APPENDICES
### INTERVIEW SCHEDULE FOR THE SHOP OWNERS

**KUVEMPU UNIVERSITY**  
**DEPT. OF SOCIOLOGY**

**DATE:**  
**RES. NO.:**

**TIME OF THE INTERVIEW:**

**MEMBERS PRESENT AT THE TIME OF INTERVIEW:**

1. **NAME**
2. **ADDRESS:**
3. **AGE:**
   - A. 16-25
   - B. 26-35
   - C. 36-45
   - D. 46-55
   - E. 56-65
   - F. 66 OR ABOVE
4. **SEX**
   - A. MALE
   - B. FEMALE
5. **CASTE**
6. **RELIGION**
7. **NATIVE PLACE**
8. **MOTHER TONGUE**
9. **HOW MANY OTHER LANGUAGES CAN YOU SPEAK?**
10. **MARITAL STATUS**
    - A. SINGLE
    - B. MARRIED
    - C. DIVORCED
    - D. WIDOW
    - E. WIDOWER
    - F. SEPARATED
11. **EDUCATIONAL STATUS**
    - A. ILLITERATE
    - B. INFORMAL
    - C. PRIMARY AND MIDDLE
    - D. HIGH SCHOOL
    - E. PUC
    - F. DEGREE
    - G. PROFESSIONAL
    - H. OTHERS (SPECIFY)
12. NATURE OF THE FAMILY
   A. SINGLE
   B. NUCLEAR
   C. EXTENDED
   D. JOINT

13. HOUSEHOLD COMPOSITION

14. ANNUAL INCOME OF THE FAMILY
   A. UPPER CLASS
   B. UPPER MIDDLE CLASS
   C. MIDDLE MIDDLE CLASS
   D. LOWER MIDDLE CLASS
   E. LOWER CLASS

15. ARE YOU A LOCALITE OR A MIGRANT FROM OTHER PLACES?

16. SINCE HOW LONG ARE YOU IN SHIMOGA?

17. YEAR OF ESTABLISHMENT OF THE SHOP

18. NATURE OF THE SHOP
   A. WHOLESALE
   B. RETAIL

19. SIZE OF THE SHOP
   A. BIG
   B. MEDIUM
   C. SMALL

20. LOCATION OF THE SHOP
   A. CITY CENTRE
   B. CITY MARKET
   C. SHOPPING COMPLEX
   D. RESIDENTIAL SHOPPING COMPLEX
   E. SINGLE SHOP IN THE RESIDENTIAL AREA

21. SINCE HOW LONG ARE YOU IN THIS BUSINESS?
   A. ONE YEAR OR LESS
   B. 1-3 YEARS
   C. 4-5 YEARS
   D. 6-10 YEARS
   E. 11 OR MORE

22. DO YOU HAVE ANY OTHER BUSINESS ESTABLISHMENT?
   YES/NO

23. IF YES,
   A. WHAT BUSINESS
   B. MAIN/SIDE

24. WHO ACCOMPANIES YOU TO THE SHOP?
   A. NONE
   B. FAMILY MEMBERS
   C. PAID SERVANTS
   D. FRIENDS
   E. OTHERS (SPECIFY)
25. IF FAMILY MEMBERS, WHO?
   A. FATHER
   B. MOTHER
   C. BOTH PARENTS
   D. SPOUSE
   E. BROTHER
   F. SISTER
   G. SON/S
   H. DAUGHTER/S
   I. COUSINS
   J. OTHERS (SPECIFY)
   O. NOT APPLICABLE

26. IF ANY ONE ACCOMPANIES, WHAT IS THE NATURE OF HELP
    RENDERED BY THE ABOVE?
   A. TO ASSIST IN SALES
   B. TO CARRY GOODS
   C. TO WRITE ACCOUNTS AND COLLECT CASH
   D. TO ENSURE SECURITY OF GOODS
   E. OTHER HELP (SPECIFY)
   O. NOT APPLICABLE

27. DOES THE PRESENCE OF OTHER PERSON HELP IN IMPROVING
    CUSTOMERS?
   A. YES IN TERMS OF NUMBER
   B. YES IN TERMS OF MAINTENANCE
   C. YES IN TERMS OF DEVELOPING CONTACTS
   D. OTHER HELP (SPECIFY)
   O. NOT APPLICABLE

28. WHAT WAS YOUR FATHER'S BUSINESS/PROFESSION?
   A. SAME BUSINESS
   B. OTHER BUSINESS
   C. WAS NOT IN BUSINESS FIELD

29. WHO IS THE REAL OWNER OF THE PRESENT BUSINESS?
   A. MYSELF
   B. FATHER
   C. JOINT
   D. OTHER PERSON

30. DID YOU HAVE ANY EXPERIENCE BEFORE ENTERING THIS
    BUSINESS?
   YES/NO

31. HAS YOUR EDUCATION HELPED IN THIS BUSINESS?
   YES/NO

32. IF YES, HOW?

33. DO CUSTOMERS TRY TO ESTABLISH RELATIONSHIP AT THE TIME OF
    BUSINESS?
   YES/NO
34. DO CUSTOMERS GIVE REFERENCES OF PERSUSIOUS VISITS?
   YES/NO
35. DO CUSTOMERS GIVE REFERENCES OF ANY OTHER PERSON, WHO BOTH OF YOU KNOW?
   YES/NO
36. WHILE GIVING THESE KINDS OF REFERENCES WHAT ARE THEIR INTENSIONS?
   A.
   B.
   C.
37. DO PEOPLE BARGAIN HERE?
   YES/NO
38. IF YES, WHAT KIND OF PEOPLE?
   A. CASTE
   B. CLASS
   C. RELIGION
   D. COMMUNITY
   E. MALE
   F. FEMALE
   G. ALL
39. IS YOUR BUSINESS SEASONAL?
   YES/NO
40. IF YES, WHEN, AND HOW?
41. DO CUSTOMERS QUARREL WITH YOU?
   YES/NO
42. IF YES, WHO
   A. AGE
   B. SEX
   C. COMMUNITY
   D. CASTE
   E. RELIGION
   F. CLASS
43. HOW ARE THE RELATIONS BETWEEN YOU (AS A SHOP OWNER) AND CUSTOMERS?
   A. CORDIAL
   B. NON-CORDIAL
   C. FRIENDLY
   D. FORMAL
   E. INFORMAL
   F. BUSINESS ORIENTED
   G. ANYTHING ELSE
44. DO CUSTOMERS CHEAT YOU?
   YES/NO
45. IF YES, WHO?
   A. SEX
   B. CASTE
C. RELIGION
D. CITY/OUTSIDER
E. OTHERS (SPECIFY)

46. DO YOU LIKE THIS PROFESSION?  
   YES/NO

47. DO YOU TRY TO ESTABLISH RELATIONSHIP WITH CUSTOMERS?  
   YES/NO

48. DO YOU GIVE ANY CREDIT FACILITIES TO ANY OF OUR CUSTOMERS?  
   YES/NO

49. IF YES, TO WHOM?
   A. FRIEND
   B. RELATIVE
   C. REGULAR CUSTOMER
   D. OWN CASTE MEN
   E. OWN COMMUNITY MEN
   F. OTHERS (SPECIFY)

50. DO YOU LIKE TO DO BUSINESS WITH YOUR RELATIVES?  
   YES/NO

51. WHO ARE YOUR MAJOR CUSTOMERS?
   A. LOCALITE/OUTSIDER(VILLAGERS)
   B. MEN/WOMEN
   C. FRIENDS
   D. RELATIVES
   E. OWN CASTE PEOPLE
   F. OWN RELIGION
   G. OFFICIALS
   H. BUSINESS PEOPLE
   I. YOUNG/MIDDLE/OLD PEOPLE
   K. OTHERS (SPECIFY)

52. HOW OFTEN DO THEY COME TO YOUR SHOP?
   A. TWICE A WEEK
   B. ONCE IN A WEEK
   C. ONCE IN FORTNIGHTLY
   D. ONCE IN A MONTH
   E. HALF YEARLY
   F. YEARLY
   G. OTHER SPECIFY

53. WHAT KIND OF PEOPLE APART FROM REGULAR CUSTOMERS COME TO YOUR SHOP?
   A. FAMILIAR
   B. STRANGERS
   C. FRIENDS
   D. RELATIVES
   E. OTHERS (SPECIFY)

54. IS THIS PLACE IDEAL FOR DOING BUSINESS?  
   YES/NO
55. WHAT DO YOU GENERALLY EXPECT FROM YOUR CUSTOMERS?
56. DO THEY MEET THEM?
   YES/NO
57. ARE YOU A MEMBER OF ANY CLUBS, ORGANISATION AND
    ASSOCIATIONS?
   YES/NO
58. IF YES, DO YOU HAVE YOUR CUSTOMERS ALSO AS THE MEMBERS
    OF THESE GROUPS?
   A. YES
   B. SOME
   C. NO
59. DOES YOUR REGULAR CUSTOMER DISCUSS ANYTHING ELSE WITH
    YOU?
   YES/NO
60. DO YOU PROVIDE ANY REFRESHMENTS TO YOUR CUSTOMERS?
    YES/NO
61. DO YOU GIVE ALMS OR DONATIONS?
    YES/NO
62. OTHER OBSERVATIONS:
Appendix B

INTERVIEW SCHEDULE FOR THE CUSTOMERS

KUVEMPU UNIVERSITY
DEPT. OF SOCIOLOGY

DATE: ___________ RES. NO. ___________
TIME OF THE INTERVIEW: ___________
MEMBERS PRESENT AT THE TIME OF INTERVIEW:

1. NAME
2. ADDRESS;
3. AGE:
   A. 16-25
   B. 26-35
   C. 36-45
   D. 46-55
   E. 56-65
   F. 66 OR ABOVE
4. SEX
   A. MALE
   B. FEMALE
5. CASTE
6. RELIGION
7. NATIVE PLACE
8. MOTHER TONGUE
9. HOW MANY OTHER LANGUAGES CAN YOU SPEAK?
10. MARITAL STATUS
    A. SINGLE
    B. MARRIED
    C. DIVORCED
    D. WIDOW
    E. WIDOWER
    F. SEPARATED
11. EDUCATIONAL STATUS
    A. ILLITERATE
    B. INFORMAL
    C. PRIMARY AND MIDDLE
    D. HIGH SCHOOL
    E. PUC
    F. DEGREE
    G. PROFESSIONAL
    H. OTHERS (SPECIFY)
12. NATURE OF THE FAMILY
   A. SINGLE
   B. NUCLEAR
   C. EXTENDED
   D. JOINT

13. HOUSEHOLD COMPOSITION

14. ANNUAL INCOME OF THE FAMILY
   A. UPPER CLASS
   B. UPPER MIDDLE CLASS
   C. MIDDLE MIDDLE CLASS
   D. LOWER MIDDLE CLASS
   E. LOWER CLASS

15. OCCUPATION:
   A. AGRICULTURE
   B. GOVT. EMPLOYEE
   C. SERVICE
   D. PRIVATE
   E. INDUSTRY
   F. BUSINESS
   G. PROFESSION
   H. OTHER (SPECIFY)

16. ARE YOU A LOCALITE OR A MIGRANT FROM OTHER PLACES?

17. LENGTH OF STAY IN SHIMOGA
   A. ONE YEAR OR LESS
   B. 1-3 YEARS
   C. 4-10 YEARS
   D. 11 OR MORE

18. HOW OFTEN DO YOU VISIT THE MARKET?
   A. EVERYDAY
   B. TWO TIMES A WEEK
   C. WEEKLY ONCE
   D. ONCE IN FORTNIGHTLY
   E. ONCE IN A MONTH
   F. OTHERS (SPECIFY)

19. USUALLY A WHAT TIME DO YOU COME TO THE MARKET?
   A. EARLY MORNING
   B. MORNING
   C. AFTERNOON
   D. EVENING
   E. LATE IN THE EVENING
   F. OTHER TIME (SPECIFY)
20. HOW DO YOU FEEL COMING TO THE MARKET?
   A. ENJOY
   B. GOOD
   C. NOTHING
   D. BORING
   E. BAD
21. GIVE REASONS
22. HOW DO YOU FEEL PURCHASING?
   A. ENJOY
   B. GOOD
   C. NOTHING
   D. BORING
   E. BAD
23. GIVE REASONS
24. DOES ANYONE ACCOMPANY YOU TO THE MARKET?
   A. NONE
   B. FAMILY MEMBERS
   C. FRIENDS
   D. NEIGHBOURS
   E. COLLEAGUES
   F. RELATIVES
   G. SERVANTS
   H. OTHERS (SPECIFY)
25. IF FAMILY MEMBERS, WHO?
   A. FATHER
   B. MOTHER
   C. BOTH PARENTS
   D. SPOUSE
   E. BROTHER
   F. SISTER
   G. SON/S
   H. DAUGHTER/S
   I. COUSINS
   J. OTHERS (SPECIFY)
26. WHY DOES THE ABOVE ACCOMPANY YOU?
   A. JUST FOR THE COMPANY
   B. GOOD AT PURCHASING
   C. GOOD AT BARGAINING
   D. HAS GOOD KNOWLEDGE OF THE PRODUCTS
   E. GOOD CONVERSATOR
   F. WELL KNOWN TO THE SHOP OWNER/KEEPER
   G. GENERALLY
   H. SECURITY
   I. OTHER HELP (SPECIFY)
27. WHAT ARE THE OTHER PURPOSES OF VISITING THE MARKET?
   A. TO PURCHASE
   B. WALKING
   C. MEETING FRIENDS
   D. MEETING RELATIVES
   E. MATRIMONIAL ALLIANCES
   F. SETTLING DISPUTES
   G. ENTERTAINMENT
   H. REFRESHMENT
   I. TO KILL TIME/PASS TIME
   J. OTHER PURPOSES (SPECIFY)

28. HOW MUCH TIME DO YOU SPEND AT THE MARKET GENERALLY?
   A. 15 MINUTES
   B. 30 MINUTES
   C. 45 MINUTES
   D. ONE HOUR
   E. ONE AND HALF HOURS
   F. TWO HOURS
   G. THREE HOURS OR MORE

29. HOW MUCH TIME DO YOU SPEND AT THIS SHOP?
   A. 15 MINUTES
   B. 30 MINUTES
   C. 45 MINUTES
   D. ONE HOUR
   E. ONE AND HALF HOURS
   F. TWO HOURS
   G. THREE HOURS OR MORE

30. ARE YOU A REGULAR CUSTOMER OF THIS SHOP?
    YES/NO

31. IF YES, HOW OFTEN DO YOU COME TO THIS SHOP?

32. IF YES, WHY DO YOU COME TO THIS SHOP PARTICULARLY?
   A. PROVIDES GOOD PRODUCTS
   B. GIVES CONCESSION/DISCOUNTS
   C. GOVES CREDIT/INSTALLMENT FACILITY
   D. EXCHANGE OF PRODUCTS IS PERMISSIBLE
   E. HOME DELIVERY SERVICE
   F. SPEAKS NICELY AND ADDRESSES POLITIELY
   G. FRIEND
   H. RELATIVE
   I. BELONGS TO YOUR OWN CASTE
   J. BELONGS TO YOUR OWN COMMUNITY
   K. COMES FROM THE SAME VILLAGE
   L. OTHERS (SPECIFY)

33. AT THE TIME OF PURCHASING DO YOU TALK ANYTHING ELSE OTHER THAN BUSINESS?
    YES/NO
34. IF YES, WHAT?
   A. PRICE INDEX AND INFLATION, ETC
   B. POLITICS
   C. FAMILY MATTERS
   D. COMMUNITY
   F SOCIAL CONCERN/SOCIETY
   G. OTHERS (SPECIFY)

35. DOES THE SHOP OWNER PROVIDES OR OFFERS YOU ANY REFRESHMENTS?
   YES/NO

36. IF YES, HOW DO YOU FEEL?
   A. DELIGHTED
   B. HAPPY
   C. RELIEVED
   D. NOTHING

37. DO YOU EXPECT SUCH THINGS?
   A. YES
   B. SOMETIMES
   C. IF THEY GOE NO PROBLEM
   D. NO
   E. NOT AT ALL

38. APART FROM THE PRESENT BUSINESS RELATIONSHIP, DO BOTH OF YOU HAVE ANY OTHER OCCASION OF MEETING OR RELATIONSHIP?
   A. COMMUNITY HALL
   B. CASTE OR COMMUNITY ASSOCIATIONS
   C. CLUBS AND ORGANISATIONS
   D. OTHERS (SPECIFY)

39. HOW DID YOU COME TO KNOW ABOUT THIS SHOP?
   A. ADVERTISEMENT
   B. INVITED TO THE SHOP’S INAUGURATION
   C. CAME TO KNOW ABOUT THIS SHOP THROUGH VARIOUS SCHEMES OF THIS SHOP
   D. WAS INTRODUCED BY A FRIEND/COLLEAGUE/NEIGHBOUR
   E. WAS INTRODUCED BY A RELATIVE
   F. CAME TO KNOW ON YOUR OWN
   G. OTHERS (SPECIFY)

40. SINCE HOW MANY YEARS YOU HAVE BEEN THE CUSTOMER OF THIS SHOP?

41. WHAT ALL DO YOU EXPECT FROM A SHOP AND THE SHOP OWNER?

42. WAS YOUR FATHER/ELDER MEMBER OF THE FAMILY ALSO HE CUSTOMER OF THIS SHOP?
   YES/NO

43. DO YOU EXCHANGE SUGGESTIONS WITH THE SHOP OWNER IN RESPECTIVE FIELDS?
   YES/NO

44. IS THERE ANY LUCK ASSOCIATED WITH THIS SHOP?
45. HAVE YOU EXPERIENCED HARRAEMENT/BAD EXPERIENCE WHILE PURCHASING IN THE MARKET?
   YES/NO

46. IF YES, WHAT, PLEASE EXPLAIN.

47. WHOM DO YOU PREFER TO BE THE SHOP KEEPER,
   A. MALE
   B. FEMALE

48. REASONS

49. WHERE DO YOU GET THE MARKET INFORMATION FROM?
   A. RADIO
   B. NEWSPAPER
   C. NEIGHBOURS/FRIENDS/COLLEAGUES
   D. RELATIVES
   E. CO-OPERATIVES SOCIETIES
   F. SHOP OWNERS THEMSELVES
   G. OTHERS (SPECIFY)

50. DO YOU VISIT MORE THAN ONE SHOP FOR THE SAME PRODUCT?
   YES/NO

51. IF YES, WHY, GIVE REASONS.

52. WHICH TYPE OF MARKET DO YOU PREFER?
   A. WHOLESALE
   B. RETAIL
   C. CITY MARKET
   D. NEAR RESIDENCE
   E. REGULATED MARKET
   F. OTHERS (SPECIFY)

53. WHAT ARE THE THINGS THAT MATTER WHEN YOU GO TO MARKET IN A SHOP?
   A. LOOKS
   B. GESTURES
   C. CASTE
   D. COMMUNITY
   E. RELIGION
   F. CLASS
   G. FAMILY
   H. DRESS
   I. RECOGNITION
   J. DECORATION OF THE SHOP
   K. OTHERS (SPECIFY)

54. HOW DOES YOUR SHOP OWNER RECOGNISES/ADDRESSES YOU AS WHAT AND HOW?

55. ARE YOU A MEMBER OF ANY ASSOCIATION, CLUB WHERE YOU SHOP OWNER IS ALSO A MEMBER?

56. HAVE YOU EVER FELT THAT THE SHOP OWNERS HAVE CHEATED YOU?
   YES/NO
57. IF YES, HOW AND HOW DID YOU FEEL AND REACT?
58. DO YOU ALWAYS LOOK FOR AGMARK OR ISI SEAL ON THE PRODUCTS OR YOU PURCHASE THE PRODUCT ON THE SHOP OWNER’S ADVICE.
59. OBSERVATIONS:
ATTACHMENT FOR THE SAME CUSTOMER
FOR THE REMAINING 3 SHOPS THEY VISIT:

FOR VEGETABLES
FOR GROCERY
FOR TEXTILES
FOR STATIONERY

1. WHERE DO YOU USUALLY PURCHASE
   A. NEAR YOUR HOUSE
   B. SHOPPING COMPLEX
   C. CITY CENTRE
   D. CITY MARKET
   E. OTHER PLACE (SPECIFY)

2. SINCE HOW MANY YEARS ARE YOU THE CUSTOMER OF THIS SHOP?

3. USUALLY HOW MUCH TIME DO YOU SPEND THERE?
   A. 15 MINUTES
   B. 30 MINUTES
   C. 45 MINUTES
   D. ONE HOUR
   E. ONE AND TWO HOURS
   F. THREE HOURS OR MORE

4. DO YOU DISCUSS ANYTHING ELSE WITH THE SHOP OWNER?
   YES/NO

5. DO YOU KNOW THE BACKGROUND OF THE SHOP OWNER?
   A. NAME
   B. CASTE
   C. RELIGION
   D. NATIVE PLACE
   E. OTHER INFORMATION

6. OTHER OBSERVATION;