

APPENDICES: I

Questionnaire to Retail Customers

AN EMPIRICAL STUDY ON CUSTOMERS' PERCEPTION ON SELECTED BRANDED RETAIL OUTLETS IN COIMBATORE CITY

Questionnaire

Please put a tick mark in the appropriate boxes whichever is applicable

I. DEMOGRAPHICS FACTORS

1. Name : _____ (Optional)

2. Address with Phone no.: _____

City / State _____

Telephone Number / Mobile No: _____

3. Sex : a) Male b) Female

4. Age : a) 15 – 20 years b) 21 – 30 years

c) 31- 40 years d) 41 years & above

5. Marital Status : a) Married b) Unmarried c) Others

6. Educational Qualification: a) Illiterate b) School level c) HSC

d) UG e) PG f) Professional

7. Kindly mention your type of family? a) Nuclear b) Joint

8. How many dependents are in your family? _____

9. How many earners are in your family? _____

11. Please mention the area of residence. a) Rural b) Semi urban c) Urban

12. Occupation : a) Agriculturist b) Business

c) Professional d) Service e) Others

13. Kindly mention your monthly income inclusive of family members.

- a) Below Rs. 10,000 b) Rs. 10,001 – Rs. 15,000
c) Rs. 15,001 – Rs. 20,000 d) Rs. 20,001 – Rs. 25,000
e) Rs. 25,001 – Rs. 30,000 f) Above Rs. 30,000

14. Please mention your monthly expenditure (in thousands) approximately.

Expenditure - Rs. _____

15. What is your frequency of purchase?

- a) Weekly b) Fortnightly c) Monthly d) Occasionally

16. How do you plan for your purchase?

- a) Door delivery b) Cash – in – hand c) Offer Purchase
d) Credit / Debit card Purchase f) Sodexo g) None

17. Sources of awareness about the branded retail outlet.

- a) Personal awareness b) Friends / Relatives c) Media
d) Business Circle e) Newspaper and Magazine f) Internet

18. Is there any reason for purchasing in a particular retail outlet?

- a) Parking facility b) Correct weighing machine c) No adulteration
d) Reasonable price e) Offers f) Card Purchase

19. Which type of products you normally purchase?

- a) Branded Products b) Non – branded Products

20. How much is your monthly budget for your Retail Purchase?

- a) Rs. 2,500 – Rs. 4,500 b) Rs. 4,501 – Rs. 6,500
c) Rs. 6,501 – Rs. 8,500 d) Rs. 8,501 – Rs. 10,000 e) Above Rs. 10,001

21. Which loyalty programmes do you prefer while shopping?

- a) Discount Sale b) Point System c) Credit Base System
 d) Privilege Card e) None

22. What retail outlets do you use?

- a) Big Bazaar b) More c) Nilgiris d) Reliance e) Spencer's

23. **Awareness Level: Branded Retail Outlet** *Please tick anyone for each*

Kindly mention the level of awareness of the retailers.

SA – Strongly Agree, A – Agree, N – Neutral, DA – Disagree, SDA – Strongly Disagree

S. No.	ATTRIBUTES	SA	A	N	DA	SDA
1.	Brand					
2.	Products Category					
3.	Branches – (City wise)					
4.	Advertisement					
5.	Quality					
6.	Customer Service					
7.	Price					
8.	Promotions					
9.	Discounts					
10.	Trademarks					
11.	Brand personality					
12.	Physical Environment					
13.	Coupons					
14.	Free Gifts					
15.	Traffic					
16.	Proximity					
17.	Secured shopping					
18.	Self service (help yourself)					
19.	Quantity					

24. **Perception towards: - Branded Retail Outlet** *Please tick anyone for each*

SA – Strongly Agree, A – Agree, N – Neutral, DA – Disagree, SDA – Strongly Disagree

S. No	Perception on purchase attributes	SA	A	N	DS	SDA
1	Acceptance of Branded Retail Outlet					
2	Complaints clearance					
3	Shopping environment					
4	Credit and debit card acceptance					
5	Free door delivery					
6	Reasonable price					
7	Credit purchase					
8	Effective CRM					
9	Speedy packing and billing					
10	Customer friendly					
11	Availability of all branded products					
12	Offers for loyal customer					
13	Replacement / exchange option					
14	Privilege Card					
15	Multi point paying (bill payment) facility					
16	Trolley Facility					
17	Kids Entertainment area / junction					
18	Emergency Exit					
19	Rest room					
20	Waiting Hall					

25. **Level of satisfaction: - Branded Retail Outlet** *Please tick anyone for each*

SA – Highly Satisfied, S – Satisfied, N – Neutral, DS – Dissatisfied and HDS –

Highly dissatisfied

S. No	VARIABLES	HS	S	N	DS	HDS
1	Customer Service					
2	Quality					
3	Price					
4	Availability of products					
5	Parking Facility					
6	Visually appealing physical facilities					
7	Promises					
8	Willingness to help customers					
9	Response					
10	After sales service					
11	Employee's knowledge of the product					
12	Mode of Payment					
13	Hygienic (Food) Condition					
14	Complaint Handling					
15	Follow-up					
16	Whether employees are concern towards the customer					
17	Quantity (weight)					

26. **Acceptance on service level - Branded Retail Outlet** Please tick anyone for each

SA – Strongly Agree, A – Agree, N – Neutral, DA – Disagree, SDA – Strongly Disagree

S. No	Level of Agreement	SA	A	N	DA	SDA
1	Quote your opinion towards if a product is out of stock in a retail outlet "I would substitute rather than go to another store to get it.					
2	I would rather shop in a large retail outlet than a small retail outlet.					
3	I use as many coupons as I can to keep my grocery bill down.					
4	The way retail outlets are laid out makes it easy to find the products I need.					
5	Computerised checkout scanners benefit shoppers.					
6	I normally buy some products on my grocery shopping trip that planned.					

27. **Problems faced: - Branded Retail Outlet** Please tick anyone for each

SA – Strongly Agree, A – Agree, N – Neutral, DA – Disagree, SDA – Strongly Disagree

S. No	VARIABLES	SA	A	N	DA	SDA
1	Poor Outlet Maintenance					
2	Lack of Quality					
3	High Price					
4	Lacking Salesmanship					
5	Improper Communication					
6	Limited Billing Booths					
7	Lack of Service					
8	Lack of Knowledge					
S. No	VARIABLES	SA	A	N	DA	SDA

