

- 2) On what basis do you select your retailer?
 - a) Credit facility
 - b) Good quality
 - c) Reasonable rates
 - d) Other facilities

- 3) Where from you make your purchases?
 - a) Local dealers
 - b) Co-operatives
 - c) Village weekly bazar

- 4) What quantity do you purchase at a time?
 - a) For daily requirements
 - b) For weekly requirements
 - c) Monthly requirements
 - d) Annual requirements

- 5) What quality usually do you prefer?
 - a) High quality
 - b) Medium quality
 - c) Low quality

- 6) How do you make your purchases?
 - 1) On credit
 - 2) For cash
 - 3) Both cash and credit

- 7) Do you bargain while : Yes / No
making your purchases?

- 8) Do you get advice from : Yes / No
your trader?
If yes, what type? : 1) About quality
2) About price
3) About availability
4)
- 9) What are the sources of your purchases for consumer durable goods?
a) Traders
b) Kolhapur / Sangli / Bombay
- 10) Do you demand specific : Yes / No
brands or few goods?
If yes, give examples
- 11) Are you satisfied with the quality of goods supplied by
your trader? Yes / No
- 12) Are you satisfied with the rates charged by your suppliers?
Yes / No / Sometimes
- 13) Is there any adulteration in the goods purchased by you?
Yes / No / Sometimes
- 14) Whether do you get correct weight from retailer?
Yes / No
- 15) Are you satisfied with the services provided by your supplier?
Yes / No / Sometimes
- 16) Are you satisfied with the overall performance of your suppliers?
Yes / No / Sometimes

- 17) What problems do you face at the time of purchasing groceries?
- a) Selection of the shop
 - b) Selection of goods
 - c) Quality of goods
 - d) Adultration
 - e) High rates
 - f) Any other

[C] OPINIONS

- 1) Do you ever feel that you are not satisfied with your purchases?
- a) Often
 - b) Occasionally
 - c) Very rarely
 - d) Never
- 2) Are you satisfied as regards quality and price of goods?
- a) Often
 - b) Occasionally
 - c) Very rarely
 - d) Never
- 3) Are you satisfied as regards the weights and measures?
- a) Often
 - b) Occasionally
 - c) Very rarely
 - d) Never
- 4) Do you enjoy hire purchase/institutional buying facilities?
- Yes / No

If these facilities are made available, will you purchase consumer durable goods, offer your preferences

- a) Furniture
- b) Electric appliances
- c) Vehicles
- 4) T. V. / Radio

5) Will you join co-operative society, if formed?

Yes / No

Please specify the reason

6) What are your suggestions (if any), for improving retailing business?