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APPENDIX – A
Consumer Behaviour and Purchase Decision
(A Comparative Study with Special Reference to Consumers of Selected Car Owners in Krishnagiri and Dharmapuri Districts)

Questionnaire to the Car Owners

PART –I (Personal Information)

1. Name (Optional) :

2. Age :
   a) Below 30 [ ]
   b) 31 - 40 [ ]
   c) 41 - 50 [ ]
   d) 51 and above [ ]

3. Gender : Male / Female

4. Education :
   a) Non-formal Education [ ]
   b) School level [ ]
   c) Graduate [ ]
   d) Others [ ]

5. Occupation :
   a) Agriculture [ ]
   b) Business [ ]
   c) Salaried Employee [ ]
   d) Professional [ ]
   e) Retired [ ]
   f) Unemployed/Student [ ]
   g) Any other, Please Specify :-----------------------------------------------

6) Annual Income from all other sources (Housewife has to Indicate her family income)
   a) Below Rs. 2,00,000 [ ]
   b) Rs.2,00,001 - Rs.3,00,000 [ ]
   c) Rs.3,00,001 and above [ ]

7) Marital Status
   a) Married [ ]
   b) Unmarried [ ]

   If Married, how many children do you have
   a) No Child [ ]
   b) One/two children [ ]
   d) More than two children [ ]
8) The distance between your residence and the place of work/business/Profession.
   a) Below 5 kms [ ]
   b) 6 kms –Below 10 kms [ ]
   c) 11 kms and above [ ]

PART –II (Information Before Purchase)

9) What was the need for buying a car?
   a) Helps in attending to work related activities In time [ ]
   b) Helpful in shopping [ ]
   c) Gives me social status & Prestige [ ]
   d) To travel as a whole family [ ]
   e) Convenience [ ]
   f) Not to depend on public transport [ ]
   g) Any other, Please specify: ---------------------------------------------

10) Why didn’t you depend on public transport
    a) Over crowded [ ]
    b) Time – consuming [ ]
    c) No proper public transport facility [ ]
    d) We have to sit and travel with all and sundry [ ]
    e) Not convenient [ ]
    f) Any other, Please specify: ---------------------------------------------

11. Please indicate the month and the year you started thinking about the Purchase of car?
    Month --------------------- Year ------------------

12. Please indicate the month and the year when you actually bought the vehicle?
    Month --------------------- Year ------------------
13. Is there any time gap between your intention to purchase a car and the actual purchase?

(If there is time gap)

Yes [ ] No [ ]

A) If yes, indicate the reason/ reasons for the time gap

1) Lack of sufficient information [ ]
2) Non-availability of specific brand [ ]
3) Finance problem/selecting the right financiers [ ]
4) To decide about the car model [ ]
5) Any other, please specify: -------------------------------

14. Please rank the following information source:
(Answer any five 1, 2, 3, 4, 5 in ascending order)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Sources of information</th>
<th>Degree of Importance (Ranking)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Previous own experience</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Friends &amp; Relatives</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Family members</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Personal observation &amp; Trial</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Newspapers</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Magazines</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Company manual</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Radio</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Television</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Internet</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Hoarding &amp; Posters</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Dealer display</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Consumer report</td>
<td></td>
</tr>
</tbody>
</table>
15. Generally, how do you judge the following attributes of cars, from the point of degree of importance?

( Rank it in ascending order like 1, 2, 3, 4, 5):

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Attributes</th>
<th>Degree of importance (Ranking)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Economy in fuel</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Economy in maintenance</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Purchase price</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Perceived prestige / brand image</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Warranty</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Style</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Size and Weight</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Dependability &amp; Durability</td>
<td></td>
</tr>
<tr>
<td></td>
<td>i) Pick – Up</td>
<td></td>
</tr>
<tr>
<td></td>
<td>j) Resale value</td>
<td></td>
</tr>
<tr>
<td></td>
<td>k) Manufacturer’s repute</td>
<td></td>
</tr>
<tr>
<td></td>
<td>l) After sale service</td>
<td></td>
</tr>
</tbody>
</table>

16. Did you make a comparison of the attributes with different brands of vehicle before you buy?

yes [ ] No [ ]

A) If yes, how many brands you consider ------------------------

If yes, please specify the reason / reasons

i) Dealer’s attitude [ ]

ii) Choice of brands [ ]

iii) Price range [ ]

iv) Free trial Drive [ ]

v) Performance of Vehicle [ ]

vi) Any other. Please specify: -----------------------------------------

B) If no, what are the reasons?

i) Other brands are not very popular [ ]

ii) Didn’t feel the necessity [ ]

iii) Unaware of other brands/ Insufficient Information [ ]

iv) High Fuel consumption/Low mileage [ ]

v) No time to compare [ ]

vi) Any other, please specify -----------------------------------------
PART –III (Information at the time of Purchase)

17. If you have more than one car, indicate the time of latest purchase
   Month --------------------- Year --------------

18. How was the purchase financed?
   a) Own source [ ]
   b) Own source & Car financiers [ ]
   c) Car financiers [ ]
   d) Loan from the employer [ ]
   e) Commercial Banks [ ]
   f) Any other, Please specify: -----------------------------------------
      (If more than one source, state the proportion against each source.)

19) If borrowed, the reason for selecting a particular source of finance
   a) Facility of longer EMI
      (Equated Monthly Installments) [ ]
   b) Low rate of interest [ ]
   c) Less formalities [ ]
   d) Easy availability [ ]
   e) Fore closure facility [ ]

20. Whether you have purchased the same brand of car for the second time?
    (If it is not the first purchase)
    Yes [ ] No [ ]

21. Which brand of car is the best in your opinion?
    a) Maruti [ ] b) Tata [ ] c) Ford [ ]
    d) Hyundai [ ] e) Toyota [ ] f) Others [ ]

22. Mention any two important reasons in support of your above statement:
    i) ---------------------------------------------------------------
    ii) ---------------------------------------------------------------
23. Furnish details regarding your car (Latest Purchase)

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Name of the vehicle</th>
<th>Manufacturer</th>
<th>Brand &amp; Model</th>
<th>Year of Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

24. Which of the following attributes of your vehicle helped you to take final buying decisions ?

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Attributes</th>
<th>Degree of Importance (Ranking)</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>Economy in fuel</td>
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<td></td>
</tr>
<tr>
<td>3</td>
<td>Purchase price</td>
<td></td>
</tr>
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</tr>
<tr>
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<td>Warranty</td>
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<td>6</td>
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<tr>
<td>7</td>
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<td></td>
</tr>
<tr>
<td>8</td>
<td>Dependability &amp; Durability</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Pick – Up</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Resale value</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Manufacturer’s repute</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>After sale service</td>
<td></td>
</tr>
</tbody>
</table>

25. If a new model is introduced in the brand of car you own, would you change your Vehicle?
   Yes [ ] No [ ]

A) If yes, did you change it of the sake of pride of being the first person to buy the car
   Yes [ ] No [ ]

B) If no, what are the reasons -----------------------------------------------
PART –IV (Information after the Purchase)

26. What is the average distance of your drive per day?
   ------------Kms.

27. How often do you use your Car?
   a) Everyday [ ]
   b) Once a week [ ]
   c) Only on emergency [ ]
   d) Only to go as a family [ ]

28. Whether your vehicle is used by members of your family or others?
   Yes [ ]
   No [ ]
A) If yes, how many persons use the vehicle ---------------

29. How often do you take your vehicle for service?
   a) Once in three months [ ]
   b) Once in six months [ ]
   c) Once in a year [ ]
   d) Any other, please specify --------------

30. What is the average expenditure on fuel Per month Rs.___________

31. What is the average expenditure on repairs & services per month?
   Rs.________________

32. Did you get free service from the dealer As per warranty?
   Yes [ ]
   No [ ]
A) If yes, what the service satisfactory during Warranty period?
   Satisfactory [ ]
   Not satisfactory [ ]
B) If no, please indicate the reasons
   1. Dealer far away [ ]
   2. Qualified private mechanic available locally [ ]
   3. Qualified mechanic not available with the dealer [ ]
   4. Dealer attributes the defects to The consumer’s faults [ ]
   5. Fear of replacing the original parts With duplicate [ ]
   6. Any other, please specify _____________________
33. What is your rating of the service provided by the authorized dealer?

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Services</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Technical Knowledge</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>2</td>
<td>Communication</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>3</td>
<td>Honesty &amp; Integrity</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>4</td>
<td>Courtesy</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>5</td>
<td>Service Quality</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>6</td>
<td>Promptness</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>7</td>
<td>Charges Fixation</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

34. If you are getting the service of the private service centre’s, please Indicate the reasons:
   i) Less service charge [ ]
   ii) Dealer at a far away place [ ]
   iii) Since the nature of service is minor [ ]
   iv) Immediate attention is available [ ]
   v) Extra facilities are available [ ]
   vi) Any other, please specify: __________________________________________

35. What is your rating of the service mechanics of the non-dealer Service centers?

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Services</th>
<th>Good</th>
<th>Satisfactory</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Technical Knowledge</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>2</td>
<td>Communication</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>3</td>
<td>Honesty &amp; Integrity</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>4</td>
<td>Courtesy</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>5</td>
<td>Service Quality</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>6</td>
<td>Promptness</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>7</td>
<td>Charges Fixation</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

36. Did you get all the extra fittings to your vehicle from the dealer
   Yes [ ] No [ ]
37. Did you get the original spares easily for replacement in case of necessity

   Yes [ ]   No [ ]

38. Are you satisfied with the performance of your vehicle?

   Yes [ ]   No [ ]

If yes, tick your level satisfaction for the following attributes

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Attributes</th>
<th>Highly Satisfied</th>
<th>Satisfied</th>
<th>Undecided</th>
<th>Dissatisfied</th>
<th>Highly Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>i</td>
<td>Fuel Consumption</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>ii</td>
<td>Safety of the vehicle</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>iii</td>
<td>Break condition</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>iv</td>
<td>Style of the vehicle</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>v</td>
<td>After- Sales service</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>vi</td>
<td>Durability &amp; Dependability</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
<tr>
<td>vii</td>
<td>Resale value</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
<td>[ ]</td>
</tr>
</tbody>
</table>

viii) Any other, Please Specify ________________________________________________

39. Any additional features / improvements you would like to have in your future Vehicle?
__________________________________________________________________

40. If you happen to buy a car in future, which brand you will buy?
__________________________________________________________________

41. Suggestions if any: 
__________________________________________________________________
__________________________________________________________________

******** Thank You ********
APPENDIX – B

Map of India
APPENDIX – C

Map of Tamilnadu
APPENDIX – D

Map of Krishnagiri District
APPENDIX – E

Map of Dharmapuri District