NEED AND IMPORTANCE OF THE STUDY

Definition of a small car

- A small car does not have a separate boot i.e. luggage space is merged with the back seat.
- Size of small car is in between 3400 mm. to 4000mm. It occupies relatively lesser parking space compared to big car.
- Standard seating capacity is for four people.
- Upper cut off price in the small car segment is 5.5 Lakhs.

Automobile industry of India has grown considerably over the years. India holds the 6th position in the world automobile production. The production capacity of all types automobile put together is of the order of 48 million units per annum. The liberalization of Indian economy in 1991 there has been a major impulse of overseas investment in addition to Suzuki of Japan which established a large enterprise in India in 1982 and other global players who have established front venture are Mercedes Benz, Fiat, General Motors, BMW, Hyundai etc. Now days in small car segment Indian auto Industry has found lot of potential due to the new emergence power of Indian consumers and changes in their preferences.

From a small Industry scooter held by a few traditional monopoly units it has been able to evolve in to one of the most dynamic sectors of the Indian economy. As per segment wise growth projections made by the task force setup by Society of Indian automobile Manufactures (SIAM), the passenger car segment will expand from 416,000 units in 1997-98 to close to 2.4 million in 2010, two-wheeler from the 3 million to 13 million units. The commercial vehicles from 156,000 units to 6,00,000 units during the period. The task force also observed that the auto sector should set itself a visionary target of a 10% of industrial production by the year 2010.

So researcher observed that, study about consumer behaviour analysis would help the marketers to know about consumer attitude & behaviour, marketer will able to make a
positive marketing strategy for influencing the consumers to take a favourable decision in such purchasing. So researcher feels that this research study has lot of potential for work.