

A STUDY OF CUSTOMER SATISFACTION TOWARDS SMALL SIZED CAR MODLES

Submitted in partial fulfillment of the requirement for the award of

Bachelor of Business Administration

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MARCH 2022



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **P.Eswaran (39280037)** who carried out the project entitled "**A STUDY OF CUSTOMER SATISFACTION TOWARDS SMALL SIZED CARMODELS**" under OUR supervision from March 2022 to April 2022.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I **ESWARAN.P (39280037)** Hereby declare that the Project Report entitled “**A STUDY OF CUSTOMER STATISFICATION TOWARDS SMALL SIZED CAR MODLES**” done by me under the guidance of **Ms.M.JAYASEELY** (Internal Guide) Department of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration.

DATE :

PLACE: CHENNAI

ESWARAN. P

ACKNOWLEDGEMENT

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P.ESWARAN

ABSTRACT

The automobile sector is a key performer in the global and Indian economy. The automotive industry in India is one of the largest in the world and one of the fastest growing global. The study covers customer satisfaction towards small sized car models in Chennai. Sample size all, obtained through the sample random sampling technique in Chennai. Various statistical tools employed are frequency distribution, percentage analysis, factor analysis and independent sample the test. The study found that small sized car models Customers are average satisfied with the factors. Hence it is concluded that in order to fulfill the expectations of the respondents a proper market survey should be conducted to ascertain their needs and expectations, and accordingly they shield be fulfilled to satisfy the Customers and entice this lotto buy small sized car model.

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CHAPTER 1

INTRODUCTION

To explore the satisfaction towards small sized car models. The importance of the topicsmall sized cars that distribute cars in car market. There are many carsdispensing small cars in market. These cars take up very little space, since we do not needadditional space to sit the car. Small sized car was very smoothly drives in dangerousroad side. In the few years, the Indian small sized car industry has been spectacular growth. Thecountry stands next to the china, Japan in terms of production and sales respectively. This distinction was achieved due to variety of reasons like restrictive policy followed by the government of India towardsthe customers satisfaction towards small sized car industry. MajorityofIndiansespeciallytheyoungsterspreferthanthe cars.

Customer satisfaction isdefined asthe number ofcustomers orpercentage oftotal, whose reported experience with a firm, it's products, or its service exceeds specified satisfaction goals. The study entitled study of customer satisfaction towards small sized car models. Customer satisfaction is the key of factor in knowing the success of any retail store or business, therefore itisveryimportant tomeasure itandtofindthe factors that affect the Customer satisfaction.

It isa true that if you're that you satisfied recommend to others. Word of mouth and customer satisfaction play a important role in determining Market perception about an automobile. It is the market perception determines the success of companyand it is product to recommend it to others. The same is a lot of interest to customers aswellit helpsthem make the purchase decision.Acarisone ofthe most significant purchase that'sanIndianhousehold makesand this project addresses the most important question that perplex car Manufacturer.

FOURWHEELERINDUSTRYPROFILE:



- Small sized car models was developed by small car company in Chennai, Tamilnadu, India.
- Its small car model manufacture headquarters in New Delhi.
- As of July 2018, it had a market share of Indian passenger car market.
- In this small sized car model industry was automotive.
- The small size car model was founded in 1981.
- The products of small cars in automobiles and commercial vehicles.
- The automotive industry in India is largest automotive market in the world.

CHAPTER 2

2.1 REVIEW OF LITERATURE:

WILLARD HOM (2000) presents two broadly classified Customer satisfaction among a set of related constructs in marketing research and micro models which theorize the elements of Customer satisfaction. The paper also gives various models of Customer satisfaction from the perspective of the marketing research discipline.

VAVRAT. G (1997) in this book suggests specific programs to improve the measurement of Customer satisfaction in an organization. The author describes five critical skills required for this task viz sampling, customer participants selection questionnaire design, interviewing survey administration, data analysis, and quality function deployment building actions plans.

PEYTON R.M (2003) in their working paper submitted at the allied academics international conference presented a comprehensive review of the literature on various Customer satisfaction and dissatisfaction (CS/D) theories proposed. The literature are specifically prior to the 1990s. This review focuses on the major components of the decision making process, also addresses the measurement related issues relevant to this body of literature.

SURIYA, VINOTHA AND GANGA (2015) studied about “Service and Customer satisfaction towards Tata Indica at VST motors in Cuddalore. Descriptive research plan was adopted 120 samples were used in this study

Descriptive statistics and one way ANOVA were used for data analysis. The researcher concluded that majority of the Customers were expecting to minimize the customer waiting time and reduce the service rate and on both arrival the delivery service.

AKHILA AND ASHAR (2015) studied about “A study on Customer satisfaction towards Maruti Suzuki in Coimbatore”. Convenience sampling technique was adopted for collecting data through a structured questionnaire. Percentage analysis and chi square test were adopted for analysis of the collected primary data. The study found that there is no significant relationship between type of gender and Maruti cars. The result concluded that increasing trend at the same time they expected safety and security, higher performance, easy handling, etc....

MATHAN KUMAR AND VELUMURUGAN (2015) studied about "Determines of Customers satisfaction – with special reference to four wheelers on Coimbatore district". Convenience sampling technique was adopted for collecting primary data, 260 respondents were to collected data through structured questionnaire. Chi square test used for the data analysis for collected primary data. The study found that Customer cars satisfaction is associated with variables such as status in family, occupation, monthly expenditure on car maintenance. The result concluded that car manufacturers may focus on after sales and service, manufacturing fuel saving cars, which was fitting to Indian financial conditions that may encourage middle income group consumers to purchase the car.

SYED (2016) conducted a study on does brand experience build Customer satisfaction and loyalty in the automobile industry. The data were collected from 511 car owners through structured questionnaire in the kingdom of Bahrain. Descriptive statistics, factor analysis, one way ANOVA, correlation and multiple regression were used for data analysis. The study indicated that relationship among brand satisfaction, brand experience and brand loyalty in the automobile industry. The study also found that the highest correlation coefficient was found in the super luxurious car categorization in terms of satisfaction and brand loyalty.

PRIYANKA (2017) Studied about "A study of customer satisfaction of two wheelers on Yamaha. Sample size was 100 respondents who used two wheelers on Yamaha. Percentage analysis was used in this study. The study found that the satisfaction of Customers in various categories like different gender, age, income levels and factors influencing them to buy Yamaha and satisfaction level on various factors. The analysis concluded that the Yamaha bikes were well known for their performance, designs and the satisfaction was high towards all other factors except mileage, because youth is the main target for Yamaha. If Yamaha bike satisfied its Customers with the mileage, comfort, style and free service.

JAMUNA AND BHARATHIRAJA (2014) Studied about "A study on Customer satisfaction towards Tata Nano in Trichy town. The study was conducted in Musiri town. Descriptive research plan was adopted. Convenience sampling was used for primary data collection. 110 samples were used in this study. Descriptive statistics and chi square tests were used

for data analysis. The study found that highly satisfied the Customers mainly on the factor of vehicle price. The researchers concluded that the respondents expectation was Manufacturer focus of improve their advertisement need improve the style and quality of the vehicle.

USHA AND NALLABALA (2018) conducted a research on A study on Customer satisfaction on fiat car at Concorde motors in Chennai”. Objectives of the study were factors that lead to Customer satisfaction, level of satisfaction towards the FIAT car and opinion about quality and services of product. Sample size was taken 150 respondents who used FIAT car. Descriptive statistics and chi square analysis were used for data analysis. The study of found that (59%) of the respondents were satisfied with after sales services, (76%) of the respondents were satisfied with the test drive and (61%) of the respondents were satisfied FIAT cars.

KISHOR (2013) researched that “A study on Customer satisfaction of ‘B’ segment Maruti cars in Hyderabad city. 150 respondents were chosen for collecting primary data with structured questionnaire. Simple percentage method, weighted average method and chi square test were used for the data analysis. The study shows that most of the Customers felt maintenance cost of maruti car is high. Some of the Customers were opinion uncomfortable with the black foot area and boot space area and etc....

DUGGANI AND DURGA (2012) Studied about “ Customer satisfaction towards Honda two wheelers, A case study in Tirupati”. Descriptive research plan was adopted in this study. The convenience sampling method was adopted for primary data collection. The sample size was 100. Chi square test, percentage analysis was used for data analysis. The study found that most of the Customers agreed that honda is the best quality with reasonable price. But 10% of the Customers were asking for development in the quality.

VIJAYAKANTH, SANTOSH AND RAO (2011) Studied about “ Customer satisfaction index in multi brand car service center across Karnataka”. Quantitative research design was adopted in this study. Descriptive statistics were used for data analysis. The Sample size was 100. The study found that personal car users across Karnataka were satisfied with the services offered by the Multi brand service center. The study also shows that

satisfied percentage was more than dissatisfied.

MAHAPATRA AND KUMAR AND CHAUHAN (2010) mentioned a study on “customer satisfaction, dissatisfaction and post purchase evaluation: an empirical study on small size passenger cars in India” with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance of different attributes in automobile in giving satisfaction to Customer with the sample size of 150 Customers and they used the multiple regression techniques and they revealed from this study that Customers are highly satisfied with the performance of attributes like pickup, wipers, etc... pollution, engine, quietness, battery performance, and pickup influence the consumer future purchase decisions and consumer give the more importance to these factors.

KURUKOTI AND PRABHU (2011) revealed a study on satisfaction with reference to Tata Nano car Customers in Pune city” with the objectives to determine the Customers satisfaction towards Tata Nano, to study the gap analysis and to find out the impact of fire incidences on Nano car users. For this study they taken the sample size of 125 Customers and techniques used by them were paired sample, ANOVAs, and turkey test. They concluded from this international journal of advanced research in management and social sciences ISSN : 2278 6236 vol.2 no.4 April 2013 IJARMSS/ 72 study that Nano car Customers are not satisfied with the performance and waiting period of car but they satisfied with the safety of car and fire incidences report that has impact on the Customer satisfaction.

SHARMA, KIRAN SHARMA AND KHAN (2013) conducted “A study and analysis of Customer satisfaction of Tata motors in Jaipur, Rajasthan with the objectives to find out the satisfaction among the Customers, market performance and market position of Tata motors. They taken the sample size of 100 Customers in Jaipur city and concluded from this study that 73% people feel that safety are affordable where as, 12% do not agree, 74% believe that attractive discount are offered but 26% are not satisfied with the discount offered, but the overall opinion about Tata motors is very good...

SINGH (2011) revealed a study on “An empirical review of the product and Customer satisfaction of Tata commercial vehicles” to find out the quality of service, performance of Tata motors and to know the consumer perception towards Tata motors with the sample size of 100 Customers and used the statistical techniques tables, bar charts, etc... This study concluded vehicles due to its better quality, brand image, easy availability of service, spare part quality etc..

GANESH AND SOUNDARAPANDIYAN (2012) conducted a study of “i10 Hyundai Chennai” Customer satisfaction level, with the sample size of 150 Customers and tools used percentage analysis, chi square and multiple regression analysis. The objectives of the study was to identify the post purchase behaviour and Customer satisfaction level and find the effectiveness of after sales service of Customer of Hyundai i10. They revealed from the study that Customers are satisfied with the car after purchase because it gives the feel of luxury to Customers and a convenience of smaller car in crowded area. It's most stylish as compared to others.

LOHANA AND SHARMA (2012) conducted a study on “Customer satisfaction towards Hyundai cars in Nanded city, with the objectives is to identify the Customer preferences and parameters about the Hyundai cars. That have taken the sample of 60. The concluded from the study that 50% Customers are satisfied with the overall performance of their vehicle. The Customers are satisfied with the fuel efficiency, brand image, after sales services and economy purchase etc... Internationally Journal of advanced research management and social sciences ISSN : 2278 6236 vol.2 No.4 April 2013.

RAO AND KUMAR (2016) revealed study on “Customer satisfaction towards Tata motors – A study on passenger cars in Warangal district of Andhra Pradesh” with the objectives to study the Customer satisfaction with the usage of vehicles, after sale service, key area of strength, pricing affects, service and quality. They took the sample of 100 respondents and used the percentage technique. They concluded majority of Customers are satisfied with the safety, dealer service, Customer relationship and availability of spares etc..

CHAPTER3

RESEARCHMETHODOLOGY

NEEDFORTHESTUDY:

- To study the enhancement on small cars models.
- To know the opinion about the small sized car models.
- To analyse the findings or recommend the change in service towards Customers.
- It's aimed at different Customer satisfaction with reference at age, purchase of purposing, focused on the target group.

OBJECTIVESOFTHSTUDY:

PRIMARYDATA :

To explore the customer satisfaction toward small sized car models.

SECONDARYDATA:

- To investigate the customer satisfaction toward small sized car models.
- To study about the small sized car models.
- To analyse the consumer expectations small sized car models.

RESEARCHDESIGN:

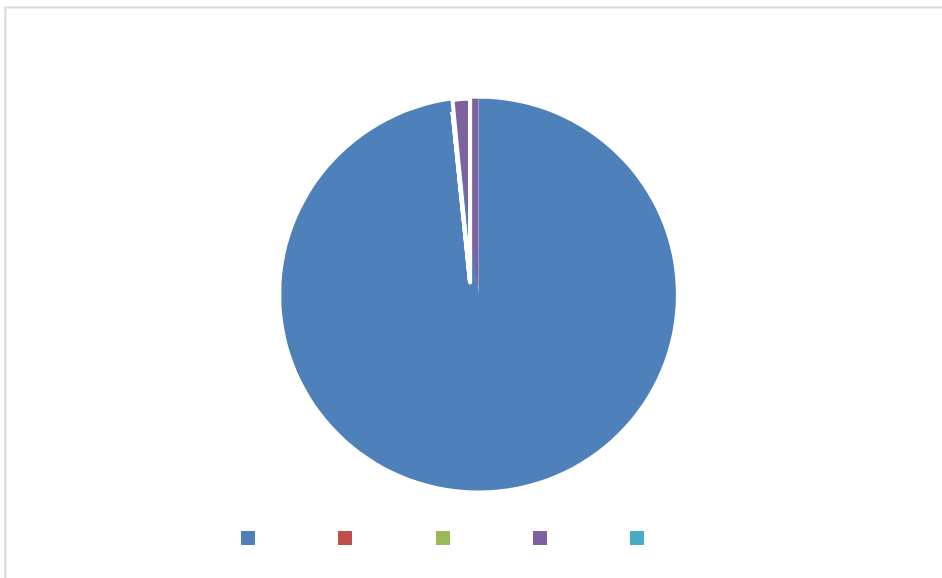
- Type of research: Descriptive
- Sampling area: Chennai
- Sampling size. : 57
- Sampling method: convenience sampling
- Primary data. : Collected directly from the respondent with the help of Questionnaire.
- Tools used for analysis: Pie chart, percentage analysis.

CHAPTER4

4.1DATAANALYSISANDINTERPRETATION

4.1.1AGEOFTHERESPONDENTS:

Particular	No ofrespondents	Percentage
15-25	50	87.72
26-35	Nil	Nil
36-45	Nil	Nil
46-55	1	1.75
Above 55	Nil	Nil
Notanswered	6	10.53
Total	57	100



INTERPRETATION:

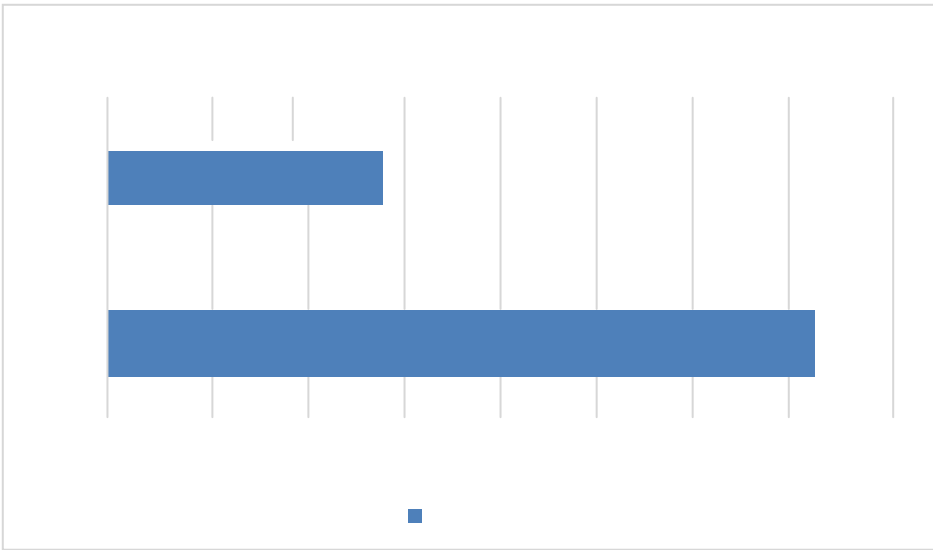
The above table and chart show the age of respondents, (15-25) is 87.72%, (46-55) is 1.75%, Not answered is 10.53%.

INFERENCE:

The majority of respondents is between 15-25

4.1.2 GENDER:

Gender	Percentage	Respondents
Male	71.93	41
Female	28.07	16



INTERPRETATION:

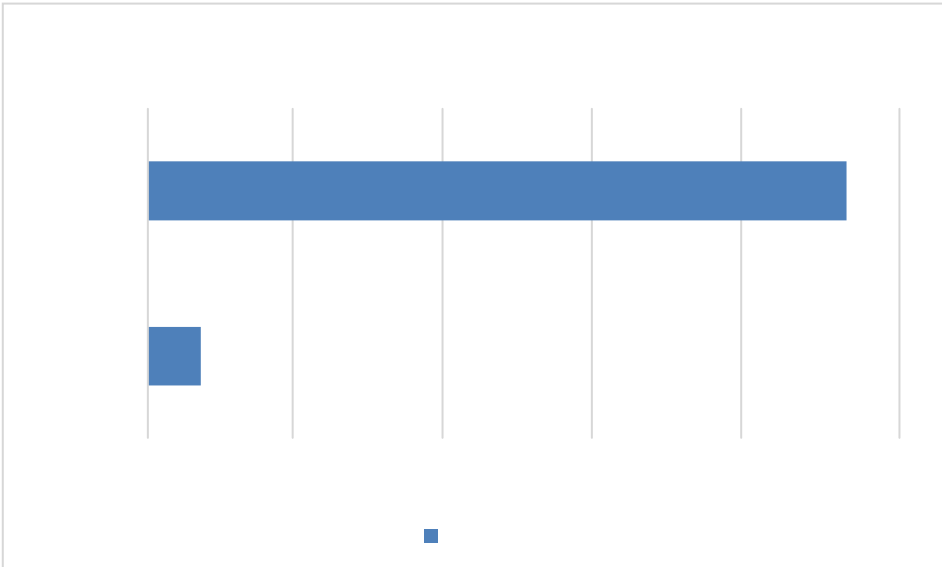
The above table and chart show the male respondents of 41 (71.93%), the female respondents is 16, (28.07%).

INFERENCE:

The majority is male respondents is 71.93%.

4.1.3MARTIALSTATUS:

Martialstatus	Percentage	Respondents
Married	7.02	04
Unmarried	92.98	53



INTERPRETATION:

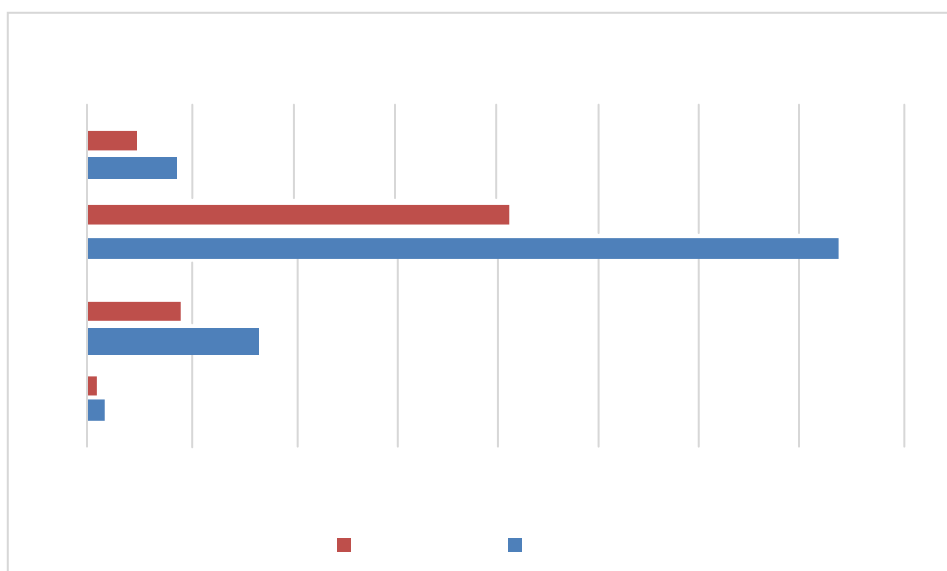
The abovetableandcharts showsthe martialstatus ofrespondents, the married respondents is 7.02%, the unmarried respondents is 92.98%.

INFERENCE:

Themajorityisunmarriedrespondentsis92.98%.

4.1.4 EDUCATION:

Education	Percentage	Respondents
SSLC	1.75	1
HSC	15.79	9
UG	73.67	42
PG	8.77	5



INTERPRETATION:

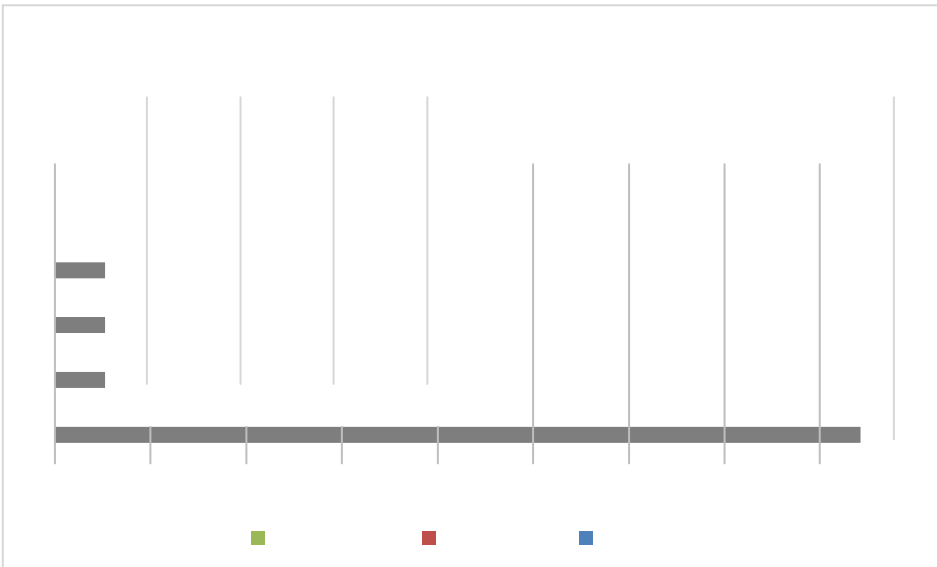
The above table and chart show the education respondents, the SSLC is 1 respondent, the HSC is 9 respondents, the UG is 42 respondents, the PG is 5 respondents.

INFERENCE:

The majority is UG respondents, 42 respondents.

4.1.5 OCCUPATION:

Occupation	Percentage	Respondents
Student	84.21	48
Government employee	5.26	03
Self employee	5.26	03
Private employee	5.26	03



INTERPRETATION:

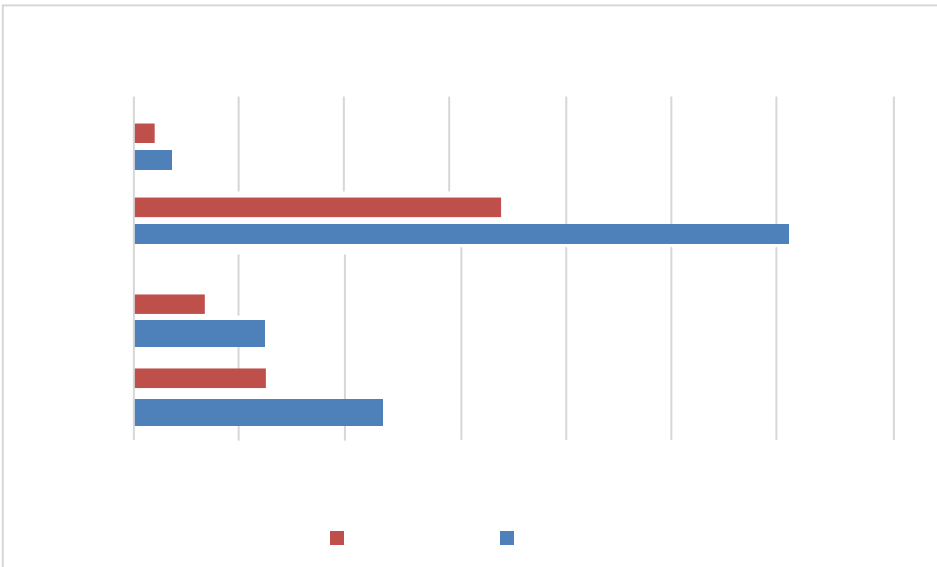
The table and chart show the occupation of respondents, the students is 48 respondents, the government employee is 03 respondents, the self employee is 03 respondents, the private employee is 03 respondents.

INFERENCE:

The majority of employees is student 48 respondents.

4.1.6 FAVOURITESMALLSIZEDCARMODELS:

Favouritesmall sized car model	Percentage	Respondents
Alto	22.81	13
Zenestilo	12.28	07
Swift	61.40	35
WragonR	3.51	02



INTERPRETATION:

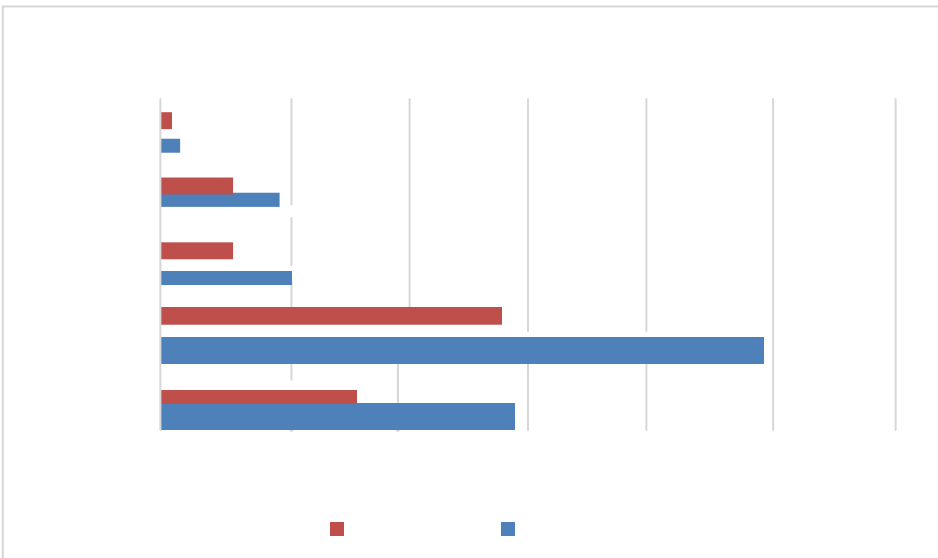
The table and chart show the favourite small sized car models, the Alto is 22.81 percentage, the Zen Estilo is 12.28 percentage, the swift is 61.40, the WragonR is 3.51.

INFERENCE:

The majority percentage is swift 61.40%.

4.1.7REASONFORYOURCHOICE:

Reasonforyourchoice	Percentage	Respondents
Brand Name	28.07	16
Features	49.12	28
Price	10.53	06
Mileage	10.53	06
NoAnswers	1.75	01



INTERPRETATION:

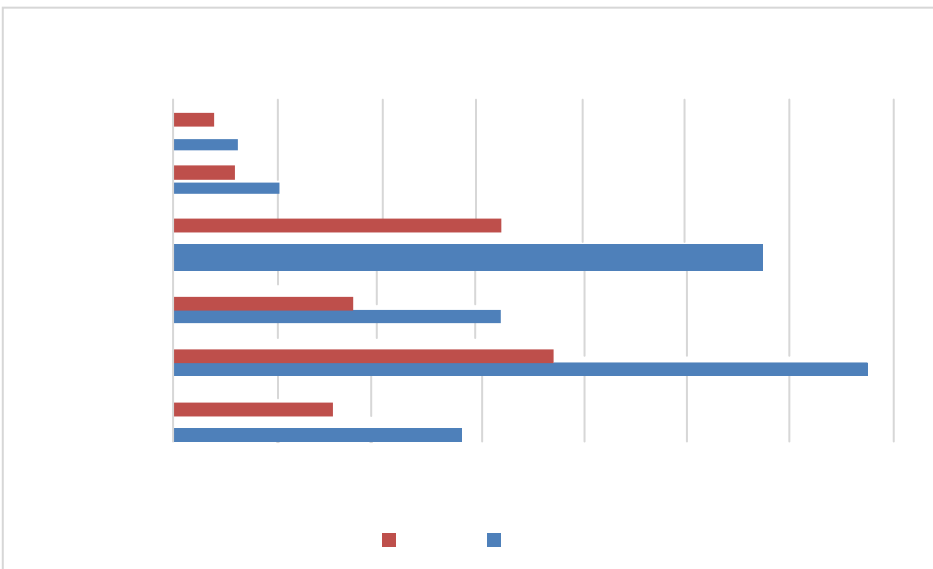
The table and chart show the respondents of reasons for your choice, the brand name is 16 respondents, the features is 28 respondents, the price is 06 respondents, the mileage is 06 respondents, not answering is 01 respondents.

INFERENCE:

The majority is Features of 28 respondents.

4.1.8 FAVOURITE COLOUR:

Favourite colour	Percentage	Respondents
White	14.04	08
Black	33.33	19
Red	15.79	09
Blue	28.07	16
Other colours	5.26	03
No Answers	3.21	02



INTERPRETATION:

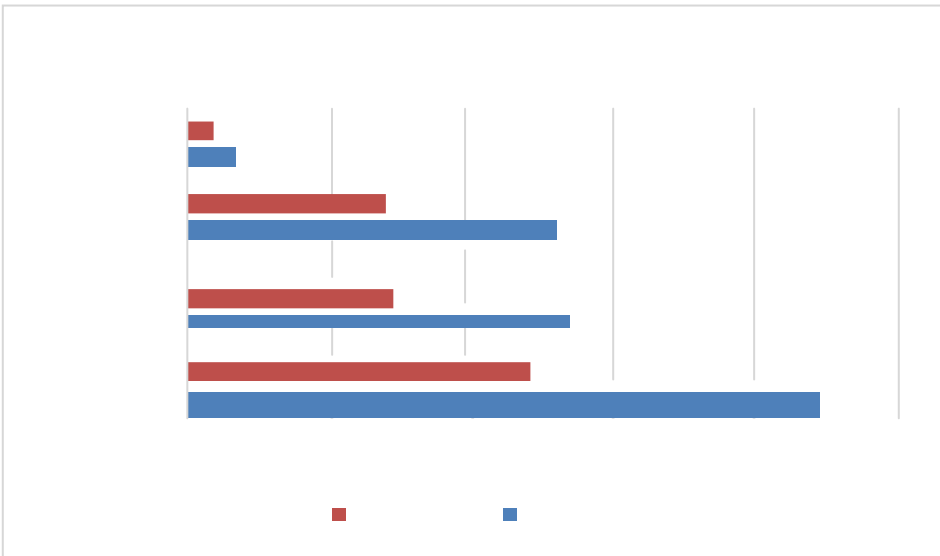
The table and chart show the favourite colour in a car. The white colour is 14.04 percentage, the black colour is 33.33 percentage, the red colour is 15.79, the blue colour is 28.07, the other colours is 5.26 percentage, not answering is 3.21 percentage.

INFERENCE:

The majority of colour is black 33.33%.

4.1.9 FIRST PREFERENCE TO WHILE BUYING SMALL CARS:

Preference	Percentage	Respondents
Good facilities	43.86	25
Quality service	26.32	15
Price	26.32	15
Good design	3.51	02



INTERPRETATION:

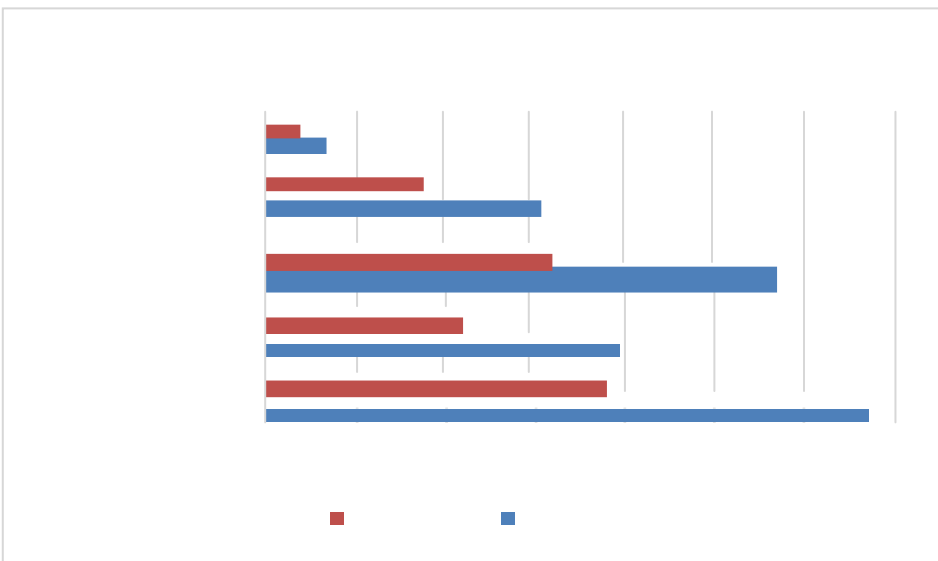
The table and chart show that good facilities is 43.86%, quality service is 26.32%, price is 26.32%, and good design is 3.51%.

INFERENCE:

The majority is Good facilities 43.86%.

4.1.10 PROMOTIONAL MEDIA IS INFLUENCING YOU TO BUY SMALL CAR:

Particular	Percentage	Respondents
BroadCasting	33.33	19
Word ofmouth	19.30	11
Productdemonstration	28.07	16
Publication	15.79	09
No answer	3.51	02



INTERPRETATION:

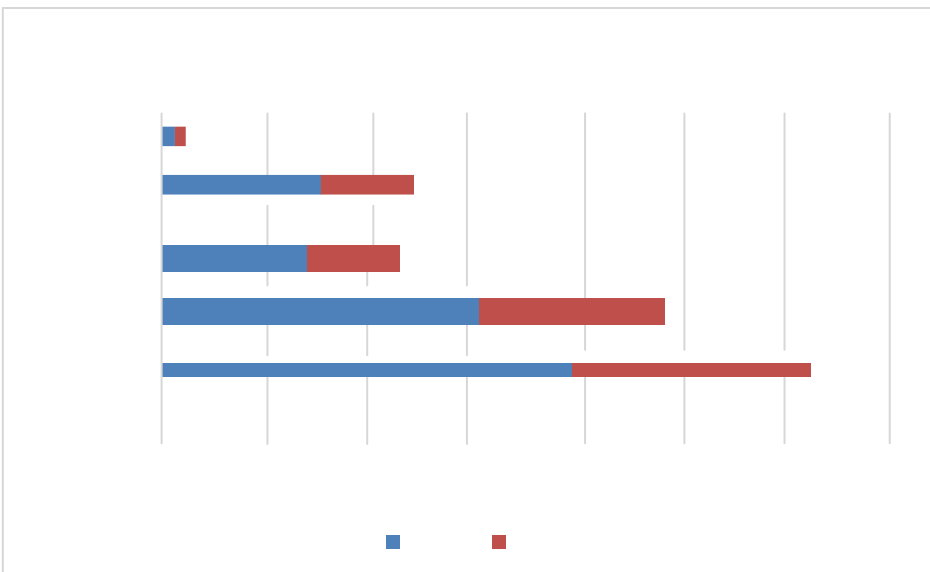
The table and chart show the promotional media is influencing you to buy small car is Broad casting is 33.33%, the word of mouth is 19.30%, the product demonstration is 28.07%, the publication is 15.79%, No answering is 3.51%.

INFERENCE:

The majority is Broadcasting is 33.33%.

4.1.11SECONDCHOICEOF WHILEBUYINGSMALLCAR:

Cars	Percentage	Respondents
Ford	38.60	22
Hyundai	29.82	17
Tat	14.02	08
Volkswagen	15.79	09
No answer	1.75	01



INTERPRETATION:

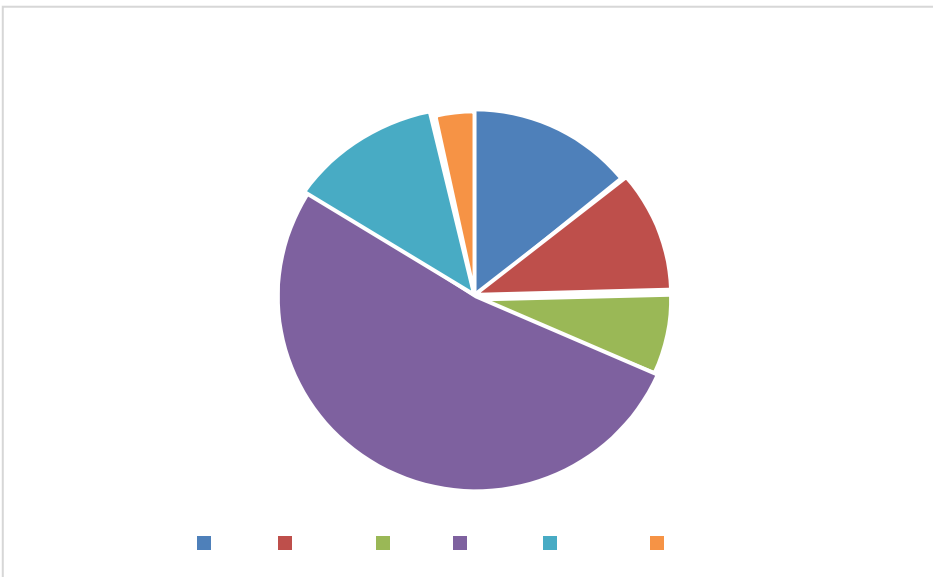
The table and chart shows the second choice of while buying small car, the Ford is 38.60%, the Hyundai is 29.82%, the Tata is 14.02%, the Volkswagen is 15.79%, Not answering is 1.75%.

INFERENCE:

The majority is Ford 38.60%,.

4.1.2 FAVOURITE DESIGN OF SMALL CAR:

Car	Percentage	Respondents
Alto	14.04	08
A star	10.53	06
Ritz	7.02	04
Swift	52.63	30
Others	12.28	07
No answers	3.51	02



INTERPRETATION:

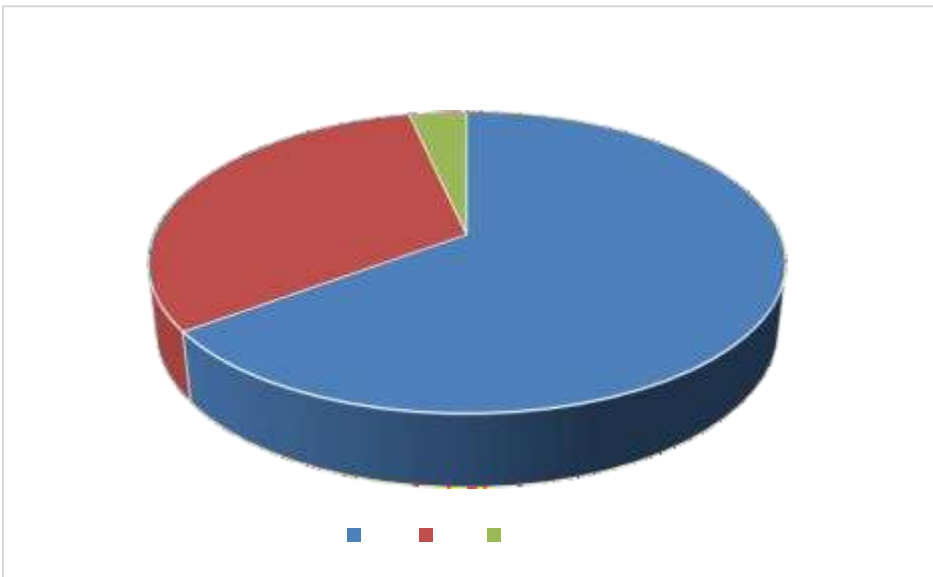
The table and chart show the favourite design of small cars. The Alto is 14.04%, the Astar is 10.53%, the Ritz is 7.02%, the Swift is 52.63%, the other cars are 12.28%, and not answering is 3.51%.

INFERENCE:

The majority is Swift car 52.63%.

4.1.13CHANGESINSMALL CAR:

Particular	Percentage	Respondents
Yes	64.91	37
No	31.58	18
NoAnswers	3.51	02



INTERPRETATION:

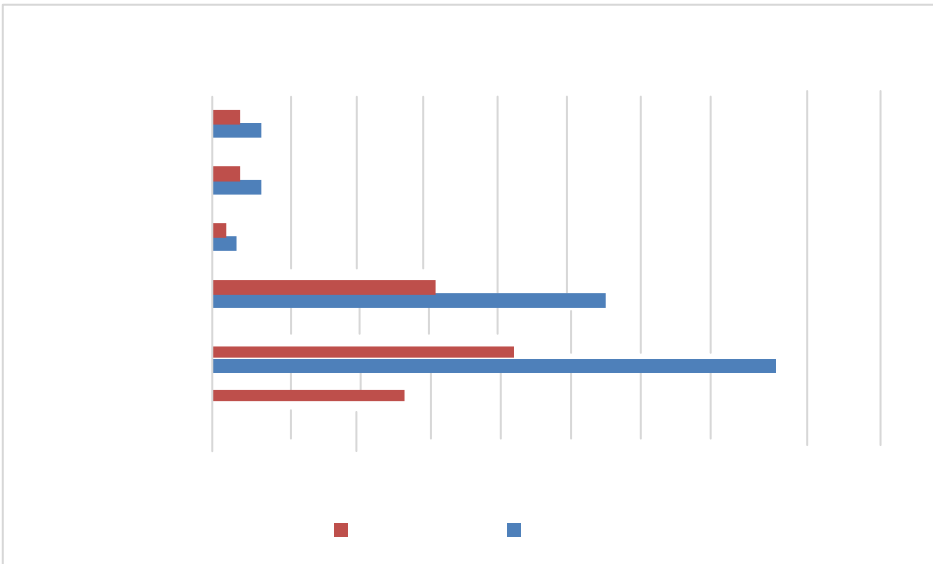
The table and chart shows the changes in small car, the people's of yes is 64.91%, the people's of No is 31.58%, not answering is 3.51%.

INFERENCE:

The majority is Yes 64.91%.

4.1.14 SATISFIED ABOUT THE PRICE OF SMALL CAR COMPARING WITH OTHERS:

Particular	Percentage	Respondents
Highly satisfied	24.56	14
Satisfied	38.60	22
Neutral	28.07	16
Dissatisfied	1.75	01
Highly dissatisfied	3.51	02
No answer	3.51	02



INTERPRETATION:

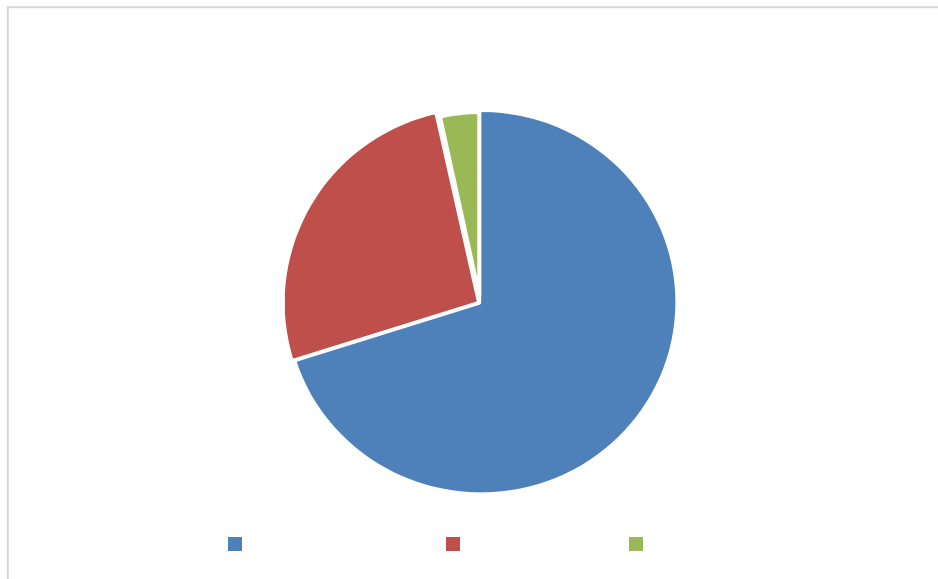
The table and chart shows the, satisfied about the price of small car comparing with others, the highly satisfied is 24.56%, the satisfied is 38.60%, the Neutral 28.07%, the dissatisfied is 1.75, the highly dissatisfied is 3.51, the no answer is 3.51%.

INFERENCE:

The majority is satisfied 38.60%.

4.1.15 OPNION IF THEY ARE GIVING DIESEL OPTION FOR WAGNOR ALTO A STAR AND ZEN ESTILO :

Particular	Percentage	Respondents
Will be successful	70.18	40
Will be failure	26.32	15
No Answer	3.51	02



INTERPRETATION:

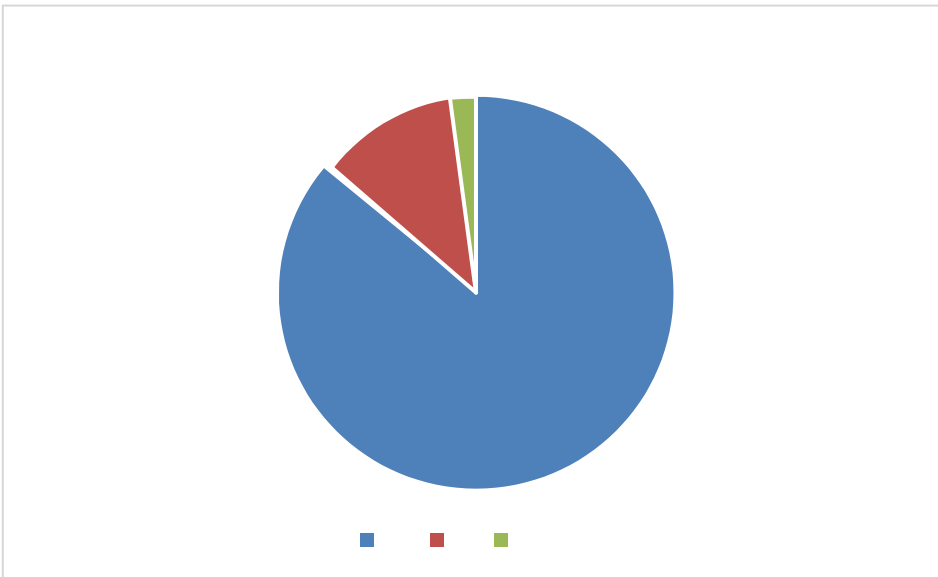
The table and chart show the opinion if they are giving a diesel option for WAGNOR, Alto, A star, and Zen Estilo, the successful is 70.18%, the failure is 26.32%, No answer 3.51%.

INFERENCE:

The majority is successful 70.18%.

4.1.16 SMALL CAR SEGMENT WILL IMPROVE SALE:

Particular	Percentage	Respondents
Yes	85.96	49
No	12.28	07
No answer	1.75	01



INTERPRETATION:

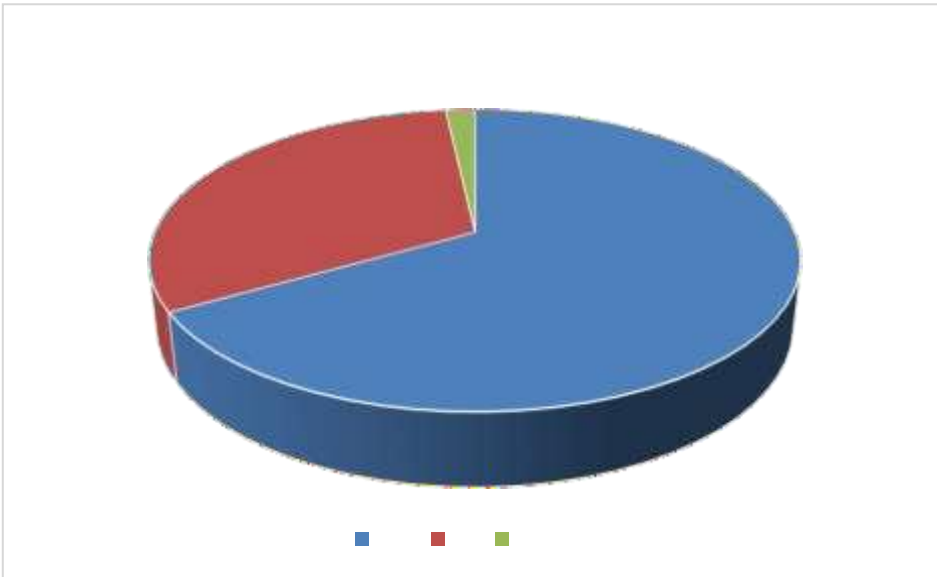
The table and chart show that the small car segment will improve sale, the yes is 85.96%, the no is 12.28%, not answering is 1.75%.

INFERENCE:

The majority is Yes 85.96%.

4.1.17 DEMAND FOR A MODEL IN SMALL CAR:

Particular	Percentage	Respondents
Yes	66.67	38
No	31.58	18
No answer	1.75	01



INTERPRETATION:

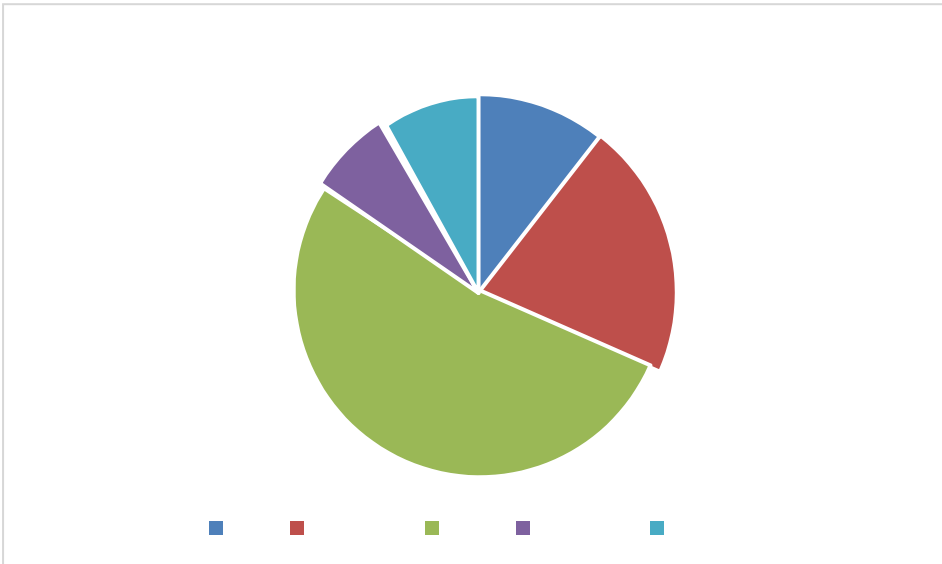
The table and chart show the demand for a model small car, the yes is 66.67%, the no is 31.58%, the not answering is 1.75%.

INFERENCE:

The majority is Yes 66.67%.

4.1.18WHICHBRANDOFAREYOUUSINGCURRENTLY:

Particular	Percentage	Respondents
Alto	10.53	06
ZenEstilo	21.05	12
Swift	52.63	30
WragonR	7.02	04
No answer	8.77	05



INTERPRETATION:

The table and chart show the which brand of are you using currently, the Alto is 10.53%, the Zen Estilo is 21.05%, the swift is 52.63%, the WragonR is 7.02%, the not answering is 8.77%.

INFERENCE:

The majority is Swift 52.63%.

CHAPTER 5 FINDINGS AND SUGGESTIONS

FINDINGS:

- The majority of age respondents is (15-25) age between is (87.72%).
- The majority of gender respondents is male (71.93%).
- The majority of unmarried respondents is (92.98%).
- The majority of education respondents is UG (73.67%).
- The majority of occupation is 48 respondents in Students.
- The majority of favourite small size car model is Swift (61.40%).
- The majority of (33.33%) of respondents are likely in black colour car.
- The majority of (49.12%) of respondents likely features.
- The majority of first preference to buying small car is good facilities (43.86%) respondents.
- The majority of promotional media is influencing you to buy small car is Broad casting (33.33%) respondents.
- The majority of second choice of while buying small car is Ford (38.60%) respondents.
- The majority of favourite design of small car is Swift (52.63%) respondents.
- The majority of changes in small car respondents is Yes (64.91%).
- The majority of satisfied about the price of small car comparing with others is satisfied (38.60%) respondents.
- The majority of opinion if they are you giving diesel option for WAGNOR, Alto, Zen Estilo, is successful of (70.18%) respondents.
- The majority of small car segment will improve sales is Yes (85.96%) respondents.
- The majority of demand for a model in small car is Yes (66.67%) respondents.
- The majority of which brand of are you using currently Swift is (52.63%) respondents.

SUGGESTIONS:

- More attractive advertisement has to provide through various advertisement media.
- The respondents are incurring high maintenance and it has to be considered by the small sized car model company.
- Respondents are also facing problems in mileage and performance. So this is another suggestion to the manufacturer is to take on additional care.

CONCLUSION:

The small sized car models are fast and moving brand. Nowadays demand for the cars by customer shows increasing trend, at the same time they expected easy handling, safety and performance etc Which makes the advanced technologies and adopt new model.

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APPENDIX-1

QUESTIONNAIRE:

1. Name(optional) : _____
2. Age. : 1) 15-25. 2) 16-25. 3) 26-35.
4) 36-45. 5) 46-55. 6) Above 55
3. Gender : 1) Male. 2) Female. 3) prefer not say
4. Marital Status. : 1) Married. 2) Unmarried
5. Education. : 1) SSLC 2) HSC 3) UG 4) PG
6. Occupation : 1) Student 2) Government Employee
3) Private Employee 4) Self Employee
7. Which is your favourite small size car?
 - A. Alto
 - B. Zen Estilo
 - C. Swift
 - D. Wagon R
8. Which particular brand of are you using currently?
 - A. Alto
 - B. Zen Estilo
 - C. Swift
 - D. Wagon R
9. Why you are giving first preference to while buying small car?
 - A. Good facilities
 - B. Quality service
 - C. Price
 - D. Good designs

10. Which promotional media is influencing you to buy Small cars?

- A. Broadcasting
- B. Word of mouth
- C. Product demonstration
- D. Publication

11. Which company is your second choice while buying small car?

- A. Ford
- B. Hyundai
- C. Tata
- D. Volkswagen

12. Reason for your choice?

- A. Brand name
- B. Features
- C. Price
- D. Mileage

13. Which is your favourite design of small car?

- A. Alto
- B. Astar
- C. Ritz
- D. Swift

14. Which is your favourite colour in car?

- A. White
- B. Black
- C. Red
- D. Blue
- E. Others

15. Do you want changes in small car?
- A. Yes
 - B. No
16. Are you satisfied about the price of small car comparing with others?
- A. Highly satisfied
 - B. Satisfied
 - C. Neutral
 - D. Dissatisfied
 - E. Highly dissatisfied
17. What is your opinion if they are giving diesel option for WAGNOR, ALTO, ASTAR, ZEN ESTILO?
- A. Will be successful
 - B. Will be failure
18. Do you feel that the introduction of more models within the small car segment will improve sale?
- A. Yes
 - B. No
19. Do you feel that there will be demand for a model which is in the small car?
- A. Yes
 - B. No
20. Give your suggestions for improve our incentives methods of motivating employee?
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