## APPENDIX - B

## QUESTIONNAIRE FOR CONSUMERS

[A]	PERSONAL INFORMATION	
1)	NAME OF THE CONSUMER :	
2)	ADDRESS :	
3)	AGE :	
4)	EDUCATION :	
5)	OCCUPATION :	
6)	What is your annual income?	1) Upto Rs. 6,000
	<i>,</i>	2) Rs. 6,001 to 20,000
		3) Above Rs. 20,000
7)	What is your family size? :	
	MALE	FEMALE TOTAL
	Aged upto 5 years	
	6 to 20 years	
	Above 20 years	
8)	Do you save regularly?	Yes / No
	If yes, where? :	Bank/Post Office/Insurance
	How much you save annually	Rs
[B]	BUYING BEHAVIOUR	
1)	Who takes the buying decisions?	
	a) Chief Earner	b) Housewife
	c) Children	d) Jointly

2)	On what b	asis do you select	your retail	leŗ?			
	a)	Credit facility	•				1.
	b)	Good quality					
	c)	Reasonable rates					
	d)	Other facilities					
3)	Where from	ı you make your pı	urchases?				
	a)	Local dealers		,			
	b)	Co-operatives					
	c)	Village weekly ba	zar				
4)	What quan	tity do you purcha	se at a tim	ne?			
	a)	For daily requires	ments				
	b)	For weekly requir	eme n ts				
	c)	Monthly requireme	nts				
	d)	Annual requiremen	nts				
5)	What quali	ity usually do you	prefer?				
	a)	High quality					
	b)	Medium quality					
	<b>c)</b>	Low quality					
6)	How do yo	u make your purch	ases? 1	ι)	On credit		
			2	2)	For cash		
			3	3)	Both cash	and cre	dit
7)	Do you ba	rgain while :	,	Yes	/ No		
	making yo	ur 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 their 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 supplies?	
	Yes / No / Sometimes	

17)	What prob	lems 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 eve	er feelthat you are not satisfied with your purchases?
	a)	Often
	<b>b</b> )	Occasionally
	c)	Very rarely
	<b>d)</b> ,	Ne ver
2)	Are you s	atisfied as regards quality and price of goods?
	a)	Often
	b)	Occasionally
	c)	Very rarely
	d)	Never
3)	Are you sati	sfied as regards the weights and measures?
	a)	Often
	b)	Occasionally
	c)	Very rarely
	d)	Ne ver
4)	Do you en	joy 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?