OBJECTIVES OF THE STUDY

The researcher will study following objective stated below:

1) To present the historical perspective of the Indian four wheeler Industry.

2) To evaluate consumer preferences and behavior pertaining to the purchase and use of four wheelers.

3) To identify and analyze the factors influencing the purchase of four wheelers.

4) To analyze the level of satisfaction among the respondents and to identify the switch over brand option if any.

5) To evaluate the facilities/services expected by the customers from the dealer.

6) To evaluate the means of finance preferred by the customers.

7) To analyses the perceived benefits of status seeking car consumers with regards to gender, age and income.

8) To examine the factors influencing the buying behaviour, especially in brand preferences, of the consumers.

9) To analyses the opinion about status for four wheeler consumption customer with regards to gender, age and income.