

**ANNEXURE**

**BARR. BALASAHEB KHARBEKAR LIBRARY  
SHIVAJI UNIVERSITY, KOLHAPUR.**

**Annexure**

**SCHEDULE**

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Contact Details (Day Time Only): \_\_\_\_\_

**Demographic Section:**

**1) Gender:**

Female  Male

**2) Did you have a credit card?**

Yes  No

**3) Education Qualification:** please choose one of the following

Under Graduate  Graduate  
 Master Degree  PhD.  Other, specify \_\_\_\_\_

**4) Age Group:** please choose only one of the following

<=20years  20-25years  
 35-45years  45-55years  >=55years

**5) How many members were there in your family at the time of buying a car?**

1-2  3-4  
 5-6  7-8  More than 8 (i.e > 8)

**6) How many earning members were there in your family at the time of buying a car?**

1-2  3-4  More than 8 (i.e > 8)  
 5-6  7-8

**7) What is your occupation?**

Self-employed  Rd. Person  Salaried  
 Working professional  Student  Other, specify \_\_\_\_\_

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### 8) If self-employed

- Doctor                       Lawyer                       Farmer  
 Businessman               Engineer                       Other; specify \_\_\_\_\_

### 9) What is your Income per month?

- Under Rs 10,000               Rs. 10,000-15,000               Rs. 15,000-20,000  
 Rs. 20,000-30,000               Rs 30,000-50,000               Rs 100000 & above

### 10) What are your hobbies?

- Sports                       Music                       Travelling  
 Reading                       Cooking                       Other; specify \_\_\_\_\_

### 11) The car which you intended to buy was

- Additional                       Replacement                       First

### 12) If your answer to above question is "Additional" or "Replacement" then what was the brand you already had? Please specify \_\_\_\_\_

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### 01) Which mode of advertisement made you think of buying a car?

- T.V Advertisement               Ads in Magazine               Ads on Internet  
 Radio Advertisement               Hoardings/Billboards               Other; specify \_\_\_\_\_

### 02) Which car advertisement was more appealing to you?

- Maruti Suzuki                       Ford                       Fiat  
 Tata                       Toyota                       Mahindra & Mahindra  
 Hyundai                       Other, specify \_\_\_\_\_

### 03) What extent did sponsorships have an effect on your choice of a car?

- To large extent                       Moderate                       Don't No  
 Least                       No                       Other, specify \_\_\_\_\_

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04) Which sales promotional activities had exerted a deal of influence on choice of a car?

- 0% finance & convenient EMIs     Cash discounts     Contests  
 Extended service warranty     Complementary gifts     Exchange offer  
 Seasonal offers     Other; specify \_\_\_\_\_

05) How did above mentioned promotional activities influence your decision of buying a small car?

Promotional Activity	Largely	Very Largely	Moderately	Averagely	No effect
0% finance & convenient EMIs					
Extended service warranty					
Seasonal offers					
Cash discounts					
Complementary gifts					
Contests					
Exchange offers					
Other					

06) Which of the following direct marketing activities did you find the most appealing?

- Sales call from company representative  
 Road shows  
 Approach of a company sales representative  
 Invitation to take a test drive  
 Other; specify \_\_\_\_\_

07) What extent did direct marketing have an effect on your choice of a car?

- To large extent     Moderate     Don't know  
 Least     No     Other, specify \_\_\_\_\_

08) What extend did cyber (internet) marketing have an effect on your choice of a car?

- To large extent     Moderate     Don't know  
 Least     No     Other; specify \_\_\_\_\_

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09) What extent did publicity have an effect on your choice of a car?

- To large extent                       Moderate                       Don't know  
 Least                                       No                                       Other, specify \_\_\_\_\_

10) Which of the following personal selling activities had an influence on buying a car?

- Interaction at road shows                       Doorstep advice  
 Interaction at showroom                       Interaction at forums  
 Other; specify \_\_\_\_\_

11) How did you perceive the personal selling activities mentioned in Q.10 against their trustworthiness or honesty?

Personal Selling Activity	Highly Honest	Honest	Moderately Honest	Averagely Honest	No Honesty
Interaction at road shows					
Interaction at showroom					
Interaction at forums					
Doorstep advice					
Other					

12) Which promotional activity in total had the greatest influence over the choice of your car? (Rate as 1- Minimum, 5- Maximum)

Promotional Activity	1	2	3	4	5
Advertisement					
Sales promotion					
Personal selling					
Public Relations					
Publicity					
Direct marketing					
Sponsorships					
Cyber marking					
Other					

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13) Which of the following made you realize the need to buy a car?

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Hobby                     | <input type="checkbox"/> Frequent travel          | <input type="checkbox"/> Status              |
| <input type="checkbox"/> Importance of punctuality | <input type="checkbox"/> No public transportation | <input type="checkbox"/> Occupational growth |
| <input type="checkbox"/> Other; specify _____      |   |  |

14) What frequency with which chosen option (from Q.13) made you push towards the product?

- |                                     |  |   |
|-------------------------------------|--|---|
| <input type="checkbox"/> Very often | <input type="checkbox"/> Often         |   |
| <input type="checkbox"/> Sometimes  | <input type="checkbox"/> Not too often | <input type="checkbox"/> Other, specify _____ |

15) Which pressing need you tried to satisfy with your purchase of a car?

- |   |                                    |                                      |
|---|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Transportation       | <input type="checkbox"/> Lifestyle | <input type="checkbox"/> Safety      |
| <input type="checkbox"/> Recognition          | <input type="checkbox"/> Status    | <input type="checkbox"/> Self-esteem |
| <input type="checkbox"/> Other; specify _____ |                                    |                                      |

16) Which of the following stimuli have exerted a great deal of influence in pushing you toward product?

Stimuli	Largely	Very Largely	Moderately	Averagely	No Effect
T.V. Ads					
Radio Ads					
Newspaper Ads					
Magazine Ads					
Hoardings/ Billboards					
Pamphlet/Leaflet					
Transit Ads					
Internet Ads					
SMS Ads					

17) What were the brands under consideration at the time thinking of buying a car?

- |  |  |   |                                 |
|--|--|---|---------------------------------|
| <input type="checkbox"/> Maruti Suzuki | <input type="checkbox"/> Tata Motors         | <input type="checkbox"/> Ford             | <input type="checkbox"/> Toyota |
| <input type="checkbox"/> Hyundai       | <input type="checkbox"/> Mahindra & Mahindra | <input type="checkbox"/> Other, specify__ |                                 |

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18) How many different cars did you go through before you decided on the present car?

- 1-2                       5-7                       None  
 3-4                       More than 7

19) Rank the stimuli and give weights to it on the basis of its degree of influence on buying decision  
(1- Minimum, 5- Maximum)

Stimuli	1	2	3	4	5
T.V. Ads					
Radio Ads					
Newspaper Ads					
Magazine Ads					
Hoardings/ Billboards					
Pamphlet/Leaflet					
Transit Ads					
Internet Ads					
SMS Ads					

20) How did you seek information about your car?

- T.V Advertisement               Magazine               Internet  
 Radio Advertisement               Hoardings/Billboards               Company representative  
 Newspaper               Mechanic advice               Other, specify \_\_\_\_\_

21) How did you rate the reliability of sources of information before you made the purchase decision?

Sources	Highly Reliable	Moderately Reliable	Reliable	Least Reliable	No Reliability
T.V. Advertisement					
Radio Advertisement					
Newspaper					
Magazine					
Hoardings/ Billboards					
Pamphlet/Leaflet/Brochure					
Transit Advertisement					

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Internet					
SMS Advertisement					
Company Representative					

22) Which parameters did you consider for evaluating your choice of a car against competing brands?

(Rank the parameters based on their importance to you, 1- Minimum, 5- Maximum)

Parameter	1	2	3	4	5
Brand Image					
Fuel Efficiency					
Price					
Spaciousness					
Maintenance Cost					
Boot Space					
After Sales Service					
Resale Value					
Parking Space					
Status Symbol					
Style					
Features					

23) What did you do after deciding on the brand?

- Found out financing options
- Checked the rate of interest/EMI and tenure of loan
- Checked-up down payments involved
- Checked up the turnaround time involved
- Evaluate discounts being offered by the dealers
- Any other, please specify \_\_\_\_\_



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24) Did you wait for festive season to avail discounts or purchase as soon as you feel like buying it?

- Yes                                       Sometimes  
 No     Never                                       Don't know

25) Which parameters mentioned in Q.22 had exerted greater influence on your selection of a car?

Parameter	Highest	Moderately High	High	Least	No Influence
Brand Image					
Fuel Efficiency					
Price					
Spaciousness					
Maintenance Cost					
Boot Space					
After Sales Service					
Resale Value					
Parking Space					
Status Symbol					
Style					
Features					

26) How well the choice of a car met or exceeded your expectations based on parameters mentioned in Q.22?

Parameter	Completely	Moderately	Partially	Not met	Not Sure
Brand Image					
Fuel Efficiency					
Price					
Spaciousness					
Maintenance Cost					
Boot Space					
After Sales Service					

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Resale Value					
Parking Space					
Status Symbol					
Style					
Features					

27) Which factors did motivate you to make the purchase of a car?

- |                                     |  |   |
|-------------------------------------|--|---|
| <input type="checkbox"/> Family     | <input type="checkbox"/> Status            | <input type="checkbox"/> Occupation           |
| <input type="checkbox"/> Peer Group | <input type="checkbox"/> Lifestyle         | <input type="checkbox"/> Culture              |
| <input type="checkbox"/> Society    | <input type="checkbox"/> Brand personality | <input type="checkbox"/> Other; specify _____ |

28) If your answer to Q 27 is Brand personality then what kind of brand personality did you associate yourself with the model?

- It is hot, passionate & sensational
- It is competent, sophisticated & masculine
- It is secured, relaxed and easy going
- It is regal, wealthy and stately
- Other; specify \_\_\_\_\_

29) If your answer to Q 27 is Family then who did act as a major influencer among your family members?

- |                                 |                                  |   |
|---------------------------------|----------------------------------|---|
| <input type="checkbox"/> Father | <input type="checkbox"/> Sibling | <input type="checkbox"/> Yourself             |
| <input type="checkbox"/> Mother | <input type="checkbox"/> Spouse  | <input type="checkbox"/> Other, specify _____ |

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30) How did you rank the factors mentioned in Q.27 based on their degree of motivation on choice of a car?

<b>Factor</b>	<b>Highest</b>	<b>Moderately High</b>	<b>High</b>	<b>Least</b>	<b>No Influence</b>
Family					
Status					
Occupation					
Peer Group					
Lifestyle					
Culture					
Society					
Brand personality					
Any Other					