METHODOLOGY

Universe of the study: A consumer behavior toward automobile sector in Mumbai region. Population of Mumbai 1.27 million as per 2011 census. Males are 6,736,815 and Females 5,741,632. List of well known four wheelers sector in Mumbai region.

- Mahindra motors
- Tata motors
- Maruti Suzuki
- Honda motors
- Hyundai
- Nissan
- Toyota
- Volvo
- BMW
- Chevrolet
- Ford
- Skoda
- Mercedes
- Mitsubishi
- Renault

- SAMPLE SIZE:

<table>
<thead>
<tr>
<th>NAME OF FOUR WHEELER</th>
<th>TOTAL CONSUMER (Approx)</th>
<th>RESPONDENT FOR STUDY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maruti Suzuki</td>
<td>1500</td>
<td>150</td>
</tr>
<tr>
<td>Mahindra motors</td>
<td>1000</td>
<td>100</td>
</tr>
<tr>
<td>Tata motors</td>
<td>500</td>
<td>50</td>
</tr>
<tr>
<td>Renault</td>
<td>300</td>
<td>30</td>
</tr>
<tr>
<td>BMW</td>
<td>200</td>
<td>20</td>
</tr>
<tr>
<td>Mercedes</td>
<td>150</td>
<td>15</td>
</tr>
<tr>
<td>Toyota</td>
<td>850</td>
<td>85</td>
</tr>
<tr>
<td>Ford</td>
<td>500</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>5000</td>
<td>500</td>
</tr>
</tbody>
</table>

Total number of respondent are 10% i.e. 500 taken for the study.

- SAMPLE TECHNIQUES:
The study of Purposive selection of the sample from various selected Automobile industries in Mumbai region will be the most appropriate sampling techniques. Researcher will take 500 consumers as respondents for responses during his study on an estimated basis.

**Data collection:**
The researcher will collect data in following manner:
I. Primary method  
II. Secondary method

**I. PRIMARY DATA**
a) Observation method  
b) Interview methods  
c) Questionnaire method  
d) Schedule method

**II. SECODARY DATA**
Secondary Data Collected in the following way:  
a) Organization sources  
b) Survey Reports  
c) Books, Magazines, Journals of various Bodies, news papers etc.  
d) Sources of Internet.  

**STATISTICAL TOOLS TO BE USED:**
Various statistical tools will be applied depending on the research problem. In this study Averages, Median, Mode, Tabulation, Co-relation and regression and SPSS Method (Statistical Programmed of Social Sciences) are to be used.

**SCOPE OF THE STUDY:**
1. The study will restricted to Mumbai region of Maharashtra, which is economically the richest and cosmopolitan city.  
2. The study will confine consumer satisfaction and consumer preference  
3. The study period will be 2008 to 2016.  
4. The study will confine to automobile industry with reform of new industry in Mumbai region.

**LIMITATIONS OF THE STUDY:**
• The time available at disposal of the research will limited for an independent study.
• Since the universe of the survey will be large, it will not be feasible for the
Interview to cover all the customers of the city.
• Respondents lack of time to give information and casual attitudes.

UTILITY:
The research work will beneficial to the financial institution. To know more about Research it help to student, even the reader, as well as Research scholar will read this research they get to know four wheeler sector has growing day by day. This research also help to Automobile industry And society and most important to the government.

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CHAPTER SCHEME

Chapter 1: Introduction.

Chapter 2: Overview of history to automobiles sector (4-wheer) in Mumbai.

Chapter 3: Factors Influencing consumer satisfaction to preference.

Chapter 4: Literature Review

Chapter 5: Research methodology

Chapter 6: Data analysis and finding

Chapter 7: Observations, suggestions and Recommendations

Chapter 8: References