QUESTIONNAIRE

A STUDY ON CONSUMER ATTITUDES TOWARDS A MODEL OF MARUTI CAR (WITH SPECIAL PREFERENCE TO SALEM DISTRICT)

1. Name of the Respondent :

2. Address of the Respondent :

3. Date of interview :

4. Age :

5. Sex : Male □  Female □

6. Marital Status : Married □  Unmarried □

7. Educational Status: Below SSLC □

Degree Level □

PG Level □

8. Occupation : Agriculturist □

Business / Profession □

Salaried Class □

9. Are you owner of a Maruti Car?  Yes □  No □

10. Are you satisfied with your car?  Yes □  No □
11. Compare the price of Maruti car by assigning Ranks (i.e. Rank I the lowest price)

- Maruti - 800
- Maruti - Esteem
- Maruti - Zen
- Maruti - Omni
- Maruti - Alto
- Maruti - Wagon R
- Maruti - Baleno
- Maruti - Gypsy King

12. While model of the Maruti car is more economical in fuel consumption? Assign Ranks

- Maruti - 800
- Maruti - Esteem
- Maruti - Zen
- Maruti - Omni
- Maruti - Alto
- Maruti - Wagon R
- Maruti - Baleno
- Maruti - Gypsy King

13. Which model of Maruti car is more in Oil consumption? (Assign Ranks)

- Maruti - 800
- Maruti - Esteem
- Maruti - Zen
- Maruti - Omni
- Maruti - Alto
- Maruti - Wagon R
- Maruti - Baleno
- Maruti - Gypsy King