Questionnaire
BUYER BEHAVIOUR AND POST-PURCHASE DECISIONS TOWARDS CARS
A STUDY WITH REFERENCE TO CHITTOR DISTRICT, A.P.

QUESTIONNAIRE

Note:- Tick (✓) the appropriate box

1. Name of the respondent

2. Nature of residing area : Urban/Rural

3. Where do you live in?
   a) Own house :
   b) Rented house :

4. Age
   a) Below 35 years
   b) 36-45 years
   c) 46-55 years
   d) Above 55 years

5. Gender : Male/Female

6. What is the stage of your life cycle?
   a) Unmarried
   b) Married and employed children
   c) Married and unemployed children

7. Education
   a) Matriculation
   b) Graduate
   c) Post Graduate
   d) Professional

8. Size of the family
   a) Upto 2
   b) 3
   c) 4
   d) 5
   e) 6 and above

9. Occupation
   a) Employee
   b) Business
   c) Professional


10. Annual Income of the family (in rupees)
   a) Below 30,000 ( )
   b) 30,001 to 40,000 ( )
   c) 40,001 to 50,000 ( )
   d) Above 50,000 ( )

11. Earning members of the family
   a) 1 ( )
   b) 2 ( )
   c) 3 ( )
   d) 4 and Above ( )

12. Extent of the need for a car in the family for:
    To large extent To some extent
    a) Head of the family: ( ) ( )
    b) Spouse: ( ) ( )
    c) Children: ( ) ( )
    d) Both head and spouse: ( ) ( )
    e) Other family members: ( ) ( )

13. What is the basic purpose for which you have bought this car?
    a) Office purpose: ( )
    b) Business trips: ( )
    c) Holiday tours: ( )
    d) Social gatherings/occasions: ( )
    e) Safety on roads as against two wheelers: ( )

14. Why did not you depend on public transport?
    a) Over-crowded: ( )
    b) Time consuming: ( )
    c) No public transport facility: ( )
    d) Irregular service of the public transport: ( )

15. How was the purchased financed?
    a) Own sources (100%): ( )
    b) Bank loan: ( )
    c) Private Loan: ( )
    d) Loan from employer: ( )
PART - II

16. Please rank the following information sources about the brand and model of the car purchased?

(i) Very high  (ii) High  (iii) Moderate
(iv) Low  (v) Very low

(Please mark against each factor)

<table>
<thead>
<tr>
<th>Sources of Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>(a) Past own experiences</td>
</tr>
<tr>
<td>(b) Friend and neighbors</td>
</tr>
<tr>
<td>(c) Family members</td>
</tr>
<tr>
<td>(d) Personal observation and trails</td>
</tr>
<tr>
<td>(e) Newspapers</td>
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<tr>
<td>(f) Magazine</td>
</tr>
<tr>
<td>(g) Dealers Representatives</td>
</tr>
<tr>
<td>(h) Television advertisements</td>
</tr>
<tr>
<td>(i) Hoardings and posters</td>
</tr>
<tr>
<td>(j) Consumer reports</td>
</tr>
<tr>
<td>(k) Publicity / Word of mouth</td>
</tr>
<tr>
<td>(l) Dealers display</td>
</tr>
</tbody>
</table>

17. How many brands you have gathered information about?
   a) One ( )
   b) Two ( )
   c) Three ( )
   d) Four and above ( )

18. About how many dealers you have gathered information?
   e) One ( )
   f) Two ( )
   g) Three ( )
   h) Four and above ( )

18 a. Which type of car you purchased?
   a) Petrol fuelled ( )
   b) Diesel fuelled ( )
   c) LPG fuelled ( )
19. Brand and model of car purchased

(Please put the √ mark)

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>a</td>
<td>Maruti Suzuki</td>
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<tr>
<td>b</td>
<td>Tata</td>
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<tr>
<td>c</td>
<td>Ford India</td>
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<tr>
<td>d</td>
<td>General Motor</td>
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<tr>
<td>e</td>
<td>Mahindra &amp; Mahindra</td>
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<td>f</td>
<td>Hindustan motors</td>
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<td>g</td>
<td>Hyundai motors</td>
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<td>Fiat India</td>
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<td>Honda siel</td>
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<td>j</td>
<td>Toyota</td>
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<tr>
<td>k</td>
<td>Daewoo motors</td>
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<td>l</td>
<td>Others</td>
</tr>
</tbody>
</table>

20. Particulars of purchase

a) Month & year of purchase:
   Rs.

c) Dealer:

d) Colour:

e) C.C. (Cubic Capacity):

21. Decision to buy a car was made by

a) Head of the family:
   (   )

b) Spouse:
   (   )

c) Children:
   (   )

d) Both head & spouse:
   (   )

22. Please indicate the time-gap between seeking information regarding the car to be purchased and the actual purchase?

a) Upto 1 month period:
   (   )

b) 1-2 months:
   (   )

c) 2-3 months:
   (   )

d) More than 3 months:
   (   )

23. If there was delay in buying of the car, what are the reasons for it?
   (More than two months)

a. Expected price reduction:
   (   )

b. Financial constraints:
   (   )

c. Waiting for special occasions:
   (   )

d. Expected model arrival:
   (   )

e. Colour not available:
   (   )

f. No car parking space at my residency:
   (   )
24. Level of impact of relevant factors which motivated to buy the car?

(i) Very high  (ii) High  (iii) Moderate  (iv) Low  (v) Very low

(Please mark against each factor)

a. Price
b. Mileage
c. Resale value
d. Maintenance costs
e. Desire
f. Credit facility
g. Status
h. Comport & convenience
i. Sturdiness of the vehicle
j. Brand goodwill
k. Influence of family members
l. Influence of friends
m. Influence of neighbors
n. Influence of colleagues

25. Reasons for buying this particular brand of car you own

(i) Very high  (ii) High  (iii) Moderate  (iv) Low  (v) Very low

(Please mark against each factor)

a. Performance/mileage
b. After-sales service
c. Reasonable price
   (when compared with other brands):
d. Attractive cabinet and design
e. Durability of spares
f. Resale value
g. Foreign collaboration
h. Long guarantee
i. Safety measures
j. Other factors

26. Level of influence of the reasons for the choice of the dealer of the car you bought?

(i) Very high  (ii) High  (iii) Moderate  (iv) Low  (v) Very low

(Please mark against each factor)

a) Reputation
b) After sales service
c) Proximity (Acquaintance)
d) Reference groups
e) Reliability
f) Dealer relationship
27. Level of influence of the reasons for buying this particular model?
(i) Very high  (ii) High  (iii) Moderate  (iv) Low  (v) Very low
(Please mark against each factor)

a. Fuel efficiency : ( )
b. Interior design : ( )
c. External design : ( )
d. Wheel size : ( )
e. Power steering : ( )
f. Engine specification : ( )
g. Seating capacity : ( )
h. Advertisement : ( )
i. Easy and regular availability : ( )
j. Good image of the model : ( )
k. Safety will measures : ( )

28. What are items for which the dealer has given guarantee and warranty contracts?

<table>
<thead>
<tr>
<th>Nature of the item</th>
<th>Period</th>
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<tbody>
<tr>
<td></td>
<td>(a)</td>
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<tr>
<td>Mechanical Items</td>
<td>1 yrs</td>
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<tr>
<td>Electrical Items</td>
<td>1 yrs</td>
</tr>
<tr>
<td>Electronics Items</td>
<td>1 yrs</td>
</tr>
</tbody>
</table>

29. Did you get any free gifts as incentives from the dealer at the time of purchase? (Yes / No)
If 'yes' what are those?

a) Deductions from invoice price : ( )
b) Savings on exchange offer : ( )
c) Insurance & tax : ( )
d) Service contracts : ( )
e) Extra fitting : ( )
PART – III

30. Acquired level of satisfaction towards performance of the car purchased:
   (i) Very high  (ii) High  (iii) Moderate  (iv) Low  (v) Very low
   (Please mark against each factor)
   a) Fuel Efficiency / mileage : ( )
   b) Comfort & convenience : ( )
   c) Maintenance : ( )
   d) After sales service : ( )
   e) Dealers relationship : ( )
   f) Overall performance : ( )

31. What are the optional products (accessories) at car dealer showroom that you bought at the time of buying the car?
   a) Seat cover : ( )
   b) Car cover : ( )
   c) A/c : ( )
   d) Audio equipment : ( )
   e) Video equipment : ( )

32. Once in how many days you visit service check-up point?
   a) Every month : ( )
   b) Three months : ( )
   c) Six months : ( )
   d) One year : ( )

33. How many Kms a day you drive your car?
   a) Less than 20 Kms : ( )
   b) 21-50 Kms : ( )
   c) 51-100 Kms : ( )
   d) More than 100 Kms : ( )

34. Do you wish to recommend the same brand and model to your friends, relatives and others
   a) I strongly recommending : ( )
   b) I just recommend : ( )
   c) I probably recommend : ( )
   d) I do not recommend : ( )
   e) I conditionally recommend : ( )
   f) I can't say any : ( )

35. Do you wish to buy the same brand, if you decide to buy a car again in the near future?
   a) Definitely : ( )
   b) Probably : ( )
   c) Probably not : ( )
   d) Definitely not : ( )
   e) Not sure : ( )
36. Are you satisfied with the available servicing facilities in your town/city?

Yes / No

If 'No', what more are your expectations?

a) Service performance are not knowledgeable and efficient
b) Spare parts are not available
c) Service is not on time
d) Service technology is not least
e) Service charges are high
f) Service technicians are not trustworthy

37. What is the average expenditure on fuel, service per month?

a) Less than Rs. 500/-
   ( )
b) Rs.501-1000/-
   ( )
c) Rs.1001-2000/-
   ( )
d) Above Rs.2000/-
   ( )

38. In case you wish to buy one more car in addition to the existing one

Yes / No

If 'Yes', what are the reasons for

a) Need for an additional car
   ( )
b) Easy availability of credit facility
   ( )
c) Status
   ( )
d) To satisfy children and spouse
   ( )
e) For children/spouse who have got jobs
   ( )

39. Same brand and model you will purchase again

Yes / No

If 'No', what are the reasons to go other brand and model

a) Availability of better car from other brand
   ( )
b) Heavy maintains cost/Model is out dated
   ( )
c) Dissatisfaction with the present brand
   ( )
d) For fuel economy
   ( )
e) Poor after sale service
   ( )

40. After Warranty period where you are getting regular services?

a) Dealer
   ( )
b) Non-Dealer
   ( )
41. What is your rating of the service Machines of the authorized dealer?

Tick in appropriate box

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<td>Communication</td>
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<td>Honesty &amp; integrity</td>
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<td>Courtesy</td>
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<td>Service quality</td>
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<td>Promptness</td>
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42. If you are getting the services of non-dealer service centers, please indicate the reasons:

a) Their service charges are less
b) Due to the long distance of the dealer’s service center
c) Since the nature of service is available
d) Immediate attention is available
e) Any other (please specify)

43. What is rating of the machines of the non-dealer service centers? Tick the appropriate box.

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44. Please specify any other features / improvements you would like to have in your vehicle

1. 
2. 
3. 
4. 