Appendix I

Questionnaire on Buying Behaviour of Car Purchasers

Dear Sir/Madam

I’m pursuing my doctoral research in university of pune and as a part the research the data has to be gathered through the use of questionnaire. Your responses are vital to the success of this study and will be treated with utmost confidentiality.

Kindly answer the following questions

Part I

Name: .................................

Age: ..............................

Education:

(a) Less than undergraduate [ ]  (b) Undergraduate [ ]  (c) Graduate [ ]
(d) Postgraduate [ ]  (e) Beyond post Graduate [ ]

Gender :

Male [ ]  Female [ ]

Primary Residence:

(a) Own [ ]  (b) Rent [ ]  (c) Other [ ]

Occupation:

(a) Employed [ ]  (b) Self Employed [ ]  (c) Unemployed [ ]
(d) Housewife [ ]  (e) Student [ ]
Part II

1. Please indicate the brand of your car?

……………………………

2. Will you buy the same brand of car again?

(a) Yes [ ] (b) No [ ]

3. Please indicate the purpose of usage of your car?

(a) Business purpose [ ] (b) Personal purpose [ ] (c) Family purpose [ ]

4. Please indicate the importance of having a car in your personal life?

<table>
<thead>
<tr>
<th>Very unimportant</th>
<th>Not important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ ]</td>
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</tbody>
</table>
5. Please indicate the importance of driving (using) a car in your personal life?

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Not important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very important</th>
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</thead>
<tbody>
<tr>
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</tr>
</tbody>
</table>

6. Please indicate your source of information for buying your car.

(a) Friends & Colleagues  [ ]
(b) Car magazines  [ ]
(c) Dealers  [ ]
(d) Car shows  [ ]
(e) TV advertising  [ ]
(f) Billboards  [ ]
(g) Internet  [ ]
(h) Brochures  [ ]

7. Please indicate the importance of following decision-making sources in your decision for buying your car?

<table>
<thead>
<tr>
<th></th>
<th>Very unimportant</th>
<th>Not important</th>
<th>Neutral</th>
<th>Important</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yourself</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Your husband/wife</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Your son/daughter</td>
<td></td>
<td></td>
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<tr>
<td>Your parents</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friend &amp; Colleagues</td>
<td></td>
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</tbody>
</table>
8. What was the length of time from initial decision to buy to placing order?

(a) Less than two weeks [ ]  
(b) 2 weeks to 1 Month [ ]  
(c) 1 month to 3 months [ ]  
(d) 3 months to 6 months [ ]  
(e) More than six months [ ]

9. Please kindly indicate the importance of following factors in choosing cars?

<table>
<thead>
<tr>
<th>Factor</th>
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<th>Neutral</th>
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<th>Very important</th>
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<tbody>
<tr>
<td>Price of car</td>
<td></td>
<td></td>
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<tr>
<td>Fuel consumption</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Power</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Driving comfort</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Safety</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Size (capacity)</td>
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<td></td>
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<td></td>
<td></td>
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<tr>
<td>After sales services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brand popularity</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Resale value</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Advancing technology</td>
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<tr>
<td>Interior design</td>
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<td>Exterior design</td>
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<td>Maintenance</td>
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<tr>
<td>expenses</td>
<td></td>
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<td>----------</td>
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<td></td>
</tr>
<tr>
<td>Color</td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Country of origin</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Availability of spare part</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Loan &amp; payment facilities</td>
<td></td>
<td></td>
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</tbody>
</table>

10. Would you like to offer suggestions on any aspect of car buying behaviour which is not covered in this survey?

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…………………………………………………………………………………………………………

Thank you very much for your kind cooperation.
### Appendix II

**Category wise Motor Vehicles Population**

Regional Transport Office, Pune  
Up to March 2010

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Category</th>
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<th>31.03.2006</th>
<th>31.03.2007</th>
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<td>1</td>
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<td>627506</td>
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<td>2</td>
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<td>295239</td>
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<td>307787</td>
<td>310134</td>
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<td>3</td>
<td>Mopeds</td>
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<td>175197</td>
<td>189331</td>
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<td>Total 2 Wheelers</td>
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<td>1124743</td>
<td>1214671</td>
<td>1312213</td>
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<td>5</td>
<td>Cars</td>
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<td>175895</td>
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<td>31708</td>
<td>38073</td>
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<td>39063</td>
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<td>949</td>
<td>950</td>
<td>950</td>
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<td>8</td>
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<td>56583</td>
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<td>Pvt. Ser. Vehicles</td>
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<td>14</td>
<td>Ambulances</td>
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<td>1008</td>
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<td>3137</td>
<td>3403</td>
<td>3900</td>
<td>4011</td>
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<td>Del. Van 4W</td>
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<td>15389</td>
<td>17695</td>
<td>20009</td>
<td>21652</td>
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<td>18</td>
<td>Del. Van 3W</td>
<td>14153</td>
<td>15488</td>
<td>17168</td>
<td>20700</td>
<td>23081</td>
<td>24781</td>
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<td>19</td>
<td>Tractors</td>
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<td>41040</td>
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<td>9179</td>
<td>9482</td>
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<td>Others</td>
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<td>1777</td>
<td>2595</td>
<td>3391</td>
<td>3650</td>
<td>3922</td>
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<td>Total</td>
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<td>1353103</td>
<td>1510256</td>
<td>1663715</td>
<td>1762730</td>
<td>1907794</td>
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</table>

Regional Transport Officer, Pune
Appendix III

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