# ANNEXURE

# A Questionnaire to Study the concept of Customer Satisfaction with context to Hero Motocorp.

Dear respondents,

We are students of the Noble University pursuing IMBA, The Questionnaire mentioned is part of our project. The information gathered is purely for the purpose of study and part of our research.

**DEMOGRAPHIC DETAILS:**

**1. Gender:**

o Male

o Female

**2. Age:**

o 18 to 25 years

o 26 to 35 years

o 36 to 45 years

o Above 45 years

**3. Occupation:**

o Student

o Self-employed

o Government Employee

o Other

**4. Annual income:**

o 50000 to 200000

o 200000 to 350000

o 350000 to 500000

o Above 500000

**Survey Questions:**

**5. Which model of Motor bike do you use of Hero Motocorp?**

o Pleasure

o Splendor

o CD Deluxe

o Xtreme

o Maestro

**6. Specify your source of awareness for purchasing Hero Motocorp Automobile.**

o Newspapers/Magazines

o Road shows

o Friends/Relatives

o TV advertisement

**7. What influenced your decision to purchase the Hero Motocorp Automobile?**

o Brand name

o Price

o Reliability

o Performance/Appearance

**8. How often do you get your Automobile serviced?**

o Once in a month

o Once in 2 months

o Once in 6 months

o Once in a year

**9. Any problem faced after purchasing Hero Motocorp Automobile?**

o High maintenance

o Low mileage

o Poor after sales service

o No problems

**10. Would you like to recommend others to purchase the Hero Motocorp Automobile?**

o Very Unlikely

o Unlikely

o Neutral

o Likely

o Very Likely

**11. Please rate your satisfaction level of the following:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Classic look** | **Highly Dissatisfied** | **Dissatisfied** | **Neutral** | **Satisfied** | **Highly satisfied** |
| **Fuel tank capacity** |  |  |  |  |  |
| **Quality of ride** |  |  |  |  |  |
| **Brand** |  |  |  |  |  |
| **Speed** |  |  |  |  |  |
| **Price** |  |  |  |  |  |
| **Mileage** |  |  |  |  |  |
| **Comfort & Safety** |  |  |  |  |  |
| **Power & Pickup** |  |  |  |  |  |
| **After sales service** |  |  |  |  |  |

**12. Give your Agreement statements of the following statements.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** | **Disagree** | **Neutral** | **Agree** | **Strongly Agree** |
| **The customer service team of Hero Motocorp is highly knowledgeable and up to date with information.** |  |  |  |  |  |
| **I can get affordable finance option to buy the bike at Hero Motocorp.** |  |  |  |  |  |
| **The Hero Motocorp has an updated online platform for information of its product.** |  |  |  |  |  |

**13. Overall how will you rate the Hero Motocorp Automobile?**

o Extremely poor

o Below average

o average

o Above average

o Excellent