



CERTIFICATE

This is to certify the project work entitled
“CONSUMER BEHAVIOUR IN AUTOMOBILE INDUSTRY”

Is done by

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As a part of their Curriculum in the Department of Commerce

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ANNEXURE -1

DECLARATION

I here by declare that the project entitled “**CONSUMER BEHAVIOUR IN AUTOMOBILE INDUSTRY**” is an original work done by me and has been submitted to the Department of Commerce Osmania University, Hyderabad in partial fulfilment for the award of the Degree of Bachelor of Commerce (Computer Applications).

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

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ABSTRACT

Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans. Consumers often buy products not because of their attributes per se but rather because of the ultimate benefits that these attributes provide, in turn leading to the satisfaction of ultimate values. The important thing in a means-end chain is to start with an attribute, a concrete characteristic of the product, and then logically progress to a series of consequences (which tend to become progressively more abstract) that end with a value being satisfied. Thus, each chain must start with an attribute and end with a value. An important implication of means-end chains is that it is usually most effective in advertising to focus on higher level items.

A market comes into existence because it fulfills the needs of the consumer. Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Models of consumer behavior play a key role in modern empirical Industrial Organization.

TABLE CONTENTS

CHAPTERS	TITLES	PAGE NUMBERS
CHAPTER-I	INTRODUCTION NEED OF THE STUDY OBJECTIVES SCOPE OF THE STUDY RESEARCH METHODOLOGY LIMITATIONS	1-10
CHAPTER-II	REVIEW OF LITERATURE	11-16
CHAPTER-III	INDUSTRY PROFILE & COMPANY PROFILE	17-36
CHAPTER-IV	DATA ANALYSIS & INTERPRETATION	37-54
CHAPTER-V	FINDINGS SUGGESTIONS CONCLUSION	55-58
	QUESTIONNAIRE	59-62
	BIBLIOGRAPHY	63

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.

So, it becomes necessary automatically to study dealer as a part of customers' satisfaction journey with the product called car! Their proximity to the customers, the service provided by them and the relationship maintained by them with the customers helps the car companies to establish and reinstate the brand personality communicated by them to the customers.

Finally the major point that emerges out of this detailed study is a caution for the car companies. It says that there is no doubt that Indian car market maybe growing with a double digit figure still the car companies have a long way to travel to convince their customers about the brand personality of their cars and how it suits the prospective buyers. Simply because it simply is not a guarantee that how so ever good the customer might be holding the brand perception and how so ever good the brand image may be it is not a guarantee that it will convert into sale. Cars just like clothes and accessories suit the style and persona of a person and since all cars will become commodity someday the key to sell and excel in the market will lie with a person who knows how to use the perceptions of the customers to its use and sell the cars 'coz ultimately only that car survives which sells.