A STUDY OF PERCEPTION OF FOUR-WHEELER BUYERS IN UDAIPUR CITY

PROF. VIJAY SHRIMALI,
PROFESSOR AND HEAD*

SHIRIN RUHI QURESHI,
RESEARCH SCHOLAR #

*# DEPARTMENT OF BUSINESS ADMINISTRATION, UCCMS, MOHAN LAL SUKHADIA UNIVERSITY, UDAIPUR (RAJ.)

ABSTRACT
The automotive industry in India is brimming with almost all of the car manufacturers, from all around the world offering innumerable choices, to every demographic segment of the society, for which owning a four wheeler is as important as the education of their child or making a style statement. The prospects of this study found virgin grounds in the city of Udaipur. Since, Udaipur is growing market and all major brands of four-wheelers have found a foothold in the city- Ford, Hyundai, Tata, Maruti, Audi, Mahindra, Renault, etc. There’s a huge increase in the number of four wheelers plying on the roads of the city of Udaipur and in the number of the four-wheelers that people own. Hence, this study was undertaken with an intention to understand customer’s perception with special reference to the 4p’s of marketing of four-wheelers. For this purpose the data from 200 customers having 6 different brands cars were collected by using a questionnaire. The method of analysis was multiple regression methods. The results of the study came in the form of the variables included under the factor Product related attributes, Price related attributes, Place/availability related attributes, Promotion related attributes and finally on After Sales services that may be considered by the companies for selling the cars in Udaipur city.

KEYWORDS: Customer perception, 4P’s of marketing.

REFERENCES


