**INTRODUCTION**

Good morning/afternoon/evening. I am .......... from NIQ, a leading market research company. **We are currently conducting a study among farmers & retailers ~~& wholesalers~~ to understand their perception about various fertilizers**. In this regard, I would like to ask you a few questions. Your views and opinion are very valuable to us and your co-operation would be greatly appreciated. Could you kindly spare 15-20 minutes of your time for an interview? Thank you.

**We ensure complete confidentiality of your responses. Your responses will be aggregated with all other responses and analyzed in totality. There will be no intervention of any other party in the process of information collection and analysis.**

|  |
| --- |
|  |

NAME OF RESPONDENT: Mr./Mrs.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ SURNAME \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**ADDRESS IN FULL:**

BUILDING / Plot NAME / NO.: \_\_\_\_\_\_\_\_\_FLAT / ROOM NO.: \_\_\_\_\_\_\_ FLOOR NO.:\_\_\_\_

STREET / ROAD NO./NAME: \_\_\_\_\_\_\_\_\_\_ Locality Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

AREA NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ CITY/District / village: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_PIN CODE: \_ \_ \_ \_ \_ \_ \_ \_ Taluka name:

LANDMARK: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

EMAIL ADDRESS: \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_ \_

DATA SUPPLIER NAME : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_ DATA VERIFIER NAME : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_

Mobile number :\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Landline Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**INTERVIEWER INSTRUCTION: CODE MARKETS WHERE INTERVIEW IS HAPPENING**

**PROGRAMMAR INSTRUCTION: AUTOCDE R1 & R2 BASIS R3**

|  |  |  |  |
| --- | --- | --- | --- |
| **R3. Markets** | **Code** | **R2. Districts** | **R1. States** |
| Produttur | 1 | YSR (1) **AUTOCODE IF CODED 1,2,3 IN R3** | **AP (1) AUTOCODE IF CODED 1,2,3 IN R2** |
| Kadapa | 2 |
| Jammalamadugu | 3 |
| Macherla | 4 | Palnadu (2) **AUTOCODE IF CODED 4,5,6 IN R3** |
| Durgi | 5 |
| Sattenapalli | 6 |
| Kotabommali | 7 | Srikakulam (3) **AUTOCODE IF CODED 7,8,9 IN R3** |
| Narsanapeta | 8 |
| Ranasthalam | 9 |
| Bhongiri | 10 | Yadadri (4) **AUTOCODE IF CODED 10,11,12 IN R3** | **TG (2) AUTOCODE IF CODED 4,5,6 IN R2** |
| Ramannapeta | 11 |
| Atmakur | 12 |
| Raghunadpally | 13 | Jangaon (5) **AUTOCODE IF CODED 13,14,15 IN R3** |
| Tadigoppula | 14 |
| Station Ghanpur | 15 |
| Jullurupadu | 16 | Bhadradri (6) **AUTOCODE IF CODED 16,17,18 IN R3** |
| Sujatanagar | 17 |
| Charla | 18 |
| Kapil Dev | 19 | Medinipur East (7) **AUTOCODE IF CODED 19 IN R3** | **West Bengal (3) AUTOCODE IF CODED 7,8 IN R2** |
| Sushovan | 20 | Bankura (8) **AUTOCODE IF CODED 20 IN R3** |
| Raichur | 21 | Raichur (9) **AUTOCODE IF CODED 21,22,23 IN R3** | **Karnataka (4) AUTOCODE IF CODED 9,10 IN R2** |
| Devadurga | 22 |
| Manvi | 23 |
| Belgaum | 24 | Belgaum (10) **AUTOCODE IF CODED 24,25,26 IN R3** |
| Gokak | 25 |
| Hukeri | 26 |
| Nagpur | 27 | Nagpur (11) **AUTOCODE IF CODED 27,28,29 IN R3** | **Maharashtra (5) AUTOCODE IF CODED 11,12,13,14 IN R2** |
| Umred | 28 |
| Saoner | 29 |
| Gondia | 30 | Gondia (12) **AUTOCODE IF CODED 30,31,32 IN R3** |
| Arjuni Morgaon | 31 |
| Goregaon | 32 |
| Nashik | 33 | Nashik (13) **AUTOCODE IF CODED 33,34,35 IN R3** |
| Igatpuri Block | 34 |
| Nandgaon | 35 |
| Satara | 36 | Satara (14) **AUTOCODE IF CODED 36,37,38 IN R3** |
| Karad | 37 |
| Phaltan | 38 |

**M1. INTERVIEWER TO CODE**

|  |  |  |
| --- | --- | --- |
| **Type of Interview** | **CODE** | **ASK ONLY** |
| Farmer | 1 | **SECTION A TO E AND THEN SECTION F** |
| Retailer~~/ Wholesaler~~ | 2 | **SECTION AX TO EX AND THEN SECTION F** |

**START | SECTION A: BACKGROUND ASK SECTION IF M1=1**

**A1.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 1 IN A1

Have you participated in any market research survey in the past 6 months? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Participated in MR** | **CODE** | **GO TO** |
| Yes | 1 | **CLOSE** |
| No | 2 | **A2** |

**A2.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 1,2,3 IN A2

This survey is to be conducted amongst people with certain occupations. Please have a look at the list given below, do you or does anyone in your household work in any of the following professions? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Occupation** | **CODE** | **GO TO** |
| Manufacture / Distribution of Agrochemical Products (Insecticides, Fertilizer, Herbicide or seeds) | 1 | **CLOSE** |
| Mass Media (Newspapers, TV, Radio, Magazines, etc. | 2 | **CLOSE** |
| Market Research Agency | 3 | **CLOSE** |
| None of the above | 4 | **A3** |

**A3.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 2 IN A3

Gender **[SA]**

**DO NOT ASK**

|  |  |  |
| --- | --- | --- |
| **Gender** | **CODE** | **GO TO** |
| Male | 1 | **A4** |
| Female | 2 | **CLOSE** |

**A4.** Age **[OPEN END, TERMINATE LESS THAN 25 AND MORE THAN 75]**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| **Q6.** | PROGRAMMER INSTRUCTION: ASK ALL  Are you the Chief Wage Earner (CWE) of your household?  Chief Wage Earner (CWE) is the person of your household who contributes the maximum towards the household expenditure. [SA] | Code |
|  | Yes | 1 |
|  | No | 2 |

|  |  |  |
| --- | --- | --- |
| **Q7.** | Please select the highest education levels of the chief wage earner of your family. [SA] | Code |
|  | Illiterate | 1 |
|  | Literate but no formal schooling | 2 |
|  | School-Upto 4 years | 3 |
|  | School-5 to 9 years | 4 |
|  | SSC/ HSC | 5 |
|  | Some College (includes a Diploma) but not Grad | 6 |
|  | Graduate/ Post Graduate: General | 7 |
|  | Graduate/ Post Graduate: Professional | 8 |

|  |  |  |
| --- | --- | --- |
| **Q8.** | What is the occupation of the Chief Wage Earner (CWE) of your family? [SA] | Code |
|  | Unskilled workers | 01 |
|  | Skilled workers | 02 |
|  | Petty Traders | 03 |
|  | Shop Owners | 04 |
|  | Business/Industrialists with - No employees | 05 |
|  | Business/Industrialists with - 1- 9 employees | 06 |
|  | Business/Industrialists with - 10+ employees | 07 |
|  | Self Employed Professionals | 08 |
|  | Clerical/Salesmen | 09 |
|  | Supervisory level | 10 |
|  | Officers/Executives-Junior | 11 |
|  | Officers/ Executives - Middle/Senior | 12 |

|  |  |  |
| --- | --- | --- |
| **F2** | PROGRAMMER INSTRUCTION: ASK IF CODED R2(NO) IN **Q6**  IF CODED R1(YES) IN **Q6**, AUTOCODE FROM **Q7**  Please select your highest education level [SA] | Code |
|  | Literate but no formal schooling | 1 |
|  | School-Upto 4 years | 2 |
|  | School-5 to 9 years | 3 |
|  | SSC/ HSC | 4 |
|  | Some College (includes a Diploma) but not Grad | 5 |
|  | Graduate/ Post Graduate: General | 6 |
|  | Graduate/ Post Graduate: Professional | 7 |

|  |  |  |
| --- | --- | --- |
| **Q10** | PROGRAMMER INSTRUCTION: ASK IF CODED R2(NO) IN **Q6**.  IF CODED R1(YES) IN **Q6**, AUTOCODE FROM **Q8**  What is your occupation? [SA] | Code |
|  | Unskilled workers | 01 |
|  | Skilled workers | 02 |
|  | Petty Traders | 03 |
|  | Shop Owners | 04 |
|  | Business/Industrialists with - No employees | 05 |
|  | Business/Industrialists with - 1- 9 employees | 06 |
|  | Business/Industrialists with - 10+ employees | 07 |
|  | Self Employed Professionals | 08 |
|  | Clerical/Salesmen | 09 |
|  | Supervisory level | 10 |
|  | Officers/Executives-Junior | 11 |
|  | Officers/ Executives - Middle/Senior | 12 |

|  |  |  |
| --- | --- | --- |
| **Q12** | Please take a look at the list below and select all the items that you have at your  home. It could be owned by you, any member your family, or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family?  Also does your family own any agricultural land, agricultural land means a piece of land that is currently under cultivation or plantation? [MA] | Code |
|  | Air-conditioner | 01 |
|  | Fridge-Refrigerator (1 door or 2 Door) | 02 |
|  | Washing machine | 03 |
|  | Color TV/LCD/LED/Plasma TV | 04 |
|  | Personal Computer / Laptop | 05 |
|  | Electricity connection | 06 |
|  | Ceiling Fan | 07 |
|  | LPG stove | 08 |
|  | Two Wheeler | 09 |
|  | Four Wheeler - Car/Jeep/Van | 10 |
|  | Agricultural Land | 11 |

|  |  |  |
| --- | --- | --- |
| **Q13** | PROGRAMMER INSTRUCTION: (HIDDEN QUESTION)  TO BE AUTOCODED. USE NEW SEC GRID TO DETERMINE SEC BASED ON **Q7** AND **Q12**.  NCCS [SA] | Code |
|  | NCCS A1 | 01 |
|  | NCCS A2 | 02 |
|  | NCCS A3 | 03 |
|  | NCCS B1 | 04 |
|  | NCCS B2 | 05 |
|  | NCCS C1 | 06 |
|  | NCCS C2 | 07 |
|  | NCCS D1 | 08 |
|  | NCCS D2 | 09 |
|  | NCCS E1 | 10 |
|  | NCCS E2 | 11 |
|  | NCCS E3 | 12 |

**A5.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 1 IN A5

Since how many years have you been farming? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Year of farming** | **CODE** | **GO TO** |
| Less than 3 years | 1 | **CLOSE** |
| 3-5 years | 2 | **A6a** |
| 5-10 years | 3 |
| 10+ years | 4 |

**A6a**. PROGRAMMER INSTRUCTION: CLOSE IF CODED 2 in A6a

Did you use any fertilizer in the last season on your crop? **[SA]**

|  |  |  |
| --- | --- | --- |
| **User of fertilizer** | **CODE** | **GO TO** |
| Yes | 1 | **A6b** |
| No | 2 | **CLOSE** |

**A6b.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 1,2 in A6b

Kindly let us know since how long have you been using Fertilizer for your crops? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Time of using fertilizers** | **CODE** | **GO TO** |
| I used it for the first time | 1 | **CLOSE** |
| I am using it since last 12 Months | 2 |
| I am using it since last 2 year | 3 | **A7** |
| 3-5 years | 4 |
| More than 5 years | 5 |

**A7.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 3,4 in A7

Kindly let us know, what is your role in buying fertilizers for your fields? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Role in buying fertilizers** | **CODE** | **GO TO** |
| I am the person mostly responsible in buying fertilizers for my field, and I decide on all the fertilizer products that are bought | 1 | **A8** |
| I am not the person who most often buys fertilizers; but I often actively participate in deciding what types of fertilizers are to be bought | 2 |
| I only sometimes buy the fertilizers for my fields, and only sometimes do I participate in deciding the fertilizer to be purchased | 3 | **CLOSE** |
| I never, or hardly ever, buy fertilizers for our fields | 4 | **CLOSE** |

**A8.** What is your cultivated land acreage (in acres only)? **[SA]**

**INTERVIEWER NOTE: IF THE AREA IS MENTIONED IN ANY OTHER UNIT (LIKE BIGHAS), PLEASE ASK THE RESPONDENT TO CONVERT IT INTO ACRES.**

|  |  |  |
| --- | --- | --- |
| **Area of cultivation** | **CODE** | **GO TO** |
| Less than 3 acres | 1 | **A9** |
| 3.01 to 5 acres | 2 |
| 5.01 to 10 acres | 3 |
| More than 10 acres | 4 |

**A9a/b.** Which are the various primary and secondary crops that you grow in your field? **[PROGRAMMAR INSTRUCTION: DONOT SHOW OPTION CODED IN A9a.]**

|  |  |  |
| --- | --- | --- |
|  | **A9a.**  **Primary Crop [SA]** | **A9b.**  **Secondary Crop [MA]** |
| Bengal gram | 1 | 1 |
| Onion | 2 | 2 |
| Potato | 3 | 3 |
| Grapes | 4 | 4 |
| Chili | 5 | 5 |
| Maize | 6 | 6 |
| Rice / Paddy | 7 | 7 |
| Jowar | 8 | 8 |
| Pulses | 9 | 9 |
| Sugarcane | 10 | 10 |
| Turmeric | 11 | 11 |
| Tobacco | 12 | 12 |
| Cotton | 13 | 13 |
| Groundnut | 14 | 14 |
| Soybean | 15 | 15 |
| Wheat | 16 | 16 |
| Vegetables (tomato, ladies’ finger, gourds, cabbage, cauliflower, etc.) | 17 | 17 |
| Other Fruits (orange, banana, pomegranate, etc.) | 18 | 18 |
| Other Horticulture crops (coconut, tea, coffee, flowers) | 19 | 19 |
| Others (Please specify) \_\_\_\_\_\_\_\_\_\_\_\_ | 20 |  |

**A10.** Please let us know which of the following farm equipment do you use at your farm? **[MA]**

**RANDOMIZE THE ORDER OF STATEMENTS**

|  |  |
| --- | --- |
| **Farm Equipment** | **CODE** |
| Combine harvester | 1 |
| Disc / rotovator | 2 |
| Insecticide sprayer | 3 |
| Tractor | 4 |
| Hand hoe | 5 |
| Motorized thrasher | 6 |
| Piped irrigation pump | 7 |
| Tube well | 8 |
| Zero – till drill | 9 |
| Others implements | 10 |

**A11.** What was your income from agriculture last year? **[SA]**

|  |  |
| --- | --- |
| **Income** | CODE |
| Less than Rs 50,000 | 1 |
| Rs 50,000 – Rs. 1,00,000 | 2 |
| Rs 1,00,001 – Rs. 2,00,000 | 3 |
| Rs 2,00,001 – Rs. 3,00,000 | 4 |
| Rs 3,00,001 – Rs. 5,00,000 | 5 |
| Rs 5,00,001 – Rs. 10,00,000 | 6 |
| Rs 10,00,001 – Rs. 15,00,000 | 7 |
| More than Rs 15,00,000 | 8 |
| DK/CS | 9 |
| Refused | 10 |

**END | SECTION A: BACKGROUND**

**START | SECTION B: PRODUCTS AWRENESS & USAGE ASK SECTION IF M1=1**

|  |  |
| --- | --- |
| B1 | **BRAND LIST – REFER GRID A**  **BRANDS TO BE SHOWN ONLY FOR TOM/SPONT – A/B**  **RANDOMIZE BRANDS SEPARATELY, RETAIN THE SAME ORDER FOR ALL THE QUESTIONS**  **BRAND LIST TO FOLLOW:**  **IF R1 = 1: SHOW OPTIONS: 1 TO 10 & 15**  **IF R2 = 2: SHOW OPTIONS: 1 TO 10 & 16**  **IF R3 = 3: SHOW OPTIONS: 1, 2, 4, 6, 7, 8, 13, 14 & 17**  **IF R4 = 4: SHOW OPTIONS: 1 TO 8, 13 & 18**  **IF R5 = 5: SHOW OPTIONS: 1, 2, 4 TO 8, 11, 12, 13 & 14**  **SHOW THE FOLLOWING TEXT ON THE SCREEN AND THEN SHOW THE NEXT QUESTION**  **Interviewer Note: DO NOT SHOW THE SCREEN TO THE RESPONDENT**  **FOR TOM/SPONT – A/B DONOT SHOW ‘NONE’ FOR B1-A**   1. When you think of fertilizers, which one brand comes to your mind? **[SA]**   **(Do not read out list)**  **DO NOT SHOW BRAND CODED AT “TOM - B1-A”**   1. Can you think of any other brands of fertilizers? **[MA]**   **(Do not read out list)**  **SHOW THE FOLLOWING TEXT ON THE SCREEN AND THEN SHOW THE NEXT QUESTION**  **Interviewer Note: SHOW THE SCREEN TO THE RESPONDENT**  **DO NOT SHOW BRANDS CODED AT “TOM/SPONT – A/B”**   1. Here are names of some of the fertilizer brands, please let us know if you are aware of these? **[MA]**   C1. **PROGRAMMAR: AUTOCODE** Total Awareness    **SHOW BRANDS CODED AT “TOM/SPONT/AIDED – B1-A/B/C” (Ever used) DON’T SHOW NONE**   1. Which of these fertilizer brands have you ever used in your fields? **[MA]**   **SHOW BRANDS CODED AT “B1-D” (Current usage) DON’T SHOW NONE**   1. Which of these have you used in your field during the current season? **[MA]**   **SHOW BRANDS CODED AT “B1-D” (Used Last season) DON’T SHOW NONE**   1. And which of these have you used in your fields in the last season? **[MA]**   **SHOW BRANDS CODED AT “B1-D” (Last to last season) DON’T SHOW NONE**   1. And which of these fertilizer brands have you used in your fields in the last-to-last season (2 seasons ago)? **[MA]**   **SHOW PRODUCTS CODED AT “TOM/SPONT/AIDED – A/B/C” (Next season)**   1. Which of these fertilizers do you plan to use in the coming / next season? **[MA]**   **SHOW PRODUCTS CODED AT “TOM/SPONT/AIDED – A/B/C”**   1. Please think a little, and let us know, which of these brands of fertilizers have you heard or seen recently (in last 6 months)? **[MA]** |
|  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Brands** | **A**  **Aware** | **B**  **Ever Stocked** | **C**  **Stocked Regularly** | **D**  **Fast Moving Products** | **E**  **Last Season** | **F**  **Last to Last Season** | **G**  **Next Season** |
| Gromor | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Godavari | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| FACTAMFOS | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| IFFCO | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| KRIBHCO | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| IPL | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Navaratna | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| Jaikisan | 8 | 8 | 8 | 8 | 8 | 8 | 8 |
| Greenstar | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| GFL | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Mahadhan | 11 | 11 | 11 | 11 | 11 | 11 | 11 |
| Smart Chem | 12 | 12 | 12 | 12 | 12 | 12 | 12 |
| Suphala | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| Uttam | 14 | 14 | 14 | 14 | 14 | 14 | 14 |
| **GSFC** | **15** | **15** | **15** | **15** | **15** | **15** | **15** |
| **NFL** | **16** | **16** | **16** | **16** | **16** | **16** | **16** |
| **IRC** | **17** | **17** | **17** | **17** | **17** | **17** | **17** |
| **MCFL** | **18** | **18** | **18** | **18** | **18** | **18** | **18** |
| Others (Please Specify) | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| None | 99 | 99 | 99 | 99 | 99 | 99 | 99 |

|  |  |  |
| --- | --- | --- |
| Z1. | **Mother Brands** | **AUTOCODE Z1 IF C1 =** |
| 1 | CIL | **1 OR 2** |
| 2 | FACT | **3** |
| 3 | IFFCO | **4** |
| 4 | KRIBHCO | **5** |
| 5 | IPL | **6** |
| 6 | PPL | **7 OR 8** |
| 7 | GFL/ SPIC | **9 OR 10** |
| 8 | Deepak | **11 OR 12** |
| 9 | RCF | **13** |
| 10 | Chambal | **14** |
| 11 | GSFC | **15** |
| 12 | NFL | **16** |
| 13 | IRC | **17** |
| 14 | MCFL | **18** |

**B1-K. ASK IF:  
1. 1 OR 2 IS CODED IN B1-F & NOT CODED IN B1-E, OR  
2. 1 OR 2 IS CODED IN B1-D AND NOT CODED IN ~~B1-F~~/B1-E, OR**

**3. 1 OR 2 IS CODED IN B1-E AND NOT IN B1-H**

**ROTATE OPTIONS**

Can you please tell me the reason of discontinuing the use of Coromandel as a fertilizer in your field? **[MA]**

|  |  |
| --- | --- |
|  | **CODE** |
| Ineffective Crop Yield | 1 |
| Cost-Effectiveness Concerns | 2 |
| Negative Impact on Soil Health | 3 |
| Availability of Cheaper Alternatives | 4 |
| Unsatisfactory Nutrient Content | 5 |
| Switching to Organic Farming Practices | 6 |
| Recommendations from Other Farmers | 7 |
| Adverse Environmental Impact | 8 |
| Government Policy Changes | 9 |
| Unsatisfactory Customer Service | 10 |
| Shift in Crop Types | 11 |
| Awareness of New Technological Alternatives | 12 |
| Others (Please specify\_\_\_\_\_) | 99 |

**B1-L. PRICE STICKINESS**

Now, I would like you to think about the factors influencing your decision to purchase fertilizers. Which of these statements best describe how much you would be willing to choose each of the following fertilizer brands? **[SA FOR EACH BRAND]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Use same quantity and same grade of Fertilizers | Use same quantity but shift to cheaper grade of fertilizers | Reduce the quantity but use the same grade of fertilizers | Reduce the quantity and shift to cheaper grade of fertilizers | Don't know **(DO NOT SHOW/ READ)** |
| **SHOW BRANDS CODED AT TOM/SPONT/AIDED – B1 - A/B/C,**  **RANDOMIZE THE ORDER OF BRANDS.**  **ASK FOR ONLY 5 BRANDS: PRIORITIZING B1A, THEN B1B & THEN B1C,** **SKIP THE BRAND CODED IN OTHERS** | **1** | **2** | **3** | **4** | **5** |

**B1-M. BRAND STICKINESS**

Now, I would like you to think about the factors influencing your decision to choose fertilizers for your farm. Which of these statements best describes how likely you would be to opt for each of the following fertilizer brands in case of stock out? **[SA FOR EACH BRAND]**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | I will definitely buy this grade from other brands/ companies in case of Stock out | I will probably buy this grade from other brands/ companies in case of Stock out | Neutral | I will probably not buy this grade from other brands/ companies in case of Stock out | I will definitely not buy this grade from other brands/ companies in case of stock out | Don't know **(DO NOT SHOW/ READ)** |
| **FOLLOW THE SAME BRAND LIST FROM B1-L** | **1** | **2** | **3** | **4** | **5** | **6** |

**B1-J. AUTOCODE RANDOMLY If respondent coded more than one Brand in B1-F, AUTOCODE 1 brand randomly (SA) If respondent coded 1/ 2 (Gromor, Godavari), please select Gromor/ Godavari on priority**

BRAND CLASSIFICATION \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(DISPLAY FINAL CLASSIFICATION FROM B1-J)**

**B2.** On a scale of 0-10, how willing would you be, to recommend **< B1-J >** to your fellow farmers.

10 – Will definitely recommend | 0 – Will definitely not recommend

Basis your past experience, and whatever you have seen or heard about the product, please answer this for each of the products shown below. **[SA for each product]**

**RANDOMIZE THE ORDER OF PRODUCTS**

|  |  |
| --- | --- |
| **Recommendation** | **CODE** |
| 0 – Will definitely not recommend | 0 |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 | 9 |
| 10 – Will definitely recommend | 10 |

|  |  |
| --- | --- |
| **B3A.** | PROGRAMMER INSTRUCTION: ASK if Coded 0 to 6 in B2 |
| You rated your likelihood to recommend [**B1-J**] as [INSERT RATING FROM B2] out of 10. Please help us understand the specific experiences and reasons for the score you just gave. Please provide as much detail to help us understand the reason for your rating. |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[OE] |

|  |  |
| --- | --- |
| **B3B.** | PROGRAMMER INSTRUCTION: ASK 7-8 in B2 |
| You rated your likelihood to recommend [B1-J] as [INSERT RATING FROM B2] out of 10. What specifically could [B1-J] do to achieve a score of 9 - 10? Please provide as much detail to help us understand the methods of improvement. |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[OE] |

|  |  |
| --- | --- |
| **B3C.** | PROGRAMMER INSTRUCTION: ASK if Coded 9-10 in B2 |
| You rated your likelihood to recommend [B1-J] as [INSERT RATING FROM B2] out of 10. What specifically could [B1-J] do to improve further? Please provide as much detail to help us understand the methods of improvement. |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[OE] |

**END | SECTION B: PRODUCTS AWARENESS & USAGE**

**START | SECTION C: PRIMARY ATTRIBUTES ASK SECTION IF M1=1**

**INTERVIEWER TO READ: There are various possible reasons affecting your choice regarding the brand of fertilizer. We want to understand your satisfaction on various attributes mentioned below.**

**C1.** How would you rate your satisfaction with **(SHOW BRAND CODED IN B1J)** on the following attributes?

**RANDOMIZE OPTIONS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Primary Attributes** | Excellent | Good | Average | Poor | Very Poor |
| R1 | Product | **1** | **2** | **3** | **4** | **5** |
| R2 | Packaging |  |  |  |  |  |
| R3 | Performance of Fertilizers |  |  |  |  |  |
| R4 | Brand Perception |  |  |  |  |  |
| R5 | Monetary/commercial Aspects |  |  |  |  |  |
| R6 | Retail Purchase Experience and availability |  |  |  |  |  |
| R7 | Promotional Activities |  |  |  |  |  |
| R8 | Company Employees Support and Value-added services |  |  |  |  |  |
| R9 | Recommendation |  |  |  |  |  |

**END | SECTION C: PRIMARY ATTRIBUTES**

**START | SECTION D: SECONDARY ATTRIBUTES ASK SECTION IF M1=1**

**D1.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Product**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Product Quality of this brand is good | **1** | **2** | **3** | **4** | **5** |
| R2 | Fertilizer grains are free flowing and easy to broadcast |  |  |  |  |  |
| R3 | The stock of the fertilizer is mostly fresh |  |  |  |  |  |
| R4 | Fertilizer grains have uniform color |  |  |  |  |  |
| R5 | Granules are not powdery |  |  |  |  |  |
| R6 | Product is Technologically advanced |  |  |  |  |  |
| R7 | Product doesn’t get lumpy or moist |  |  |  |  |  |
| R8 | Granule Size is regular and uniform |  |  |  |  |  |
| R9 | Product has good solubility in water |  |  |  |  |  |

**D2.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Packaging**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Packaging has attractive colors | **1** | **2** | **3** | **4** | **5** |
| R2 | Packaging is durable for rough handling |  |  |  |  |  |
| R3 | Packaging is good - fertilizer does not get moist and does not form lumps |  |  |  |  |  |
| R4 | Bag Stitching is very good |  |  |  |  |  |
| R5 | Clarity/Readability of info provided on the bag is good |  |  |  |  |  |
| R6 | Packaging material is reusable |  |  |  |  |  |
| R7 | Packaging material is suitable for long term storage of the product |  |  |  |  |  |
| R8 | It is easy to identify grade number/name from packaging |  |  |  |  |  |
| R9 | Company Name and logo on the bag are clear |  |  |  |  |  |
| R10 | Information provided on the bag is relevant |  |  |  |  |  |
| R11 | Packaging doesn’t seep or leak through hook-holes |  |  |  |  |  |

**D3.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Performance of Fertilizers**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Application leads to instant greenery in my field | **1** | **2** | **3** | **4** | **5** |
| R2 | Products of this brand Improves yield quality |  |  |  |  |  |
| R3 | Products of this brand Improves yield quantity |  |  |  |  |  |
| R4 | Products of this brand are effective - required in less quantity |  |  |  |  |  |
| R5 | Products of this brand are effective in solving soil problems. |  |  |  |  |  |
| R6 | Products of this brand help in disease / pest resistance |  |  |  |  |  |
| R7 | Product of this brand leads to Prolonged Greenness after application​ |  |  |  |  |  |
| R8 | Usage of this brand leads to improvement in produce features like Pungency in chilli, higher number of panicles in paddy or higher number of bolls in cotton or higher oil content |  |  |  |  |  |
| R9 |  |  |  |  |  |  |

**D4.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Brand Perception**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | This brand is Innovative (provides latest technology products) | **1** | **2** | **3** | **4** | **5** |
| R2 | This brand belongs to a Reputed parent company/leading fertilizer company |  |  |  |  |  |
| R3 | This is a trustworthy company |  |  |  |  |  |
| R4 | this brand offers Reliable products |  |  |  |  |  |
| R5 | This company provides wide range of products |  |  |  |  |  |
| R6 | This is an ethical company |  |  |  |  |  |
| R7 | This brand is Genuinely helping farmers |  |  |  |  |  |

**D5a.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Monetary/commercial Aspects**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | This brand offers Reasonable Price | **1** | **2** | **3** | **4** | **5** |
| R2 | Brand offers value for money or is worth the price paid for |  |  |  |  |  |
| R3 | This brand offers competitive Price |  |  |  |  |  |
| ~~R4~~ | ~~This brand offers Reasonable Price~~ |  |  |  |  |  |

**D5b.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Retail Purchase Experience and availability**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Product is available at adequate number of Retailers (Purchase point) | **1** | **2** | **3** | **4** | **5** |
| R2 | Product available with nearby retailer. (Proximity of the retail shop) |  |  |  |  |  |
| R3 | Product is available at the time of my requirement |  |  |  |  |  |

**D6a.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Promotional Activities**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | This brand's advertisement is widely visible | **1** | **2** | **3** | **4** | **5** |
| R2 | Persuasiveness of the communication of this brand encourages me to buy the product |  |  |  |  |  |
| R3 | This brand's advertising is attractive |  |  |  |  |  |
| R4 | This brand has good display at retail outlets |  |  |  |  |  |

**D6b.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Company Employees Support and Value-added services**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Ability of company associates to understand requirement and recommend precise solutions is good | **1** | **2** | **3** | **4** | **5** |
| R2 | company associates are courteous and polite |  |  |  |  |  |
| R3 | Quality of organizing farmers meet is good compared to Competition companies |  |  |  |  |  |
| R4 | Company employees counsel farmers on best practices |  |  |  |  |  |
| R5 | Soil testing facilities of the company are good |  |  |  |  |  |

**D6c.** With regards to factors affecting your satisfaction with a **(SHOW BRAND CODED IN B1J)** fertilizer, we now want to understand the factor of “**Recommendation**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | This brand is recommended by dealer/ retailer | **1** | **2** | **3** | **4** | **5** |
| R2 | This brand is recommended by agricultural experts / Govt. agencies |  |  |  |  |  |
| R3 | This brand is recommended by my fellow farmers |  |  |  |  |  |
| R4 | Most of my fellow farmers use this brand as it is the most popular choice in my region |  |  |  |  |  |

**END | SECTION D: SECONDARY ATTRIBUTES**

**START | SECTION G: ONOF REGIME ASK SECTION IF M1=1**

**B21. ASK ALL**

Are you aware of the "Bharat brand” introduced by the Government of India, which aims to standardize all fertilizer brands under a single name and brand? **[SA]**

|  |  |
| --- | --- |
| Yes | No |
| **1** | **2** |

**B22.** **ASK IF CODED 1 IN EITHER B21, (ROTATE OPTIONS)** "What sources have primarily informed you about the standardized "Bharat brand” introduced? **[MA]**

|  |  |
| --- | --- |
| **Source of** **Awareness** | **Code** |
| Seen the product at a retailer/distributor | 1 |
| Informed by retailer/distributor | 2 |
| Informed by another farmer | 3 |
| Government Notices or Circulars | 4 |
| Online News or Agricultural Websites | 5 |
| Television advertisements | 6 |
| Radio advertisements | 7 |
| Newspaper/magazine advertisements | 8 |
| During a farmer meeting or Community Meetings | 9 |
| Car/jeep campaign in the village | 10 |
| Audio/Visual vans in the village | 11 |
| Government officials | 12 |
| Company Executives | 13 |
| Other promotional activities in the village | 14 |
| Others (Please specify\_\_\_\_\_\_\_) | 99 |

**REMAINING SECTION G (TILL G3) TO BE ASKED ONLY IF B21=1**

**INTERVIEWER TO READ: YOUR INSIGHTS ARE VITAL TO COMPREHEND THE EFFECTS OF THE RECENT 'ONE NATION, ONE FERTILIZER' (ONOF) INITIATIVE AND THE LAUNCH OF THE BHARAT BRAND UNDER THIS SCHEME. AS WE MOVE THROUGH SOME QUESTIONS, PLEASE SHARE YOUR EXPERIENCES AND PERCEPTIONS AS A FARMER.**

**G1.** Since you are aware of the introduction of the standardized Bharat Brand, please compare your experiences with the following fertilizer aspects before vs after ‘Bharat Brand’ introduction. How have these aspects changed for you? **[SA]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Parameters** | **Has got better** | **Remained Same** | **Has got worse** |
| R1 | Performance of fertilizers | **1** | **2** | **3** |
| R2 | Availability of fertilizers |  |  |  |
| R3 | Value for money of fertilizers |  |  |  |
| R4 | Quality of fertilizers |  |  |  |
| R5 | Packaging of fertilizers |  |  |  |
| R6 | Affordability of fertilizers |  |  |  |

**G2.** Which one brand do you primarily associate the most with or consider like the "Bharat" brand in terms of fertilizer quality and reliability? **[SA]**

**SHOW BRANDS CODED AT “TOM/SPONT/AIDED – B1-A/B/C”**

**G3.** **SHOW EACH QUESTION BUCKET IN A SEPARATE WINDOW**

As a farmer, please share your perceptions and experiences related to Bharat brand scheme. Your insights are crucial in understanding how these initiatives impact your farming behavior. Kindly respond to the following statements based on your experiences, using a scale from 'Strongly Agree' to 'Strongly Disagree’. **[SA FOR EACH STATEMENT]**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q.No.** | **Buckets** |  | **Statements** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| G3a. | Impact of Bharat Brand on Farmer Behavior | R1 | I can differentiate **<PIPE IN BRAND FROM B1-J>**from other brands easily after the introduction of Bharat Brand. | **1** | **2** | **3** | **4** | **5** |
| R2 | I have continued to buy my usual brand. |  |  |  |  |  |
| R3 | I still want to buy my preferred brand **<PIPE IN BRAND FROM B1-J>** even after the introduction of Bharat Brand. |  |  |  |  |  |
| R4 | It has become easier for me to purchase my preferred grade of fertilizer after Bharat Brand was introduced. |  |  |  |  |  |
| R5 | I usually ask for fertilizer by its brand name. |  |  |  |  |  |
| R6 | I usually ask for fertilizer by its grade. |  |  |  |  |  |
| G3b. | Impact of Bharat Brand on Dealer Behavior | R1 | Dealers are helpful in identifying the brand I want to purchase |  |  |  |  |  |
| R2 | Dealer always provides me with the specific brand of fertilizer I request |  |  |  |  |  |
| R3 | Dealers insist that all brands are the same after the introduction of Bharat Brand. |  |  |  |  |  |
| G3c. | Possible Future Impact of Bharat Brand | R1 | I foresee a shift from specific brands to general grades of fertilizer due to Bharat Brand. |  |  |  |  |  |
| R2 | I anticipate the quality of products will deteriorate with the Bharat Brand. |  |  |  |  |  |
| R3 | I anticipate the quality of products will improve with the Bharat Brand. |  |  |  |  |  |
| R4 | I think dealers will benefit more from the Bharat Brand change than farmers. |  |  |  |  |  |

**G6.** How aware are you of the ‘Pradhan Mantri Kisan Samridhi Kendras (PMKSK)’ which is an initiative by the government of India that acts as one stop solutions for all agri -inputs and gives farmers minimum income support.? **[SA]**

|  |  |
| --- | --- |
| Yes | No |
| **1** | **2** |

**G7. ASK IF G6 = 1**

Based on your knowledge and experience, how do you perceive the effectiveness of the 'Pradhan Mantri Kisan Samridhi Kendras (PMKSK)' in providing all agri -related solutions at one place? **[SA]**

|  |  |  |
| --- | --- | --- |
| Positively effective | No effect | Negatively effective |
| **1** | **2** | **3** |

**G8. ASK IF G6 = 1**

Have you ever visited a 'Pradhan Mantri Kisan Samridhi Kendra' (PMKSK) center? **[SA]**

|  |  |
| --- | --- |
| Yes, I have visited | No, I have not visited |
| **1** | **2** |

**G9. ASK IF G6 = 1**

According to you what are the key services and initiatives offered by the 'Pradhan Mantri Kisan Samridhi Kendra' (PMKSK) to support farmers? \_\_\_\_\_\_\_\_**[OE]**

**END | SECTION G: ONOF REGIME**

**START | SECTION E: SOURCE OF AWARENESS ASK SECTION IF M1=1**

**E1**. You mentioned that, you had bought <**Insert product (based on respondent classification in B1-J)** > fertilizer in the last season, because you had seen or heard of some communication from the product manufacturers. Can you please indicate as to where did you see or hear the product, which persuaded you to buy the fertilizer? **[MA]**

|  |  |
| --- | --- |
| **Source of** **Awareness** | **Code** |
| Had seen the product at the retailer / distributor | 1 |
| Retailer / distributor told me about it | 2 |
| Some other farmer, told me about it | 3 |
| Some other farmer, whom I know, had used it | 4 |
| There was an ad on television | 5 |
| There was an ad on radio | 6 |
| There was an ad in the newspaper / magazine | 7 |
| Had heard about it during a farmer meeting | 8 |
| Car / jeep campaign in the village | 9 |
| Received WhatsApp message | 10 |
| Had seen the ad on Facebook | 11 |
| Had seen the ad on YouTube | 12 |
| Audio / Visual vans in the village | 13 |
| Had received a call from their call center | 14 |
| Received SMS | 15 |
| Received Voice SMS | 16 |
| Some other promotion activity about this product in the village | 17 |
| Had visited Company Owned Company operated outlets (COCO) | 18 |
| Others (Please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 99 |

**END | SECTION E: SOURCE OF AWARENESS**

**START | SECTION AX: BACKGROUND ASK SECTION IF M1=2**

**AX1.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 1 in AX1

Have you participated in any market research survey in the past 6 months? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Participated in MR** | **CODE** | **GO TO** |
| Yes | 1 | **CLOSE** |
| No | 2 | **AX2** |

**AX2.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 1,3,4 in AX2

This survey is to be conducted amongst people with certain occupations. Please have a look at the list given below, do you or does anyone in your household work in any of the following professions? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Occupation** | **CODE** | **GO TO** |
| Manufacture of Agrochemical Products (Insecticides, Fertilizer, Herbicide or seeds) | 1 | **CLOSE** |
| Mass Media (Newspapers, TV, Radio, Magazines, etc. | 3 | **CLOSE** |
| Market Research Agency | 4 | **CLOSE** |
| None of the above | 5 | **AX3** |

**AX3.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 2 in AX3

Gender **[SA]**

**DO NOT ASK**

|  |  |  |
| --- | --- | --- |
| **Gender** | **CODE** | **GO TO** |
| Male | 1 | **AX4** |
| Female | 2 | **CLOSE** |

**AX4.** Age **[OPEN END, TERMINATE LESS THAN 25 AND ABOVE 75]**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**AX5**. PROGRAMMER INSTRUCTION: CLOSE IF CODED 2 IN AX5

Do you sell branded fertilizers? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Seller of fertilizers** | **CODE** | **GO TO** |
| Yes | 1 |  |
| No | 2 | **CLOSE** |

|  |  |  |
| --- | --- | --- |
| **QA6.** | PROGRAMMER INSTRUCTION: ASK ALL  Are you the Chief Wage Earner (CWE) of your household?  Chief Wage Earner (CWE) is the person of your household who contributes the maximum towards the household expenditure. [SA] | Code |
|  | Yes | 1 |
|  | No | 2 |

|  |  |  |
| --- | --- | --- |
| **QA7.** | Please select the highest education levels of the chief wage earner of your family. [SA] | Code |
|  | Illiterate | 1 |
|  | Literate but no formal schooling | 2 |
|  | School-Upto 4 years | 3 |
|  | School-5 to 9 years | 4 |
|  | SSC/ HSC | 5 |
|  | Some College (includes a Diploma) but not Grad | 6 |
|  | Graduate/ Post Graduate: General | 7 |
|  | Graduate/ Post Graduate: Professional | 8 |

|  |  |  |
| --- | --- | --- |
| **QA8.** | What is the occupation of the Chief Wage Earner (CWE) of your family? [SA] | Code |
|  | Unskilled workers | 01 |
|  | Skilled workers | 02 |
|  | Petty Traders | 03 |
|  | Shop Owners | 04 |
|  | Business/Industrialists with - No employees | 05 |
|  | Business/Industrialists with - 1- 9 employees | 06 |
|  | Business/Industrialists with - 10+ employees | 07 |
|  | Self Employed Professionals | 08 |
|  | Clerical/Salesmen | 09 |
|  | Supervisory level | 10 |
|  | Officers/Executives-Junior | 11 |
|  | Officers/ Executives - Middle/Senior | 12 |

|  |  |  |
| --- | --- | --- |
| **FX2** | PROGRAMMER INSTRUCTION: ASK IF CODED R2(NO) IN **QA6**  IF CODED R1(YES) IN **QA6**, AUTOCODE FROM **QA7**  Please select your highest education level [SA] | Code |
|  | Literate but no formal schooling | 1 |
|  | School-Upto 4 years | 2 |
|  | School-5 to 9 years | 3 |
|  | SSC/ HSC | 4 |
|  | Some College (includes a Diploma) but not Grad | 5 |
|  | Graduate/ Post Graduate: General | 6 |
|  | Graduate/ Post Graduate: Professional | 7 |

|  |  |  |
| --- | --- | --- |
| **QA10** | PROGRAMMER INSTRUCTION: ASK IF CODED R2(NO) IN **QA6**.  IF CODED R1(YES) IN **QA6**, AUTOCODE FROM **QA8**  What is your occupation? [SA] | Code |
|  | Unskilled workers | 01 |
|  | Skilled workers | 02 |
|  | Petty Traders | 03 |
|  | Shop Owners | 04 |
|  | Business/Industrialists with - No employees | 05 |
|  | Business/Industrialists with - 1- 9 employees | 06 |
|  | Business/Industrialists with - 10+ employees | 07 |
|  | Self Employed Professionals | 08 |
|  | Clerical/Salesmen | 09 |
|  | Supervisory level | 10 |
|  | Officers/Executives-Junior | 11 |
|  | Officers/ Executives - Middle/Senior | 12 |

|  |  |  |
| --- | --- | --- |
| **QA12** | Please take a look at the list below and select all the items that you have at your  home. It could be owned by you, any member your family, or provided by the employer or it could be available in the house you live in; but it should be for the use of just you or your family?  Also does your family own any agricultural land, agricultural land means a piece of land that is currently under cultivation or plantation? [MA] | Code |
|  | Air-conditioner | 01 |
|  | Fridge-Refrigerator (1 door or 2 Door) | 02 |
|  | Washing machine | 03 |
|  | Color TV/LCD/LED/Plasma TV | 04 |
|  | Personal Computer / Laptop | 05 |
|  | Electricity connection | 06 |
|  | Ceiling Fan | 07 |
|  | LPG stove | 08 |
|  | Two Wheeler | 09 |
|  | Four Wheeler - Car/Jeep/Van | 10 |
|  | Agricultural Land | 11 |

|  |  |  |
| --- | --- | --- |
| **QA13** | PROGRAMMER INSTRUCTION: (HIDDEN QUESTION)  TO BE AUTOCODED. USE NEW SEC GRID TO DETERMINE SEC BASED ON **QA7** AND **QA12**.  NCCS [SA] | Code |
|  | NCCS A1 | 01 |
|  | NCCS A2 | 02 |
|  | NCCS A3 | 03 |
|  | NCCS B1 | 04 |
|  | NCCS B2 | 05 |
|  | NCCS C1 | 06 |
|  | NCCS C2 | 07 |
|  | NCCS D1 | 08 |
|  | NCCS D2 | 09 |
|  | NCCS E1 | 10 |
|  | NCCS E2 | 11 |
|  | NCCS E3 | 12 |

**EX3**. What was your income from selling agricultural products last year? **[SA]**

|  |  |
| --- | --- |
| **Income** | CODE |
| Less than Rs 50,000 | 1 |
| Rs 50,000 – Rs. 1,00,000 | 2 |
| Rs 1,00,001 – Rs. 2,00,000 | 3 |
| Rs 2,00,001 – Rs. 3,00,000 | 4 |
| Rs 3,00,001 – Rs. 5,00,000 | 5 |
| Rs 5,00,001 – Rs. 10,00,000 | 6 |
| Rs 10,00,001 – Rs. 15,00,000 | 7 |
| More than Rs 15,00,000 | 8 |
| DK/CS | 9 |
| Refused | 10 |

**AX6**. Since how many years have you been stocking/selling fertilizers? **[OE, 1-50 YEARS, TERMINATE IF LESS THAN 1 YEAR]**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**AX7.** PROGRAMMER INSTRUCTION: CLOSE IF CODED 3.4 in AX7

Kindly let us know, what is your role in stocking fertilizers for your fields? **[SA]**

|  |  |  |
| --- | --- | --- |
| **Role in buying fertilizers** | **CODE** | **GO TO** |
| I am the person mostly responsible in stocking/buying fertilizers in my shop, and I decide on all the fertilizer products/brands that are to be stocked | 1 | **AX8** |
| I am not the person who most often buys fertilizers; but, I often actively participate in deciding what types & brands of fertilizers are to be stocked | 2 |
| I only sometimes buy the fertilizers in my shop, and only sometimes do I participate in deciding the fertilizer to be stocked | 3 | **CLOSE** |
| I never, or hardly ever, play any role in stocking of fertilizers in my shop | 4 | **CLOSE** |

**~~AX8.~~** ~~Which of the following applies to you, in the context of fertilizer selling in your shop?~~

|  |  |  |
| --- | --- | --- |
|  | **~~CODE~~** | **~~GO TO~~** |
| ~~Retailer~~ | ~~1~~ | **~~AX9~~** |
| ~~Wholesaler~~ | ~~2~~ |

**AX9.** On average, how many companies of fertilizers do you stock at any given point of time? Please consider various products from different brands separately. **[OE, 0-50]**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**END | SECTION AX: BACKGROUND**

**START | SECTION BX: PRODUCTS AWRENESS & USAGE ASK SECTION IF M1=2**

|  |  |
| --- | --- |
| **BX1** | **PRODUCT LIST – REFER GRID A**  **RANDOMIZE THE ORDER OF BRANDS. RETAIN THE SAME ORDER FOR ALL THE QUESTIONS, INCLUDE MOTHER BRANDS TOO**  **BRAND LIST TO FOLLOW:**  **IF R1 = 1: SHOW OPTIONS: 1 TO 10 & 15**  **IF R2 = 2: SHOW OPTIONS: 1 TO 10 & 16**  **IF R3 = 3: SHOW OPTIONS: 1, 2, 4, 6, 7, 8, 13, 14 & 17**  **IF R4 = 4: SHOW OPTIONS: 1 TO 8, 13 & 18**  **IF R5 = 5: SHOW OPTIONS: 1, 2, 4 TO 8, 11, 12, 13 & 14**   1. Here are names of some of the fertilizer Brands, please let us know if you are aware of these? **[MA]**   **(Read out the Brands from the list)**  **SHOW BRANDS CODED AT AWARENESS – BX1-A (Ever Stocked)**   1. Which of these fertilizer Brands, have you ever stocked in your shop? **[MA]**   **SHOW BRANDS CODED AT “BX1-B” (Stock Regularly), DON’T SHOW NONE**   1. Which of these do you stock regularly? **[MA]**   **SHOW BRANDS CODED AT “BX1-C” (Fast moving brands)**   1. And which of these are fast moving Brands? **[MA]**   **SHOW BRANDS CODED AT “BX1-B” (Last Season) DON’T SHOW NONE**   1. Which of these fertilizers have you stocked in last season? **[MA]**   **SHOW BRANDS CODED AT “BX1-B” (Last to last season) DON’T SHOW NONE**   1. Which of these fertilizers have you stocked in last to last season? **[MA]**   **SHOW BRANDS CODED AT “BX1-A” (Next Season)**   1. Which of these fertilizers will you stock in next season? [MA] |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Brands** | **A**  **Aware** | **B**  **Ever Stocked** | **C**  **Stocked Regularly** | **D**  **Fast Moving Products** | **E**  **Last Season** | **F**  **Last to Last Season** | **G**  **Next Season** |
| Gromor | 1 | 1 | 1 | 1 | 1 | 1 | 1 |
| Godavari | 2 | 2 | 2 | 2 | 2 | 2 | 2 |
| FACTAMFOS | 3 | 3 | 3 | 3 | 3 | 3 | 3 |
| IFFCO | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| KRIBHCO | 5 | 5 | 5 | 5 | 5 | 5 | 5 |
| IPL | 6 | 6 | 6 | 6 | 6 | 6 | 6 |
| Navaratna | 7 | 7 | 7 | 7 | 7 | 7 | 7 |
| Jaikisan | 8 | 8 | 8 | 8 | 8 | 8 | 8 |
| Greenstar | 9 | 9 | 9 | 9 | 9 | 9 | 9 |
| GFL | 10 | 10 | 10 | 10 | 10 | 10 | 10 |
| Mahadhan | 11 | 11 | 11 | 11 | 11 | 11 | 11 |
| Smart Chem | 12 | 12 | 12 | 12 | 12 | 12 | 12 |
| Suphala | 13 | 13 | 13 | 13 | 13 | 13 | 13 |
| Uttam | 14 | 14 | 14 | 14 | 14 | 14 | 14 |
| **GSFC** | **15** | **15** | **15** | **15** | **15** | **15** | **15** |
| **NFL** | **16** | **16** | **16** | **16** | **16** | **16** | **16** |
| **IRC** | **17** | **17** | **17** | **17** | **17** | **17** | **17** |
| **MCFL** | **18** | **18** | **18** | **18** | **18** | **18** | **18** |
| Others (Please Specify) | 98 | 98 | 98 | 98 | 98 | 98 | 98 |
| None | 99 | 99 | 99 | 99 | 99 | 99 | 99 |

|  |  |  |
| --- | --- | --- |
| ZX1. | **Mother Brands** | **AUTOCODE ZX1 IF C1 =** |
| 1 | CIL | **1 OR 2** |
| 2 | FACT | **3** |
| 3 | IFFCO | **4** |
| 4 | KRIBHCO | **5** |
| 5 | IPL | **6** |
| 6 | PPL | **7 OR 8** |
| 7 | GFL/ SPIC | **9 OR 10** |
| 8 | Deepak | **11 OR 12** |
| 9 | RCF | **13** |
| 10 | Chambal | **14** |
| 11 | GSFC | **15** |
| 12 | NFL | **16** |
| 13 | IRC | **17** |
| 14 | MCFL | **18** |

**BX1-K. ASK IF:  
1. 1 OR 2 IS CODED IN BX1-E & NOT CODED IN BX1-C, OR  
2. 1 OR 2 IS CODED IN BX1-F AND NOT CODED IN BX1-C, OR**

**3. 1 OR 2 IS CODED IN BX1-C AND NOT IN BX1-G**

**ROTATE OPTIONS**

Can you please tell me the reason of discontinuing the stock of Coromandel as a fertilizer in your shop? **[MA]**

|  |  |
| --- | --- |
|  | **CODE** |
| Poor Customer Demand due to dissatisfaction with product quality | 1 |
| Limited Profit Margins compared to other fertilizer brands | 2 |
| Negative Customer Feedback on the performance of fertilizer | 3 |
| Availability of More Profitable Brands in the market | 4 |
| Quality and Shelf-Life Concerns related to Coromandel fertilizer | 5 |
| Changes in Consumer Preferences favoring other fertilizer brands | 6 |
| Brand Image Issues impacting the sales of Coromandel fertilizer | 7 |
| Slow Inventory Turnover leading to stock obsolescence | 8 |
| Increased Competition from Other Brands affecting Coromandel sales | 9 |
| Unresponsive or Poor Customer Service from Coromandel | 10 |
| Issues with Product Packaging affecting the handling of Coromandel fertilizer | 11 |
| Supply Chain Disruptions impacting the availability of Coromandel fertilizer | 12 |
| Others (Please specify\_\_\_\_\_) | 99 |

**BX1-L. WILLINGNESS TO PAY PREMIUM**

Now, I would like you to think about the factors influencing your decision to stock and sell fertilizers in your retail/wholesale business. Which of these statements best describe how much you would be willing to choose each of the following fertilizer brands? **[SA FOR EACH BRAND]**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Regardless of its wholesale net landing/ purchase price | Even if its retail/ wholesale net landing/ purchase price is higher than any other fertilizer brands | Even if its retail/ wholesale net landing/ purchase price is a lot higher than the most competitive fertilizer brands | Even if its retail/ wholesale net landing/ purchase price is a bit higher than the most competitive fertilizer brands | Only if its retail/ wholesale net landing/ purchase price is the same as the most competitive fertilizer brands | I wouldn't use this fertilizer brand at all | Don't know **(DO NOT SHOW/ READ)** |
| **SHOW BRANDS CODED AT – BX1 - A,**  **RANDOMIZE THE ORDER OF BRANDS.**  **ASK FOR ONLY 5 RANDOM BRANDS, SKIP THE BRAND CODED IN OTHERS** | **1** | **2** | **3** | **4** | **5** | **6** | **7** |

**BX1-J. AUTOCODE RANDOMLY If respondent coded more than one Brand in BX1-F, AUTOCODE 1 brand randomly (SA) If respondent coded 1/ 2 (Gromor, Godavari), please select Gromor/ Godavari on priority on priority**

BRAND CLASSIFICATION \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(DISPLAY FINAL CLASSIFICATION FROM BX1-J)**

**BX3.** On a scale of 0-10, how willing would you be, to recommend **< BX1-J >** to farmers.

10 – Will definitely recommend | 0 – Will definitely not recommend

Basis your past experience, and whatever you have seen or heard about the product, please answer this for each of the products shown below. **[SA for each product]**

**RANDOMIZE THE ORDER OF PRODUCTS**

|  |  |
| --- | --- |
| **Recommendation** | **CODE** |
| 0 – Will definitely not recommend | 0 |
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |
| 6 | 6 |
| 7 | 7 |
| 8 | 8 |
| 9 | 9 |
| 10 – Will definitely recommend | 10 |

|  |  |
| --- | --- |
| **BX3A.** | PROGRAMMER INSTRUCTION: ASK if Coded 0 to 6 in BX2 |
| You rated your likelihood to recommend [BX1-J] as [INSERT RATING FROM BX2] out of 10. Please help us understand the specific experiences and reasons for the score you just gave. Please provide as much detail to help us understand the reason for your rating. |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[OE] |

|  |  |
| --- | --- |
| **BX3B.** | PROGRAMMER INSTRUCTION: ASK 7-8 in BX2 |
| You rated your likelihood to recommend [BX1-J] as [INSERT RATING FROM BX2] out of 10. What specifically could [BX1-J] do to achieve a score of 9 - 10? Please provide as much detail to help us understand the methods of improvement. |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[OE] |

|  |  |
| --- | --- |
| **BX3C.** | PROGRAMMER INSTRUCTION: ASK if Coded 9-10 in BX2 |
| You rated your likelihood to recommend [BX1-J] as [INSERT RATING FROM BX2] out of 10. What specifically could [BX1-J] do to improve further? Please provide as much detail to help us understand the methods of improvement. |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_[OE] |

**END | SECTION BX: PRODUCTS AWRENESS & USAGE**

**START | SECTION CX: PRIMARY ATTRIBUTES ASK SECTION IF M1=2**

**INTERVIEWER TO READ: There are various possible reasons affecting your choice regarding the brand of fertilizer. We want to understand your satisfaction with various attributes mentioned below.**

**CX1.** How would you rate your satisfaction with **(SHOW BRAND CODED IN BX1J)** on the following attributes?

**RANDOMIZE OPTIONS**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Primary Attributes** | Excellent | Good | Average | Poor | Very Poor |
| R1 | Product | **1** | **2** | **3** | **4** | **5** |
| R2 | Packaging |  |  |  |  |  |
| R3 | Performance |  |  |  |  |  |
| R4 | Brand Perception |  |  |  |  |  |
| R5 | Monetary/Commercial/Pricing |  |  |  |  |  |
| R6 | Ordering and delivering process |  |  |  |  |  |
| R7 | Company Representative support & Engagement |  |  |  |  |  |
| R8 | Promotional Activities/Merchandising/Consumer Schemes |  |  |  |  |  |

**END | SECTION CX: PRIMARY ATTRIBUTES**

**START | SECTION DX: SECONDARY ATTRIBUTES ASK SECTION IF M1=2**

**DX1.** With regards to factors affecting your engagement with a **(SHOW BRAND CODED IN BX1J)** fertilizer, we now want to understand the factor of “**Product**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Product Quality of this brand is good | **1** | **2** | **3** | **4** | **5** |
| R2 | Fertilizer grains are free flowing and easy to broadcast |  |  |  |  |  |
| R3 | The stock of the fertilizer is mostly fresh |  |  |  |  |  |
| R4 | Fertilizer grains have uniform color |  |  |  |  |  |
| R5 | Granules are not powdery |  |  |  |  |  |
| R6 | Product is Technologically advanced |  |  |  |  |  |
| R7 | Product doesn’t get lumpy or moist |  |  |  |  |  |
| R8 | Granule Size is regular and uniform |  |  |  |  |  |
| R9 | This brand has good feedback from the farmer |  |  |  |  |  |

**DX2.** With regards to factors affecting your engagement with a **(SHOW BRAND CODED IN BX1J)** fertilizer, we now want to understand the factor of “**Packaging**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Packaging has attractive colors | **1** | **2** | **3** | **4** | **5** |
| R2 | Packaging is durable for rough handling |  |  |  |  |  |
| R3 | Packaging is very good - fertilizer does not get moist and does not form lumps |  |  |  |  |  |
| R4 | Bag Stitching is good |  |  |  |  |  |
| R5 | Clarity/Readability of info provided on the bag is good |  |  |  |  |  |
| R6 | I can identify grade numbers from the packaging |  |  |  |  |  |
| R7 | Farmers are able to identify the grade number from packaging |  |  |  |  |  |
| R8 | Packaging material is suitable for long term storage of the product |  |  |  |  |  |
| R9 | Company Name and logo on the bag are clear |  |  |  |  |  |
| R10 | Information provided on the bag is relevant |  |  |  |  |  |
| ~~R11~~ | ~~Packaging has attractive colors~~ |  |  |  |  |  |

**DX3.** With regards to factors affecting your engagement with a **(SHOW BRAND CODED IN BX1J)** fertilizer, we now want to understand the factor of “**Performance**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Products of this brand Improves yield quality of farmers | **1** | **2** | **3** | **4** | **5** |
| R2 | Products of this brand Improves yield quantity of farmers |  |  |  |  |  |
| R3 | Products of this brand are effective - required in less quantity |  |  |  |  |  |
| R4 | Products of this brand are effective in solving soil problems of farmers |  |  |  |  |  |
| R5 | Usage of this brand leads to improvement in produce features like Pungency in chilli, higher number of panicles in paddy or higher number of bolls in cotton or higher oil content |  |  |  |  |  |

**DX4.** With regards to factors affecting your engagement with a **(SHOW BRAND CODED IN BX1J)** fertilizer, we now want to understand the factor of “**Brand Perception**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | This brand is Innovative (provides latest technology products) | **1** | **2** | **3** | **4** | **5** |
| R2 | This brand belongs to a Reputed parent company |  |  |  |  |  |
| R3 | This Product is from a leading fertilizer company |  |  |  |  |  |
| R4 | This is a trustworthy company |  |  |  |  |  |
| R5 | this brand offers Reliable products |  |  |  |  |  |
| R6 | This company provides wide range of products |  |  |  |  |  |
| R7 | This is an ethical company |  |  |  |  |  |
| R8 | This brand is Genuinely helping farmers |  |  |  |  |  |

**DX5.** With regards to factors affecting your engagement with a **(SHOW BRAND CODED IN BX1J)** fertilizer, we now want to understand the factor of “**Monetary/Commercial/Pricing**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | This brand offers Reasonable Price | **1** | **2** | **3** | **4** | **5** |
| R2 | Brand offers value for money and is worth the price paid for |  |  |  |  |  |
| R3 | This brand provides good margins |  |  |  |  |  |
| R4 | Pricing is uniform and fair |  |  |  |  |  |
| R5 | ​Pricing/margin info of this company is transparent |  |  |  |  |  |
| R6 | this brand offers attractive Schemes/promotions​ |  |  |  |  |  |
| R7 | This brand is fair in passing benefits of schemes to retailers ​ |  |  |  |  |  |
| R8 | I receive discounts/credit notes from company​ in a timely manner |  |  |  |  |  |
| R9 | Loyalty programs of this company are good |  |  |  |  |  |
| R10 | This company is quick in responding to market price changes |  |  |  |  |  |

**DX6.** With regards to factors affecting your engagement with a **(SHOW BRAND CODED IN BX1J)** fertilizer, we now want to understand the factor of “**Ordering and delivering process**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Bills invoices of this company are accurate | **1** | **2** | **3** | **4** | **5** |
| R2 | Payment process is smooth - Dealer portal is convenient to use |  |  |  |  |  |
| R3 | Sales executive is prompt in placing orders and resolving issues |  |  |  |  |  |
| R4 | Bills / invoices contain all relevant details |  |  |  |  |  |
| R5 | Multiple payment modes are available |  |  |  |  |  |
| R6 | Delivery of ordered material happens in a timely manner |  |  |  |  |  |
| R7 | It is easy to understand of the details mentioned in dispatch statements/delivery​ |  |  |  |  |  |
| R8 | This company does not tag other products apart from my requirement |  |  |  |  |  |
| R9 | This company provides good support with respect to MFMS/DBT |  |  |  |  |  |

**DX7a.** With regards to factors affecting your engagement with a **(SHOW BRAND CODED IN BX1J)** fertilizer, we now want to understand the factor of “**Company Representative support & Engagement**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | Knowledge & Competency of the company associates is good | **1** | **2** | **3** | **4** | **5** |
| R2 | This company provides good agronomic support to farmers |  |  |  |  |  |
| R3 | company associates are polite and courteous |  |  |  |  |  |
| R4 | I get the Opportunity of interaction with the Senior management of the company in dealer meeting |  |  |  |  |  |
| R5 | Quality and Frequency of conducting Dealer meet is good |  |  |  |  |  |
| R6 | I take Pride in participating in Company meetings/events |  |  |  |  |  |

**DX7b.** With regards to factors affecting your engagement with a **(SHOW BRAND CODED IN BX1J)** fertilizer, we now want to understand the factor of “**Promotional Activities/Merchandising/Consumer Schemes**” in detail. Please rate the following options on a scale of strongly agree to strongly disagree.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **Secondary Attributes** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| R1 | This brand's advertisement is widely visible | **1** | **2** | **3** | **4** | **5** |
| R2 | Persuasiveness of the communication of this brand encourages farmers to buy the product |  |  |  |  |  |
| R3 | This brand's advertising is attractive |  |  |  |  |  |
| R4 | Quality and coverage of branding material/ POP material like leaflets/posters/standees​ |  |  |  |  |  |
| R5 | I receive adequate POP material like leaflets/posters/standees/merchandise ​ |  |  |  |  |  |
| R6 | I receive Timely replenishment of POP material​ |  |  |  |  |  |

**END | SECTION DX: SECONDARY ATTRIBUTES**

**START | SECTION GX: PERCEPTION ON ONOF REGIME ASK SECTION IF M1=2  
  
INTERVIEWER TO READ: YOUR INSIGHTS ARE CRUCIAL IN UNDERSTANDING THE IMPACT OF INTRODUCTION OF THE BHARAT BRAND UNDER THE SAME. AS WE PROCEED WITH SOME QUESTIONS, KINDLY SHARE YOUR EXPERIENCES AND PERCEPTIONS AS A WHOLESALER/RETAILER.**

**GX1.** Please compare your experiences as a retailer with the following fertilizer aspects before vs after the introduction of the 'Bharat Brand'. How have these aspects changed in your business operations? **[SA]**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Parameters** | **Has got better** | **Remained Same** | **Has got worse** |
| R1 | Demand for fertilizers | **1** | **2** | **3** |
| R2 | Quality of fertilizers |  |  |  |
| R3 | Packaging of fertilizers |  |  |  |
| R4 | Profit margins on fertilizers |  |  |  |
| R5 | Farmers’ satisfaction with fertilizers |  |  |  |
| R6 | Ease of stocking and inventory management |  |  |  |
| R7 | Variety and choice of fertilizer brands available |  |  |  |
| R8 | Customer queries and confusion regarding fertilizers |  |  |  |
| R9 | Overall business impact due to Bharat Brand |  |  |  |

**GX2.** **SHOW EACH QUESTION BUCKET IN A SEPARATE WINDOW**

As a farmer, please share your perceptions and experiences related to the Bharat brand scheme. Your insights are crucial in understanding how these initiatives impact your farming behavior. Kindly respond to the following statements based on your experiences, using a scale from 'Strongly Agree' to 'Strongly Disagree’. **[SA FOR EACH STATEMENT]**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Q.No.** | **Buckets** |  | **Statements** | Strongly Agree | Agree | Neither Agree Nor Disagree | Disagree | Strongly Disagree |
| GX2a. | Impact of Bharat Brand on Farmer Behavior (from a retailer's perspective) | R1 | Farmers can easily differentiate their usual fertilizer brand from other brands post Bharat Brand. | **1** | **2** | **3** | **4** | **5** |
| R2 | Farmers continue to purchase their usual brand. |  |  |  |  |  |
| R3 | Farmers are switching between brands more easily after Bharat Brand. |  |  |  |  |  |
| R4 | Farmers still show a preference for specific brands after Bharat Brand. |  |  |  |  |  |
| R5 | Farmers request fertilizer by brand name ~~or grade.~~ |  |  |  |  |  |
| R6 | Farmers request fertilizer by grade. |  |  |  |  |  |
| GX2b. | Impact of Bharat Brand on Dealer Behavior | R1 | I inform farmers that all brands are similar after Bharat Brand. |  |  |  |  |  |
| R2 | I provide farmers with their requested brand. |  |  |  |  |  |
| R3 | I can persuade farmers to switch to available brands. |  |  |  |  |  |
| GX2c. | Possible Future Impact of Bharat Brand | R1 | I foresee a shift from specific brands to general grades of fertilizer due to Bharat Brand. |  |  |  |  |  |
| R2 | I anticipate the quality of products will deteriorate with the Bharat Brand. |  |  |  |  |  |
| R3 | I anticipate the quality of products will improve with the Bharat Brand. |  |  |  |  |  |
| R4 | I think Bharat Brand will shift the power dynamics in the fertilizer industry. |  |  |  |  |  |
| R5 | I think I have more choice/freedom post introduction of Bharat Brand |  |  |  |  |  |

**GX3.** How aware are you of the ‘Pradhan Mantri Kisan Samridhi Kendras (PMKSK)’ which is an initiative by the government of India that provides all agri inputs at one place? **[SA]**

|  |  |
| --- | --- |
| Yes | No |
| **1** | **2** |

**GX3. ASK IF GX3 = 1**

Based on your knowledge and experience, how do you perceive the effectiveness of the 'Pradhan Mantri Kisan Samridhi Kendras (PMKSK)' in providing all agri inputs at one place? **[SA]**

|  |  |  |
| --- | --- | --- |
| Positively effective | No effect | Negatively effective |
| **1** | **2** | **3** |

**END | SECTION GX: PERCEPTION ON ONOF REGIME**

**START | SECTION EX: SOURCE OF AWARENESS ASK SECTION IF M1=2**

**EX1**. You mentioned that, you had sold <**Insert product (based on respondent classification in BX1-J)** > fertilizer in the last season, because you had seen or heard of some communication from the product manufacturers. Can you please indicate as to where did you see or hear the product, which persuaded you to buy the fertilizer? **[MA]**

|  |  |
| --- | --- |
| **Source of** **Awareness** | **Code** |
| Had seen the product being used by a farmer | 1 |
| Some other retailer/ wholesaler, told me about it | 2 |
| Some other retailer/ wholesaler, whom I know, had stocked it | 3 |
| There was an ad on television | 4 |
| There was an ad on radio | 5 |
| There was an ad in the newspaper / magazine | 6 |
| Had heard about it during a farmer meeting | 7 |
| Car / jeep campaign in the village | 8 |
| Audio / Visual vans in the village | 9 |
| Had received SMS | 10 |
| Had received Voice SMS | 11 |
| Seen an Ad on Facebook | 12 |
| Seen an Ad on YouTube | 13 |
| Received WhatsApp message | 14 |
| Some other promotion activity about this product in the village | 15 |
| Others (Please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 99 |

**END | SECTION EX: SOURCE OF AWARENESS**

**START | SECTION F: BRAND ELEMENT EVALUATION ASK SECTION TO ALL**

**INTEREVIEWER READ: Now you will see some Brand Elements (Logo/ pack shot etc.) that is present in the brand packaging of fertilizers, please observe and response accordingly.**

**ASK ALL.  
PROGRAMMAR: SHOW THE BELOW QUESTIONS FOR LOGO/ PACK SHOT.**

**INTEREVIEWER NOTE: PLEASE SHOW THE COMPLETE LOGO/ PACK SHOT TO THE RESPONDENT. THE LOGO/ PACK SHOT CAN BE SHOWN AGAIN IF THE RESPONDENT REQUESTS TO BUT NOT WHILE ADMINISTERING THE EVALUATION RELATED QUESTIONS.**



|  |  |  |  |
| --- | --- | --- | --- |
| QAE1 | **Visibility of Logo/ pack shot.**  **ASK ALL. INTERVIEWER: SHOW RESPONDENT THE LOGO/ PACK SHOT.**  You saw the logo/ pack shotthat has been in **the marketplace** recently. Please select the statement that best describes whether you have **seen** the logo/ pack shot or not. [SA] | Code | Route |
|  | Definitely haven’t seen it | 1 |  |
|  | Don’t think I’ve seen it | 2 |  |
|  | Unsure whether I’ve seen it | 3 |  |
|  | Yes, I think I’ve seen it | 4 |  |
|  | Yes, definitely seen it | 5 |  |

|  |  |  |
| --- | --- | --- |
| QAE2a | **Recognition of Logo/ pack shot.**  **INTERVIEWER INSTRUCTION: DO NOT SHOW SCREEN, CODE THE BRAND AS PER RESPONDENT’S REPLY PROGRAMMAR: PIPE IN THE BRANDS FROM C1, IF M1= 1 & BX1A IF M1= 2**  **ASK IF CODE 4 OR 5 IN AE1.**  Can you please tell the brand of **Fertilizer** being shown here? | |
|  | **SHOW THE ENTIRE BRAND LIST ALONG WITH BHARAT BRAND** | **CODE** |
|  | Bharat Brand | **99** |

|  |  |
| --- | --- |
| QAE2b | **Recognition (Part 2) of Logo/ pack shot**  **INTERVIEWER INSTRUCTION: DO NOT SHOW SCREEN, CODE THE BRAND AS PER RESPONDENT’S REPLY**  **ASK IF 99 CODED IN AE2a.**  Since you correctly recognized the pack shot as 'Bharat,' could you please share your opinion on which manufacturer company you believe produced the displayed fertilizer? |
|  | **SHOW THE ENTIRE BRAND LIST AGAIN FROM QAE2a except BHARAT** |

|  |  |  |
| --- | --- | --- |
| QAE21 | **Source of Awareness Logo/ pack shot**  **ASK IF CODE 4 OR 5 IN AE1. (ROTATE OPTIONS)**  Could you please tell us where have you seen this Logo/ pack shot you just saw? **[MA]** | |
|  | Television Commercials | 01 |
|  | Print Media (Newspapers, Agricultural Magazines) | 02 |
|  | Mobile or SMS Advertisements | 03 |
|  | Social Media (Facebook, YouTube, Instagram, etc.) | 04 |
|  | In-store Displays in Agricultural Supply Shops | 05 |
|  | Outdoor Advertisements (Hoardings, Banners, Wall Paintings) | 06 |
|  | Direct Mailers or Pamphlets | 07 |
|  | Dangler, leaflet, poster, banner | 08 |
|  | Online Advertisements on Websites | 09 |
|  | Emails | 10 |
|  | Cable TV | 11 |
|  | WhatsApp or Other Messaging Platforms | 12 |
|  | Bags with Gromor Logo/ pack shot (Post Bharat Brand) | 13 |
|  | Retailer or Wholesaler Promotions | 14 |
|  | Agricultural Fairs or Exhibitions | 15 |
|  | Others (Please specify)\_\_\_\_\_\_\_\_\_ | 99 |

|  |  |  |
| --- | --- | --- |
| QAE22 | **Gromor Bag Recognition**  **IF M1= 1, ASK IF 1 CODED IN C1**  **IF M1= 2, ASK IF 1 CODED IN BX1A**  Since the introduction of the Bharat Brand, how easily can you distinguish Gromor fertilizer bags from those of other companies? **[MA]** | |
|  | Very Easily | 01 |
|  | Somewhat Easily | 02 |
|  | I cannot distinguish at all | 03 |

|  |  |  |
| --- | --- | --- |
| QAE23 | **Identifying Gromor Features**  **ASK IF CODE 1 OR 2 IN AE22**  What specific features help you identify a Gromor fertilizer bag compared to other brands after the Bharat brand initiative? **[MA]** | |
|  | Unique logo of Gromor | 01 |
|  | The name 'Gromar' on the bag | 02 |
|  | Strips or designs on the bag | 03 |
|  | Distinct color schemes used on Gromor bags | 04 |
|  | The name 'Coromandel' on the bag | 05 |
|  | Other features (Please specify)\_\_\_\_\_\_\_\_\_ | 06 |
|  | I did not notice any specific features | 07 |

|  |  |  |
| --- | --- | --- |
| QAE24 | **Identifying Gromor Grades**  **IF M1= 1, ASK IF 1 CODED IN C1**  **IF M1= 2, ASK IF 1 CODED IN BX1A**  Can you identify different grades of Gromor fertilizer bags from current Bharat Brand packaging? **[SA]** | |
|  | Yes | 01 |
|  | No | 02 |

|  |  |  |
| --- | --- | --- |
| QAE25 | **ASK IF CODE 1 IN AE24.**  What specific features help you identify a Gromor grades compared to other brands after the Bharat brand initiative? **[MA]** | |
|  | Retailers/ Wholesalers help me identify | 01 |
|  | Written on the packaging details | 02 |
|  | Strips or designs on the bag | 03 |
|  | Distinct color schemes used on Gromor bags | 04 |
|  | Other features (Please specify)\_\_\_\_\_\_\_\_\_ | 05 |

|  |  |  |
| --- | --- | --- |
| QAE26 | **ASK IF CODE 1 IN AE24.**  Have you heard about the following sub-brands of Gromor fertilizer bags? **[MA]**  **INTERVIEWER TO READ OUT LIST** | |
|  | Urea | 01 |
|  | DAP | 02 |
|  | Gromor 20-20-0-13 | 03 |
|  | Gromor 28-28-0 | 04 |
|  | Gromor 15-15-15-09 | 05 |
|  | Gromor 12-32-16 | 06 |
|  | Gromor 10-26-26 Zn | 07 |
|  | Gromor 10-26-26 | 08 |
|  | Paramfos | 09 |
|  | GroSmart | 10 |
|  | GroShakti Plus | 11 |
|  | GroShakti | 12 |
|  | Others (Please specify\_\_\_) | 99 |

|  |  |  |
| --- | --- | --- |
| QAE27 | **ASK IF CODE 1 IN AE24.**  Can you please tell us where are these sub-brands written on the new Bharat pack? **[MA]** | |
|  | On the front of the pack | 01 |
|  | On the back of the pack | 02 |
|  | On the sides of the pack | 03 |
|  | Inside the pack | 04 |
|  | Can’t remember | 05 |

**END | SECTION F: BRAND ELEMENT EVALUATION**