Questionnaire Survey for Customers of Big Bazaar

Questionnaire No: 

Company Code: BB

(INTERVIEW THOSE SHOPPERS WHO HAVE JUST FINISHED SHOPPING AND CARRYING THE MERCHANDISE WITH THEM)

Hello, my name is Noor Firdoos Jahan. I am a university research scholar, I am now conducting a market survey, may I spare a few minutes with you?

1. Have you just purchased those merchandise from Big bazaar?
   1. Yes
   2. No (Interview ended)

2. Apart from this store, which stores you have visited and plan to visit today
   1. Total
   2. Vishal Mega Mart
   3. Reliance Mart
   4. Spar
   5. Star Bazaar
   6. Spencer
   7. Any other
   8. None

3. How did you come to know about this retail outlet
   a) Friends [ ]
   b) Television [ ]
   c) Newspapers [ ]
   d) Any other [ ]
   e) Near by [ ]

4. Since how long you are visiting this hypermarket?
   a) <1 year [ ]
   b) 3-4 year [ ]
   c) 2-3 year [ ]
   d) > 4 year [ ]

5. Where did you purchase before coming to this outlet
   a) Local kirana’s shop [ ]
   b) Food world [ ]
   c) Nilgiris [ ]
   d) Hyper Markets, specify [ ]
   e) Any other [ ]
6. General speaking, when you are going to select a store for shopping purpose, how would you rate the following store attributes? With 1 being very unimportant and 5 being very important. Please indicate the appropriate answer.

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7. From your personal point of view, how do you feel about the store attributes of the Big Bazaar? Please rate the following store attributes with 1 being very poor and 5 being very good. Please indicate the appropriate answer.

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(Image: with 1 being very old and 5 being very modern)

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(Price: with 1 being very low and 5 being very high)

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8. General speaking, what categories of products you purchase from this store?

1) Food & Grocery
2) Apparels
3) Home and Personal care
4) Consumer Electronics
5) Furniture and Furnishing
6) Food & Grocery and Apparels
7) Food & Grocery and Home and Personal care
8) Food & Grocery and Consumer Electronics
9) Food & Grocery and Furniture and Furnishing
10) Food & Grocery, Apparels, Home and Personal care
11) Food & Grocery, Home and Personal care, Consumer Electronics
12) All products

9. General speaking, what is the amount of expenditure you spend in this store each time?

1. Less than Rs. 1000
2. Rs. 1000 – Rs. 2000
3. Rs. 2000 – Rs. 3000
4. Rs. 3000 – Rs 4000
5. Rs. 4000 – Rs 5000
6. Rs. 5000 – Rs 6000
7. More than Rs. 6000

10. General speaking, what is the frequency of patronage to this store

1. Once every three months
2. Once every two months
3. Once a month
4. Twice a month
5. Three times a month
6. Four times or more a month
7. Daily

11. Please tell me the reasons why you like to shop in Big bazaar?

1. Low price
2. Reasonable price
3. Good quality
4. Good product variety
5. Good product fashion/style
6. Good service
7. Good shopping atmosphere
8. Convenient location
9. Good company goodwill
10. Product guarantee
11. Feeling of security
12. Good advertising and promotion
13. Emotional liking
14. Other (please specify)
15. Reasonable price and Convenient Location
16. Reasonable price and Good Shopping atmosphere
17. Good Product Variety and Convenient Location

12. Please tell us about yourself:

Name _________________________________________________________

Age (yrs): Sex: M/F
(18 – 21)
(21- 25)
(25- 35)
(35- 45)
(45 & above)

House hold income level: (12000 – 15000) pm
(15000 – 25000) pm
(25000 – 35000) pm
(35000 – above) pm

Occupation:
1. Software Engineer
2. Professional
3. Teacher
4. Entrepreneur
5. Manager/Section head
6. Housewife
7. Student
8. Retired
9. Others (please specify)

_____________________________________________________________________

Address ___________________________________________________________

Thank You For Your Cooperation!
Questionnaire Survey for Customers of Total

Questionnaire No:                                                                      Company Code: TL

(INTERVIEW THOSE SHOPPERS WHO HAVE JUST FISHED SHOPPING AND CARRYING THE MERCHANDISE WITH THEM)

Hello, my name is Noor Firdoos Jahan. I am a university research scholar, I am now conducting a market survey, may I spare a few minutes with you?

1. Have you just purchased those merchandise from Total?
   1. Yes
   2. No (Interview ended)

2. Apart from this store, which stores you have visited and plan to visit today
   1. Big bazaar
   2. Vishal Mega Mart
   3. Reliance Mart
   4. Spar
   5. Star Bazaar
   6. Spencer
   7. Any other
   8. None

3. How did you come to know about this retail outlet
   a) Friends [ ] b) Television [ ] c) Newspapers [ ]
   d) Any other [ ] e) Near by

4. Since how long you are visiting this hypermarket?
   a) <1 year [ ] c) 2-3 year [ ]
   b) 3-4 year [ ] d) > 4 year [ ]

5. Where did you purchase before coming to this outlet
   a) Local kirana’s shop [ ] b) Food world [ ] c) Nilgiris [ ]
   d) Hyper Markets, specify [ ] e) Any other [ ]
6. General speaking, when you are going to select a store for shopping purpose, how would you rate the following store attributes? With 1 being very unimportant and 5 being very important. Please indicate the appropriate answer.

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Occupation:
7. Software Engineer
8. Professional
9. Teacher
10. Entrepreneur
11. Manager/Section head
12. Housewife
7. Student
8. Retired
10. Others (please specify)
_________________________________________________

Address ___________________________________________________

Thank You For Your Cooperation!
Questionnaire to retail organizations

General:
1. When was your hypermarket launched in India?

2. What was the reason for launching?

3. What kind of setup was required, in terms of:
   a. Finance
   b. Logistics
   c. Human Resources

Parameters:

A) Corporate Profile:

1. Are you an independent organization or are you owned by a larger company?

2. What is the size of the parent company, and how is its performance?

3. What is your current size in terms of:
   a. Finance
   b. Human Resources

B) Market entry & growth:

1. When and where was the first hypermarket opened?

2. How many outlets have been opened, in how many cities and over how much time?

3. What kind of growth has taken place in terms of:
   a. Finance
   b. Human Resources
   c. Products & Services

C) Marketing Mix:
1. Product:
   a. What kind of product variety exists?
   b. What is the product line strength and width?
   c. What are the quality standards for the products?

2. Pricing:
   a. What sort of pricing policy do you have?
   b. What factors affect the pricing policy?

3. Process:
   a. How do you approach customers?
   b. What kind of automation/equipment do you use?

4. Positioning:
   a. What is your target market & consumer profile?
   b. How have you positioned your brand image?
   c. In what way have you positioned the following, to appeal to your target market and sync with your brand image:
      i. Products
         - Product Mix
         - Variety
         - Packaging
      ii. Prices
      iii. People/ Employees
         - Employee profile
         - Uniforms and dress code
         - Employee code of conduct
iv. Physical evidence
- Décor & Architecture
- Colors, images and displays
- Product literature (Menus, magazines, etc)
- Websites, magazines

v. Locations

5. Promotions
   a. What is the media and mode of advertising?
   b. What kind of advertising campaign and sponsorships do you carry out?
   c. What are your P.R. activities?
   d. What kind of sales promotion activities do you carry out?
   e. Do you have any promotional collaboration with external organizations?

6. Distribution:
   a. Are the outlets company owned or franchise owned, or both?
   b. What sort of coverage do you enjoy internationally, nationally? or locally?
   c. What are the locations for your outlets? How and why do you pick these locations?
   d. What are the average inventory/ stock levels for your products?
   e. What sort of inventory/ stock distribution takes place?
   f. What sort of transport facilities exist for products & equipment?

D) Human Resources:

1. Employee profile:
   a. What kind of employee profile do you have for your outlets?

2. Recruitment & Selection:
   a. What are your recruitment/ hiring policies?
b. What are your sources for recruitment?

c. What is the recruitment & selection process?

d. How often do you recruit?

3. Training & Development:

a. What is your training & development policy?

b. How often are your employees trained?

c. Do you conduct any kind of skill/ personality development seminars for your employees?

4. Employee working hours & conditions:

a. What are the average working hours of your employees?

b. What is the average number of shifts in a day?

c. What kind of working conditions are provided to the employee?

5. Employee code of conduct:

a. Do you have a special policy for code of conduct of your employees?

b. What sort of codes exist for your employees in terms of:
   i. Mannerisms
   ii. Behavior
   iii. Attitude

c. How is this code of conduct infused into your employees? How often is it regulated?

6. Promotion policy:

a. What are the promotion opportunities for employees who are a part of your hypermarket?
b. For higher positions, do you promote from within or recruit from outside?

7. Performance appraisal:
   a. How often do you undertake performance appraisal?
   b. Is the performance appraisal conducted downwards?
   c. Does you undertake exit interviews also?

8. Employer turnover & retention:
   a. What is your current rate of employee turnover?
   b. What are your policies to improve employee retention?

Please tell us the something about yourself
Name -----------------------------------------------------------------
Address -----------------------------------------------------------------

Thank You For Your Cooperation!