



**Consumer Well Being with Focus on Car Customers (those who have used and purchased car for themselves or for their family)**

**Please select the options, as per the criteria (scale) mention below, that represent your behaviour and suits most to your case:**

- 1 Strongly Disagree                      2 Disagree                      3 Somewhat Disagree  
 4 Somewhat Agree                      5 Agree                      6 Strongly Agree

\* Required

Statement	1	2	3	4	5	6
1. I like to own things that make people think highly of me *						
2. I like to own expensive things than most people because this is a sign of success *						
3. The only way to let everyone know about my high status is to show it *						
4. I don't place much emphasis on the amount of material objects people own as a sign of success *						
5. The things I own say a lot about how well I'm doing in life *						
6. Material possessions are important because they contribute a lot to my happiness *						
7. When friends have things I cannot afford, it does not bother me *						
8. Acquiring valuable things is important for my happiness *						
9. To me, it is important to have expensive television, cars, watch, and furniture. Having these expensive items make me happy *						
10. I have all the things I really need to enjoy life *						
11. My life would be better if I owned certain things I don't have *						
12. It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like *						
13. I usually buy things that make me look distinctive *						
14. I like to own things that make people think of me as unique and different *						
15. I feel uncomfortable when seeing a random person wears the same clothes that I am wearing *						
16. I would rather pay more to get a more distinctive item *						
17. I prefer to buy something that is familiar and conventional rather than going for something exceptional *						
18. I usually buy only the things I need *						
19. I try to keep my life simple, as far as possessions are concerned *						
20. The things I own aren't all that important to me *						
21. Material growth has an irresistible attraction for me *						
22. To buy and possess expensive things is very important to me *						
23. I use money to influence other people to do things for me *						
24. I must admit that I purchase things because I know they will impress others *						
25. In all honesty, I own nice things in order to impress others *						
26. I behave as if money were the ultimate symbol of success *						
27. I must admit that I sometimes boast about how much money I make *						



28. People I know tell me that I place too much emphasis on the amount of money a person has as a sign of his success *						
29. I seem to find that I show more respect to people with more money than I have *						
30. Although I should judge the success of people by their deeds, I am more influenced by the amount of money they have *						
31. I often try to find out if other people make more money than I do *						
32. I do financial planning for the future *						
33. I put money aside on a regular basis for the future *						
34. I save now to prepare for my old age *						
35. I keep track of my money *						
36. I follow a careful financial budget *						
37. I am very prudent with money *						
38. I have money available in the event of another economic depression *						
39. I argue or complain about the cost of things I buy *						
40. It bothers me when I discover I could have gotten something for less elsewhere *						
41. After buying something, I wonder if I could have gotten something for less elsewhere *						
42. I automatically say, "I can't afford it" whether I can or not *						
43. When I buy something, I complain about the price I paid *						
44. I hesitate to spend money, even on necessities *						
45. When I make a major purchase, I have the suspicion that I have been taken advantage of *						
46. I buy top-of-the-line products *						
47. I spend more to get the very best *						
48. I pay more for something because I know I have to in order to get the best *						
49. I buy the most expensive items available *						
50. I buy name brand products *						
51. It's hard for me to pass up a bargain *						
52. I am bothered when I have to pass up a bargain *						
53. I spend money to make myself feel better *						
54. I show signs of nervousness when I don't have enough money. *						
55. I show worrisome behaviour when it comes to money *						
56. I worry I will not be financially secure. *						
57. I am satisfied with the quality(Brands) of cars (Automobile) available in local showrooms *						
58. The automobile showrooms charge reasonable price and they have transparent pricing policies *						
59. The automobile showrooms are attractive and have good ambiance for shoppers *						
60. The personnel in the automobile showrooms are courteous and helpful *						



61. The automobile showrooms are open for sufficient hours in a week *						
62. The automobile showrooms have good service policies for cars they sell *						
63. The types of car I want are easily available in the automobile showrooms located nearby. *						
64. I am very much satisfied with the automobile that I have owning *						
65. The features in my car are as per my expectations. *						
66. It is kind of car I always wanted to possess *						
67. My car has all the features that I expect from a car in this price segment *						
68. I am very much satisfied from the automobile that I am using *						
69. My car meets my need and requirement *						
70. The quality of my car makes it much reliable *						
71. The performance of my car is as per the price paid for it *						
72. I have no complaints regarding the car that I am using *						
73. I most likely would repurchase the same car in future *						
74. I am very much satisfied with the quality of the service I get for my automobile *						
75. I am very much satisfied with the skill of the people who do the service *						
76. I am very much satisfied with the availability of services when I need them *						
77. I am very much satisfied with the price the service organizations usually charge for their services *						
78. I am very much satisfied with the speed of service or promptness of most service organizations *						
79. I am very much satisfied with the honesty of the people who do the service *						
80. I am very much satisfied with the range of choices available when picking a service *						
81. I am very much satisfied with the level of appropriateness to my questions or complaints *						
82. I am very much satisfied with the accuracy of price estimates given before the service is provided *						
83. I am very much satisfied with the price of replacement parts and tools *						
84. I am very much satisfied with the availability of necessary replacement parts and tools *						
85. I am very much satisfied with the quality of replacement parts and tools *						



**Your age \***

- Up to 25 Years
- 25 to 30 years
- 30 to 35 years
- 35 to 40 years
- Above 40 years

**Your Education Level \***

- Undergraduate
- Graduate
- Post-graduate
- Other

**Your Occupation \***

- Self-employed businessman
- Self-employed professional (doctors, lawyers, CA etc.)
- Private Service
- Government/public Service

**Your Income Level (per annum) \***

- Up to 4, 00, 000
- 4, 00, 001-7, 00, 000
- 7, 00, 001-10, 00, 000
- 10, 00, 001-15, 00, 000
- 15, 00, 001 and above

**How much time has passed since you are owning your automobile \***

- Less than six months
- Six months to one-year
- One year to two years
- Two year to three years
- Above three years

**Price range of automobile \***

- Up to 5, 00, 000
- 5, 00, 001 to 7, 00, 000
- 7, 00, 001 to 10, 00, 000
- 10, 00, 001 to 14, 00, 000
- 14, 00, 001 and above



- 50, 00, 001 and above

**Your Gender \***

- Male
- Female

**Your name (Optional):** \_\_\_\_\_