

PREFACE

This research explores the brand preference of passenger car industry. The detailed analysis of marketing, a consumer behavior and brand preference of passenger car is carried out in Vadodara. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants in the growth and survival of firms. It reaches distinct conclusions.

Nowadays, a car has become a necessity and forms a part of life of even to the middle class people. Therefore, there is a significant scope to examine the perception, purchase behaviour and purchase decision of the consumers towards cars. India is the second largest populous country in the world. It is a potential market for all the products and services because people of various religious, languages, cultural backgrounds and demographic and socio-economic characteristics live in this country. Due to their increasing purchasing power, the people have started to buy cars for business or personal use or for prestige and maintenance of social status. The objective of this research are to study the factors that affect the brand preference of automobile (4 wheeler) consumers in Vadodara and to study the automobile industry in depth. Also the aim of this research is to find out the factors that affect the purchase decision of the customer