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INTRODUCTION

REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESES

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

CONCLUSIONS

SCOPE FOR FURTHER RESEARCH

ACKNOWLEDGMENTS

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APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITE

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

CONSUMER BEHAVIOUR TOWARDS SMALL CARS - A CASE STUDY OF NALGONDA DISTRICT IN A. P.

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ABSTRACT
Indian automobile industry has grown leaps and bounds since 1898, a time when a car had touched the Indian streets for the first time. At present it holds a promising tenth position in the entire world with being # 2 in two wheelers and # 4 in commercial vehicles. Withstanding a growth rate of 18% per annum and an annual production of more than 2 million units, it may not be an exaggeration to say that this industry in the coming years will soon touch a figure of 10 million units per year. Interestingly, after the liberalization of India's economy, the market place is flooded with many new players including the host of MNCs resulting the availability of more number of brands in every segment of the market. Now, the customer has started being choicy about what to buy. Thus all firms are becoming not only customer focus but are also trying to build relationship with them. This is done by continuously updating knowledge, information and understanding of the customer needs and expectations, which is the study of consumer behaviour. Such a study will help to gauge into the consumer's mind and understand the various consumption related aspects of consumers. And will also help to learn about various internal and external influences, which impel the consumer to behave as they do.

KEYWORDS
Consumer behavior towards Small cars in Nalgonda, Consumer behavior towards Small cars, Consumer behavior in Nalgonda, Small cars in Nalgonda, Small cars.

INTRODUCTION
Indian automobile industry has grown leaps and bounds since 1898, a time when a car had touched the Indian streets for the first time. At present it holds a promising tenth position in the entire world with being # 2 in two wheelers and # 4 in commercial vehicles. Withstanding a growth rate of 18% per annum and an annual production of more than 2 million units, it may not be an exaggeration to say that this industry in the coming years will soon touch a figure of 10 million units per year.

Automobile industry is one of the fastest growing industries of the world. With more than 2 million new automobiles rolling out each year, on roads of India, the industry is set to grow further. Automobile industry made its silent entry in India in the nineteenth century. Since the launch of the first car in 1897, India automobile industry has come a long way. Today India is the largest three wheeler market in the world and is expected to take over China as the second largest automobile market, in the coming years.

Indian automobile industry; manufacturing cars, buses, three wheelers, two wheelers, commercial vehicles, heavy vehicles, provides employment to a large number of workforce. The abolition of license in 1991 opened the doors for international automobile manufacturers. A number of leading global automotive companies entered into joint ventures with domestic manufacturers of India and thus started the large-scale production of automobiles in India. Some of the well-known players of Indian automobile industry include: Hindustan Motors, Maruti Udyog, Fiat India Private Ltd, Ford India Ltd., General Motors India Pvt Ltd, Toyota Kirloskar Motor Ltd among others. The production of automobiles in India is mainly for the domestic customers. Cars with 79% of automobiles in India, dominate the automobile industry in India.

SOME FACTS ON AUTOMOBILE INDUSTRY IN INDIA
- India has the fourth largest car market in the world
- India has the largest three wheeler market in India
- India is the second largest producer of two wheelers in the world
- India ranks fifth in the production of commercial vehicles.

SIGNIFICANCE OF THE STUDY
All the firms have started considering 'customer' as the 'king' or 'queen'. Interestingly, after the liberalization of India's economy, the market place is flooded with many new players including the host of MNCs resulting the availability of more number of brands in every segment of the market. On account of this, the customer has started being choicy about what to buy. Thus all firms are becoming not only customer focus but are also trying to build relationship with them. This is done by continuously updating knowledge, information and understanding of the customer needs and expectations, which is the study of consumer

behaviour. Such a study will help to gauge into the consumer's mind and understand the various consumption related aspects of consumers. And will also help to learn about various internal and external influences, which impel the consumer to behave as they do.

REVIEW OF LITERATURE

Effective policy formulation always needs a thorough and continuous search into the nature of the reasons for, and the consequences of organisation. In line with this, some related earlier studies conducted by individuals and institutions are reviewed to have an in-depth insight into the issues of consumers behaviour. An overall view of a few studies is presented below.

Neelamegham (1969) conducted a study on, 'Consumer Behaviour in Relation to Marketing of Man-made Fibre Fabrics in India', the study was conducted by drawing a sample of 1,170 households in Delhi. It was found that consumer's preferences for man-made fibre-fabrics were significantly influenced by several socio-economic factors including, age, income and occupational characteristics. Among the different occupational groups, man-made fibre fabrics were found to be most popular with business executives, and professional men and individual proprietors, while they were least popular with factory workers. The percentage of workingwomen who owned garments made by man-made fibre fabrics was larger than that of house-wives. It is also found that purchasing of clothes was a joint activity of both husband and wife, though husband played a dominant advisory role.

Ramakrishna Rao, Rama Raju, and Ram Prasad (1987) conducted a survey on "Husband-wife Involvement in Buying Decision-Making". One of the major findings of the study is, husband who are young, highly educated and belongs to high income group are relatively less dominated than their older, less educated and low-income group counterparts.

A study was conducted by doctoral students of IIM Ahmedabad (Anirban Ghosh, Avinandan Mukherji and V.V.P.Badrinath) to identify the emerging the need of typical Indian consumers in three product categories of a) Automobiles b) Televisions and c) Credit cards. It was observed in the above study that in terms of occupation and education and income the credit card penetration level was found to be the highest among post- graduates, professional and individual drawing income more than Rs.2 lakhs per annum. In case of the television market it was observed that television owners were mainly graduates and postgraduates, though among diploma holders there was the highest proportion of people intending to purchasing a television. This is an indication to the industry to tap this new emerging market segment. The study indicates the behaviour patterns of a particular social class.

Janardhan Rajini (1997) in his study on " Store avoidance behavior – An Exploratory study " is to explore the concept of store avoidance behavior related to apparel purchases. Three factors – consumer characteristics, situational characteristics and retail characteristics / store attributes were postulated to influence store avoidance behavior. The results indicated that situational influences were likely to affect the avoidance of stores. consumers avoided stores under different physical and social context. Location, presence of friends and family and the number of fellow shopper in the stores affected the avoidance of stores. Consumers avoidance of stores was influenced by time pressured situations. It was also influenced by peak holiday, gift giving and weekend periods. The influence of retail attributes on avoidance behavior were significant. The reasons for avoidance were multiple, consistent and unchanging. Consumers appeared to be influenced by not one significant attribute but rather a multiplicity of attributes. The shoppers avoided stores if they consistently encountered the same problem in the same stores. The reasons for avoiding stores remained stable and unchanging overtime.

Sanjaya S Gaur & K.Abdul Waheed (2002) conducted a study on " Buying behavior of branded fine Rice" to understand the factors for brand preference and satisfaction in the purchase of branded fine rice. A sample of 200 households from Chennai city and 200 household from Coimbatore city were selected for the study by simple random sampling method with replacement. The data was collected by personal interview through a schedule.

Jacqui Daly; Stuart Gronow; Dave jenkins; Frances Plimmer,(2003) in their study on "Consumer behaviour in the valuation of residential property: A comparative study in the UK, Ireland and Australia. This paper reports the results of empirical investigations that examine behavioural aspects of residential property valuations. Rajesh Kumar,(2007) has conducted a study entitled "Consumer behaviour with reference to selected durables in Kurnool District of Andhra Pradesh". This study reveals the purchase potential and consumer decision making with regard to durables. Chakravarthy N.S., (2008) has conducted a study entitled "Consumer behaviour with reference to two wheelers in Kurnool District of Andhra Pradesh". This study reveals the expectations and satisfaction levels of customers towards durables.

NEED FOR THE STUDY

The most important area of marketing is Consumer Behaviour. The essence of marketing concept is the satisfaction of the consumer. This requires a thorough understanding of consumer behaviour and their buying decision making process. Consumer behaviour is a fundamental ingredient in the marketing process. Consumer research plays an important role in new product introduction and overall increase in marketing expenditure and growing concern for improving productivity. Marketing producers, sellers and consumers are the integral partners in the market. The state of affairs and the status of any market situation depend on how the partners act, react and interact.

Though several studies on the subject of consumer behaviour have been conducted the explorations on the subject have been meager. Automobiles is particularly small cars market is growing at a rapid speed and is gaining importance during the last decade. The usage of small car for easy family transportation in both rural and urban areas has increased.

During the last decade, a number of new brands and models were introduced and the people have wide variety of options before them. It was, therefore, considered meaningful to explore whether the Indian consumers displayed similar pattern of consistent brand consumption or differed significantly. It is relevant to study the effect of certain market variable on subsequent buyer behaviour in the usage of small cars. The consumers purchase process and their buying habits are of vital importance and is relevant to the present day problems and needs of the consumer in general. In view of the above studies and the importance of consumer behaviour the present study is targeted at understanding consumer behaviour with reference to small cars users of Nalgonda district.

OBJECTIVES OF THE STUDY

The objective of this study is to assess the consumer behaviour with reference to small car users in Nalgonda district of Andhra Pradesh.

1. To analyse the socio-economic profiles of consumers in Nalgonda district.
2. To study the history and evolution of four wheelers market in India.
3. To examine the ownership pattern, longevity of usage and switching of brands, mode of payment and reasons for buying.
4. To assess the level of satisfaction, and impact of marketing mix on consumers while buying Small cars.
5. To find out the expectation levels and post purchase opinion with regard to various parameters of small car.

METHODOLOGY

AREA SELECTION

Nalgonda district became part of Andhra Pradesh w.e.f. 1st November, 1956 i.e., after reorganization of states. It was formerly known as Neelagiri (Blue Hill). The district is in the Southern part of the Telangana Region between 16-25' and 17-50' of the Northern Latitude and 78-40' and 80-05' of Eastern longitude covering an area of 14,240 Sq. Kms. The District is bounded by Medak and Warangal districts in the North, Guntur and Mahaboobnagar districts in the South, Khammam and Krishna districts in the East and Mahabubnagar and Rangareddy district in the West.

The Geographical area of the district is 14,217 Sq. Km accounting to 5.18% of the total area of the state of A.P. The total population of the district is 34.5 lakhs and density of population is 242 per Sq. Km as per 2001 census. For Administrative purposes the district is divided into 4 Revenue divisions namely Nalgonda, Miryalaguda, Bhongir and Suryapet.

The area selected for the present study has been confined to Nalgonda district of Andhra Pradesh only as it constitute almost 5% of the state and 35 lakhs of population with various walks of people. So, it would be useful to study the behavioural patterns of consumers. The district is divided into four revenue divisions viz Nalgonda, Miryalaguda, Bhongir and Suryapet for administrative purpose. The sub classification of consumers has been selected on the basis of these four revenue divisions.

SAMPLING

The study has been based on convenient sampling technique and a sample size of 200 small car users of Nalgonda district. A sample of 50 small car users have been considered in each of the four revenue divisions of the district. After eliminating partially unfilled questionnaires, the resultant sample size is 171. The sample covers various socio-economic backgrounds of the population.

DATA COLLECTION

The data collected for the present study comprises of both primary and secondary sources. The primary data has been collected through questionnaire. The respondents were interviewed and asked to fill the questionnaire. The first part deals with their behaviour towards two wheelers and factors influencing in making decisions. The second part of the questionnaire contains the questions concern to the respondents profile in terms of their age, sex, occupation, educational background and income.

SECONDARY DATA

In order to fulfill the objectives of the study, secondary data were collected. The secondary data pertaining to Nalgonda district were collected from various government publications and records ; the major source of secondary data being Census of India 1991, 2001 (provisional results), District Statistical Centre and Collectorate. The secondary data has been collected from various magazines, journals, daily newspapers, survey reports and reference books etc.,

TOOLS OF ANALYSIS

The data collected through primary sources has been analysed with the help of simple statistical tools namely percentages and charts.

DATA ANALYSIS AND INTERPRETATION

The primary and secondary data collected from different sources have been tabulated and interpreted meaningfully. The information has been represented in a simple way for better understanding.

OWNER / USER OF CAR

TABLE 1: DETAILS OF OWNER / USER OF CAR

S.No	Particulars	Sample Size	Percentage
1	Owner	137	80.12
2	User	34	19.88
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be inferred from the above table that, an overwhelming majority of 80.12% of the respondents are owners followed by 19.88% of the respondents are users of the car.

BRAND NAME OF THE CAR

TABLE 2: DETAILS OF CAR BRANDS

S.No	Name of the Brand	Sample Size	Percentage
1	Ambassador	12	7.02
2	Maruthi	96	56.14
3	Matiz	13	7.60
4	Santro	15	8.77
5	Tata Indica / Indigo	41	23.98
6	Others	4	2.34
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be analysed from the above table that, majority of the respondents 56.14% are having Maruthi, followed by 23.98% are having Tata Indica / Indigo, 8.77% are having Santro, 7.60% are having Matiz, 7.02% are having Ambassador and a small segment of 2.34% of the respondents are having other cars like Spark, Fiat etc.,

PURPOSE OF CAR

TABLE 3: DETAILS OF PURPOSE OF CAR

S.No	Purpose of Car	Sample Size	Percentage
1	Personal use	92	53.80
2	Commercial purpose	53	30.99
3	Provided by office	26	15.20
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be examined from the above table that, majority of the respondents 53.80% are having car for personal use, followed by 30.99% are having car for commercial purposes and for 15.20% of the respondents, car is being provided by the office.

WHO DRIVES THE CAR

TABLE 4: DETAILS OF CAR DRIVER

S.No	Purpose of Car	Sample Size	Percentage
1	Owner	81	47.37
2	Personal Driver	64	37.43
3	Driver provided by office	26	15.20
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be seen from the above table that, 47.37% of the respondents said that, the owner will drive the car, followed by 37.43% of the respondents said that, they have a personal driver and for 15.20% of the respondents, driver is being provided by the office.

PURCHASED PREFERED CAR

TABLE 5: DETAILS ABOUT PURCHASE OF PREFERRED CAR

S.No	Purchase of Preferred Car	Sample Size	Percentage
1	Yes	126	73.68
2	No	19	11.11
3	Car provided by the office.	26	15.20
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be observed from the above table that, majority of 73.68% of the respondents said that, they have purchased the car they preferred, followed by 11.11% of the respondents said that, they have not purchased the car they preferred and for 15.20% respondents, car is being provided by the office.

MODE OF AWARENESS

TABLE 6: DETAILS OF MODE OF AWARENESS ABOUT CAR BRANDS

S.No	Mode of Awareness abut the Brand	Sample Size	Percentage
1	News Papers	21	12.28
2	Magazines / Journals	29	16.96
3	Television Promos	38	22.22
4	Internet	2	1.17
5	Mass Media / Hoardings	34	19.88
6	Family / Friends	47	27.49
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be interpreted from the above table that, 27.49% of the respondents said that, they are aware of their brand through family / friends, followed by 22.22% through television promos, 19.88% through mass media / hoardings, 16.96% through magazines / journals, followed by 12.28% through news papers and a very small segment of 1.17% of the respondents through internet.

MODE OF PAYMENT FOR PURCHASED CAR

TABLE 7: DETAILS ABOUT MODE OF PAYMENT FOR PURCHASED CAR

S.No	Mode of Payment for Purchased Car	Sample Size	Percentage
1	One Time Payment	53	36.55
2	Installment Basis	92	63.45
	Total	145	100.00

Source: Field Survey

INFERENCE: It can be evaluated from the above table that, majority of 63.45% of the respondents said that, they have purchased the car on installment basis and 36.55% of the respondents said that, they have purchased by paying total amount at one time.

SOURCE OF FINANCE FOR PURCHASED CAR

TABLE 8: DETAILS ABOUT SOURCE OF FINANCE FOR PURCHASED CAR

S.No	Source of Finance for Purchased Car	Sample Size	Percentage
1	Bank Loan	40	43.48
2	Private Finance	18	19.56
3	Dealer Finance	23	25.00
4	Loan from Employer	11	11.96
	Total	92	100.00

Source: Field Survey

INFERENCE: It can be visualized from the above table that, out of the respondents who purchased car by installment method, for 43.48% of them, the source of finance is bank loan, followed by dealer finance for 25.00%, followed by private finance for 19.56% and for 11.96% of the respondents, loan is from the employer .

DURATION OF VEHICLE USAGE

TABLE 9: DETAILS ABOUT THE DURATION OF VEHICLE USAGE

S.No	Duration of the Vehicle Usage	Sample Size	Percentage
1	Up to 2 years	21	12.28
2	2 to 4 years	43	25.15
3	4 to 6 years	72	42.11
4	Above 6 years	35	20.47
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evident from the above table that, 42.11% of the respondents longevity of usage has been 4 to 6 years, followed by 2 to 4 years for 25.15% of the respondents, followed by above 6 years for 20.47% and up to 2 years for 12.28%.

REASONS FOR BUYING A CAR

TABLE 10: REASONS FOR BUYING A CAR

S.No	Reasons for Buying a Car	Sample Size	Percentage
1	Need / Want	30	17.54
2	Family Travel	39	22.81
3	Lack of Public Transport	11	6.43
4	Time Saving	42	24.56
5	Position in the Society	43	25.15
6	Others like Lottery / Gift etc.	6	3.51
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be inferred from the above table that, 25.15% of the respondents said that, they are using car because of their position in the society, followed by 24.56% for time saving, followed by 22.81% for family travel, 17.54% for need / want satisfaction, 6.43% for lack of public transport and a small segment of 3.51% of respondents said that, they are using car because they got it either by lottery / gift.

PREPURCHASE BEHAVIOUR

EXPECTATION TOWARDS MAINTENANCE COST

TABLE 11: EXPECTATION TOWARDS MAINTENANCE COST

S.No	Expectation Levels	Sample Size	Percentage
1	High	33	19.30
2	Moderate	57	33.33
3	Low	81	47.37
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be analysed from the above table that, 47.37% of the respondents rated their pre purchase expectation towards maintenance cost as low, followed by 33.33% as moderate and 19.30% rated as high.

EXPECTATION TOWARDS AFTER SALES SERVICE

TABLE 12: EXPECTATION TOWARDS AFTER SALES SERVICE

S.No	Expectation Levels	Sample Size	Percentage
1	High	89	52.05
2	Moderate	47	27.49
3	Low	35	20.47
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be examined from the above table that, 52.05% of the respondents rated their pre purchase expectation towards after sales service as high, followed by 27.493% as moderate and 20.47% rated as low.

EXPECTATION TOWARDS RESALE VALUE

TABLE 13: EXPECTATION TOWARDS RESALE VALUE

S.No	Expectation Levels	Sample Size	Percentage
1	High	98	57.31
2	Moderate	51	29.82
3	Low	22	12.87
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be seen from the above table that, 57.31% of the respondents rated their pre purchase expectation towards resale value as high, followed by 29.82% as moderate and 12.87% rated as low.

EXPECTATION TOWARDS DURABILITY OF THE VEHICLE

TABLE 14: EXPECTATION TOWARDS THE DURABILITY OF THE VEHICLE

S.No	Expectation Levels	Sample Size	Percentage
1	High	94	54.97
2	Moderate	47	27.49
3	Low	30	17.54
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be observed from the above table that, 54.97% of the respondents rated their pre purchase expectation towards durability of the vehicle as high, followed by 27.49% as moderate and 17.54% rated as low.

EXPECTATION TOWARDS THE PRICE OF THE VEHICLE

TABLE 15: EXPECTATION TOWARDS THE PRICE OF THE VEHICLE

S.No	Expectation Levels	Sample Size	Percentage
1	High	40	23.39
2	Moderate	102	59.65
3	Low	29	16.96
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be interpreted from the above table that, 59.65% of the respondents rated their pre purchase expectation towards price of the vehicle as moderate, followed by 23.39% as high and 16.96% rated as low.

EXPECTATION TOWARDS MILEAGE OF THE VEHICLE

TABLE 16: EXPECTATION TOWARDS THE MILEAGE OF THE VEHICLE

S.No	Expectation Levels	Sample Size	Percentage
1	High	78	45.61
2	Moderate	65	38.01
3	Low	28	16.37
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evaluated from the above table that, 45.61% of the respondents rated their pre purchase expectation towards mileage of the vehicle as high, followed by 38.01% as moderate and 16.37% rated as low.

EXPECTATION TOWARDS PERFORMANCE / QUALITY OF THE VEHICLE

TABLE 17: EXPECTATION TOWARDS PERFORMANCE / QUALITY OF THE VEHICLE

S.No	Expectation Levels	Sample Size	Percentage
1	High	88	51.46
2	Moderate	59	34.50
3	Low	24	14.04
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be visualized from the above table that, 51.46% of the respondents rated their pre purchase expectation towards performance / quality of the vehicle as high, followed by 34.50% as moderate and 14.04% rated as low.

EXPECTATION TOWARDS AVAILABILITY OF SPARES

TABLE 18: EXPECTATION TOWARDS AVAILABILITY OF SPARES

S.No	Expectation Levels	Sample Size	Percentage
1	High	93	54.39
2	Moderate	67	39.18
3	Low	21	12.28
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evident from the above table that, 54.39% of the respondents rated their pre purchase expectation towards availability of spares for their vehicle as high, followed by 39.18% as moderate and 12.28% rated as low.

EXPECTATION TOWARDS OTHER ASPECTS OF VEHICLE

TABLE 19: EXPECTATION TOWARDS OTHER ASPECTS OF VEHICLE

S.No	Expectation Levels	Sample Size	Percentage
1	High	91	53.22
2	Moderate	47	27.49
3	Low	33	19.30
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be inferred from the above table that, 53.22% of the respondents rated their pre purchase expectation towards other aspects of the vehicle as high, followed by 27.49% as moderate and 19.30% rated as low.

POSTPURCHASE BEHAVIOUR

OPINION TOWARDS MAINTENANCE COST

TABLE 20: OPINION TOWARDS MAINTENANCE COST

S.No	Opinion	Sample Size	Percentage
1	High	73	42.69
2	Moderate	58	33.92
3	Low	40	23.39
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be analysed from the above table that, 42.69% of the respondents rated their post purchase opinion towards maintenance cost of the vehicle as high, followed by 33.92% as moderate and 23.39% rated as low.

OPINION TOWARDS AFTER SALES SERVICE

TABLE 21: OPINION TOWARDS AFTER SALES SERVICE

S.No	Opinion	Sample Size	Percentage
1	High	38	22.22
2	Moderate	46	26.90
3	Low	87	50.88
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be examined from the above table that, 50.88% of the respondents rated their post purchase opinion towards after sales service of the vehicle as low, followed by 26.90% as moderate and 22.22% rated as low.

OPINION TOWARDS RESALE VALUE

TABLE 22: OPINION TOWARDS RESALE VALUE

S.No	Opinion	Sample Size	Percentage
1	High	67	39.17
2	Moderate	51	29.82
3	Low	53	30.99
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be seen from the above table that, 39.19% of the respondents rated their post purchase opinion towards resale value of the vehicle as high, followed by 30.99% as low and 29.82% rated as moderate.

OPINION TOWARDS DURABILITY OF THE VEHICLE

TABLE 23: OPINION TOWARDS THE DURABILITY OF THE VEHICLE

S.No	Opinion	Sample Size	Percentage
1	High	59	34.50
2	Moderate	65	38.01
3	Low	47	27.49
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be observed from the above table that, 38.01% of the respondents rated their post purchase opinion towards durability of the vehicle as moderate, followed by 34.50% as high and 27.49% rated as low.

OPINION TOWARDS THE PRICE OF THE VEHICLE

TABLE 24: OPINION TOWARDS THE PRICE OF THE VEHICLE

S.No	Opinion	Sample Size	Percentage
1	High	81	47.37
2	Moderate	74	43.27
3	Low	16	9.36
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be interpreted from the above table that, 47.37% of the respondents rated their post purchase opinion towards price of the vehicle as high, followed by 43.27% as moderate and 9.36% rated as low.

OPINION TOWARDS MILEAGE OF THE VEHICLE

TABLE 25: OPINION TOWARDS THE MILEAGE OF THE VEHICLE

S.No	Opinion	Sample Size	Percentage
1	High	39	22.81
2	Moderate	78	45.61
3	Low	54	31.58
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evaluated from the above table that, 45.61% of the respondents rated their post purchase opinion towards mileage of the vehicle as moderate, followed by 31.58% as low and 22.81% rated as moderate.

OPINION TOWARDS PERFORMANCE / QUALITY OF THE VEHICLE

TABLE 26: OPINION TOWARDS PERFORMANCE / QUALITY OF THE VEHICLE

S.No	Opinion	Sample Size	Percentage
1	High	79	46.20
2	Moderate	57	33.33
3	Low	35	20.47
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be visualized from the above table that, 46.20% of the respondents rated their post purchase opinion towards performance / quality of the vehicle as high, followed by 33.33% as moderate and 20.47% rated as low.

OPINION TOWARDS AVAILABILITY OF SPARES

TABLE 27: OPINION TOWARDS AVAILABILITY OF SPARES

S.No	Opinion	Sample Size	Percentage
1	High	103	60.23
2	Moderate	32	18.71
3	Low	36	21.05
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evident from the above table that, 60.23% of the respondents rated their post purchase opinion towards availability of spares of the vehicle as high, followed by 21.05% as low and 18.71% rated as moderate.

OPINION TOWARDS OTHER ASPECTS OF VEHICLE

TABLE 28: OPINION TOWARDS OTHER ASPECTS OF VEHICLE

S.No	Opinion	Sample Size	Percentage
1	High	69	40.35
2	Moderate	75	43.86
3	Low	27	15.79
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be inferred from the above table that, 43.86% of the respondents rated their post purchase opinion towards other aspects of the vehicle as moderate, followed by 40.35% as high and 15.79% rated as low.

FIRST VEHICLE

TABLE 29: DETAILS OF ABOUT FIRST VEHICLE

S.No	Particulars	Sample Size	Percentage
1	Yes	113	66.08
2	No	58	33.92
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be analysed from the above table that, majority of 66.08% of the respondents said that, this is their first vehicle and for 33.92% of the respondents, it is not their first vehicle.

BRAND NAME OF THE FIRST CAR

TABLE 30: DETAILS OF FIRST CAR BRAND

S.No	Name of the Brand	Sample Size	Percentage
1	Ambassador	9	15.25
2	Maruthi	17	28.81
3	Matiz	13	22.03
4	Santro	6	10.17
5	Tata Indica / Indigo	11	18.64
6	Others	3	5.08
	Total	59	100.00

Source: Field Survey

INFERENCE: It can be examined from the above table that, among the people for whom this is not a first car, with regard to their earlier car, 28.81% said that their earlier car was Maruthi, followed by 22.03% had Matiz, 18.64% had Tata Indica / Indigo, 15.25% had Ambassador, 10.17% has Santro and other cars constitute 5.08%.

SATISFACTION LEVEL TOWARDS PRODUCT ASPECTS

TABLE 31: SATISFACTION LEVEL TOWARDS PRODUCT ASPECTS OF VEHICLE

S.No	Satisfaction Level	Sample Size	Percentage
1	High Satisfied	64	37.43
2	Moderate Satisfied	97	56.73
3	Dissatisfied	10	5.85
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be seen from the above table that, with regard to satisfaction level of respondents towards product aspects of vehicle, majority of 56.73% rated as moderately satisfied, followed by 37.43% rated as highly satisfied and a small segment of respondents 5.85% rated as dissatisfied.

SATISFACTION LEVEL TOWARDS PRICE ASPECTS

TABLE 32: SATISFACTION LEVEL TOWARDS PRICE ASPECTS OF VEHICLE

S.No	Satisfaction Level	Sample Size	Percentage
1	High Satisfied	59	34.50
2	Moderate Satisfied	85	49.71
3	Dissatisfied	27	15.79
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be observed from the above table that, with regard to satisfaction level of respondents towards price aspects of vehicle, 49.71% rated as moderately satisfied, followed by 34.50% rated as highly satisfied and 15.79% of the respondents rated as dissatisfied.

SATISFACTION LEVEL TOWARDS PLACE / DISTRIBUTION ASPECTS

TABLE 33: SATISFACTION LEVEL TOWARDS PLACE / DISTRIBUTION ASPECTS OF VEHICLE

S.No	Satisfaction Level	Sample Size	Percentage
1	High Satisfied	67	39.18
2	Moderate Satisfied	86	50.29
3	Dissatisfied	18	10.53
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be interpreted from the above table that, with regard to satisfaction level of respondents towards place / distribution aspects of vehicle, majority of 50.29% rated as moderately satisfied, followed by 39.18% rated as highly satisfied and 10.53% of the respondents rated as dissatisfied.

SATISFACTION LEVEL TOWARDS PROMOTIONAL ASPECTS

TABLE 34: SATISFACTION LEVEL TOWARDS PROMOTIONAL ASPECTS OF VEHICLE

S.No	Satisfaction Level	Sample Size	Percentage
1	High Satisfied	71	41.52
2	Moderate Satisfied	78	45.61
3	Dissatisfied	22	12.87
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evaluated from the above table that, with regard to satisfaction level of respondents towards promotional aspects of vehicle, 45.61% rated as moderately satisfied, followed by 41.52% rated as highly satisfied and 12.87% of the respondents rated as dissatisfied.

SATISFACTION LEVEL TOWARDS PEOPLE (SERVICE PERSONNEL) ASPECTS

TABLE 35: SATISFACTION LEVEL TOWARDS PEOPLE (SERVICE PERSONNEL) ASPECTS OF VEHICLE

S.No	Satisfaction Level	Sample Size	Percentage
1	High Satisfied	56	32.75
2	Moderate Satisfied	48	28.07
3	Dissatisfied	67	39.18
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be visualized from the above table that, with regard to satisfaction level of respondents towards people (service personnel) aspects of vehicle, 39.18% rated as dissatisfied, followed by 32.75% rated as highly satisfied and 28.07% of the respondents rated as moderately satisfied.

SATISFACTION LEVEL TOWARDS PROCESS (SERVICE PROCESS) ASPECTS

TABLE 36: SATISFACTION LEVEL TOWARDS PROCESS (SERVICE PROCESS) ASPECTS OF VEHICLE

S.No	Satisfaction Level	Sample Size	Percentage
1	High Satisfied	48	28.07
2	Moderate Satisfied	52	30.41
3	Dissatisfied	73	42.69
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evident from the above table that, with regard to satisfaction level of respondents towards process (service process) aspects of vehicle, 42.69% rated as dissatisfied, followed by 30.41% rated as moderately satisfied and 28.07% of the respondents rated as highly satisfied.

SATISFACTION LEVEL TOWARDS PHYSICAL EVIDENCE ASPECTS

TABLE 37: SATISFACTION LEVEL TOWARDS PHYSICAL EVIDENCE (SHOWROOM & SERVICE CENTRE) ASPECTS OF VEHICLE

S.No	Satisfaction Level	Sample Size	Percentage
1	High Satisfied	45	26.32
2	Moderate Satisfied	52	30.41
3	Dissatisfied	74	43.27
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be inferred from the above table that, with regard to satisfaction level of respondents towards physical evidence aspects of vehicle, 43.27% rated as dissatisfied, followed by 30.41% rated as moderately satisfied and 26.32% of the respondents rated as highly satisfied.

OVERALL SATISFACTION LEVEL TOWARDS THE CAR

TABLE 38: OVERALL SATISFACTION LEVEL TOWARDS THE CAR

S.No	Satisfaction Level	Sample Size	Percentage
1	High Satisfied	58	33.92
2	Moderate Satisfied	63	36.84
3	Dissatisfied	50	29.24
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be analysed from the above table that, with regard to overall satisfaction level of respondents towards their vehicle, 36.84% rated as moderately satisfied, followed by 33.92% rated as highly satisfied and 29.24% of the respondents rated as dissatisfied.

SOCIOECONOMIC PROFILE OF RESPONDENTS

AGE

TABLE 39: DETAILS ABOUT AGE OF RESPONDENTS

S.No	Age group of respondents	Sample Size	Percentage
1	Up to 35	34	19.88
2	35 to 55	97	56.73
3	Above 55	40	23.39
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be examined from the above table that, with regard to socioeconomic profile and in particular age group of respondents, majority of 56.73% of the respondents are in the age group of 35 to 55 years, followed by 23.39% in the age group of above 55 years and 19.88% of the respondents in the age group less than 35 years.

GENDER

TABLE 40: DETAILS ABOUT GENDER OF RESPONDENTS

S.No	Gender of respondents	Sample Size	Percentage
1	Male	155	90.64
2	Female	16	9.36
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be seen from the above table that, with regard to socioeconomic profile and in particular gender of respondents, an overwhelming majority of 90.64% of the respondents are male and a small segment of 9.36% of the respondents are female.

MARITAL STATUS

TABLE 41: DETAILS ABOUT MARITAL STATUS OF RESPONDENTS

S.No	Marital Status of respondents	Sample Size	Percentage
1	Unmarried	13	7.60
2	Married	158	92.40
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be observed from the above table that, with regard to socioeconomic profile and in particular marital status of respondents, an overwhelming majority of 92.40% of the respondents are married and a small segment of 7.60% of the respondents are unmarried.

EDUCATIONAL BACKGROUND

TABLE 42: DETAILS OF EDUCATIONAL BACKGROUND OF RESPONDENTS

S.No	Educational Qualification	Sample Size	Percentage
1	Up to S.S.C.,	26	15.20
2	S.S.C., and +2	35	20.47
3	Diploma	13	7.60
4	Graduation	39	22.81
5	Post Graduation	11	6.43
6	Professional Qualification	47	27.49
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be interpreted from the above table that, with regard to socioeconomic profile and in particular educational qualifications of respondents, 27.49% of the respondents are having professional qualification, followed by 22.81% are graduates, followed by 20.47% belong to S.S.C., and Intermediate group, followed by 15.20% up to S.S.C., followed by 7.60% belong to diploma level and 6.43% of the respondents are post graduates.

OCCUPATION

TABLE 43: DETAILS OF OCCUPATIONAL BACKGROUND OF RESPONDENTS

S.No	Occupation	Sample Size	Percentage
1	Employee	51	29.82
2	Business	32	18.71
3	Professional	49	28.65
4	Agriculture	26	15.20
5	Student	5	3.51
6	Others	8	4.68
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evaluated from the above table that, with regard to socioeconomic profile and in particular occupation of respondents, 29.82% of the respondents are employees, followed by 28.65% are professionals, followed by 18.71% belong to business group, followed by 15.20% belong to agriculture segment, followed by 4.68% belong to other occupations (house wives etc) and 3.51% of the respondents are students.

FAMILY SIZE

TABLE 44: DETAILS OF FAMILY SIZE OF RESPONDENTS

S.No	Number of Family Members	Sample Size	Percentage
1	Up to 3	23	13.45
2	Above 3 and up to 5	137	80.12
3	Above 5	11	6.43
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be visualized from the above table that, with regard to socioeconomic profile and in particular family size of respondents, majority of 80.12% of the respondents family size is 3 to 5 members, followed by 13.45% of the respondents family size is up to 3 and a small segment of 6.43% of the respondents family size is above 5.

FAMILY MONTHLY INCOME

TABLE 45: DETAILS OF FAMILY MONTHLY INCOME OF RESPONDENTS

S.No	Family Income per Month	Sample Size	Percentage
1	Up to Rs. 10,000/-	13	7.60
2	Above Rs. 10,000/- and up to Rs. 20,000/-	38	22.22
3	Above Rs. 20,000/- and up to Rs. 30,000/-	49	28.65
4	Above Rs. 30,000/-	71	41.52
	Total	171	100.00

Source: Field Survey

INFERENCE: It can be evident from the above table that, with regard to socioeconomic profile and in particular family monthly income of respondents, 41.52% of the respondents are having family monthly income above Rs. 30,000/-, followed by 28.65% of the respondents are having family monthly income above Rs. 20,000/- and below Rs. 30,000/-, followed by 22.22% of the respondents are having family monthly income above Rs. 10,000/- and below Rs. 20,000/-, and a small segment of respondents 7.60% are having family monthly income less than Rs. 10,000/-

SUGGESTIONS

It is suggested to take up following measures for further improvement of Four wheeler market in Nalgonda District of A.P.:

- There is a large gap between pre purchase expectation and post purchase opinion for various aspects of the vehicle. This leads to cognitive dissonance. Marketers should take up measures to reduce this gap.
- Manufacturers should take measures to increase mileage of their cars.
- Strategy should be formulated to reduce the prices and make the car available to the major segment of the society.
- Steps should be taken to make the spares parts available to the customers on time.
- Measures to be taken to speed up the after sales service because customers are highly dissatisfied in this aspect.
- Service personnel should be trained properly in treating and responding to the requirements of the customers.
- Expedite the Service process there my meeting the urgencies of the customers.
- Physical evidence should be maintained both in the sales and service aspects making the sense felt by the customers.
- It is suggested that the manufacturers should run driving schools and extend service to the prospective customers.

LIMITATIONS OF THE STUDY

In a study of this magnitude though, meticulous care has been taken in each and every aspect of study. Certain limitations are likely to be there in the study.

1. Some respondents were not aware of certain procedures and aspects.
2. A few respondents were hesitant to give details.
3. There might be a sense of bias crept in answers given by the respondents.

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