OBJECTIVES:

1) To understand the people’s perception towards the green-cars and towards the green-marketing practices carried out by different automobile companies in India, do a need-gap analysis and hence identify the potential customers;

2) To recommend the best practices adopted in different parts of the world suitable for Indian environment with a focus to increase the acceptability of green-cars in India for sustainable future.

HYPOTHESIS

H0: There is no difference in perception of customers towards green cars with respect to Educational Qualifications
Ha: There is significant difference in perception of customers towards green cars with respect to Educational Qualifications

H0: There is no difference in perception of customers towards green cars with respect to Income
Ha: There is significant difference in perception of customers towards green cars with respect to Income

H0: There is no difference in perception of customers towards green cars with respect to Occupation
Ha: There is significant difference in perception of customers towards green cars with respect to Occupation