



## CERTIFICATE

This is to certify that project work entitled  
**"A STUDY ON CONSUMER PREFERENCE ON SMALL CARS"**

Is done by

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As a part of their curriculum in the department of management

**IDEAL DEGREE COLLEGE FOR WOMEN**

**HYDERABAD-500007**

This work has been carried out under my guidance

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**External EXAMINER**

## DECLARATION

I here by declare that the project entitled "A STUDY ON CONSUMER PREFERENCE ON SMALL CARS" is an original work done by me and has been submitted to the Department of Management Osmania University, Hyderabad in partial fulfillment for the award of the Degree of Bachelor of commerce(computer Application).

This report has not been submitted anywhere else for award of any other degree or diploma or certificate.

Name of the the student

**GANTA POOJA**

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Signature of the student

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### **Executive Summary**

The automobile industry today is the most lucrative industry. Due to the increase in disposable income in both rural and urban sector and easy finance being provided by all the financial institutes, the passenger car sales have increased at the rate of 38% per annum in June 2006-07 over the corresponding period in the pervious year. Further.competition is heating up in the sector with a host of new players coming in and other like Porsche, Bentley, Audi, and BMW all set to venture in the Indian markets. One factor that could help the companies in the marketing of their product is by knowing and creating a personality for their brands.

Is an Indian consumer ready for more? Which is the driving motive behind the effective demand of the car? How the coming of new models like swift does is going to effect the buying decision of consumer and especially the Tata 1 lakh car.

In other words, from the spread of choices offered by various manufacturers under various segments, of which one the customer will finally turn the ignition on and drive.

Customer satisfaction index: some of the most advance thinking in the business world recognizes that customer relationships are best treated as assets, and that methodical analysis of these relationships can provide a road map for improving them

"If you cannot measure it, you cannot improve it." – Lord William Thomson Kelvin (1824-1907)

"The fact that word of mouth sales are a big deal in this industry has also helped. Industry players and market surveys reveal that 20-30 percent of sales are through word of mouth".

### For the purpose of the project has undergone through

- ❖ Surveying the relevant consumer base through exhaustive questionnaire.
- ❖ Understand the elements underplaying in each segment
- ❖ Deducing A analytical overview through different statistical methods

# Conclusion

To conclude, the results show that the companies are playing on the peripheral cues to maintain their Total Relationship Management and connect to the customers both present and potential. The companies are operating in a highly aggressive and competitive global market place and this climate has led to the emphasis on quality in all aspects. TQM focuses on integration and coordination as well as the continuous improvement of all activities and processes. Total Relationship Management (TRM) is a very recent marketing strategy and philosophy. It focuses on and is concerned with all integrated internal and external activities within and between the organizations. These two terms are integrated by the manufacturers by building good quality products and building good relationship with dealers and enhancing service levels.

However, when studied from the point of view of a customer there seems to be no major difference among the car brands in a segment as far as performance is concerned. The brand perception is dependant mostly on the peripheral cues depending upon the nature and quality of the service provided along with the pricing, maintenance, availability of spare parts and related issues. So, a question arises here that is this the end of road for the branding of cars? Has the commoditization of cars has started and its time that manufacturers must read the writing on the wall? It seems so! It seems as an undercurrent sentiment is flowing and the perception of the customers is changing according to it.

The study shows that brand perception is something which starts building up before a car is purchased and goes on with its use and is reflected in the recommendations the customer makes to his acquaintances for the same car. Also, its seen that the customer might not be using the car still he holds the perceptions about it. Brand personality of a car is enforced by the sellers in the mindsets of the customers and the customers react to it by forming their perceptions about the car and this reflects in the overall brand image of the car.