

Appendix A: Questionnaire for Customers

Dear Respondents,

I, Mrs. Richa Darshan Nambisan, am conducting research on the topic “A study of the impact of CRM Practices on customer’s Perception”. You are kindly requested to fill in the following questionnaire in order to help me in perusing the same. The data so collected will only be used for analysis purpose and full confidentiality will be maintained in all respect.

Thanking You,
Mrs. Richa Darshan Nambisan

Name.....Gender.....

Age Income

Family size 0-3, 4-6, 6-8, 8-more

Q. 1. Is it at this store that you make the big shopping for the house, that is, the shopping where you spend more money, such as grocery, clothiers etc.

Yes ☐ No ☐

Q.2. For how long have been visiting this store (or been customer of this store)

<1 Month ☐ 1-3 Moths ☐ 3-6 Months ☐ 6-1Year ☐
> 1 Year ☐

Q. 3. What kind of shopping do you make from this store. (Indicate all that are valid)

(a) Groceries	<input type="checkbox"/>	(h) Vegetables/ Fruits	<input type="checkbox"/>
(b) Beverages	<input type="checkbox"/>	(i) Toys/ Kids products	<input type="checkbox"/>
(c) Milk Products	<input type="checkbox"/>	(j) Clothing / Footwear	<input type="checkbox"/>
(d) Frozen food	<input type="checkbox"/>	(k) Electrical Appliances	<input type="checkbox"/>
(e) Detergents/ Toiletries	<input type="checkbox"/>	(l) Home utensils / Plastic	<input type="checkbox"/>
(f) Cosmetics	<input type="checkbox"/>	(m) Others	<input type="checkbox"/>
(g) Bakery Products	<input type="checkbox"/>		

Q. 4. What is the frequency of your visit to this store?

- | | | | |
|---------------------------|--------------------------|-----------------|--------------------------|
| 1. At least Twice a week | <input type="checkbox"/> | 2. Monthly | <input type="checkbox"/> |
| 3. Weekly | <input type="checkbox"/> | 4. Sporadically | <input type="checkbox"/> |
| 5. At least Twice a month | <input type="checkbox"/> | | |

Q. 5 Apart from this store, which others do you visit and with what frequency please specify.

(i) Name of Store -----

(ii) Frequency of visit -----

Q.6 Rating Of Store Ambience.

- | | Yes | No |
|--|--------------------------|--------------------------|
| (a) Were you aware of the existence of background music at the store? | <input type="checkbox"/> | <input type="checkbox"/> |
| (b) Were you aware of existence of any odor or aroma in the store? | <input type="checkbox"/> | <input type="checkbox"/> |
| (c) Were you satisfied with store cleanliness? | <input type="checkbox"/> | <input type="checkbox"/> |
| (d) Did sufficient lighting in each area inside the store led comfort of the purchase etc. | <input type="checkbox"/> | <input type="checkbox"/> |
| (e) Were you satisfied with layout and store displays? | <input type="checkbox"/> | <input type="checkbox"/> |
| (f) Was the waiting time at cash counter reasonable? | <input type="checkbox"/> | <input type="checkbox"/> |

Q.7 Reasons and motivation for visiting this store from the following factors, which are the ones that bring you to this store and what is the importance level that you would give them:

- | | No
Imp. | Less
Imp. | Imp. | Quite
Imp. | Very
Imp. |
|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (a) Pleasant environment | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (b) Store ambience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (c) Easiness on finding the product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (d) Availability of maximum brands/product | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (e) Employee friendliness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (f) Good location of the store | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (g) Easiness of parking | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

(h) Adequate waiting time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(i) Lesser price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(j) Customer relationship mgt. practices.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(k) Easy payment facility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(l) Good after sale services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.8 Recommendation.

	Certainly			Certainly	
	Not	No	May be	Yes	Yes
(a) Do you intend to return to this store?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Would you recommend this store to family and friends?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q. .9 Customer satisfaction survey.

- Not Satisfied =1
- Less Satisfied =2
- Nor Satisfied nor dissatisfied =3
- Satisfied =4
- Highly satisfied. =5

When it comes to	1.	2.	3.	4.	5.
(a) Prompt service to customer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Employees who deal customers in caring fashion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Employees who understand the needs of their customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Willingness to help customers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Providing services as promised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(f) Employees who have the knowledge to answer customer queries.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(g) Visually appealing store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(h) Caving customer's individual attention.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

(i) Convenient business hours.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(j) Customers feel safe in their transactions (mode of payment)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	1.	2.	3.	4.	5.
(k) After sales services offered by store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(l) Discount offered by store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(m) Wishes sent on special days.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(n) Facility given to	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q.10 How would you rate the overall quality of service provided by the store.

Extremely Poor

Extremely Good

0

1

2

3

4

5

Q.11 Thinking about service overall, please rate the value you feel you get for your money and time spent.

Poor Value

Excellent Value

0

1

2

3

4

5

Q.12 How frequently do you have face-to face or telephonic contact with employees?

- | | |
|-----------------------------------|---|
| (i) More than once a Month | 1 |
| (ii) Once a month | 2 |
| (iii) About once in every 3months | 3 |
| (iv) About once a year | 4 |
| (v) Occasionally | 5 |

Q. 13 Have you recently had a problem with any of your transaction.

Yes

☐

No

☐

Q. 14 If "Yes" was it resolved by employees to your satisfaction?

Yes

☐

No

☐

Q.15 Does store advertising creates a desire to visit that particular store.

Yes

☐

No

☐

Q. 16 At what extent, CRM processes assist about the new products and services offered by company?

- | | | | |
|--------------------|--------------------------|---------------|--------------------------|
| • Low influence | <input type="checkbox"/> | • Influential | <input type="checkbox"/> |
| • Highly influence | <input type="checkbox"/> | • No response | <input type="checkbox"/> |

Q.17 Do you agree that the store is able to fulfill your changing needs and requirements as per changes in environment?

- | | | | |
|------------------|--------------------------|---------------------|--------------------------|
| • Strongly agree | <input type="checkbox"/> | • Strongly disagree | <input type="checkbox"/> |
| • Disagree | <input type="checkbox"/> | • Neutral | <input type="checkbox"/> |
| • Agree | <input type="checkbox"/> | | |

Q.18 Do you agree that CRM process of this store plays an important role to create brand value, understand your need and requirements and resolve your problems and issues?

- | | | | |
|------------------|--------------------------|---------------------|--------------------------|
| • Strongly agree | <input type="checkbox"/> | • Strongly disagree | <input type="checkbox"/> |
| • Disagree | <input type="checkbox"/> | • Neutral | <input type="checkbox"/> |
| • Agree | <input type="checkbox"/> | | |

Q. 19 Are you satisfied with the stores CRM practices to influencing and impact your buying behavior?

- | | | | |
|------------------|--------------------------|---------------------|--------------------------|
| • Strongly agree | <input type="checkbox"/> | • Strongly disagree | <input type="checkbox"/> |
| • Disagree | <input type="checkbox"/> | • Neutral | <input type="checkbox"/> |
| • Agree | <input type="checkbox"/> | | |

Q. 20 Does the CRM process attract you to visit the store frequently.

- | | | | |
|------------------|--------------------------|---------------------|--------------------------|
| • Strongly agree | <input type="checkbox"/> | • Strongly disagree | <input type="checkbox"/> |
| • Disagree | <input type="checkbox"/> | • Neutral | <input type="checkbox"/> |
| • Agree | <input type="checkbox"/> | | |

Q. 21 Do you agree that CRM process improves commitment between you and the store?

- | | | | |
|------------------|--------------------------|---------------------|--------------------------|
| • Strongly agree | <input type="checkbox"/> | • Strongly disagree | <input type="checkbox"/> |
| • Disagree | <input type="checkbox"/> | • Neutral | <input type="checkbox"/> |
| • Agree | <input type="checkbox"/> | | |

Q. 22 Have your perception of this store improved with the time due to its CRM practices and initiatives?

- | | | | |
|------------------|--------------------------|---------------------|--------------------------|
| • Strongly agree | <input type="checkbox"/> | • Strongly disagree | <input type="checkbox"/> |
| • Disagree | <input type="checkbox"/> | • Neutral | <input type="checkbox"/> |
| • Agree | <input type="checkbox"/> | | |

Appendix B: Questionnaire for Retailers

Dear Respondents,

I, Mrs. Richa Darshan Nambisan, am conducting research on the topic "A study of the impact of CRM Practices on customer's Perception". You are kindly requested to fill in the following questionnaire in order to help me in perusing the same. The data so collected will only be used for analysis purpose and full confidentiality will be maintained in all respect.

Thanking You,
Mrs. Richa Darshan Nambisan

Name----- age ----- Name of Store-----
-----Annual Turnover ----- Location -----

No. of years in business -----

1. What type of consumers usually purchase from your retail store?

- | | | | |
|---------------------------|--------------------------|--------------------------------|--------------------------|
| (a) House Hold people. | <input type="checkbox"/> | (d) Employees (Service Class) | <input type="checkbox"/> |
| (b) Business class people | <input type="checkbox"/> | (e) Tiny shop oneness | <input type="checkbox"/> |
| (c) Professionals | <input type="checkbox"/> | (f) Large family size people. | <input type="checkbox"/> |

2. What is your opinion on the following factors related to consumers while purchasing from your store. (Please Tick).

	Opinion of consumer		
	Good	Moderate	Poor
(a) Customer expectation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Customer attitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Customer queries	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Customer perception	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(e) Customer knowledge of selection a product.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. In your opinion what are the factors which lead to customer purchase from your store.

- | | 3= Good, | 2= Moderate, | 1= Poor |
|-------------------------------------|--------------------------|--------------------------|--------------------------|
| (a) Consumer behavior with salesman | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (b) Customer Behavior | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

- | | | | |
|-----------------------------|--------------------------|--------------------------|--------------------------|
| (c) Supply Chain Management | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (d) Customer's perception | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

4. Among the following which one are the most preferred products by customers
(Please ✓)

- | | | | |
|--------------------------|--------------------------|-------------------|--------------------------|
| (a) Toiletries | <input type="checkbox"/> | (g) Apparels | <input type="checkbox"/> |
| (b) Soaps & cosmetics | <input type="checkbox"/> | (h) Plastic Items | <input type="checkbox"/> |
| (c) Health care products | <input type="checkbox"/> | (i) Kitchen neare | <input type="checkbox"/> |
| (d) Garments | <input type="checkbox"/> | (j) Toys | <input type="checkbox"/> |
| (e) Grocery items | <input type="checkbox"/> | (k) Vegetables | <input type="checkbox"/> |
| (f) Shoes | <input type="checkbox"/> | (l) Others | <input type="checkbox"/> |

5. Because of which of the following one reason do you think customer's prefer your retail store.

- | | | | |
|---------------------------|--------------------------|--------------------------|--------------------------|
| (a) Location | <input type="checkbox"/> | (d) Good service | <input type="checkbox"/> |
| (b) Product availability | <input type="checkbox"/> | (e) Credit system | <input type="checkbox"/> |
| (c) Low price for product | <input type="checkbox"/> | (f) By good relationship | <input type="checkbox"/> |

6. Do you have membership facility?

Yes ☐ No ☐

7. Do you wish your customer about their special days?

Yes ☐ No ☐

8. Do you think that your employees are competent enough to tackle all the problems of you consumers?

Yes ☐ No ☐ Can't ☐

9. In off-seasons do you conduct various sales promotional schemes to attract your consumers?

Yes ☐ No ☐

10. In your opinion what do you think is your customer's perception towards your store?

Highly satisfied ☐ Satisfied ☐ Dissatisfied ☐ No Idea ☐

11. Do you think your regular customers are store loyal?

Yes ☐ No ☐ Can't ☐

12. What methods do you use to interact with your customers?

- | | | | |
|----------------------------|--------------------------|----------------------------|--------------------------|
| • Face to face interaction | <input type="checkbox"/> | • Customer service survey | <input type="checkbox"/> |
| • Telephonic conversation | <input type="checkbox"/> | • Any other please specify | <input type="checkbox"/> |
| • Open meetings | <input type="checkbox"/> | | |

13. Do you teach your personnel customer relations skills?

Yes ☐ No ☐

14. What benefits does your department realize from interaction with their customers?

- | | | | |
|--------------------------------|--------------------------|--------------------------------|--------------------------|
| • Customer service improvement | <input type="checkbox"/> | • Positive customer perception | <input type="checkbox"/> |
| • Increased customer loyalty | <input type="checkbox"/> | • Improved understanding of | <input type="checkbox"/> |
| • Customer awareness | <input type="checkbox"/> | services & needs | |

15. What methods do you utilize to gain feed-back from your customers.

- | | |
|---------------------------|--------------------------|
| • Feedback form | <input type="checkbox"/> |
| • Customer service survey | <input type="checkbox"/> |
| • Mail out survey | <input type="checkbox"/> |
| • Suggestion bon | <input type="checkbox"/> |
| • Web based services | <input type="checkbox"/> |
| • Other Please specify | <input type="checkbox"/> |

Appendix C: List of Research Papers Presented and Published during

Session 2011-13

- *Richa Darshan* ,(2013), “An Innovative Viral Marketing Strategy in Town: "Honey Bunny Pumpkin Pumpkin”, Presented at National Conference organized at Laxmi Narain College of Technology , Indore and Published in “Prabandhan & Taqniki” Vol.7, (ISSN No 0974-8563).
- *Richa Darshan and Lalit K. Dubey*,(2013), “A Study on Impact of Effective Advertisement on Consumer Buying Behavior” (With Special Reference to Indore City), Presented at National Conference organized at Laxmi Narain College of Technology , Indore and Published in “Prabandhan & Taqniki” Vol.7, (ISSN No 0974-8563).
- *Dr. H. C. Sainy and Richa Darshan*, (2012), “Customer Experience Management through Store Attributes: A Mirror Image of CRM”, Presented at National Conference organized at Laxmi Narain College of Technology, Indore and Published in “Prabandhan & Taqniki” Vol.6, (ISSN No 0974-8563).
- *Richa Darshan and Lalit K. Dubey*,(2012), “Opportunities And Threats In The Growth Of Rural Marketing In India” ,Presented at National Conference organized at Laxmi Narain College of Technology , Indore and Published in “Prabandhan & Taqniki” Vol.7, (ISSN No 0974-8563).

- *Richa Darshan*, (2011), “Impact of Advertising and various sales promotion activities on consumer buying behavior towards FMCG products”, published in “Prabandhan & Taqniki” Vol.5, (ISSN No 0974-8563).
- *Richa Darshan*, (2011), “Customer Relationship Management: A Marketing Mantra during Recession”, Published in “Prabandhan & Taqniki” Vol.5, (ISSN No 0974-8563).
- *Richa Darshan*, (2011), “Customer Relationship Management: A basic tool for organizations during Recession”, Published in Review of Business & Technology Research, Vol 4 No.1, July 2011, ISSN-1941-9406 ,CH Institute of Management & Commerce (CHIMC).
- *Richa Darshan*, (2011), “Environment protection an effective tool towards CSR: A Case Study of Aircel “Save our Tigers”- Campaign”, Presented at National Conference on Green Chemistry and Environment, organized by Mata Gijajbai Govt Girls College.
- *Richa Darshan* (2011), “Social Advertising an innovative tool to achieve Corporate Social Responsibilities: A Case Study of IDEA Campaign” , Presented at National Conference organized at Sri Vaishnav Institute of Management, Published in “Changing face of India incorporate Innovative Practices, ISBN-978-93-81583-12-8.

