ANNEXURE

Questionnaire

Q1) Age in years:
   a) Below 30  
   b) 30-40  
   c) 40-50  
   d) 50-60  
   e) above 60  

Q2) Gender:
   a) Male  
   b) Female  

Q3) Occupation:
   a) Private Job  
   b) Government Job  
   c) Self Employed  
   d) Student  
   e) Retired  

Q4) Annual income:
   a) 1,00,000 – 400,000  
   b) 4,00,000 – 8,00,000  
   c) 8,00,000-12,00,000  
   d) Above 12,00,000  

Q5) Which vehicle do you have? please specify the brand & model
   a) ..................  
   b) ..................  
   c) ..................  
   d) ..................  

Q6) What is the mode of purchasing the vehicle?
   a) One Time Payment ☐  b) Finance ☐  c) Gift ☐

Q7) Reasons for choosing the Particular Brand/ Model (You can Tick More than One)
   a) Price ☐
   b) Mileage ☐
   c) Brand Reputation ☐
   d) Size/Capacity ☐
   e) Comfort ☐
   f) Wide Spread Service Network ☐
   g) Availability of Spare Parts ☐
   h) Less Maintenance Cost ☐
   i) Good Resale Value ☐
   j) Due to Advertising and Promotion of the Car ☐
   k) Discounts or Concessions ☐
   l) Recommendation by Friends or Relatives. ☐
   m) Design ☐
   n) Color ☐
   o) Value for Money ☐
   p) Others ........................................

Q8) is the company providing wider range of products for each income group?
   a) Completely Agree ☐
   b) Agree ☐
   c) Not Sure ☐
   d) Disagree ☐
   e) Completely Disagree ☐
Q9) How do you rate the after sale services provided by the firm?

   a) Poor  [ ]  b) Below Average  [ ]  c) Average  [ ]  d) Good  [ ]  e) Excellent  [ ]

Q10) How do you rate the performance of your vehicle?

   a) Poor  [ ]  b) Below Average  [ ]  c) Average  [ ]  d) Good  [ ]  e) Excellent  [ ]

Q11) What are the features that you think must be improved in your vehicle?

(a) ..................

(b) ..................

(c) ..................

(d) ..................

Q12) Would you recommend this vehicle to others also?

   a) Yes  [ ]  b) No  [ ]

Q13) If you get an option to change your vehicle, would you like to change the brand/model?

   a) Yes  [ ]  b) No  [ ]

Q14) If yes, the reason for changing the brand

(a) ..................

(b) ..................

(c) ..................

(d) ..................
Q15) What is the competitive advantages of your vehicle over other vehicles in the same segment?

(a) ………………..

(b) ………………..

(c) ………………..

(d) ………………..

(e) ………………..

Q16) Do you think that the dealer of your vehicle is professional in his attitude and is well trained?

a) Completely Agree  
   b) Agree  
   c) Not Sure  
   d) Disagree  
   e) Completely Disagree

Q17) Which fuel option would you like to have in your vehicle?

a) Petrol  
   b) Diesel  
   c) LPG  
   d) CNG

Q18) If you have an opportunity to buy a vehicle of your own choice (neglecting the price consideration) then which brand would you prefer?

   (a) Indian Brand  
   (b) Foreign Brand  
   (c) Any of Above
Q19) Do you think the vehicle you possessed is designed and built according to Indian conditions?

a) Completely Agree  

b) Agree  

c) Not Sure  

d) Disagree  

e) Completely Disagree