>
<td></td>
</tr>
<tr>
<td>e) Haldiram</td>
<td></td>
</tr>
<tr>
<td>f) Everest</td>
<td></td>
</tr>
<tr>
<td>g) Badsha</td>
<td></td>
</tr>
<tr>
<td>h) Pravin</td>
<td></td>
</tr>
</tbody>
</table>

5) Which types of products the Retailer prefers to keep for sale please tick Mark [✓] on alternative.

- 1) Branded company’s product
- 2) Products produced by local manufactures
- 3) Products with the scheme
- 4) Low price products
QUESTIONNAIRE FOR MANUFACTURER

Questionnaire to Access Manufacturer towards the
Instant Food Products

1) Name of Company________________________________
   Place___________________________________________
   Establishment Year______________________________
   Nature of Product________________________________

2) Whether company/ Unit have acquired Agmark / ISO certificate
   for the products.   Yes / No.

3) What is the production policy (Tick mark on appropriate
   Option)
   a) Advance Production considering the          ☐
      demand for product
   b) Production as per order                       ☐

4) State the nature of market for your product, where it is sold
   .
   a) Local Market                                ☐
   b) District level Market                        ☐
   c) Regional level Market                        ☐
   d) State level Market                           ☐
   e) National level Market                        ☐
5) Whether you have special marketing channel. Yes / No
   If Yes, state nature (Tick Mark)
   a) Experience staff
   b) Special Qualified Staff
   c) Staff on training

6) Which distribution channel you adopt for Marketing your Product.
   a) Appointing Wholesalers
   b) Direct through Retailers
   c) Through Wholesalers & Retailers
   d) Through own showroom
   e) Appointing Salesman

7) Whether you use advertise media for attracting consumers towards your product? Yes / No.
   If Yes, please tick on the appropriate option.
   1) Advertisement in Newspaper
   2) Signboards at Retail shops
   3) Wall Painting
   4) Roadside Posters/ Holdings
   5) Pam plate
   6) Cable Advertisement
   7)

8) State your yearly Advertisement expenditure Rs.___________
9) Do you supply your product on credit Yes / No.
If Yes, please state the credit period .

1) One Month.
2) Two Month
3) More than two Months.

10) State your opinion which factor is effective to capture the
Market. (Tick Mark)

1) Company Name/ Brand Name
2) Quality of product
3) Effective distribution or
   Supply of product
4) Effective distribution channel
5) Attractive Packaging
6) Rational Price

11) State the style which you adopt to attract customers for your
Product (Tick Mark)

1) Change in Packaging
2) Improve Quality of product
3) Change in Test, Size of product
4) Attractive Advertisement
5) Launching different Scheme:
   a) Schemes for Retailers
   b) Price discount to consumer
   c) Giving extra quantity
   d) Adopt gift plan