

APPENDIX
ANNEXURE – I
QUESTION SCHEDULE

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Dear Sir/Madam,

I would like to introduce myself to you that I have been doing research leading to Ph.D. (Commerce) under full-time in the Department of Commerce, Kandaswami Kandar's College, Velur – 638 182, Namakkal District, affiliated to Periyar University, Salem. As a part fulfillment of the course, I have to submit a thesis to the Periyar University. I have choosen the topic **“A STUDY ON PERCEPTION OF BUYERS OF CARS TOWARDS THE MARKETING STRATEGIES OF AGENCIES OF CAR MANUFACTURERS (with reference to Salem and Namakkal Districts of Tamil Nadu)**. To write the thesis I am in need of a few first hand information from the select buyers of cars. You have been selected as a respondent at random basis to furnish the required first hand information. As such, I request you to fill up the question schedule enclosed with this introductory letter. Your answers will be used only for academic purposes. There are no right or wrong answers and your answers will be kept confidential.

Thanking you,

Yours faithfully,

(M.SIVAKUMAR)

QUESTION SCHEUDLE

(1) Will you prefer to buy Cars on brand basis?

Yes

No

- (2) If yes, please write your order of preference say first preference-1, second preference-2 and so on in the boxes given below:

Maruti	<input type="text"/>	Mahindra	<input type="text"/>
Tata	<input type="text"/>	Hyundai	<input type="text"/>

- (3) If your first preference is Maruti write your order of preference to the models of Maruti say first preference-1 , second preference-2 and so on in the boxes given below:

Maruti Omni	<input type="text"/>	Maruti Alto	<input type="text"/>
Maruti Wagon R	<input type="text"/>	Maruti Swift	<input type="text"/>
Maruti 800	<input type="text"/>	Maruti Esteem	<input type="text"/>
Maruti Zen	<input type="text"/>	Maruti Zen Estilo	<input type="text"/>
Maruti Versa	<input type="text"/>		

- (4) If your first preference is Tata Indica, write your order of preference to the models of Tata Indica say first preference-1 , second preference-2 and so on in the boxes given below:

Tata Indica	<input type="text"/>	Tata Safari	<input type="text"/>
Tata Sumo	<input type="text"/>	Tata Indigo	<input type="text"/>
Tata Indica V2	<input type="text"/>	Tata Indicab	<input type="text"/>

- (5) If your first preference is Mahindra, write your order of preference to the models of Mahindra say first preference-1 , second preference-2 and so on in the boxes given below:

Mahindra Bolero	<input type="text"/>	Mahindra Jeep	<input type="text"/>
Mahindra Logan	<input type="text"/>	Mahindra Scorpio	<input type="text"/>

- (6) If your first preference is Hyundai, write your order of preference to the models of Hyundai say first preference-1 , second preference-2 and so on in the boxes given below:

Hyundai Santro	<input type="text"/>	Hyundai Magna	<input type="text"/>
Hyundai i10	<input type="text"/>	Hyundai Verna	<input type="text"/>
Hyundai Accent	<input type="text"/>		

- (7) Will you change your brand preference when attractive offer of sales are made?

Yes	<input type="text"/>	No	<input type="text"/>
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(8) If yes, whether it will be intra-brand or inter-brand.

Inter-Brand Intra-Brand

(9) How do you know about offer of sales?

Print Media Show room visit
Television Wall Writings

(10) Do you agree that offer of sales are changed frequently?

Yes No

(11) If yes, are you able to understand the motives offer of Sales?

Yes No

(12) Of the different motives of offer of sales which you mostly consider. Please assign ranks say first rank - 1, second rank – 2 and so on.

Sales Promotion Measures	Ranks
Seasonal Trade Discount	
Offering Accessories	
Life Time Tax	
Free Insurance	
Exchange Offer	
Loan Arrangement	
Compliments	
Free Registration	

- (17) Of the four brands of Car (Hyundai Santro, Hyundai i10, Hyundai Accent, Hyundai Magna and Hyundai Verna) write your perception about the brands in the boxes provided for each character please fill up four boxes of each one of the quality perception.

Quality Perception	Highest	Higher	High	Neither High Nor Low	Low	Very Low	Lowest	Quality Perception
Higher Resale Value								Lower Resale Value
Lower Price								Higher Price
Lower Fuel Consumption								High Fuel Consumption
Higher Attraction								Lower Attraction
Lower Maintenance								Higher Maintenance
More Seating Capacity								Less Seating Capacity
Overall Superior								Overall Inferior
Higher Prestige								Lower Prestige
Higher Comfort								Lower Comfort
Higher Safety								Lower Safety

- (18) Do you agree that there are series of offer of sales by the sellers by means of advertisements in regional newspapers?

Very much Agree

Agree

Neither Agree nor Disagree

Disagree

Very much Disagree

- (19) Do you agree that the sales strategies give a full disclosure of information?

Yes No

(20) If No, the purpose of advertisement is to bring you to the place of agency to know further.

Yes

No

(21) Do you agree that the purpose of bringing you to the place of agency is to convince you under personal selling tactics?

Yes

No

(22) If yes, have you gone to the place of agency after having read the advertisement?

Yes

No

(23) If yes, are you pleased to meet the salesman rather than the proprietor?

Yes

No

(24) Your meeting with the salesman enabled you to get more information.

Yes

No

(25) If yes, have you changed your preference after having met the salesman?

Yes

No

(26) If yes, the reason for the change is

Quality Perception

Offer of Sales

(27) Do you agree that the intention of every advertisement is to give a rosy picture in favour of buyers rather than sellers?

Very much Agree

Agree

Neither Agree nor Disagree

Disagree

Very much Disagree

(28) Do you agree that the trade offs are for a short period?

Yes No

(29) If yes, are you able to perceive the motives of fixing time limit for offers?

Yes No

30) Do you agree that each agency is an exclusive showroom?

Yes No

31) If yes, are you able to understand that the trade-offs are different for different models of car.

Yes No

(32) If yes, do you agree that a higher trade-offs is offered for a model which you dislike?

Yes No

(33) If yes, please assign ranks for the motives of offers for a short period (please assign ranks, first rank – 1, second rank – 2,

Motives	Ranks
(1) Disposing disliked models	<input type="text"/>
(2) Face the competition in the market	<input type="text"/>
(3) Attracting the attention of customers	<input type="text"/>
(4) Increasing Sales	<input type="text"/>
(5) Trade Tricks	<input type="text"/>
(6) Per-empting the option of buyers	<input type="text"/>
(7) Disposal Strategy	<input type="text"/>
(8) To introduce a new model with high price	<input type="text"/>
(9) To fix a higher price in the future	<input type="text"/>

(34) Do you agree that the trade offs are business of business?

Agree

Neither Agree Nor Disagree

Disagree

(35) **Please write down the name(s) of Trade-Offs availed.**

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(36) Other Particulars

Occupation	Age	EDUCATIONAL QUALIFICATION								Total
		Below SSLC		Graduate		Post Graduate		Professional Graduate		
		Male	Female	Male	Female	Male	Female	Male	Female	
Salaried Class	Below 30 yrs									
	31-50 yrs									
	Above 51 yrs									
Business	Below 30 yrs									
	31-50 yrs									
	Above 51 yrs									
Agriculturist	Below 30 yrs									
	31-50 yrs									
	Above 51 yrs									
Profession	Below 30 yrs									
	31-50 yrs									
	Above 51 yrs									
Total										

Signature of the Respondent. :

Address :

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ANNEXURE – II

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