QUESTIONNAIRE
Consumer Behaviour With Respect
To
Two Wheeler Users In Kurnool District

From
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Dear Sir / Madam,

I am a Research Scholar conducting a market survey on "Consumer Behaviour with respect to two wheeler users in Kurnool District" for preparation of a thesis for my Ph.D Degree. I request you to make your valuable contribution by supplying information in this questionnaire. The work is purely of an academic interest and I assure you that your identity will not be revealed and the information supplied will be kept strictly confidential.

Thanking You,

Yours Sincerely,
N.S.Chakravarty.

PART - A

1. Name and Address :

2. Age: ______ yrs

3. Sex :
   a) Male ( )
   b) Female ( )

4. Marital Status:
   a) Married ( )
   b) Unmarried ( )

5. Educational Background:
   a) SSC ( )
   b) Intermediate ( )
   c) Diploma ( )
   d) Graduation ( )
   e) Post-Graduation ( )
   f) Professional Qualification ( )
   g) Any other ( )

6. Occupation:
   a) Student ( )
   b) Business ( )
   c) Employee ( )
   d) Professional ( )

7. Monthly Income:
   a) below Rs. 5,000 ( )
   b) Rs. 5,000 - 10,000 ( )
   c) Rs. 10,000 - 15,000 ( )
   d) Rs. 15,000 - 20,000 ( )
   e) Rs. 20,000 & Above ( )
(1) Which two wheeler do you prefer to have?
   a) Moped ( )  
   b) Scooter ( )
   c) Motor Cycle ( )

(2) Which two wheeler do you own?
   a) Moped ( )  
   b) Scooter ( )
   c) Motor Cycle ( )

(3) Mention the brand name and the name of the manufacturer of your vehicle?
   a) Brand Name : ______________
   b) Manufacturer : ______________

(4) (a) Have you purchased the vehicle you preferred?
       (i) Yes ( )  
       (ii) No ( )

   (b) If No, Why ______________________________

(5) What are the reasons for buying a two-wheeler. (Rank in order of preference on a scale of 1 – 10)
   (a) Necessity ( )  
   (b) Comfort ( )
   (c) Luxury ( )  
   (d) Status ( )
   (e) Time saving ( )  
   (f) Less Strain ( )
   (g) Lack of Public transport ( )  
   (h) Reduce travel expenses ( )
   (i) Easy Handling ( )  
   (j) Others ( lottery or Gift ) ( )

(6) How do you consider the following factors while purchasing the two-wheeler? (Rank in order of preference on a scale of 1 – 12)
   (a) Guarantee ( )  
   (b) Performance ( )
   (c) Less repair cost ( )  
   (d) Durability ( )
   (e) Special Offers ( )  
   (f) Price ( )
   (g) Quality ( )  
   (h) Reputation of Company ( )
   (i) After Sales service ( )  
   (j) Mileage ( )
   (k) Resale value ( )  
   (l) Availability ( )

(7) How do you come to know about your vehicle?
   (a) Newspapers ( )  
   (b) Magazines ( )
   (c) Television ( )  
   (d) Radio ( )
   (e) Hoardings ( )  
   (f) Friends ( )
8. Whether your vehicle is bought through
(A)  
(i) Payment at one time ( )
(ii) Installment basis ( )
(B) If it is in installment basis, then the finance provided by
(i) Bank ( )
(ii) Private finance ( )
(iii) Dealer finance ( )
(iv) Employer ( )

9. How long have you been using this vehicle
______________________________________________________

10. (A) Is this your first vehicle?
    (a) Yes ( ) (b) No ( )
    (B) If No, what was your first vehicle : ______________________

11. (A) Do you have plans to switch over to other brands?
    (a) Yes ( ) (b) No ( )
    (B) If yes, what would be your next brand : __________________

12. (A) Suppose a new brand is introduced in the market, will you try to switch Over?
    (a) Yes ( ) (b) No ( )
    (B) If yes, How long will you take to switch over: _________________

13. (A) Are you satisfied with the performance of your vehicle?
    (a) Yes ( ) (b) No ( )
    (i) If yes, what is the level of satisfaction
        (a) 0 – 20 % ( ) (b) 20% - 40% ( )
        (c) 40% - 60% ( ) (d) 60% - 80% ( )
        (e) 80% - 100% ( )
    (ii) If No, What are the reasons : _______________________________
(14) How do you feel about the after sales-service rendered by your dealer?

(a) Excellent ( )
(b) Satisfactory ( )
(c) Unsatisfactory ( )

(B) If Unsatisfactory, whether it is

(i) Dealer service approach ( )
(ii) Inadequate trained personnel ( )
(iii) Lack of Commitment ( )
(iv) Any other, please specify: ___________________________

(15) Who influenced you in purchase decisions of your vehicle?

(a) Family Members ( )
(b) Friends ( )
(c) Work groups ( )
(d) Neighbours ( )
(e) Dealers ( )

(16) What is your role in buying a two wheeler?

(a) Initiator ( )
(b) Influencer ( )
(c) Decider ( )
(d) Buyer ( )
(e) User ( )

(17) Family involvement in the process of decision making:

<table>
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<th>Need identification</th>
<th>Budget allocation</th>
<th>Search for information</th>
<th>Brand selection</th>
<th>Actual purchase</th>
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<tr>
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<tr>
<td>Social Groups</td>
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(18) How much time would you take between need identification and actual purchase:

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<th>&lt; 1 month</th>
<th>1 - 5 months</th>
<th>6 - 12 months</th>
<th>1 - 2 years</th>
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<th>3 - 4 years</th>
<th>4 - 5 years</th>
<th>&gt; 5 years</th>
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(19) How is the influence of the Price and Advertisements?

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<th>Moderately</th>
<th>Slightly</th>
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<tr>
<td>Price</td>
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<td>Advertisements</td>
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