**MASTER QUESTIONNAIRE: BAJAJ ELECTRICALS BRAND EXPERIENCE STUDY WITH RETAILERS**

**Pj Name: Cleopatra**

**WBS: 326.201.01052.1**

*Length of interview: 30 min*

*Start fieldwork:*

*End fieldwork:*

**I. RESPONDENT / INTERVIEWER DETAILS**

|  |  |
| --- | --- |
| Date of Interview DD/MM/YY | *TO COME AUTOMATICALLY* |
| Interview number |  |
| Interviewer name |  |
| Name of respondent |  |
| Address |  |
| Area Pin Code No |  |
| Mobile # |  | Landline |  |
| Interviewer Code | INTERVIEWER CODE TO BE 6 DIGIT |
| Supervisor Code | SUPERVISOR CODE TO BE 3 DIGIT |
| SP No |  | *SP Name* |  |

**III. SAMPLE PLAN**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Product Category** | **Zones** | **Metro**  | **Tier 1** | **Tier 2** | **Tier 3**  | **Total Sample** |
| **SDA** | North  | 35 | 29 | 30 | 56 | **150** |
| West | 28 | 122 | 50 | 50 | **250** |
| South | 84 | 76 | 67 | 73 | **300** |
| East | 20 | 25 | 25 | 30 | **100** |
| **Total SDA** | **167** | **252** | **172** | **209** | **800** |
| **Fans** | North  | 44 | 39 | 30 | 37 | **150** |
| West | 75 | 110 | 50 | 40 | **275** |
| South | 84 | 96 | 60 | 35 | **275** |
| East | 27 | 40 | 15 | 18 | **100** |
| **Total Fans** | **230** | **285** | **155** | **130** | **800** |
| **Kitchen appliances**  | North  | 30 | 25 | 90 | 30 | **175** |
| West | 60 | 90 | 50 | 50 | **250** |
| South | 90 | 50 | 60 | 25 | **225** |
| East | 20 | 50 | 40 | 40 | **150** |
| **Total Kitchen Appliances** | **200** | **215** | **240** | **145** | **800** |
| **Cookware**  | North  | 25 | 30 | 30 | 10 | **95** |
| West | 45 | 78 | 12 | 10 | **145** |
| South | 40 | 60 | 15 | 10 | **125** |
| East | 25 | 65 | 20 | 25 | **135** |
| **Total Cook ware**  | **135** | **233** | **77** | **55** | **500** |
| **Total Sample tier wise** | **732** | **985** | **644** | **539** | **2900** |

**IV. INTRODUCTION**

Good \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. I am from GFK Mode Pvt. Ltd., a market research organisation. From time to time, we conduct surveys on various products, issues and services in different parts of around the world. We are doing one such study to gain an in depth perspective. It is an important study and we would be very grateful for your time to answer some questions. The information will be used only for research purposes and will be kept confidential

**Section 1: SCREENER**

Ask All

**S1a . LOCATION [S]**

**SCRIPTER NOTE: NOT TO DISPLAY, ONLY TO BE AUTO CODED AS PER THE PANEL**

*Centres to be picked up from Sample plan*

Ask All

S1b Type of Store **[S]**

**Interviewer Instruction : Not to be asked, Interviewer to observe and select.**

|  |  |  |
| --- | --- | --- |
| Trade (Independent) Store | 1 | CONTINUE |
| Modern Trade (Organized) Store | 2 | CONTINUE |
| Others | 99 | TERMINATE |

Ask All

S2 Which of the following best describes your role in the store? [S]

|  |  |  |
| --- | --- | --- |
| Owner | 1 | CONTINUE |
| Store Manager | 2 |
| Floor Manager | 3 |
| Sales person | 4 | TERMINATE |

Ask All

**S3** Are you the person who decides stocking and selling of different product categoriesfor this store? **[S]**

|  |  |  |
| --- | --- | --- |
| Yes | 1 | CONTINUE |
| No | 2 | TERMINATE AND SEEK APPOINTMENT WITH KEY PERSON WHO DECIDES FOR THE STORE |
| Any other answer | 3 |

Ask All

**S4** Which of the following product categories do you sell in the store? **[M]**

**Scripter’s Note- Randomize options**

|  |  |
| --- | --- |
| **SMALL KITCHEN APPLIANCES** |  |
| Mixer | 1 |
| Electric Juicer | 2 |
| Hand Blender | 3 |
| Toaster | 4 |
| Electric Griller/Sandwich Maker | 5 |
| Air Fryer/Electric Fryer | 6 |
| Electric Chopper | 7 |
| Coffee Maker | 8 |
| Food Processor | 9 |
| Rice Cooker | 10 |
| Induction Cooker | 11 |
| Juicer Mixer Grinder | 12 |
| Microwave Oven | 13 |
| OTG oven | 14 |
| Wet Grinder | 15 |
| Electric Kettle | 16 |
| **Small Domestic Appliances** |  |
| Instant Electric Water Heater |  |
| Room Heaters | 17 |
| Dry Irons | 18 |
| Garment Steamer | 19 |
| Storage Water Heater | 20 |
| Steam Irons | 21 |
| Immersion Rod | 22 |
| **Fans** |  |
| Ceiling Fans | 23 |
| Domestic Exhaust Fans | 24 |
| Table Fans | 25 |
| Wall Mounted Fans | 26 |
| Pedestal Fans  | 27 |
| **Cookware**  |  |
| Frying Pans | 28 |
| Flat Pans (Roti Tawa) | 29 |
| Deep Dish Casserole (Cookware) | 30 |
| Wok/Kadhai | 31 |
| Pressure Cooker  | 32 |
| Sauce Pan | 33 |
| Skillet Pan | 34 |
| Others (Please Specify\_\_\_\_\_\_\_) | 99 |

Ask All

**S4X Product Category**

**Scripter Note: Not to be shown to the Interviewer coding to be done at backend**

|  |  |  |
| --- | --- | --- |
|  | Code | Instructions |
| Small Kitchen Appliances | 1 | **If 3 or more products codes between 1-16** |
| Small Domestic Appliances | 2 | **If 3 or more products coded between 17-22** |
| Fans | 3 | **If 2 or more products coded between 23-27** |
| Cookware | 4 | **If 3 or more products coded between 28-34** |
| Any other | 99 | **TERMINATE** |

Ask All

**S4X1.** What is the proportion of each product that contributes towards your total revenue every year? **[Slider]**

**Scripter’s Note- Randomize options, Ask for all products selected in S4**

**Add Percentage slider**

**Make sure sum of all percentages within one category should be <=100%**

*0% \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100%*

Ask All those who coded 4 in S4X

**S4Y** What is the material type of the following cookware products you stock in your store? **[M]**

**Scripter Note: Ask for all coded between 28-34**

|  |  |
| --- | --- |
|  | Code |
| Stainless Steel | 1 |
| Non Stick | 2 |
| Aluminium | 3 |
| Cast Iron **(Ask if coded 28/29/31 in S4)** | 4 |
| Ceramic | 5 |
| Granite Nonstick | 6 |
| Clay and stone **(Ask if coded 30 in S4)** | 7 |
| Hard Anodized | 8 |
| Others (Please Specify\_\_\_\_\_\_\_) | 99 |

Ask All those who coded 4 in S4X

**S4Z1** What are the different sizes of cookware you stock in your store? **[M]**

**S4Z2** What is the proportion of each size of cookware product you stock in your store? **[Slider]**

 **S4Z1\_PAN**

**Scripter Note: Ask for all coded between 28-34**

**Show GRID 1 if coded 28/29/31/34 in S4**

|  |  |
| --- | --- |
| **PANS/FRYING PANS/FLAT PANS/ KADHAI** | Code |
| 15 cm (6 Inches) | 1 |
| 18 cm (7 Inches) | 2 |
| 20 cm (8 Inches) | 3 |
| 24 cm (9 inches) | 4 |
| 26 cm ( 10 inches) | 5 |
| 28 cm ( 11 inches) | 6 |
| 30 cm ( 12 inches) | 7 |
| 32 cm (12.5 inches) | 8 |
| Any other ( Please specify\_\_\_\_\_\_) | 99 |

**S4Z2\_PAN**

**Scripter Note: Ask for all coded in GRID 1 for each product**

**Make sure sum of all percentages within one product should be <=100%**

*0% \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100%*

**S4Z1\_PRE**

**Show GRID 2 if coded 32/33 in S4**

|  |  |
| --- | --- |
| **PRESSURE COOKER/SAUCE PAN** | Code |
| 2 litres | 1 |
| 3 litres | 2 |
| 3.5 litres | 3 |
| 4 litres | 4 |
| 5 litres | 5 |
| 7 litres | 6 |
| Any other ( Please specify\_\_\_\_\_\_) | 99 |

**S4Z2\_PRE**

**Scripter Note: Ask for all coded in GRID 2 for each product**

**Make sure sum of all percentages within one product should be <=100%**

*0% \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100%*

**S4Z1\_DDC**

**Show GRID 3 if coded 30 in S4**

|  |  |
| --- | --- |
| **DEEP DISH CASSEROLE** | Code |
| Small ( Less than 2ltrs) | 1 |
| Medium ( 2.1ltrs-3.5ltrs)  | 2 |
| Large ( 3.5ltrs and above) | 3 |
| Any other ( Please specify\_\_\_\_\_\_) | 99 |

**S4Z2\_DDC**

**Scripter Note: Ask for all coded in GRID 3 for each product**

**Make sure sum of all percentages within one product should be <=100%**

*0% \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100%*

Ask All

**S4a** Which of the following product categories is sold most in your store? **[S]**

**Scripter Note: Show all the options coded in S4X**

|  |  |
| --- | --- |
|  | Code |
| Small Kitchen Appliances | 1 |
| Small Domestic Appliances | 2 |
| Fans | 3 |
| Cookware | 4 |

Ask All

**S4b** After \_\_\_\_\_\_\_\_\_\_\_\_ ( pipe in from S4a) ,which of the following is the category sold second most in your store? **[S]**

**Scripter Note: Show rest of the options, not selected in S4a**

|  |  |
| --- | --- |
|  | Code |
| Small Kitchen Appliances | 1 |
| Small Domestic Appliances | 2 |
| Fans | 3 |
| Cookware | 4 |

Ask All

S5a. Please tell us from how many years you are into \_\_\_\_\_\_\_\_\_\_\_\_(Pipe in option coded in S4a) business **[S]**

S5b. Please tell us from how many years you are into \_\_\_\_\_\_\_\_\_\_\_\_(Pipe in option coded in S4b) business **[S]**

|  |  |  |
| --- | --- | --- |
|  | **S5a** | **S5b** |
| Less than 1 year | 1 | 1 |
| 1 – 2 years | 2 | 2 |
| 2 – 3 years | 3 | 3 |
| 3 – 4 years | 4 | 4 |
| 4 – 5 years | 5 | 5 |
| More than 5 years | 6 | 6 |

S6a: Now I would like to specifically understand your experience in/with **(\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pipe in from S4a)** category.

**Scripter’s Instructions- To be shown after the questionnaire is administered first for one of the most sold category selected in S4a**

S6b: Next, I would like to specifically understand your experience in/with **(\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pipe in from S4b)** category.

|  |
| --- |
| **Section 2: BRAND MEASURES** |

Base: All

**Q1a** I would like you to think about all the brands selling **(\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pipe in from S4a and S4b**) you do business with . **[M]**

**Interviewer Instruction: Not to show screen to respondent**

**Scripter Note: Minimum 5 brands to be selected**

**BRANDLIST FOR ALL 4 CATEGORIES TO BE SHOWN HERE**

*(\*Brand list at the end of the document)*

Base: All

Q1.ab which of the following are your top 5 most preferred brands for **(\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Pipe in from S4a and S4b)**, please rank them from 1 to 5 where 1 is the most preferred brand **[RANKING]**

**Scripter Note: Show coded brands from Q1a**

**Interview Instruction: Show respondent screen**

Base : Ask if coded ‘ Nirlep’ in Cookware brand list in Q1a

Q1.ac Which of the following brands do you think Nirlep belongs to ?

Benchmarking Grid

|  |
| --- |
| **Benchmarking Grid** |
| **Scenarios** | **Most Preferred brand ( Rank 1 in Q1.ab)** | **Second most preferred brand (Rank 2 in Q1.ab)** | **‘ Brand A’ to be administered** | **‘ Brand B ’ to be administered** |
| Scenario 1 | Bajaj Electricals(coded 6 in Q1.ab) | Any other brand Ranked 2nd apart of Bajaj | Bajaj Electricals | Brand Ranked 2nd in Q1.ab |
| Scenario 2 | Any other brand Ranked 1st apart of Bajaj | Bajaj Electricals(coded 6 in Q1.ab) | Brand ranked 1st in Q1.ab | Bajaj Electricals |
| Scenario 3 (If ‘Bajaj Electricals’ is coded in Q1a) | Any other brand Ranked 1st apart of Bajaj | Any other brand Ranked 2nd apart of Bajaj | Brand ranked 1st in Q1.ab | Bajaj Electricals |
| Scenario 4 (If ‘Bajaj Electricals’ is not coded in Q1a) | Any other brand Ranked 1st apart of Bajaj | Any other brand Ranked 2nd apart of Bajaj | Brand ranked 1st in Q1.ab | Brand ranked 2nd in Q1.ab |

|  |
| --- |
| **Section 3 : Overall Satisfaction and Loyalty**  |

**OVERALL SATISFACTION**

Base: All

Q1. On a scale of 1-5, where 1 is not at all satisfied , 2 is somewhat satisfied , 3 is just about ok/ neither, 4 is very satisfied and 5 in Extremely Satisfied, how satisfied are you with your overall experience as a retail partner with\_\_\_\_\_\_\_\_\_\_\_\_ **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Not at all satisfied** | **Somewhat satisfied** | **Just about ok/ neither** | **Very satisfied** | **Extremely Satisfied**  |
| **BRAND A****(Pipe in brand from benchmarking grid)** | **1** | **2** | **3** | **4** | **5** |
| **BRAND B****(Pipe in brand from benchmarking grid )** | **1** | **2** | **3** | **4** | **5** |

**REPURCHASE DECISION ( LOYALTY)**

Base: All

Q2. On a scale of 1-5, where 1 is not at all likely, 2 is somewhat likely , 3 Neither likely nor unlikely is, 4 is Very likely and 5 in extremely likely , how likely are you to continue your association as a retail partner in future with \_\_\_\_\_\_\_\_\_\_\_ **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Not at all likely**  | **Somewhat Likely** | **Neither likely nor unlikely** | **Very Likely** | **Extremely likely** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | **1** | **2** | **3** | **4** | **5** |
| **BRAND B****(Pipe in brand from benchmarking grid )** | **1** | **2** | **3** | **4** | **5** |

**Section 4- EXPERIENCE WITH TOUCH POINTS**

|  |
| --- |
| **4.1- Sales Representatives Engagement** |

**Q 4.1a**- How frequently do you interact with sales representative of\_\_\_\_\_\_\_\_\_\_\_\_ ( Ask for Brand A and Brand B in benchmarking grid). **[S]**

|  |  |
| --- | --- |
|  | **Code** |
| More than once a week | 1 |
| Once a week | 2 |
| Twice a month | 3 |
| Once a month | 4 |
| Once in 2-3 months | 5 |
| Less often than once in 3 months | 6 |
| Very rarely, only when needed  | 7 |

Base: All

**Q 4.1b** Based on your experience you have had **with sales representatives** of \_\_\_\_\_\_\_(READ OUT BRAND NAME), how would you rate your **overall experience with sales representative** on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | **1** | **2** | **3** | **4** | **5** |
| **BRAND B****(Pipe in brand from benchmarking grid )** | **1** | **2** | **3** | **4** | **5** |

Base: All

**Q4.1c-** Based on your experience you have had on **engagement with sales representatives** of \_\_\_\_\_\_\_(READ OUT BRAND NAME), how would you rate the brand on different parameters of engagement? . Please rate on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | **1** | **2** | **3** | **4** | **5** |
| **BRAND B****(Pipe in brand from benchmarking grid )** | **1** | **2** | **3** | **4** | **5** |

|  |
| --- |
| **Attributes** |
| Frequency of visits of sales team |
| Product knowledge of sales team |
| Assistance by sales team in planning display |
| Information sharing by sales team on Product /upcoming launches |
| Polite behaviour of sales team |
| Prompt response in after sales service |
| Quick resolution of customer complaints |

|  |
| --- |
| **Section 4.2- Feedback on Product Range** |

Base: All

**Q 4.2a** Based on your experience you have had with **product range** of \_\_\_\_\_\_\_(READ OUT BRAND NAME), how would you rate your overall experience with product range on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | **1** | **2** | **3** | **4** | **5** |
| **BRAND B****(Pipe in brand from benchmarking grid )** | **1** | **2** | **3** | **4** | **5** |

Base: All

**Q4.2b** Based on your experience you have had with **Product Range** of following brands, how would you rate the brand on different parameters of Product Range? . Please rate on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | **1** | **2** | **3** | **4** | **5** |
| **BRAND B****(Pipe in brand from benchmarking grid )** | **1** | **2** | **3** | **4** | **5** |

|  |
| --- |
| **Attributes** |
| Product quality |
| Wide product range  |
| Innovative products |
| Product Designs (Wide colours/shapes) |
| Product Pricing  |
| Product Availability |
| Frequency of new launches |

|  |
| --- |
| **Section 4.3-Feedback on Product Delivery** |

Base: All

**Q 4.3a** Based on your experience you have had with **product delivery** of \_\_\_\_\_\_\_(READ OUT BRAND NAME), how would you rate your overall experience with product delivery on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 | 2 | 3 | 4 | 5 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 1 | 2 | 3 | 4 | 5 |

Base: All

**Q4.3b** Based on your experience you have had with the **Product Delivery** of following brands, how would you rate the brand on different parameters of Product Delivery? . Please rate on a scale of 1 to 10 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 | 2 | 3 | 4 | 5 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 1 | 2 | 3 | 4 | 5 |

|  |
| --- |
| **Attributes** |
| Availability of all products required |
| Timely delivery of Products |
| Delivery as per order specification |
| Packaging of product on delivery |
| Quality of Packaging of end product for the consumer |

Base: Ask if coded 4 in S4X

**Q4.3c** We would like to know, do you stock individual products or cookware sets of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(READ OUT BRAND NAME)? **[M]**

|  |  |  |
| --- | --- | --- |
|  | **BRAND A** | **BRAND B** |
| Individual Products | 1 | 1 |
| Cookware Sets | 2 | 2 |

Base: Ask if coded 2 in Q4.3c

**Q4.3d** While we see you stock cookware sets, we would like to know which of the following define your stocking patterns for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(READ OUT BRAND NAME)? **[S]**

|  |  |  |
| --- | --- | --- |
|  | **BRAND A** | **BRAND B** |
| Yes, I always prefer stocking cookware sets  | 1 | 1 |
| I stock them only during festive seasons | 2 | 2 |
| I only order based on demand  | 3 | 3 |
| I only stock them if there’s any offer rolled out on sets by the brand | 4 | 4 |
| I rarely stock these cookware sets | 5 | 5 |

Base: Ask if coded 2 in Q4.3c

**Q4.3e** Out of your preferred brands which brands’ cookware sets are more preferred by your consumers ? **[S]**

|  |  |
| --- | --- |
|  | **Code** |
| Brand A  | 1 |
| Brand B | 2 |

|  |
| --- |
| **Section 4.4-Loyalty Programme** |

Base: All

**Q 4.4a** Based on your experience you have had with loyalty program offered by \_\_\_\_\_\_\_(READ OUT BRAND NAME), how would you rate your overall experience with loyalty program on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 | 2 | 3 | 4 | 5 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 1 | 2 | 3 | 4 | 5 |

Base: All

**Q 4.4b** Based on your experience you have had with **loyalty program** of following brands, how would you rate the brand on different parameters of loyalty program? . Please rate on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 | 2 | 3 | 4 | 5 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 1 | 2 | 3 | 4 | 5 |

|  |
| --- |
| **Attributes** |
| Benefits of loyalty programs |
| Attractiveness of loyalty program |
| Uniqueness of loyalty program |
| Ease of achieving target for loyalty programs  |

Base: All

**Q 4.4c** Which amongst your preferred brands offers the best loyalty program? **[S]**

|  |  |
| --- | --- |
|  | **Code** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 2 |

Base: All

**Q 4.4d** What all benefits under the loyalty program have you received from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (PIPE IN BRAND CODED IN Q4.4c)? **[OE]**

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

|  |
| --- |
| **Section 4.5- Schemes** |

Base: All

**Q 4.5a** Based on your experience you have had with schemes from \_\_\_\_\_\_\_(READ OUT BRAND NAME), how would you rate your overall experience with schemes on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 | 2 | 3 | 4 | 5 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 1 | 2 | 3 | 4 | 5 |

Base: All

**Q 4.5b** Based on your experience you have had with **schemes** of following brands, how would you rate the brand on different parameters of schemes? . Please rate on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 | 2 | 3 | 4 | 5 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 1 | 2 | 3 | 4 | 5 |

|  |
| --- |
| **Attributes** |
| Frequency of schemes |
| Attractiveness of schemes/discounts during peak/ festive season  |
| Attractiveness of schemes/discounts during off-peak season |
| Adequacy of stock during schemes |
| Promptness of response to competitive schemes |
| Timely and effective communication of schemes |

Base: All

**Q 4.**On an average what is the % of schemes offered by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_( READ OUT THE NAME ON THE BRAND) ? **[SLIDER]**

|  |  |
| --- | --- |
|  | **Instructions**  |
| **BRAND A****(Pipe in brand from benchmarking grid)** | **Scripter Note: Make sure the avg % should be <=100%** *0% \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100%* |
| **BRAND B****(Pipe in brand from benchmarking grid )** | **Scripter Note: Make sure the avg % should be <=100%** *0% \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_100%* |

|  |
| --- |
| **Section 4.6-Merchandising Support** |

Base: All

**Q 4.6a** Based on your experience you have had with merchandising support from \_\_\_\_\_\_\_(READ OUT BRAND NAME), how would you rate your overall experience with merchandising support on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 | 2 | 3 | 4 | 5 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 1 | 2 | 3 | 4 | 5 |

Base: All

**Q4.6b** Based on your experience you have had with the **merchandising support** of following brands, how would you rate the brand of different parameters of merchandising support? . Please rate on a scale of 1 to 5 where, 1 is poor, 2 is Fair, 3 is Good, 4 is Very Good and 5 in Excellent? **[S]**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Poor** | **Fair** | **Good** | **Very Good** | **Excellent** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | 1 | 2 | 3 | 4 | 5 |
| **BRAND B****(Pipe in brand from benchmarking grid )** | 1 | 2 | 3 | 4 | 5 |

|  |
| --- |
| **Attributes** |
| Adequacy of Point Of Sale materials  |
| Quality of Point Of Sale materials |
| Timely replenishment of Point Of Sale materials |
| Supply of Point of sales materials in regional languages |
| Supply of Point of sales materials during regional festivities |
| Timely delivery of POSM for new launches |

**BRAND PERCEPTION**

Base: All

Q3. I have with me a list of statements that might be used to describe a brand of \_\_\_\_\_\_\_\_\_\_ (Pipe in category from S4a and S4b) products. As I read out each statement, please look at this card and tell me how strongly do you associated these attributes with? **[S]**

**Scripters note- Randomize options**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly Disagree** | **Disagree** | **Neither agree nor disagree** | **Agree** | **Strongly agree** |
| **BRAND A****(Pipe in brand from benchmarking grid)** | **1** | **2** | **3** | **4** | **5** |
| **BRAND B****(Pipe in brand from benchmarking grid )** | **1** | **2** | **3** | **4** | **5** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Attributes** | **Strongly Disagree** | **Disagree** | **Neither agree nor disagree** | **Agree** | **Strongly agree** |
| Is a brand that offers good service to consumers | 1 | 2 | 3 | 4 | 5 |
| Is easy to do business with | 1 | 2 | 3 | 4 | 5 |
| Is a brand that works jointly with partners for success | 1 | 2 | 3 | 4 | 5 |
| Is a brand that has a wide product range | 1 | 2 | 3 | 4 | 5 |
| Quick to launch new products in market | 1 | 2 | 3 | 4 | 5 |
| Is a brand that has durable/long lasting/good quality products | 1 | 2 | 3 | 4 | 5 |
| Is a brand that offers better discount | 1 | 2 | 3 | 4 | 5 |
| Has better loyalty program as compared to other brands | 1 | 2 | 3 | 4 | 5 |
| Is a brand customers ask for | 1 | 2 | 3 | 4 | 5 |
| Is a Premium brand | 1 | 2 | 3 | 4 | 5 |
| Offers best margins for its retailers | 1 | 2 | 3 | 4 | 5 |
| Is a brand that cares for the success of its dealers | 1 | 2 | 3 | 4 | 5 |
| Is a brand that is innovative | 1 | 2 | 3 | 4 | 5 |
| Is a popular brand | 1 | 2 | 3 | 4 | 5 |
| Has products which are competitively priced | 1 | 2 | 3 | 4 | 5 |
| Is a brand consumers trust | 1 | 2 | 3 | 4 | 5 |
| Is a brand that provides better warranty compared to competition | 1 | 2 | 3 | 4 | 5 |
| Is a Brand I trust | 1 | 2 | 3 | 4 | 5 |
| Is a brand I recommend to customers | 1 | 2 | 3 | 4 | 5 |
| Top management of the brand interacts with us frequently | 1 | 2 | 3 | 4 | 5 |
| Brand Sales team visits us frequently | 1 | 2 | 3 | 4 | 5 |
| Is a brand that provides adequate in-store materials (Brochures/standees/banners/POSM etc.) | 1 | 2 | 3 | 4 | 5 |
| Is a brand that provides good quality dummy/dramatization kit for placement | 1 | 2 | 3 | 4 | 5 |
| Always have right stocks as per my requirement | 1 | 2 | 3 | 4 | 5 |
| Is a brand that provides timely delivery of stocks | 1 | 2 | 3 | 4 | 5 |
| Is a brand that has very low product complaints/issues | 1 | 2 | 3 | 4 | 5 |
| Is a brand that advertises regularly | 1 | 2 | 3 | 4 | 5 |
| Customers are aware of their ads | 1 | 2 | 3 | 4 | 5 |

**Section 5- About the manufacturers**

Base: All who haven’t coded Bajaj Electricals as Rank 1 in Q1.ab in Scenario 2 and 3 in benchmarking grid

**Q7a.** We would like to know the main reason; why Bajaj Electricals is not your most preferred brand as a retailer? **[OE]**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Q7b. POSTCODE REASON [S]**

**Interviewer’s Instruction- Postcode the above reason not to be asked to the customer**

|  |  |
| --- | --- |
|  | Code |
| Low demand among consumers | 1 |
| Not easy to do business with | 2 |
| Not a trustworthy brand | 3 |
| Low margins | 4 |
| Low quality of products | 5 |
| No relevant trade promotions or schemes | 6 |
| No merchandising support | 7 |
| Does not have a wide range of products | 8 |
| After sales service quality from the brand is poor | 9 |
| Credit period offered is lower than other brands | 10 |
| Time taken for order delivery is high | 11 |
| Expensive compared to other brands | 12 |
| Others (Please specify) | 13 |

**Q7c.** Please let us know the other reasons; why Bajaj Electricals is not your most preferred brand as a retailer? **[OE]**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Q7d. POSTCODE REASON [M]**

**Interviewer’s Instruction- Postcode the above reason not to be asked to the customer**

|  |  |
| --- | --- |
|  | Code |
| Low demand among consumers | 1 |
| Not easy to do business with | 2 |
| Not a trustworthy brand | 3 |
| Low margins | 4 |
| Low quality of products | 5 |
| No relevant trade promotions or schemes | 6 |
| No merchandising support | 7 |
| Does not have a wide range of products | 8 |
| After sales service quality from the brand is poor | 9 |
| Credit period offered is lower than other brands | 10 |
| Time taken for order delivery is high | 11 |
| Expensive compared to other brands | 12 |
| Others (Please specify) | 13 |

Base: All who fall under Scenario 4 as non-Bajaj retailers in benchmarking grid

**Q7a.** We would like to know the main reason behind not stocking any of Bajaj Electricals products in your store as a retailer? **[OE]**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Base: All who haven’t coded Bajaj Electricals as Rank 1 in Q1.ab in Scenario 2 and 3 in benchmarking grid

**Q8.** Please let us know what changes Bajaj Electricals should make so as to become your most preferred brand? **[OE]**

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

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

**Q8a: POSTCODE REASON [M]**

**Interviewer’s Instruction- Postcode the above reason not to be asked to the customer**

|  |  |
| --- | --- |
|  | Code |
| More promotions for customers | 1 |
| Should be easier to do business with | 2 |
| Work on building brand trust amongst their retailers | 3 |
| Provide higher margins | 4 |
| Improve quality of products | 5 |
| Introduce more relevant trade promotions or schemes | 6 |
| Provide better merchandising support | 7 |
| Introduce wider range of products | 8 |
| Improve after sales service quality from the brand  | 9 |
| Credit period offered should be higher than other brands | 10 |
| Time taken for order delivery should be reduced  | 11 |
| Product pricing should be looked at | 12 |
| Others (Please specify) | 13 |

**Section 6- NPS**

Base: All

**Q9.** On a scale of 0-10 how likely are you to recommend \_\_\_\_\_\_\_(READ OUT BRAND NAME) as a retail partner to your friends/ colleagues/ business associates/ family, where 0 is will not at all recommend and 10 is will definitely recommend. **[S]**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | **0-Will not at all recommend** | **1** | **2** | **3** | **4** | **5** | **6** | **7** | **8** | **9** | **10- will definitely recommend** |
| **Brand****A** |  |  |  |  |  |  |  |  |  |  |  |
| **Brand B** |  |  |  |  |  |  |  |  |  |  |  |

Base: All those who have coded 9 &10

**Q9a.** We see that you have given a rating of \_\_\_\_\_\_\_(PIPE IN SCORES FROM Q9) for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(READ OUT BRAND NAME), we would like to know reason what delighted you the most. **[OE]**

**BRAND A**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**BRAND B**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Base: All those who have coded 7 & 8

**Q9b.** We see that you have given a rating of \_\_\_\_\_\_\_(PIPE IN SCORES FROM Q9) for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(READ OUT BRAND NAME), we would like to know reason what can the brand do to make your experience a 9 or 10. **[OE]**

**BRAND A**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**BRAND B**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Base: All those who have coded 0-6

**Q9c.** We see that you have given a rating of \_\_\_\_\_\_\_(PIPE IN SCORES FROM Q9) for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(READ OUT BRAND NAME), we would like to know reason behind your low rating what can the brand do to improve your experience. **[OE]**

**BRAND A**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**BRAND B**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Section 7- Store Profiling**

Base: All

**Q10.** Please tell us the overall monthly turnover of your store **[OE]**

Monthly Store Turnover\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

RECORD VALUE AND POST CODE IN THE GRID BELOW.

|  |  |
| --- | --- |
| Less than INR 10k /month | 1 |
| INR 10k – 50K /month | 2 |
| INR 50K – 1 Lakh / month | 3 |
| INR 1 – 2 Lakhs / month | 4 |
| More than 2 Lakhs | 5 |
| Refused to answer | 99 |

Base: All

**Q11**. Please tell us the number of employees working in the store. **[S]**

|  |  |
| --- | --- |
| 0-5 | 1 |
| 6-10 | 2 |
| 11-15 | 3 |
| 15-20 | 4 |
| More than 20 employees | 5 |
| Refused to answer | 99 |

Base: All

**Q12:** Please tell us if you have any suggestions for Bajaj Electricals. **[OE]**

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

THANK AND END THE INTERVIEW

**Interviewer Instruction** – Please click and submit your selfie outside the store with store name visible in selfie, Please make sure the photograph is clear, name of store is readable and you face is visible. (You have 3 attempts for clicking a clear selfie and submit which you find best)

**Scripter Note: Interviewer can click upto 3 selfies**

TERMINATE THE INTERVIEW

**BRAND LIST**

|  |  |
| --- | --- |
| **SMALL KITCHEN APPLIANCES** | **Code** |
| Bajaj Elecricals | 1 |
| Prestige  | 2 |
| Preethi  | 3 |
| Butterfly | 4 |
| Usha  | 5 |
| Orpat | 6 |
| Philips | 7 |
| Crompton | 8 |
| Murphy Richards | 9 |
| Whiteline | 10 |
| Pegion | 11 |
| LG | 12 |
| Whirlpool | 13 |
| Samsung | 14 |
| Godrej | 15 |
| Panasonic | 16 |
| Haier | 17 |
| IFB | 18 |
| Voltas Beko | 19 |
| Toshiba | 20 |
| Wonder Chef | 21 |
| Cello | 22 |
| Havells | 23 |
| Orient | 24 |
| Black + Decker | 25 |
| Others ( Please Specify\_\_\_\_\_\_\_)  | 99 |

|  |  |
| --- | --- |
| **SMALL DOMESTIC APPLIANCES** | **Code** |
| Bajaj Elecricals | 1 |
| Usha | 2 |
| Philips | 3 |
| Havells  | 4 |
| Syska  | 5 |
| Crompton | 6 |
| Orient Electric | 7 |
| Surya | 8 |
| AO Smith  | 9 |
| Racold | 10 |
| Crompton | 11 |
| Venus | 12 |
| V-Guard | 13 |
| Haier | 14 |
| Orpat | 15 |
| Khaitan | 16 |
| Honeywell | 17 |
| Morphy Richards | 18 |
| Voltas | 19 |
| Powerpye | 20 |
| Eveready  | 21 |
| Borosil | 22 |
| Sunflame | 23 |
| Panasonic | 24 |
| Black + Decker | 25 |
| Others ( Please Specify\_\_\_\_\_\_\_)  | 99 |

|  |  |
| --- | --- |
| **FANS** | **Code** |
| Bajaj Electricals | 1 |
| Orient Electric | 2 |
| Usha  | 3 |
| Havells  | 4 |
| Crompton  | 5 |
| Atomberg | 6 |
| Surya | 7 |
| Polycab | 8 |
| Luminous | 9 |
| Almonard | 10 |
| Anchor | 11 |
| Khaitan | 12 |
| Kaff | 13 |
| Others ( Please Specify\_\_\_\_\_\_\_)  | 99 |

|  |  |
| --- | --- |
| **COOKWARE** | **Code** |
| Nirlep | 1 |
| Milton | 2 |
| Usha  | 3 |
| Hawkins Futura  | 4 |
| Pegion | 5 |
| Prestige | 6 |
| Borosil | 7 |
| Cello | 8 |
| Indus Valley | 9 |
| Bergner | 10 |
| Wonderchef | 11 |
| Butterfly | 12 |
| Others ( Please Specify\_\_\_\_\_\_\_)  | 99 |