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BOOKS


JOURNALS


**REPORTS**

Directorate of Economics and Statistics, Government of India, New Delhi


Indian Market Demographics Report, 2015,


*The Indian FMG Industry, 2012.*
UNPUBLISHED THESIS


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Yamane, 1967, samplesize.com
# APPENDIX

**BUYER BEHAVIOUR TOWARDS FAST MOVING GOODS IN THIRUVARUR DISTRICT: A STUDY**

**Questionnaire**

**PERSONAL PROFILE**

<table>
<thead>
<tr>
<th>Name</th>
<th>:-----------------------------------------------------------------------------------</th>
</tr>
</thead>
</table>

1. **Gender**
   - Male [ ]
   - Female [ ]

2. **Age (in years)**
   - 20-40 [ ]
   - 41 – 60 [ ]
   - 61 and above [ ]

3. **Marital Status**
   - Married [ ]
   - Unmarried [ ]

4. **Literacy Level**
   - 1. Upto PUC / +2 [ ]
   - 2. Degree / Diploma [ ]
   - 3. Post Graduate Degree [ ]
   - 4. Professional Degree [ ]

5. **Occupation**
   - Employee [ ]
   - Business [ ]
   - Profession [ ]
   - Agriculture [ ]
   - Household [ ]
   - Others [ ]

6. **Annual Income (in Rs.)**
   - Upto Rs. 1 lakhs [ ]
   - Rs.1 -2 lakhs [ ]
   - Rs. 2-3 lakhs [ ]
   - Above Rs.3 lakhs [ ]

7. **Type of Family**
   - Joint family [ ]
   - Nuclear family [ ]

8. **Area of Residence**
   - Village [ ]
   - Town [ ]
SHOPPING PATTERN

9. For how long do you buy selected or favourite brand of the FMGs?
   1. Just for one year [ ]
   2. 1-2 years [ ]
   3. 2 years and above [ ]

10. How often do you buy the FMGs for your family?
   1. Weekly once [ ]
   2. Fortnightly once [ ]
   3. Monthly once [ ]
   4. Occasionally [ ]

11. What is the source of awareness to you about the newly marketed FMGs?
   1. Friends / Relatives [ ]
   2. Neighbours [ ]
   3. Advertisement [ ]

12. What type of buying is yours in the case of shopping for FMGs ate every time?
   1. Planned buying [ ]
   2. Occasional buying [ ]

13. How much amount do you spend to buy the FMGs?
   1. Upto Rs.200 [ ]
   2. Rs.201-400 [ ]
   3. Rs.401 – 600 [ ]
   4. Rs.601 and above [ ]

14. Do you have any grievance/complaint towards these FMGs?
   1. Yes [ ]
   2. No [ ]

INFLUENCING FACTOR

Influencing Person
15. Who has influenced you to buy the particular brand of FMGs?
   1. Friends/Relatives [ ]
   2. Salesman [ ]
   3. Myself [ ]

Influencing Aspect
16. Which has influenced to buy the particular brand of FMGs?
   1. Quality of the goods [ ]
   2. ‘Reasonable price’ [ ]
   3. Easy availability [ ]
   4. Advertisement [ ]
### AWARENESS TOWARDS THE FMGs

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variable</th>
<th>Fully aware</th>
<th>Sufficiently aware</th>
<th>Less aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.</td>
<td>Categories of the FMGs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.</td>
<td>Availability of different brands of the FMGs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19.</td>
<td>Concessions /discount offers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.</td>
<td>The name of the company of the FMGs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21.</td>
<td>Price changes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22.</td>
<td>Recent Changes of the FMG sector</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### SATISFACTION

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variable</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>23.</td>
<td>Price of the Products</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24.</td>
<td>Quality</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25.</td>
<td>Approach of the Staff</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26.</td>
<td>Location of the shop</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27.</td>
<td>Advertisement</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28.</td>
<td>Availability of variety of goods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29.</td>
<td>Customer relationship of the Company</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30.</td>
<td>Reliability</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>31.</td>
<td>Relationship with the salesmen</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32.</td>
<td>Information providing by the company</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33.</td>
<td>Different brands</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### ATTITUDE

#### 1. Price

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variable</th>
<th>Attitude Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>34.</td>
<td><strong>Immateriality of price</strong></td>
<td>Price is immaterial to me for my favourite brand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>35.</td>
<td><strong>Lesser Price</strong></td>
<td>Price is less than that of worth of the goods</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>36.</td>
<td><strong>Expectation on reduction of price</strong></td>
<td>Price may be reduced to some extent.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>37.</td>
<td><strong>Willing to bear price even in increase of price</strong></td>
<td>I will bear small rise in price</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>38.</td>
<td><strong>Comparative effort</strong></td>
<td>I compare the price with others’ prices</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 2. Product

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variable</th>
<th>Attitude Statement</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>39.</td>
<td><strong>Nature of products</strong></td>
<td>The FMGs are of home made nature</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>40.</td>
<td><strong>Postponement of consumption</strong></td>
<td>I cannot postpone the consumption of the FMGs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>41.</td>
<td><strong>Availability of Substitutes</strong></td>
<td>There are substitutes to all the FMGs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>42.</td>
<td><strong>Possibility for improvement of products</strong></td>
<td>It is possible to improve the products by all means</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 3. Patronage

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variable</th>
<th>Attitude Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>43.</td>
<td>Continuous support</td>
<td>I will continue my support to my favorite brand of the FMGs even in small rise in price</td>
</tr>
<tr>
<td>44.</td>
<td>Willing to wait</td>
<td>I will wait to buy my favorite brand of the FMGs even there is crowd in shop.</td>
</tr>
<tr>
<td>45.</td>
<td>Willing to argue</td>
<td>I will argue in favour of my favorite FMGs with others.</td>
</tr>
<tr>
<td>46.</td>
<td>Willing to come back</td>
<td>I will come back to the shop if a particular brand of the FMG is not instantly available (instead of buying other brand)</td>
</tr>
<tr>
<td>47.</td>
<td>Reluctant to criticize</td>
<td>I am reluctant to criticize the company of the FMGs</td>
</tr>
<tr>
<td>48.</td>
<td>Willing to recommend</td>
<td>I am willing to recommend the my favorite FMGs to others</td>
</tr>
<tr>
<td>49.</td>
<td>First Preference</td>
<td>I give first preference to my favorite FMGs products</td>
</tr>
</tbody>
</table>
4. Image

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variable</th>
<th>Attitude Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>50.</td>
<td>Maintenance of friendliness</td>
<td>The FMG companies always maintains customer friendliness.</td>
</tr>
<tr>
<td>51.</td>
<td>Close Relationship</td>
<td>I have close relationship with the shop</td>
</tr>
<tr>
<td>52.</td>
<td>Sentimental touch</td>
<td>I am sentimentally attached with the selected brands of the FMGs</td>
</tr>
<tr>
<td>53.</td>
<td>Competitive competency</td>
<td>My favorite FMG company can compete with others easily</td>
</tr>
<tr>
<td>54.</td>
<td>Service motive</td>
<td>The FMG sector renders real services to the society.</td>
</tr>
<tr>
<td>55.</td>
<td>Emphasis on Quality</td>
<td>The FMG sector emphases quality of products rather than profit.</td>
</tr>
</tbody>
</table>
5. Trust

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Variable</th>
<th>Attitude Statement</th>
</tr>
</thead>
<tbody>
<tr>
<td>56.</td>
<td>Trustworthy policies &amp; Practices</td>
<td>The policies and practices of the FMG sector are trustworthy.</td>
</tr>
<tr>
<td>57</td>
<td>Faith on quality</td>
<td>I trust on quality of the FMGs</td>
</tr>
<tr>
<td>58</td>
<td>Faith on the advertisements</td>
<td>I believe on advertisements of the FMG companies.</td>
</tr>
</tbody>
</table>