

A STUDY ON CONSUMER BRAND PREFERENCES TOWARD SEDAN CAR IN CHENNAI

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

By

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this project report is the Bonafide work of **LOGESH KUMAR.R** Reg no: **39410104** who carried out the project “**A STUDY ON CONSUMER BRAND PREFERENCES TOWARD SEDAN CAR IN CHENNAI**” under our supervision from January 2021 to March 2021

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DECLARATION

I **LOGESH KUMAR.R** REG NO: **39410104** hereby declare that the Project Report entitled **“A Study on Consumer Brand Preferences toward Sedan Car in Chennai”** done by me Under the guidance for **Dr.M.JOHN BRITTO**, submitted in Partial fulfillment of the requirements for the award of Master of Business Administration Degree.

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PLACE:

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(LOGESH KUMAR.R)

ABSTRACT:

The Automobile industry has one of the most frequently pre-owned by superior and middle class society. In advance of 20 years only little industrialists and superior persons have automobile then after industry receive huge size of middle class society has been increased. At now a day's automobile sector they bring has a mandatory one to people, According to this research consumer taste and satisfaction level about the sedan cars in Chennai. And 153 of sample size of respondents has collected through by questionnaire to ready analyze the new data. The collected new information has be analyzed by percentage analysis method, ANOVA Method and chi-square method, Are these tools has been applied by using SPSS software.

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CHAPTER-1

1.1 INTRODUCTION:

The automobile produce industry in India year back to 1948, At that time close by are just three companies produce passenger cars, Premier Automobiles in Mumbai, Hindustan Motors (HM) in Kolkata & Standard Motors Products India in Chennai. In early years the Indian industry faced several challenges and road blocks to improve because in those days automobile manufacturing was subject to restrictive tariff structure, strict licensing and limited avenues for expansion due to lack of competition initially the prices of cars were extremely high and thus the purchasers had to attend for an extended period of a quick time for car, Before Independence India was considered as a marketplace for imported vehicles, within the 1950s the arrival of Tata Motors, Mahindra & Mahindra & Bajaj Auto led to steadily increasing vehicle production in India. In 1953 the government of India and in consequence the private sector start attempt to form an automotive part manufacturing industry to supply to the car industry. By absolutely the higher of 1970s, significant changes within the industry were witnessed, After 1970 the car industry began to grow, but that growth was mainly driven by scooters, tractors and commercial vehicles. In 1983, the govt. of India made a tie-hitch with Suzuki Motor Corporation of Japan to manufacture low-cost cars in India. The Maruti 800 which remains known unrolled the factory of Maruti Udyog Limited in December 1983 and altered not just India's industry but also the way people commuted and travelled. In 1990s through liberalization initiatives India opened its gates for all the countries and in 1993, the govt. followed up its liberalization measures with note worthy depletion within the duty on automobile components. Today the Indian automobile market features a mix of giant domestic automobile players like Tata Motors, Mahindra & Mahindra, Bajaj, Hero Motorcar, Ashok Leyland and major international huge including Suzuki, Honda, BMW, Audi, Daimler, Volvo, Hyundai, Toyota, Nissan, General Motors and Ford etc.

DEVELOPMENT BEFORE WORLD WAR-1

Most advance automobile companies were small shops, many which each make a few of handmade cars, and nearly all of which abandoned the business soon after going into it. The handful that survived into the age of large-scale production had certain characteristics in common. First, they fell into one of three well-defined categories: they were makers of bicycles, like Opel in Germany and Morris in Great Britain; builders of horse-drawn vehicles, like Durant and Studebaker within the United States; or, most frequently , machinery manufacturers. the kinds of machinery comprise stationary gas engines (Daimler of Germany, Lanchester of England , Olds of the United States), marine engines (Vauxhall of Britain), machine tools (Leland of the United States), sheep-shearing machinery (Wolseley of Britain), washing machines (Peerless of the United States), sewing machines (White of the United States), and woodworking and milling machinery (Panhard and Leaser of France). One American company, penetrate, made birdcages, and another, automobile, made plumbing fixtures, including the first enamelled cast-iron bathtub. Two notable exceptions to the general pattern were Rolls-Royce in Britain and Ford within the us, both of which were founded as carmakers by partners who combined engineering talent and business skill.

In the us most of the producers were bunch that put together components and parts that were manufactured by separate firms. The assembly process also lent itself to an powerful method of financing. it had been possible to start out building automobiles with a minimal investment of capital by buying parts on credit and selling the finished cars for cash; the cash sale from manufacturer to dealer has been integral within the marketing of automobiles within the us ever since. European automotive firms of this era attended be more self-sufficient.

The pioneer automobile manufacturer not only had to unravel the technical and financial problems of getting into production but also had to make a basic decision about what to provide. After the first success of the ICE, there was widespread experimentation with steam and electricity. For a fast period the electrical automobile actually enjoyed the simplest acceptance because it had been quiet and easy to figure, but the restrictions imposed by battery capacity proved competitively fatal. Especially fashionable women, electric cars remained in limited production well into the 1920s. one among the longest-surviving makers, Detroit power company , operated on a day to day through 1929.

Steam power, a more significant rival, was aided by the general adoption, after 1900, of the so-called flash boiler, during which steam could be raised rapidly. The steam car was easy to figure because it didn't require an elaborate transmission. On the other hand, high condensation pressures were needed to make the engine light sufficient to be used during a road vehicle; suitable engines required expensive construction and were difficult to require care of. By 1910 most manufacturers of horse vehicles had turned to petrol power. The Stanley brothers within the us, but continued to manufacture horse automobiles until the primary 1920s.

As often happens with a replacement technology, the automotive industry experienced patent controversies in its early years. Most notable were two long, drawn-out lawsuits in Britain and thus the us , in each of which a promoter sought to understand control of the new industry by filing comprehensive patents. In Britain the declare was rejected by the courts in 1901, five years after the appliance. Within the us there was a legal battle between Ford and thus the Association of Licensed Automobile Manufacturers over the Selden patent, which the association claimed as a basic patent on the gasoline-powered car. In 1911 the courts clutch the patent "valid but not violate by Ford. the most consequence of the selection was the formation of the predecessor of the Alliance of Automobile Manufacturers to supervise an agreement for cross-licensing patents, which was ratified in 1915.

MASS PRODUCTION

The outstanding gift of the automotive industry to executive advance was the introduction of full-scale production, a process combining precision, standardization, inters changeability, synchronization, and continuity. production was an American innovation. The me, with its highly population, top quality of living, and long distances, was the native birthplace of the technique, which had been partly explored within the 19th century. Although Europe had shared within the experimentation, the American role was emphasized within the favored description of standardization and interchangeability as "the American system of manufacture." the essential techniques were known, but that that that they had not

previously been applied to the manufacture of a mechanism as complex as a automobile (see work, history of the organization of).

The kind of trade achieved by the “American system” was completely demonstrated in 1908 at British Royal Automobile Club in London: three Cadillac cars were disassembled, the parts were mixed together, 89 parts were detached and replaced from dealer’s stock, and thus the cars were reassembled and driven 800 km (500 miles) without trouble. Henry M. Leland, founding father of the Cadillac Motor auto company and thus the author for this feat of showmanship, later enlisted the help of a noted engineer, Charles F. Kettering, in the development of the electrical starter, a huge innovation in the development of the acceptability of the gasoline-powered automobile.

FORD and thus the production line

The mass-produced automobile is usually and properly attributed to Ford, but he wasn’t alone in seeing the possibilities during a mass market. Ransom E. Olds made the primary vital offer for the mass market with a famous curved-rush Oldsmobile buggy in 1901. The primary Oldsmobile was a well-liked car, it had been too lightly built to confront rough usage. An equivalent defect applied to Olds’s imitators. Ford, more victorious in realizing his dream of “a car for the good multitude,” designed his car first then considered the matter of manufacturing it cheaply. The car was the so-called Model T, the best-known automobile in history. It had been built to be durable for service on the rough American country roads of that period, economical to work, and straightforward to need care of and repair. It had been first placed on the market in 1908, and quite 15 million were built before it had been discontinued in 1927.

When the planning of the Model T proved successful, Ford and his associates turned to the matter of manufacturing the car in large volume and at a coffee cost. The answer was found within the moving production line, how first tested in assembling magnetos. After more experimentation, in 1913 the Ford Motor Company showed the world the entire assembly-line production of automobiles. The technique contains two basic elements: a carrier system and thus the limitation of every worker to a minimum of one repetitive task. Despite its

misleading simplicity, the technique required complicated planning and synchronization.

SPREAD OF production

Ford's success inspired imitation and competition, but his primacy remained unchallenged until he lost it within the mid-1920s by refusing to acknowledge that the Model T had become outmoded. More luxurious and better-styled cars appeared at prices not much above that of the Model T, and these were increasingly available to low-income purchasers through a growing used-car market. In Britain, William R. Morris (later Lord Nuffield) undertook to imitate Ford as early as 1912, but he found British engineering firms reluctant to commit themselves to the large-scale manufacture of automotive parts. Morris actually turned to the US for his parts, but these early efforts were curtailed by war I. Within the 1920s Morris resumed the assembly of low-priced cars, in conjunction together with his British competitor Herbert Austin and André-Gustave Citroën and Louis Renault in France. British manufacturers had to face the matter of a tax on horsepower, calculated on a formula supported bore and thus the quantity of cylinders. The effect was to encourage the planning of small engines that had cylinders with narrow bore and long stroke, in contrast to the wide-bore, short-stroke engines favored elsewhere. This design hampered the sale of British cars abroad and kept production from increasing. It had been not up to 1934 that Morris Motors eventually felt confident in installing a moving assembly line; the Hillman Company had preceded Morris during this by a year or two.

LARGE SCALE ORGANIZATION:

Although the looks of production inside the automotive industry tally with the emergence of large-scale business, the two had originated independently. They were related, however, and influenced one another because the industry expanded. Only an outsized firm could make the heavy investment in plant and tooling that the production line required, and Ford was already the foremost important single American producer when it introduced the technique. The mass producer successively enjoyed a price advantage that attended making it

increasingly difficult for smaller competitors to survive. There are exceptions, but the trend has been consistent.

GENERAL MOTORS

General Motors Corporation (GM), which ultimately became the world's largest automotive firm and the largest privately owned manufacturing enterprise in the world, was founded in 1908 by William C. Durant, a carriage manufacturer of Flint, Michigan. In 1904 he assumed control of the ailing Buick Motor Company and made it one of the principal American producers. Durant developed the idea for a combination that would produce a variety of models and control its own parts producers. As initially formed, General Motors included four major vehicle manufacturers—Buick, Cadillac, Oldsmobile, and Oakland—and an assortment of smaller firms. The combine ran into financial trouble in 1910 and was reorganized by a financial syndicate. A similar combination, the United States Motor Corporation, was formed in 1910, collapsed in 1912, and was reorganized as the Maxwell Motor Company. General Motors survived. A new reorganization took place after Durant, with backing by E.I. du Pont de Nemours and Company, regained control in 1916. Durant, who had previously established the Chevrolet Motor Company, brought Chevrolet into GM in 1918.

THE AUTOMOTIVE INDUSTRY IN WORLD WAR -II

During World War I the productive capacity of the automotive industry first demonstrated its military value. Motor vehicles were used extensively for transport and supply. In addition, automotive plants could readily be converted into facilities for manufacturing military equipment, including tanks and aircraft. For all of the belligerents the conversion of automotive facilities was an afterthought, improvised after the beginning of hostilities, and the American industry, involved only for a short time, never fully utilized its capacity.

More preparation was made for using the resources of the various automotive industries as World War II approached. The British government built "shadow

factories” adjacent to their automotive plants, equipped to go into military production (principally aircraft) when war came, with managerial and technical personnel drawn from the automotive industry. France attempted conversion, but belatedly and inefficiently. The German automotive industry, which built the military vehicles needed for blitzkrieg, was not fully converted to military production until 1943. In the United States the preparation for industrial mobilization was negligible until 1940; in fact, there was no serious effort even to restrict civilian automobile production until after the attack on Pearl Harbor in December 1941. Still, the American automotive industry represented such a concentration of productive capacity and skill that, once its resources had been harnessed to war production, its contribution was tremendous. Between 1940 and 1945 automotive firms made almost \$29 billion worth of military materials, a fifth of the country’s entire output. The list included 2,600,000 military trucks and 660,000 jeeps, but production extended well beyond motor vehicles. Automotive firms provided one-half of the machine guns and carbines made in the United States during the war, 60 percent of the tanks, all the armoured cars, and 85 percent of the military helmets and aerial bombs.

AUTOMOBILE INDUSTRY IN INDIA:

The Indian automobile market is one of the largest in the world, both in terms of sales volume and production. Talking about historical roots of the car market in India, the first time that a vehicle came on road was in 1897. Till 1930, India did not have any manufacturing facility and cars were imported directly from other countries. The landmark decade in the manufacturing process was that of 1940s, in which Indian companies like Hindustan Motors and Premier started to manufacture cars of other firms. During the same decade, Mahindra & Mahindra also started to produce utility vehicles.

Soon after independence 1947, Government of India tried to create an automotive component manufacturing industry in order to supplement the automobile fraternity. From 1960 to 1980s, the Indian market was dominated by Hindustan Motors, which gathered a large amount of share due to its Ambassador model. However, during 1950s till 1960s, the overall industry moved at a slow pace due to trade restrictions set on imports. Soon after this repressive phase, demand surged

but to a smaller extent, which was mainly seen in the tractor and commercial vehicles segment.

It was in 1980s that the two firms, Hindustan Motors and Premier, were challenged by a new entrant, Maruti Udyog Limited. Soon after liberalization period, car makers that were previously not allowed to invest in Indian market due to stringent policies arrived in the country. Post liberalization, the alliance between Maruti and Suzuki was the first joint venture between an Indian company and foreign one. Slowly and steadily, the economic reforms brought in the led to the entry of major foreign companies like Hyundai and Honda, which expanded their bases to the country. From 2000 to 2010, almost every major car company expanded its presence to India by establishing manufacturing facilities across different parts of the country.

As the manufacturing process during early 2000 decade gained traction, exports of cars was quite slow in that period. Maruti Suzuki was among the first car brands that started shipping vehicles to major European markets. During the same decade, the Government of India introduced mandatory emission norms in order to reduce pollution arising out from vehicles. The updated guidelines were known as 'Bharat Stage' came into effect in major cities as these standards were based on stringent European norms. At present, Bharat Stage IV is implemented in 13 cities that include Delhi (NCR), Mumbai, Kolkata, Chennai, Bangalore, Hyderabad, Ahmedabad, Pune, Surat, Kanpur, Lucknow, Sholapur, and Agra while the rest of the nation is still under Bharat Stage III.

Over the years, the car market in India has evolved by leaps and bounds as almost all major companies are present in the country. India has now become a hub for auto makers to set up their plants for manufacturing vehicles intended for domestic and international markets. The three prominent regions in which the majority of Indian car industry is concentrated lies in south, west and north. In the southern region, Chennai is the hub for manufacturing vehicles while Mumbai and Pune belt comes in second place. For the north, the NCR holds a fair share as far as concentration of production facilities is concerned.

To list a few commendable feats of the Indian car industry, it emerged as the fourth largest exporter of passenger cars behind Japan, South Korea, and Thailand in 2009. While in 2010, India emulated its previous year's performance to

become the third largest exporter of cars in Asia. The biggest reward came for the Indian car market in 2011 as it became the sixth largest country in the world in terms of production.

STRUCTURE AND MAKEUP OF THE INDIAN AUTOMOBILE INDUSTRY

The Indian automobile industry – comprising of the automobile and the automotive components segments – is one of the key drivers of economic growth of India. Being deeply integrated with other industrial sectors, it is a major driver of the manufacturing gross domestic product (GDP), exports, and employment. This sector has grown on account of its traditional strengths in casting, forging and precision machining, fabricating (welding, grinding, and polishing) and cost advantages (on account of availability of abundant low-cost skilled labor), and significant foreign direct investment (FDI) inflows.

India was the sixth largest producer of automobiles globally with an average annual production of about 29 million vehicles in 2017–2018, of which about 4 million were exported.² India is the largest tractor manufacturer, second largest two-wheeler manufacturer, second largest bus manufacturer, fifth largest heavy truck manufacturer, sixth largest car manufacturer, and eighth largest commercial vehicle manufacturer. The contribution of this sector to GDP has increased from 2.77% in 1992–1993 to about 7.1% now and accounts for about 49% of manufacturing GDP (2015–2016). It employs more than 29 million people (direct and indirect employment). The turnover of the automobile industry is approximately US\$ 67 billion (2016–2017) and that of the component industry is US\$ 43.5 billion (2015–2016). As per the OICA⁶ statistics, the Indian industry accounted for 4.92% of vehicle production globally in 2017 (5.38% of production in the car segment and 3.48% of production in the commercial vehicle segment).

India is a prime destination for many multinational automobile companies with aspirations of business expansion in Asia. It attracted about US\$ 14.48 billion (5.2% of total) in cumulative FDI equity inflows between 2000 and 2015. The

basic advantages that the country provides as an investment destination include cost-effectiveness of operations, efficient manpower, and a fast-growing dynamic market. In the past, major investments have come from Japan, Italy, and the USA followed by Mauritius and Netherlands. The industry manufactures a wide range of products to meet both domestic and international demands.

1.2 INDUSTRY PROFILE

TOP AUTOMOBILE COMPANIES IN INDIA

TATA MOTORS

Tata Motors is the largest automobile manufacturing companies in India. Established way back in 1945 Tata Motors is a multinational automobile company with its headquarters in Mumbai. Previously known as Telco TATA Engineering and Locomotive Company Tata Motors belongs to Tata Group. This company manufactures compact medium sized utility vehicles. Over the last few decades it has stood as the undisputed leader in the commercial vehicles segment. It is also the third largest producer of passenger cars in India. This automobile company in India is listed on both the Bombay Stock Exchange and the New York Stock Exchange. The revenues earned by Tata Motors in 2010 accounted to \$20.572 billion. Some of the well known cars manufactured by Tata Motors are:

TATA INDICA

SUMO

TATAINDIGO

TATASAFARI.

HINDUSTAN MOTORS LIMITED

Hindustan Motors Limited was founded in the year 1942 by B.M Birla. It is an operative subsidiary of the Birla Technical Services group. This company held the title of the biggest manufacturer of cars in India before Maruti Udyog. Hindustan Motors was the pioneer in manufacturing automobiles in India. The company accounted for a sales turnover of Rs 150.66 crore in 2010.

ASHOK LEYLAND

Ashok Leyland is a leading commercial vehicle manufacturer in India. It was established in 1948. The company over the years has become synonymous with the production of trucks, passenger buses and emergency military vehicles. It happens to be the second largest commercial vehicle producer in India holding a market share of almost 30 percent. The company holds a record for selling almost 60, 000 vehicles and almost 7000 engines per years. Ashok Leyland accounted for consolidated revenues of US\$ 1.4 billion in 2009. Some of the popular products by this company are; Panther BS-II Muti-axle Vehicles.

MARUTI SUZUKI INDIA LIMITED

Maruti Suzuki India Limited was established in 1981. A part of this company is owned by Suzuki Motor Corporation of Japan. It is the country's largest passenger car manufacturing company. Credited for having brought in the automobile revolution in the country Maruti Suzuki India Limited was known as Maruti Udyog Limited till 2007. With its headquarters in Delhi this automobile company in India happens to be the largest producer and market share holder of cars. The company accounted for consolidated revenues of US\$4.8 billion in 2010.

HYUNDAI MOTOR INDIA LIMITED

Hyundai Motor India Limited (HMIL) is owned entirely by Hyundai Motors of South Korea. Hyundai Motors happens to be the largest car manufacturer in South Korea and the sixth largest in the world. This automobile company in India is also the largest passenger cars exporter in India. Established on May 6 1996 this company in a short span of time has taken the Indian automobile industry by storm. Some of the popular cars manufactured by this company are; Santro, Getz Prime, Hyundai i10, Hyundai i20 Accent and the Verna and Sonata

BAJAJ AUTO

Bajaj Auto is another important automobile manufacturing company in India. It is one of the India's most trusted car manufacturers. It is an operative subsidy of the Bajaj Group. Bajaj Auto happens to be the largest two and three wheeler manufacturer in India and also ranks in this field across the globe. This automobile

company was established on 2 November 1945. The company was then known as M/s Bachraj Trading Corporation Private Limited. The company made a modest beginning by importing and then selling two and three wheelers in India. Today Bajaj Auto has become synonymous with two and three wheelers in the country. Some of its popular two wheelers are; Pulsar 220DTS and Kawasaki Ninja 250R.

AUTOMOBILE TECHNOLOGY IN INDIA

Automobile Technology or automotive technology refers to the technologies that are incorporated in automobiles or vehicles. With the continuous advancement of technologies new inventions in the field of automobile technology is only paving the way for more and more technologically superior and sophisticated vehicles. Automobile technology is one of the most essential parts of the automobile industry today. There are a number of vehicles available in the market all of which require different technologies to support their smooth functioning.

CHANGES IN AUTOMOBILE ENGINES TECHNOLOGY

However the most important changes that has taken place in the automobile industry in India pertains to the development of the engine. In the cars using petrol the carburetor engine has been replaced by the Multi Point Fuel Injection (MPFI) engine. Similarly the engines running on diesel have undergone a sea change from the time Rudolf Diesel to the Rail Direct Injection (CRDI).

AUTOMOBILE MAINTENANCE IN INDIA

Automobile Maintenance in India is one of the most necessary service related to the Indian automobile market in India. All the vehicles need regular maintenance as only by this, one can keep their vehicles secure. Moreover it also indicates the performance and longevity of the vehicle. Starting from car painting to looking after the auto-parts regularly, everything falls under the policies of Automobile Maintenance in India. The automobile components directly related to the performance of the vehicle. Some of the regular processes of Automobile

Maintenance in India are like checking the battery, changing the automobile oils, keeping a check on it, checking the electrical system to identify a few of them. Some of the most essential tips required for the owner and also the driver to follow seriously for the well being of the vehicle and for a proper automobile maintenance in India are as under:

to prevent deterioration of the engines, it is necessary for the engine to maintain the amount of oil it receives, in order to prevent falling mileage

to have an accurate knowledge of the fuse system which would save the vehicle from getting stranded due to a blown fuse

to focus the lights of the automobile properly

to check the air pressure of all the tires regularly

to change the water required for the engine

to get the automobile serviced only at authorized and efficient service stations

to check the engine oil level once every two weeks

to check the coolant and water levels in the radiator and battery

to use authentic and genuine spare auto parts always

to provide the vehicle with anti-rust coating before the rainy season

Apart from these general tips on the automobile maintenance in India for safe drive the driver should also follow some preventative automobile maintenance policies like to check the air-filter every month, to be cautious while handling the battery, to check the brake fluid monthly, to get the oil filter replaced with every oil change, and many others. To get a vivid idea about the Automobile Maintenance in India, the owner and also the drivers should go through the user manual of the vehicle very seriously.

PRODUCTION AND DISTRIBUTION IN INDIA:

Mumbai, Chennai, Jamshedpur, Jabalpur and Kolkata are the chief centres producing automobiles. These centers produce almost all sorts of vehicles including trucks, buses, passenger cars, three wheelers and two wheelers.

Motor cycles are also manufactured at Faridabad and Mysore. Scooters are also manufactured at Lucknow, Satara, Akurdi (Near Pune), Panki (near Kanpur) and Odhav (Ahmedabad dist.). Maruti Udyog Ltd. (MUL) at Gurgaon in Haryana started production of passenger cars in 1983. At present there are 38 units

engaged in the production of automobiles producing four wheelers, three wheelers and two wheelers.

MEDIUM AND HEAVY COMMERCIAL VEHICLES

- Vehicle Factory Jabalpur – started manufacturing Shaktiman trucks with technical assistance from MAN SE of Germany. The trucks were the main logistics vehicle of the Indian Army with several specialist variants. VFJ still is the sole supplier of B vehicles to the Indian Armed Forces.
- Heavy Vehicles Factory – was established in 1965 in Avadi, Chennai to produce tanks in India. Since its inception, HVF has produced all the tanks of India, including Vijayanta, Arjun, Ajeya, Bhishma and their variants for the Indian Army. HVF is the only tank manufacturing facility of India.
- Tata Motors, Pune, then known as TELCO – technical collaboration with Mercedes Benz to manufacture medium to heavy commercial vehicles both Bus and Trucks.
- Ashok Motors, later Ashok Leyland, Madras – technical collaboration with Leyland Motors to manufacture medium to heavy commercial vehicles both Bus and Trucks. Ashok Motors also discontinued its Austin venture formed in 1948 to sell Austin A40 and retooled the factory to make trucks and buses.
- Hindustan Motors – technical collaboration with General Motors to manufacture the Bedford range of medium lorry and bus chassis.
- Premier Automobiles – technical collaboration with Chrysler to manufacture the Dodge, Fargo range of medium lorry, panel vans, mini-bus and bus chassis.
- Simpsons & Co, Madras – part of Amalgamations Group (TAFE Tractors) – technical collaboration with Ford to manufacture medium lorry and bus chassis, but did not utilise that option until the 1980s.

ACHIEVEMENTS BY THE AUTOMOBILE INDUSTRIES IN INDIA

The development story of the Indian automobile industry cannot be complete without mentioning the Pioneer Mr. J.R.D Tata's role in setting up the Tata group with high standard Engineering Research Centre (ERC) in 1965 to facilitate technological advancement. Pioneering the indigenization of scientific knowledge for trucks in collaboration with Mercedes Benze and launched Maruti 800 in the year 1983 which changed the dynamics of the passenger car sector in India. It was also known as the people's car. 60% of the Indian commercial vehicle market is dominated by Tata Motors.

1. The first automobile was launched in India in the year 1897 in Bombay.
2. Today India is being recognized as a potential emerging auto market.
3. The industry adds up foreign players to their investments.
4. 80% of the segment size is contributed by two-wheelers & motorcycles.
5. Indian passenger vehicle market is dominated by cars (79%) unlike the USA.
6. India is the largest three-wheeler & two-wheeler market in the world. It is second largest tractor manufacturer in the world, fifth largest commercial vehicle manufacturer in the world.
7. India crossed the 1 million mark as the fourth largest car market in Asia recently.
8. The industry is expected to grow to US\$ 40 billion by 2015 from the current level of US\$ 7 billion in 2008. By the year 2016 the industry is expected to contribute 10% of the nation's GDP.
9. Very recently history has been created in the world of Automobile Industry by Ratan Tata, Chairman (Tata Motors) by launching the world's cheapest car NANO. The price of the car was around one lakh which gained instant recognition in the automobile industry across the globe. It heralded the coming to age of the Indian Automobile Industry.
10. India is the second Largest Producer of Motorcycles in the world (5.2 Mln) after China which has a production volume of 12 Minutes.

HARDTOP SEDANS

Hardtop sedans were a popular body style in the United States from the 1950s to the 1970s. Hardtops are manufactured without a B-pillar leaving uninterrupted open space or, when closed, glass along the side of the car. The top was intended

to look like a convertible's top but it was fixed and made of hard material that did not fold.

All manufacturers in the United States from the early 1950s into the 1970s provided at least a 2-door hardtop model in their range and, if their engineers could manage it, a 4-door hardtop as well. The lack of side-bracing demanded a particularly strong and heavy chassis frame to combat unavoidable flexing. The pillar less design was also available in four-door models using unibody construction. For example, Chrysler moved to unibody designs for most of its models in 1960 and American Motors offered four-door sedans, as well a four-door station wagon from 1958 to 1960 Ambassador.

In 1973 the US government passed Federal Motor Vehicle Safety Standard 216 creating a standard roof strength test to measure the integrity of roof structure in motor vehicles to come into effect some years later. Production of hardtop sedan body style ended with the 1978 Chrysler Newport. For a time roofs were covered with vinyl and B-pillars were minimized by using styling methods like matt black finishes. Stylists and engineers soon developed more subtle solutions.

CLOSE-COUPLED SEDANS

Close-coupled saloons originated as four-door thoroughbred sporting horse-drawn carriages with little room for the feet of rear passengers.

In automotive use, manufacturers in the United Kingdom used the term for development of the chummy body where passengers were forced to be friendly because they were tightly packed. They provided weather protection for extra passengers in what would otherwise be a two-seater car. Two-door versions would be described in the US and France as coach bodies. A postwar example is the Rover 3 Litre Coupé.

Produced in the United States from the mid-1920s to the mid-1950s, the name club sedan was used for highly appointed models using the sedan chassis. Some people describe a club sedan as a two-door vehicle with a body style otherwise identical to the sedan models in the range. Others describe a club sedan as having either two or four doors and a shorter roof (and therefore less interior space) than the other sedan models in the range.

The term "club sedan" originates from the club carriage (e.g. the lounge or parlour carriage) in a railroad train.

REVENUE STREAMS

Automobile manufacturers are subject to the demands of a vast international pool of customers. Economic conditions affect overall industry sales. Car lot traffic perks up during a boom period, and empty showrooms are commonplace during a downturn. Driving habits can change according to the economic cycle, and therefore, product lineups are always shifting, with new models, innovations, and technologies being developed to meet these demands. As a result, dealerships try to showcase a wide range of offerings, from small compact cars to sedans to light trucks and sport-utility vehicles (SUVs). Drivers' tastes and finances are varied and often change. Thus, showrooms will often have sports, economy, family, and luxury cars on hand to meet customers' desires. Luxury brands, with their high quality standards and advanced features, sell at premium prices and carry rich margins.

The Automotive Industry is comprised primarily of the world's largest passenger automobile and light truck manufacturers. Through broad dealership networks, most members of the industry sell vehicles in the global market, covering developed and emerging countries. Automotive manufacturers offer a variety of makes and models, though there tends to be limited brand integration at the marketing, advertising, and dealership levels. The bulk of these companies operate production facilities in multiple geographic regions.

CONCLUSION

The Automotive Industry is an main segment of the global analyst, and its performance often tracks that of the broader business cycle. Investors look for above-average price appreciation need to correctly time that cycle when taking a stake in this industry. Some of the group's stocks offer a moderate allowance to support investor loyalty. We care that many of these value carry low marks for Stock Price Stability and Earnings Predictability.

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1.3 TOPIC

CONSUMER BRAND PERENFERNCES TOWARD SEDAN CAR IN CHENNAI

The automotive industry has away through a time of fast-paced and major change. Ten years ago, the most important and successfully selling models for most automakers were sedans—in 2007, Toyota sold 368,390 Corollas in just the US during one model year—a staggering figure. It was clear that customers satisfy sedans over other models at the time. But because then, something strange has happened, resulting in car companies attempting to rapidly adapt: consumer preferences have shifted away from sedans to crossovers and SUV's.

Among the many operate forces behind this, a cause for the shift towards SUV's is the loss of many of the disincentives that had traditionally deterred people from purchasing SUV's in the past. For most customers, the distinction in gas mileage was a huge selling point and became a large contributing factor pushing people towards sedans and away from SUV's—even if both vehicles were comparably equipped and priced. Back in 2007, the fuel mileage grade for a Ford Explorer was 14mpg in the city, and 20mpg on the highway—while at the same time, the Ford Taurus was getting 18mpg city and 25mpg highway. For the customer, a distinction of 4 mpg city and 5 mpg highway would mean stopping for gas much more often, making the cost of normal operation much higher for SUVs over their more gasoline efficient sedan counterparts. Another aspect that shifted consumer's preferences towards sedans was safety, specifically with Ford. Ford SUV's from the first 2000's—as ably as other SUV makers at the time—were incredibly prone to rollovers, and were not seen to be nearly as safe and secure as their sedan equivalent, which encourage people to favor sedans more SUVs for more than just gas mileage.

Since then, the disadvantage and deterrent of SUV's have decreased or disappeared altogether, SUV's are now packed with all the latest technology for drivers, and the same luxury features for their passengers as their sedan counterparts. Safety is much upgrade as well, with attach safety features becoming much more effective and widespread. The addition of components such as blind spot observe, parking sensors, automatic braking, and lane keep assist are all extremely helpful for consumers as they navigate the world with larger SUV's, keeping drivers safer. Where SUV's consistently fight with poor fuel economy, there has been huge improvement. The new 2019 Ford discover gets 19mpg city and 27mpg highway, time the Ford Taurus from the same copy year gets 16mpg city and 24mpg highway, making gas mileage a non-deterrent for SUV's. This is making the resolution between an SUV and a sedan even additional difficult. With the traditional deterrent towards SUV's addressed, more people have made the resolve to purchase SUV's, in favor of more space and a better driving position.

The new car selling figures throw back the strong and changed partiality of consumers. In 2006, Ford sales 174,803 units of the Taurus and 179,229 units of the discover. In 2016, Ford sales only 44,098 units of the Taurus while sold 248,501 units of the discovers. That's a 75% lesser in Taurus sales, and a 38.65% higher in Explorer sales. This trend isn't just discern with the Ford Motor Company—sold of the Toyota Corolla from 2006-2016 decreased by 8% while sales for the Rav4 increased by 131.6%. Moreover, this trend is compatible within the luxury car sector, where trends can seem to stray from the general car industry. From 2006 to 2016, Mercedes has look at 2.93% decrease in E class sedan sales and a 63% increase in GLE sales, a comparably priced luxury SUV.

Automakers can't disregard the trend: over the board, both domestically and abroad, SUV's are the "car of the future" and are increasingly necessary for the financial success of companies. With the tendency ongoing to shift away from sedans due to consumer preferences and by becoming more economical, the explosive growth of crossover and SUV sales have car companies higher the count of available crossovers and SUV's in their lineups. But, what does that say about the later of the sedan, and car companies in general? Companies like Ford

are looking declines in market shares—Year on Year, Ford says it has lost 0.7% of its market share from 2017-2018, due to “declines in all regions,” and in the equally time setting, saw an annual decrease in global sales of 600,000 units. In increase, analyst are beginning to see the observable of “peak car” appearing, especially in urban areas. “Peak Car” is analyst forecast that new car sales will no longer be highly annually, but that the market will contract with a lower volume of new vehicles produced and sold.

Being faced with this stark shift in sales, many industry experts are predicting a decline in the growth of the auto industry and traditional automobile ownership over the next decade. As a result, car manufacturers who want to remain competitive are having to “trim the fat” on their balance sheets—which means eliminating parts of the automakers lineups. Some companies like Ford have already decided to cut sedan and car sales completely while increasing their number of new SUV models—meaning we are witnessing the death of the long successful and popular sedan. For other large companies, including BMW And Fiat Chrysler Automobiles (FCA), this could mean the cancellation of their niche brands such as BMW’s “Mini” or FCA’s “Fiat.” As preferences continue to shift and the car industry begins to contract, we will likely see more companies following the footsteps of Ford, thus cutting back or canceling the manufacturing of sedans, while others may eliminate their more niche brands and badges altogether.

This shift in consumer preferences is leaving us to witness a huge industry restructuring around crossovers and SUV’s, pushing ourselves further and further from the traditional popularity and sales domination of sedans. It is completely feasible that within our lifetime we could see a complete end to the production of sedans. Without anything pushing consumers away from the practicality of SUV’s and with a continued decline in sedan sales, it is no stretch of the imagination to think of a day where there are only SUV’s on new dealership lots. The only real question is how long the once mighty sedan can cling to life before it quietly fades into the history books.

MICROCAR / KEI CAR

Micro cars and their Japanese equivalent— kei cars— are the smallest category of automobile.

Micro cars straddle the boundary between car and motorbike, and are often covered by separate regulations to normal cars, resulting in relaxed requirements for registration and licensing. Engine size is often 700 cc (43 cu in) or less, and micro cars have three or four wheels.

Micro cars are most popular in Europe, where they originated following World War II. The predecessors to micro cars are voiturettes and cycle cars. Kei cars have been used in Japan since 1949.

A-SEGMENT / CITY CAR / MINICOMPACT

The smallest category of vehicles that are registered as normal cars is called A-segment in Europe, or "city car" in Europe and the United States. The United States Environmental Protection Agency defines this category as "minicompact." However, this term is not widely used.

The equivalents of A-segment cars have been produced since the early 1920s. However, the category increased in popularity in the late 1950s when the original Fiat 500 and BMC Mini were released.

B-SEGMENT / SUPERMINI / SUBCOMPACT

The next larger category small car is called B-segment Europe, supermini in the United Kingdom and subcompact in the United States.

The size of a subcompact car is defined by the United States Environmental Protection Agency (EPA), as having a combined interior and cargo volume of between 85–99 cubic feet (2,410–2,800 L). Since the EPA's smaller minicompact category is not as commonly used by the general public, A-segment cars are sometimes called subcompacts in the United States. In Europe and Great Britain, the B-segment and super mini categories do not have any formal definitions based on size.

Early super mini cars in Great Britain include the 1977 Ford Fiesta and Vauxhall Chevette.

C-SEGMENT / SMALL FAMILY / COMPACT

The largest category of small cars is called *C-segment* or *small family car* in Europe, and *compact car* in the United States.

The size of a compact car is defined by the United States Environmental Protection Agency (EPA), as having a combined interior and cargo volume of 100–109 cu ft (2.8–3.1 m³).

D-SEGMENT / LARGE FAMILY / MID-SIZE

In Europe, the third-largest category for passenger cars is called *D-segment* or *large family car*.

In the United States, the equivalent term is *mid-size* or *intermediate* cars. The U.S. Environmental Protection Agency (EPA) defines a mid-size car as having a combined passenger and cargo volume of 110–119 cu ft

CONSUMER PREFERENCE:

In olden day's Fiat and Ambassador cars were very popular in India. As many companies have introduced many models the Indian users are the changers. They will select cars according to their tastes and the availability of funds. Brand image is broader than brand personality in real. A well-established brand has a clear brand personality. It may remain unstated. But it can play a strategic role in brand ware. Closely position brands may also acquire distinct personalities as a result of exposure to the quality of the product, attraction in packing, service at the time of sale and after sale, word-of-mouth and advertising strategies adapted by the company. Brand is thought as being friendly, boring, funny, rude, caring stylish etc. consumer need to think of brands in human terms. The ability of a brand personality comes through consistency. Brands are much like people. They have

certain physical characteristics, certain skills and abilities and certain associations and attitudes like an individual, a brand too is a blend of all these. The brand therefore; appeals to senses, to reason and to emotions. Various factors influence a human beings perceived personality. Example, family, friends, neighbours, school religious, institutions, socialization in general similarly, various factors influence formation of a brand personality, they are either product related or non-product related factors

Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundle of goods. They allow the consumer to rank these bundles depending upon the quantum of utility derived by their consumption. It is to be noted that preference is independent of income and prices.

One's capability to purchase is not a determinant factor for one's likes or dislikes. For instance, one can have a preference of Mercedes over Nano but have the budget constraint of purchasing only a Nano. Consumers make decisions by allocation of their scarce income across all possible bundles of goods in order to derive greatest satisfaction. The preferences may depend on plethora of factors inter alia, culture, education and individual tastes.

The preferences can be mapped through use of indifference curves. The dawn of automobile manufacturing started in India when Hindustan Motors in 1942 and premier auto in 1944 started indigenous production.

The industry has come a long way since then with the fiscal year ending in 2012 with production of 20,366,432 vehicles of which share of two wheelers, passenger vehicles, three wheelers and commercial vehicles were 76 percent, 15 percent, 4 percent and 4 percent respectively as shown in Table 1. Passenger Vehicles segment grew at 4.66 percent during April-March 2012 over same period last year. Passenger Cars grew by 2.19 percent For the first time in history car sales crossed two million in a financial year.

The world standing for the Indian automobile sector, as per the Confederation of the Indian industry is the largest three-wheeler market, second largest two-wheeler market, tenth largest passenger car market, fourth largest tractor market, fifth

largest commercial vehicle market and fifth largest bus and truck segment. In India, a total of Rs. 92, 218.42 crore or 5.02% of the total FDI inflows in India, from April 2000 to March 2017 has been towards the automobile industry

Some of the previous studies done in various zones in India like West Haryana , New Delhi , Jaipur and Kerala on car purchasing behavior have reported changing trends as per changing times as also the effect of multinationals on the Indian automobile market. Most studies have reported the advent of newer technology as the biggest decision maker in this aspect. Whereas Television advertising is amongst the biggest influencers other medium like word of mouth, magazines and ratings also have their weight age.

Some research have studied factors like family needs, fuel efficiency, pricing, safety and social status as important in automobile buying behavior of the consumer whereas others have also focused on value for money , affordability and brand personality along with the impact of manufacturer's websites in this decision making process . The husbands in families have been found to be major decision makers while purchase of cars.

Before two decades only few industrialists and rich people had cars, but after the industrialization, earning capacity among the middle class has also increased. Now a day's motor car is not only bought for social status, but it is felt as a necessary one. The present report on "Customer preference and satisfaction towards SEDAN cars in India" has been prepared based on the survey conducted to study the awareness level and satisfaction of customers' with regard to SEDAN car in India.

Sedan is a family type car with front and rear passenger seating. A sedan car is a passenger car with two rows of seats and adequate passenger space in the rear compartment for adult passengers. The vehicle usually has a separate rear trunk for luggage. Sedan car is also known as saloon car is very famous selection for any family. The compact size, the cost, and the great handling are three of the most important reason why family or personal chooses a sedan car. These cars provide exceptional value for any person to buy this car either for work or for leisure. The selection is also done based on the customer rating.

To meet the concomitant testing and certification activities relating to higher safety and emission norms, testing infrastructure in the country is being overhauled. A substantive state funding is being planned in upgrading the testing infrastructure with participation of industry. Environmental pollution and the need to conserve existing supply of fossil fuels have led to search for alternative fuels. In addition to supporting Greenfield research in this area, an ambitious phased programme to upgrade carbon fuel quality commensurate with higher emission norms is also being undertaken. Foreign direct investment norms have already been considerably relaxed. Unhindered import of automobiles, including new and second hand vehicles, has also been permitted. Most non-tariff barriers have also been relaxed or removed. The Government has moderated and lowered taxes and duties on automobiles, including customs duty. Value Added Tax (VAT) is also proposed to be introduced across the country from 1 April 2001. The Government has also allowed private sector participation in the insurance sector. Norms guiding external commercial borrowings (ECBs) have been liberalized and lending rates within the country have also been reduced further strengthening the environment of investment. An ambitious programme to upgrade the quadrilateral of highways in the country, the Government is laying an eight lane expressway linking all metropolitan and several important capital towns across the country paving the way for movement of heavier haulage vehicles.

CONSUMER BEHAVIOUR IN INDIA:

Car buyers in India, they are a changing. The criteria used by new-vehicle buyers in their shopping process have become strikingly different among the various regions of the country, according to the J D Power Asia Pacific 2013 India Escaped Shopper Study (ESS)

The study, based on the responses of 8,687 buyers and 3,271 rejecters of new cars and new utility vehicles who purchased their vehicle between September 2012 and April 2013, examines the reasons why new-vehicle shoppers consider but ultimately reject certain models in favor of another, was fielded from March through July 2013.

During the past five years, several shifts have occurred in this class of consumers across India specific to their shopping behavior, the ownership experience and how the vehicle is used. As per the findings of the study, a surge of first-time new-vehicle buyers is a regional phenomenon limited to the Eastern and Western regions. Nearly 70 percent of buyers in the West and 57 percent of buyers in the East buy a new vehicle for the first time. In contrast, the proportion of first-time new-vehicle buyers has declined over time in the North and has remained nearly unchanged in the South.

SHIFTING PREFERENCES:

Although attractive design and styling has increasingly become the most influential reason for vehicle selection among buyers in North India, it has been declining in the South, where new-vehicle buyers frequently state good fuel efficiency as a reason for purchase.

New-vehicle buyers in South India are more methodical in their purchase process — which involves conducting extensive preliminary research, visiting dealerships, taking test drives and negotiating — compared with buyers in the North who tend to do less research before visiting a dealership and rely on the salesperson for information. They are less likely to test-drive the vehicle too.

One of the likely drivers behind these changes is the pace of urbanization, which is resulting in the resurgence of multi-generation families living either under one roof or in close proximity to their relatives, especially in the North,” said Mohit Arora, executive director, J D Power Asia Pacific. “While this is resulting in a higher monthly household income, thereby enabling younger people to afford a vehicle, purchase decisions are also likely to be influenced by the growing family size.

ROLE OF THE INTERNET:

Internet usage for research during the vehicle-shopping process has increased in the South to 42 percent in 2013 from 21 percent in 2009. In contrast, in the North, where shoppers are highly influenced by the opinions of friends and relatives in deciding on their vehicle purchase, Internet usage for research has declined to 13 percent in 2013 from 20 percent in 2009. Arora says, “Internet

penetration has been increasing in India each year as consumers look for presumably unbiased sources of information at their own convenience. Information on technical specifications, vehicle features or accessories, vehicle price, vehicle brochures/ pictures, warranty information, spare parts information are increasingly being sought on the internet as consumers prepare their first-cut shopping list.

SPEEDY DELIVERY IS KEY

According to Arora, “Vehicle buying in India is triggered both by rational and emotional needs. It is one of the most visible marks of social progress. The decision to buy a vehicle is usually finalized over a period of time. Once the decision is made and the payment and other formalities are completed, new-vehicle owners want to immediately show off their prized possession. Therefore, availability of product nearby has always been critical to vehicle selection and purchase. Customers, especially those in cities where there are multiple dealerships of the same brand, are selecting dealers based on faster delivery period. The Escaped Shopper Study also highlights that customers are ultimately rejecting models that they had initially considered owing to longer delivery periods.

According to the study, while the dealer closest to the potential buyer’s home continues to be the most influential reason for dealer selection, it has been declining during the past five years. Immediate delivery is increasingly emerging as a key consideration in choosing a dealer, cited by 16 percent of customers as the most influential reason for selecting a dealer in 2013, up from 8 percent in 2009. The study finds that longer delivery time is the second-most-influential reason for rejecting a vehicle that shoppers had initially considered purchasing. An increase in vehicle delivery time to 12 days in 2013 from five days in 2009 has likely driven this as a key consideration during the purchase process, as 17 percent of shoppers in 2013 have rejected the vehicle they initially considered due to the longer delivery period.

Car buyers in India getting younger, changing cars more frequently Car sales rise during the festive season and the trend is expected to gain further momentum this year with good monsoon and higher liquidity due to 7th pay commission payouts. Today, the car market in India also constitutes the pre-owned car segment. CarDekho.com, one of India's leading auto portals, had acquired Gaadi.com in 2014. Umang Kumar, president, CarDekho.com, and chief executive officer and co-founder of Gaadi.com spoke to Mint on the new-age Indian car buyers and other trends.

Car buyers in India are getting younger and buying cars early in their careers. The numbers of second cars in the households, and second-time owners, have gone up considerably in the last 5 years. While 90% of car buyers in India still continue to be male, we currently see more women researching and deciding the car choice.

We expect this segment to only grow. Also, people are more open to buying used cars, which provide significant value for money and the opportunity for buying their inspirational car.

Lately, with the rise of taxi aggregators like Uber and Ola, a new segment of 'investor' owners has also come up, who buy multiple cars and put them on these platforms as income-generating assets.

IN INDIA, CARS ALSO HAVE AN ASPIRATION VALUE, HOW DOES THIS REFLECT IN THE CONSUMER BEHAVIOR:

Car purchase is one of the most significant purchases for people and the first purchase has a high emotional attachment. What we have seen is that Indian car buyers today know what they want, are brand conscious, demand features and don't mind exceeding their budget if it adds to their social image. The growth in sports utility vehicle (SUV) segment and launch of feature led cars in entry segment are testament to this evolution. On the used car side, we clearly see a majority of customers trading up to a used sedan, compared to new hatchback in the segment.

Consumer's choices have definitely evolved. While entry segment pricing has not increased substantially, the choices and features in today's cars are more comprehensive than earlier.

Consumers today spend considerable time researching online about their car purchases on our platforms, are very knowledgeable and are willing to look beyond traditional brand choices.

FINANCING ALSO PLAY A ROLE IN THIS CHANGE:

Financing clearly brings affordability to the car purchase and decisions today are driven by the equated monthly installments (EMIs) people can afford.

Buying cars on full down payment is no longer popular, with over 70% of new car purchases being through loans. Banks have also been aggressive with competitive interest rates, zero pre-payment charges and easier process to drive auto purchases.

In fact, today you can walk-in to a new car showroom and walk-out with a car on loan in couple of hours.

FINANCING OPTIONS AVAILABLE FOR BUYERS OF A PRE-OWNED CAR:

On used cars, finance penetration remains low, closer to 10-15% due to multiple issues related to car quality, consumers having limited credit history and lastly a broken process of registration transfer.

We have recently launched our digital loans platform to help our partner dealers and consumers overcome these challenges and make used-car loans as easy as new-car loans.

The buying behavior of customer can be studied by knowing their perception about the cars in the market. Basically it is the need to find out what customer expects and what is being offered to them. When a customer is satisfied with the product or service, he recommends that product and service to another prospective

customer. The Indian industry is currently experiencing unprecedented boom in the demand for all types of vehicle.

Consumer behavior refers to way in which consumers behave while making any purchase decision. Consumer behavior plays a very important role in the finding the results of any survey. Whenever we enter into a market consumers are considered the most important for any business because no business can run without consumers. So it is very important to know the consumer behavior so that we can effectively utilize our resources in such a way that our consumer is satisfied. It is basically refers to the buying behavior of consumer or any other business organization. It also includes that features and factors that they considers while making a buying decision.

It includes no. of companies and organizations which are involved in the design, development, manufacturing, and marketing and selling of automobiles. This industry also contributes to the greater extent to the total revenue of a country. With the increasing demand due to rising income of people and increases young population base with increase in their purchasing power and the existence of large number of skilled manpower, this industry is growing at a fast rate. The main reason for the development of this industry is the de-licensing of this sector in 1991 and allowing the FDI limit up to 100% in this sector. This helps the global manufacturers to invest in India and set up their businesses to increase the production level of this sector from 2 million in 1991 to 9.7 million in 2006. When government take initiative in 1991 to remove the licensing, less restrictions on import and decrease tariff rates the Indian automobile industry was grown and flourished at a high rate that was very favorable for the balance of payment

- Legal and banking infrastructure
- Increased affordability of consumers, increasing demand in the car segment and the growing income of the Indian population.
- India has the third largest investor base in the world.

- The Government initiatives in the adoption of innovative technology and modernization fund is concentrating and trying to establishing India as an auto-manufacturing hub in the world.
- Availability of inexpensive skilled workers in India. Labor is very cheap in India as compared to other countries.
- Industry is trying to increasing sales by knocking on doors of women, youth, rural and luxury segments.
- Market segmentation and product innovation.

1.3 NEED FOR THE STUDY:

Most of the consumers in the study area prefer about the sedan cars. The major factors influencing the purchase decisions towards sedan cars are Design of the car and word of mouth communication, Technology and durability, Feature and money value, Brand and services. With the increase market study there is a cut through competition with other type of cars in the industry some of the other major competitors in this area like Hatchback, Crossover, and SUV & MUV. The need for the customer satisfaction is necessary for all business large or small. The satisfaction of the customer is on all important task. Hence there is a need for the study.

1.4 SIGNIFICANTS OF THE STUDY:

Customer fulfillment is defined as the number of customers, or percentage of total consumers. Whose reported experience with a firm, its services exceeds specified satisfaction goals. The study entitled customer satisfaction toward “Sedan cars” mainly focus on the satisfaction of customer preferences for the analysis of satisfaction from the 153 respondents are collected and it will be normal percentage to know the various fulfillment in the features of cars. The sample design taken for the study is appropriate sampling for the study is appropriate sampling for gather the data primary and secondary methods are used.

Customer fulfillment is the key element in knowing the achievement of any retail store or business therefore it is very important to measure it and to find the factors that affect the consumer satisfaction. Consumers are most suitable to appreciate

the products and services they buy, provided if they are made to feel special. This happens when they perceive that the goods and services that they buy have been specially produced for them or for people like them.

It is true reality that if you are satisfied you approve to others. Word of the mouth and customer preferences play a very important role in determining market perception about an automobile. It is the market perception that determines the sedan cars very important the willingness of existing users of a product to recommend it to others. The same is a plenty of interest to consumers customers as well for it helps them make the purchase decision.

Customer fulfillment index: some of the most promote thinking in the business world recognizes that customer relationships are best treated as assets, and the methodical analysis of these relationships can supply a road map for better them “If you cannot measures if you cannot improve it”- Lord William Thomson Kelvin (1824-1907)

- Major credit of customer fulfillment can be summarized as:
- Type of car consumer would prefer.
- Type of brand prefer in sedan car.
- Price
- Fuel preference
- Type of rim to prefer
- Service maintenance of car
- Purpose of buying sedan.
- Payment terms
- Offers

1.5 OBJECTIVES OF STUDY:

PRIMARY OBJECTIVE

- To understand the brand preference towards sedan car in Chennai region.

SECONDARY OBJECTIVE

- To identify the factors that influence consumers to shop for a specific brands.

- To know the consumers brand fidelity towards sedan cars in Chennai region.
- To review about the satisfaction level of consumers using SEDAN cars in Chennai region.

1.6 LIMITATIONS OF THE STUDY:

- The analysis of the present study has been carried out based on the information has collected from the questionnaire about the sedan cars who are residing at Chennai.
- The study is about consumer preferences survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 153 numbers of respondents were considered.
- The result entirely depends on the information specified by the respondents which may be biased.

CHAPTER-2

2.1 REVIEW OF LITERATURE

Dr.K.T.Kalaiselvi and D.Nidhyananth(2018) have notice that Indian car industry has technologically new the and is influenced by the various factors like extreme competition, consumer preferences, got intervention and the global level strategies of various renowned automobile players. It has been studied that cars which are being sold in India are comparatively technologically sound like those cars which are manufactured outside the country. The brand preference is largely influenced by a number of factors like advertisement, price, quality, availability, and performance after sale service, true value etc. there are many other reasons which have been categorized to be the reasons of the brand preference like the safety, comfort, luxuries, the origin of the country, brand name reputation of the dealers. More over the influence of the peer groups is necessary in decision making process especially when to choose the car size that is whether big or small.

Dr Vishal S.Rana and Dr M.A.Lokhande (2015) have explained the view and customer satisfaction about the numerous car brands in the Indian car market. This paper has explained the overall profile of the Indian car industry. It has been defined that customer satisfactions the key point to make the business successful in the market. This is mentioned in the study that the level of satisfaction given to the customers increases the reputation of the automobile players which in turn provide more flexibility to the customers by offering the maximum choice to select the reputed brand.

Kasuma (2015) elaborates on the consumer behavior pattern on buying decision of small cars. A framework has been evolve to study the action patterns which influence the consumer purchase of small cars. The need to acquire a car is followed by the details gathering from peers and the internet. Factors such as re-sale value for money, market goodwill and easy availability constitute market influence. Car influencing agencies also have a role to play in this decision making process. External effect factors include family, parents, workmate and the car being a status symbol. Manufacturer, Brand, mileage, performance, price, Interior

& Exterior design and safety & comfort features consist of the product influence, Internet these days is playing an important role influencing the pre-purchase decision of cars.

Deloitte (2014) tell that the first time car buyer looks to buy a car for his family primarily. The first time buyer has in fact no comparable backing, it is natural that this buying decision is not influenced by the improvement of fuel efficiency factor. The study details that the first time buyers use reliability, the dealer services and resale value as filters while making brand choices. However, it was notice that female respondents adhere less importance to reliability and dealer ability as compared to the male respondents.

D.Lakshmanan.K.Gayathri (2014) have explain that brand likeness is very much important than brand nature in real. A well established brand has smart personality, brands are like that of people having their skills and abilities and associations which reflect the deal of the customer with the car. Brands preferred are the powerful symbols which not only reflect the image of the advertising agency but the reality of the manufacturer, When brand name, technical features and price level are invariant then the customers try to prefer the local brand over the foreign brands. In case the local brands do not prove their loyalty to the consumers then the foreign brands are given preference. There are various attributes which catch the attention of the customers on order to prefer the foreign brands over the local brands these are quality of the product, customer service, prestige and durability etc.

Dr. H. S. Adithya (Jan 2013): Automobile Industry is one of the quick growing part in our country. Cars were once think about as a luxury and at present it has become a essential. They have become a part and parcel of today's life and most of the car manufacturers target the middleclass segment to a great extent. The introduction of small cars is a definitive example for this. Today's customer has plenty of options available to him. We are in a customers market where the marketers do not only satisfy a need but try to achieve consumer delight. The decision to buy a car is not a one man resolution. The purchase is usually affect by many including their own perceptions and behaviour. The author has plainly defined in this paper approach of consumer towards car owner and their behavior

of purchasing decision. Every customer decision different so they survey then give the opinion.

Dr Poornima Tapas and Ms.RitaDangre (2013) have detailed in their research paper that customer behaviour has emerged as one of the emergency field for the research thinkers in the field of economics. During the past researchers have taken into consideration various descriptions to monitor the customer base and the perception of their mind. Various subjects like the psychology, sociology and literature have been studied to diagnose the internal feelings of the customers. It has been analyzed how to approach the customers' ideology while marketing in the car mobile industry as the customer satisfaction is gaining momentum nowadays. It is evident from the fact that marketing of the goods and services depends upon how customers react against the features like the price, the mileage, the compactness, the manufacturing base whether local or foreign which defines the future of the automobile sale in the market. The companies are trying to compete in the field of automobiles to cope up with modern automobile race in the globe.

Liu Dongyan (2012) identified safety as the most important characteristics for them and they take value for money as the second characteristic and driving pleasure is the third factors they keep in mind while purchasing the car. Safety and value for money is the most important factors for them to purchase the car. Chinese consumers take after-sale service and exterior design as the fourth most important factors when making the purchase decision. Consumers get information from different channels, car sales staff, Internet, family/friend, word of mouth, car shows etc.

Nikhil Monga, Bhuvender Chaudhary, Saurabh Tripathi (2012) this investigation attempts to answer some of the questions concerning brand personality of selected cars in India by conducting the market research. This personality depiction will help in knowing what a customer (or a potential customer) thinks about a given brand of car and what are the possible factors guiding a possible purchase. Likewise, the idea of measuring the customer fulfilment will serve the same purpose of determining the customer Perception. Thus, by

compute the readiness of exciting users of a car to recommend it to others will help the car manufacturers to check out the entire customer Buying Behavior. The study appear that brand approach is something which starts building up before a car is purchased and goes on with its use and is reflected in the recommendations. The customer makes to his familiarity for the same car. Also it is perceive that the customer strength not be using the car still he holds the perceptions about it. Brand personality of a car is impose by the sellers in the perspective of the customers and customers react to it by forming their perception about the car and this throw back in the overall brand image of the car. So brand likeness and brand personality companion each other and the brand perception aids the building of brand images. As per the study discovery, trader plays a very important role in building up the brand perceptions of the cars.

Ash tosh Nigam & Rajiv kaushik (2012) identified that brand equity factors help to influence the purchase decisions of customers. The study concluded that the brand manager should focus on the customer loyalty, trustworthiness, brand distinction, innovative feature to mange brand equity. It is not only the brand image which influences customer but dealer images plays an important role in influencing the purchaser.

Joseph and Kamble (2011) judge the behavioural design shown by coach customers in of Karnataka state. The study is found on the data collected from 525 passenger car owners contain of professionals, employees of public and private sector, businessmen and agriculturist in Karnataka district. They found that one among the foremost important factors that influence purchase of passenger cars in India is that the availability of auto finance or credit line.

Balakrishnan Menon and Dr Jagathy Raj V.P(2011) have examined that Automobile market has got saturated with the plenty of the car models manufactured by the local and foreign car manufacturers. Companies are applying new methods to motivate the people who use the two wheelers to convert them to buy the new and advanced brands of the cars by way of providing the latest technology featured cars. The car mobile industry has become consumer centric which provides a variety of car brands to the customers. Customer satisfaction is the fundamental causes to enhance the growth of the automobile sector those car owners who are satisfied with the cars which they purchase from the respective

dealers they then publicize the issue in the general public so that more and more customers can be attracted towards the car dealers. The perception of the car customers is very much important for the dealers to understand the mindset of the car customers this is the key initiative towards progress in the car mobile industry.

Amit Sharma (2010) pointed out that when a buyer thinks of purchasing the new car, the average time take in researching for the product is average 9.8 days and the people who have used the car structure their mind in 7.7 days on a mean . More than half the car buyers in these cities use the web to read reviews compare specifications and costs of various models and to locate dealerships. More than half the buyers look at video advertisements, sponsored links & animated advertisements of cars.

Brown et al (2010) found that the country of origin plays a big role within the consumers buying behaviour. The name, lower cost and distributor's reputation completely have a big impact on the sale of passengers' car.

As per Kotwal (2009), bully off buyers now like better to have cars with the space, comfort and luxury of a mid size saloon or sedan. With the growing wealth and technological development, there develops a particular majority in taste, as evidenced by the growing popularity of the Indian Sedan market.

Clement Sudhakar and Venkatapathy (2009) observed that the importance of coevals within the purchase behavior of car concerning Coimbatore District. It also revealed the impact of friends which is greater for the acquisition of small sized and midsized cars.

Ramita Verma, Shubhkamana Rathore(2008) studied the luxury car segment of India. Researchers and learning have disclose that the luxury car market is growing at a steady speed of 25% per annum with more and more numbers of luxury cars entering Indian car market. Luxury cars are preferred by (HNI) High net Individuals. HNI wants to differentiate themselves from coward for various reasons. Change in point of view of the customer accounts for the sudden acceleration in the Luxury car market in India, as the emphasis has been shifted from price consideration and affordability to design, quality and pleasure. Study also hurls light on market motorist of luxury cars.

Mandeep Kaur and Sandhu (2006) establish the important features a customer appraises while buy a new car. The respondents perceive that safety and luxury are the foremost important features of the coach followed by luxuriousness.

Kotler and Armstrong (2006) stated that the marketers identify the factors which are important to identify potential buyers and then produce products as per the needs of customers. Each of these factors has a special dimension. For instance, social factors play a very important in the decision of the buyer's purchase.

K.vidyavathi (2005) the study appear throws light on various aspects that the manufactures should concentrate on to attract the prospective buyers. The demand for the little Automobile part is increasing because of the growing number of nuclear families as well as parking problems. Hence the producer should find out the needs wants tastes and preferences of consumers in order to design the products. Also fuel wealth and driving sympathy are the most important parameters followed by availability of spares and their price.

Sagar, Ambuj and Chandra (2004) talk about in their paper about how the Indian car industry has advanced technologically driven by a confluence of things like intense competition, demanding consumer preferences, government policies and therefore the global strategies of varied players. They observed that cars manufactured in India are supported designs, incorporating advanced technologies, that are often comparable those available globally and Indian car exports also are growing..

Ravichandran.K and Narayanarajan.S (2004) considered factors determining the brand taste of durables . They concluded that the study that brand preference of durables is essentially influenced by variety of things like advertisement, price, quality, performance, availability of spares, and after-sales service. Moreover, these factors play an important role within the decision-making process and within the brand preference.

White (2004) discussed the factors that affect car-buyers' choices and comments that people expect to haggle with dealers over price and to receive substantial rebates or incentives also as low-interest payment plans. He acknowledged that with a rise in multi-car households, car dealers and advertisers needed to focus on the proper audience, taking under consideration the pester power of youngsters and the importance of life stage. Despite the very fact that ladies are the first buyers of most new cars, he admits that the motor trade has traditionally been contemptuous of women's role within the car-buying process.

Prasana Mohan Raj (2002) studied the part affect customers brand preferences of the economy segment SUV and MUV. Data collection was made through district interaction and customer intercept survey using questionnaire. Descriptive examination was used to change data into understand format and factor analysis was used for identification of factors influencing customer preference. In light of study discovery, the liking of a given brand can be explained in terms in six factors namely product reliability, monetary factor, trendy appeal, frequency of non price advertising provide, trustworthiness and customer feeling or association towards brand. There is need for marketers to remove these element into consideration when crafting product innovations in the SUV segment of Automobile market.

CHAPTER-3

RESEARCH METHODOLOGY:

DESCRIPTIVE METHOD

Research in common refers to an enquiry for knowledge. Research methodology may be thanks to systematically solve the research problem. it's going to be understood as science of studying how research is completed scientifically.

3.1 Sample Design:

The sample design which is used in the study is convenience sampling. Respondents from Chennai were selected on the basis of convenience.

3.2 Sampling Technique:

- Simple random sampling

3.3 Sources of data:

The data is collected through in two ways.

- **Primary data:** The primary data was collected freshly and thus it was original in character. It has been collected through questionnaire. The questionnaire was given to the respondents when they visited respective show rooms and consumers.
- **Secondary data:** Secondary data are data which have already been collected by someone. Its main sources are Journals, Newspaper, magazines, and Internet etc.

3.4 Structure of Questionnaire: The questionnaire in written format.

3.5 Sample Size:

Sample size taken for the study is 153 respondents.

3.6 Period of Study:

This study of analysis duration 2021 to March 2021

3.7 Area of analysis:

The study was conducted in Chennai.

Tools used for analysis:

- Percentage analysis
- Chi square test

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

Table 4.1.1 GENDER OF THE RESPONDENTS:

PARTICULARS	NO OF RESPONSES	PERCENTAGE
male	91	59.5
female	62	40.5
TOTAL	153	100

SOURCE: Primary Data

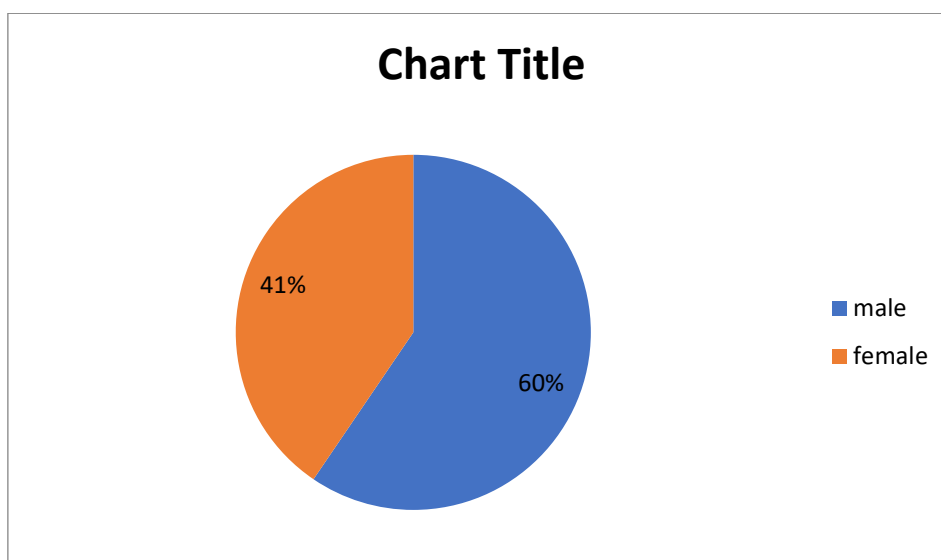


Chart 4.1.1 Gender of the respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents for male is 59.5% and female respondent is 40.5%.

Inference:

Most of the respondents is "Male" 59.5%.

Table 4.1.2 Age of the respondents:

PARTICULARS	NO OF RESPONSE	PERCENTAGE
18-25 Years	14	24.2
26-35Years	79	51.6
36-45 Years	22	14.4
46 Years above	38	10
Total	153	100

SOURCE: Primary Data

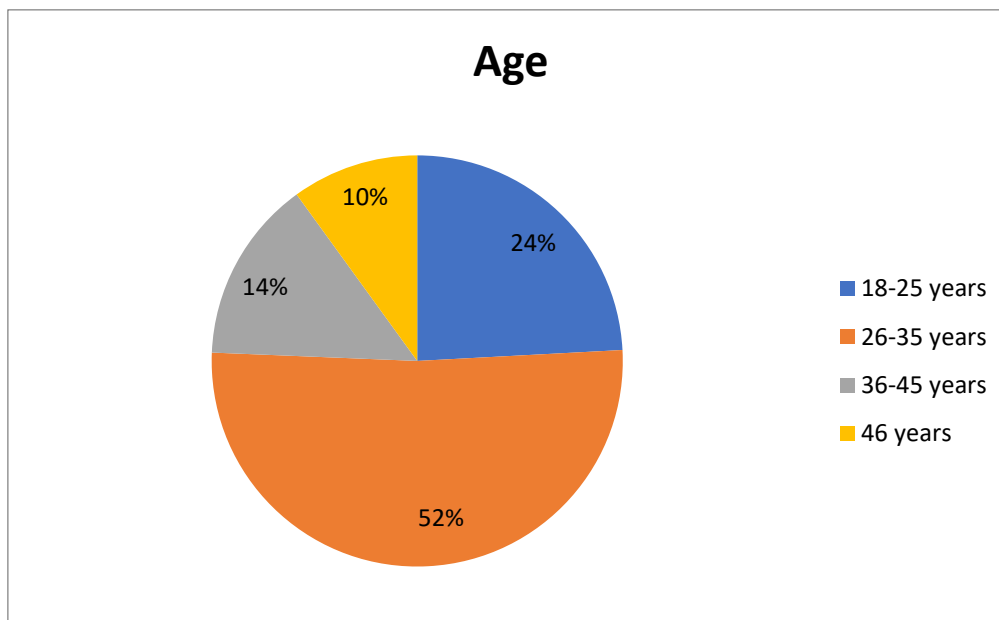


Chart 4.1.2 Age of the respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents are age 18-25 is 24.2% and 26-35 is 51.6%, 36-45 is 14.4% and 46 years above is 10%.

Inference:

Most of the respondents is "26-35 years" 51.6%.

Table 4.1.3: Occupation of respondents:

PARTICULARS	NO OF RESPONSES	PERCENTAGE
Busines people	32	21
Salaried	105	68
Professionals	16	11
Total	153	100

SOURCE: Primary Data

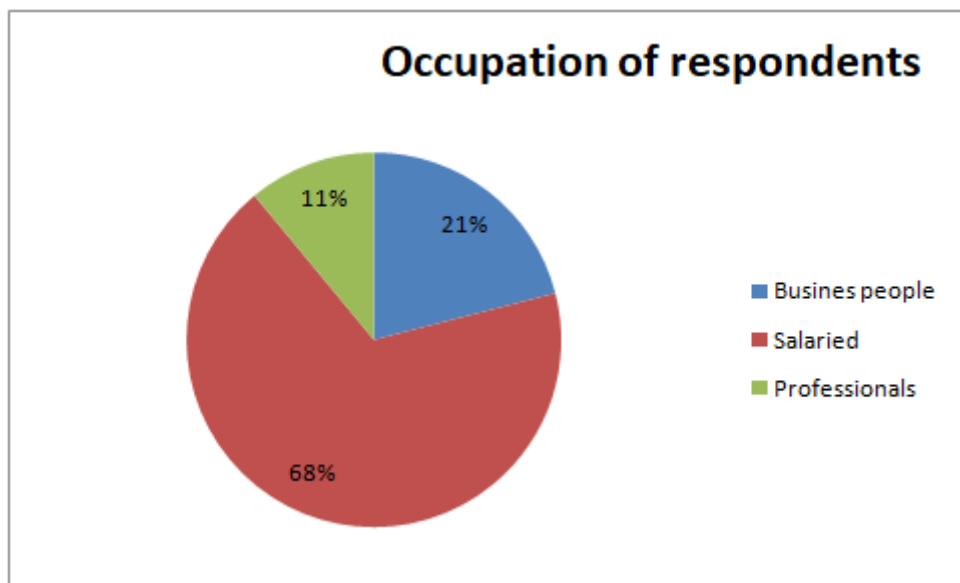


Chart 4.1.3 occupation of respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents for self employed is 19%, and Business people is 15%, and salaried is 60.1%, and professionals is 5.9%.

Inference:

Most of the respondents is "Salaried" 68%.

Table 4.1.4: Yearly Income of respondents:

PARTICULARS	NO RESPONSE	PERCENTAGE
2.5-5 lakhs	35	23.6
6-10 lakhs	83	56.5
11-20 lakhs	24	16.2
20 lakhs above	11	2.7
Total	153	100

SOURCE: Primary Data

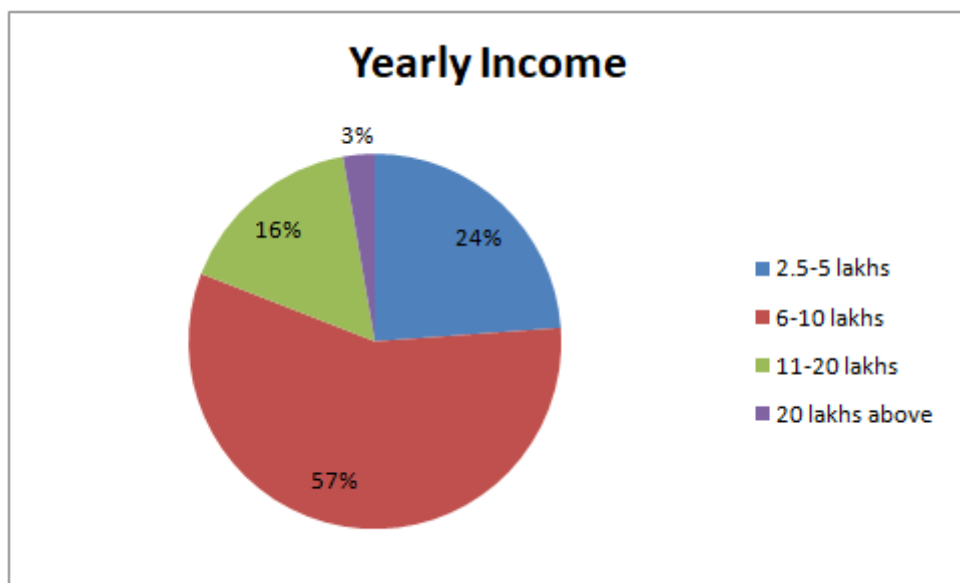


Chart 4.1.4 Yearly Income respondents.

INTERPRETATION:

From the above table it is interpreted that the number of respondents is 2.5-5 lakhs is 23.6% , 6-10 lakhs is 56.5%, and 11-20 lakhs is 16.2%, and 20 lakhs above is 2.7%.

Inference:

Most of the respondents is “6-10 lakhs” 56.5%.

Table 4.1.5: Getting information regarding purchasing a car.

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Friends/Relatives/colleagues	62	40.5
TV/Radio/Newspapers/Magazines	24	15.7
Car exhibition	16	10.5
Recommended by sales person	16	10.5
Internet	35	22.8
Total	125	100

SOURCE: Primary Data

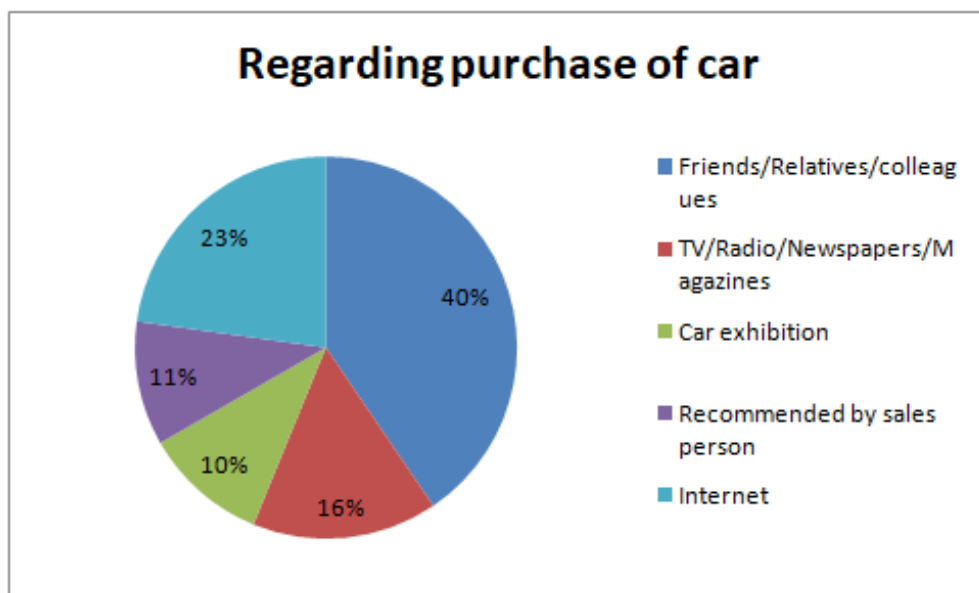


Chart 4.1.5 Getting Information regarding purchasing of a car.

INTERPRETATION:

From the above table it is interpreted that the number of Friends/Relatives/colleagues is 40.5% respondents and TV/Radio/Newspaper/Magazines is 15.7% and Car exhibition is 10.5% , Recommended by sales person 10.5%, Internet 22.8% .

Inference:

Most of the respondents is "Friends/Relatives/Colleague 40.5%.

Table 4.1.6: Type of car would you prefer

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Sedan	93	60.8
Hatchback	25	16.3
Crossover	16	10.5
SUV	17	11.1
(MUV)	2	1.3
Total	125	100

SOURCE: Primary Data

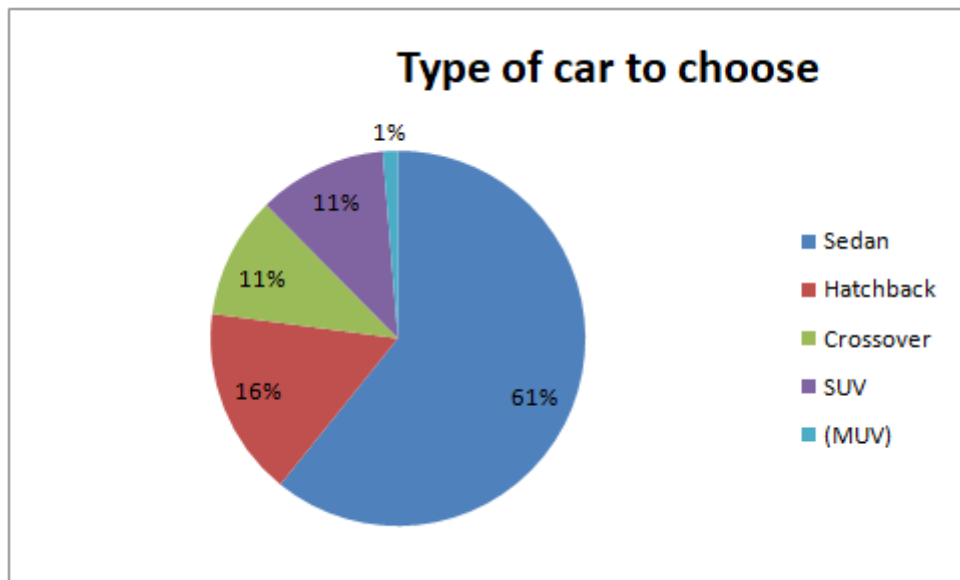


Chart 4.1.6 Type of car chosen respondents.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Sedan cars is 60.8%, Hatchback 16.3%, and Crossover is 10.5% and SUV 11.1%, (MUV) 1.3%.

Inference:

Most of the respondents is "Sedan" 60.8%.

Table 4.1.7: Type of brand chosen respondents

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Hyundai	15	9.8
Honda	22	14.4
TATA	11	7.2
Toyota	22	14.4
Mahindra	25	16.3
BMW	6	3.9
Audi	8	5.2
SKODA	3	2
KIA	4	2.6
NISSAN	7	4.6
FORD	20	13.1
DATSUN	3	2
RENAULT	3	2
Maruti suzuki	3	2
Volkswagen	1	1
Total	153	100

SOURCE: Primary Data

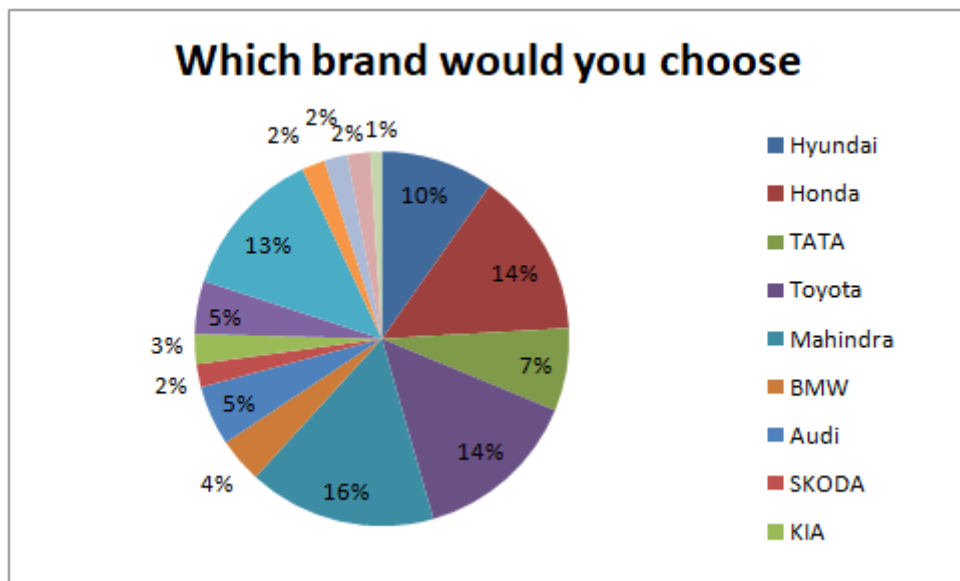


Chart 4.1.7 Type of Brand chosen respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Hyundai 9.8% , Honda14.4%,and TATA 7.2%, and Toyota14.4%, Mahindra 16.3%, BMW 3.9%, Audi 5.2%, SKODA 2%, KIA 2.6%, NISSAN 4.6%, Ford 13.1%, Datsun 2%, Renault 4.6%.

Inference:

Most of the respondents is “Mahindra” 16.3%.

Table 4.1.8: Budget to buy car respondents

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Less than 5 lakhs	6	3.9
Between 6-10 lakhs	115	75.2
Between 11-15 lakhs	19	12.4
16 lakhs and above	13	7.8
Total	153	100

SOURCE: Primary Data

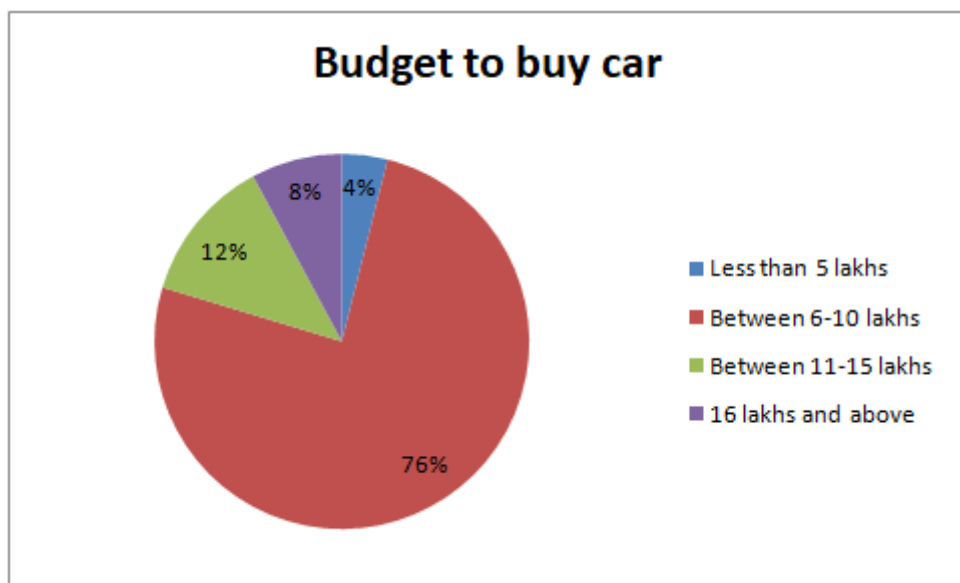


Chart 4.1.8 Budget to buy a car chosen respondents.

INTERPRETATION:

From the above table it is interpreted that the number of respondents is Less than 5 lakhs 3.9%, Between 6-10 lakhs 75.2%, Between 11-15 lakhs 12.4%, 16 lakhs and above 7.8%.

Inference:

Most of the respondents is Between “6-10 lakhs” 75.2%.

Table 4.1.9: Fuel preference of respondents

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Petrol	37	24.2
Diesel	113	73.9
CNG	3	2
Total	153	100

SOURCE: Primary Data

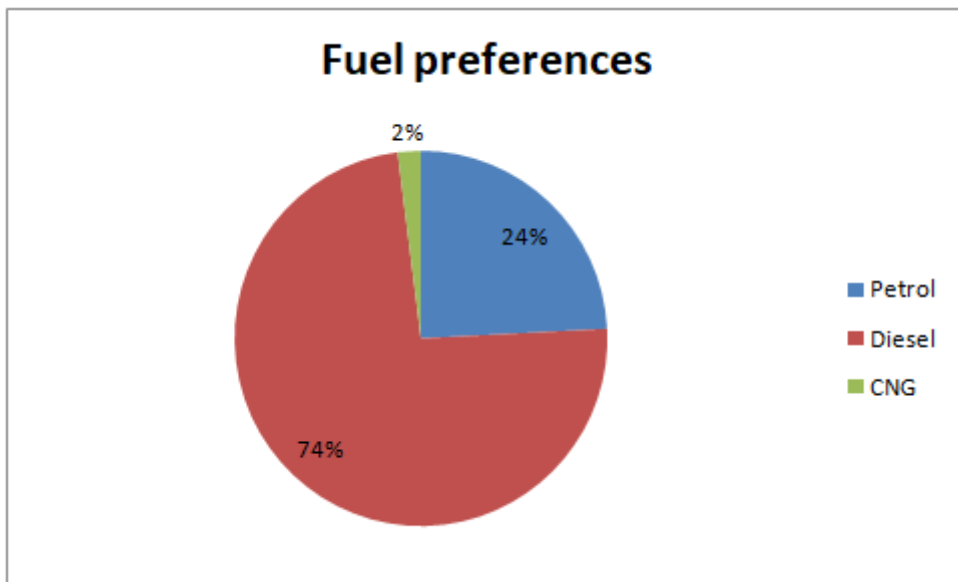


Chart 4.1.9 Fuel preference of respondents.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Petrol is 24.2% & Diesel 73.9%, CNG 2%.

Inference:

Most of the respondents is "Diesel" 73.9%.

Table 4.1.10: Fuel consumption of car respondents

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Extremely satisfied	18	11.8
satisfied	107	69.9
Neutral	26	17
Dissatisfied	2	1.3
Total	153	100

SOURCE: Primary Data

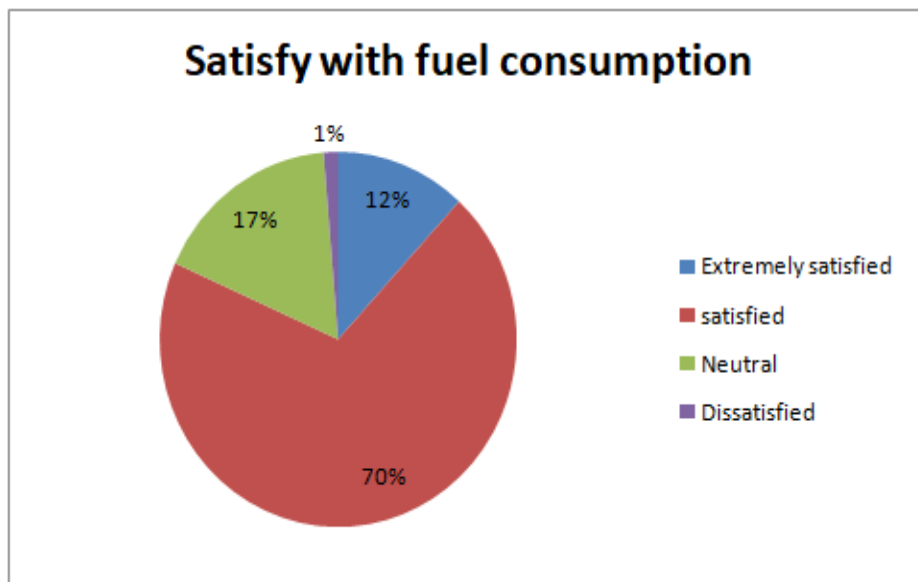


Chart 4.1.10 Fuel Consumption of cars respondents.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for extremely satisfied is 11.8%, Satisfied 69.9%, Neutral 17%, Dissatisfied 1.3%.

Inference:

Most of the respondents is "satisfied" 69.9%.

Table 4.1.11Type of rim do you prefer for buying a car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Steel rim	20	13.1
Alloy rim	56	36.6
Chrome rim	66	43.1
Spinners rim	11	7.2
Total	153	100

SOURCE: Primary Data

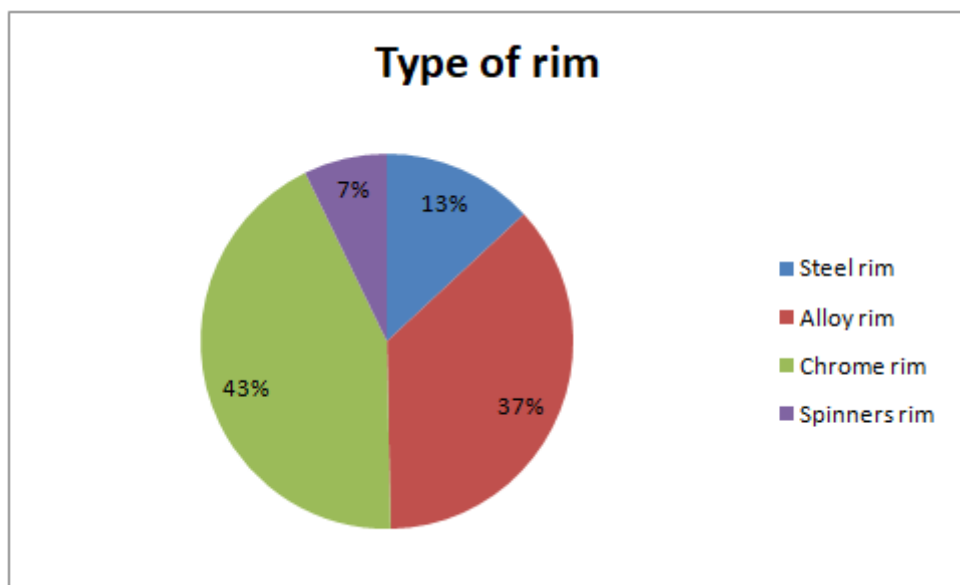


Chart 4.1.11 Type of rim for buying a car.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Steel rim is 13.1%, Alloy rim 36.6%, chrome rim 43.1%, spinners rim 7.2%.

Inference:

Most of the respondents is "Chrome rim" 43.1%.

Table 4.1.12 Motive to buy a car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Speed	14	19.2
Handling	47	30.7
Braking	14	9.2
Comfort	60	39.2
Sports feel	8	5.2
Luxury/Status	10	6.5
Total	153	100

SOURCE: Primary Data

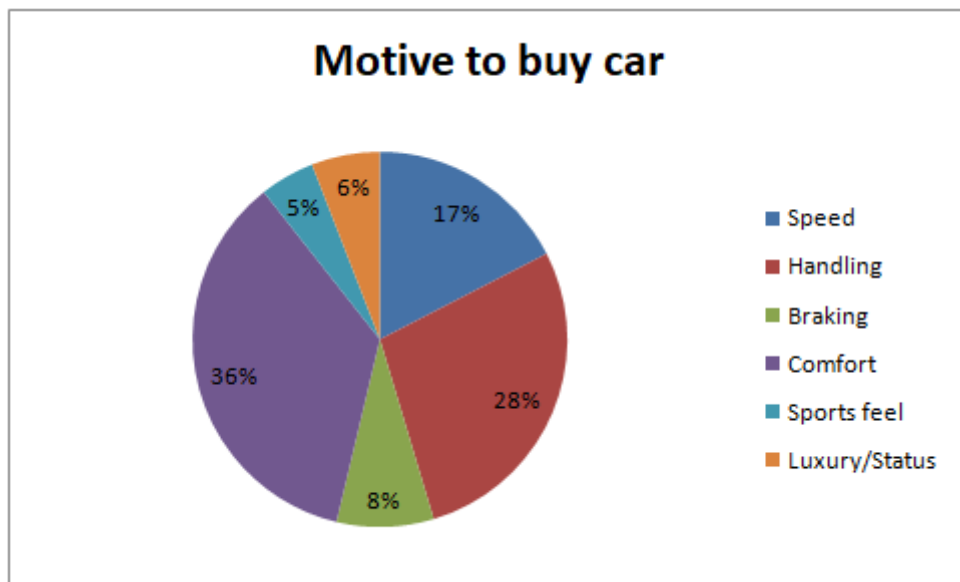


Chart 4.1.12 Motive to Buy a car.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for speed is 19.2%, Handling 30.7%, Braking 9.2%, Comfort 39.2%, and sports feel 5.2%, Luxury/status 6.5%.

Inference:

Most of the respondents is "Comfort" 39.2%.

Table 4.1.13 Gearbox do you prefer

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Automatic	53	34.6
Manual	100	65.4
Total	153	100

SOURCE: Primary Data

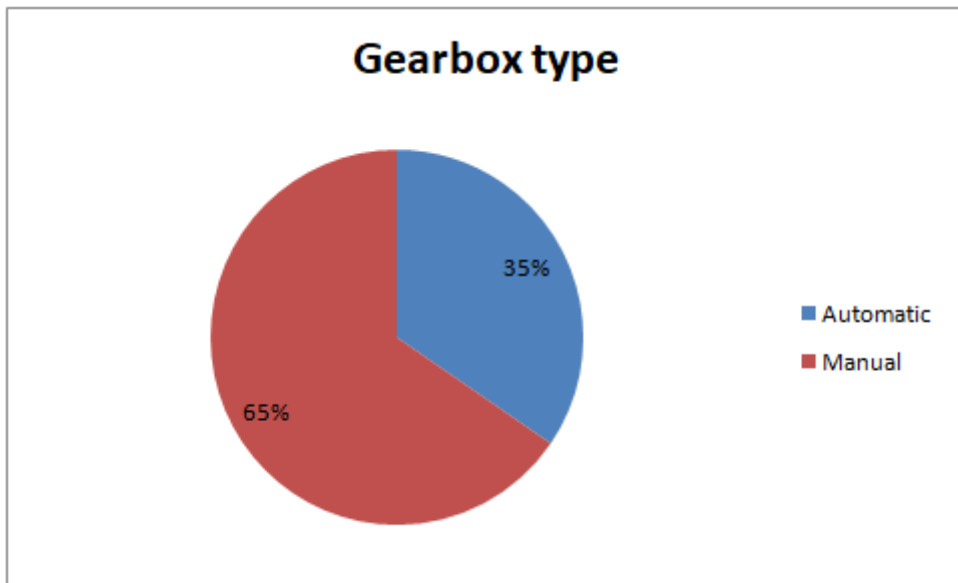


Chart 4.1.13 Gearbox do you prefer.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Automatic is 34.6%, manual 65.4%.

Inference:

Majority of respondents is Manual 65.4%.

Table 4.1.14 Consumer preference sun roof on top

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Yes	78	51
No	75	49
Total	153	100

SOURCE: Primary Data

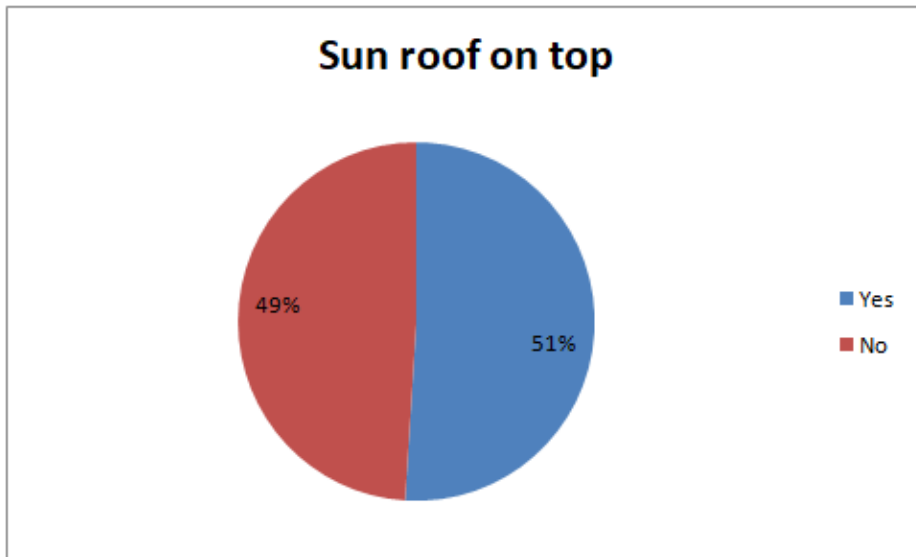


Chart 4.1.14 Consumer prefer sun roof on top

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Yes is 51%, No is 49%.

Inference:

Majority of respondents is Yes 51%.

Table 4.1.15 Spend for service or maintenance of the car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
10000-19999	89	58.2
20000-29999	63	41.2
30000 or above	1	0.7
Total	153	100

SOURCE: Primary Data

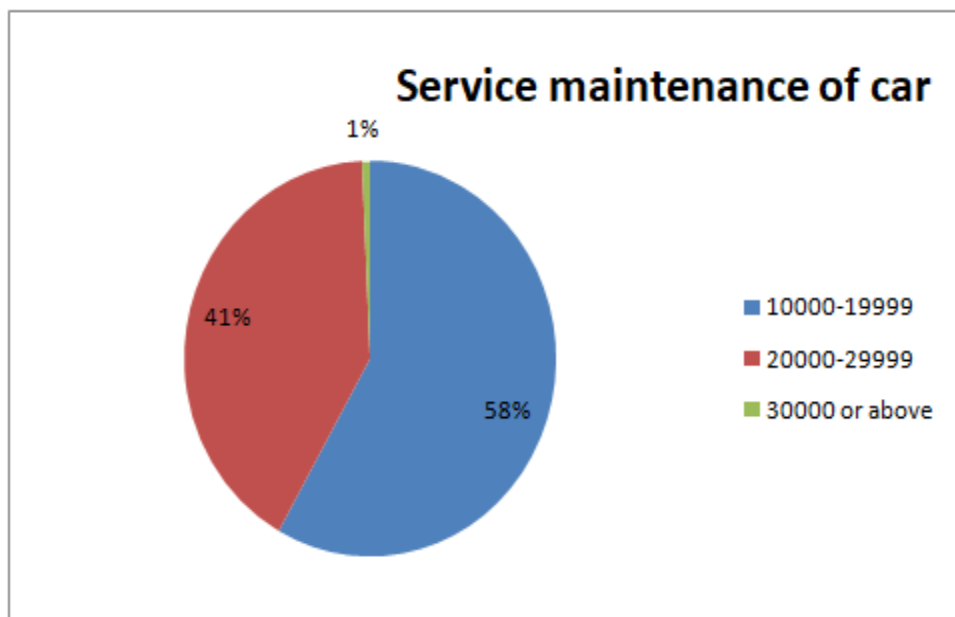


Chart 4.1.15 Spend for service or maintenance of the car.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for 10000-19999 is 58.2%, 20000-29999 is 41.2%, 30000 or above 0.7%.

Inference:

Most of the respondents is "10000-19999" 58.2%.

Table 4.1.16 Kind of mileage would you prefer

PARTICULARS	NO RESPONSE	PERCENTAGE
10-15 kmpl	26	17
16-20 kmpl	86	56.2
20-30 kmpl	35	22.9
30 kmpl or above	6	3.9
Total	153	100

SOURCE: Primary Data

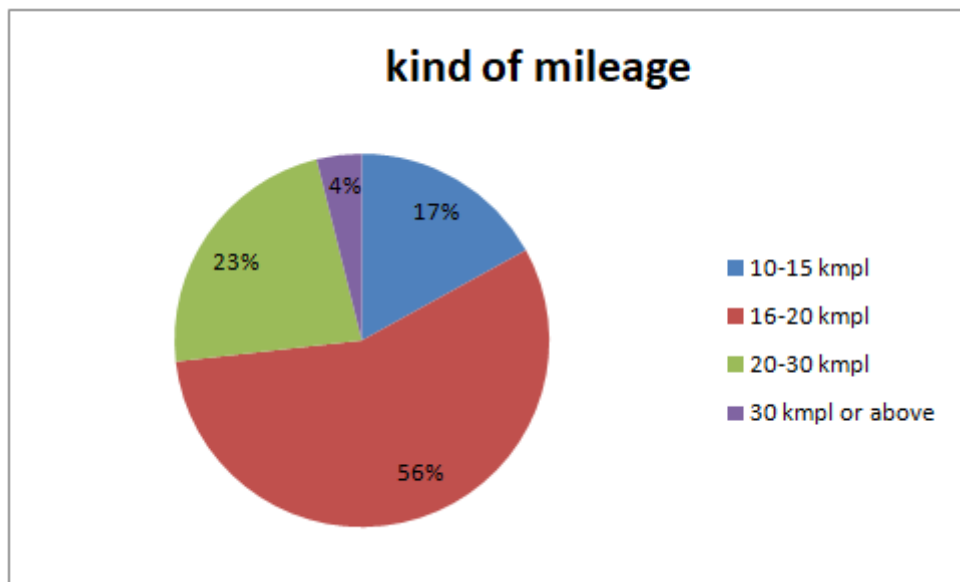


Chart 4.1.16 What kind of mileage would you prefer.

INTERPRETATION:

From the above table it is interpreted that the number of respondents is 10-15 kmpl is 17%, 16-20 kmpl 56.2%, 20-30 kmpl is 22.9%, 30 kmpl or above is 3.9%.

Inference:

Most of the respondents is "16-20" kmpl 56.2%.

Table 4.1.17 Purpose of buying the sedan car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Travelling to office everyday	43	28.1
Fun weekend trip	26	17
General city commute	64	41.8
Long distance driving	20	13.1
Rental car	0	0
Total	153	100

SOURCE: Primary Data

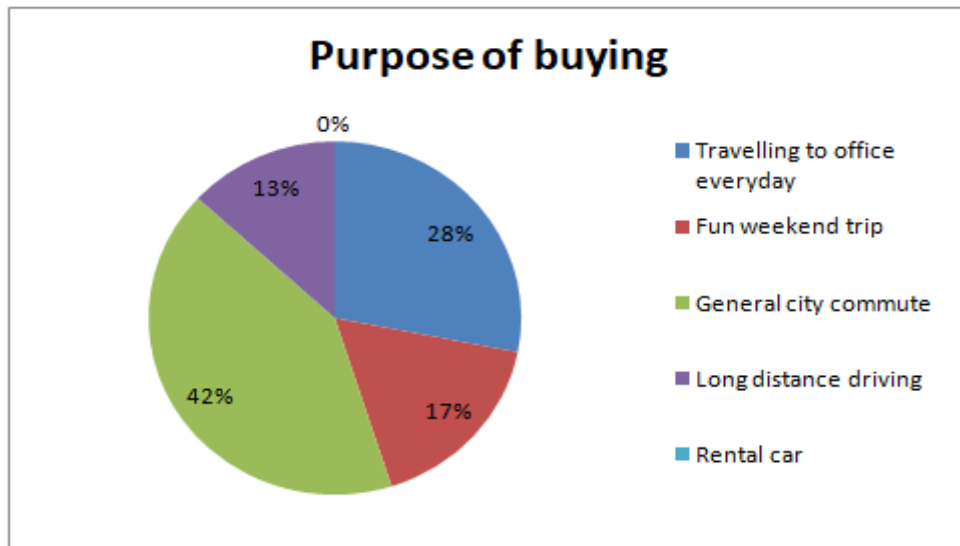


Chart 4.1.16 What is the purpose of buying the sedan car

INTERPRETATION:

From the above table it is interpreted that the number respondents of Travelling to office everyday is 28.1%, Fun weekend trip is 17%, General city commute is 41.8%, Long Distance driving is 13.1%, Rental car is 0%.

Inference:

Most of the respondents is "General city commute" 41.8%.

Table 4.1.18 which country car do you prefer

PARTICULARS	NO OF RESPONSES	PERCENTAGE
India	116	75.8
US	7	4.6
UK	4	2.6
France	10	6.5
Korea	2	1.3
Germany	8	5.2
Japan	2	1.3
Italy	1	0.2
No preference	3	2
TOTAL	153	100

SOURCE: Primary Data

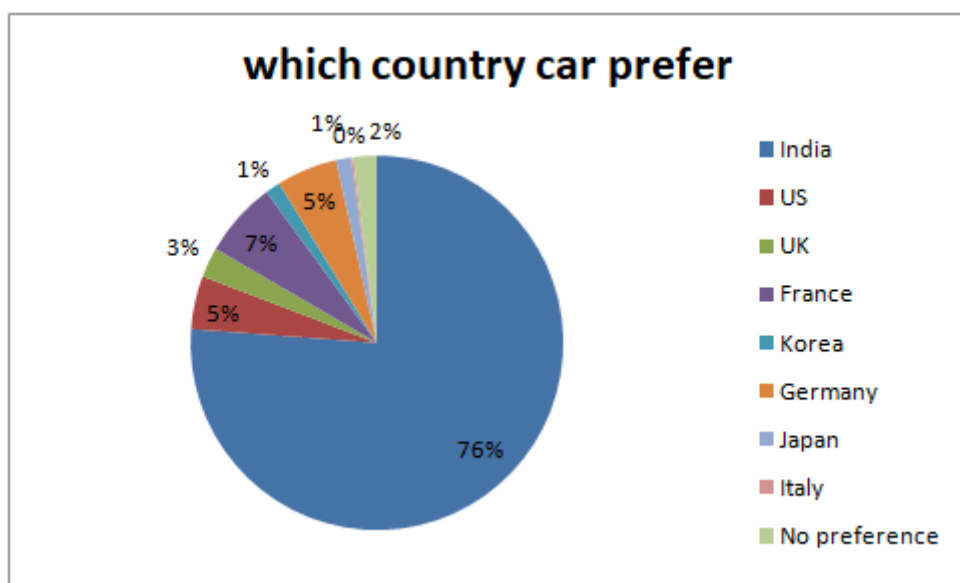


Chart 4.1.18 which country do you prefer

INTERPRETATION:

From the above table it is interpreted that the number of respondents India is 75.8%, US 4.6%, UK 2.6%, France 6.5%, Korea 1.3%, Germany 5.2%, Japan 1.3%, Italy 0.2%, No preference 2%.

Inference:

Most of the respondents for "India" is 75.8%.

Table 4.1.19 Are you prefer with the interest rates on car loans

PARTICULARS	NO OF RESPONSE	PERCENTAGE
yes	58	37.9
no	95	62.1
TOTAL	153	100

SOURCE: Primary Data

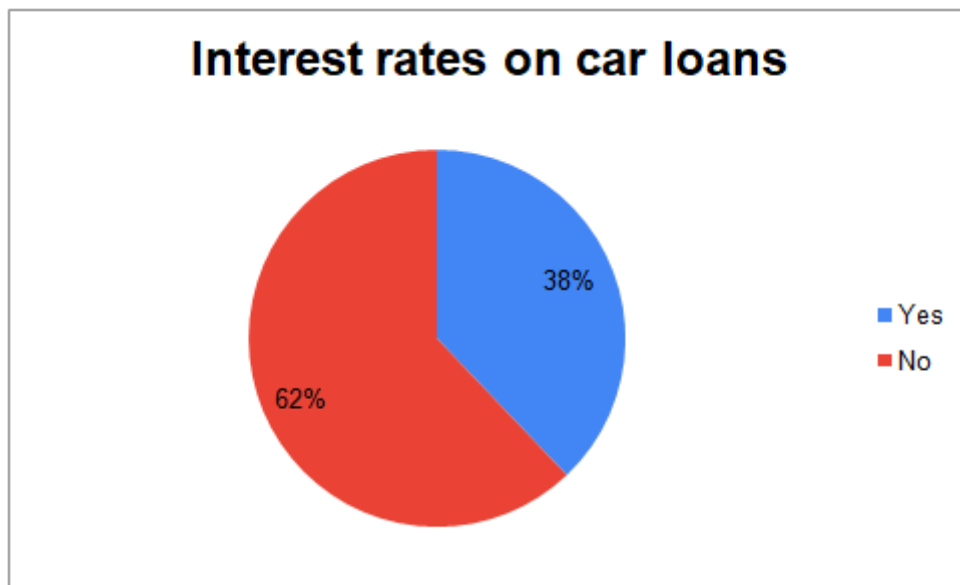


Chart 4.1.19 Are you prefer with the interest rates on a car loans.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for "Yes" is 37.9%, "No" 62.1%.

Inference:

Most of the respondents for "No" is 62.1%.

Table 4.1.20 Type of payment terms do you prefer

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Paying cash	89	58.2
Hire purchase	43	28.1
Contract hire	15	9.8
Lease Purchase	6	3.9
Total	153	100

SOURCE: Primary Data

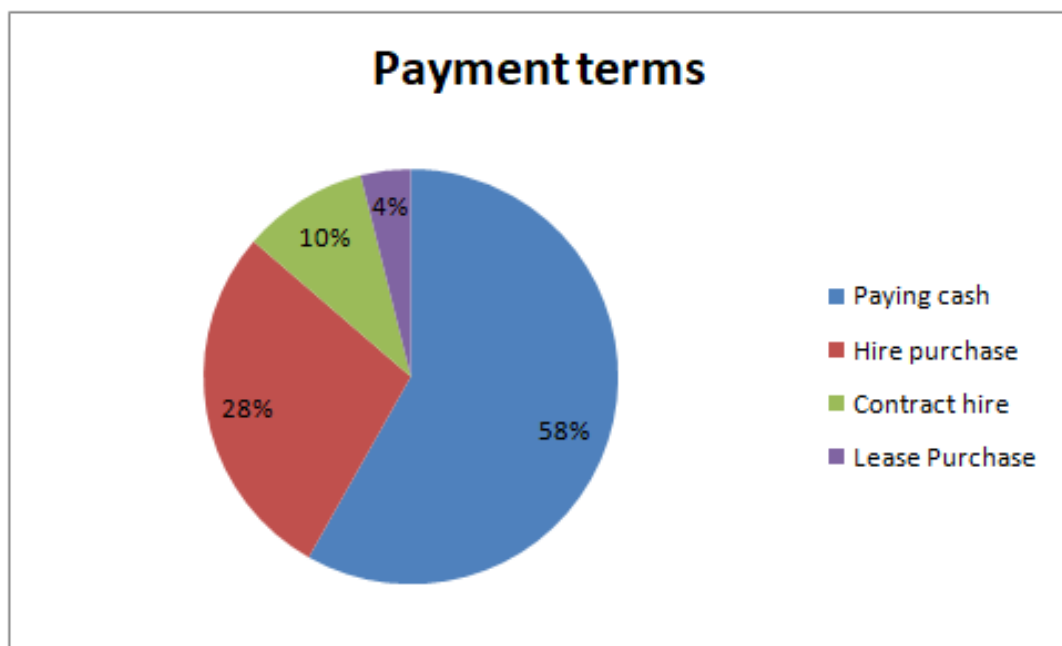


Chart 4.1.20 Type of payment terms do you prefer consumers.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for paying cash is 58.2%, Hire purchase 28.1%, and contract hire 9.8%, Lease purchase 3.9%.

Inference:

Most of the respondents is "paying cash" 58.9%.

Table 4.1.21 Type of promotion offers were you entitled to when purchasing your sedan car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Price discount	41	26.8
Warranty	61	39.9
Flexible loan scheme	18	11.8
Free option upgrade	18	11.8
Free servicing	15	9.8
Total	153	100

SOURCE: Primary Data

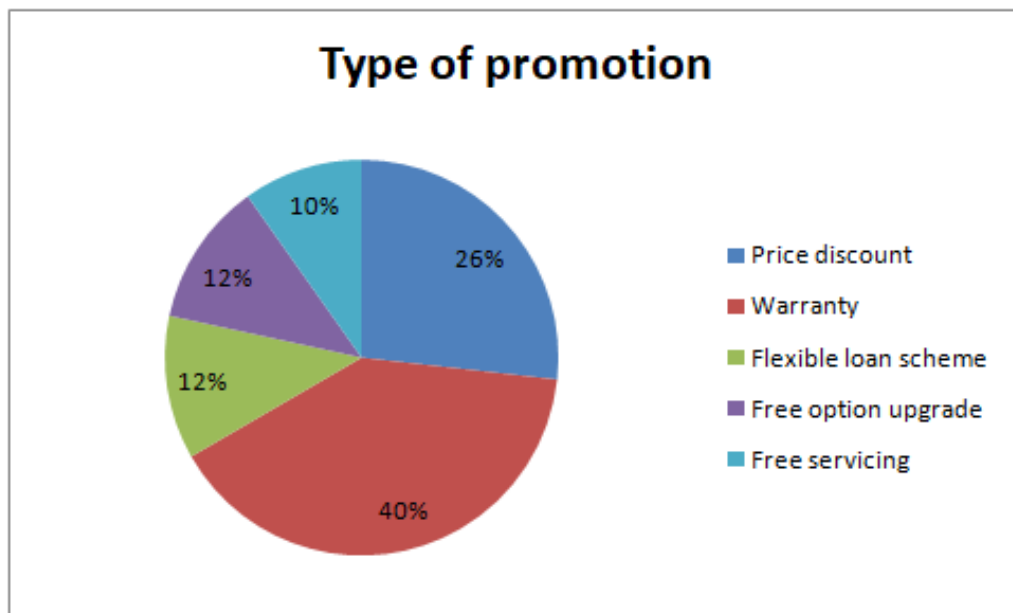


Chart 4.1.21 Type of promotion offers were you entitled to when purchasing your sedan car

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Price discount is 26.8%, warranty 39.9%, flexible loan scheme 11.8%, free option upgrade 11.8%, Free servicing 9.8%.

Inference:

Most of the respondents is "Warranty" 39.9%.

Table 4.1.22 Sedan cars are capable to attract today generation

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Yes	106	69.3
No	47	30.7
Total	153	100

SOURCE: Primary Data

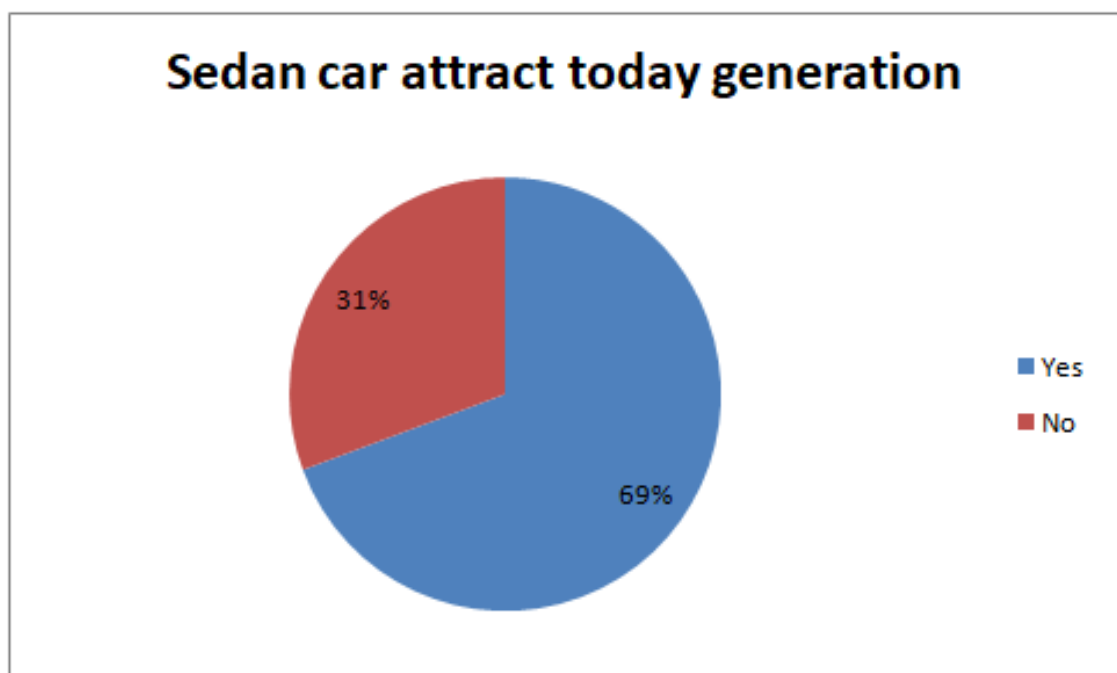


Chart 4.1.22 That the sedan cars are capable to attract today generation.

INTERPRETATION:

From the above table it is interpreted that the number of Yes 69.3%, No 30.7%.

Inference:

Most of the respondents is "yes" 69.3%.

Table 4.1.23 How far you satisfy with sedan car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Highly satisfied	13	8.5
Satisfied	98	64.0
Neutral	37	24.2
Dissatisfied	5	3.3
Total	153	100

SOURCE: Primary Data

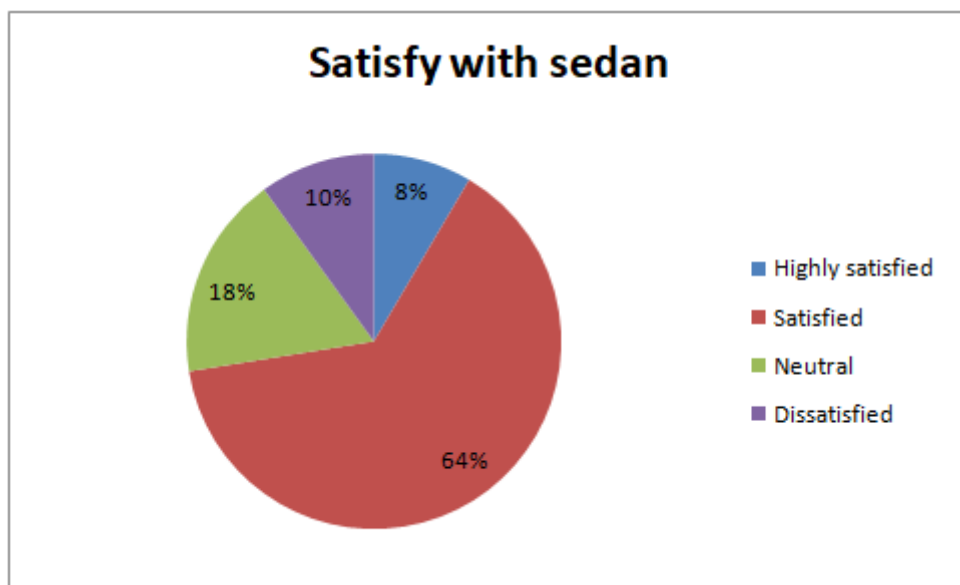


Chart 4.1.23 How far you satisfy with sedan car.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Highly satisfied is 8.5%, Satisfied 64.1%, Neutral 17.6%, Dissatisfied 10%.

Inference:

Most of the respondents is "Satisfied" 64.1%.

Table 4.1.24 Would you recommend sedan cars to your friends, colleagues or relative (Promotion)

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Very likely	36	23.5
Yes	99	64.7
No	18	11.8
Total	153	100

SOURCE: Primary Data

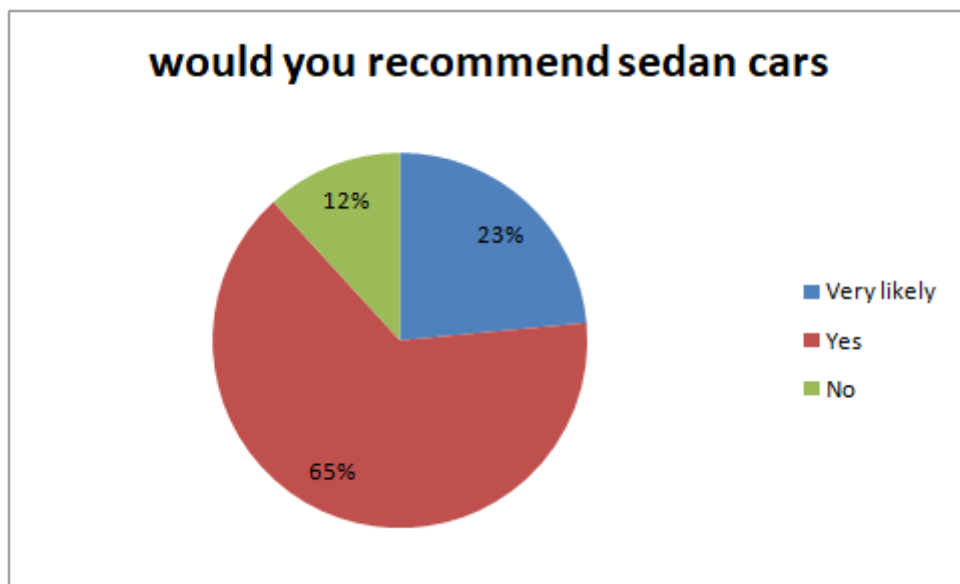


Chart 4.1.24 would you recommend sedan cars to your friends, colleagues, or relatives.

INTERPRETATION:

From the above table it is interpreted that the number of respondents for Very likely is 23.5%, Yes 64.7%, No 11.8%.

Inference:

Most of the respondents is "yes" 64.7%.

CHI-SQUARE

A **chi-squared test**, also referred to as χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

$$\chi^2 = \sum \frac{(o - e)^2}{e}$$

CHI-SQUARE ANALYSIS TABLE – 4.25

HYPOTHESIS

Null hypothesis (H0): There is no significant difference between the age of the respondents and the budget to buy a car in the consumer preference of sedan car.

Alternative hypothesis (H1): There is a significant difference between the age of the respondents and the budget to buy a car in the consumer preference of sedan car.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age of person *	153	100.0	0	.0%	153	100.0
budget to buy a car		%				%

age of person * budget to buy a car Crosstabulation						
Count		budget to buy a car				Total
		Less than 5 lakhs	Between 6-10 lakhs	Between 11-15lakhs	16lakhs and above	
age of person	18-25 years	5	39	4	3	51
	26-35 years	1	65	10	3	79
	36-45 years	0	11	5	6	22
	46 years above	0	0	0	1	1
Total		6	115	19	13	153

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.287 ^a	9	.000
Likelihood Ratio	25.673	9	.002
Linear-by-Linear Association	16.430	1	.000
N of Valid Cases	153		
a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .04.			

INTERPRETATION

According to the Chi-square table the $X^2 = 34.287$, degree of freedom is 9 and 'p' value is 0.000. Here, the 'p' value is less to 0.05 ($0.050 > 0.000$). So the H_0 is accepted and the H_1 is rejected. Hence there is a no significant difference between age of the respondents and budget to buy a car.

CHI-SQURE ANALYSIS TABLE – 4.26

HYPOTHESIS

Null hypothesis (H0): There is no significant difference between the age of the respondents and the budget to spend service maintenance of car.

Alternative hypothesis (H1): There is a significant difference between the age of the respondents and the budget to spend service maintenance of car.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age of person * maintenance of car	153	100.0 %	0	.0%	153	100.0 %

age of person * maintenance of car Crosstabulation					
Count		maintenance of car			Total
		10000-19999	20000-29999	30000 or above	
age of person	18-25 years	34	17	0	51
	26-35 years	43	35	1	79
	36-45 years	12	10	0	22
	46 years above	0	1	0	1
Total		89	63	1	153

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.279 ^a	6	.639
Likelihood Ratio	5.026	6	.541
Linear-by-Linear Association	2.237	1	.135
N of Valid Cases	153		
a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is .01.			

INTERPRETATION

According to the Chi-square table the $X^2 = 4.279$, degree of freedom is 6 and 'p' value is 0.639. Here, the 'p' value is less to 0.05 ($0.639 > 0.005$). So the H_0 is rejected and the H_1 is accepted. Hence there is a no significant difference between age of the respondents and service maintenance of car.

CHI-SQURE ANALYSIS Table-4.27

HYPOTHESIS

Null hypothesis (H_0): There is no significant difference between the age of the respondents and the kind of mileage of respondents.

Alternative hypothesis (H_1): There is a significant difference between the age of the respondents and the kind of mileage of respondents.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
age of person * mileage of car	153	100.0 %	0	.0%	153	100.0 %

age of person * mileage of car Cross tabulation						
Count		mileage of car				Total
		10-15 kmpl	16-20 kmpl	21-30 kmpl	30 kmpl or above	
age of person	18-25 years	9	26	11	5	51
	26-35 years	14	48	16	1	79
	36-45 years	3	12	7	0	22
	46 years above	0	0	1	0	1
Total		26	86	35	6	153

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.933 ^a	9	.217
Likelihood Ratio	11.488	9	.244
Linear-by-Linear Association	.135	1	.713
N of Valid Cases	153		
a. 8 cells (50.0%) have expected count less than 5. The minimum expected count is .04.			

INTERPRETATION

According to the Chi-square table the $X^2 = 11.933$, degree of freedom is 9 and 'p' value is 0.217. Here, the 'p' value is less to 0.05 ($0.217 > 0.005$). So the H_0 is accepted and the H_1 is rejected. Hence there is a no significant difference between age of the respondents and service maintenance of car.

ANOVA

A statistical analysis tool that separates the total variability found within a data set into two components: random and systematic factors. The random factors do not have any statistical influence on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis. It is also the initial step in

identifying factors that are influencing a given data set. After the ANOVA test is performed, the analyst is able to perform further analysis on the systematic factors that are statistically contributing to the data set's variability. ANOVA test results can then be used in an F-

ANOVA ANALYSIS

TABLE-4.28

Null hypothesis (H0): There is no significant difference between the occupation of the respondents and the satisfy with fuel consumption of car.

Alternative hypothesis (H1): The respondents rating about the satisfy with fuel consumption of car and various occupation of respondents.

TABLE SHOWING ONE WAY ANALYSIS BETWEEN THE OCCUPATION OF RESPONDENTS AND THE VARIOUS FACTORS RELATED TO THE FUEL CONSUMPTION OF CAR

Descriptives								
fuel consumption	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
self employed	29	1.9655	.68048	.12636	1.7067	2.2244	1.00	4.00
Business people	23	2.1739	.71682	.14947	1.8639	2.4839	1.00	4.00
salaried	92	2.0978	.51483	.05367	1.9912	2.2044	1.00	3.00
Professionals	9	2.0000	.50000	.16667	1.6157	2.3843	1.00	3.00
Total	153	2.0784	.57958	.04686	1.9859	2.1710	1.00	4.00

ANOVA					
fuel consumption	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.669	3	.223	.660	.578
Within Groups	50.389	149	.338		
Total	51.059	152			

fuel consumption		
Tukey B		
occupation of person	N	Subset for alpha = 0.05
		1
self employed	29	1.9655
Professionals	9	2.0000
salaried	92	2.0978
Business people	23	2.1739
Means for groups in homogeneous subsets are displayed.		

INTERPRETATION

From the above ANOVA analysis it is inferred that there is a significant difference between the occupation of respondents and the satisfy with the fuel consumption of car and the P value of the factor are greater than the significant value of 0.05 except the satisfy of the sedan users and P value 0.578 than the significant value, and so it is said that the respondents rating about the satisfied with fuel consumption of car.

ANOVA ANALYSIS

TABLE-4.29

Null hypothesis (H0): There is no significant difference between the occupation of the respondents and the satisfy with the sedan car of respondents.

Alternative hypothesis (H1): The respondents rating about the satisfy about the sedan car will differ across various occupation of respondents.

Descriptives								
satisfy with sedan car	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
2.5-5 lakhs	35	2.2857	.71007	.12002	2.0418	2.5296	1.00	4.00
6-10 lakhs	83	2.2048	.59998	.06586	2.0738	2.3358	1.00	4.00
11-20 lakhs	24	2.1667	.56466	.11526	1.9282	2.4051	1.00	4.00
20 lakhs above	11	2.2727	.90453	.27273	1.6651	2.8804	1.00	4.00
Total	153	2.2222	.64095	.05182	2.1198	2.3246	1.00	4.00

ANOVA					
satisfy with sedan car	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.268	3	.089	.214	.886
Within Groups	62.176	149	.417		
Total	62.444	152			

Homogeneous Subsets

satisfy with sedan car		
Tukey B		
yearly income	N	Subset for alpha = 0.05
		1
11-20 lakhs	24	2.1667
6-10 lakhs	83	2.2048
20 lakhs above	11	2.2727
2.5-5 lakhs	35	2.2857
Means for groups in homogeneous subsets are displayed.		

INTERPRETATION

From the above ANOVA analysis it is inferred that there is a significant difference between the occupation of respondents and the satisfy about the customer using sedan cars of and how far they satisfy about the sedan as the P value of the factor are greater than the significant value of 0.05 except the satisfy of the sedan users and P value 0.886 than the significant value, and so it is said that the respondents rating about the satisfied about the customer using sedan cars.

CHAPTER-5

5.1 FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- 59.5% of the respondents are male.
- 51.6% of the respondents are belong to the group at 26-35years.
- 60.1% of the respondents are getting salaried.
- 56.5% of the respondents salary is between 6-10 lakhs.
- 40.5% of the respondents get information by "Friends/Relatives/colleagues.
- 60.8% of the respondents are owns "Sedan cars".
- 16.3% of the respondents are chosen "Mahindra".
- 75.2% of the respondents are chosen. "Between 6-10 lakhs"
- 73.9% are respondents are chosen "Diesel".
- 69.9% of the respondents are satisfied with fuel consumption of car.
- 43.1% of the respondents are chosen "Chrome rim".
- 39.2% of the respondents are chosen "Comfort".
- 65.4% of the respondents are preferred manual gearbox.
- 49% of the respondents are say Yes for sun roof on top.
- 58.2% of the respondents are saying 10000-29999 spend for service maintenance of car.
- 56.2% of the respondents are chosen for 16-20 kmpl.
- 41.8%of the respondents for purpose of buying is "General city commute".
- 75.8% of the respondents are chosen "Indian cars".
- 62.1 % of the respondents are say "No" for interest rates on car loans.
- 58.2% of the respondents are chosen mode of payment "paying cash".
- 39.9% of the respondents are chosen promotion offer for "Warranty".
- 69.3% are respondents are chosen "Yes" that the sedan car are capable to attract today generation.
- 64% of the respondents are satisfied using sedan cars.

- 64.7% of the respondents are chosen “yes”. For they recommend sedan cars for friends, colleagues and relatives.

5.2 SUGGESTION:

- Growth in income and better education will remain the foremost drivers of future advance cars. Car manufacturers got to track these trends and align their product strategies.
- As per survey most of the respondents are 26-35 years are using sedan cars.
- There's no significant relationship between personal factors and sedan car owned by the respondents.
- There's no significant difference between the Age, Sex, status , Occupation, Monthly income, Number of members within the family and satisfaction level of cars.
- There's no significant difference between the satisfaction level of cars and academic qualification of the respondents.
- There's significant difference between in gearbox type most of the person prefer “Manual” in Chennai, because sedan users prefer in mid range budget, and luxury model preferring going to “Automatic”, so both manual model and automatic model playing a significant role in sedan cars.
- As per the survey within the fuel preferences 113 respondents for “Diesel” or chosen in Chennai so people or going for diesel in sedan cars.
- There is no significant difference between the mileage preferences people or excepting 16 to 20kmpl, second thereto 10 to 15kmpl so both are moderate that people and excepting.
- There is a big difference between the aim of buying sedan cars, for his or her general city commute, and travelling to office everyday purpose I Chennai.
- The type of promotion that are they excepting “price discount” for purchasing car.
- There's significant difference between are the sedan users are “Satisfied”.
- According to the report sedan cars are flexible usage around in Chennai, so if car purchased in Normal model and luxury model consumer preferring sedan type.

5.3 CONCLUSION

SEDAN car manufacturers are the most players within the car segment and there is tough competition among Hyundai, Tata, Honda, Ford, Maruthi Suzuki etc., The authorized dealers for the SEDAN car companies have initiated many steps towards boosting sales operations. this study made a trial to understand car purchase satisfaction and influential factors affecting purchase decision. Most of the buyers are satisfied with the services provided by the dealers which they preferred Mahindra brand thanks to its comfort ability.

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- **Sagar et al. (2004)** discussed, on how the Indian car industry has advanced technologically, operate by a confluence of things like intense competition, difficult consumer preferences, government policies.
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QUESTIONNAIRE
PROJECT: STUDY ON CONSUMER BRAND
PREFERNCES TOWARD SEDAN CARS IN CHENNAI
DISTRICT

1. Name

2. Age:

A.18-25 b. 26-35 c,36-45 d.46-60 above

3. Gender:

a. Male b.Female

4. Occupation:

a.Self employed b.Business people c.Salaried d.Professionals

5. What is your early Income?

a. 2.5-5 lakhs b. 6-10 lakhs c. 11-20 lakhs d. 20 lakhs
above

6. How did you get information regarding when purchasing for a car?

a. Friends/Relatives/colleagues Crossover
b. TV/Radio/Newspapers/Magazines
c. Car exhibition
d. Recommended by salesperson
e. Internet

7. What type of car would you prefer?

a. Sedan
b. Hatchback
c. Crossover
d. SUV
e. (MUV)

8. What type of brand would you prefer for buying sedan cars?

a. Hyundai
b. Honda
c. TATA
d. Mahindra
e. Toyota
f. BMW

- g. AUDI
- h. SKODA
- i. KIA
- j. NISSAN
- k. FORD
- l. DATSUN
- m. RENAULT
- n. Maruthi Suzuki
- o. Volkswagan

9. What is your budget to buy a car?

- a. Less than 5 lakhs
- b. Between 6-10 lakhs
- c. Between 11-15 lakhs
- d. 16 lakhs and above

10. What is the Fuel Preference?

- a. Petrol
- b. Diesel
- c. CNG

11. How far you satisfy with the fuel consumption of car?

- a. Extremely satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied

12. Which type of rim do you prefer for buying a car? Speed

- a. Steel rim
- b. Alloy rim
- c. Chrome rim
- d. Spinners rim

13. What will motive to buy a car?

- a. speed
- b. Handling
- c. Braking
- d. Comfort
- e. Sports feel
- f. Luxury/status

14. What Gearbox do you prefer?

- a. Automatic
- b. Manual

15. Do you prefer sun roof on top?

- a. Yes

b. No

16. How much cost do you spend for service or maintenance of the car?

- a. 10000-19999
- b. 20000-29999
- c. 30000 or above

17. What kind of mileage would you prefer?

- a. 10-15kmpl
- b. 16-20kmpl
- c. 20-30kmpl
- d. 30kmpl or above

18. What is the Purpose of buying the sedan car?

- a. Travelling to office everyday
- b. Fun weekend trip
- c. General city commute
- d. Long distance driving
- e. Rental car

19. Which country car do you prefer?

- a. India
- b. US
- c. UK
- d. France
- e. Korea
- f. Germany
- g. Japan
- h. Italy
- i. No preference

20. Are you prefer with the interest rates on car loans?

- a. Yes
- b. No

21. Which type of payment terms do you prefer? Strong agree

- a. Paying cash
- b. Hire purchase
- c. Contract hire
- d. Lease purchase

22. What type of promotion offers were you entitled to when purchasing your sedan car?
- a. Price discount
 - b. Warranty
 - c. Flexible loan scheme
 - d. Free option upgrade
 - e. Free servicing
23. Do you think that the sedan cars are capable to attract today generation?Price discount
- a. Yes
 - b. No
24. How far you satisfy with sedan car?
- a. Highly satisfied
 - b. satisfied
 - c. Neutral
 - d. Dissatisfied
25. Would you recommend sedan cars to your friends, colleagues or relatives?(Promotion)
- a. Very likely
 - b. Yes
 - c. No

Consumer Brand Preferences toward Sedan Cars in Chennai

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Abstract: - The Automobile industry has one of the most frequently pre-owned by superior and middle class society. In advance of 20 years only little industrialists and superior persons have automobile then after industry receive huge size of middle class society has been increased. At now a day's automobile sector they bring has a mandatory one to people, According to this research consumer taste and satisfaction level about the sedan cars in Chennai. And 153 of sample size of respondents has collected through by questionnaire to ready analyze the new data. The collected new information has be analyzed by percentage analysis method, ANOVA Method and chi-square method, Are these tools has been applied by using SPSS software.

Key Words: — Automobile industry, Consumer taste, Sedan cars, SPSS software, ANOVA Method, Chi-square method.

I. INTRODUCTION

The automobile mass produce industry has come through India at 1948, On that time there be three major production passenger cars, In India major automobiles industry is located in Mumbai, so far Hindustan motors situated at Kolkata and standard motors was producing all over India and it is located in Chennai. At the starting stage the Indian industry sees many problems several likewise many obstacles like blocking the road likewise many issues has been faced by automobile industry and tariff composition licensing with limited expansion with dues heavily opposition initially cars prices extremely highly due to the purchasers it increases rates with short period of time, previous to Independence India has imported vehicles during the period at 1950s appearance of Mahindra, Bajaj Auto, Tata motors these sectors has increased the top level production in India. At the period of 1953 the government of India has a private control sector that has a huge efforts with an automotive component with various configure manufacturing has the huge number of supply of car manufacturing at the year of 1970s they have minor changes in manufacturing industry. Car industry has grown in 1970 this growth has mainly operate by commercial vehicle, the government of India at 1983 India made a contract with Suzuki Motor corporation has Japan manufacture low cost of cars with India.

Maruthi has been planned the straighten the manufacturing with Maruthi and udyog has year December 1983 Indian car manufacture has placed a huge role in market sector so it has get feedback through by consumers. Liberalization has played a various role in India they had been opened the gates at the period of 1993 the Indian government followed liberalization estimate the expenditure duty on Automobile components.

II. OBJECTIVES OF THE STUDY

- To understands the various preferences of sedan car in Chennai District.
- To know the factors, why the consumer choose the specific brand.
- To view the customer need and fidelity about sedan car towards Chennai District.
- To review about customer fulfilment level using SEDAN cars in Chennai region.

III. REVIEW OF LITERATURE

- In sagar Ambuj Chandra (2004) in his article he talk about the technology growth has played a heavy role in car manufacturing industry in that period government has driven a major role of policies strategies has been decided by government In that Indian car manufacturing has made strong design and various highly in technology growth so India can easily tie up with huge exports with other countries.
- In Ravinchandran. K and Narayanrajan.S (2004) in his paper he talk about the brand type of durables the study of consumer preferences has a strong opinion

in advertising a brand, services of company price and perfection of quality has been looked far.

- In the report of Mandeep Kaur and Sandhu (2006) he talk about the new features has applied in car so far the people they are looking for safety preferences and main and important features that had been compare to normal and highly branded cars.
- In the report of Brown et al (2010) he said about country has want to have a big infrastructure the name of the country it depends the reputation changes big impact in car manufacturing.
- In the report Clement Sudhakar and Venkatapathy (2009) he talk about the small sized and midsized cars like mini cars it has giving some importance to middle class people it's very comp active to them
- In report As per Kotwal (2009) in his report he talks about the luxury car and mid-size cars like sedan model. According to the period of growth now a day's technology has grown high level so the population of Indian preferring sedan type model.

IV. STATEMENT OF THE PROBLEM

The Automobile part has highly grown prospective in India, Market place has huge and less possible factor at day to day end so the income of useful way to be penetrated in very levels.

The Indian industry has combine variable sector through all economic demand has National level Board has research (NCAER) it plays an important factor through perceptions. The study shows the levels of preferences towards in sedan cars.

- What is the purpose of that consumer choose to buy the sedan car?
- What are the elements that determine purchasing the sedan car?
- Will the customer is true to the specific brand?

V. RESEARCH METHODOLOGY

A. Descriptive Method

Research in common refers to an enquiry for knowledge. Research methodology may be thanks to systematically solve the research problem. It's going to be understood as science of studying how research is completed scientifically.

Method of sampling:

Simple random sampling

Sample Design

The sample design which is employed within the study is convenience sampling. Respondents from Chennai were selected on the idea of convenience.

Sample Size:

Sample size taken for the study is 153 respondents.

Sources of data:

The data is collected through in two ways.

Primary data:

The first data was collected freshly and thus it had been original in character. It's been collected through questionnaire. The questionnaire was given to the respondents once they visited respective show rooms and consumers.

Secondary data:

Secondary data are data which own already been collected by someone. Its main sources are Journals, Newspaper, magazines, and Internet etc.

Table.1. Source of information regarding purchasing a car.

PARTICULARS	NO OF RESPONSE	PERCENT AGE
Friends/Relatives/colleagues	62	40.5
TV/Radio/Newspapers/Magazines	24	15.7
Car exhibition	16	10.5
Recommended by sales person	16	10.5
Internet	35	22.8
Total	125	100

The content of table explains the respondents of Friends/Relatives/colleagues has 62 number of respondents and 24 of the respondents for TV/Radio/Newspaper/Magazines, 16 of the respondents for

Table.2. Purpose of buying the sedan car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Travelling to office everyday	43	28.1
Fun weekend trip	26	17
General city commute	64	41.8
Long distance driving	20	13.1
Rental car	0	0
Total	153	100

car exhibition, 16 of the respondents recommend by sales person, 35 of the respondents for Internet.

From the above table it is interpreted that the number respondents of Travelling to office every day is 28.1%, Fun weekend trip is 17%, General city commute is 41.8%, Long Distance driving is 13.1%, Rental car is 0%.

Table.3. How far you satisfy with sedan car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Highly satisfied	13	8.5
Satisfied	98	64.0
Neutral	37	24.2
Dissatisfied	5	3.3
Total	153	100

From the above table it is interpreted that the number of respondents for highly satisfied is 8.5%, Satisfied 64.1%, Neutral 17.6%, and Dissatisfied 10%.

B. Anova Analysis

Table-1

Null hypothesis (H0):

There is no significant difference between the occupation of the respondents and the satisfy with fuel consumption of car.

Alternative hypothesis (H1):

The respondents rating about the satisfy with fuel consumption of car and various occupation of respondents.

Table-1:

ANOVA

Fuel Consumption	Sum Of Squares	Df	Mean Square	F	Sig.
Between Groups	.669	3	.223	.660	.578
Within Groups	50.389	149	.338		
Total	51.059	152			

Interpretation

From the above ANOVA analysis it's inferred that there's a big difference between the occupation of respondents and also the satisfy with the fuel consumption of car and therefore the P value of the factor are greater than the many value of 0.05 except the satisfy of the sedan users and p value 0.578 than the many value, that it's said that the respondents rating about the satisfied with fuel consumption of car.

Table-2

Null hypothesis (H0):

The no significant difference between the occupation respondents the satisfy with fuel consumption of car.

Alternative hypothesis (H1):

The respondents rating about the satisfy about the sedan car will differ across various occupation of respondents.

ANOVA

Satisfy With Sedan Car	Sum Of Squares	Df	Mean Square	F	Sig.
Between Groups	.268	3	.089	.214	.886
Within Groups	62.176	149	.417		
Total	62.444	152			

Interpretation:

From the above ANOVA analysis it's inferred that there's a major difference between the occupation of respondents and therefore the satisfy about the customer using sedan cars of and the way far they satisfy about the sedan because the P value of the factor are greater than the numerous value of 0.05 except the satisfy of the sedan users and P value 0.886 than the many value, then it's said that the respondents rating about the satisfied about the customer using sedan cars.

VI. RECOMMENDATIONS

- The recommended of the manufacturer has contemplate various level of design technology it covers the customers.
- The pattern of replacement of car it want to be safety and contemplate features want to be there.
- The advice of the consumer try to search out service while purchasing car want to good, and after purchasing same services excepting from them.

VII. CONCLUSION

The manufacturers of sedan cars are the foremost participant within the car division has heavy opposition with Hyundai, maruthi Suzuki, Ford, Tata, Honda etc. they approve that salesperson has doing many things to do increasing the sales work. According to the study shows the sedan car gives the satisfaction controlling factors act on purchase decision. So that many of the buyers they satisfied with their services and giving comfort feel to them mainly they choose Mahindra brand due to its Ability.

REFERENCES

- [1]. Amit Sharma (2010) acknowledged that when a buyer thinks of buying the new car, the common time absorb researching for the merchandise is average 9.8 days and also the people.
- [2]. As per kotwal (2009), play buyers now value more highly to possess cars with the space, comfort and luxury of a mid-size saloon or sedan.
- [3]. Brown et al (2010) found that the country of origin plays and enormous role within the consumers buying behavior.
- [4]. Clement Sudhakar and Venkatapathy (2009) he analysed the importance of coevals within an acquisition behavior to prefer a car concerning at district of Coimbatore.
- [5]. In Joseph and kamble (2011) he judge that behavioural design has motive to attract the customers.
- [6]. In Mandeep kaur and Sandhu (2006) establish that they talk about consumer appraises it seems to pick a Luxury car.
- [7]. In sagar, Ambuj and Chandra (2004) they talk about the car industry has technology plays a big role now a days it increases competitors.
- [8]. In Ravichandran.K and Narayanarajan.S in his report they talk about according to the brand taste people like to prefer.
- [9]. In White (2004) he told that consumers have budget plan according to that they prefer brands and type of car with their preferable budget.