

APPENDIX IVQUESTIONNAIRE FOR BUYERS :A PERSONAL :

- 1) Name : -----
- 2) Address : -----  
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- 3) Age : -----
- 4) Occupation : -----
- 5) What is your annual income ?  
: 1) Up to Rs.6,400/-  
2) Rs. 6,400 to Rs.20,000/-  
3) Rs.20,001 & Above
- 6) What is your family size? :  
Male Female Total  
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Aged Up to 5 Years : -----  
6 to 20 years : -----  
Above 20 years : -----
- 7) Do you save regularly? : Yes / No.
- If yes Where ? : In Banks/ Post Office  
Insurance
- How much annually ? : Rs. -----

B) BUYING BEHAVIOUR :

- 1) Who takes the buying decision ? : 1) Chief Earner  
2) House Wife  
3) Children  
4) Jointly
- 2) Where from you make your purchases ? : 1) Local Dealers  
2) Malavan  
3) Co-operatives  
4) Bazar Village

- 3) What quantity do you purchase at a time ? : 1) For Daily Requirements  
2) Weekly Requirements  
3) Monthly Requirements  
4) Annual Requirements
- 4) Do you make your purchases from a particular dealer ? : Yes / No  
If yes, why ? : 1) Patronage  
2) Convenience  
3) Facilities  
4) Economical
- 5) What quality usually do you prefer ? : 1) High  
2) Medium  
3) Low
- 6) How do you make your purchases? : On credit/ For cash/Both
- 7) Do you bargain while making purchases ? : Yes / No.
- 8) Do you purchase ready-made garments ? : Yes / No.  
If yes why ? : 1) Cheap  
2) Durable  
3) Easily available  
4) Follow others
- 9) Do you prefer modern,decent, plastic goods etc. to traditional type of goods ? : Yes / No.  
If yes, why ? : 1) Cheap  
2) Durable  
3) Attractive  
4) Just follow others

- 10) Do you get advice from your trader ? : Yes / No.  
 If yes, of what type ? : 1) About Quality  
 2) About Price  
 3) About Availability  
 4) -----
- 11) What are the sources of your purchases of consumer durable goods ? : 1) Traders  
 2) Relatives  
 3) Kolhapur/Bombay
- 12) Do you demand specific brand of few goods ? : Yes / No.  
 If yes, give examples . : -----  
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C) OPINIONS :

- \*) Do you ever felt that you were not satisfied with your purchases? : 1) Often  
 2) Occasionally  
 3) Very rarely  
 4) Never
- i) As regards quality/price
- ii) As regards weights and measures .. : 1) Often  
 2) Occasionally  
 3) Very rarely  
 4) Never
- 2) Do you enjoy hire purchase/Inst. buying facilities? : Yes / No  
 If these facilities are made available will you purchase consumer durable goods? Offer your preference.. : 1) Furniture  
 2) Ele.Appliances  
 3) Vehicles  
 4) T.V./Radio
- 3) Will You Join co-operative society, if formed? : Yes / No.  
 Why or Why not ? : -----  
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- 4) What are your suggestions(if any) for improving retailing ? : -----  
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