RESEARCH METHODOLOGY:-

Research Design:-

The Design would be Descriptive in nature. The research aims to quantify customers attitude and perceptions towards green cars. It is descriptive in nature as it tries to understand the impact of Educational Qualifications, Income and Occupation on purchase of Green cars.

The Data would be collected though a structured Questionnaire and will be analyzed using statistical tools.

Research Area:-

The area of Research is restricted to Mumbai only in Maharashtra State.

Sample Size:-

The sample size taken would be 800 in the age group of 23-55

Sampling Technique:-

Sampling Methods:-

It refers to how sampling methods would be selected

Types of Sampling: - Non Probability Sampling

Non Probability Sampling:

Convenience Sampling: -

The aim of Convenience Sampling is to find the sample of convenient samples who are ready to give information

a) The information would be selected from the people after assessing whether they understand green cars
Sources of Data:-

Primary Data:-
Survey using structured questionnaire to people in the Age group of 23-55

Secondary Data:-
Literature from Text Books
Literature from National and International Journals pertaining to Green Marketing
Literature from Articles in Newspapers and Magazines
Literature from Websites

Analysis of Data:-
The analysis of Data would be by Nonparametric tests like Chi-Square Test method.

Besides these other statistical tools like Simple Percentage Method, Pearson Coorelation, Factor Analysis and Cluster Analysis would be used to Analyze Data
Chapter Plan:-

Chapter 1-Introduction

Chapter 2-Review of Literature

Chapter 3-Research Methodology

Chapter 4-Analysis & Interpretation

Chapter 5-Findings and Suggestions

References

Appendix
**IMPORTANCE OF STUDY:-**

1) The study is of great importance to green car manufacturers as it makes them aware about customer perception towards the product.

2) It will help the companies to identify critical and weak areas of the current green car manufacturers which requires immediate attention.

3) The research will look into the best practices which will help marketers to increase the acceptability of green cars for sustainable future.

**LIMITATIONS OF THE STUDY**

1) The study is limited to Indian consumers in India only and does not include Indian consumers abroad.

2) 2 years is the time of study and it may not be enough to include large sample size.

3) The sample size is restricted to Mumbai only.