

# **QUESTIONNAIRE**

## **PROJECT TITLE:**

Study of Offers and Coupon based sale improvement – an analysis in shopping malls (SPAR)

## **DEMOGRAPHIC PROFILE:**

- ✓ **Name**
- ✓ **Age:**
  - < 20 Years
  - Between 20 – 30 years
  - Between 31 – 45 Years
  - 45 Years & Above
- ✓ **Sex**
  - Male
  - Female
  - Transgender
- ✓ **Marital Status**
  - Single/unmarried
  - Married

## **PRODUCT AWARENESS:**

- **Are you the primary decision maker in purchasing any SPAR product?**
  - Yes
  - No
- **How do you typically find out the value of each product?**
  - Social Media
  - TV Commercials
  - Word of Mouth
  - Through Agents

## **PRODUCT CONSIDERATION:**

- a) **Which of these factors you consider when making decision on product purchase?**
  - Reviews
  - Star ratings
  - Referral experiences
  - Both
- b) **Do you believe the reviews on websites completely and consider when taking decision on training course selection?**

- Yes
  - No
- c) **How long time do you take to make any decision on product purchase in SPAR?**
- More than a Month
  - Less than a Month
  - Within few days
- d) **Which of these factors you consider when making decision on product purchase?**
- Based on quality
  - Based on offers
  - Based on Style
  - Based on price

**PRODUCT PURCHASE:**

1. **How often you suggest or get the SPAR product to your family or others?**
  - a) Never
  - b) Rarely
  - c) Sometimes
  - d) Often
  - e) Always
2. **How do you feel about the offers and coupons provided by SPAR?**
  - a) Excellent
  - b) Good
  - c) Satisfied
  - d) Fully satisfied
3. **What type of product you prefer and your family people will utilize?**
  - a) Personal care & Beauty
  - b) Clothing's
  - c) Family health & Nutrition
4. **Do you feel the product offered by SPAR satisfying your needs?**
  - a) Highly satisfied
  - b) Satisfied
  - c) Rarely

- d) Not satisfied
- 5. How often do you utilize SPAR coupons for your high value purchase?**
  - a) Never
  - b) Rarely
  - c) Sometimes
  - d) Often
  - e) Always
- 6. Do you compare the products of SPAR with other high-grade shops?**
  - a) Yes
  - b) No
- 7. Do you feel SPAR coupons are worth able to make product purchase decision?**
  - a) Yes
  - b) No
- 8. What do you think about the Customer support after Product sale in SPAR?**
  - a) Very Supportive
  - b) Moderately Supportive
  - c) Neutral
  - d) Not Good
  - e) Worst
- 9. Do you think that SPAR products are competitive with other shops & centres?**
  - a) Yes
  - b) No
- 10. Even offers are available some products of SPAR are not much impact purchase decision?**
  - a) Strongly Agree
  - b) Agree
  - c) Neutral
  - d) Disagree
  - e) Strongly Disagree
- 11. The roles of deciding level in purchase of readymade textiles?**
  - a) Very High
  - b) High
  - c) Neither High nor Low
  - d) Low
  - e) Very Low

**12. How do you feel about the uniqueness of the clothing's in SPAR?**

- a) Highly satisfied
- b) Satisfied
- c) Rarely
- d) Not satisfied

**13. How do you feel about the yearend offers in SPAR?**

- a) Highly satisfied
- b) Satisfied
- c) Rarely
- d) Not satisfied

**14. How do you feel about the varieties of offers in SPAR?**

- a) Highly satisfied
- b) Satisfied
- c) Rarely
- d) Not satisfied

**15. How do you feel about the exciting one-day sale in SPAR?**

- a) Highly satisfied
- b) Satisfied
- c) Rarely
- d) Not satisfied