# APPENDIX

## APPENDIX

<table>
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<td>300-312</td>
</tr>
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APPENDIX - A

Questionnaire for Consumer

1. Name: ________________________________________________________________

2. Address: __________________________________________________________________

3. Gender: 1. Male 2. Female

4. Age group: 1. 18-19 2. 20-25 3. 26-40 4. 41-60 5. 61-75


6. Monthly Income in Rupees
   1. Less than Rs 10,000 2. Rs. 10000 – 20000 3. Rs 20000 – 30000 4. Rs. 30000-40000
   5. More than Rs. 4000 6. Dependent income group (house wife/student)

7. Generally from where do you purchase?

8. How often do you purchase from your prefer outlet?
   1. Once in week 2. Once in Month 3. Once in forth night 4. More than that

9. Do you like to visit Organized Retail store for your requirement? a. Yes b. No

If “Yes” then go to next question, If “No” THANKS for UR Valuable time (Move to Next Respondent)

10. What is your purpose to visit organize retail store?

11. Why do you prefer to visit Organized Retail Store?
    1. Learning about new trends 2. Large Variety 3. Pleasure Shopping
    4. Good Offers 5. Good Service 6. Good Quality
    7. Entertainment

12. From which source do you collect information about Organized Retail Store?
    1. Magazine 2. Friends 3. Family
    4. Sales Person 5. Website 6. Advertising
    7. Inspection 8. Memory of Past Search or Experience
13. Which factors are considered on the choice of your selection of organized retail shop?

1. Retail shop Image  
2. Retail Outlet Location and Side 
3. Stock outs  
4. Retail Outlet Atmosphere: Ambient and Physical Condition 
5. Sales Personnel Involvement in Process  
6. Please mention if any other ______________

14. Who are Major decision influencer for your shopping at Organized retail Store?

1. Self  
2. Spouse  
3. Joint  
4. Elders  
5. Children  
6. Friend  
7. Please mention if any other ______________

15. What are your Expectation before and actual shopping experience at Organized Retail Store?


<table>
<thead>
<tr>
<th>Attribute</th>
<th>Expectation before shopping</th>
<th>Actual Shopping Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Expectation Regarding Product Quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>B. Expectation Regarding Price</td>
<td></td>
<td></td>
</tr>
<tr>
<td>C. Expectation Regarding Discount and Various scheme</td>
<td></td>
<td></td>
</tr>
<tr>
<td>D. Expectation Regarding Physical evidence like: Atmosphere, Ambient, Physical Condition</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E. Involvement of Sale Personnel (Service)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>F. Overall Functioning of Retail shop</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

16. How much do you spend in a month for buying in organized Retail Shop?

a. Rs 0-500  
b. Rs 501-1000  
c. Rs 1001-1500  
d. Rs 1501-2000  
e. Rs. 2000 and above

17. How do you pay bill at organized retail Shop?

a. Credit Card  
b. Debit card  
c. Cash  
d. Coupon

18. Do you have any membership card of organized retail Shop?

a. Yes  
b. No

19. Respondents are requested to tick following stores attribute as per their perceived importance.

a. Convenient Parking  
b. Better Service  
c. Convenient shop hours  
d. Variety  
e. Convenient Location  
f. One stop shopping
20. What is your satisfaction level after shopping at organized Retail format?


21. Post Purchase Action after purchasing at organized retail format:


<table>
<thead>
<tr>
<th>Post Purchase Action</th>
<th>Rate :</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have Started Shopping with the family</td>
<td>(1.Strongly Disagree To 5.Strongly Agree)</td>
</tr>
<tr>
<td>2. I often check price between stores</td>
<td></td>
</tr>
<tr>
<td>3. I buy More Than What I Plan at Retail Shop</td>
<td></td>
</tr>
<tr>
<td>4. I have Stopped Visiting the Old Shop</td>
<td></td>
</tr>
<tr>
<td>5. My Purchasing Pattern is more on Impulse buying</td>
<td></td>
</tr>
<tr>
<td>6. I feel significant changes have taken place in my lifestyle and shopping behavior.</td>
<td></td>
</tr>
</tbody>
</table>

22. How will you divide your Purchasing Plan Buying and Impulse Buying?

(Ratio of Plan and Impulse in term of Percentage)

1. 25% and 75%  2. 50% and 50%  3. 75% and 25%  4. 100% and 0%  5. 0% and 100%

23. Which is your preference of shopping?

a. Online  b. Offline

24. Do you agree that “Various Discount schemes at Organized Retail Outlet are main
motivating factor for Actual Buying.”?


25. Do you agree that “Different Schemes offered by organized Retail formats influence for
more shopping”?

26. List out various scheme or offer by Organized retail format, make you buy more than what you Plan before: (Ex. “Sabse Saastha Din”)

___________________________________________________________________________________

___________________________________________________________________________________

27. Kindly tell any other experience of factor you feel that makes you prefer organized retail.

___________________________________________________________________________________

___________________________________________________________________________________

28. As per your opinion, “What are limitations of organized retail format?”

___________________________________________________________________________________

___________________________________________________________________________________

29. Kindly rate, organized retail and unorganized retail based upon your present and past shopping experience:

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Organized Retail (1-V.Poor, 5-Best)</th>
<th>Unorganized Retail (1-V.Poor, 5-Best)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Variety</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Location</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Everything at one Place</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Offers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Relationship</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ambience</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home Delivery</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Faster</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
30. Give your opinion on following statements

<table>
<thead>
<tr>
<th>Statements</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Purchasing pattern of consumer and Impulse buying behavior are interrelated to each other in organized retail sector.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>b. Motivating factor for actual buying and Various discount schemes are interdependent in organized retail sector.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>c. Emergences of organized retail sector and Changes in consumer shopping behavior are interdependent on each other.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>d. Different schemes offered by the organized retail outlets influence consumer shopping behavior.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

30. What changes do you observe in your shopping behavior?

__________________________________________________________________________________________

__________________________________________________________________________________________
APPENDIX - B

Questionnaire for Employee

1. Name: _________________________________________________________________

2. Organization: __________________________________________________________

3. Designation: __________________________________________________________

4. Do you agree that “There are significant changes in Organized retail Sector in Nashik City”? 

5. What are new changing trends in organized retail sector in Nashik City?
   1. Creating Private Label
   2.Increase credit for monthly purchase
   3.Quick home or phone delivery
   4.Diversifying into sale of SIM cards and mobile
   5. E-tailing
   6.Various offers and discount

6. Do you agree that , “Promotional offers are major motivating factor in organized retail sector in Nashik City”? 

7. Do you think that, “Different schemes offered by the Organized Retail Outlet influence consumer shopping behavior”? 

8. Have you observe any Significant change in Sale Volume and footfall in your retail store 
   increases by above mentioned different schemes? 
   a. Sale Increases(Rs.):  1. Yes  2. No
   b. Footfall:  1. Yes  2. No

9. Do you feel that, “Various discount scheme at Organized retail are main motivating factor for actual buying”

10. Do you agree that, “Purchasing Pattern of consumer in organized retail is more on impulse buying”
11. Does consumer shopping behavior in Nashik change significantly?

12. Do you agree that “With emergence of Organized Retail Sector there is change in the Shopping behavior of consumer”?

13. Do you agree that, “Overall Image of Organized Retail Store in Nashik City is Changed”?

14. Do you agree that, “Interior and exterior atmospheric factor of Organized retail store in Nashik is changed”?

15. What are significant changes taken place in consumer life style in Nashik city?

<table>
<thead>
<tr>
<th>Significant Changes</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional Outlook to Modern Outlook</td>
<td></td>
</tr>
<tr>
<td>Shopping as a necessity to Shopping for pleasure</td>
<td></td>
</tr>
<tr>
<td>Itemized Purchase to Bulk Purchase</td>
<td></td>
</tr>
<tr>
<td>Prepared food to ready made food</td>
<td></td>
</tr>
<tr>
<td>Fresh food to preserve food</td>
<td></td>
</tr>
<tr>
<td>Utility base product to Life style product</td>
<td></td>
</tr>
<tr>
<td>Conservative spending to Liberal spending</td>
<td></td>
</tr>
<tr>
<td>Increasing buying during Holidays and festival seasons</td>
<td></td>
</tr>
</tbody>
</table>

16. Give your opinion on following statements

<table>
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<th>Statements</th>
<th>Yes</th>
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