BIBLIOGRAPHY


15. Products (Car).


QUESTIONNAIRE

I. PERSONAL FACTORS

1.1 Name :

1.2 Age :

1.3 Sex :
   Male       Female

1.4 Educational Level :
   a) Illiterate   b) School Level
   c) College Level
d) Professional

1.5 Occupational Status :
   a) Employed   b) Professional
   c) Business   d) Agricultural

1.6 Marital Status :
   a) Married   b) Unmarried

1.7 Annual Income :
   a) Below Rs.2 Lakhs   b) Rs.2 Lakhs to 4 Lakhs
   c) Rs.4 Lakhs to 6 Lakhs   d) Above Rs.6 Lakhs

1.8 Number of Members in your family
   a) 2 Members   b) 3 Members
   c) 4 Members   d) Above 4 Members

II. REGARDING CONSUMER POST BUYING BEHAVIOUR OF FOUR WHEELER
   WITH SPECIAL REFERENCE TO TATA PRODUCTS (CAR) SALEM DISTRICT.

   1.1 How did you come to know about the Car?
   a) Advertisement   b) Brokers
c) Friends and Relatives  

d) Marketing Executives

e) Others if any

2.2 Have you seen advertisement about your brand?

Yes  

No

2.3 In your opinion which media creates more awareness among customers?

a) Television  

b) Posters

c) Magazine and Newspaper  

d) Others Specify

2.4 Which of the following car do you have?

a) New Car  

b) Second Hand Car

2.5 What fuel do you use for your Car?

a) Petrol  

b) Diesel

2.6 How many Kilometers to you cover within a Month (Average)?

a) Less than 1000 Kms  

b) 1000 to 2000 Kms

c) 2000 to 3000 Kms  

d) Above 3000 Kms

3.1 Who influenced your decision to purchase the Car?

a) Self  

b) Spouse

c) Children  

d) Friends & Relatives

e) Company Representative

3.2 Reason for buying the Car

a) Self Use  

b) Business  

c) Others
3.3 When factor influence you to buy the Car? (Rank it)

<table>
<thead>
<tr>
<th>Q.No.</th>
<th>Factors</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fuel Consumption</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Majestic Look</td>
<td></td>
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<tr>
<td>3</td>
<td>Convenience</td>
<td></td>
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<td>4</td>
<td>Status Symbol</td>
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<tr>
<td>5</td>
<td>Attractive Model</td>
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<tr>
<td>6</td>
<td>Others</td>
<td></td>
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</tbody>
</table>

4.1 How long have you own the Car?

a) Less than 2 years  
   b) 2 to 4 years
   c) 4 to 6 years  
   d) More than 6 years

4.2 How often do you service your Car within a year?

a) Once in 1-2 months  
   b) Once in 3-4 Months
   c) 4-6 Years  
   d) Above 6 Years

5.1 How much do you spend for fuel consumption of the Car per month?

a) Below Rs.500  
   b) Rs.500 – 1000
   c) Rs.1000 – 2000  
   d) Above Rs.2000

5.2 How much do you spend for maintenance of the Car for a Year?

a) Below Rs.5000  
   b) Rs.5000 – 10,000
   c) Rs.10,000 – 15,000  
   d) Above Rs.15,000

5.3 Have you Insured your Car?

   Yes  
   No

5.4 Do you claim depreciation in IT (Income Tax) Statement?

   Yes  
   No

6. State your level of satisfaction towards Tata Motors in the following factor?
<table>
<thead>
<tr>
<th>Q. No.</th>
<th>Factors</th>
<th>Highly Satisfied</th>
<th>Neither Satisfied Nor Satisfied</th>
<th>Dissatisfied</th>
<th>High Dissatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>6.1</td>
<td>Seating Facility</td>
<td></td>
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<tr>
<td>6.2</td>
<td>Security and Safety Futures</td>
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<td>6.3</td>
<td>Audio Features</td>
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<td>6.4</td>
<td>Breaking Efficiency</td>
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<td>6.5</td>
<td>Price of the Spare Parts</td>
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<tr>
<td>6.6</td>
<td>Fuel Consumption</td>
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<tr>
<td>6.7</td>
<td>Appearance</td>
<td></td>
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<tr>
<td>6.8</td>
<td>Luggage Carrying Capacity</td>
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<td>6.9</td>
<td>Speed</td>
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<td>6.10</td>
<td>Resale Value</td>
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<tr>
<td>6.11</td>
<td>Brand Image</td>
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<td>6.12</td>
<td>Company Service</td>
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<tr>
<td>6.13</td>
<td>Overall Performance</td>
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</tbody>
</table>

7. Please rank the following problems, faced by you in using the Car? Rank it)

<table>
<thead>
<tr>
<th>Q.No.</th>
<th>Problems</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>7.1</td>
<td>Not Proper Cleaning</td>
<td></td>
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<tr>
<td>7.2</td>
<td>Damage of Spare Parts when Servicing</td>
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<tr>
<td>7.3</td>
<td>Poor Mileage</td>
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<tr>
<td>7.4</td>
<td>Maintenance Problem</td>
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<tr>
<td>7.5</td>
<td>Poor Resale Value</td>
<td></td>
</tr>
<tr>
<td>7.6</td>
<td>Non Availability Spare Parts</td>
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<tr>
<td>7.7</td>
<td>Servicing Cost</td>
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</tbody>
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8. Please give you your valuable suggestions (if any)…