LITERATURE REVIEW

E. Thangasamy & Dr. Gautam Patikar (2014): The consumers aim at attaining optimum consumer surplus, be it durables or non-durables, while making such purchases to satisfy their wants. For this reason, the marketers do continually rely on research studies about the dynamic consumer behaviour to position their product planning and development strategies to meet the requirements efficiently. This complex consumer buying behaviour does, therefore, necessitate a critical investigation by the researchers in every nook and corner of the world.
In this paper researcher has study about buying behavior of consumer, the behavior of consumer not same for any locality. The Behavior of consumer are depend on their income, standard of living, size of family there are factors influence of consumer buying behavior.

Rakesh Kumar (December 2013): The term consumer behaviour is defined as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs. Consumer behaviour is the process whereby, individuals decide whether, what, when, where, how, and from whom to purchase goods and services. Due to the increase in income level and easy finance being provided by all the financial institutes, the four wheelers sales have been significantly increased.
This paper we analysis the buying behavior of consumer towards four wheelers Industries. And how the consumer has preferences specific brand, quality products, good services and so on.

D. ARTHI & K. MALAR MATHI (Oct 2013): Customer playing the three distinct roles of user, payer and buyer differ in their intention towards buying a product, some purchase for need, while some purchase for the want of status, status seeking consumers are those who give much importance to the non-functional attributes of the product such as beauty, attractiveness, brand, social comparison, prestige etc than the functional attribute. Car a common means of transport is bought by people not only for the transportation purpose, it is also bought for comfort, convenience, fun, prestige/status.
The research paper has indicate consumer has buy four wheelers for increasing the income and to show their status.
Ratan Binodini Amiya Priyadarsini (May 2013): As India’s economy continues to grow at a rapid pace, the automobile industry will be a key beneficiary. This is widely true across automotive markets—from those serving customers with four-wheelers to those offering commercial vehicles. The main factors behind such growth are the increasing affluence of the average consumer, overall GDP growth, the arrival of ultra-low-cost cars, and the increasing maturity of Indian original equipment manufacturers (OEMs). However, India’s path to mass motorization will be very different from that of developed countries; it must first develop the new technologies, business models, and government policies that will pave the way to increased automobile penetration. The automotive sector is one of the core industries of the Indian economy, whose prospect is reflective of the economic resilience of the country.

This research paper are give the information for how the automobile sector has grown up in this city due to increasing the GDP rate in the city.

Dr. H. S. Adithya (Jan 2013): Automobile Industry is one of the fastest growing sectors in our country. Cars were once considered as a luxury and now it has become a necessity. They have become a part and parcel of today’s life and most of the car manufacturers target the middle class segment to a great extent. The introduction of small cars is a classic example for this. Today’s consumer has plenty of options available to him. We are in a consumer market where the marketers do not merely satisfy a need but try to achieve consumer delight. The decision to purchase a car is not a one man decision. The purchase is normally influenced by many including their own perceptions and behaviour. The author has clearly define in this paper perception of consumer towards car owner and their behavior of purchasing decision. Every consumer decision different so they analysis then give the opinion.

Prof. Elizabeth Chacko, Ms. Punnya Selvaraj (2014): The Automobile Industry is growing and if compared the sales and production of four wheelers is more. Also if we compare the four
wheeler models like car which can be driven by females were least in market because the market was male dominant. But now there is drastic change. Earlier car which can be driven by female was only Maruti 800, all other like Tata Sumo, Bolero, Ambassador etc. In this new era we can see segment for small four wheeler car quite large.

This research paper has most innovative, author are analysis only female consumer Pattern and how they driving new car and also the purchasing pattern of their brand, Services, quality, mileage etc

Prof. Madhavi Dhole, (June 2013): The automobile sector is a key player in the global and Indian economy. Indian automobile industry embarked on a new journey in 1991 with de licensing of the sector and subsequent opening up for 100 percent FDI through automatic route. In India, the automobile industry provides direct employment to about 5 lakh persons.

In this paper the author has given information about the history of automobile sector and they also inform how the Indian market are developing & increasing by financial way so the consumer purchasing power has increasing.

K.P Najeemudeen and Dr. N. Panchanatham (December 2014): India’s automobile industry is one of the key drivers that boost the economic growth of the country. Spurred by rapid economic growth, personal vehicle ownership in India is increasing at a fast pace. The relative popularity of the various vehicle segments by size and price are also undergoing marked changes. A fast-paced shift towards private motorized transport is a substantial change, especially in a country where motorized and non-motorized informal transport serves the majority of the trips, along with public transport in bigger cities.

The research paper has giving knowledge about the automobile sector and how it was small and not that much develop and now its to much growth and also getting perpetual succession.

Vikram Shende (February 2014): The automobile industry today is the most lucrative industry. Due to increase in disposable income in both rural and urban sector and availability of easy
finance are the main drivers of high volume car segments. Further competition is heating up with host of new players coming in and global brands like Porsche, Bentley, and Ferrari all set to venture in Indian market. All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, where as main driver for car purchase is disposable income.

Now a days competition has to much increasing due to this every company will try to capture the market and develop their business, similarly four wheelers sectors are increasing due to easy finance available, different-different attractive scheme has came so consumer can easy affordable the four wheelers.

M.C. VIJAYAKANTH URS, A N SANTOSH KUMAR, A.N. HARI RAO (May, 2013)

Automobile Industry has played a major role in the Indian economy during the last decade. With the Indian market opening its wings to MNC’s, the competition has become severe in terms of product quality and service. This has brought forward the focus on customer satisfaction especially at the dealer level. Companies now are becoming more responsive, they offer a better product and keep improving it through Total Quality Management technique.

Dealers are core part of this they are not just sale the four wheelers to the customer but also providing after sale services. When the dealers are giving good services or quality for any product then consumer are satisfy. Consumer are important part of market with them not any product will sale in market.

M.C. Vijayakanth Urs, A N Santosh Kumar, A.N. Hari Rao (OCT 13)
Customer satisfaction is the key to business servers. According to a study Customer in India are more concerned with the service that are performed at timely manner with the affordable cost. The Dealer in India must be responsive to all the needs of their customer; simply providing a good product at a good price is no longer enough. Satisfied customer’s form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Customer are satisfy only they get good or positive services from the dealers. It is good enough to the dealers when they maintain proper quality so customer can attract.

**Dr. M. Prasanna Mohan Raj, (January 2013):**

The heterogeneous behaviour of consumers towards the choice of various brands in a particular segment can be explained by the influence of various factors underlying their decisions and its brand equity. The objective of this study is the identification and study of factors influencing customers’ brand preferences of the economy segment SUV’s and MUV’s as well as brand equity as a function of product choice.

This paper has indicate how the customer are prefer the particulars brand for example there are people select specific brand in four wheelers like Maruti or TATA, so people are purchase car which they really like. Brand factors are core part for customer point of view.

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**Gupta Bhuwan, Agarwal Nisha (2013):** The Indian Automobile Industry has got a incredible market potential. With the growth of population and change in their pattern of life style as a result of urbanization, there has been a rapid increase in demand for Indian automobiles. The purpose of this chapter is to survey the growth of Automobile Industry in India and their role in economic development and to bring out the profile of the study area. In recent days India is witnessing a change in consumerism. The market is now mainly consumer driver. The focus is
shifting for product based marketing to need based marketing. Consumer is given many options to make a decision. Passenger car segment is no omission to this general trend.

In this paper the author has indicate costumer preferences to their car and how they behave for taking decision to purchases car.

Dr. G. Syamala, Vinayak Ghosh (DEC 2012): The automotive industry in India is one of the largest in the world; it is one of the fastest growing industries globally. Its passenger car and commercial vehicle segment is the sixth largest in the world. Indian small car market is increasing by leaps and bounds. The indigenous market for small cars now occupies a substantial share of around 70% of the annual car production in India, which is about one million. Almost all automobiles in India are competing with each other in terms of design, innovation, pricing and technology. The following paper is an attempt to study the satisfaction level of customers who own small car. The research covers the areas of Aundh, Pashan, Baner in Pune, Maharashtra.

The author has inform in this paper about the small car and consumer satisfaction regarding this for example Maruti alto, maruti 800, Chevrolet Beat. The small car buy only the small family, they are satisfy to purchase small car with good mileage and services.

Dr. K. Ravichandran (December): This paper has made a scientific approach to identify the key factors that influence the consumers (1) while selecting the appropriate four wheelers especially cars by considering the parameters such as mileage, maintenance cost, brake failure, comfort and brand which are obscure and imprecise in nature. With regards to the selection of four wheelers like cars, the consumers are in dilemma to identify and select an appropriate model. The survey has been conducted in an automobile industry by analyzing the customer’s preferences in buying a car.

Whenever any consumer buy four wheelers they should identify which company has providing good quality, services, mileages and most important after sale services so consumer can buy without any hesitation.
Nikhil Monga (February 2012): The concept of “buying behavior” is of prime importance in marketing and has evolved over the years. It is important to understand consumer buying behavior as it plays a vital role in creating an impact on purchase of products. The human wants are unlimited and always expect more and more. Car Models are no exception to this behavior. This lead to constant modifications of Car Models & its features and today we see a new model coming into the market practically every quarter. The market is a very important place to study the behavior of consumers and also provide useful insights what a consumer requires in a product. It is only through research that a company will be able to study the buying behavior of consumers.

The four wheelers sectors has launch any car before they launch they analysis the market, locality, income level of particulars group or family for example TATA Nano has capture middle class people and they get good response and also increasing sales.

NATARAJ S; DR. N.NAGARAJA (June 2012): Online bookings and online purchase are the current wave in Indian car industry. Internet is gradually hitting the core of every industry including the car industry. It creates a greater awareness of the vehicle and influences the buyer to purchase. Internet is believed to have a greater impact on the sales process and will definitely give higher level of sales satisfaction.

In this paper has giving the information about online purchase or booking four wheelers, due to rising the competition company has develop their strategy to sell the car for example now a days most popular website is CarDekho.com and CarTrade.com both of this getting nice response from customer and customer will satisfy.

Minwir Al-Shammari (November 2014) In today's high competitive global market, the importance of the service sector has sharply increased in both the developing and already developed countries. Service providers are primarily focused on delivering superior service quality to achieve high levels of customer satisfaction and loyalty.

This research paper has the author has study or examine the quality providing by automobile company and whether the consumer are really satisfy with this services. To develop the reputation in the business market every company have to do the good services and maintain the quality.
CUSTOMERS PERCEPTION TOWARDS TATA NANO CAR IN COIMBATORE. (May, 2014) The Indian automobile industry is the tenth largest in the world with an annual production of two million units. Indian Auto Industry promises to become the major automotive industry in the upcoming years and the industry experts are hopeful that it will touch ten million units mark. Tata Motors dominates over 60% of the Indian commercial vehicle market. Tata motors are the largest medium and heavy commercial vehicle manufacturers in India.

This research paper has purely base on only one four wheelers that is TATA NANO. This car is more comfort to suitable for small family even price are also reasonable so consumer can easily affordable. Verities of colors and effective advertising display by company so customer are attract more.

Consumers’ Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile. 2011: As the level of competition keep on increasing in Malaysia automobile market, it is essential for every automobile producer companies to understand customer insight in order to further increase their share of wallet. Thus, they need to understand what factors might influence their customers’ decision in purchasing an automobile.

Due to raising the competition in the market every company has to do something new or innovative so people can buy quickly. If we talking about the quality Honda name has came in our mouth. It is not that much costly but people can buy for showing their status.

Third edition Michael Solomon, Gary Bamossy Consumer Behaviour. The field of consumer behaviour covers a lot of ground: it is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. In its early stages of development, the field was often referred to as buyer behaviour, reflecting an emphasis on the interaction between consumers and producers at the time of purchase. Consumer response may often be the ultimate test of whether or not a
marketing strategy will succeed. In its early stages of development, the field was often referred to as buyer behavior, reflecting an emphasis on the interaction between consumers and producers at the time of purchase. Every consumer decision, purchase behavior, buying power are different its not analysis for quickly. In this book the author has given details how the consumer behavior changes for there lifestyle, culture, income level etc. some time consumer behavior or their decision are unique in nature.

Dr. khaled ibn Abdul-raheman Al- jeraisy : As a consumer behavior defined as the activity of the consumer engages in when looking for a goods and a services to satisfy his need or want and when evaluating, obtaining, using. In addition to related decision making processes. When any consumer has to take decision to buy the product he should analysis or getting information for particulars product then he will purchase to take decision. After the purchasing the product and using this consumer are satisfy. For example when the consumer are take decision to buy four wheelers they he will get information for other people about this car and then he purchase. Some time company has giving the test Drive also if customer like than they buy otherwise they move to buy other four wheelers.

Inamullah khan (March 2012): The results show that customer satisfaction has significant while customer behavior has impact on customer loyalty. The implications of the study are that a company should better manage their relationships with the customers as a competitive policy in four wheelers market place. The crucial part of this when the company has providing better services and also the good quality the consumer can trust blindly for this company and company has to fulfill the all requirement which consumer wants.
It is significant important to analyze it in the context of customer behavior and customer satisfaction, these two variables are of immense important to analyze the customer loyalty. Firms can maximize level of profitability by providing safe and sound products and services to their loyal customers. With this the company has not just giving good product but they provide after sales service to the customer.
**Dacia-Group Renault -focus to customers’ satisfaction:** The decisions of a company with global vision is oriented mainly on product markets rather than on the domestic market. Since 2000 we witness companies focus on knowing how to conquer a market (marketing know-how), to the will to choose strategic alternatives, sustained by the will to act according to a strategy anchored to the changes in the company’s marketing environment. Thus, now the company becomes a producer of product proposals offered to the market, the consumer produces satisfaction, the distribution produces exchanges, and the environments are producing beliefs.

The best example of this long time ago Mahindra & Renault are merger but now a days when the Renault has launch their individual four wheelers i.e. Renault Duster in Mumbai area it is good responses for this car, even with attractive colors consumer are not just satisfy but also delight. Renault are capture the market very quickly and they not just launch on four wheelers they are try to doing something innovative so consumer car attracting more for this company.

**K. J. Vinodini (Jan-Mar 2014):** The Automobile Sector plays a very important role in the economy, where they manufacture millions of wheelers and sell it year by year. This sector is the fastest growing sector where it holds the ‘n’ number of customers for buying their vehicles. The wants are unlimited in nature; though a person belongs to a middle class family his desire in buying a four wheeler can’t be predicted. People may belong to rural or urban area but they want to change their lifestyle at least by consuming a car. The four wheeler market is getting expanded day by day with new innovations.

As we all know due to increasing the population, competition also increasing day by day, year by year. Every new company has enter in the market specially in four wheelers sector.

**Paul Greenberg  CRM at the speed of light, Third Edition:** In the business market selling a product like four wheelers or any luxury car is not that much easy task for sales persons. When he talk to the consumer for the car feature, whether the customer agree with him and whatever he said about the product. In whole process of marketing if businessman really want to do the satisfy the customer then Customer Relationship has crucial part of marketing process. To make a good relationship with the customer, businessman or Dealers has give special offers, Discount, Schemes, to providing easy finance when the customer buy four wheelers.
When the term CRM is used in business process, we are typically talking about a set of possible interaction that lead to a result from a customers. This is governed by business rules that are set by the company.

Philip Kotler, Marketing Management: analysis, planning, implementation, and control. 9th edition.

The aim of four wheelers industries has to satisfy target customers needs & their wants. To identify or analysis consumer market and consumer behavior is not that much easy task. The four wheelers sectors has introduce any product they looking first or analysis the individual, family, group, high class people as well as low class people. With that or after the analysis whole market they launch product. For example in six to seven year ago luxury car like BMW, Mercedes are not that much popular in Mumbai area, as income level are increasing for people they are starting to launch in Mumbai are now they are running well in this area.

Due to increasing the technology four wheelers market has try to do every time innovative, creative. For that second example in four wheelers more comfort in that TV facility, Google map, automatic lock system etc.

Consumer Behavior sixth edition by Leon G. schiffman and Leslie Lazar kanuk:
To run successful business in the business Market, business man has to focusing on competitors and also the customer satisfaction. As specially in four wheelers industries making innovative ideas that have been developing world class four wheelers in the market. Due to changing pattern & lifestyle needs wants to the consumer. Whenever four wheelers industry has making the product it aim to helping the safety of every individual customer.

When the four wheelers sectors build up any product they take care and protect the consumers its creating good image in customers mind.

The luxuries example in that Jaguar, Range Rover, Land Rover this four wheelers are highly costly in the market but there are consumer for showing their status they can buy this. In Mumbai area this kind of four wheelers are hardly buying for few consumer either top industrialist or Politician.
Consumer satisfaction is determined by the person’s overall feeling toward the product after purchase. There are many factors influencing preference of product quality, including price, brand name, and product performance. Satisfaction is often determined by the degree to which a product’s performance is consistent with the consumer’s prior expectations of how well it will function.

Consumer satisfaction is determined by overall feelings, or attitude, a person has about a product after purchasing. Consumers engage in a constant process of evaluating the things they buy as they integrate these products into their daily consumption activity.

Consumer Behavior ninth edition by Leon G. Schiffman, Leslie Lazar Kanuk:

It is important to understand how consumer attitudes vary from situation to situation. For instance, it is useful to know whether consumer preferences for various brands like Maruti, Mahindra, Renault, Mitsubishi, etc. first identify consumer needs and then develop products & services to satisfy those needs. Consumer research also is used to better understanding consumption behavior. Many of these applications of consumer research are managerial in perspective, they are designed to help a market make specific marketing decisions concerning product, price, promotion, and distribution.

It also helps the marketer to build consumer meaning into the product or services by discovering which attributes are most important to the target market and integrating them into the product or services design.