APPENDIX-I

QUESTIONNAIRE

Name: Age: Sex:

Education: Occupation:

Address: Income:

Q 1. Do you have any vehicle?
   Car (Yes/No)
   Truck (Yes/No)
   Scooter (Yes/No)

Q 2. Please name some car/Truck tyre brand that you have heard of.

Q 3. Which company’s tyre is used by you in your vehicle?

Q 4. Duration of vehicle use in years.

Q 5. Name the type and brand of your tyre used:
   i. Name of the company
   ii. Quality of the tyre
   iii. Identify name/number on the tyre
Q6. Are you satisfied with the overall performance of your present tyre? (Yes / No)

Q7. How do you decide that your tyres need replacement?
   i. Decide at your own
   ii. Advised by your mechanic
   iii. Advised by your friends.
   iv. Advised by your serviceman.

Q8. What factor do you consider in purchasing your tyre?
   i. Company’s name (Yes / No)
   ii. Price of tyre (Yes / No)
   iii. Brand name (Yes / No)
   iv. Advertising (Yes / No)
   v. Physical qualities of the tyre (Yes / No)
   vi. Past experience (Yes / No)

Q9. (a) How do you rate your present tyre on the following qualities?

   a. Company’s Name

      (i) (ii) (iii) (iv)

      Less known   Well known

   (II)
Q9. (b) Thread design/road grip?

(i) (ii) (iii) (iv)
Poor     Good

Q9. (c) Price of the tyre

(i) (ii) (iii) (iv)
Low      High

Q9. (d) Life of the tyre/hardness

(i) (ii) (iii) (iv)
Low      High

Q9. (e)

(i) (ii) (iii) (iv)
Uncomfortable   Comfortable

Q 10. Please Tick any one you known?

Companies          Brand
Dunlop            X-100
Ceat              Sleek
Vikrant           Tracking
J.K.              Jet Track
Apollo           XT-7

(III)
MRF
Modi Stone
Modi Continental

Q11. Which of the following marketing tactics do you follow:
   a. Discounts  
   b. Allowances

Q12. Do you monitor marketing plan in action.
   Through measurement  
   Control 
   Review Procedure

Q13. Please name some Radial tyre brand that you heard of:

Q14. Factors that are likely to increase pre purchase search
   Please Tick:
   i. Product factors
   ii. Experience
   iii. Value-Related considerations.

Q15. Have you participated in a consumer panel or council in the past 12 months

Q16. What will your next vehicle most likely be:
   i. Car    ii. Truck    iii. Any two wheeler
Q17. In your family who is main decision maker:
   a. Your father  b. Your mother
   c. Your brother or sister  d. Yourself

Q18. In which area your vehicle mostly used
   a. Rural  b. Urban

Q19. If your salary belongs to 30,000 to 40,000 which vehicle you preferred.

Q20. When will your household most likely purchase/lease your next vehicle?
   a. 0-3 months  b. 1-2 years
   c. 4-6 months  d. 7-12 years
   e. No definite plans

Q21. Generally you purchase the products
   a. National  b. Multinationals

Q22. According to your perception, which tyre company running No. 1 tyre company in India.
   a. MRF  b. Apollo  c. Ceat  d. J.K.

Q23. According to you whole tyre markets is dominated by:
   a. Truck segment  b. Bus segment  c. Two wheeler segment
Q24. The tyre industry fulfills the needs of the Road transport
Please Tick
(Yes / No)

Q25. Tyre demand is derived demand.
(Yes / No)

Q26. Presently how many vehicles you have please tick
a. 1  b. 3  c. 4  d. More than 4.
APPENDIX-II

Interview from Dealers regarding tyre market:

1. Name:
2. Age:
3. Education:
4. Dealer (Name of Tyres):
5. Duration of dealership:
6. Dealership: Single/Partnership

Questions:

1. Name the tyre which you are using in your vehicle:
2. Name the tyres used by you in your own vehicle before taking the present dealership:
3. Name the tyres which you suggest for your relatives and friend:
4. In your opinion which tyre is the best:
5. Are you suggest the use of the tyres on the following grounds.
   a. Company name
   b. Durability
   c. Road grips/thread design
   d. Price
   e. Past experience
6. Are you satisfied on you own dealers tyres: 
   (Yes / No)

7. Are you maintaining the records of you consumers: 
   (Yes / No)

8. Which of the following marketing policies do you follow to improve sells:
   a. Discounts
   b. Gift
   c. Others

9. Are you satisfied with your companies polices regarding:
   a. Advertisement (Yes / No)
   b. Incentives (Yes / No)

10. In your perception, which segment dominate the tyre market?
    a. Truck
    b. Car
    c. Two wheeler
<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADV</td>
<td>Annual Drawn Vehicles</td>
</tr>
<tr>
<td>AIRIA</td>
<td>All India Rubber Industries Association</td>
</tr>
<tr>
<td>ASTM</td>
<td>American Society for Testing and Materials</td>
</tr>
<tr>
<td>ATMA</td>
<td>All tyres marketing association</td>
</tr>
<tr>
<td>CC</td>
<td>Control charting</td>
</tr>
<tr>
<td>CER</td>
<td>Communication Effect Research</td>
</tr>
<tr>
<td>CB</td>
<td>Carbon black</td>
</tr>
<tr>
<td>CBFS</td>
<td>Carbon black feed stock</td>
</tr>
<tr>
<td>DAR</td>
<td>Day After Recall</td>
</tr>
<tr>
<td>DOT</td>
<td>Department of Transport</td>
</tr>
<tr>
<td>DGFT</td>
<td>Director General of Foreign Trade</td>
</tr>
<tr>
<td>EIU</td>
<td>Economic Intelligence Unit</td>
</tr>
<tr>
<td>FY</td>
<td>Financial Year</td>
</tr>
<tr>
<td>GDP</td>
<td>Gross Domestic Product</td>
</tr>
<tr>
<td>IN METRO</td>
<td>Instituto National De Materiologia</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Full Form</td>
</tr>
<tr>
<td>--------------</td>
<td>-----------</td>
</tr>
<tr>
<td>ISO</td>
<td>International organisation for Standardisation</td>
</tr>
<tr>
<td>IGA</td>
<td>Independent Gross Alliance</td>
</tr>
<tr>
<td>NHTSA</td>
<td>National Highway Traffic safety Administration.</td>
</tr>
<tr>
<td>NTC</td>
<td>Nylon Tyre Cord</td>
</tr>
<tr>
<td>NR</td>
<td>Natural Rubber</td>
</tr>
<tr>
<td>OEM</td>
<td>Original Equipment Manufacturer</td>
</tr>
<tr>
<td>OGL</td>
<td>Open General License</td>
</tr>
<tr>
<td>PTL</td>
<td>Physical Testing Laboratory</td>
</tr>
<tr>
<td>PBR</td>
<td>Poly Butadiene Rubber</td>
</tr>
<tr>
<td>QCM</td>
<td>Quality control Measures</td>
</tr>
<tr>
<td>OSAS</td>
<td>Quality system Assurance supplement.</td>
</tr>
<tr>
<td>SER</td>
<td>Sales Effect Research</td>
</tr>
<tr>
<td>SBR</td>
<td>Syrene Butadiene Rubber</td>
</tr>
<tr>
<td>TT</td>
<td>Threater Test</td>
</tr>
<tr>
<td>T &amp; B</td>
<td>Truck and Bus</td>
</tr>
<tr>
<td>TCIL</td>
<td>Tyre Corporation of India Ltd.</td>
</tr>
<tr>
<td>TCSI</td>
<td>Indian Tyre Customer Satisfaction.</td>
</tr>
<tr>
<td>VMS</td>
<td>Vertical Marketing System.</td>
</tr>
</tbody>
</table>