APPENDIX - I

INTERVIEW SCHEDULE

Section 1.0 Personal Details

1.1. Name and Address :

1.2. Sex : Male/Female

1.3. Age in years :
   a) 21 - 30
   b) 31 - 40
   c) 41 - 50
   d) 50 and above

1.4. Family Status :
   a) Unmarried
   b) Married, but do not have any child
   c) Married and have child/children

1.5. Educational Status :
   a) No formal education
   b) School education
   c) Degree/Diploma
   d) Post-Graduation
   e) Professional
   f) Any other (Specify)

1.6. Monthly Income (Rs.) :
   a) Upto Rs.2000
   b) 2001 to 3000
   c) 3001 to 4000
   d) 4001 to 5000
   e) 5001 and above

1.7. Occupational Status :
   a) Unemployed
   b) Employed
   c) Self-employed
1.8. If employed
   a) Employed in : a) Govt. Organization
                   b) Private Organization
   b) Employed as ______________________ (Specify)
1.9. If self-employed : a) Advocate
                   b) Agriculturist
                   c) Auditor
                   d) Businessman
                   e) Industrialist
                   f) Physician
                   g) Any other (Specify)
1.10. Number of Family Members: Earning Non-Earning
1.11. Are you a Member in any club/Association: YES/NO
1.12. If Yes, Furnish Details:
Section 2.0 Personality Details

Following are some general statements. You can express your degree of acceptance or otherwise to the statements by providing a tick mark (✓) in the appropriate column, viz., Strongly Agree (SA), Agree (A), Neutral (N), Disagree (DA) and Strongly Disagree (SDA).

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>DA</th>
<th>SDA</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1. The Socio-economic status is decided by what one possesses</td>
<td></td>
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<tr>
<td>2.2. It is important that one should hold a good image of himself</td>
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<td>2.3. Life should be quite challenging</td>
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<td>2.4. People should be change-oriented</td>
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<tr>
<td>2.5. One should enjoy life to the maximum</td>
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<td>2.6. One happiness lies on his family's happiness</td>
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</tbody>
</table>
Section 3.0 Ownership

3.1. PREVIOUS OWNERSHIP

3.1.1. Before the purchase of the present car, did you own any vehicle? : YES/NO

If your answer is NO please go to Section 3.2

3.1.2. If YES what did you own? : a) Two Wheeler (Specify) b) Car/s c) Any other (Specify)

3.1.3. Are you still owning it? : YES/NO

3.1.4. If YES mention the reason : a) Sentimental Value b) Occasional usage c) Economic Reasons d) Aesthetic Value e) Any other reasons

3.1.5. If your previous ownership is also car/s furnish the details:

<table>
<thead>
<tr>
<th>Sl.No.</th>
<th>Brand</th>
<th>Model</th>
<th>Year of Purchase (Year)</th>
<th>New (N) / Used (U)</th>
<th>Period of Usage</th>
</tr>
</thead>
</table>


3.2. PRESENT OWNERSHIP

NOTE: If you have more than one car, please see that your responses to the questions in this as well as Section 4 are confined to your latest purchase.

3.2.1. Please furnish details about your present car:

<table>
<thead>
<tr>
<th>Brand</th>
<th>Model</th>
<th>Petrol (P)</th>
<th>Diesel (D)</th>
<th>Year of Purchase</th>
<th>New/Used (U)</th>
</tr>
</thead>
<tbody>
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</tr>
</tbody>
</table>

3.2.2. From whom did you buy:
   a) Dealer
   b) Private Party

3.2.3. Did you make your purchase within or outside Tamilnadu?

3.2.4. If you had purchased from outside the State, specify the State:

3.2.5. If you had purchased from outside the state mention the reason:
   a) Lesser Tax
   b) Lesser Waiting period
   c) Any other (Specify)

3.2.6. Have you invested borrowed funds for the purchase? YES/NO

3.2.7. If you have invested borrowed funds mention the source:
   a) Banks
   b) Private Financiers
   c) Any other (Specify)

3.2.8. What is the (approximate) meterage your car gives? Specify in Kms.

3.2.9. What is your (approximate) Maintenance Cost per month?
   a) On Fuel Rs.
   b) On other items Rs.

3.2.10. Mention the (approximate) km., run per day

3.2.11. Did you pay any premium for the purchase? YES/NO
Section 4.0 Purchase Decision Process

4.1. NEED IDENTIFICATION

4.1.1. What was the need to have a car?
   a) Need related to Social Status
   b) Need related to economic Status
   c) Need related to Professional/Occupational Requirements
   d) Need related to family requirements

4.1.2. Who identified the need?
   a) Self
   b) Family
   c) Friends and Relatives

4.2. INQUIRY PROCESS

4.2.1. Mention the sources you have contacted to have general inquiry about cars:
   a) Manufacturers
   b) Dealers
   c) Advertisements
   d) Friends and Relatives
   e) Any other (Specify)

4.2.2. How much time did you spend in searching for information:
   a) Upto 2 months
   b) Upto 3 months
   c) Upto 4 months
   d) Upto 5 months
   e) Upto 6 months and above

3.2.12. If YES mention the amount:
   a) Upto 1000
   b) 1001 to 2000
   c) 2001 to 3000
   d) 3001 to 4000
   e) 4001 to 5000
   f) 5000 and above

3.2.13. If you have purchased a new car, how long did you wait for taking delivery from the date you have booked?
   a) No waiting time
   b) Upto 3 months
   c) 3 months to 6 months
   d) 6 months to 1 year
   e) 1 year to 2 years
   f) Above 2 years
4.2.3. Did the search cost you anything : YES/NO

4.2.4. If YES how much was the cost? : a) Upto Rs.250/
                                       b) Upto Rs.500/
                                       c) Upto Rs.750/
                                       d) Rs.750 and above.

4.3. EVALUATION PROCESS

4.3.1. What type of information you tried to obtain : a) Product Details
                                                b) Market Details
                                                c) Any other details (Specify)

4.3.2. Which sources provided you such information? : a) Manufacturers
                                                     b) Dealers
                                                     c) Advertisements
                                                     d) Friends and Relatives
                                                     e) Any other (Specify)

Rank the sources starting "Highly Informative" as No.1 and next as No.2 and so on)

4.3.3. Do you think you could collect enough information to arrive at your decision : YES/NO

4.3.4. Based on the information collected which were the brands you have considered for selection : a) Ambassador
                                                                                                   b) Contessa
                                                                                                   c) Dolphin
                                                                                                   d) Fiat
                                                                                                   e) Maruti
                                                                                                   d) Other brands (specify)

4.4. ULTIMATE DECISION

What factors influenced your ultimate choice? (i.e., the present car you own)
Also give the level of importance you attach to each factor by providing a tick mark (√) against each factor
<table>
<thead>
<tr>
<th>FACTORS</th>
<th>LEVEL OF IMPORTANCE</th>
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<tbody>
<tr>
<td></td>
<td>Most Important</td>
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<td></td>
<td>Important</td>
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<td>Less Important</td>
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<td>Least Important</td>
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<tr>
<td>Availability</td>
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<tr>
<td>Comfort</td>
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<td>Exterior Design</td>
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<td>Fuel Efficiency</td>
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<td>Guarantee</td>
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<tr>
<td>Interior Design</td>
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<td>Maintenance Cost</td>
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<td>Price</td>
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<tr>
<td>Resaleability</td>
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<tr>
<td>Terms of Sales</td>
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</tbody>
</table>

4.4.1.1. Availability
4.4.1.2. Comfort
4.4.1.3. Exterior Design
4.4.1.4. Fuel Efficiency
4.4.1.5. Guarantee
4.4.1.6. Interior Design
4.4.1.7. Maintenance Cost
4.4.1.8. Price
4.4.1.9. Resaleability
4.4.1.10 Terms of Sales

4.4.2. Who has decided on the following issues?

<table>
<thead>
<tr>
<th>ISSUES</th>
<th>DECIDED BY</th>
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<tbody>
<tr>
<td>Self</td>
<td>Spouse</td>
</tr>
<tr>
<td>Spouse</td>
<td>Children</td>
</tr>
</tbody>
</table>

4.4.2.1. Timing of Purchase
4.4.2.2. Brand
4.4.2.3. Model
4.4.2.4. Colour

**Section 5.0 General**

5.1. In your opinion owning a car is: Luxury/Necessity
5.2. Do you get required After-Sales Service: YES/NO
5.3. Does the rising fuel cost make you think about selling your car: YES/NO
5.4. Are you satisfied with the road conditions: YES/NO

5.5. In view of the amount spent on the purchase, do you think that you had undertaken a risk?: YES/NO

5.6. Do you feel like selling your car and go for a new one?: YES/NO

5.7. Do you think that the choice of Indian cars is so limited that you are forced to go for the available best?: YES/NO

5.8. do you think for the amount you spent you could get your money's worth?: YES/NO

5.9. Did you at any time try to buy an imported car at its auction through STC?: YES/NO

5.10. If import restrictions are relaxed, would you go for a new imported car?: YES/NO

5.11. If YES what difference an imported car makes as distinguished from the ones which you own?
   a) Exterior Design
   b) Comfort
   c) Fuel Efficiency
   d) Lesser Maintenance Cost
   e) Any other (Specify)

5.12. If NO is it because:
   a) Imported cars are too costly that you cannot afford?
   b) Your existing car serves your purpose.