Questionnaire

Name of respondent: ____________
Age of respondent: ____________
Address of respondent: ____________
Phone number of respondent: ____________
Email address of respondent: ______________

Questionnaire for Channel Members:

Please answer the following questions in the spaces provided. These questions are based on rural marketing methods and strategies.

Q1) Customized marketing strategies affects the growth of the company in the rural market?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q2) Advertising affects the sales figures of the company?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q3) Sales promotion activities in rural areas are totally different than urban areas?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q4) Rural marketing is more challenging and needs more customized products to satisfy the needs of the rural customers?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree
Q5) Considering the fact that no digital form of marketing can be used in rural marketing, does this pose as a phenomenon which restricts the profit?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q6) Rural consumers are more price sensitive, the image of the brand doesn’t get affected by low quality products?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q7) The FMCG major HUL’s aggressive rural strategies provide a threat to the chances of your growth in rural areas?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q8) Heavy investment on packaging affects the sales of the product?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q9) Which form of advertising is more suitable for rural areas?
   • Media & Print Media
   • Radio
   • Melas/fairs
   • Wall Painting
   • Any Other (Please Specify)……………………………………………………….
Q10) Retailers in rural areas affects the purchasing decision of rural consumers?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q11) Rural Consumer still prefers to buy products from HAATS and Mela’s, due to their price sensitive nature?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q12) Distributors and Retailers play an important role in the success of the organization in terms of sales of the products and profits?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q13) “Word of Mouth” considers to be the most trusted source of communication in rural areas, so it becomes the most important method of publicity?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q14) The most effective strategy for the promotion of the product?
   • Wall paintings
   • Customer contact
   • Van campaigns
   • Event management
   • Radio
   • Any other (pls specify)……………………….
Q15) Which company between Dabur India Ltd. and GCPL is more aggressive in their marketing in rural areas?
   • Dabur India Ltd.
   • Godrej Consumer Products Ltd.

Q16) Sparsely populated areas of population less than 500 are generally being ignored due to poor connectivity?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q17) Attractive packaging enables customers to buy a product?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q18) Small Packs of FMCG products are more in demand in comparison to bigger packs in rural areas?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q19) Similar discount policy as urban counterparts affects the sale of FMCG products in rural areas.
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree
Q20) Which marketing strategy or scheme dramatically affects the sale of products?
   • Availability
   • Good Advertising
   • Low Price/Cost
   • Recommendations
   • Word of Mouth

Q21) According to you, in-store advertising affects the consumers' preference?
   • Yes
   • No

Q22) Does a change in price of a product affect consumers' preference?
   • Yes
   • No
Questionnaire

Name of respondent: ____________
Age of respondent: ______________
Address of respondent: ____________
Marital Status: ________________
Educational Qualification: ______________
Occupational Background: ______________
Annual Income: ________________
Phone number of respondent: ____________

Questionnaire for rural consumer:

Q1) What influenced you to buy a particular brand?
   a) Attractive packaging
   b) Shop display & Advertising
   c) Word of mouth
   d) Dealer
   e) Any other (please specify) .................................................................

Q2) Promotional schemes affect the purchasing decision .
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q3) The advice of Retailer and Wholesaler affects your buying decision at the last.
   • Strongly Agree
   • Agree
   • Neutral
• Strongly Disagree
• Disagree

Q4) Attractive Packaging motivates and enables customer to buy the product.
• Strongly Agree
• Agree
• Neutral
• Strongly Disagree
• Disagree

Q5) In case any company launches different promotional schemes on their products. Which factor will change your buying decision.
• Money back offer
• Prizes on bottle cap
• Prizes on the specific number of bottle caps.
• Bumper Prize.

Q6) If a particular brand is not available with the retailer you will?
• Drop the idea of buying products.
• Go to another retail outlet
• Try another (competitor’s) brand.
• Ask the retailer to make the brand available in few days.

Q7) Visual advertisements on television are more effective then audio advertisements on Radio.
• Strongly Agree
• Agree
• Neutral
• Strongly Disagree
• Disagree
Q8) Among different advertisement techniques, which of the following you like most?

- Media & Print Media
- Radio
- Melas/fairs
- Wall Painting
- Billboards

Q9) Low priced products are preferred over high priced products?

- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

Q10) Do you buy small packets of FMCG products in comparison to bigger packets?

- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

Q11) Do you travel outside the village to purchase goods?

- Yes
- No

Q12) If yes, then why?

- Reasonable prices
- Better product service
- Credit facilities
- High quality goods
- Variety of goods

Q13) Do you have any specific preference for only one retailer?

- Yes
- No
Q14) If yes, what makes you to go to a particular Retailer?
• Nearer to Home
• Extension of Credit
• Availability of Quality goods
• Availability of Variety of goods
• Reasonable prices
• Good Behaviour and Courtesy of Retailer

Q15) How much distance you travel to buy the goods?
• 0 to 3 kms
• 4 to 7 kms
• 8 to 10 kms
• 11 and above

Q16) What suggestions could you provide for better customer-retailer and customer-producer relationships with regards to the FMCG products?
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Q17) Which one of the following policies affects your selection?
• Discount Policy
• Promotional Policy

Q18) Dabur India Ltd. product width includes:
• Health Care & Digestives
• Personal Care
• Home Care
• Skin Care
• Foods
• Ayurvedic Specialities
• All of these

Q19) Godrej Consumer Products Ltd. product width includes:
• Soaps
• Toiletries
• Hair Care
• Household Care
• Fabric Care
• All of these
Q20) Colorful Packaging influences your buying motives and decision making to buy a FMCG product?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q21) Presence of celebrities in the advertisements influences you to buy a product?
   • Strongly Agree
   • Agree
   • Neutral
   • Strongly Disagree
   • Disagree

Q22) According to you, In-store advertising affects your purchase decision?
   • Yes
   • No

Q23) Whether do you have any knowledge regarding Dabur India Ltd.?/Products of Dabur India are popular among rural consumers.
   • Yes
   • No

Q24) How did you get to hear about Dabur India Ltd.?
   • TV
   • Internet
   • Word of Mouth
   • Print
   • Others
Q25) Whether do you have any knowledge regarding Godrej Consumer Products Ltd.? Products of Godrej Consumer are known among rural consumers.

- Yes
- No

Q26) How did you get to hear about Godrej Consumer Products Ltd.?

- TV
- Internet
- Word of Mouth
- Print
- Others