

## **Appendix**

## Questionnaire

Name:

Address:

Contact number:

Occupation:

Business

Salaried:

Self employed:

Others:

Annual Income: a. 1,00,000-5,00,000:

b. 5,00,000-10,00,000:

c. 10,00,000 and above:

1. Do you drive?

a. Yes:

b. No :

2. What cars do you own?

a.

b.

c.

d.

e.

3. Which among these is your latest purchase?

a.

4. In the past have you used any other car of this company?

a. Yes:

b. No:

5. Did you trust the brand more than the product while buying it?

a. Yes:

b. No:

6. Which other brands in this segment do you know of?

7. Other brands considered while purchasing?

8. If this model belonged to some lesser known company would you still purchase it?

If yes why?

If no why?

9. Why this car?

- a. Image of the company:
- b. Past experience with the brand:
- c. Performance of the product:
- d. Word of mouth:
- e. Others:

10. Had there been a waiting period for your car would you wait for it?
- a. If yes why?
  
  
  
  
  
  
  
  
  
  
  - b. If no why?
11. Do you think you have purchased the best product in its segment? Why?
12. What does your brand stand for?
- a. Luxury:
  - b. Exclusivity:
  - c. Performance:
  - d. Others:

13. USP of your brand

- a. Economy:
- b. Quality:
- c. Reliability:
- d. Service network:
- e. Acquisition cost:
- f. Resale value:
- g. Others:

14. What are the psychological benefits you derive from your brand?

- a. Social standing:
- b. Pride of ownership:
- c. peace of mind  
(Reliability etc)
- d. Exclusivity:

15. Did your brand live upto your expectation?

a. If yes how? :

b. If no why? :

16. What are the factors that will compel you to experiment from your trusted choice?

a. Price.

b. Features.

c. Service network.

d. International success.

e. Exclusivity.

f. Others.



17. Which other countries is your car sold in?
  
18. On the scale of 1 to 10 how would you rate your brand image in international market? (one being the highest)
  
19. What according to you should your manufacturer do to further enhance its image?

<b>List of people interviewed</b>					
<b>Sr.no</b>	<b>Name</b>	<b>Occupation</b>	<b>Income group</b>	<b>Location</b>	<b>Car owned &amp; year of purchase.</b>
A & B segment					
1.	Sarla Sisodia	Home maker	0-5 lakhs	Mumbai	Maruti Zen
2.	Phalguni Sisodia	Print Media Salaried	10-15 lakhs	Mumbai	Chevrolet Spark. 2009
3.	Anand Subhash Save	Salaried	10-15 lakhs	Mumbai	Maruti Swift. 2005
4.	Pravina Dilip Nagda	Home maker		Mumbai	Chevrolet Beat
5.	Rajesh Hajare	Business	10-15 lakhs	Mumbai	Maruti Swift
6.	Narendra Jiwantram	Business	10-15 lakhs	Mumbai	Hyundai Santro. 2005
7.	Pratap Kapadia	Lawyer	10-15 lakhs	Mumbai	Maruti Estilo
8.	Gordhanda s Hansraj Mulani	Self employed	5-10 lakhs	Mumbai	Hyundai Santro. 2003
9.	Jaisingh Morarji	Self employed	5-10 lakhs	Mumbai	Tata Nano
10.	Chandrakant G Pandit	Salaried			Chevrolet Beat. 2010
11.	Radhika Shams			Mumbai	Hyundia Getz
12.	Om Prakash Shrivastava	Salaried	0-5 lakhs	Mumbai	Chevrolet Beat

13.	Suresh Toprani	Business	15 lakhs and above	Mumbai	Maruti Swift. 2007
14.	Rachana	Home maker		Mumbai	Maruti Swift. 2009
15.	A Hamid Mukri	Business	5-10 lakhs	Navi-Mumbai	Chevrolet Spark
16.	Bimal Sisodia	Salaried	5-10 lakhs	Gujarat	Maruti-800
17.	Anil Rathod	Salaried	15 lakhs and above	Gujarat	Maruti Esteem
18.	Lekhrani Thariani Shrichand	Business	0-5 lakhs	Mumbai	Maruti Ritz. 2009
19.	Sunil Gokhale	Business	0-5 lakhs	Mumbai	Maruti-800
20.	Parasmal Doshi	Salaried	10-15 lakhs	Mumbai	Chevrolet Beat. 2010
21.	Mr. Jignesh	Salaried	5-10 lakhs	Mumbai	Maruti 800. 2002
22.	Veena Mangani	Home maker		Mumbai	Chevrolet beat
23.	Radhika Nishant Shah	Salaried	10-15 lakhs	Mumbai	Tata Indica. 2002
24.	Prajyoti Prakash Bidoo	Salaried	5-10 lakhs	Mumbai	Chevrolet Beat
25.	Gopalaswamy	Consultant	0-5 lakhs	Mumbai	Maruti-800. 1999
26.	Jignesh Sanghavi	Self employed	10-15 lakhs	Thane	Hyundai santro. 2004

27.	Vijay Bhawarlal Jain	Salaried	5-10 lakhs	Mumbai	Chevrolet beat
28.	Anthony Reginald	Business	15 lakhs and above	Mumbai	Maruti swift
29.	Rajeev Parikh	Business	5-10 lakhs	Mumbai	Chevrolet beat
30.	Shirananda Mishra	Salaried	5-10 lakhs	Thane	Hyundai santro
31.	Bhaktavar Kanga	Business	0-5 lakhs	Mumbai	Chevrolet spark
32.	Rajesh Desai	Business	5-10 lakhs	Mumbai	Chevrolet beat
33.	Apurva Seth	Salaried	0-5 lakhs	Navi Mumbai	Aveo U-Va
34.	Sanjay Makharia	Business	15 lakhs and above	Mumbai	Chevrolet spark
35.	Dhruv Harish Parikh	Self employeed	5-10 lakhs	Mumbai	Maruti-800
36.	Maneck Pavri	Salaried	5-10 lakhs	Mumbai	Chevrolet Spark
37.	Harish Kothari			Mumbai	Hyundai Santro. 2006
38.	Kamlesh Jain	Self employed	10-15 lakhs	Mumbai	Aveo U-Va
39.	Bhavesht Maniar	Salaried	0-5 lakhs	Pune	Maruti Estillo. 2009
40.	Vidya Vijay	Salaried		Mumbai	Chevrolet Spark

	Dinde				
41.	Siddhi Umakant Jagdale	Home maker		Mumbai	Aveo U-va
42.	Rajiv Gupta	Salaried	5-10 lakhs	Mumbai	Hyundai santro
43.	Jagruti Rajiv	Self employed	15 lakhs and above	Mumbai	Hyundai Getz. 2002
44.	Anil Vaidain	Salaried	10-15 lakhs	Navi Mumbai	Maruti Dzire
45.	Yunus Khan	Self employed	0-5 lakhs	Mumbai	Maruti Alto
46.	Dr. Shifa Shaikh	Self employed	10-15 lakhs	Mumbai	Chevrolet Spark
47.	Ganesh Hegde	Salaried	0-5 lakhs	Mumbai	Chevrolet Spark
48.	Ritesh Lakhani	Salaried	0-5 lakhs	Thane	Tata Nano. 2009
49.	Ajinkya Korgaonkar	Salaried	5-10 lakhs	Mumbai	Chevrolet beat
50.	Ramesh Lalit Soni	Salaried	0-5 lakhs	Mumbai	Fiat palio
C & D Segment					
51.	Neha Jasrani	Self employed	0-5 lakhs	Mumbai	Honda Accord
52.	Kanika Toprani	Self employed	0-5 lakhs	Mumbai	Honda Jazz. 2010
53.	Milind Merchant	Self employed	15 lakhs and above	Mumbai	Honda City

54.	Jose Covaco	Salaried	3-5 lakhs	Mumbai	Honda city 2008
55.	Shamim Ahmad	Business	15 lakhs and above	Mumbai	Toyota corolla. 2002
56.	Parag Shah	Business	0-5 lakhs	Mumbai	Maruti Esteem. 1999
57.	Pranav Shah	Business	0-5 lakhs	Mumbai	Hyundai Accent. 2004
58.	Jaiwatram Mirpur	Business	10-15 lakhs	Mumbai	Hyundai Accent.2007
59.	Manish Pardasani	Business	10-15 lakhs	Thane	Chevrolet Optra.2008
60.	Milind Kadam	Lawyer	5-10 lakhs	Thane	Ford Ikon.2006
61.	Rakesh Shetty	Business	10-15 lakhs	Thane	Chevrolet Cruze
62.	Mrs. Mirpur	Self employed	10-15 lakhs	Mumbai	Maruti SX4. 2008
63.	Hanif Sumbhania	Business	10-15 lakhs	Mumbai	Toyota corolla
64.	Anisha Bhatija	Salaried	10-15 lakhs	Mumbai	Chevrolet Cruise
65.	Kartik Kini	Business	0-5 lakhs	Mumbai	Hyundai accent. 2002
66.	Garima Paliwal	Self employed	0-5 lakhs	Mumbai	Honda- city. 2008
67.	Madhusudan Aghase	Salaried	5-10 lakhs	Mumbai	Chevrolet Aveo
68.	Babitha Philip	Salaried	10-15 lakhs	Navi Mumbai	Chevrolet Cruze
69.	Tapan Shah	Business	5-10 lakhs	Mumbai	Chevrolet Aveo
70.	Mukesh Tokaishi	Business	10-15 lakhs	Mumbai	Skoda Laura. 2005

71.	Madhusudan Desai	Self employed	10-15 lakhs	Mumbai	Hyundai accent. 2003
72.	Sonal Shah	Salaried	15 lakhs and above	Thane	Chevrolet Cruze. 2010
73.	Subhash Bhandari			Raighad	Chevrolet cruze. 2010
74.	Dilip Gurnani	Business	5-10 Lakhs	Mumbai	Honda city
75.	Nimish Shah	Salaried	10-15 lakhs	Mumbai	Chevrolet cruze
76.	Abdul aziz	Salaried	10-15lakhs	Mumbai	Honda city-2005
77.	Ranak Patel	Business	0-5 lakhs	Mumbai	Sokda Laura.2007
78.	Dinesh Babulal Tejani	Business	10-15 lakhs	Mumbai	Honda Civic
79.	Rajesh Pannalal	Business	10-15 lakhs	Thane	Chevrolet cruze
80.	Sanjay Unadkat	Business	15 lakhs and above	Mumbai	Honda City. 2005
81.	Kumarpal R Shah	Salaried	12-15 lakhs	Thane	Skoda Laura. 2005
82.	Ajinka Maruti Ambawle	Business	15 lakhs and above	Navi-Mumbai	Honda City. 2007
83.	Nimish Patel	Salaried	10-15 lakhs	Mumbai	Optra
84.	Kiran Amrutlal Kotak	Business	15 lakhs and above	Mumbai	Chevrolet Cruze
85.	Jai Toprani	Self employed	15 lakhs and above	Mumbai	Toyota Altis
86.	Prakash R	Business	5-10 lakhs	Mumbai	Chevrolet Optra

87.	Shamim Ahmad Sheikh	Business	15 lakhs and above	Mumbai	Chevrolet Cruze
88.	Sanjay Patel	Self employed	15 lakhs and above	Mumbai	Chevrolet Cruze
89.	Sanat Joshi	Self employed	15 lakhs and above	Mumbai	Mitsubishi Lancer
90.	Mr. Sood	Business	10-15 lakhs	Mumbai	Hyundai accent
91.	Pooja Sardana	Self employed	0-5 lakhs	Mumbai	Honda city
92.	Swati Kulkarni	Salaried	15 lakhs and above	Mumbai	Hyundai accent
93.	Bhairavi Merchant	Self employed	5-10 lakhs	Mumbai	Honda city
94.	Dhanashree	Self employed	15 lakhs and above	Mumbai	Toyota Altis
MUV & SUV Segment					
95.	Jagdish Merchant	Business	15 lakhs and above	Mumbai	Subaru Forester
96.	Kushal Kapadia	Self employed	10-15 lakhs	Mumbai	Mitsubishi Outlander
97.	Kokila Mukund	Business	15 lakhs and above	Mumbai	Chevrolet Captiva
98.	Deuilal Ramkishan Suthar	Business	0-5 lakhs	Thane	Toyota Qualis.2002



99.	Ramesh Devidas Kasbekar	Business	05-lakhs	Mumbai	Chevrolet Tavera. 2007
100	Nrupa Patel	Business	15 lakhs and above	Mumbai	Toyota Innova
101	Narayan	Business	10-15 lakhs	Mumbai	Honda CRV. 2008
102	Kubuddin Fazlehussain	Business	5-10 lakhs	Mumbai	Chevrolet Tavera. 2010
103	Mayank Mahendra	Business	15 lakhs and above	Mumbai	Chevrolet Captiva
104	Juzer Lokhandwala	Self employed	10-15 lakhs	Navi Mumbai	Toyota quails
105	Ramesh Haryani	Self employeed	1-15 lakhs	Mumbai	Chevrolet Tavera
106	Hemali Merchant	Business	5-10 lakhs	Mumbai	Chevrolet Captiva
107	Mariam Patel	Business	5-10 lakhs	Mumbai	Chevrolet tavera
108	Dhiren Tolani	Business	15lakhs and above	Mumbai	Toyota Innova. 2007
109	Mr. Malwankar	Business	5-10 lakhs	Mumbai	Toyota Innova. 2009
Luxury segment					
110	Hari Narayan	Business	15 lakhs and above	Mumbai	Mercedes
111	Mukesh Makhija	Self employed	10-15 lakhs	Mumbai	VW Polo

112	Dr.Vishesh Nayak	Self employed	15 lakhs and above	Mumbai	BMW 320D- 2007
113	Mona Bagla	Self employed	15 lakhs and above	Mumbai	BMW 5 series
114	Leena Mansukhani	Self employed	15 lakhs and above	Mumbai	Porsche Carrera
115	Anil Mansukhani	Self employed	15 lakhs and above	Mumbai	BMW X6
116	Rajan Narayan Bandelkar	Business	15lakhs	Mumbai	Q5
117	Vijay Pitamber Modi	Business	15 lakhs and above	Mumbai	Merc E-Class
118	Sam Nariman Katghara	Business	15 lakhs and above	Mumbai	Porsche Cayenne Turbo
119	Dr.Pheroz Soonawala	Self employed	15 lakhs and above	Mumbai	Porsche Cayenne V6
120	Dr.Rustam Soonwala	Self employed	15lakhs and above	Mumbai	Mercedes S320 CD
121	Deepak Chamanlal Khanna	Business	15 lakhs and above	Mumbai	Mercedes S-Class
122	Homi Commasieriate	Business	15 lakhs and above	Mumbai	Mercedes E-class
123	Farrokh		15 lakhs	Mumbai	BMW X3

			and above		
124	Anil Agarwal	Business	15 lakhs and above	Mumbai	Maserati Quattroporte
125	Sunny Diwan	Business	15 lakhs and above	Mumbai	Ferrari F430 Spider