Appendix-II

Title: Consumer Behaviour—Towards the Redressal for Their Grievances in Purchasing of Textile Products.

General Instruction to respondents regarding filling the form.

Dear Sir/Madam,

This questionnaire has been designed for the Ph.D. study at the Govt. Home Science College, Chandigarh, Panjab University. You are requested to read the instruction given below while / before filling up the questionnaire.

1. Every question has more than one alternative. Please tick the statement(s), which correspond to your answer.

2. In questions where preference(s) has been asked, for example, if there are 6 options in a question and preference(s) has been asked than assign rank one to the most preferred and the ascending order of preference assign rank 6 to the least preferred.

3. Please do not leave any question unanswered.

4. Information given by you will be kept confidential.
Interview Schedule for the Shopkeepers

Market : ________________________
Respondent’s Shop No. : ________________________
Date : ________________________

GENERAL INFORMATION :
Name of the shop : ________________________
Name of the owner : ________________________

1. Type of Shop : 1. Yardage 2. Readymade 3. Both

2. Which category does the shop fall into?
   1. Company’s showrooms/Franchise Stores
   2. Wholesale & retail shop
   3. Retail outlet
   4. Shopping Mall

3. Do you sell?
   1. Branded Yardage
   2. Branded and unbranded yardage
   3. Branded readymade
   4. Branded and unbranded Readymade

4. Do you sell fabrics
   1. Only for men
   2. Only for women
   3. For both men and women
   4. Only for children
   5. For women & children
   6. For people in all age groups
SPECIFIC INFORMATION

5. For how many years have you been in this business?
   __________ Years

6. Do you have any knowledge about the textile?
   1. Yes □  2. No □

7. If yes
   1. You have got any training
   2. Inherited
   3. None

8. What type of guarantee do you get from the manufacturers?
   1. Shrinkage
   2. Colour fastness
   3. Durability
   4. Fibre content
   5. Replacement

9. When do you give discounts/sales to the consumers?
   1. During some festivals
   2. At the end of a particular season.
   3. To dispose off the surplus material
   4. Due to change in fashion
   5. Because you get concessions from the manufacturers

10. How do you measure the fabric?
    1. Using metre scale
    2. Marks on the table
    3. By counting the folds
    4. Having cut-pieces of measured length
11. Do your employees have the knowledge of the following?  
<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Fabric measuring tools</td>
<td>□</td>
</tr>
<tr>
<td>2. Fabric &amp; its quality</td>
<td>□</td>
</tr>
<tr>
<td>3. Label information</td>
<td>□</td>
</tr>
<tr>
<td>4. Prices of goods</td>
<td>□</td>
</tr>
</tbody>
</table>

12. Do customers look for the labels on all types of fabric?  
   1. Yes □  2. No □

13. What information they look for on bolt for fabric?  
   1. Manufacturer’s name
   2. Type and quality of fabric
   3. Colour fastness
   4. Shrinkage
   5. Price

14. What information customer look for on readymade garments?  
   1. Size of garment
   2. Quality of the fabric
   3. Washing instruction
   4. Colour fastness
   5. Price

15. Do you give bill/cash receipt to the customer?  
   1. Yes □  2. No □

16. If yes, how often.  
   1. For every purchase  
   2. Only on demand  
   3. Only for heavy purchase
17. If no, why do you not give the bill/cash receipt to the customers?
   1. To save the sales tax
   2. Consumers do not demand
   3. It need not have any proof

18. Do you print your conditions/terms on the cash memo/bill?
   1. Yes  □  2. No □

19. Do you mention on the bill that goods once sold will not be returned?
   1. Yes  □  2. No □

20. Are you aware that such writing on the bills and display of such placards in the shop are against consumer protection laws? Tick from the following with which you agree the most.

   1. Partially agree
   2. Agree
   3. Strongly agree
   4. Do not agree

21. Do you get consumers’ complaints?
   1. Yes  □  2. No □

22. If yes, what kind of complaints you get?
   1. Fabric bleeds on washing
   2. Shrinkage in the Length of fabric
   3. Shrinkage in the Length of garment
   4. Fibre content of fabric is not same as printed
   5. Pilling on the fabric on garment
23. **How do you react to the consumers’ complaints?**
   1. Avoid such a situation
   2. Try to tackle the problem verbally
   3. Direct the consumers to approach manufacturers

24. **How do you solve the consumers’ problems?**
   1. Remove the defect
   2. Replace the goods
   3. Refund the price paid
   4. Request the manufacturer to replace/compensate

25. **Have you ever returned the goods to manufacturer on behalf of the customers?**
   1. Yes ☐ 2. No ☐

26. **On receiving complaint from consumer do manufacturer direct you to**
   1. Replace the product
   2. Refund the amount

27. **Are you aware of the Consumer Protection Laws related to sale of clothing and textiles?**
   1. Yes ☐ 2. No ☐

28. **If yes, how have you gained information regarding the above?**
   1. You have a Rule Book on Consumer Protection Laws
   2. You have guidelines from your manufacturers/suppliers
   3. You read newspaper columns regarding the above

29. **Do you abide by these laws?**
   1. Yes ☐ 2. No ☐
30. Are you aware that different consumer organizations function in Chandigarh?
   1. Yes □  2. No □

31. Do you know that consumer forums/consumer courts, consumer coordination council take up consumer complaints regarding purchase and sale of textile goods?
   1. Yes □  2. No □

32. Have you ever approached any of these organizations with regard to purchase of textile products from wholesale sellers?
   1. Yes □  2. No □

33. How do you assess customers?
   a) Purchase behaviour and complaint behaviour
   b) Through redressal mechanism