QUESTIONNAIRE
**QUESTIONNAIRE**

**A STUDY ON CONSUMER PREFERENCE OF HERO HONDA MOTORS IN SALEM CITY.**

**Dear friends**

You will find that most of the questions require only tick mark ✔ by Way of answers and thus making your job easier.

**PART – I**

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<th>Questionnaire Number</th>
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<td>Name of Respondent (Optional)</td>
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<td>Address of Respondent</td>
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<td>Date of interview</td>
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1.1. Age of Respondent
   - Below 20
   - 30-40
   - 20-30
   - 40 & Above

1.2. Sex
   - Male
   - Female

1.3. Marital Status
   - Married
   - Unmarried

1.4. Size of the family and number of members
   - 2-4
   - 6-8
   - 4-6
   - Above 8

1.5. Educational qualification
   - Primary
   - Graduation
   - Diploma
   - Secondary
   - Post-graduation
   - other (Please specify)
1.6. Occupation
- Student
- Business
- Professional
- Private
- Government
- If any other specify

1.7. Monthly income
- Below 5000
- 5000-10000
- 10000-15000
- 15000-20000
- 20000-25000
- 25000-30000
- Above 30000

PART – II

2.1. Are you member of passport scheme?
- Yes
- No

2.2. Specify the model of your two-wheeler

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<tr>
<th>Models</th>
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<th>Purchasing year of model</th>
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<td>Street smart</td>
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<td>Pleasure</td>
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</table>
2.3. Which purpose do you possess this vehicle

i) For agricultural purpose  
ii) For job purpose  
iii) For business purpose  
iv) For studying purpose  
v) For house hold purpose  
vi) For stylish purpose  
vii) For prestige & fashion purpose  
viii) For multiple purpose

Specify if any other purpose: ____________________________

2.4. Did you buy own helmet at the time of buying bike?

Yes ☐       No ☐

Because: ____________________________

2.5. Which color of vehicle do you like?

i) Red  
ii) Blue  
iii) Green  
iv) Black  
v) Forest Blue  
vi) Merun  
vii) Silver  

viii) If any specify other colour: ____________________________

2.6. How many shops/dealers/showrooms did you visit before buying

i) None  
ii) Only one  
iii) Two  
iv) More than two  
v) Purchased from private sources but visited one (or) more shops / showrooms
2.7. What are all the sources from which you first come to know about the product?

- Past experience
- Newspaper
- Friends, Relatives
- Magazine, Books
- Personal observation
- Road, Traffic
- Salesman & Shopkeeper
- TV, Cinema

2.8. Who influenced the purpose of particular brand?

i) Entirely by myself
ii) Myself & some one else in the family
iii) Equal role by some one else in the family
iv) Entirely children
v) Others in the family & friends
vi) Decision made entirely in the family
vi) Other if any specify

2.9. What is your dream bike and which was your first bike?

__________________________________________________________

2.10. Which factor mostly occupy to purchase this vehicle

i) Smooth running
ii) Economical
iii) Lower price
iv) Carry two (or) More person
v) Time factor
vi) Less consumption of petrol
vii) Design
viii) Occupies less space
ix) No starting problem
x) Easy to handle
xi) No repair frequency
xii) More convenience
xiii) Easy to maintain
xiv) Prestige symbol
xv) Good resale price
xvi) Very less body pain and back pain

2.11. How long are you using this vehicle
i) Below 1 year
ii) 1-5 year
iii) 5-10 year
iv) Above 10 year

2.12. Company provide any after sales service to your vehicle?
   Yes □ No □
   If yes means are you satisfied with after sales service
   i) Low satisfied
   ii) Moderate satisfied
   iii) Satisfied
   iv) High satisfied
   v) Not satisfied

2.13. What was your mode of purchase?
   i) Bank Loan
   ii) Hire purchase
   iii) Ready cash
   iv) Installment basis

   If bank loan means state your percentage of your loan interest: __________
   If installment basis means state your number of instalment: __________
2.14. Name of financing companies?
   i) ICICI
   iii) HDFC
   v) Tata Finance
   vii) Centurian Bank
   ii) SBI
   iv) Canara Bank
   vi) Ashok Leyland Finance
   viii) If others specify

2.15. Do you have bought second hand bike
   Yes [ ] No [ ]
   If yes means through
   i) Newspaper classified
   ii) Broker
   iii) Co-dealership
   iv) Second hand bike bajaj
   vi) Known person
   vii) Friends
   vii) Gifted
   viii) Bank resale
   ix) Relative

2.16. How often do you service your vehicle?

2.17. Place where the bike is being service
   i) At the dealership where you purchased
   ii) Another authorized dealership
   iii) Authorised service station
   iv) Local workshop
   v) Other if any specify
2.18. Reason for choosing the dealer/workshops

i) Bought the bike here
ii) Near my office/residence
iii) Recommended by friends
iv) Reasonable charges
v) Competent/Knowledgeable staff
vi) Good deal offered

2.19. Ranking your company Dealers Service.

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2.20. Ranking the performance of your bikes

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2.21. Rank the availability other than company spare parts at lower price

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2.22. Compare the oil consumption and overall performance ranking?
(Please strike out stars)

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2.23. Do you know anything about Hero Honda share price (or) position?

Yes ☐ No ☐

Yes mean what about thinking

2.24. Do you suggest any modification in your vehicle?

Thank you for your co-operation

Signature of Respondent
1000 cc; 11 hp @ 3000 rpm; 60 mph (97 Km / h). Identification and consolidation of one's core strength ensures that one goes on to that of being a pioneering leader.
1265 cc; 30 bhp. Top speed 121 Km/h (75 mph). Understanding the future and looking at things afresh ensures that winning is staying ahead, beyond the present.
123 cc; 4.5 bhp @ 5000 rpm; 210 Km/h (130 mph) Released in 1946 and code named "DI".
The ability to continuously analyze and adapt to the ever-changing and demanding situations shape the leader.
497 cc; 29 hp @ 6000 rpm. Top speed 88 mph (142 km/h). Clear qualitative traits that are in tune with the current needs and requirements set the leader apart from the rest.
494 cc; 48 bhp @ 8000 rpm. 210 Km/h (130 mph). Runner-up in 500 cc championship of the year 1956. An unflinching adherence to perfection and quality of the highest standards puts one miles ahead of the rest.
997 cc; 40 bhp @ 5600 rpm; 169 Km/h (105 mph). Followers are not leaders. A leader believes in being unique and innovative, and transforms challenges into success.