QUESTIONNAIRE

CONSUMER BEHAVIOUR TOWARDS TWO-WHEELER USERS IN RAYALASEEMA REGION, A.P.

From
N.P. Kumar Raja,
Research scholar,
S.K.I.M.
S.K. University,
ANANTAPUR.

Dear Sir / Madam,

I am a Research Scholar conducting a market survey on "CONSUMER BEHAVIOUR TOWARDS TWO-WHEELER USERS IN RAYALASEEMA REGION, A.P." for preparation of a thesis for my Ph.D Degree. I request you to make your valuable contribution by supplying information in this questionnaire, the work is purely of an academic interest and assure you that your identity will not be revealed and the information supplied will be kept strictly confidential.

Thanking You,

Yours Sincerely

N.P. Kumar Raja
PART - A

1. Name and Address:

2. Age: _________ yrs.

3. Sex:
   a) Male ( ) (b) Female ( )

4. Marital Status:
   a) Married ( ) (b) Unmarried ( )

5. Educational Background:
   a) SSC ( )
   c) Diploma ( )
   e) Post-Graduation ( )
   g) Any other ( )
   b) intermediate ( )
   d) Graduation ( )
   f) Professional Qualification ( )

6. Occupation:
   a) Student ( )
   c) Employee ( )
   b) Business ( )
   d) Professional ( )

7. Monthly Income:
   a) below Rs. 5,000 ( )
   c) Rs. 10,000 - 15,000 ( )
   e) Rs. 20,000 & Above ( )
   b) Rs. 5,000 - 10,000 ( )
   d) Rs. 15,000 - 20,000 ( )
PART - B

(1) Which Two Wheeler do you prefer to have?
   a) Moped  ( )
   b) Scooter  ( )
   c) Motor Cycle  ( )

(2) Which Two Wheeler do you own?
   a) Moped  ( )
   b) Scooter  ( )
   c) Motor Cycle  ( )

(3) Mention the Brand name and the name of the manufacturer of your vehicle?
   a) Brand Name : ____________________
   b) Manufacturer : ____________________

(4) (a) Have you purchased the vehicle you preferred?
   (i) Yes  ( )
   (ii) No  ( )
   (b) If No, why ____________________

(5) What are the reasons for buying a Two Wheeler.
   (Rank in order of preference on a scale of 1 – 10)
   (a) Necessity  ( )
   (b) Comfort  ( )
   (c) Luxury  ( )
   (d) Status  ( )
   (e) Time saving  ( )
   (f) Less strain  ( )
   (g) lack of public transport  ( )
   (h) reduce travel expenses  ( )
   (i) Easy Handling  ( )
   (j) Others 9lottery of Gift)  ( )

(6) How do you consider the following factors while purchasing the Two Wheeler?
   (Rank in order to preference on a scale of 1 – 12)
   (a) Guarantee  ( )
   (b) Performance  ( )
   (c) Less repair cost  ( )
   (d) Durability  ( )
   (e) Special Offers  ( )
   (f) Price  ( )
   (g) Quality  ( )
   (h) Reputation of Company  ( )
   (i) After Sales service  ( )
   (j) Mileage  ( )
   (k) Resale value  ( )
   (l) Availability  ( )

(7) How do you come to know about your vehicle?
   a) News papers  ( )
   b) Magazines  ( )
   c) Television  ( )
   d) Radio  ( )
   e) Hoardings  ( )
(8) Whether your vehicle is bought through

(A)
   i) Payment at one time ( )
   ii) Installment basis ( )

(B) If it is in installment basis, then the finance provided by
   i. Bank ( )
   ii. Private finance ( )
   iii. Dealer finance ( )
   iv. Employer ( )

(9) How long have you been using this vehicle

(10)

(A) Is this your first vehicle?
   (a) Yes ( ) (b) No ( )

(B) If No, what was your first vehicle: ________________________________

(11)

(A) Do you have plans to switch over to other brands?
   (a) Yes ( ) (b) No ( )

(B) If yes, what would be your next brand: ________________________________

(12)

(A) Suppose a new brand is introduced in the market, will you try to switch over?
   (a) Yes ( ) (b) No ( )

(B) If yes, how long will you take to switch over: __________________________

(13)

(A) Are you satisfied with the performance of your vehicle?
   (a) Yes ( ) (b) No ( )
   (i) If yes, what is the level of satisfaction.
      (a) 0 – 20 % ( ) (b) 20% - 40% ( )
      (c) 40% - 60% ( ) (d) 60% - 80% ( )
      (e) 80% - 100% ( )
   (ii) If No, what are the reasons: ______________________________________

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(14) How do you feel about the after sales-service rendered by your dealer?
   (a) Excellent ( ) (b) Satisfactory ( )
   (c) Unsatisfactory ( )

(B) If unsatisfactory, whether it is
   i. Dealer service approach
   ii. Inadequate trained personnel
   iii. Lack of commitment
   iv. Any other, please specify: ____________________________

(15) Who influenced you in purchase decision of your vehicle?
   (a) Family Members ( ) (b) Friends ( )
   (c) Work Groups ( ) (d) Neighbours ( )
   (e) Dealers ( ) (f) Reference Group ( )

(16) What is your role in buying a Two Wheeler?
   (a) Initiator ( ) (b) Influencer ( )
   (c) Decider ( ) (d) Buyer ( )
   (e) User ( )

(17) Family involvement in the process of decision making:

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<thead>
<tr>
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<th>Need identification</th>
<th>Budget allocation</th>
<th>Search for information</th>
<th>Brand selection</th>
<th>Actual purchase</th>
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<td>Husband</td>
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<tr>
<td>All Family Members</td>
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<tr>
<td>Social Groups</td>
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(18) How much time would you take between need identification and actual purchase?

<table>
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<tr>
<th></th>
<th>&lt;1 Month</th>
<th>1-5 Months</th>
<th>6-12 Months</th>
<th>1-2 Years</th>
<th>2-3 Years</th>
<th>3-4 Years</th>
<th>4-5 Years</th>
<th>&gt; 5 Years</th>
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(19) How is the influence of the price and advertisement?

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<th>Very greatly</th>
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<th>Moderately</th>
<th>Slightly</th>
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<td>Price</td>
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<td>Advertisements</td>
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THANKING YOU