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ANNEXURE-I

SAMPLE QUESTIONNAIRE

‘Growth of two-wheeler Industry with changing Preferences”

Dear Respondent,

This survey is conducted as a part of my doctoral work on understanding the consumer decision making process while purchasing a two-wheeler.

I request you to kindly provide your valuable responses which will help me analyzing the consumer behavior. Further I assure you that all the information collected from you will be strictly used for academic purposes only

Before filling the questionnaire you should satisfy the following eligibility criteria

E1. You should currently own a two-wheeler
E2. You should have yourself purchased the two-wheeler
E3. You should have made the purchase not more than 2 years before
Basic Information

1. Name:

2. City:

3. Gender: i. Male ii. Female

Q4. Which of the following best describes your household’s total annual income before taxes, including income from jobs, pensions, Social Security, and other sources?
   i. Under 5 lakhs
   ii. 5 lakhs to under 10 lakhs
   iii. 10-20 lakhs
   iv. 20 lakhs and above

Q5. In which one of the following age groups do you belong?
   i. 18 – 24
   ii. 25 – 34
   iii. 35 – 44
   iv. 45-plus

Q6. Which of the following best describes the area where you live?
   i. Urban
   ii. Suburban
   iii. Rural
Q7. What is the highest grade of school you completed?
   i. Some high school
   ii. Graduated high school
   iii. Bachelor’s degree
   iv. Post Graduate degree (e.g., Masters or Doctorate)
   v. Other (e.g., vocational school)

Q8. How many adults (18 years of age or older) live in your household?

Q9. How many children (17 years of age or younger) live in your household?

Q10. How many two-wheelers are in your household currently?

Q11. Which brand/s of two wheelers is there in your household currently?

Q12. Considering your most recently purchased two-wheeler, what is the brand? Please write only one.
Q 13. Thinking about *(Insert Q12 brand)* do you agree or disagree that the following statements apply to *(Insert Q12 brand)*? Please rate the statements on a 1 to 5 scale in which “1” means “agree strongly” and “5” means “disagree strongly.”

*(Insert Q12 brand for beginning of statements “A” through “J”)*

<table>
<thead>
<tr>
<th>Sr. no</th>
<th>Brand Descriptors</th>
<th>1 (Agree Strongly)</th>
<th>2 (agree)</th>
<th>3 (Undecided)</th>
<th>4 (Disagree)</th>
<th>5 (Disagree Strongly)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Is Reliable</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>B</td>
<td>Provides high quality products</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>C</td>
<td>Is stylish</td>
<td></td>
<td></td>
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<tr>
<td>D</td>
<td>Is easy to use</td>
<td></td>
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<td></td>
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<td></td>
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<tr>
<td>E</td>
<td>Is honest &amp; hides nothing to me</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>F</td>
<td>Is friendly and approachable</td>
<td></td>
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<tr>
<td>G</td>
<td>Is a leader in its category</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>H</td>
<td>Offers a wide variety of features</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>I</td>
<td>I frequently tell others</td>
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</tr>
</tbody>
</table>
Q14. Was this your first purchase of a two wheeler?

Yes (Go to Q16)

No

Q.15 Prior to your most recent two wheeler purchase, how many other (Insert Q12 brand) two wheelers have you previously purchased?

Q.16. Which of the following statements best describes the primary reason you purchased your most recent two wheeler? Please select only one.
   a) Needed to replace an older, worn-out or broken model
   b) Needed the convenience and mobility of a two wheeler
   c) Needed new technology features
   d) Needed to replace bigger/heavier two wheeler/ with smaller/lighter model
   e) Needed to replace smaller/lighter model with bigger/heavier two wheeler
   e) Other, specify

Q17. Which of the following statements best describes the two wheeler brands you initially had in mind and purchased? Please select only one.
   a) I knew exactly which brand I wanted to purchase, did not consider any others and purchased that brand (Go to Q20)
b) I had a preference initially for a particular brand but purchased a
different brand
c) I had some preference for several different brands and purchased one of
them
d) I had no preference for any brands (Go to Q20)

Q18. Which brand(s) started as your preferred brand(s)?

(If your response to Q17 is b answer Q19 else go to Q20)

Q19. Why did you not end up purchasing your preferred brand? Please select
all that apply.

a) Features and/or form factor of a particular model from a different brand met
my needs better
b) Found a product of an alternative brand at a better price
c) Found a product of an alternative brand with better warranty and post-
purchase support
d) Took advice/recommendation from friends, family, or co-workers favoring
a different brand
e) Took advice/recommendation from sales representative favoring a different
brand
f) Took advantage of a special offer/promotion on another brand
g) Read unfavorable reviews/comments on my preferred brand
h) Lack of availability of preferred brand
Q20 Please rate the following information sources on how important they were in making your most recent two wheeler purchase decision? Please rate their importance on a scale of 1 to 5 in which 1 means “most important” and 5 means “not at all important”.

<table>
<thead>
<tr>
<th>Sr. no</th>
<th>Information sources</th>
<th>1 (most important)</th>
<th>2 (important)</th>
<th>3 (undecided)</th>
<th>4 (unimportant)</th>
<th>5 (Not at all important)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Direct Mail, catalogs or email from the manufacturer or retailer</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>B</td>
<td>Manufacturer or retailer websites</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>Retail store visits</td>
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<tr>
<td>D</td>
<td>Friends, family members or neighbors</td>
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<td></td>
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<tr>
<td>E</td>
<td>Magazine or website reviews or articles</td>
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<tr>
<td>F</td>
<td>TV advertising</td>
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<td>G</td>
<td>Radio advertising</td>
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</tbody>
</table>
Q21. Considering the following five factors, please rank each one according to its importance in your final purchase decision. Please rank the most important factor a “1,” the second-most important factor a “2,” and so on.

a) Reliability
b) Brand Image
c) Brand Association/Ambassador
d) Dealer experience
e) Overall purchase experience
Q22. For each of the following product-related factors please indicate how important each one was in purchasing your two wheeler. Please rate their importance on a scale of 1 to 5 in which 1 means “most important” and 5 means “not at all important”.

<table>
<thead>
<tr>
<th>Sr. no</th>
<th>Product Factors</th>
<th>1 (most important)</th>
<th>2 (important)</th>
<th>3 (undecided)</th>
<th>4 (unimportant)</th>
<th>5 (Not at all important)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Cost Price</td>
<td></td>
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<tr>
<td>B</td>
<td>Fuel Mileage</td>
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<tr>
<td>C</td>
<td>Easy maintenance</td>
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<td></td>
<td></td>
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<tr>
<td>D</td>
<td>Product availability</td>
<td></td>
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<tr>
<td>E</td>
<td>Ease and quality of post-sale service and repair</td>
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<tr>
<td>G</td>
<td>Performance and capacity such as engine capacity, engine make etc.</td>
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<tr>
<td>H</td>
<td>Rebates and/or promotions</td>
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<tr>
<td>I</td>
<td>Seat - shape, width and cushioning</td>
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<tr>
<td>J</td>
<td>Seating</td>
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<td>geometry - handlebar width, handlebar to seat distance</td>
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<tr>
<td>K</td>
<td>Adequate road holding &amp; balance (height &amp; weight)</td>
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<tr>
<td>L</td>
<td>Product manufacturer’s warranty</td>
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<tr>
<td>M</td>
<td>Safety aspects like good braking system, powerful headlights, loud horns etc.</td>
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<tr>
<td>N</td>
<td>Petrol tank capacity</td>
<td></td>
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<tr>
<td>O</td>
<td>Accessories like carrier, mobile charging point, two wheeler holder etc</td>
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<td>P</td>
<td>Adequate space for luggage</td>
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<td>Q</td>
<td>Exterior design/looks</td>
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<td>R</td>
<td>Color range</td>
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<td>S</td>
<td>Attractive Loan schemes</td>
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<tr>
<td>T</td>
<td>Others, please specify</td>
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</tbody>
</table>
Q23. Considering your overall purchase decision, please indicate how important each of the following factors was in the purchase of your two wheeler. Please rate their importance on a scale of 1 to 5 in which 1 means “most important” and 5 means “not at all important.”

<table>
<thead>
<tr>
<th>Sr. no</th>
<th>Product Factors</th>
<th>1 (most important)</th>
<th>2 (important)</th>
<th>3 (undecided)</th>
<th>4 (unimportant)</th>
<th>5 (Not at all important)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Past experience with brand</td>
<td></td>
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<tr>
<td>B</td>
<td>Ability to touch/handle the product prior to purchase</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>C</td>
<td>Recommendation of friend, family member, neighbor or IT expert</td>
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<tr>
<td>D</td>
<td>Advertising</td>
<td></td>
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<td></td>
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<tr>
<td>E</td>
<td>Coolness or design of product</td>
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</tr>
<tr>
<td>F</td>
<td>Magazine or website review or rating</td>
<td></td>
<td></td>
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<tr>
<td>G</td>
<td>Retailer knowledge/ad</td>
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</tbody>
</table>
Q24. Which of the following statements best describes your ideas about new technology?
Please select only one.
   a) I find it exciting and I use it as much as I can
   b) It must be mastered if one is to remain up-to-date
   c) It is a bit beyond me
   d) Don’t know/not sure

Q25. Which of the following statements best describes your level of technology competency?
Please select only one.
   a) Others frequently seek my advice on and assistance with technical topics
   b) I’m no expert, but I can generally get by on my own technology know-how
   c) I need to ask a lot of questions to cope with technology
   d) I have trouble finding the “on” switch
Q26. Which of the following technology products and services do you own or subscribe to? Please check all that apply.

a) Satellite TV (e.g. Dish TV, Tata Sky)
b) In-two wheeler video system
c) Ink-jet or laser jet printer
d) CD burner
e) Portable MP3 player (e.g. iPod)
f) DVD player
g) DVD recorder
h) High-speed Internet at home (e.g. cable, DSL)
i) HDTV /LCD TV
j) DVR (digital video recorder)
k) Landline phone service
l) PDA
m) Videogame console (Playstation, Xbox, etc.)
n) Digital Camera
o) VOIP
p) Automatic washing machine
q) Smart phone (eg. Nokia N97 mini, E73, Blackberry)

Thanking you
Closing Remarks

These days more and more organizations are adopting Holistic Concept of Marketing, which is defined as “A marketing strategy that is developed by thinking about the business as a whole, its place in the broader economy and society, and in the lives of its customers. It attempts to develop and maintain multiple perspectives on the company’s commercial activities.” In plain words these days Business Organizations no longer treat Marketing as just another activity but the entire Business activity is revolved around to cater the Marketing Demands.

According to Philip Kotler “Successful holistic marketing requires effective relationship marketing, internal marketing and socially responsible marketing.” (Marketing Management by Kotler, Keller et.al 13th edition).

Amongst all the marketing streams, Consumer Behaviour is most important of all as today it is the buyer’s market and the priorities or demands of the customers shape the market. Consumers are no longer satisfied with what is available but choose and demand what they want. Every day and in nearly every way, Consumer Behaviour is woven into the fabric of our lives, confronting each of us with a multitude of important decisions. Whether you are deciding on a career to pursue, food to eat, clothes to wear, you are participating in the activities most important to the study of consumer behaviour.

As two wheeler is no longer a luxury in India but has become a necessity for many people cutting across various segments and the growing economy providing sufficient impetus for producers and financial firms to offer and invest respectively, the consumers today are having a varied choice to choose from due to growing competition, hence it is imperative for the manufacturers to delve into the mind of the customer to enable them provide the product that can rule their heart.

This Research is a small and humble effort in that direction. During the course of this and while undertaking the survey I got an opportunity to interact and understand the general behaviour of the consumers which greatly helped me to relate it more practically with the subject.

Today, business around the world recognizes that “the consumer is king. “Consumer behavior analysis helps firm know how to “please the king.”