INTRODUCTION

Nowadays, automobiles industries are the most lucrative industries. Due to increasing the income level and easy finance available as well as providing by all financial institution the automobile sale has been increasing. As specially four wheelers market has increasing approximate 38 to 40 percent for the year 2009 to 2013. The raising the competition among the four wheelers there are new company has enter in Mumbai area. Mumbai is capital city of the Indian state of Maharashtra. It is most popular city in India, most popular metropolitan area in India and eight most popular city in the world. The estimate population of 20.7 million as per 2011 census. Mumbai is financial, commercial, and entertainment capital of India. It is also one of the world’s top ten center of commerce in terms of global financial flow.

In Mumbai region there are four wheeler Company has already established as long time ago such as Maruti Suzuki, Mahindra motors, TATA motors, Toyota, Honda motors, Hyundai. Due to increasing the competition in four wheeler sectors, there are new player has coming in Mumbai region such as Skoda, Chevrolet, Mitsubishi, Volkswagen, Ford, Nissan, BMW, Mercedes, Renault, Audi. Most of the four wheelers industry are try to capture Mumbai area. One factors that could help the companies in the marketing of their product is buying behavior of consumers. The concept of consumer satisfaction it is a measure of how products and services supplying by a company meet or surpass customer expectation and buying behavior is the study of individual, group. It is important to understand consumer buying behavior as it plays a vital role in creating an impact on purchase of products.

Consumer perception and their preferences of services & qualities of product will determine the success of the product and services in the market. With the better understanding of consumer satisfaction, company has determine the action required to meet the customer’s needs. The four wheeler market has play vital role to analysis the consumer satisfaction. It is only through research the company will be able to study buying behavior of consumers. The market strategies is successful when consumer has purchase the product which the company are launching in the market. For a successful strategy, the four wheelers company are emphasis on the brand image in the customer mind.

The true fact that if consumer are satisfy they recommend other. Consumer satisfaction play very important role in determining market preferences about four wheeler. The consumer satisfy and Preferences that determine the success of company and it is very important for the
The same for lots of interest to customer as well for it is help them to make purchase decision. In Mumbai region the four wheelers Dealer play very core part to sale the product. The dealers are connecting link between consumer and manufactures they become important link for joining the company to it customers. The dealers is only the person to not only sells the four wheelers in the market but also the providing after sales services to the consumer so consumer are easy to satisfy for buying the product. Whenever the company has launching the four wheelers in the market they should analysis where and which place to suitable to launch this product. For example Ratan Tata has launching the TATA NANO in Mumbai region to capture the middle class people or law income group.

In today’s competitive market every company aim not only to achieve Hugh profit but also to make customer satisfaction, customer is a king of the market. For this reason four wheelers company has do the continuous research for consumer behavior and also to make the innovative product and different different facility in the product which they launch it help them to attract the consumer & increasing the sales for particular company. For example there are four wheeler company has introduce various scheme in the market such as low interest rate for buying car, purchase four wheelers and pay after one year, exchange offer and so on. When the company are display this kind of scheme so customer can easily attract to buying the four wheelers. Every element of the marketing plan benefits from an understanding of the customer, and with the rapid pace of change in consumer markets today this is only going to become more important. Understanding consumer behavior is crucial for effective marketing, helping managers identify appropriate people to target and design and communicate attractive offerings. The course then adopts two complementary perspectives, individual and social, to study consumer behavior. The first view is that of the individual consumer facing out into the world, exploring core psychological processes such as perception, personality, learning and motivation. The second is consumer behaviour from the viewpoint of society facing in towards the individual, exploring influences of family, groups, culture and the formation of attitudes.
There are various factors influencing the consumer satisfaction such as price factors, income factors, social, group factors, and so on. The researcher has studied these factors to complete his research work.