

INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5000 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	AN ASSESSMENT OF THE LEVEL OF e-COMMERCE ADOPTION AND BENEFITS DERIVED BY SMALL AND MEDIUM ENTERPRISES (SMEs) IN ZIMBABWE <i>DR. B. NGWENYA & F. SINYOLO</i>	1
2.	RETURNS DOMINATE THE MARKETING OF RISK COVERAGE IN POSTAL LIFE INSURANCE SECTOR: A STUDY WITH REFERENCE TO CHHATTISGARH POSTAL CIRCLE <i>ASHA RAMTEKE, SS KHANUJA & OP CHANDRAKAR</i>	4
3.	A STUDY ON FACTOR INFLUENCING OF THE CONSUMER BUYING BEHAVIOR OF TWO WHEELER MOTOR CYCLES - WITH REFERENCE TO CHITTOOR DISTRICT, ANDHRA PRADESH <i>DELLI KUMAR. KOTI & DR. P. BALAJI PRASAD</i>	8
4.	FACTORS INFLUENCING INVESTMENT IN MUTUAL FUND: A STUDY REGARDING INVESTORS BEHAVIOUR <i>DR. HITESH VYAS & AUM DAVE</i>	13
5.	CSR REPORTING IN THE LIGHT OF THE EUROPEAN UNION DIRECTIVES <i>RYSZARD KAMIŃSKI</i>	16
6.	A STUDY ON THE INVESTORS AWARENESS TOWARDS HEALTH INSURANCE POLICY IN TAMILNADU <i>DR. P. RAMAN</i>	20
7.	WEATHER INDEX BASED CROP INSURANCE ASSESSMENT: TECHNOLOGICAL ADVANTAGES IN INDIA <i>G. KOTRESHWAR & V.GURUSIDDARAJU</i>	27
8.	CRM IN RETAILING <i>DR. NARINDER TANWAR</i>	32
9.	LIBRARY AUTOMATION: AN OVERVIEW <i>P. SEKAR & DR. K.C. ABDUL MAJEED</i>	36
10.	IMPACT OF STRESS ON MENTAL HEALTH OF SCHOOL TEACHERS IN RANCHI: A SOCIO - PSYCHOLOGICAL STUDY <i>BINDA KUMARI</i>	39
11.	SMART CITIES – CHALLENGES AND IMPLEMENTATION APPROACHES: COMPARISON PERSPECTIVE IN INDIA, UAE AND SINGAPORE <i>RAMAMURTHY VENKATESH, CHINTAN VADGAMA & MADHAVI DAMLE</i>	44
12.	IMPACT OF TRAINING PROGRAMMES OF CENTRAL BOARD FOR WORKERS EDUCATION ON THE LABOUR FORCE OF KERALA <i>SHEEBA JOSEPH</i>	53
13.	ONLINE BUYING BEHAVIOUR AMONG TEENAGERS - AN INDIAN PERSPECTIVE <i>ABHINAV GUPTA</i>	56
14.	WEST BENGAL - A TOURIST DESTINATION: COMPARATIVE ANALYSIS OF BENGAL TOURISM BUSINESS MODEL WITH KERALA & GUJARAT <i>SANJANA MONDAL</i>	58
15.	e-COMMERCE IN INDIA: A BOON OR BANE <i>DR. GURINDER KAUR</i>	63
16.	CHALLENGES OF E-SERVICE ADOPTION AND IMPLEMENTATION IN ALLAHABAD <i>DR. AARTI ARORA & AMIT KUMAR</i>	66
17.	EFFECTS OF TEACHING FACILITIES AND LEARNING RESOURCES ON THE PERFORMANCE OF SCIENCE IN PRIMARY SCHOOLS IN KENYA <i>GRACE AKINYI OYUGI</i>	73
18.	IMPACT OF LIBERALISATION ON WORKING OF APMC: A CASE STUDY OF DHARWAD DISTRICT <i>DR. VIJAYAKUMAR MANE</i>	75
19.	A STUDY ON THE CUSTOMER PERCEPTION TOWARDS PASSENGER CARS WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT IN KERALA <i>SHAHIBA.EC</i>	78
20.	COLLECTIVE BARGAINING: A GENERAL PERSPECTIVE <i>BRAJESH KUMAR PARASHAR</i>	81
	REQUEST FOR FEEDBACK & DISCLAIMER	85

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. PARVEEN KUMAR

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

PROF. H. R. SHARMA

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

PROF. MANOHAR LAL

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

PROF. R. K. CHOUDHARY

Director, Asia Pacific Institute of Information Technology, Panipat

DR. ASHWANI KUSH

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

DR. BHARAT BHUSHAN

Head, Department of Computer Science & Applications, Guru Nanak Khalsa College, Yamunanagar

DR. VIJAYPAL SINGH DHAKA

Dean (Academics), Rajasthan Institute of Engineering & Technology, Jaipur

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHINDER CHAND

Associate Professor, Kurukshetra University, Kurukshetra

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

ASSOCIATE EDITORS

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

ASHISH CHOPRA

Sr. Lecturer, Doon Valley Institute of Engineering & Technology, Karnal

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation etc. **The qualification of author is not acceptable for the purpose.**

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB.**
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised.**
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

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.

JOURNAL AND OTHER ARTICLES

- 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, 19–23

UNPUBLISHED DISSERTATIONS

- 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.

WEBSITES

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

A STUDY ON THE CUSTOMER PERCEPTION TOWARDS PASSENGER CARS WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT IN KERALA

SHAHIBA.EC
RESEARCH SCHOLAR
SNGC COLLEGE
K.G CHAVADI, COIMBATORE

ABSTRACT

In India, the automobile industry today is the most lucrative industry. Due to the increase in disposable income in both rural and urban sector and easy finance being provided by all the financial institute, the passenger car sales have increased. passenger car industry is one of the largest industries showing rapid growth over the years and contributing certainly to the industrial development. The passenger car market is changing very rapidly due to tough competition and advance technology. Therefore, it requires the automobile manufacturer to understand the customer's perception on time and take fast action to reflect market changes quickly. Today's market is dominated by customers. Therefore, it is important to know the customer's perception. Customer's perception is typically affected by advertising, review, public relation, social media, personal experience and other channels. It is true fact that if you are satisfied you recommended to others. Word of mouth and customer satisfaction play a very important role in determining market perception about an automobile. It is the market perception that determines the success of a company and so it is very important for the car manufacturers to measure the "willingness of existing users of a product to recommend it to others". The same is a lot of interest to customers as well for it helps them make the purchase decision. A car is one of the most significant purchases that an Indian household makes.

KEYWORDS

house hold, perception, disposable income.

INTRODUCTION

Today's market is driven and dominated by customers and that is the reason he is considered the king. Customers are becoming ever more demanding in almost every industry and in most cases they have more options to choose from than ever before. it is not easy to predict the complex mind of the customers as each individual is a unique product of genetics, environment and experience. According to Business dictionary, customer perception is defined as "a marketing concept encompasses a customer's impression, awareness and/or consciousness about a company or its offering." Customer perception refers to how customers view a certain product based on their own conclusions. These conclusions are derived from a number of factors such as price and overall experience. Customer perception defined as the way that customer usually view or feel about certain services and products.

FACTORS AFFECTING CONSUMER PERCEPTION

1 PRICE

Price should be part of a comprehensive marketing plan, where even inexpensive products are depicted as favourable alternatives with similar levels of quality to the competition, with a price that is somewhat lower but still comparable with other possibilities.

2 QUALITY

Quality can describe any attribute in a set of characteristics that satisfy or disappoint a consumer, including usability, reliability and durability. Marketing can influence a consumer's perception of quality, but in the end, and particularly with non-durable goods, a consumer's actual experience with a product will determine his perception of quality.

3 SERVICE QUALITY

Humans are social animals and their consumer behaviour is often determined by the social relationships that surround a product, including interactions with customer service representatives.

4 PACKAGING AND BRANDING

Packaging and branding have a huge effect on consumer perceptions, particularly at the point of purchase. Packaging and branding, of course, cover everything from the attractiveness and display quality of an item to the attributes of a product the manufacturer chooses to highlight.

5 REPUTATION

A product's reputation is built up overtime and is usually a combination of actual experience with the product, word-of-mouth recommendations and marketing campaigns that attempt to establish a status or shared view of the product or brand.

CONSUMER PREFERENCES

Consumer preferences are defined as the subjective tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer. Note that preferences are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. One can have a preference for Porsches over fords but only have the financial means to drive a ford.

FACTORS AFFECTING CONSUMER PREFERENCES

1 Advertising

2 Social Institution

3 Cost

4 Consumer Income

5 Available Substitutes

CONSUMER SATISFACTION

Consumer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation.

CONSUMER ACCEPTANCE

Acceptance describes consumer willingness to receive and/or to tolerate consumer acceptance and satisfaction are related, as the first is a precursor of the latter. However, despite the fact that satisfaction and acceptance can be thought of as lying on a continuum, acceptance does not automatically lead to satisfaction.

OBJECTIVES OF THE STUDY

1. To analyse the perception of customers towards passenger cars in Malappuram municipality
2. To identify the various product attributes that influence the purchase decision of passenger cars.
3. To find out the major information sources regarding purchase decision of passenger cars.
4. To identify the preferences towards various brands of passenger cars.

METHODOLOGY OF THE STUDY

POPULATION

The population of the study constitutes the customers of passenger cars belonging to Malappuram district

SAMPLE DESIGN

The sample size is fixed as 120. The customers are selected by using purposive sampling method.

SOURCES OF DATA

Primary data are collected by using questionnaire from customers belonging to Malappuram district and secondary data are collected from books, journals and internet.

LIMITATIONS OF THE STUDY

1. This study is restricted to Malappuram district. So the result may not be applicable to other areas.
2. The sample size is limited to 120.
3. The study of customer perception is qualitative nature. So all the inherent limitation of qualitative study may be reflected.

REVIEW OF LITERATURE

Mandeep kauri and Sandhu (2006) attempted to find out the important features which a customer considers while going for the purchase of a new car. The study covers the owners of passenger cars living in the major cities of the state of Punjab and the union territory of Chandigarh. The respondents perceive that safety and comfort are the most important features of the passenger car followed by luxuriousness. So the manufacturers must design the product giving maximum weightage to these factors.

Brown et al (2010) analysed the consumers’ attitude towards European, Japanese, and the US cars. The country –of-origin plays a significant role in the consumers’ behavior. The brand name, lower price and distributor’s reputation completely have a significant impact on the sale of passengers’ car.

Guiles (2008) identified that fuel economy and lower maintenance have its impact on customers’ behavior towards the passenger car.

Baumgartner and Jolibert (2008) revealed that car produced in Germany received the highest rating on firm attitudes namely acceleration, safety, styling, and workmanship among the Americans. At the same time, Japanese car ranked highest on fuel economy and reliability.

Dornoff et al (2008) identified the market segment is the primary determinant of the consumer behavior in the passenger car market. The level of expectation and perception on various attributes of car differ from consumers in one segment to another.

ANALYSIS

TABLE 1: IMPORTANCE OF PASSENGER CAR

Importance	Frequency	Percentage
Necessity	69	57.5
Status	36	30
Luxury	15	12.5
Total	120	100

Source: Primary Data

Inference: out of 120 respondents, 57.5% states that passenger car are necessity, 30% view passenger car as status item, only 12.5% view as luxury.

TABLE 2: RANKING OF INFORMATION SOURCES

Information sources	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Total
Family members	50	28	10	11	11	10	120
Relatives	2	13	38	29	20	18	120
Friends	17	28	22	28	20	5	120
Advertisement	26	16	22	22	28	6	120
Internet	7	12	7	12	14	68	120
Dealer	18	23	21	18	27	13	120

Source: primary data

TABLE 3: WEIGHTED RANKING OF INFORMATION SOURCES

Information source	Rank 1*6	Rank 2*5	Rank 3*4	Rank 4*3	Rank 5*2	Rank 6*1	Total Score	Mean score
Family members	300	140	40	33	22	10	545	4.54
Relatives	12	65	152	87	40	18	374	3.11
Friends	102	140	88	84	40	5	459	3.82
Advertisement	156	80	88	66	56	6	452	3.76
Internet	42	60	28	36	28	68	262	2.18
Dealer	108	115	84	54	54	13	428	3.56

Source: primary data

Inference: by analysing the mean scores, it is clear that the most preferred product attribute is brand image. The second preferred product attribute is mileage, price, style and design, easy driving, internal space, resale value are preferred in the third, fourth, fifth, sixth and seventh positions. the least preferred product attribute is innovative technology.

TABLE 4: LEVEL OF SATISFACTION

Level of satisfaction	frequency	percentage
Highly satisfied	34	28.33
Satisfied	78	65
Dissatisfied	7	5.83
Highly dissatisfied	1	.83
Total	120	100

Source: primary data

Inference: 93% of respondents are satisfied with their passenger car. Among them 28% are highly satisfied and 65% are satisfied.

FINDINGS

1. From the study, it is found that 57.5% respondents consider passenger car as a necessity.
2. The study reveals that the most ranked information source regarding the purchase decision of passenger car is "family members". the least ranked information source is "internet".
3. From the study, it is found that the most preferred product attribute of passenger car is brand image and the least preferred product attribute is innovative technology
4. While analysing the level of satisfaction, it is found that majority of the respondents 93.33% are satisfied.
5. About 24.17% of the respondents are highly satisfied with the overall performance of their passenger car.
6. While analysing the overall satisfaction, it is found that majority of the respondents are satisfied with various aspects of passenger car.
7. The study reveals that the overall perception of respondents towards passenger car in Malappuram district is found to be positive and satisfied. More than 50% of respondents agreed with all the statements.
8. 60% of the respondents out of those customers who are willing to replace their car not prefer the same brand. Only about 40% prefer the same brand.

SUGGESTIONS

1. Growth in disposable income and higher education will remain the main drivers of future advance cars. Car manufacturers need to track these trends and align their product strategies.
2. Car dealers and manufacturers show very good hospitality to customers during their visits to the place of showroom before and immediately after their purchase. But after sometime they face a problem with their dealers regarding after sales service. Therefore, it is suggested that the services rendered should be properly explained, friendly approach and reliability in service to be further improved.
3. Marketer might want to focus on TV commercials on car models and brand to catch the attention of the intending future customers.
4. Marketers need to understand the requirements of customer and focus their marketing strategies towards these requirements.
5. Car segment wise analysis also bought out specific comfort requirement across all the brands. Manufacturers might look into these aspects to their car design, so to attract car passengers, prone to decide the models based on these criteria.

CONCLUSION

Passenger car industry is one of the largest industries showing rapid growth over the years and contributing certainly to the industrial development. The passenger car market is changing very rapidly due to tough competition and advance technology. The present study throws light on the perception and satisfaction of customers towards passenger cars in Malappuram Municipality. The overall perception of customers towards passenger cars in the population of the study is found to be positive and major portion of the respondents are satisfied with various aspects of passenger car.

The brand image is the most preferred product attribute while choosing the passenger car. Another aspect noticed is that even through customers are aware about the internet, the least ranked information source is internet. The majority of customers prefer Maruti Suzuki brand of passenger car.

REFERENCES

1. K. Anand, Dr. K. Shyma Sundar, Factors affecting Consumer's Brand preference of small Cars, IOSR Journal of Business and Management, Vol 6, Issue 5, Ver.3 (May, 2014), pp. 43-47
2. Kotler and Keller. A framework for Marketing Management", 3rd ed, Pearson 240-245
3. Ramesh Sardar, Brand preference of passenger Cars in Aurangabad District, International journal of Multidisciplinary Research, Vol. 2 Issue 3, March 2012, ISSN 22315780.
4. Sangeeta Gupta, A study of Buying Decision Influencers for passengers Car Segment in New Delhi, International journal of Business and Management Invention, Volume 2 Issue 12,

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

