SCHEDULE EMPLOYED FOR INTERVIEWING THE RESPONDENTS BELONGING TO ALL THE CATEGORIES

General Information

1. Profession / status
2. Age
3. Approximate monthly income
4. Approximate monthly expenditure
5. Brand of vehicle
6. Colour of vehicle
7. In selection of vehicle you family members have influenced the decision in terms of the following parameters:
   (a) Brand Selection
   (b) Selection of colour
   (c) Other attributes of the car
PART: A

Significance of positioning customer’s point of view

1 Positioning helps the customers to organise information about the brand.

2 Positioning relates consumer need and benefits offered by the product / brand.

3 Positioning creates unique perception of the product / brand in the minds of the consumers.

4 Positioning differentiates one manufacturer's product from competing products on the basis of some non-price or non-functional dimension.

5 Positioning highlights product attributes, quality, and advantages in relation to competing brands.

6 Positioning reflects the personality of the product in the minds of consumers.

7 Positioning helps to retain the relationship between the brand and the customer.

PART: B

Focus of the corporate sectors on positioning in the changed economic scenario

1 Before liberalisation, much focus of automobile industry was not on brand positioning strategies, as only two brands (Ambassador and Fiat) were available to the customers.

2 Maruti was the first automobile company in India,
which created the market with a totally differentiated product.

3 Maruti standard (800 cc) was different in terms of its attributes and was not competing with two available brands (i.e., Ambassador and Fiat) and thus has not emphasised much on positioning strategies.

4 The Indian Automobile market started concentrating on Brand Positioning Strategies only after liberalisation.

5 After liberalisation, the following market experiences in automobile sector compelled the marketers to come out with more aggressive positioning strategies.

(a) The freedom enjoyed by the public sector automobile units has been curtailed.

(b) Financial support available to the public sector units have been minimised.

(c) Through deregulation, private sector was allowed to grow and made the Indian automobile market more competitive.

(d) Liberalisation resulted in innovative management which led to aggressive strategies.

(e) Continuous innovative effort of R & D added number of functional and non-functional attributes, which resulted aggressive positioning strategies.

(f) After liberalisation supply of passenger car increased but demand has not increased proportionately. This over capacity of passenger car production leads to aggressive positioning strategy.
6 The following attributes of substitute brands of cars offered by the marketers have changed the attitude of users.

(a) Performance
(b) Fuel efficiency
(c) Service network
(d) Operational expenses
(e) Safety.
(f) Road suitability of the vehicle.
(g) Concern for environment (EURO norms)

7 The changed attitude of customers compelled the manufacturers to think in terms of the following parameters:

(a) High Quality
(b) Innovation in management.
(c) Importance of R & D.
(d) Cost effective manufacturing.
(e) Introduction of product range with new models, more attributes and better product performance to optimise consumer's satisfaction.

8 The competitive automobile market has also changed the attitude of the automobile dealers in terms of the following:
(a) Quicker and regular delivery of the vehicle. (Purchase satisfaction)
(b) Participation in the sales promotion strategies.
(c) More and better services to the customers. (Service satisfaction)
(d) Extend financial options to the customers.

9 The competitive market situation has compelled the marketers to expand the volume of the passenger cars through more effective positioning strategies.

PART: C

Consumer segmentation

1 The small compact, mid size and Luxury car are best suited for the following social status people:-

(a) Luxury car is best suited to rich class.
(b) Mid size car is best suited to upper middle class (Higher managerial, administrative or professional)
(c) Small compact car is best suited to middle class (Intermediate managerial administrative or professional)

Product class or structure of the market in which the brand will compete

1 Do you consider the following cars are competing brands in the same segment :-

(a) Maruti Zen
(b) Daewoo Matiz
(c) Hyundai Santro
(d) Tata Indica

2 I consider the above cars are competing in the same category because of the following reasons:

(a) Similar Price Range

(b) Similar Size (Length, Width, height)

(c) Similar Engine Power.

(d) Similar features.

(e) Provide similar benefits to the users.

(f) Similar fuel consumption / economy.

(g) Similar operation / maintenance cost.

(h) Similar service network.

(j) Similar status of buyers or similar life style.

(k) Any other reason.

Product class or structure of the market in which the brand will compete

1 Do your consider the following cars are competing brands in the same segment:

(a) Maruti Esteem

(b) Ford Ikon

(c) Hyundai Accent

(d) Daewoo Cielo / Nexia
I consider the above cars are competing in the same category because of the following reasons:

(a) Similar Price Range
(b) Similar Size (Length, Width, height)
(c) Similar Engine Power.
(d) Similar features.
(e) Provide similar benefits to the users.
(f) Similar fuel consumption / economy,
(g) Similar operation / maintenance cost.
(h) Similar service network.
(i) Similar status of buyers or similar life style.
(k) Any other reason.

Product class or structure of the market in which the brand will compete

Do you consider the following cars are competing brands in the same segment:

(a) Maruti Baleno
(b) Honda City
(c) Mitsubishi Lancer
(d) Opel Astra
2 I consider the above cars are competing in the same category because of the following reasons:

(a) Similar Price Range

(b) Similar Size (Length, Width, height)

(c) Similar Engine Power.

(d) Similar features.

(e) Provide similar benefits to the users.

(f) Similar fuel consumption / economy.

(g) Similar operation / maintenance cost.

(h) Similar service network.

(j) Similar status of buyers or similar life style.

(k) Any other reason:

Benefits offered by the brand.

1 You have purchased your car because of the following exterior parameters.

(a) Colour of the car.

(b) Body contour / Shape and size.

(c) Tinted glass.

(d) Multi reflector head lamp.

(e) Tail light cluster.
(f) Auxiliary lights.

(g) Door Mirror.

(h) Alloy wheels.

(j) Front grille.

(k) Low slung sporty look.

(l) Sleek Muscular exterior.

(m) Roof canopy / luggage rack.

2 You have purchased your car because of the following interior parameters.

(a) Contoured Panelling.

(b) Moulded Mat finish FRP.

(c) Indirect Fluorescent light.

(d) Exclusive velour / vinyl / Leather surface covering seats.

(e) Centralised switches.

(f) Attractive dash board controls within easy reach.

(h) Boot space.

3 You have purchased your car because of the following performance parameters.

(a) Power of Engine.

(b) Fuel efficiency.
(c) Gear system.

(d) High top speed.

(e) Suspension fit for Indian road.

(f) Small turning radius.

(g) Brake System.

(h) Quick pick up.

4 You have purchased your car because of the following safety parameters.

(a) Fire prevention system.

(b) Child safety lock.

(c) Brake for split-second stopping.

(d) Head rest for front seat.

(e) Head rest for rear seat.

(f) Front seat belt.

(g) Rear seat belt.

(h) Collapsible steering.

(j) Rigid steel structure body.

(k) Central Locking.

(l) Air bags.

(m) Speed tonic - that sets maximum speed which the car will not exceed.
(n) Designing crumple zones where the car will deform in the event of crash and protecting the occupants.

5 You have purchased your car because of the following value for money parameters:

(a) Purchase price.
(b) Fuel economy.
(c) Spare cost.
(d) Operating cost.
(e) Maintenance cost.

6 You have purchased your car because of the following comfort parameters:

(a) Air conditioner.
(b) Power steering.
(c) Power window.
(d) Smooth suspension system.
(e) Extra spacious leg room between seats.
(f) Light absorbing tinted glasses.
(g) High sound insulation.
(h) Roomy interior / spacious.
(i) Contoured extra comfort seats.
(k) Music system.
(l) Central locking.

You have purchased your car because of the following Driving Pleasure parameters.
(a) Engine vibration
(b) Vehicle vibration.
(c) Vehicle noise.
(d) Increased speed and acceleration.
(e) Fatigue free driving.
(f) Smooth ride.

You have purchased your car because of the following Durability factors:
(a) Better engineered engine, gear box, axle for better reliability.
(b) Electrophoratic painting for rust prevention.
(c) Chrome exhaust.
(d) Rust proof body material.

You have purchased your car because of the following assurance parameters.
(a) Availability of spares.
(b) Maintenance and service facilities (Adequacy and performance).
You have purchased your car because of the following Styling parameters.

(a) Elegant world class design.
(b) Luxurious.
(c) Distinguished styling.
(d) Blend of aesthetics & utility.
(e) Sporty look.
(f) Muscular look.

You have purchased your car because of the following emotional parameters.

(a) Concern for ecology.
(b) Personal satisfaction.
(c) Social status.
(d) Personality match.