

Consumer Purchasing Behaviour Survey

Concept Card (Guidence to fill the survay)

1. Which days of the week and which times of the day do you go shopping for day-to-day goods? (Choose all options that apply from the below grid)

For example suppose that you go shopping for day-to-day goods on Monday-morning (10.00 a.m) , Wednesday-daytime (2.00p.m) & Saturday-evening (5.00 p.m). So mark as follows.

Which days of the week and which times of the day do you go shopping for day-to-day goods? (Choose all options that apply from the below grid)

	Morning (until 11am)	Daytime (11am - 3pm)	Evening (4pm - 7pm)	Night (after 7pm)
Sunday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Monday	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tuesday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wednesday	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Thursday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Friday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

2.How far do you travel to purchase day-to-day goods?

For example suppose that you go shopping on Monday & Wednesday to the retailstore near by and on Saturday to the supermarket in your town. So mark as follows.

How far do you travel to purchase day-to-day goods? *

☒ Less than 1km

☒ Between 1km - 5km

☐ More than 5km

3.What type of stores do you most often visit to purchase day-to-day goods?

For example suppose that you go shopping on Monday & Wednesday to the retailstore near by and on Saturday to the supermarket in your town. So mark as follows.

What type of stores do you most often visit to purchase day-to-day goods? *

- ☒ Supermarkets
- ☒ Grocery stores

4. What is the quantity of day-to-day goods you purchase during a single shopping visit?

For example suppose that in every single visit for purchasing day today items you used to buy 6 items (possible item matrix: vegetables - 3 vegetables, suger-250g, biscuits-3 types of biscuits, yourguts- 5 yourguts, cooking oil-100ml & mosquito coils-1 pack). Then mark as follows.

What is the quantity of day-to-day goods you purchase during a single shopping visit? (Choose the most relevant option) *

- ☐ Less than 5 items
- ☐ 5 - 10 items
- ☒ 10 - 20 items
- ☐ More than 20 items

5.What is the value of day-to-day goods you purchase during a single shopping visit? (choose most common option)

For example suppose that in every single visit for purchasing day today items you used to buy 6 items and those 6 items roughly cost 750 rupees. Then mark as follows.

What is the value of day-to-day goods you purchase during a single shopping visit? (choose most common option) *

- ☐ Less than 500 rupees
- ☒ 500 - 1000 rupees
- ☐ 1000 - 2000 rupees
- ☐ More than 2000 rupees