



CERTIFICATE

This is to certify the project work entitled
**CONSUMER BEHAVIOUR IN AUTOMOBILE
INDUSTRIES**

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As a part of their Curriculam in the Department of Commerce

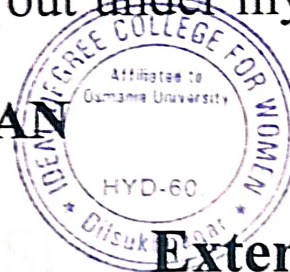
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DECLARATION

I here declare that the project entitled **“CONSUMERS BEHAVIOUR IN AUTOMOBILE INDUSTRIES”** is an original work done by me and has submitted to the Department of Commerce Osmania University, Hyderabad in a partial fulfilment for the award of the Degree of Commerce.

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

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CHAPTER-1

Introduction

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 over the corresponding period in the previous years. Further competition is heating up in the sector with a host of new players coming in and other like Audi, BMW, Jaguar and Porsche 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.

This report attempts to answer some of the questions regarding brand personality of selected cars in India by conducting the market research. This report is categorized into parts, deals with introduction to brand personality, companies selected, product and the industry.

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 may be 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.