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C. NEWSPAPER REFERRED

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QUESTIONNAIRE

Name:

Age:

Occupation:

Contact No.:

Monthly income: 10-20,000 () 20-35,000 () 35,000 plus ()

1) Which car do you own?

2) Who all contribute while making a decision to buy a car?

Family members () Children () Wife () Friends () Colleagues () Company () Self ()

3) Which alternative car segment would you prefer?

The small car segment () The medium car segment () Wagon car segment () The luxury car segment () SUV car ()

4) Do you know about the different types of SUV models in the market?

Yes () No ()

5) On an average how many Km's do you drive daily?

<20 () 20-40 () 40-60 () 60 plus ()

Please encircle any one number for the following questions. Each of the numbers denotes the following:

1-Worst, 2-Bad, 3-Poor, 4-Average, 5-Fair, 6-Good, 7-Excellent.

6) What is the fuel consumption you get from your car(s) [in kms/litre]?

7) How is the cooling efficiency offered by the air conditioning unit?

1 2 3 4 5 6 7

8) How do you rate the performance of the Braking system with respect to efficiency at high speed?

1 2 3 4 5 6 7

9) How do you think your Steering System performance in terms of

Steering effort 1 2 3 4 5 6 7

10) What level of riding comfort does your suspension system gives you?

1 2 3 4 5 6 7

11) How do you feel about:

Pick up 1 2 3 4 5 6 7

Driving comfort 1 2 3 4 5 6 7

Seating comfort 1 2 3 4 5 6 7

12) What do you feel about the pick up of the vehicle

1 2 3 4 5 6 7

13) How do you rate the drive comfort with respect to distance:

1 2 3 4 5 6 7

14) Please rate your car dealer under the following aspects:

Behavior of staff 1 2 3 4 5 6 7

advise during purchase of vehicle 1 2 3 4 5 6 7

Customer handling 1 2 3 4 5 6 7

Quality of service 1 2 3 4 5 6 7

response with reference of arranging finance 1 2 3 4 5 6 7

15) Do you have any suggestions regarding improvement of product or quality of service?

17) What additional features would you like to be improved/provided in the SUV cars?

a)

b)

c)

EXECUTIVE SUMMARY

In the recent years the Indian market has changed rapidly. Globalization has served as a boon at least so to the consumers. The Indian consumer until now had a limited choice has been presented with a wide range of quality products. In the ongoing trend the section that advanced with surprising results was the automobile sector.

. The automobile industry was already giving one of the highest turnovers. The customer now had wide variety of cars to choose from. All of the Indian auto giants joined the trend. Foreign companies came in with brilliant products for the Indian markets. When zeroed down the ultimate progress was seen in the SUV car segment. This segment was virtually distributed only among Mahindra and Toyota.

When viewed at the position almost all the companies are giving the customer more or less facilities at competitive prices. All the products are almost similar technically and it is hard to differentiate their attributes. In such a market environment these companies have aptly adopted marketing strategies as their tool to carve in a handsome market share. Each company has taken up particular aspect and has exploited it to convert the consumer into a buyer. Despite a head start, the automotive industry in India has not quite match up to the performance of its counterparts in other parts of the world. The all-pervasive regulatory atmosphere prevailing till recently has been one of the primary reasons for this situation.

With the study we can get some suggestions from customer for service improvements in terms of quality and what he/she is expecting from the SUV cars available and which are yet to be introduced and to understand what new features are being provided in the SUV car segment in the automobile industry. In the study we can find out the levels of

customer satisfaction .We can also identify the causes for customer dissatisfaction like looks, seating, accessories, interiors, spare parts and engine noise.

The users of SUV cars are geographically wide spread and hence contacting them is time consuming.

The sample size of customer is limited to 200 because of time and cost factor.

The information collected may not be sufficient and reliable in terms of total market conditions in India as Bangalore represents only a small portion of the total national market.

1. INTRODUCTION:

1.1 Introduction to the Study:

In the recent years the Indian market has changed rapidly. Globalization has served as a boon at least so to the consumers. The Indian consumer until now had a limited choice has been presented with a wide range of quality products. In the ongoing trend the section that advanced with surprising results was the automobile sector. Vehicles people saw on the television screen are now flying on the Indian roads. The automobile industry was already giving one of the highest turnovers. The customer now had wide variety of cars to choose from. All of the Indian auto giants joined the trend. Foreign companies came in with brilliant products for the Indian markets. When zeroed down the ultimate progress was seen in the SUV car segment. This segment was virtually distributed among Tata, Ford, Mahindra and Toyota . People suddenly became conscious for comfort, space and macho look, performance and luxury. These cars provided a certain class and pride to the owner. The consumer required more. Hence, the arrival of a whole lot of foreign cars. In this group came the Audi, BMW, Honda, Hyundai, Land Rover, Mercedes-Benz, Mitsubishi, Nissan, Porsche, Toyota.

When viewed at the position almost all the companies in clusters are giving the customer more or less facilities at competitive prices. All the products are almost similar technically and it is hard to differentiate their attributes. In such a market environment these companies have aptly adopted marketing strategies as their tool to carve in a

handsome market share. Each company has taken up particular aspect and has exploited it to convert the consumer into a buyer. Most surprising in this segment is the largest sale volume of the Mahindra scorpio which is used by a medium sized family.

The Market:

All the cars that have been launched in the SUV segment are more or less same when considered on general basis. Some cars provide more facility while other covers up by brand image. The market is perfectly competitive. No company can be said to have monopoly. The Mahindra and Toyota was projected as the ultimate offering in Indian SUV cars. It provided facilities that were never before offered by any other car. These features were as below:

- Macho and rugged design.
- Power steering.
- Power windows.
- Audio systems.
- Air conditioner.
- Five speed transmission with five 5th speed overdrives.
- Internally operated dickey and a petrol filter cap.
- ABS
- Tubeless tyres
- Air bags
- Adjustable steering
- Leather seats
- Alloy wheels

- Fog lamps

Seeing the success of the SUV and growing market for higher segment cars, most of the foreign brands entered Indian market. Now in present market we can see a wide range of cars starting from the cheapest to the costliest, everyone has made car as a commodity of their status. Costlier the car more is the upliftment of the status.

In recent years we have seen the entry of many foreign brands like

- AUDI
- BMW
- CHEVROLET
- HONDA
- HYUNDAI
- LAND ROVER
- MERCEDES BENZ
- NISSAN
- PORSCHE
- VOLKSWAGEN

1.2 BACKGROUND OF THE STUDY:

The automotive industry is one of the largest industries worldwide and in India as well. The automotive sector is a vital sector for any developed economy. It drives upstream industries like steel, iron, aluminum, rubber, plastics, glass and electronics, and downstream industries like advertising and marketing, transport and insurance. Usually, what is good for the automotive sector is beneficial for the economy as well.

The automotive industry can be divided into following sectors:

1. Passenger Cars.
2. Multi-Utility Vehicles (MUVs)
3. SUV
4. LUXURY CARS
5. Two and Three Wheelers.
6. Commercial Vehicles-light Commercial Vehicles (LCVs) Medium and Heavy Commercial Vehicles (MCHVs).
7. Tractors.
8. Electrical and alternate fuel vehicle.

Despite a head start, the automotive industry in India has not quite match up to the performance of its counterparts in other parts of the world. The all-pervasive regulatory atmosphere prevailing till recently has been one of the primary reasons for this situation. The various layers of Acts so long sheltered the industry from internal competition and related its development. Moreover, the industry was considered low-priority as cars were thought of as “unaffordable luxury” for the masses.

In the post- liberalization period, the automotive industry, especially the passenger car sector, saw a boom. The buoyancy of the sector was derived primarily from economic vibrancy, changes in government policies, increase in purchasing power (especially of the upper middle class), improvement in life-styles, and availability of car finance. The passenger car industry was deregulated in 1993, and many companies, both Indian and foreign (like Daewoo, Ford, General Motors, and DaimlerChrysler), entered the market. However, the smooth sailing was disrupted in the last quarter of 1996. The automobile sector, which contributed substantially to industrial growth in FY1996, failed to maintain the same momentum between FY1997 and FY1999. The overall slowdown in the economy and the resultant slowdown in industrial production, political uncertainty and inadequate infrastructure development were some of the factors responsible for the slowdown experienced by the automobile sector. While the sector experienced a turnaround with the launch of many new models, and experienced positive growth rates that turned out to be rather brief. In the financial year FY2002 the sector has been witnessing a slowdown.

Although the automobile sector in India has come a long way since its beginning in 1940's, the country does not rank well in many respects. For instance, the contribution of the automobile sector to industrial output, number of cars per person, automobile sector employment as a percentage of industrial employment. Also, the industry profile in India is very different from global profile. In 1993, globally, the passenger cars sector was the largest one, accounting for over 50% (in terms of number of units sold) of the automotive sector. In India, on the other hand, it accounted for around 15% of the total vehicles sold in FY2001. Moreover, the linkages with the associate industries are still tenuous in India. Consider the example of steel. The quality of steel available in India makes original equipment manufacturers (OEMs) to import skin panels.

However, the major car manufacturers world-wide consider India a good potential market as they foresee a large future demand here. Two things that have stunted the Indian automobile industry in the past are low demand and lack of vision on the part of OEMs and policy makers. However, in the recent past, the regulatory environment has been liberalized, demand has picked up, and in such a situation, global OEMs who enjoy scale economies both in terms of manufacturing and research and development (R&D), have entered the Indian market. This is likely to result in a big shift in the way business is conducted by suppliers, assemblers and marketers.

The automobile industry is the world's biggest manufacturing industry and a powerful engine of economic growth. The passenger car industry is predominant in North America, Japan and Europe. The US has one of the largest markets in the world, with major including General Motors, Ford Motors and DaimlerChrysler selling record 17.3 million vehicles in 2000.

European manufacturers include Bayerische Motoren Werke (BMW), DaimlerChrysler, Volkswagen Group, Fiat Auto and Renault Automobile. In Western Europe, a combination of low interest rates and buoyant consumer confidence spurred the three years record in 1997. However, sales in 2000, have remained flat in 2001 is expected to finish at about the same level as 2000.

Meanwhile, to achieve critical mass, increase their global presence and drive down purchasing and technology costs, many OEMs have started consolidating and restructuring. The last few years have witnessed hectic activity in this area, the notable among which include: the merger of Chrysler and Daimler Benz; Ford's acquisition of Sweden's Volvo Car Corporation; Renault's acquisition of an equity stake in Nissan; General Motors increase of equity participation in Suzuki; and DaimlerChrysler's acquisition of equity stake in Mitsubishi Motors of Japan.

The purpose of mergers and acquisitions (M&As) is to create new opportunities for growth and improve margins through improved cost recovery. The hectic pace of all the merger activities notwithstanding, the global automobile industry is yet to stabilize. For instance, in the US, despite a decade of buoyant sales, the industry continues to be plagued by excess capacity. Also, higher levels of integration of the regions have ensured that it is more difficult for a manufacturer to stay insulated from the effects of reduced growth in one part of the world.

Also, globalization and consolidation have impacted relationships between OEMs and suppliers. The aim of most suppliers is to become big enough to deal directly with the OEMs (either through organic growth or through M&As) or become suppliers to systems integrators who are increasingly gaining access to the OEMs. Besides, the structure of the industry is changing with the relationship between the OEMs and the dealers and the pricing of the OEMs undergoing a change.

2. DESIGN OF THE STUDY:

This chapter briefly describes the design of the study, beginning from the title of the study and goes on to explain the objective, scope of the study, methodology, sampling, field work, analysis and finally the limitation of the study.

2.1 STATEMENT OF PROBLEM:

The automobile industry is still in its growth stage in India and it is in the prospects of growth because of new company entrants, the competition in the business has increased. Therefore it is need for the companies to provide better services, by giving the consumers the best services.

The research is conducted.

- 1) Understand the different aspects of customer's views and satisfactions.
- 2) To know about the SUV car segment.
- 3) Entry of new cars like Ford, BMW, Honda, Audi, Nissan, VOLks wagen, Toyota, etc.
- 4) To know about the various models of the SUV cars available in the market.
- 5) To find out what are the SUV cars available and which are yet to be introduced.

2.2 SCOPE OF THE STUDY:

Today the Automobile industry is undergoing a revolution. Many of branded companies are entering into this field. This has given rise to the opening of the competitive companies like *Ford, Audi, BMW, Nissan, Hyundai, Land rover, Toyota, Tata, Volks wagen, Mitsubishi, Honda..*

With the study we can get some suggestions from customer for service improvements in terms of quality and what he/she is expecting from the SUV cars available and which are yet to be introduced and to understand what new features are being provided in the SUV cars segment in the automobile industry. In the study we can find out the levels of customer satisfaction .We can also identify the causes for customer dissatisfaction like looks, seating, accessories, interiors, spare parts and engine noise.

2.3 NEED FOR THE STUDY:

- 1) To find out what are the SUV cars available and which are yet to be introduced.
- 2) To understand different aspects of customers views and satisfactions.
- 3) To find out which car is in the leader in the SUV segment.
- 4) To find out what new features are being provided in the SUV cars.

2.4 OBJECTIVE OF THE STUDY:

- To generate suggestions from customers for service improvement.
- To study the present scenario of the SUV cars.
- To identify the various complaints of the customers on various aspects like looks, seating, accessories, interiors, spare parts, engine noise and others.
- To find out the companies response to customer needs and wants.
- To find out the level of customer satisfaction from the SUV cars Manufacturers.
- The different types of SUV models in the market.

2.5 REVIEW OF LITERATURE:

Customer satisfaction is a well research area. Various researchers have done research on this topic, some of them are:

- The data services market in Chennai has done a report named “Overview of the Automobile Industry”.
- “Demographic and Psychographic profile of car owners” by Vijay Sood.
- “Automobile Industry in India” by Punit Jain.

For the purpose of the study following books were referred to:

- “Marketing management” by Philip Kotler, ninth edition, Prentice Hall India defines Customer satisfaction as “Satisfaction is a person of pleasure of disappointment resulting from comparing products perceived performance in relation to his/her expectations”.
- “Service Marketing” by Valartie A. Zeithamal, Mc Graw-Hill companies, Inc defines service quality as “service quality of the delivery of excellent or superior service relative to customer expectations”.
- “Service Marketing” by Ronald Rust and Anthony international student edition defines unique characteristics of service as “the success of gods manufacturer is vital dependent on the services they provide. Four common characteristics of services: intangibility, inseparability, variability and perishability.”

For the purpose of the study following articles were referred to:

- March 2003, “Overdrive”
- “Overdrive” mar 2005
- Motoring sep 2005”
- AUTO INDIA feb 2005
- Automobile Industry Analysis, Overdrive.

2.6 RESEARCH DESIGN:

Meaning of the research design:

Research design is the arrangement of conditions and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

In other words it is a logical and systematic plan prepared for directing a research study. It specifies the objectives of the study, the methodology and the techniques to be adopted for achieving the objectives.

Nature of research design:

A research design is indispensable for a research project unlike the building plan which is precise and specific. Research design is a “tentative plan” with a series of guide posts to keep one going on in a right direction. It undergoes modifications, as circumstances demand when the study progresses. New aspects, new conditions and new relationships come to light when the study deepens.

A research is purely and simply the framework or plan for a study that guides the collection and analysis of the data. It is a blue print that is followed in completing a study.

- The study must be relevant to the problem.
- The study must employ economical procedures.

Three important points about research design are:

- The design of investigation should stem from the problem.
- The three basic research designs are whether the design is productive in given problem setting depends on how imaginatively they are applied.
- An understanding of the basic design is needed so that they can be modified to suit specific purpose.

Exploratory

Exploratory research is used when one is not conversant with the problem environment such type of investigation is mainly concerned in determining the general nature of the problem and variables related to it.

Descriptive

Descriptive research designs are determined for some definite purpose a number of research studies can be based on such designs it is focused on accurate description of the variables present in the problem.

Casual or experimental

Casual or experimental design attempt to specify the nature of functional relationship between two or more variables present in the problem environment.

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In this research

firstly, exploratory research is done by the visiting the Maruti, Ford, Daewoo, Fiat, etc. showrooms to gather the preliminary data. Secondly, descriptive research is done through surveys to find the various aspects of customer satisfaction like sound clarity, service charges, service delivery, etc. Questionnaire is prepared to collect the primary data.

2.7 SAMPLE DESIGN:

Sampling may be defined as the selection of some part of an aggregate or totality, on the basis of which judgment about the aggregate or totality is made. In other words, it is the process of obtaining information about an entire population by only examining only a part of it.

For the purpose of the study 200 samples are surveyed to collect the primary data.

The convenient sampling is used to select the representative sampling from the population, because researcher does not have consumers who are easily accessible.

2.7.1 Definition of the population:

Out of the sample collected the break up of the sample size was on the following parameters.

- The respondents were taken from all the kinds of class i.e. upper class, upper middle class and middle classes. The respondents have been chosen on random basis.
- These respondents were the software engineers, businessman, government employees, etc.
- Some were students of engineering college and management colleges.
- Also the opinion of local people had been taken.

- The sample size consists of 200 respondents.

2.7.2 Sample size:

The sample size was determined on a judgmental basis. A total number of 200 respondents were included in the study of these most were software engineers of software companies, entrepreneurs and also the general public.

2.7.3 Sample Techniques Adopted:

As the Bangalore city is a metropolitan and its population is in millions and there are large number of sectors. The population universe in the city of Bangalore being vast in size, it was difficult to conduct 100% coverage of the study within the limited period. Hence the sample survey method is adopted for this study.

2.8 SOURCES OF DATA

2.8.1 SECONDARY DATA:

Secondary data refers to that which has already been collected by someone else.

Secondary data for the study was collected from:

- Published literature
- Company published data and brochures
- Internet
- Commercial service

- Books

2.8.2 PRIMARY DATA:

Primary data refers to data that is collected afresh and recorded for the first time. Primary data are those data i.e. collected by the researcher himself. It thus happens to be original in nature. The various methods of collecting primary data are performing surveys, census, through observation or through direct communication with respondents. But basic manner of primary data collection is survey method. The primary data for the study was collected through questionnaire and informal interviews with the company staff.

2.9 FIELD WORK:

The interview schedule was carefully decided and constructed upon and revised in consultation with experts in order to avoid collection of irrelevant data.

The researcher directly approached the respondents. It took five minutes to administer each questionnaire.

2.10 OPERATIONAL DEFINITIONS OF THE STUDY:

For the purpose of the study the following terms are used:

- **Services:** Services are deeds, processes and performances include all economic activities whose output is not a physical product or construction, it is generally consumed at the time it is produced.

- **Satisfaction:** It is a person's feeling of pleasure or disappointment.
- **Quality:** It is the totality of features and characteristics of a product or servicing that bear on its ability to satisfy stated or implied needs.
- **Industry:** An industry is a group of firms that offer a product or products.
- **Brand competition:** It occurs when a company looks at its competitors as other companies offering similar products and services to the same customers at similar prices.
- **Marketing:** It is a social and managerial process by which individual and groups what they need and want through creating offering and exchanging products of values with others.
- **Value:** It is the consumer's estimate of the product's overall capacity to satisfy his or her needs.
- **Price:** Service price are powerful customers that aid customer in forming expectation of service levels.
- **Service delivery:** It refers to what actually happens when the customer receives the service.
- **Cost quality:** Quality improvements lead to profit at least in part because of cost saving achieved through increased efficiency.
- **Brand name:** Brand is a name, term, sign, symbol, design or a combination of them, intended to identify the goods or services.
- **Automobile:** An automobile is a self-propelled vehicle which is used for the transportation of passengers and goods upon the ground. The progress of

automobiles for transportation has always been associated with the progress of civilization and development of a country.

- **Market:** Market means a place or locality where things are brought and sold and where buyers and sellers personally meet to affect these purchase and sales.
- **Chassis:** The basic-strength auto frame including the engine, suspension, wheels, brakes and drive train. A car without its body or coachwork. In monologue or unit construction it is integral with the body.
- **Combustion chamber:** The space remaining at the top of the cylinder when the piston is at the top dead center position. Where the fuel-air mixture begins to burn.
- **Compression:** In internal-combustion reciprocating engines, the squeezing of the fuel-air mixture in the cylinder of a spark-ignition engine or the squeezing of the air in a diesel engine. Compression makes combustion more effective and increases engine efficiency.
- **Diesel engine:** An internal-combustion engine in which the fuel is injected into the cylinder near the end of the compression stroke and is ignited by the heat of the compressed air in the cylinder. No spark plug or carburetor is needed.
- **Disc brake:** A type of brake in which two friction pads grip a steel disc that is attached to the wheel, with one pad on each side. Used on race cars, sports cars, and better passenger cars.

- ***Distributor:*** The moving part of the internal-combustion engine ignition system that directs the high-voltage current from the coil to the spark plugs in the proper firing order.
- ***Fiberglass:*** A very tough and durable plastic material with fibers running through the plastic. Used for race car bodies, many sports car bodies, and also enjoys considerable acceptance for passenger car bodies.
- ***Flywheel:*** A large, heavy iron or steel disc attached to the rear of an engine crankshaft in order to provide sufficient centrifugal force to smooth the power impulses from the cylinders.
- ***Fuel injection:*** On internal-combustion engines, a system that injects a precisely measured amount of fuel into the cylinder at exactly the right moment. Dispenses with the carburetor and increases engine efficiency.
- ***Gears:*** Wheels with meshing teeth to transmit power between rotating shafts. When the gear wheels are of different sizes, a change in speed ratio occurs. Gears are made of hard steel.
- ***Internal-combustion engine:*** Any engine, either reciprocating or rotary, in which the fuel is consumed in the interior of the engine rather than outside of the engine.
- ***Overdrive:*** A small auxiliary gearbox that provides an additional gear ratio. It causes the drive shaft to turn faster than the engine crankshaft or "overdrive" it. It is engaged manually when under way and reduces fuel consumption.
- ***Wheelbase:*** The distance between the centers of the front and rear wheel axles as viewed from the side of the car.

Abbreviations and Acronyms:

ABC - Active Body Control

ABS - Antilock Brake System

AC - Alternating Current

A/C - Air Conditioning

ECM - Engine Control Module

FABS - Flexible Auto Body System

FI - Fuel Injection

FWD - Front Wheel Drive

FWD - Front Wheel Drive

LCD - Liquid Crystal Display

LCM - Lighting Control Module

NGV - New Generation Vehicle

OEM - Original Equipment Manufacturer

OD - Overdrive

OTIS - Overhead Travel Information System

PS - Power Steering

PSA - Pressure Switch Assembly

RABS - Rear Antilock Brake System

SDS - Shock Dampening System

TCS - Traction Control System

TCS - Transmission Control Switch

2.11 LIMITATIONS OF THE STUDY:

- The users of SUV cars are geographically wide spread and hence contacting them is time consuming.
- The sample size of customer is limited to 200 because of time and cost factor.
- The information collected may not be sufficient and reliable in terms of total market conditions in India as Bangalore represents only a small portion of the total national market.
- Though the personal interviews consider being the best method for surveying as it also reflects the body language, it sometimes become s difficult to get and retain interviewee, because of their busy schedule.
- Most of the respondents belong to upper middle class or upper class. The approachability was one of the main constraints.
- Non availability of the database regarding the users of various SUV cars led to more hit and trial experiments.

2.12 OVERVIEW OF THE REPORT

This is essentially the chapter scheme and is divided into five units as under:

Chapter -1 INTRODUCTION

This chapter starts with the brief idea regarding the project and it also explains the theoretical background of the study i.e. sources of pleasure and displeasure in service etc.

Chapter-2 DESIGN OF THE STUDY

The design of the study tells us about the research methodology adopted for the study, statement of the problem, review of the literature, scope of the study, objective of the study, operational definitions of the concept, sampling method, data collection tool, limitations of the study and overview of the report.

Chapter-3 PROFILE OF THE RESPONDENT

This chapter has the profile of the industry, profile of the sample unit, etc.

Chapter -4 ANALYSIS

This chapter contains classification and tabulation of data, analysis and interpretation.

Chapter-5 SUMMARY

This is the last chapter. It has executive summary of dissertation, findings, conclusions and suggestions.

3. PROFILE OF THE RESPONDENTS

3.1 PROFILE OF THE INDUSTRY:

An Automobile is a self propelled vehicle which is used for the transportation of passengers and goods upon the ground. The progress of automobiles for transportation has always been associated with the progress of civilization and development of a country.

HISTORY:

Germany is the birth place of automobiles. In 1769 a French engineer, captain Nicholas Cugnot built the first self propelled vehicle. It was three wheeler with a maximum speed of 3 mph. It was fitted with a steam engine. In 1802 Richard Trevithick of England built the first practical steam automobile using the crankshaft for the first time.

In 1863 Lenoir of France built the automobile propelled by the gas engine. In 1876, Etienne Lenoir of Belgium invented the first practical internal combustion engine. In 1885 the real automobile was built by Daimler Benz employing four stroke petrol engines in Germany. In 1895 Henry Ford of America made his first famous car incorporating the main features of present day automobiles.

From 1900-1906 the production and sales of automobiles became the real business. In 1904 Simpson Company of Madras started to build the automobile bodies. In 1913 the

total vehicles in India were only 4500 and in 1914 the total no of vehicles raise to 6000. In 1926, Ford motor company of India established there office in Bombay and sold the world famous “Ford-T” modern cars.

In 1898, the first motorcar appeared in India with taxi cab in Bombay. In 1935, Sir M. Vishweshvaraya set up automobile industry in India, but the government did not approve this plan. In 1943, the Premier Automobiles Limited factory was setup at Bombay for manufacturing cars in India. In the year 1944, the Hindustan Motors Ltd. Factory was setup at Calcutta for manufacturing cars.

In India after the Independence Hindustan Motors Ltd, Calcutta and Premier Automobiles Ltd, Bombay came into existence and started manufacturing the Ambassador and Fiat cars. In 1948, Ashok Leyland Ltd, Madras started manufacturing the commercial vehicles. Later on Mahindra and Mahindra Ltd, Bombay started manufacturing jeeps. In 1954, Tata Engineering and Locomotives Company Ltd. Came into existence at Jamshedpur and started manufacturing commercial vehicles.

The automobile sector saw a boom in the post liberalization period. The buoyancy in the auto sector was primarily due to a vibrant economy with an average GDP growth of approximately 6%. Changes in government policy increase in purchasing power increase in life styles, availability of car finance etc. Though the market has boomed, the individual players are likely to have a set back in the near future due to intense competition. Several joint ventures have been signed and several are expected in the near future.

The smooth saving sector saw a sudden jerk in last quarter of 1996. The automobile industry which contributed substantially to industrial growth in 1995-96 failed to maintain the same momentum in the first half of 1996-97. The automobile production has fluctuated throughout the first half of the current year. Though it recovers in December

1996 posting a growth of 17%, the rate of growth of 25% which the industry managed in 1995-96 will not be sustain with production still out pacing sales in most of the segments of the market.

Auto stocks plummeted, with the large players suffering more casualties than the smaller ones. Industry sources point out to the slow down in sales, building up of inventories and slashing of production targets as the cause of the crash. While one school of thought believes that this is the temporary phase was caused by the special custom duty of 2% levied on the auto industry in the 1996-97 budget and post election fuel hike. The other school of thought argues that this hike was offset by the cut in duty on plastics, electronic components, tyres (natural rubber) and steel.

Evolution of automobile industry:

Initial years:

- Cars regarded as luxuries.
- Manufacturing was licensed, capacity expansion restricted.
- Import of cars was restricted to state trading corporation and foreign diplomats.
- High custom duty.
- Steep excise duties and sales taxes.
- Market dominated by just two players- Premier Automobiles Ltd. and Hindustan Motors Ltd.

1980s:

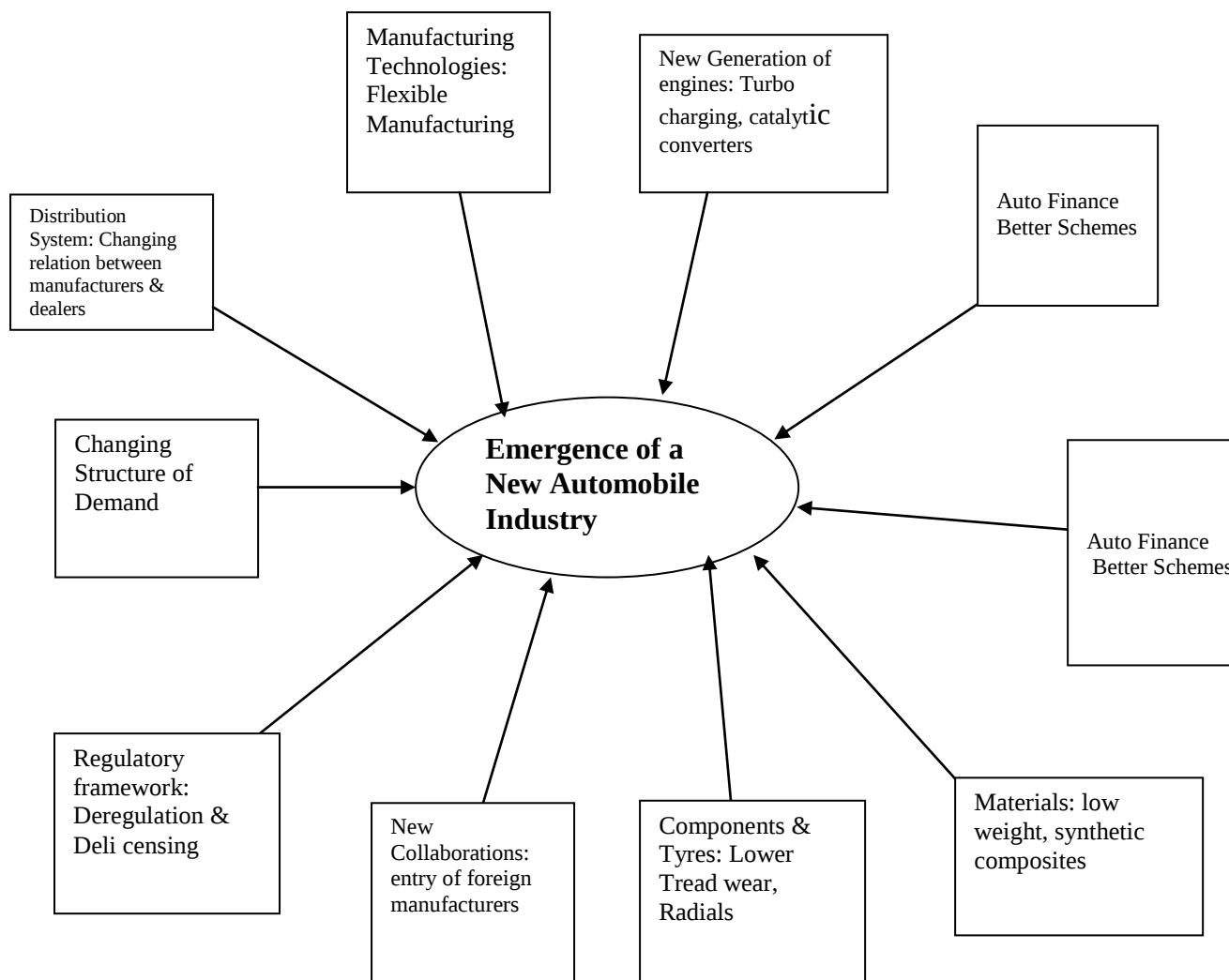
- Entry of Maruti Udyog Ltd.-better product at lower price, enjoyed government support.
- Seller's market.
- Long waiting periods.
- Limited choice.
- Restriction on capacities.
- License requirements.
- High import duties.
- Auto finance became available but was limited to a few players.
- MUL captured a major market share, PAL and HML were able to maintain volumes but their market shares fell drastically.

1990s:

- Cars perceived as necessities.
- Still a sellers market.
- Long waiting periods continue.
- Development of the mid price and luxury segments.
- Increase in competition with the entry of foreign manufacturers especially after the mid 1990s.
- Superior models and more choice.
- Auto finance booms-more players (foreign banks and NBFCs): better schemes.
- Delicensing in 1993.
- Removal of capacity restrictions.
- Decrease in custom and excise duties.

Future:

- Buyers market.
- Drop in waiting period.
- Market segmentation to change from being price based to being size based.
- Shake out in the industry.
- Increase in indigenization.
- Technologically superior and more comfortable models: internationally comparable models.
- Regulatory framework to be completely relaxed.
- Auto finance.
 - a) Decrease in the interest rates; faster loan turnaround, higher service level, smaller margin requirements and decrease in paper work.
 - b) A shake out is possible.
 - c) Change in the kind of products offered –at present hire purchase schemes are more prevalent than leasing, this is likely to be reversed in the future.
 - d) Increase in importance of the sales and service network and infrastructure.



THE BIRTH OF AUTOMOBILES:

Horses had dreams of them since time immemorial, but it was only in the 18th century that the first horseless carriage actually hit the roads. That's not to say that the idea never struck anyone. Seeds of the idea, in fact, originated long before the first contraption was rolled.

The history of the automobile actually began about 4,000 years ago when the first wheel was used for transportation in India. Several Italians recorded designs for wind-driven vehicles. The first was Guido da Vigevano in 1335. It was a windmill-type drive to gears and thus to wheels. Vaturio designed a similar vehicle that was also never built. Later Leonardo da Vinci designed clockwork-driven tricycle with tiller steering and a differential mechanism between the rear wheels.

In the early 15th century, the Portuguese arrived in China and the interaction of the two cultures led to a variety of new technologies, including the creation of a wheel that turned under its own power. By the 1600s, small steam-powered engine models were developed, but it was another century before a full-sized engine-powered vehicle was created.

A Catholic priest named Father Ferdinan Verbiest is credited to have built a steam-powered vehicle for the Chinese Emperor Chien Lung in about 1678. There is no information about the vehicle, only the event. Since James Watt didn't invent the steam engine until 1705, we can guess that this was possibly a model vehicle powered by a mechanism like Hero's steam engine—a spinning wheel with jets on the periphery.

Although by the mid-15th century the idea of a self-propelled vehicle had been put into practice with the development of experimental vehicles powered by means of springs, clockworks, and the wind, Nicolas-Joseph Cugnot of France is considered to have built

the first true automobile in 1769. Designed by Cugnot and constructed by M. Brezin, it is also the first vehicle to move under its own power for which there is a record. Cugnot's three-wheeled steam-powered vehicle carried four persons and was meant to move artillery pieces. It had a top speed of a little more than 3.2 km/h (2 mph) and had to stop every 20 minutes to build up a fresh head of steam.

Evans was the first American who obtained a patent for "a self-propelled carriage." He, in fact, attempted to create a two-in-one combination of a steam wagon and a flat-bottomed boat, which didn't receive any attention in those days. During the 1830's, the steam vehicle had made great advances. But stiff competition from railway companies and crude legislations in Britain forced the poor steam vehicle gradually out of use on roads. The early steam-powered vehicles were so heavy that they were only practical on a perfectly flat surface as strong as iron. A road thus made out of iron rails became the norm for the next hundred and twenty-five years. The vehicles got bigger and heavier and more powerful and as such they were eventually capable of pulling a train of many cars filled with freight and passengers.

Carl Benz and Gottlieb Daimler, both Germans, share the credit of changing the transport habits of the world, for their efforts laid the foundation of the great motor industry as we know it today. First, Carl Benz invented the petrol engine in 1885 and a year later Daimler made a car driven by motor of his own design and the rest is history.

Daimler's engine proved to be a great success mainly because of its less weight that could deliver 1000 rpm and needed only very small and light vehicles to carry them.

France too had joined the motoring scenario by 1890 when two Frenchmen Panhard and Levassor began producing vehicles powered by Daimler engine, and Daimler himself, possessed by the automobile spirit, went on adding new features to his engine. He built the first V-Twin engine with a glowing platinum tube to explode the cylinder gas-the

very earliest form of sparking plug. The engines were positioned under the seat in most of the Daimler as well as Benz cars. However, the French duo of Panhard and Levassor made a revolutionary contribution when they mounted the engine in the front of the car under a 'bonnet'.

Charles Duryea built a motor carriage in America with petrol engine in 1892, followed by Elwood Haynes in 1894, thus paving the way for motorcars in that country.

For many years after the introduction of automobiles, three kinds of power sources were in common use: steam engines, gasoline or petrol engines, and electric motors. In 1900, over 2,300 automobiles were registered in New York, Boston, Massachusetts, and Chicago. Of these, 1,170 were steam cars, 800 were electric cars, and only 400 were gasoline cars.

In ten years from the invention of the petrol engine, the motorcar had evolved itself into amazing designs and shapes. By 1898, there were 50 automobile-manufacturing companies in the United States, a number that rose to 241 by 1908. In that year, Henry Ford revolutionized the manufacture of automobiles with his assembly-line style of production and brought out the Model T, a car that was inexpensive, versatile, and easy to maintain. The introduction of the Model T transformed the automobile from a plaything of the rich to an item that even people of modest income could afford; by the late 1920s the car was commonplace in modern industrial nations.

Herbert Austin and William Morris, two different carmakers, introduced mass production methods of assembly in the UK, thus paving the way for a revolution in the automobile industry. Austin Seven was the world's first practical four-seater 'baby car' which brought the pleasures of motoring to many thousands of people who could not buy a larger, more expensive car. Even the 'bull-nose' Morris with front mounted engine became the well-loved model and one of the most popular cars in the 1920s.

Automobile manufacturers in the 1930s and 1940s refined and improved on the principles of Ford and other pioneers. Cars were generally large, and many were still extremely expensive and luxurious; many of the most collectible cars date from this time. The increased affluence of the United States after World War II led to the development of large, petrol-consuming vehicles, while most companies in Europe made smaller, more fuel-efficient cars. Since the mid-1970s, the rising cost of fuel has increased the demand for these smaller cars, many of which have been produced in Japan as well as in Europe and the United States.

The history of motor vehicles has surely been a well-traversed one. The automobile, as it progressed, was a product of many hands, of revolutionary concepts, and of simple, almost unnoticed upgrading. In the end, the one who received the most for these challenges and changes was the motorist, whose interest, money, and enthusiasm have forced the auto-moguls to upgrade, perfect, and add to previous achievements in order to stay in the competition.

The automobile as we know it was not invented in a single day by a single inventor. The history of the automobile reflects an evolution that took place worldwide. It is estimated that over 100,000 patents created the modern automobile. However, we can point to the many firsts that occurred along the way. Starting with the first theoretical plans for a motor vehicle that had been drawn up by both Leonardo da Vinci and Isaac Newton.

In 1769, the very first self-propelled road vehicle was a military tractor invented by French engineer and mechanic, Nicolas Joseph Cugnot (1725 - 1804). Cugnot used a steam engine to power his vehicle, built under his instructions at the Paris Arsenal by mechanic Brezin. It was used by the French Army to haul artillery at a whopping speed of 2 1/2 mph on only three wheels. The vehicle had to stop every ten to fifteen minutes to

build up steam power. The steam engine and boiler were separate from the rest of the vehicle and placed in the front (see engraving above). The following year (1770), Cugnot built a steam-powered tricycle that carried four passengers.

Early Electric Cars:

Steam engines were not the only engines used in early automobiles. Vehicles with electrical engines were also invented. Between 1832 and 1839 (the exact year is uncertain), Robert Anderson of Scotland invented the first electric carriage. Electric cars used rechargeable batteries that powered a small electric motor. The vehicles were heavy, slow, expensive, and needed to stop for recharging frequently. Both steam and electric road vehicles were abandoned in favor of gas-powered vehicles. Electricity found greater success in tramways and streetcars, where a constant supply of electricity was possible.

The History of Electric Vehicles :

However, around 1900, electric land vehicles in America outsold all other types of cars. Then in the several years following 1900, sales of electric vehicles took a nosedive as a new type of vehicle came to dominate the consumer market.

History and development of Automobiles also marks the dynamism in technological growth men have achieved. From the days of horseless carriages to the modern-age self-guided automobiles that are designed meticulously using cutting-edge technology, we have certainly traveled too far. Go through this segment to know about the automobiles, their history, development phases, and in particular their relevance to India.

Automobile Industry in India is still in its infancy but growing rapidly. The opportunities in the automobile industry in India are attracting big names with the big purse and they are investing vigorously in infrastructure, design and development, and marketing.

Automobile industry in India:

Automobile industry in India is today poised for the big leap and this segment helps you to be ready for that.

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The Birth of the Car:

The birth of the car as we know it today occurred over a period of years. It was only in 1885 that the first real car rolled down on to the streets. The earlier attempts, though successful, were steam powered road-vehicles. The first self-propelled car was built by Nicolas Cugnot in 1769 which could attain speeds of upto 6 kms/hour. In 1771 he again designed another steam-driven engine which ran so fast that it rammed into a wall, recording the world's first accident. In 1807 Francois Isaac de Rivaz designed the first internal combustion engine. This was subsequently used by him to develop the world's first vehicle to run on such an engine, one that used a mixture of hydrogen and oxygen to generate energy.

This spawned the birth of a number of designs based on the internal combustion engine in the early nineteenth century with little or no degree of commercial success. In 1860 thereafter, Jean Joseph Etienne Lenoir built the first successful two-stroke gas driven engine. In 1862 he again built an experimental vehicle driven by his gas-engine, which ran at a speed of 3 kms/hour. These cars became popular and by 1865 could be frequently espied on the roads.

The next major leap forward occurred in 1885 when the four stroke engine was devised. Gottlieb Daimler and Nicolas Otto worked together on the mission till they fell apart. Daimler created his own engines which he used both for cars and for the first four wheel horseless carriage. In the meanwhile, unknown to them, Karl Benz, was in the process of creating his own advanced tri-cycle which proved to be the first true car. This car first saw the light of the day in 1886. The season of experiments continued across the seas in the United States where Henry Ford began work on a horseless carriage in 1890. He went several steps forward and in 1896, completed his first car, the Quadricycle in 1896. This was an automobile powered by a two cylinder gasoline engine. The Ford Motor Company was launched in 1903 and in 1908 he catapulted his vehicle, Model T Ford to the pinnacle of fame. Continuing with his innovations, he produced this model on a moving assembly line, thus introducing the modern mass production techniques of the automobile industry.

With the invention of the wheel in 4000 BC, man's journey on the road of mechanized transport had begun. Since then he continually sought to devise an automated, labor saving machine to replace the horse. Innumerable attempts reached conclusion in the early 1760s with the building of the first steam driven tractor by a French Captain, Nicolas Jacob Cugnot.

It was however left to Karl Benz and Gottlieb Daimler to produce the first vehicles powered by the internal combustion engine in 1885. It was then that the petrol engine was introduced, which made the car a practical and safe proposition. The cars in this period were more like the cars on our roads today. With cars came the era of speed.

The first ever land-speed record was established about a 100 years back, in 1898. Count Gaston de Chasseloup-Laubat of France drove an electric car (in Acheres near Paris) at a speed of 39.24 miles per hour. This flagged off the era of 'wheels racing', which lasted till 1964, after which jet and rocket -propelled vehicles were allowed. Then onwards, it has been one big journey...on the roads. With the invention of the wheel in 4000 BC, man's journey on the road of mechanized transport had begun. Since then he continually sought to devise an automated, labor saving machine to replace the horse. Innumerable attempts reached conclusion in the early 1760s with the building of the first steam driven tractor by a French Captain, Nicolas Jacob Cugnot.

Then onwards, it has been one big journey...on the roads.

First Indian to buy a car:

The first car was imported into Bombay in 1897 or '98 by a Mr. Forster of Greaves Cotton and Company. Jamsetji Tata was the first Indian in Bombay to own a car when he bought one in 1901.

THE GLOBAL CAR MARKET:

The auto industry is predominant in North America, Japan and Europe. The US has one of the largest market in the world, with 16 million light motor vehicle sold in 1996, besides those exported. The major car manufacturers in the US are General Motors with a

market share of 36% and Ford Motors with a 23% share. The second largest market for cars in the world is Western Europe. In terms of number of cars manufactured, India has a share of only 0.6% of the world's production.

The automobile sector is a vital sector for any developed economy. It drives upstream industries like steel, iron, aluminum, rubber, plastics, glass and electronics and downstream industries like advertising and marketing, transport and insurance. What is good for the automobile sector is beneficial for the economy as well. However, in India the correlation between the automobile industry and economic growth is low, with the automobiles industry contribution to the GNP being only 3%. In the US it accounts for over 5% of the GNP. Every sixth worker in the US is involved in making of an automobile.

India is considered a good potential market by the major world car manufacturers as they foresee a large demand in the Indian car market. In terms of number of persons per car the US has an average of 1.4 persons per car; Canada has 1.8, Australia and New Zealand 2.2 persons each, the European Community has 2.5, Thailand 2.5, whereas India has 2.75 persons per car. Also, it takes an average 21 weeks income in the US, 15 weeks in Japan, 27 weeks in the European Community, whereas the ratio is very high in India.

Two things that have satisfied the India's automobile industry in the past are low demand and lack of vision on part of OEMs and policy makers. In such a situation, global OEMs who enjoy scale economies both in terms of manufacturing and R&D is poised to take a big leap forward. This is likely to result in a big shift in the way business is conducted by suppliers, assemblers and marketers.

Market Segments:

The Small Car Segment:

The small car segment is represented by capacity cars like Maruti 800, Wagon-R, Alto, Zen, Reva, Tata Indica, Fiat palio, Santro, Getz etc. in this segment Maruti has been the best seller, with a market share in excess of 75%. The key to Maruti's success has been the cost advantage which has translated into competitive pricing. The margins are low in this segment as compared to other segments and unless the scale of operations is large, the sector may not be feasible for new entrants. New units will have to invest a large sum and manufacture more than one lakh cars per annum, to achieve economy of operations.

Demand in this segment is affected by factors such as household incomes, limited availability of products and increasing use of car as a corporate executive perk. This segment caters mainly to the upper middle class.

The Mid Car Segment:

The medium car segment consists of brands like Esteem, Ikon, Indigo, Fiat Petra, Accent, Corsa, Honda city etc. This segment mainly targets those people who already own a car and desire to buy another one as a status symbol or for want of a more luxurious car. The sales of this segment have not been very high and the success of these vehicles has been moderate in India.

The Premium and Luxury Car Segment:

The Premium and luxury car segment consists of cars with better features like bigger engine capacity, more space and modern technological features. This segment has Ford Mondeo, Hyundai Elantra, Sonata, Corolla, Camry, Baleno, Lancer, Optra, Opel Vectra, Accord, Skoda Octavia, Skoda Superb, E-class, S-class, C-class etc. This segment targets to the up market customers.

The Premium and luxury cars are aiming at the niche markets of the very rich and their emerging consumption patterns. They are also banking on exports markets with the help of the promotion and distribution network of the collaborators. Being a fairly young segment, price sensitivity and price barriers are not known and there are no benchmarks of desired product features. Model selection is therefore riskier than in the small car segment. Moreover, a potential producer's choice set is large as internationally big cars from a large portion of the total market.

There are three things that OEMs will have to factor in before firming up any strategy or any model in the premium segment. Firstly, global brands do suffer from brand dilution once they have manufactured on Indian soil. Secondly, OEMs have realized that you cannot afford to sell older models in this technology-sensitive segment. Thirdly, this segment extremely vulnerable to imports of newer models.

SUV CAR SEGMENT:

These are purely meant for people who are adventurous in nature and love to drive their set of wheels on all types of terrain and surfaces. But at the same time a lot of SUV owners in the Indian market buy these cars purely as an image statement and not for their go-any where capabilities.

MUV CAR SEGMENT:

These are used for a variety of purposes like load carrying and ferrying a large number of persons in relative comfort in a fair amount of economy. Most vehicles in this class use diesel power as it is cheaper to run than petrol. Used mostly by tour and cab operators in India.

ESTATES:

These are the station wagons or estate versions of sedans available in India, meant essentially for large families who travel frequently across the country with a lot of luggage. They usually cost more than their three box cousins. With the launch of the marina, tata has redefined pricing in this segment. Some of the estate versions are infact better looking than the three box cabins.

DUTY STRUCTURE:

The government focused on far reaching indirect tax reforms in the 1999-2000 budgets, in a bid to promote efficient industrial growth and productivity. The budget brought in a reduction in the multiplicity of duty rates, rationalization of the rate structure, and curtailed scope for discretion by abolishing the power to grant ad hoc duty exemptions in excise and customs. An Authority for Advance Rulings for Excise and Customs was set up to inject greater transparency and provide binding rules to help prospective investors about their duty liability in advance.

However, the automobile industry has had to contend with marginally raised duties (1%) as a result of the modification in the duty structures and increased diesel prices (Re.1). The significant increase in the defense spending is expected to reflect positively on the overall growth of the automobile industry, though the absence of any relief for car manufacturers may further contribute to a slump in the sector.

CUSTOMS DUTY:

Customs duties on automobiles have been rationalized and since liberalization have been reduced drastically. The 1999-2000 budgets saw a modest reduction in the peak rate of protective customs duty from 45% to 40%. This was accompanied by a reduction in seven major ad valorem rates of basic customs to five as a result of rationalization and simplification. These rates were-an unchanged duty rate of 5%, a 15% duty rate by substituting the 10% rate, a 25% rate by merging 20% and 25% duty rates, a 35% duty rate by merging 30% and 35% duty rates and an unchanged duty rate of 40%. The budget also indicated that the customs duty structure would be phased down to Asian levels in five years. An additional customs duty of Re.1 per liter has been imposed on high-speed diesel oil.

EXCISE DUTY:

There has been continued rationalization of excise duty with respect to automobiles. The 1997-98 revised duty structure had the following revised rates for motor vehicles:

1. A duty of 40% on motor vehicles designed for transport of not more than six persons (excluding the driver).
2. A duty of 25% on vehicles designed for transport of more than six persons, but not more than 12 persons.
3. A duty of 15% for public transport vehicles and vehicles for transport of goods.
4. The duty on two-wheelers varied from 15% to 20% depending upon engine capacity.
5. Excise duty on auto components was reduced from the levels of 20% and 15% to 18% and 13%.
6. Excise duty on electrically operated

vehicles was reduced from 10% to 8% and bodies of motor vehicles from 20% to 18%.
(The above rates have been restructured as per the 1999-2000 budget provisions.)

The 1999-2000 budgets rationalized the excise duty structure further by reducing the existing 11 ad valorem duty rates to only three basic rates. This was achieved by merging the rates of 5%, 10% and 12% into the existing 8%; creating a new rate of 16% by merging the existing 13%, 15% and 18%; and by reducing the existing rates of 25%, 30%, 32% and 40% to 24%. Besides, two slabs of surcharge of 6% and 16% were fixed over the rate of 24% on commodities that carried the rate of duties of 30% and 40% respectively.

The government has lifted the cap on MODVAT credit of 95% of the admissible amount and restored it to 100%. As a result, manufacturers can now avail full credit of the duty paid on inputs. An additional duty of Re. 1 per liter has been imposed on high-speed diesel oil. The government intends to utilize the proceeds from this levy for road development and for initiatives in rural development and the social sector.

The excise duty rates for motor vehicles now ranges from 10% to 40%, while the excise duty rates for components and parts ranges from 10% to 25%. The Indian automotive industry has found a ready and accepting global market because of the introduction of new vehicles and components with improved quality and performance. The export value of automotive exports in 1997-98 is Rs. 30,201,228,000 as compared to Rs. 4,635,167,000. The automotive industry has maintained a steady share in the total exports of the country. It has had a share of 2.7% in 1997-98, 2.2% in 1998-99 and 2.8% in 1999-00.

Transport equipment is the second fastest growing export commodity after cashew nuts, according to the Indian Economic Survey, 1999-2000. With a weight of 2.2 in the total

exports of the country, transport equipment has grown by 54.8% from \$443.2 million in 1998-99 to \$685.9 million in 1999-00.

Although the Indian auto exports have had no presence in the global export market of the 1960s and 1970s, it has maintained a steady share of 0.1-0.2% in world road vehicles exports since the 1980s. Globalization and foreign collaboration tie-ups have also played a role in the export growth.

EXPORTS - AN OVERVIEW:

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Export of all kinds of automotive vehicles as well as auto components have been increasing over the last decade, as can be seen from the graph.

SOME OF THE SUV CARS IN INDIAN MARKET:

- ◆ Mercedes M-class
- ◆ Mahindra scorpio
- ◆ Ford endeavour
- ◆ Mitsubishi pajero
- ◆ Tata safari
- ◆ Honda CRV
- ◆ Suzuki grand vitaria
- ◆ Hyundai terracan
- ◆ Hyundai Tucson
- ◆ Toyota innova
- ◆ Toyota prado
- ◆ Porsche cayenne
- ◆ Nissan X-trial
- ◆ BMW X-5

SUV CAR MANUFACTURERS:

Theoretically speaking, beginning earlier earlier this year, every automobile in this world is now available to us in India. Beginning with the Daewoo Cielo from Korea a few years ago, all auto companies in the world started entering India apart from the two Korean Gaily driving.

FORD:

Ford is the first company that brought car to the common man. Earlier, cars were a luxury item and mostly fabricated piece by piece one by one, due to which they were highly

expensive. Henry Ford I established the first assembly line or mass-productive cars in America. This made them cheaper and affordable to common people's car in the early 20th century. Ford Motor Company entered the business world without fanfare on June 16, 1903, when the late Henry Ford and 11 associates filed incorporation papers at Michigan's State Capitol in Lansing. With an abundance of faith, but only \$28,000 in cash, the pioneering industrialists gave birth to what was to become one of the world's largest corporations. Few companies are as closely identified with the history and development of America throughout the 20th century as Ford. And perhaps no other American firm is as well known across the globe.

At the time of its incorporation, Ford was a tiny operation in a converted Detroit wagon factory staffed with 10 people. Today, the company is the world's second-largest industrial corporation, and is the second-largest producer of cars and trucks, with active manufacturing, assembly or sales operations in 31 countries on six continents.

Paralleling Ford's domestic growth was a foreign expansion program which began in 1904; just one year after the company was formed. On Aug. 17 of that year, a modest plant opened in the small town of Walkerville, Ontario, with the imposing name of Ford Motor Company of Canada, Ltd. From this small beginning grew an overseas organization of manufacturing plants, assembly plants, parts depots and dealers, with Ford represented in some 200 countries and territories around the world. About 60,000 companies worldwide supply Ford with goods and services.

More than 338,000 men and women now come to work each day in Ford factories, laboratories and offices around the world. Ford products are sold in more than 200 nations and territories by a global network of some 10,500 dealers. And the company's annual sales exceed the gross national products of many industrialized nations. With 6.7 million car and commercial vehicle sales in 1994, Ford held a 13 percent global share. In India

Ford, like most other foreign auto companies entered with joint venture with Mahindra & Mahindra with a fifty-fifty partnership.

HYUNDAI:

Hyundai Motor was established in 1967 by the Hyundai group. However, for a long period it was just producing cars based on the design supplied by Ford UK. The first self-developed model was the '74 Pony, but under the guidance of Mitsubishi. Engines also came from the Japanese design, while the styling was penned by Italian design. The car earned Hyundai the name as the biggest Korean car maker which is still unchallenged today.

The second generation Pony of 1982 marked another milestone: the first large scale export. Like the Japanese, Korean's industry was (and still is) very export-oriented. The Pony small car, benefited by the wage advantage of Korea labors, stormed the Canadian small car market in 1983. The world started to realize the rise of another Eastern car making nation. The first self-designed engine appeared in 1991, which signaled the "real" autonomy of R&D. Sales continued to grow in the whole 90's as model range expanded and quality improved. This company came to India in 1999 and launched their tall boy Santro in India, which went to become India's largest selling car, just behind Maruti.

MARUTI:

Maruti Udyog Ltd (MUL), is the largest car manufacturer in the country with a market share of over 80 per cent in the car industry. It is a joint sector corporation setup by the

Government of India and Suzuki Motor Corporation, Japan. Although the company is a clear leader, it faces threats from new entrants into car industry.

The company was incorporated in 1981 to take over the assets of the erstwhile Maruti Ltd. Maruti Ltd set up in June 1971 had been wound up by a High Court order in 1978. The assets of Maruti Ltd were then acquired by the Government under the Maruti Ltd (Acquisition And Transfer of Undertakings Act, 1980).

In the year 1982, the government signed a joint venture agreement with Suzuki Motor Corporation of Japan. Suzuki's stake had risen from 26% to 40% in 1987. Suzuki's stake went up once again to 50.25% in 1992. Between August 1997 and June 1998, there were severe tensions between the two partners over the issue of appointment, of the managing director of the company. This was resolved in June 1998.

The first product, Maruti 800 was launched in 1984. In 1985, the all-terrain vehicle Gypsy was launched and Maruti sold its 50,000th vehicle. The Maruti 1000 was launched in 1990 and the Zen in 1993.

The company manufactures passenger cars at its factory in Gurgaon, Haryana. Its installed capacity of 350,000 vehicles is expected to rise to 450,000 in the year 1999. The company's models include the 800cc small car, Esteem, Zen and Gypsy.

In the car segment, it had a market share of 83% in FY98, with sales of 345,303 cars. For the period April '98 to January '99, MUL car sales have dropped by 6.4% to 263,681 compared to 281,697 cars for the corresponding period for FY98.

The company is a significant exporter with exports to over 50 countries. During FY98, exports also witnessed a drop of 26.87% to 24,757 cars. For the period April '98 to

January '99, MUL car exports dropped by 10% to 17,155 compared to 19,054 cars for the corresponding period in FY98.

In August '98, the company launched the diesel version of the Zen which is powered by a 1527 cc engine supplied by Peugeot Citreon Motors, France. The company also intends to launch a diesel version of the Gypsy and a new model in the 800 cc segment.

The company is known for its strategy of value-for-money pricing which has been made possible due to the high levels of indigenisation of its vehicles. While the Maruti 800, Zen, Esteem and Omni are indigenised to the extent of over 90 per cent, the Gypsy is indigenised to the extent of 82 per cent and the export version of the Zen called Alto to the extent of 76 per cent. Maruti has a vendor network of about 375.

The company has several joint ventures with some of these vendors to source its raw material requirements. On the sales and marketing side, Maruti has a network of 112 dealers and sales outlets in 86 locations across the country. It also has a 1,010 strong service work shop network covering 412 locations in the country.

In August 1997, a major dispute broke out between the Government of India (GOI) and Suzuki Motors Corpn (SMC), Japan. The issue was the appointment of R.S.S.L.N.Bhaskarudu as managing director in August 1997. SMC objected to his appointment alleging that Bhaskarudu was incompetent. SMC also described the appointment as illegal, as its five directors who comprise a majority of the company's board strength of 9, had opposed the appointment. The GOI's argument was that as per the amended agreement between the two partners in 1992, each partner could nominate a managing director for five years and there was no need for any discussion on it.

MUL plans to launch Baleno in the luxury car segment and Wagon R in mid-size car segment. Baleno will be powered by a 1.8 liter, 16 valve powerplant. Initially they will be produced at the new plant from CKD/ SKD kits imported from Japan.

In December '98, MUL slashed the prices of its 800cc and Zen cars by about Rs24,000 and Rs51,000 respectively. This has helped MUL to restrict the slide in its market share, due to entry of new car manufacturers.

For FY99, MUL's total income dropped by 4.2% to Rs81.2bn. The decrease in prices of 800cc and Zen was reflected in a drop of 20% in net profit to Rs5.2bn compared to Rs6.5bn in FY98.

As a process of its disinvestment in PSU, the GOI is seriously considering disinvesting its holding in MUL, in the domestic market. But there have been no announcements regarding this from the company.

MITSUBISHI:

Mitsubishi Motor's automotive tradition goes back to 1917 when the Mitsubishi Model A, Japan's first series-production automobile, was introduced. Over the next two decades the company established themselves as an innovator, developing, amongst others, Japan's first diesel engine, it's first large-sized bus (the start of the world famous Fuso commercial vehicle series), it's first four-wheel drive passenger car prototype, and it's first diesel-powered truck.

At the end of the Second World War Japan's large industrial groups were dismantled by order of the Allied powers and Mitsubishi Heavy Industries was split into three regional companies, each with an involvement in motor vehicle development.

The country's major need at this time was for commercial vehicles, the situation being further complicated during the first few years by a severe fuel shortage. In consequence 1946 saw the introduction of a bus which could be run on either petrol or alternative fuels, and, in 1947, an electric bus; in the truck field the innovations continued with Japan's first truck to be equipped with an air suspension system, as well as the first tilt-cab truck. Passenger vehicle production was confined primarily to Mitsubishi's first scooter.

By the beginning of the 1960s, however, Japan's economy was gearing up: wages were rising and the idea of family motoring was taking off. The Mitsubishi 500, a mass market saloon, fulfilled this need; followed, in 1962, by a four-seater micro-compact with a two-stroke air-cooled 359cc engine, the Minica - a name which still lives today. The first Colt - a larger, more comfortable family car, not a predecessor of the modern Colt - was also introduced in the same year, and the first Gallant in 1969. This was a genuine pacesetter in the Japanese market, representing the best and latest in automotive technology and was to sire a long and illustrious line with a string of motor sports honors and consumer awards to its name.

With similar growth in its commercial vehicle production it was decided that the company should create a single operation to focus on the automotive industry and, in 1970, the Mitsubishi Motors Corporation was formed.

The 1970's saw the beginning of Mitsubishi's considerable international rallying success with Gallants and Lancers, demonstrating the qualities of performance and reliability for which they are known today. As part of a global expansion programme in 1974 UK distribution was ensured with the formation of The Colt Car Company, a joint venture partnership between Mitsubishi Corporation and Colt Automotive Limited.

By the end of the decade Mitsubishi vehicles were picking up honors both at home and abroad, including South Africa's 1977 "Car of the Year" (the Gallant) and 1979 "USA's Pick-up of the Year" (the L200). But this was just the start. In 1982 the Shogun (badged Pajero or Montero in other parts of the world) was launched, a 4x4 which was quite different from anything that had been seen before. Quite incredibly, just a few months later in the Paris-Dakar rally, it took honors in the Production Class and the Marathon Class, as well as the Best Team award. Two years later it won outright and a legend was born; the Shogun became a global best-seller, winning "4x4 of the Year" awards in France, Australia, Britain, Spain and West Germany. And it was not alone on the honors list - Gallants, Colts, Lancers and L200s were all being honored worldwide.

Technologically this decade saw incredible advances. In 1990 MMC introduced the world's first Traction Control System, followed by Super Select 4WD and Multi-mode ABS in 1991 and INVECS in 1992. Commercial production of the Libero electric car began in 1994 whilst 1996 saw the development of the GDI engine.

In the UK the introduction of the European-built Charisma and Space Star models, together with the relaxation of import quotas on Japanese-built vehicles saw sales increase dramatically, to over 23,000 vehicles per annum in 1997. Mitsubishi became the fastest growing Japanese marque.

On 18th October 2000 MMC and DaimlerChrysler formally signed the terms of an alliance which puts them in the top three of the world's automotive giants. Whilst both will continue as separate entities it enables MMC to become stronger outside Asia, whilst DaimlerChrysler will gain a better foothold in the Asian markets. Design, development and production cooperation means that small cars produced at Ned Car under both Mitsubishi and Mercedes names will share a common platform and GDI technology. The future looks exciting indeed.

HONDA:

The history of the Honda Motor Company began with the vision of one man - Soichiro Honda. His dream was personal mobility for everyone. Soichiro Honda founded the Honda Motor Company in 1948. In the same year, he designed and engineered the first product of this company - a 50 cc motorized bike on a bicycle frame - in his small shed at Hamamatsu. Today, as we celebrate our 50th Anniversary, Honda is a global company with a global viewpoint and a five-region global strategy that is reflected in a solid commitment to local markets and economies.

Over the years, Honda has gained prominence in the global community through ceaseless innovation and a dedication to servicing the needs of society. Honda's history has been a history of challenges - challenges encountered and overcome by perseverance, ingenuity and the pursuit of perfection.

In our eyes, however, our most enduring challenge has been to satisfy the ever-changing needs of our customers. This is the essential spirit of Honda. With responsibility to the

environment, commitment to local markets, and respect for people as its guiding principles, Honda aims to contribute to an increasingly mobile society characterized by a superior quality of life, comfort and convenience. Today, around the world, more and more people want to experience the unique pleasures of motoring. Our goal is to create a new global standard for affordable yet high quality automobiles that enable everyone to achieve their dreams.

TOYOTA:

Toyota Motor Corporation, Japan, was established in 1937 to manufacture and sell of cars and parts domestically. With the vision in expanding business to foreign countries, the company had decided to choose Thailand as the first country for foreign investment. Opening the first car assembly plant at North Samrong by assembling CKD parts with domestic ones. Cars which were first assembled in Thailand were Toyota Dyna JK 170, Tiara, Stout and Publica. Toyota had achieved the assembly of 10,000 cars at the first assembly plant. Toyota started to provide scholarships to students of Chulalongkorn University and Thammasart University. Opening the second assembly plant at South Samrong- Operating the water treatment plant with an investment of Baht 10 million. It was the first car assembly plant which took water pollution problems into consideration. Starting the assembly of engines for saloon cars at the first assembly plant. Toyota, with joint- venture cooperation with Siam Cement Co., Ltd., established Siam Toyota Industry Co., Ltd. (STM) with a total registered capital of Baht 150 million, to produce engines for

car assembled domestically, and for export. The operation received promotional privileges from the BOI. Opening the third assembly plant with an investment of Baht 1,600 million and production capacity of 100,000 cars per year. It was the most modern and efficient assembly plant in Asian Region. - Introducing "Toyota Corolla Altis", cars with GOA safety body structure.

3.2 PROFILE OF THE SAMPLE UNIT:

The research is an effort to study the "Market Analysis of SUV cars in Automobile industry in Bangalore City". A survey of 200 subscribers is conducted in general to derive the conclusion, as it is very difficult to use the probability sampling to select the representative sample. For the purpose of the study age-group of respondents have classified into four group such as 20-30, 30-45, 45-60 and 60 and above and there response percentage are 35%, 34%, 23.5%, and 7.5% respectively.

Income of the respondents has been classified into four groups such as 10,000 - 20,000, 20,000 -35,000, above 35,000, their response percentage are 35%, 32.5% and 32.5% respectively.

Occupation of the respondents were classified into three groups such as entrepreneurs, employees, and self-employed and their response percentage are 32.5%, 44% and 23.5% respectively.

4. ANALYSIS AND INTERRETATION:

4.1 INTRODUCTION TO ANALYSIS:

After tabulating, the data must be analyzed, researcher often use statistical interpretation which concentrates on what is average or what deviates from an average. Statistical interpretation, shows how widely the response vary and how they are distributed in relation to the variable, being measured, statistical market rely on estimates of expected errors or deviation from the two values of population. The analysis and interpretation of data may lead the researcher to accept or reject the hypothesis being selected.

4.2 DATA ANALYSIS TOOLS USED:

The process of arranging data into groups or classes according to resemblance and similarities is technically called classification.

Classification is the process of arranging the data into sequences and groups according to their common characteristics or separating them into different related parts.

The data can be calculated on the following four bases:

- Quantitative- according to magnitude
- Geographical- according to city, district, etc.
- Qualitative- According to attributes
- Chronological- According to occurrence of events in time

The classification adopted for this study in quantitative and geographical classification.

01. Table showing “the age group of respondents”

Years	No. of respondents	Percentage
20-30	70	35
30-45	68	34
45-60	47	23.5
60 above	15	7.5
Total	200	100

Observation:

This table shows that majority of respondents belong to the age group between 30-45 i.e. 35%, 7.5% are of the age group 60 above, 23.5% are of the age group between 45-60 and the rest 35% are of the age group between 20-30.

01.Graph showing “the age group of respondents”

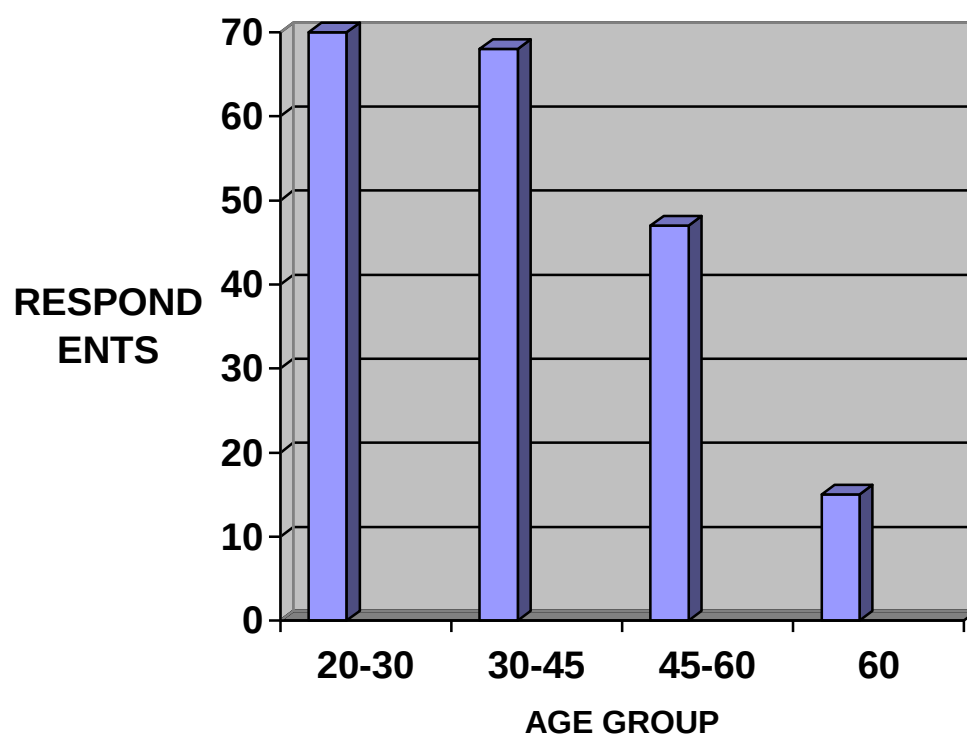


Table no.0`1

02. Table showing “the occupation of the respondents”

Occupation	No. of respondents	Percentage
Entrepreneur's	65	32.5
Employees	88	44
Self-employed	47	23.5
Total	200	100

Observation:

Majority of respondents were employees i.e. 44%, 32.5% were entrepreneurs and the rest 23.5% were self-employed

02. Graph showing “the occupation of the respondents”

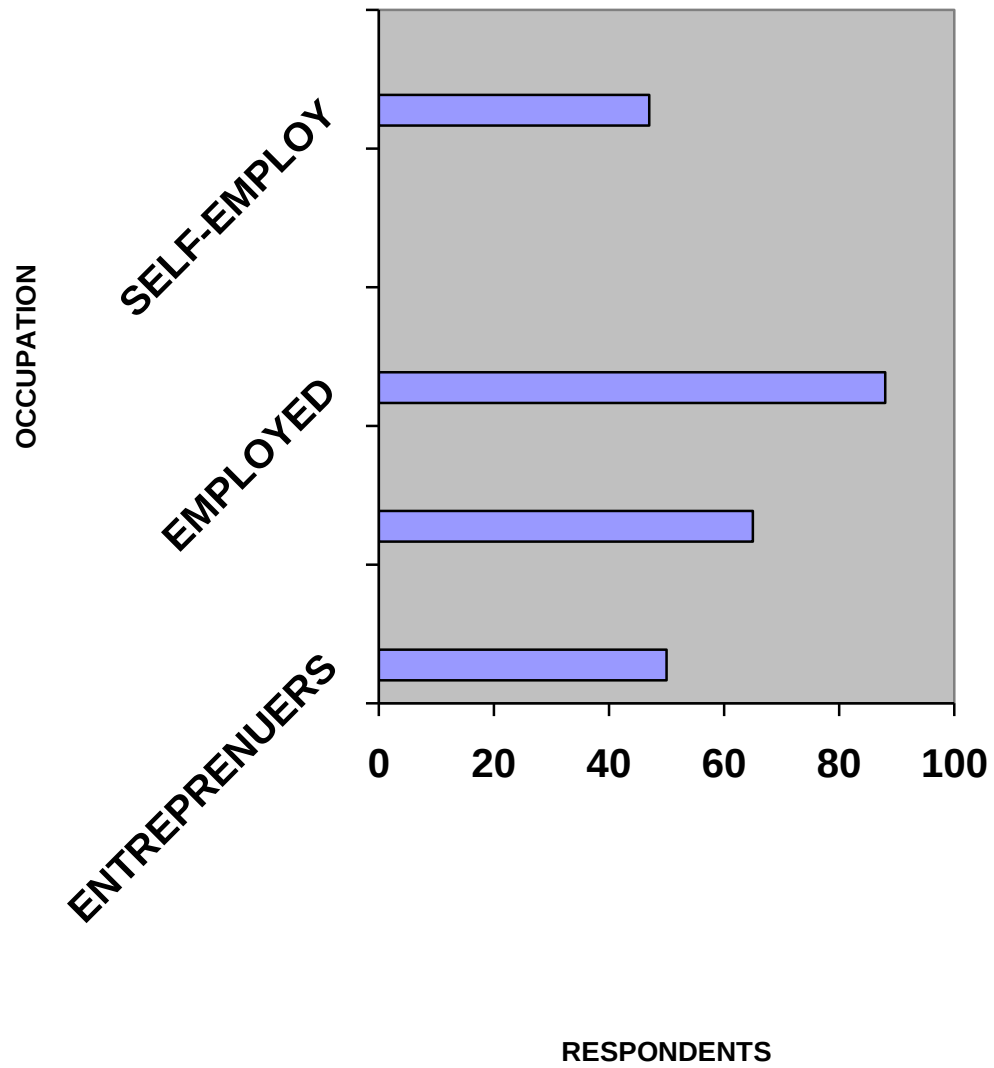


Table no.02

03. Table showing “the income level of the respondents”

Income	No. of respondents	Percentage
10,000-20,000	70	35
20,000-35,000	65	32.5
35,000 Above	65	32.5
Total	200	100

Observation:

Majority of respondents lies in the income level 10,000-20,000 i.e. 35%, 32.5%

between 20,000-35,000 and the rest 32.5% lies above 35,000.

03. Graph showing “the income level of the respondents”

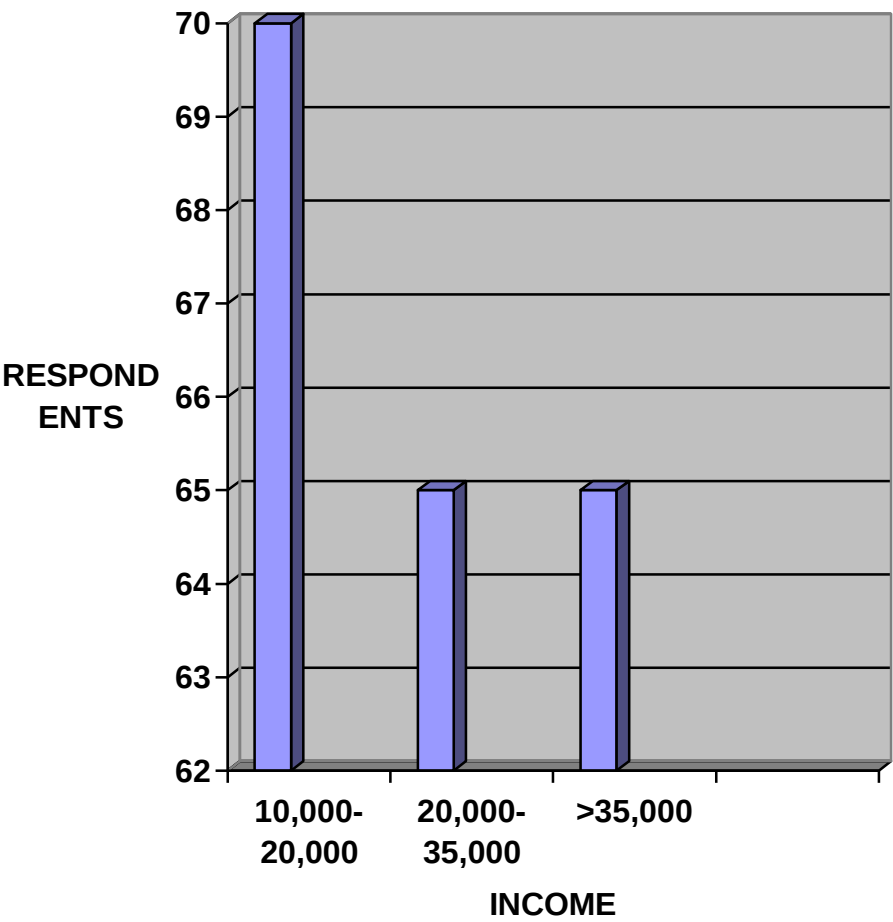


Table no.03

04. Table showing “the influence of persons to buy a car”

Influence of persons to buy a car	No. of respondents	Percentage
Family members	33	16.5
Children	17	8.5
Wife	45	22.5
Friends	16	8
Colleagues	13	6.5
Company	6	3
Self	70	35
Total	200	100

Observation:

Majority of the respondents were influenced by self to buy a car i.e. 35%, 22.5% were influenced by their wife's, 8.5% were influenced by their children's, 6.5% were influenced by colleagues, 8% by friends, 16.5% were influenced by family members and the rest 3% were influenced by the company.

04. Graph showing “the influence of persons to buy a CAR

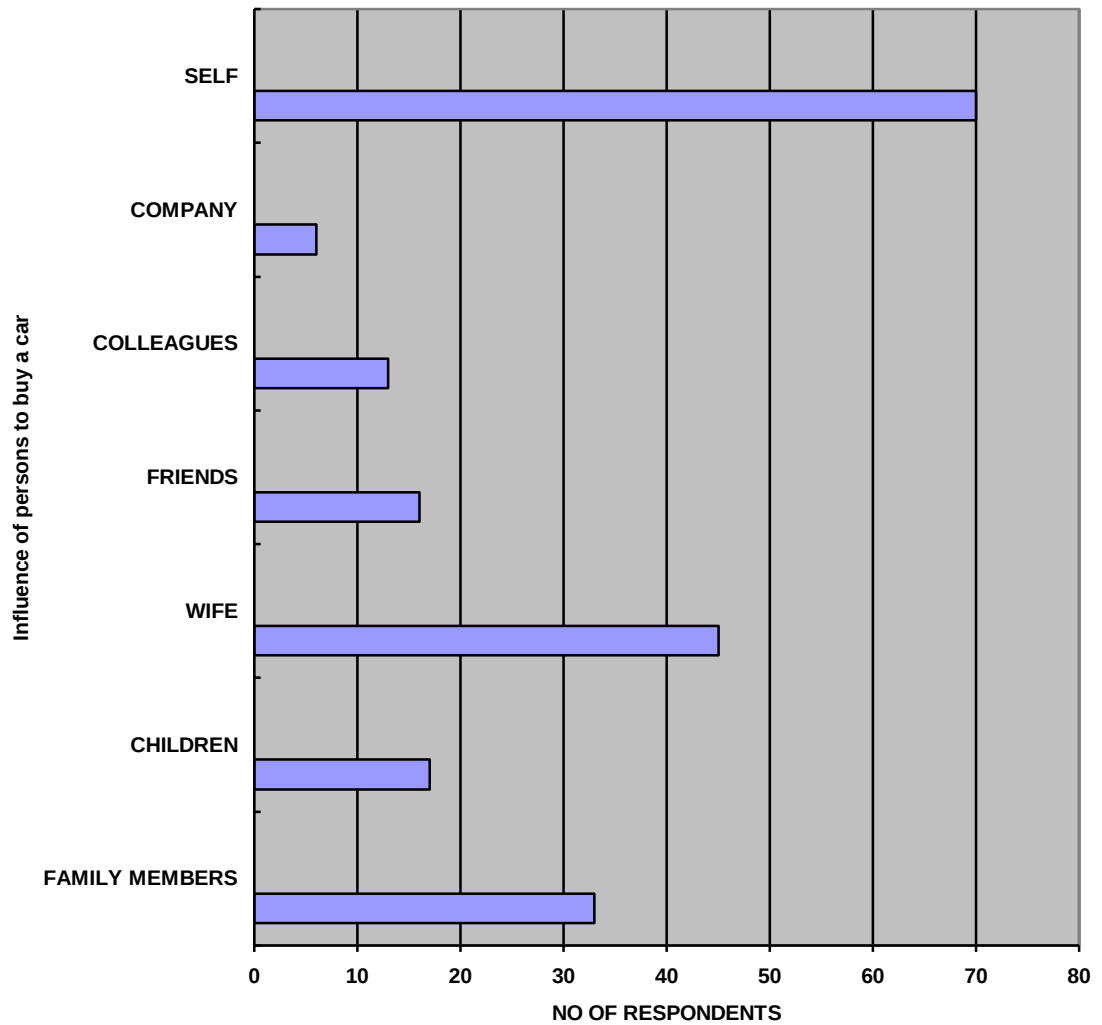


Table no.04

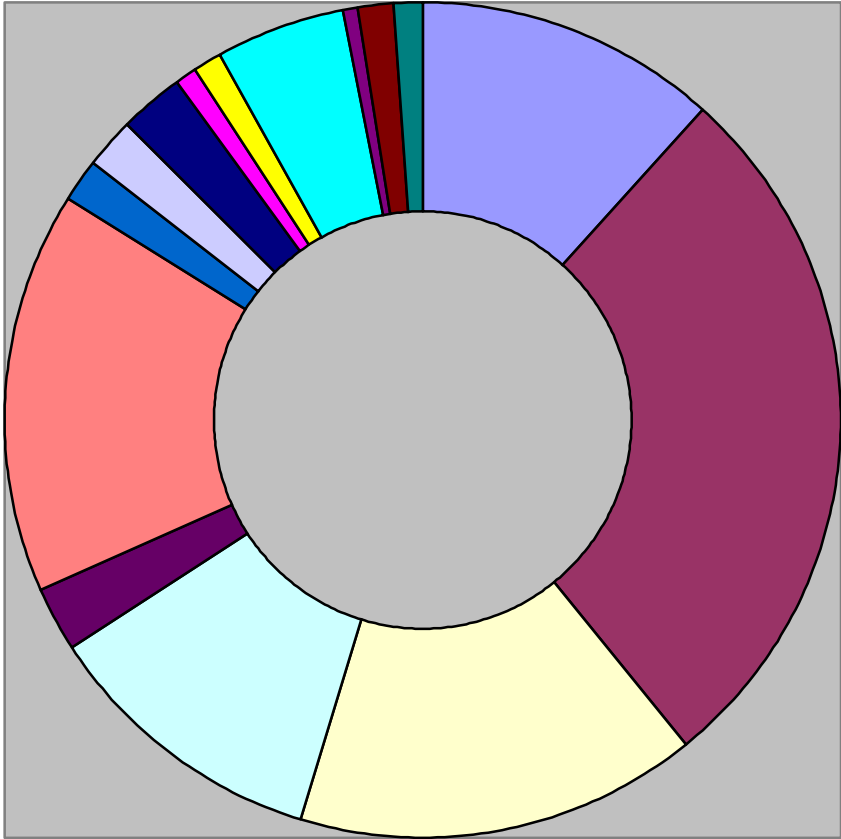
05.Table showing “the model of cars owned by the respondents”

Model of cars owned by the respondents	No. of respondents	Percentage
Safari	23	11.5%
Scorpio	55	27.5%
Honda CRV	31	15.5%
Ford endeavour	22	11%
Suzuki grand vitaria	05	2.5%
Toyota innova	31	15.5%
Toyota prado	03	1.5%
Hyundai terracan	04	2%
Hyundai Tucson	05	2.5%
Mitsubishi pajero	02	1%
Mercedes M-class	02	1%
Nissan X-trial	10	5%
Porsche cayenne	01	0.5%
BMW X-5	3	1.5%
Volkswagen	02	1%
Land rover	01	0.5%

Observation:

This table shows that the majorities of the respondents have SCORPIO ie 27.5%, followed by Innova 15.5% , CRV 15.5% and then followed by safari 11.5% Ford endeavour 11%, Suzuki grand vitara 2.5%, Toyota prado 1.5%, Hyundai terracan 2%, Hyundai Tucson 2.5%, Mitsubishi pajero 1%, Mercedes M-class 1%, Nissan X-trail 5%, Porsche cayenne 0.5%, BMW X-5 1.5%, Volkswagen 1%, Land rover 0.5%

05. Graph showing “the model of cars owned by the respondents”



SAFARI	SCORPIO
CRV	ENDEAVOUR
SUZUKI	INNOVA
PRADO	TERRACAN
TUCSON	PAJERO
M-CLASS	X-TRIAL
CAYENNE	X-5
VOLKS WAGEN	

Table no.06

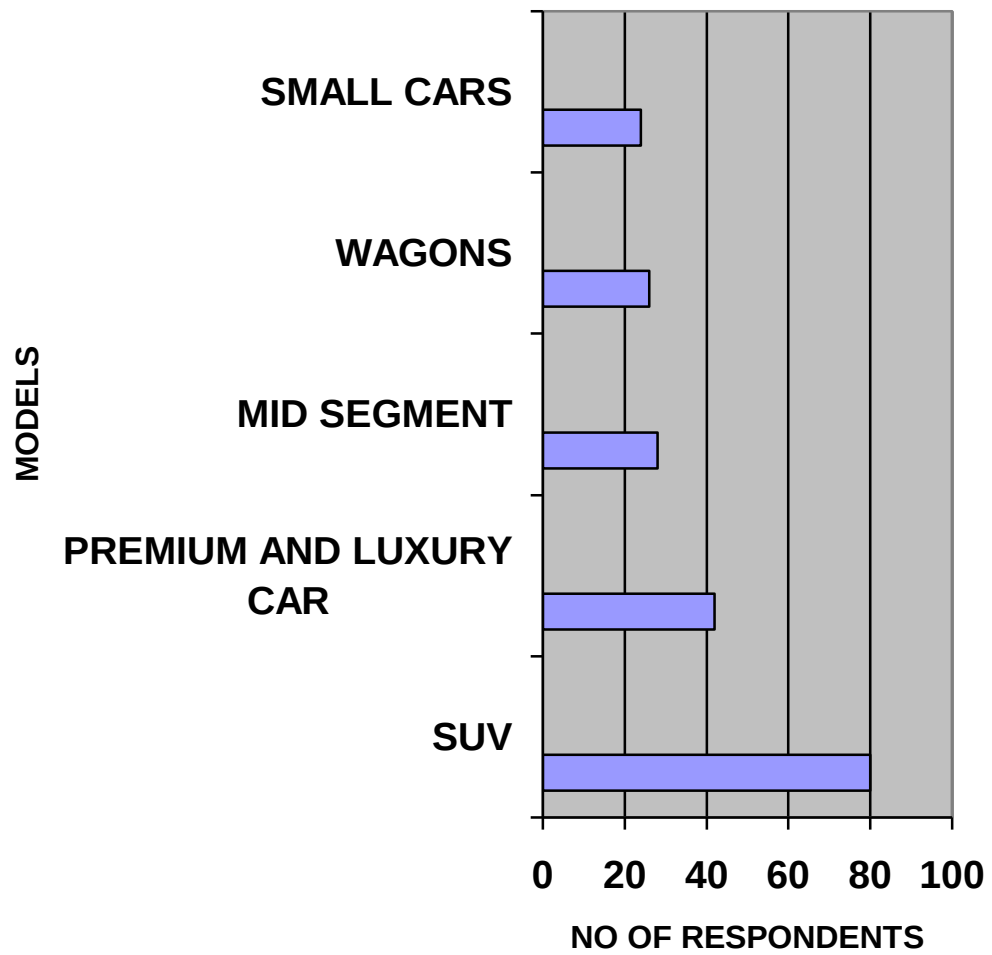
06. Table showing “the segment of cars preferred”

Segment of cars preferred	No. of respondents	Percentage
Small car	24	12
Wagons	26	13
Mid Segment car	28	14
Premium & Luxury car	42	21
SUV	80	40
Total	200	100

Observation:

Majority of the respondents prefer SUV i.e. 40%, 14% prefer mid segment, 12% prefer small car segment, 13% prefer wagons, 14% prefer mid segment cars and 21% prefer luxury cars..

06. Graph showing “the segment of cars preferred”



Source: Table no.06

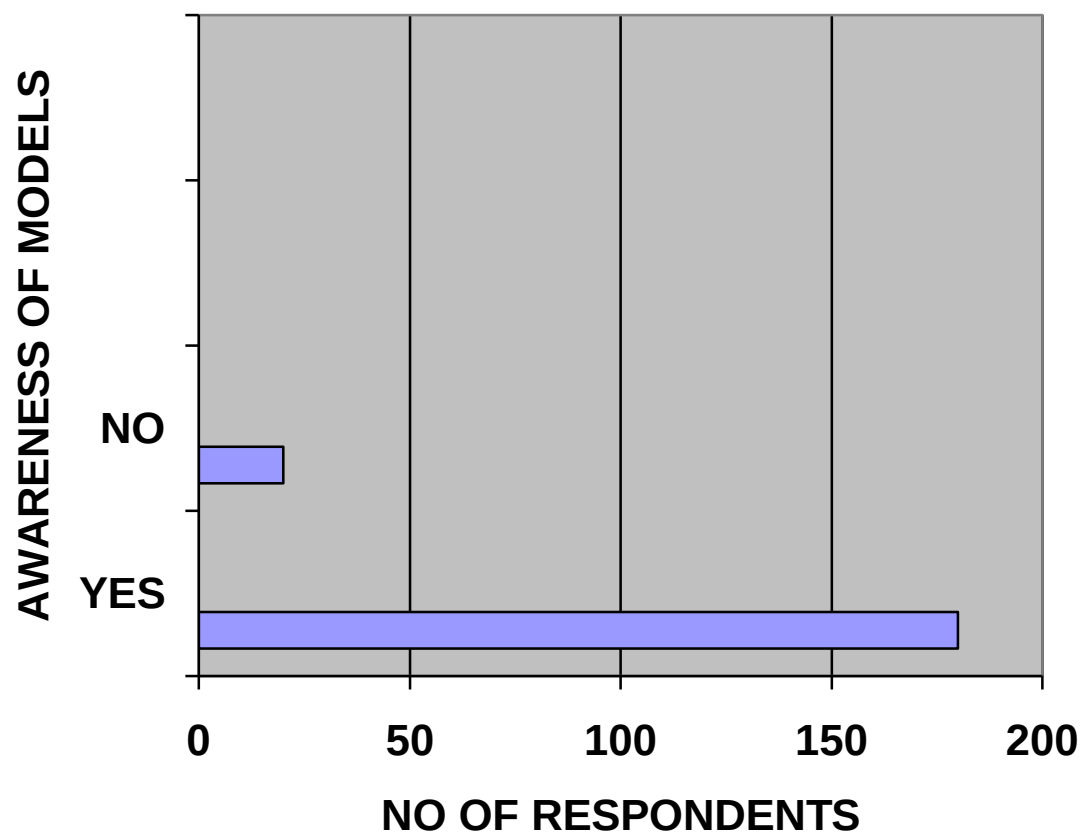
07. Table showing “the awareness about different type of SUV models”

Awareness about different type of SUV models	No. of respondents	Percentage
Yes	180	90
No	20	10
Total	200	100

Observation:

90% of the respondents were aware of the different type of SUV models and 20% were not aware.

07. Graph showing “the awareness about different type of SUV models”



Source: Table no.07

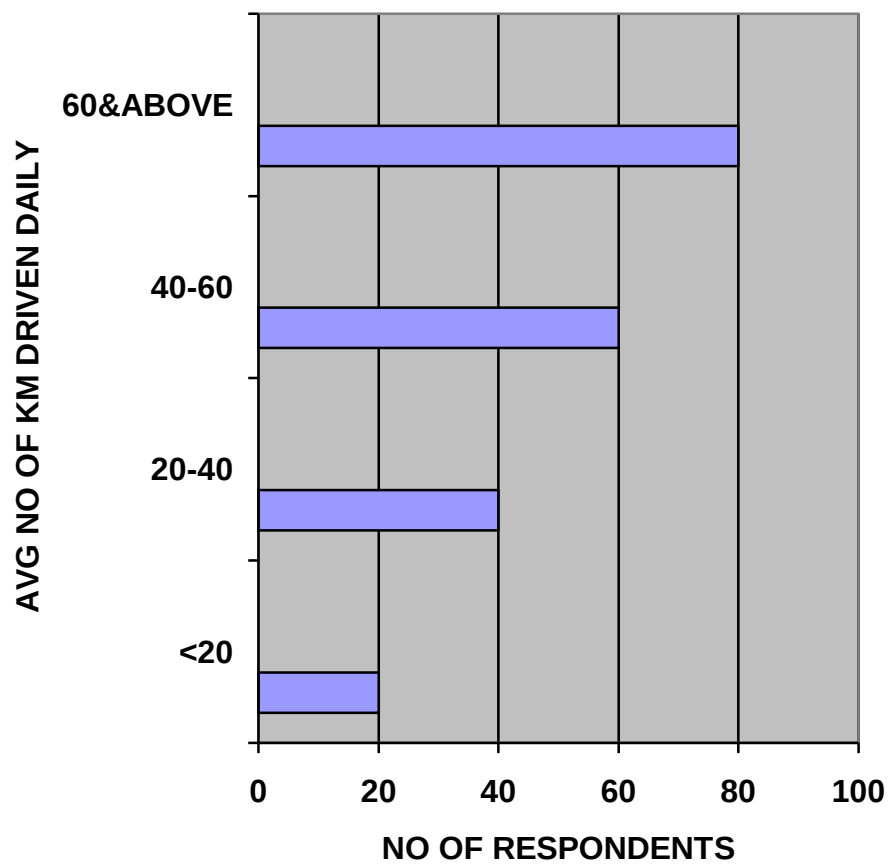
08. Table showing “the average number of kilometers driven daily”

Average number of kilometers driven daily	No. of respondents	Percentage
<20	20	10
20-40	40	20
40-60	60	30
60 above	80	40
Total	200	100

Observation:

30% of the respondents drive between 40-60 kilometers daily, 40% drive above 60 kilometers daily, 20% between 20-40 and the rest 10% drive less than 20%.

08. Graph showing “the average number of kilometers driven daily”



Source: Table no.08

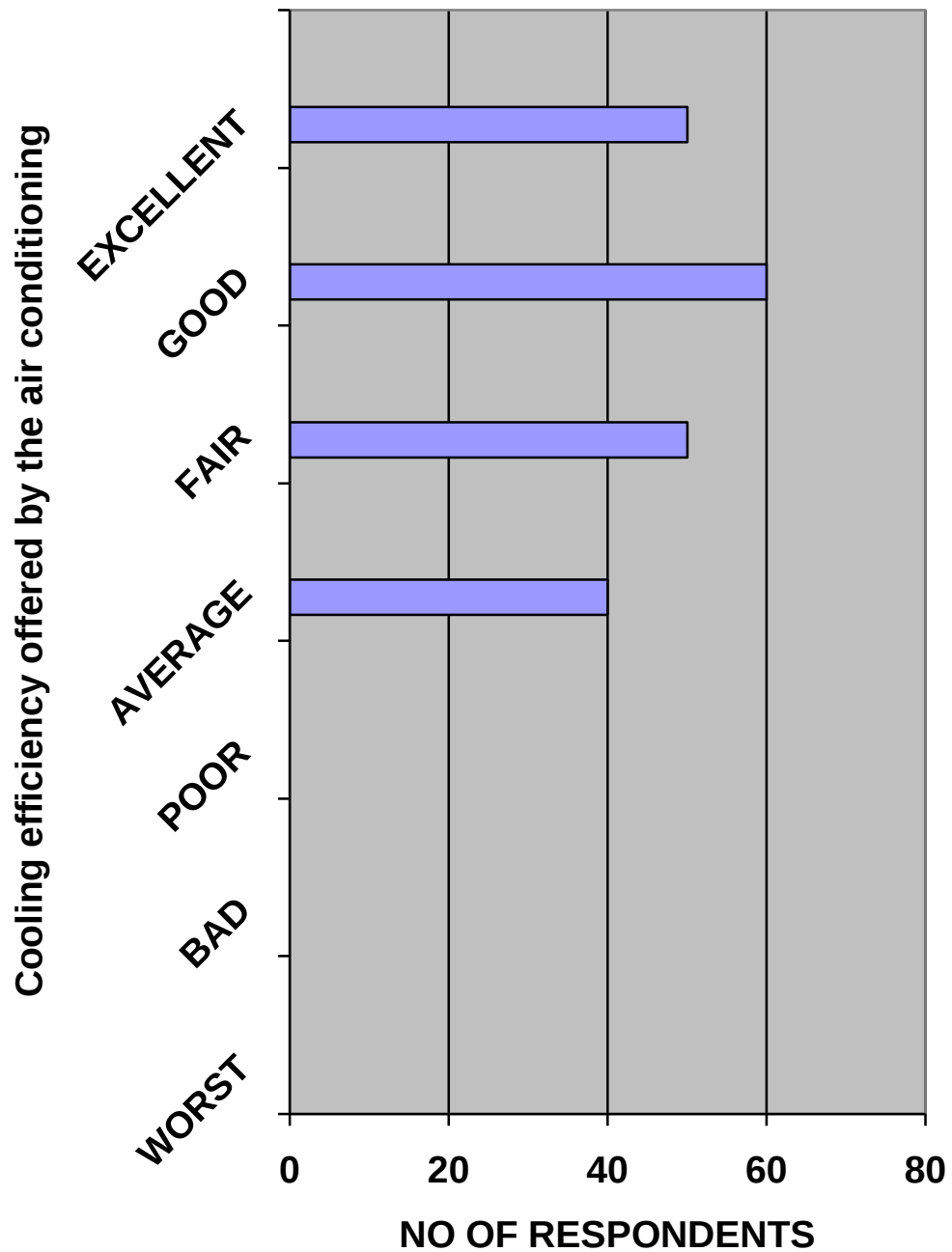
9. Table showing “the cooling efficiency offered by the air conditioning”

Cooling efficiency offered by the air conditioning	No. of respondents	Percentage
Worst	0	0
Bad	0	0
Poor	0	0
Average	40	20
Fair	50	25
Good	60	30
Excellent	50	25
Total	200	100

Observation:

30% of the respondents rated the cooling efficiency offered by the air conditioning good, 25% fair, 20% average, and 25% excellent.

9. Graph showing “the cooling efficiency offered by the air conditioning”



Source: Table no.9

10. Table showing “the performance of braking system with respect to efficiency at high speed”

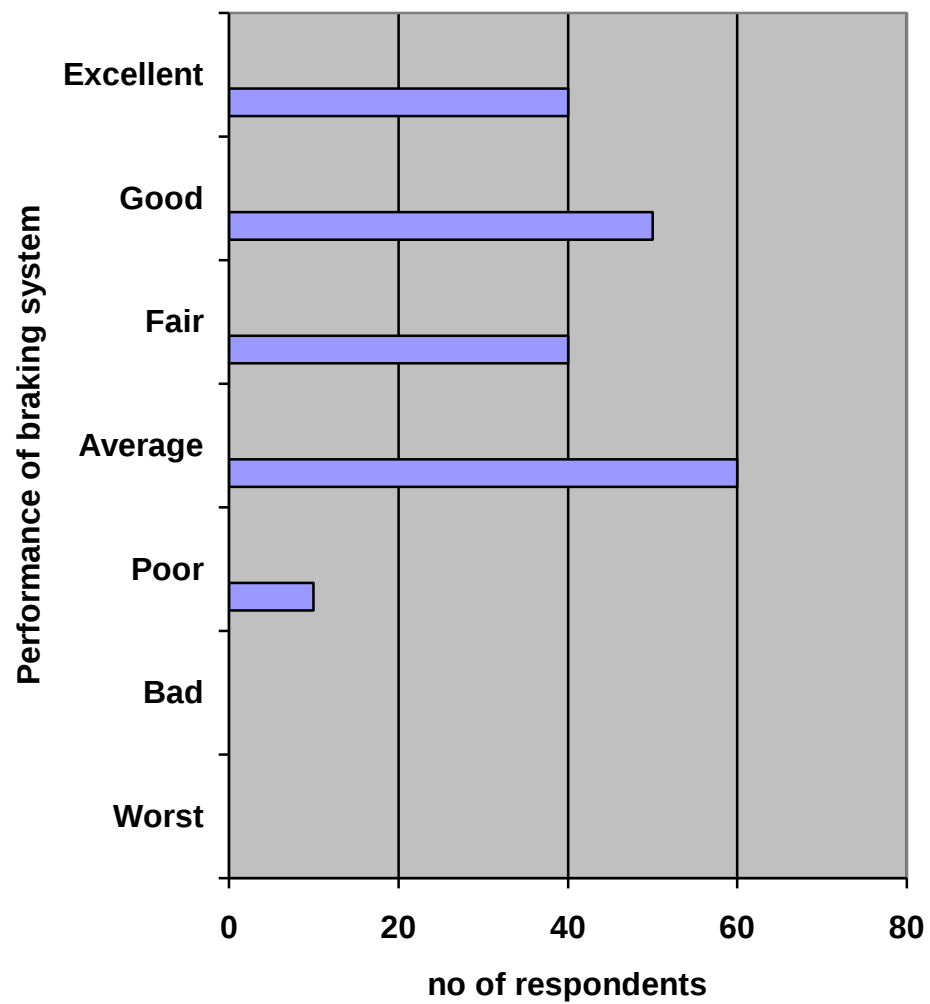
Performance of braking system	No. of respondents	Percentage
Worst	0	0
Bad	0	0
Poor	10	5
Average	60	30
Fair	40	20
Good	50	25
Excellent	40	20
Total	200	100

Observation:

30% of the respondents rated the performance of braking system average, 20%

excellent, 20% fair, 25% good ,5% poor, 0% worst and 0% bad.

10. Graph showing “the performance of braking system with respect to efficiency at high speed”



Source: Table no.10

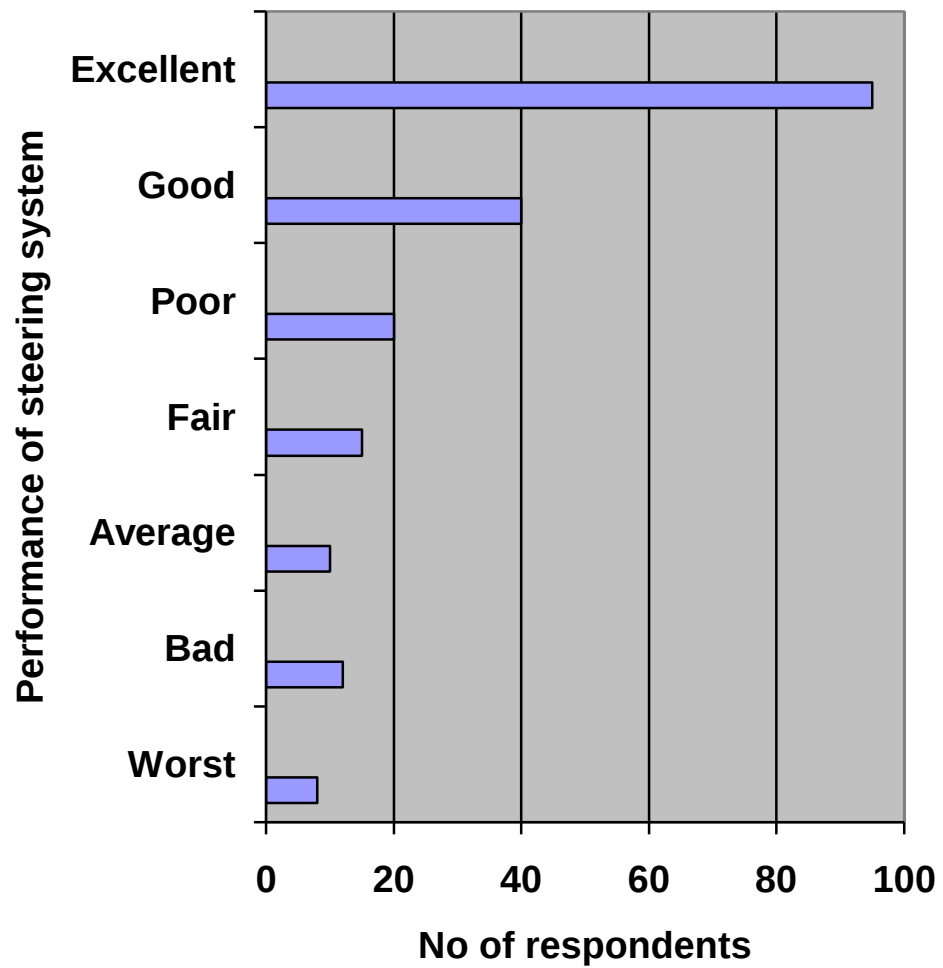
11. Table showing “the performance of steering system in terms of steering effort”

Performance of steering system	No. of respondents	Percentage
Worst	8	4
Bad	12	6
Poor	20	10
Average	10	5
Fair	15	7.5
Good	40	20
Excellent	95	47.5
Total	200	100

Observation:

20% of the respondents rated the performance of steering system in terms of steering effort good, 5% average, 47.5% excellent, 7.5% fair, 10% poor, 6% bad and 4% rated it worst.

11. Graph showing “the performance of steering system in terms of steering effort”



Source: Table no.11

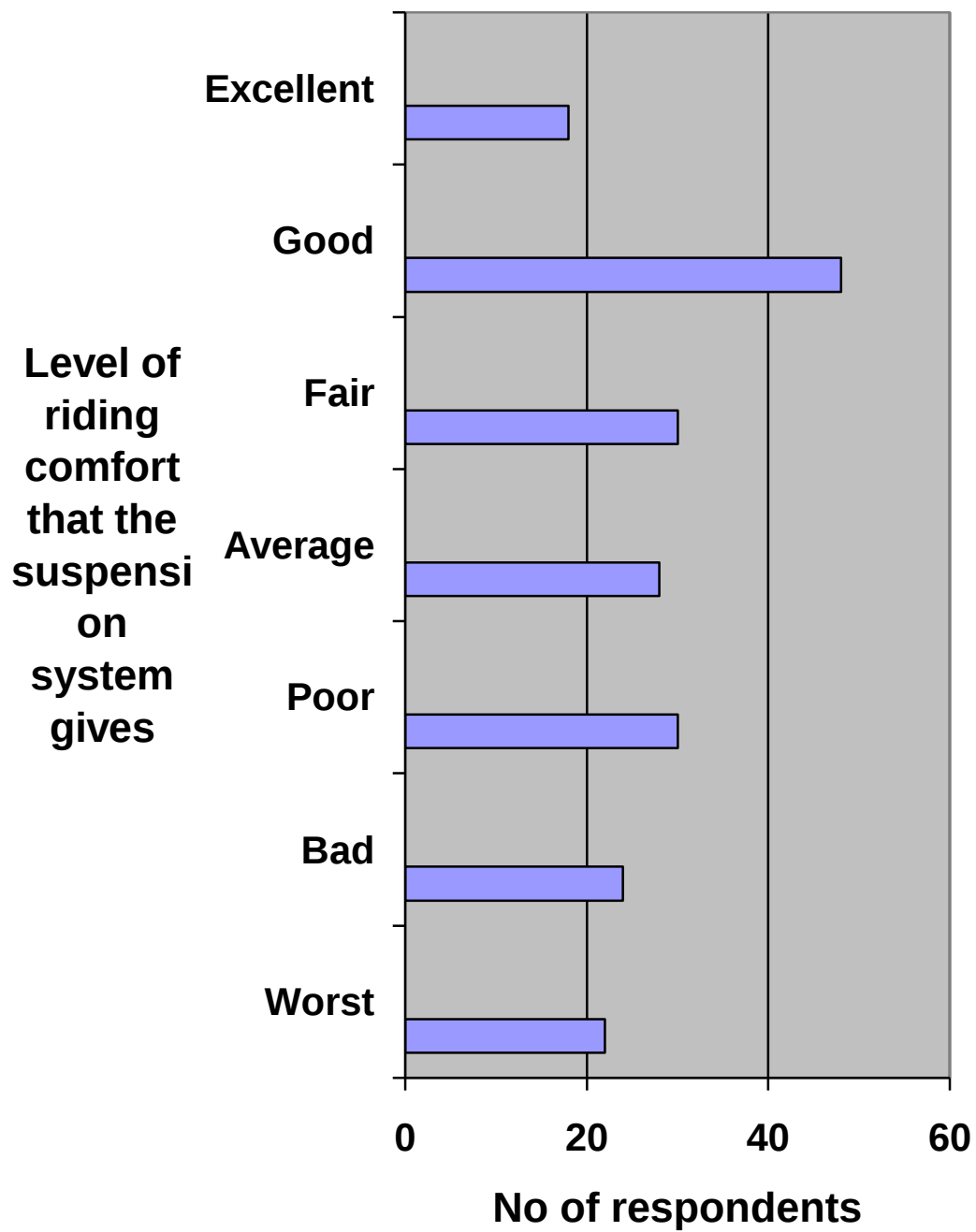
12. Table showing “the level of riding comfort that the suspension system gives”

Level of riding comfort that the suspension system gives	No. of respondents	Percentage
Worst	22	11
Bad	24	12
Poor	30	15
Average	28	14
Fair	30	15
Good	48	24
Excellent	18	9
Total	200	100

Observation:

24% of the respondents found the level of comfort that the suspension system gives good performance, 9% excellent, 15% fair, 14% average, 15% poor, 12% bad and 11% worst.

12. Graph showing “the level of riding comfort that the suspension system gives”



Source: Table no.12

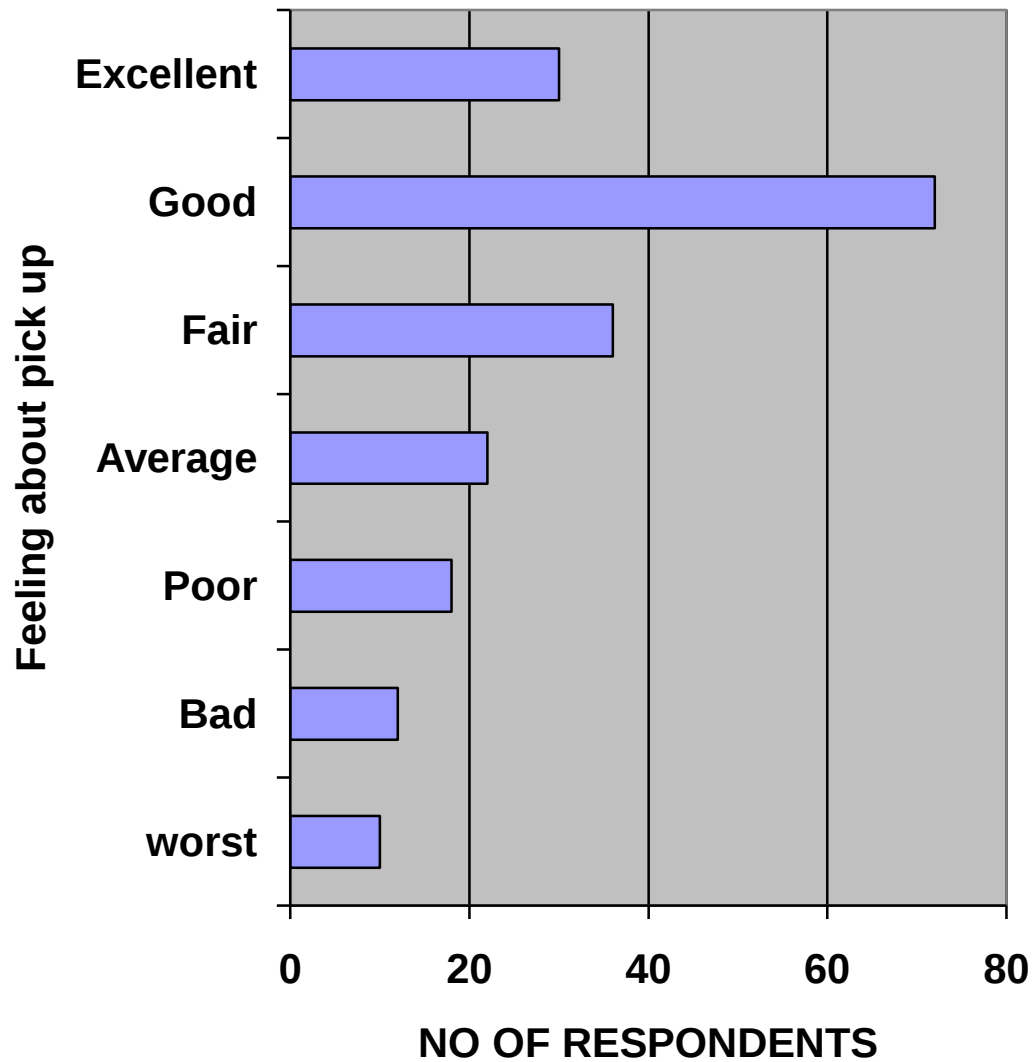
13. Table showing “the feeling about pick up”

Feeling about pick up	No. of respondents	Percentage
Worst	10	5
Bad	12	6
Poor	18	9
Average	22	11
Fair	36	18
Good	72	36
Excellent	30	15
Total	200	100

Observation:

36% of the respondents feel that the pick up is good , 18% fair, 11% average, 9% poor , 15% excellent,6% bad and 5% worst.

13. Graph showing “the feeling about pick up”



Source: Table no.13

14. Table showing “the feeling about driving comfort”

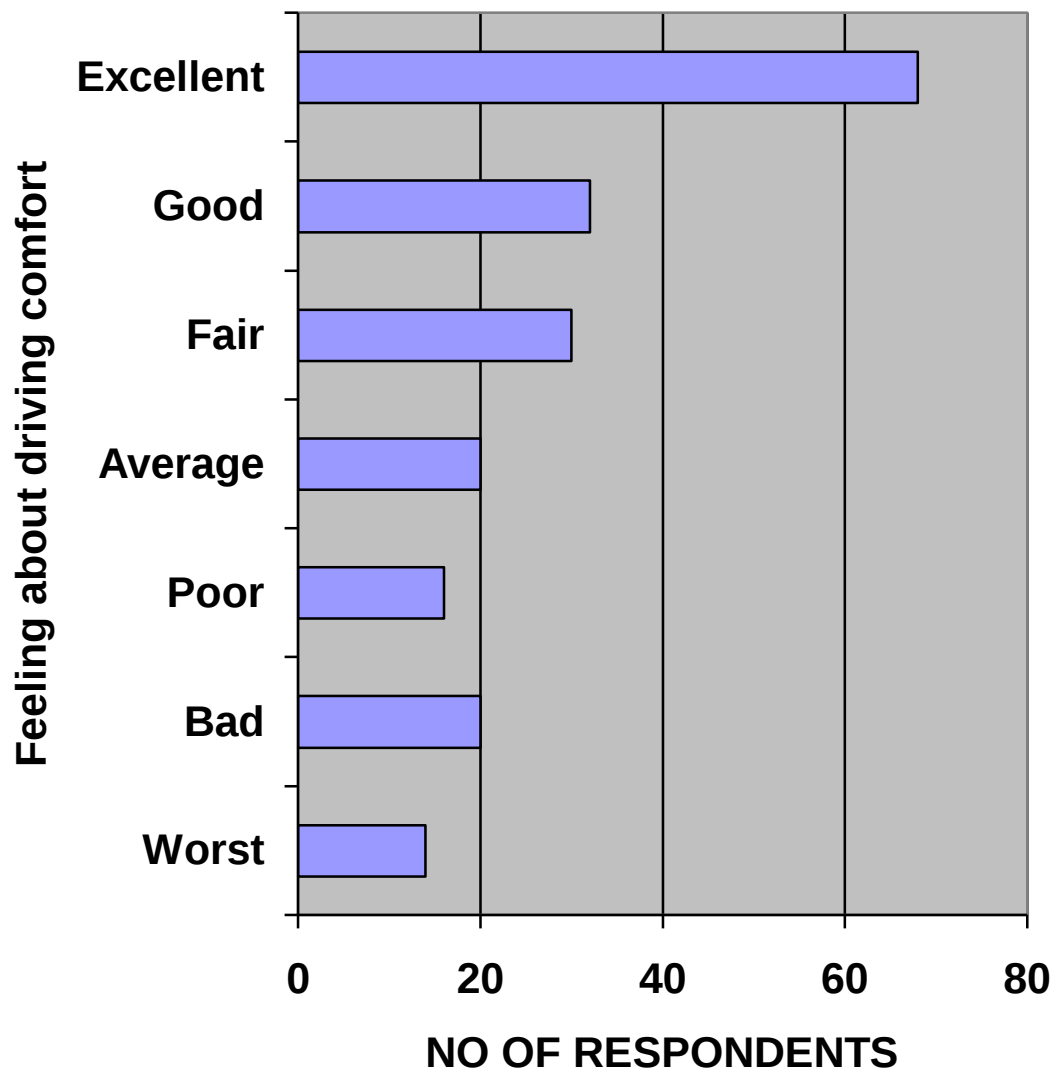
Feeling about driving comfort	No. of respondents	Percentage
Worst	14	7
Bad	20	10
Poor	16	8
Average	20	10
Fair	30	15
Good	32	16
Excellent	68	34
Total	200	100

Source: Survey Data

Observation:

34% of the respondents feel that the driving comfort is excellent, 16% good, 15% fair, 10% average, 8%poor, 10% bad and 7% worst.

14. Graph showing “the feeling about driving comfort”



Source: Table no.14

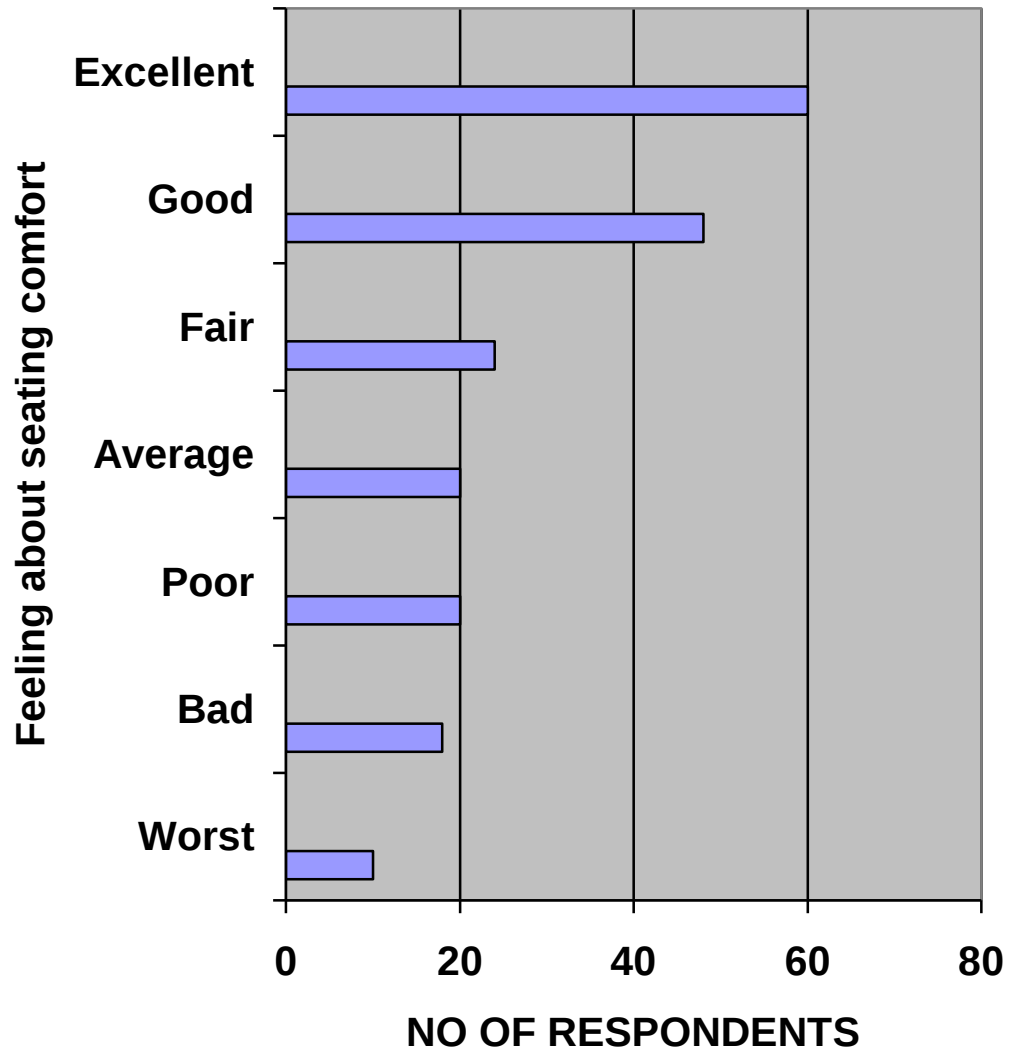
15. Table showing “the feeling about seating comfort”

Feeling about seating comfort	No. of respondents	Percentage
Worst	10	5
Bad	18	9
Poor	20	10
Average	20	10
Fair	24	12
Good	48	24
Excellent	60	30
Total	500	100

Observation:

30% of the respondents feel that the seating comfort excellent , 24% good, 12% fair, 10% average, 10% poor, 8.2, 9% bad and 5% worst..

15. Graph showing “the feeling about seating comfort”



Source: Table no.15

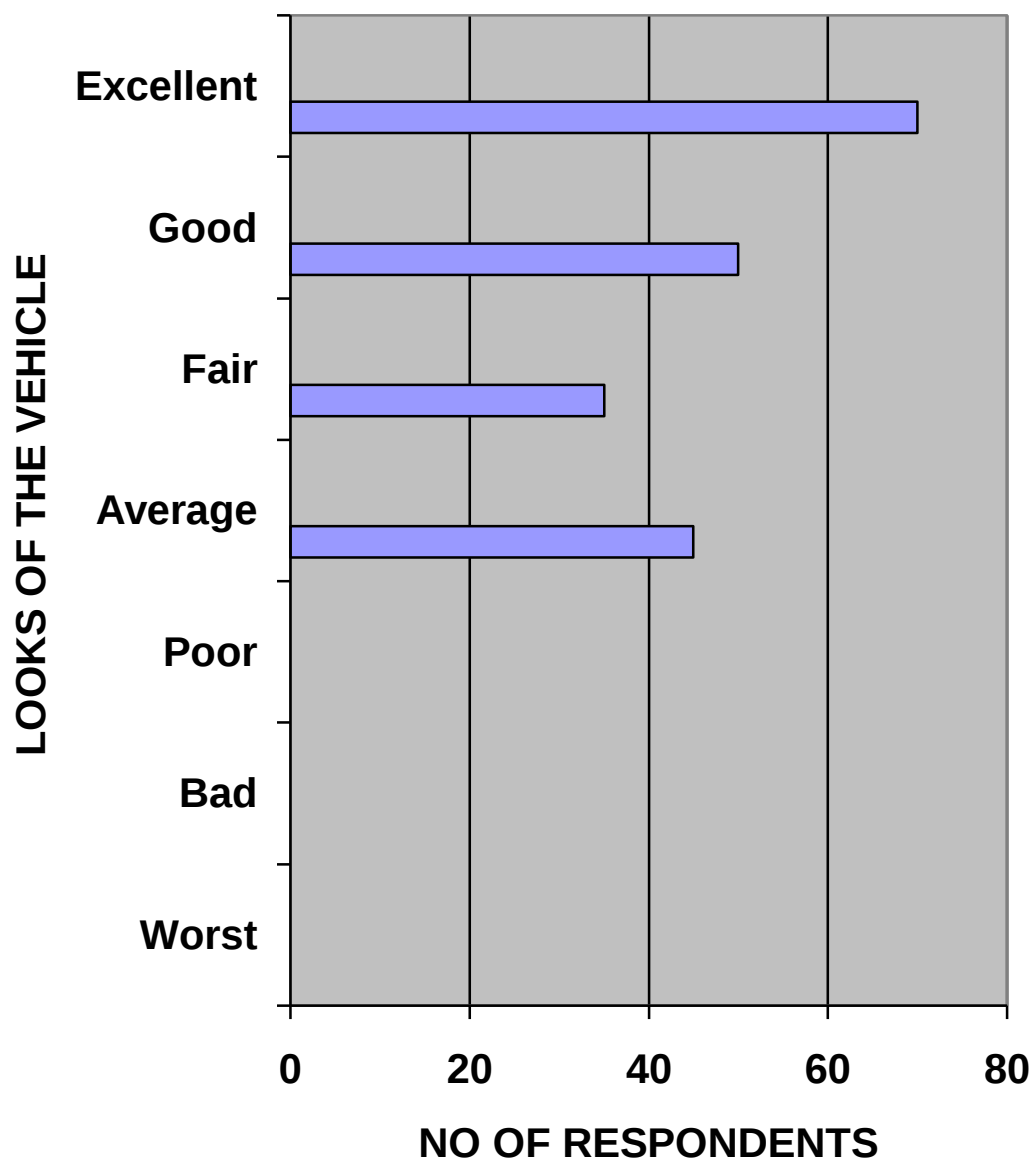
16. Table showing “looks of the vehicle”

LOOKS OF THE VEHICLE	No. of respondents	Percentage
Worst	0	0
Bad	0	0
Poor	0	0
Average	45	22.5
Fair	35	17.5
Good	50	25
Excellent	70	35
Total	200	100

Observation:

35% of the respondents feel that the out look is excellent, 25% is good, 17.5% fair, 22.5% average.

16. Graph showing “the LOOKS OF THE VEHICLE”



Source: Table no.16

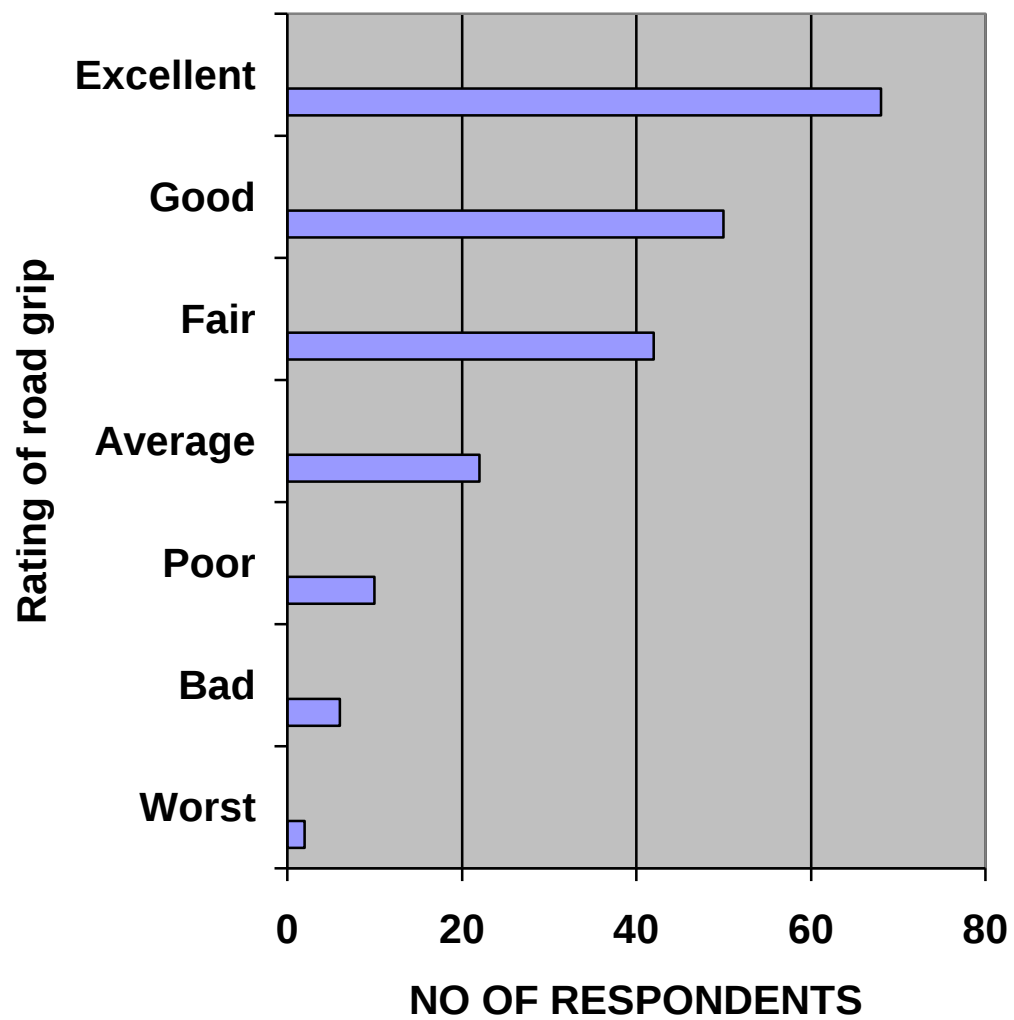
17. Table showing “the rating of road grip”

Rating of road grip	No. of respondents	Percentage
Worst	2	1
Bad	6	3
Poor	10	5
Average	22	11
Fair	42	21
Good	50	25
Excellent	68	34
Total	200	100

Observation:

34% of the respondents rated the road grip as excellent , 25% good,21% fair, 11% average, 5% poor,3% bad , 1% worst.

17. Graph showing “the rating of road grip”



Source: Table no.17

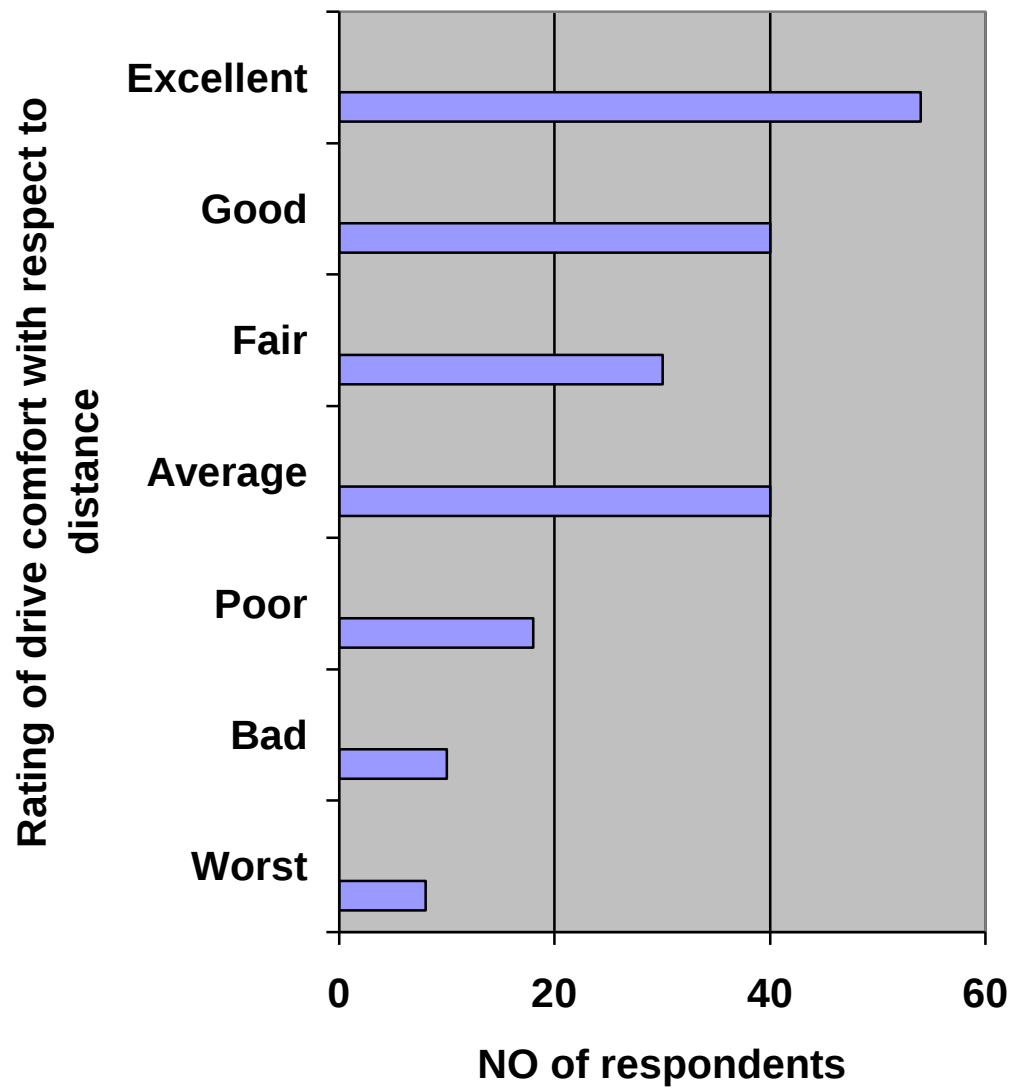
18. Table showing “the rating of drive comfort with respect to distance”

Rating of drive comfort with respect to distance	No. of respondents	Percentage
Worst	8	4
Bad	10	5
Poor	18	9
Average	40	20
Fair	30	15
Good	40	20
Excellent	54	27
Total	200	100

Observation:

27% of the respondents rated the ride comfort as excellent, 20% good, 15% fair, 20% average, 9% poor, 5% bad and 4% worst.

18. Graph showing “the rating drive comfort with respect to distance”



Source: Table no.18

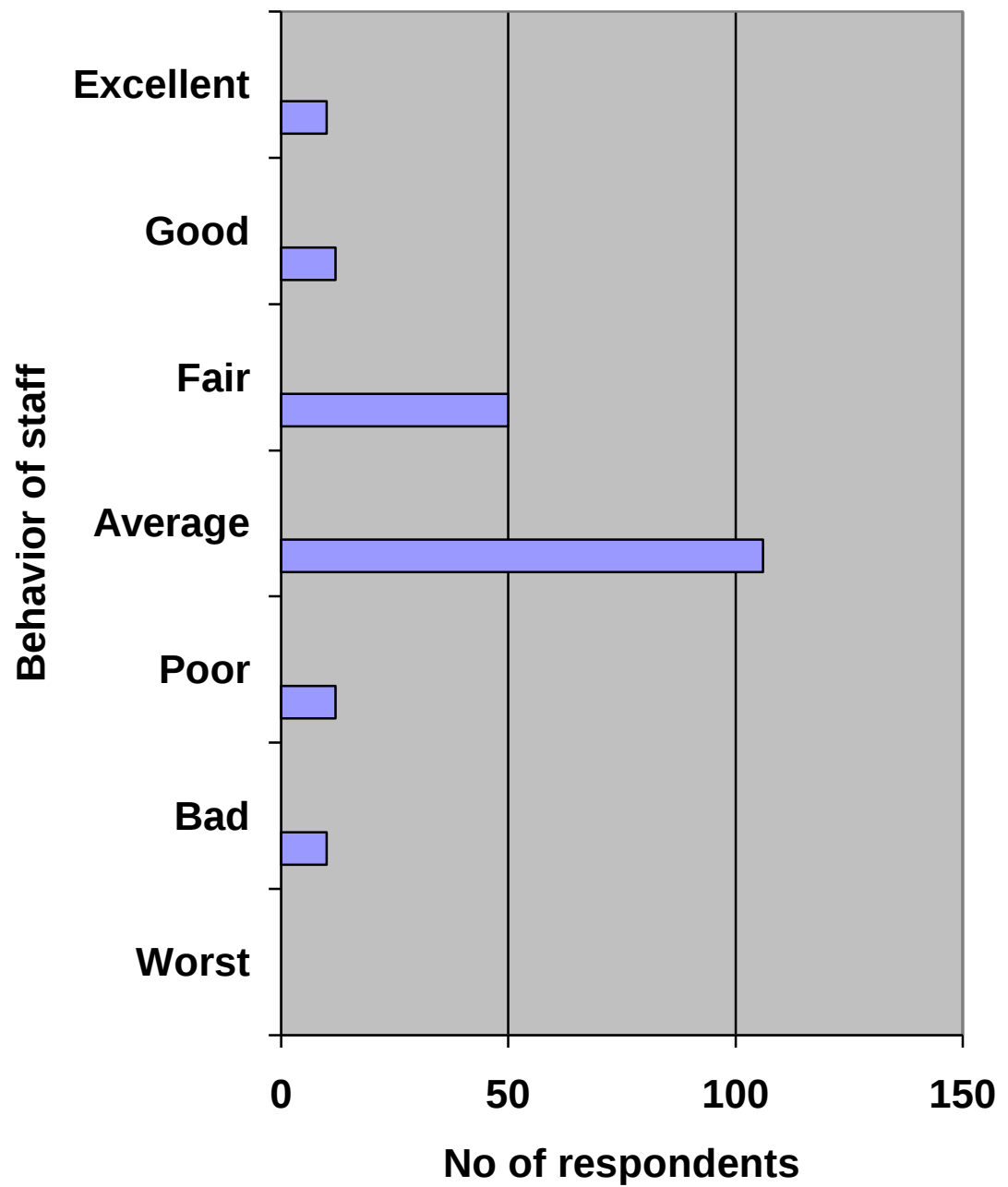
19. Table showing “the rating car dealer with respect to behavior of staff”

Behavior of staff	No. of respondents	Percentage
Worst	0	0
Bad	10	5
Poor	12	6
Average	106	53
Fair	50	25
Good	12	5
Excellent	10	5
Total	200	100

Observation:

53% of the respondents rated the car dealer with respect to behavior of staff as average, 25% fair, 5% good, 5% excellent, 6% poor and 5% bad.

19. Graph showing “the rating car dealer with respect to behavior of staff”



Source: Table no.19

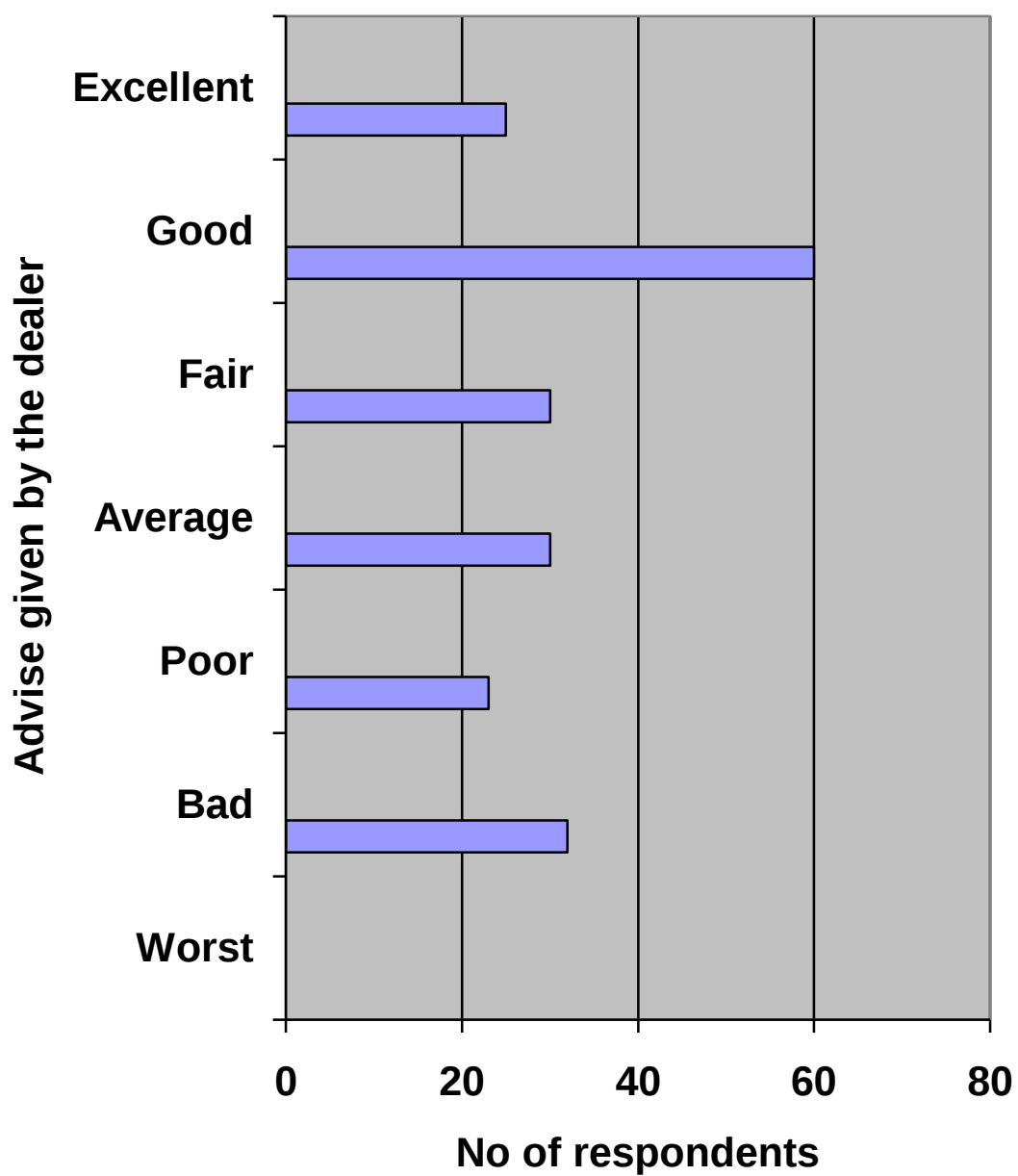
20. Table showing “the rating of car dealer with respect to advise during purchasing the vehicle”

Advise given by the dealer	No. of respondents	Percentage
Worst	0	0
Bad	32	16
Poor	23	11.5
Average	30	15
Fair	30	15
Good	60	30
Excellent	25	12.5
Total	200	100

Observation:

30% of the respondents rated the car dealer with respect to advise of vehicle during delivery as good, 15% fair, 15% average,12.5% excellent,11.5% poor and 16% bad.

20. Graph showing “the rating car dealer with respect to the advise of vehicle”



Source: Table no.20

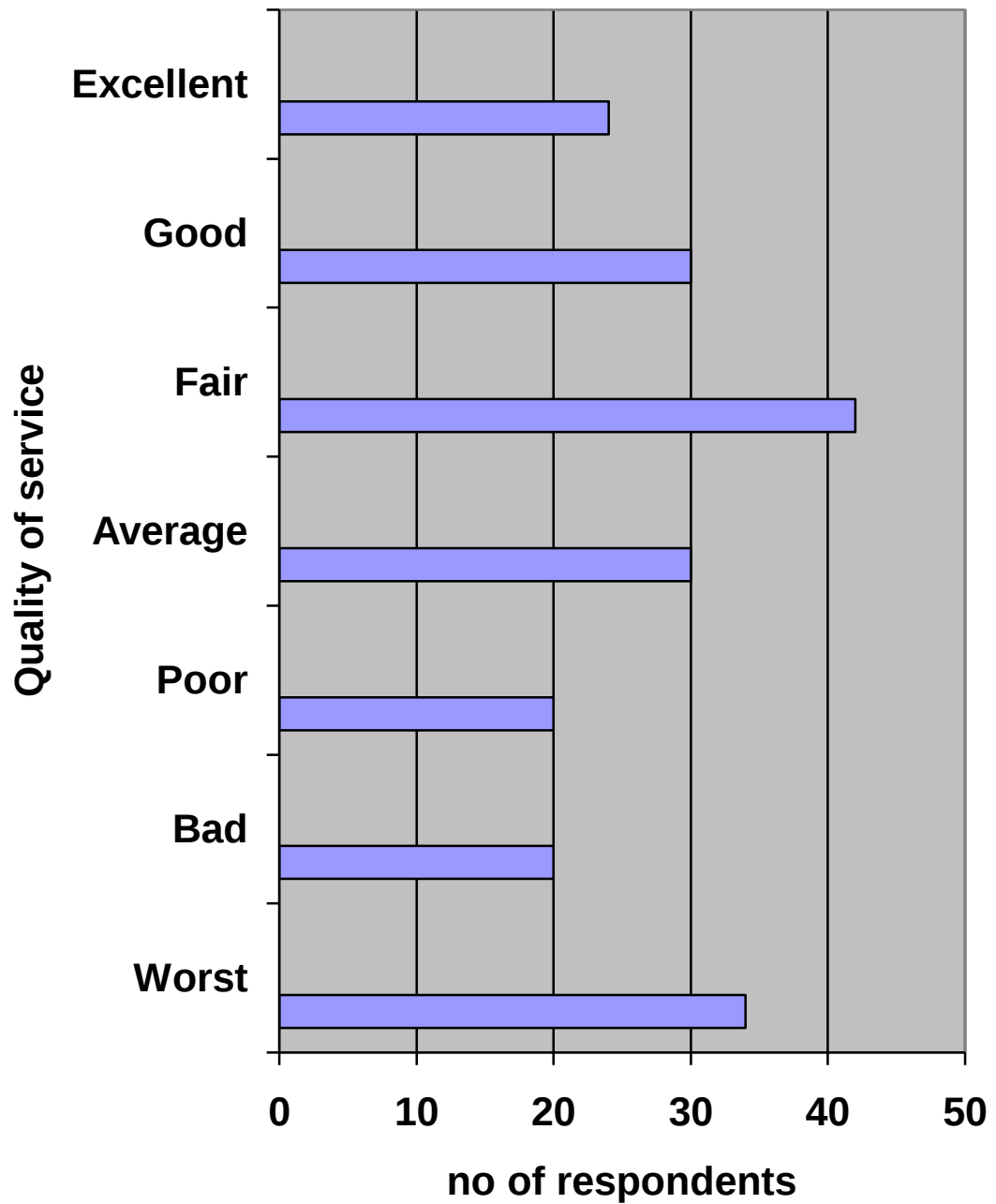
21. Table showing “the rating car dealer with respect to quality of service”

Quality of service	No. of respondents	Percentage
Worst	34	17
Bad	20	10
Poor	20	10
Average	30	15
Fair	42	21
Good	30	15
Excellent	24	12
Total	200	100

Observation:

21% of the respondents rated the car dealer with respect to quality of service as fair, 17% worst, 15% average, 15% good, 12% excellent, 10% bad and 10% poor.

21. Graph showing “the rating car dealer with respect to quality of service”



Source: Table no.21

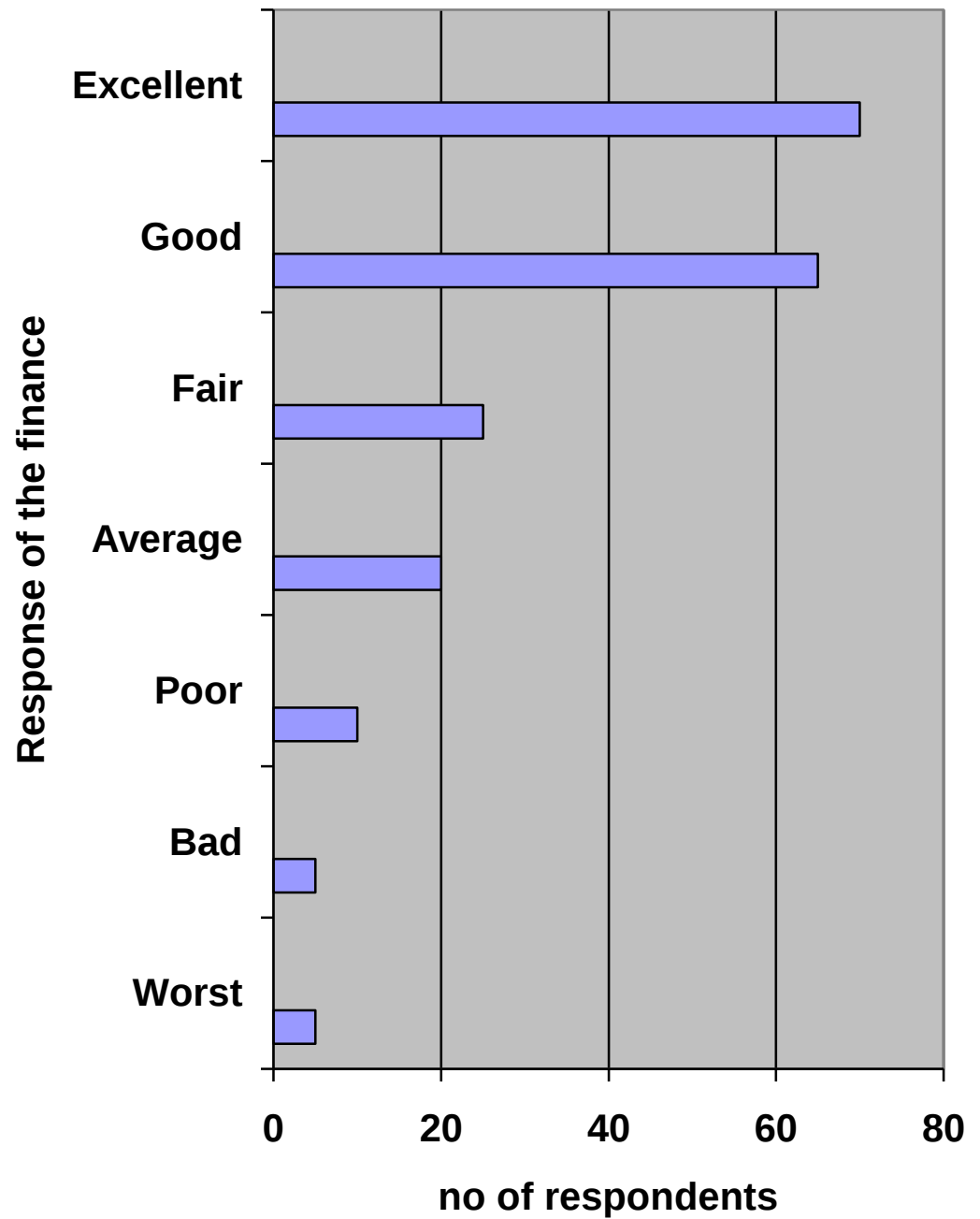
22. Table showing “the rating car dealer with respect to response of arranging finance”

Response of the finance	No. of respondents	Percentage
Worst	5	2.5
Bad	5	2.5
Poor	10	5
Average	20	10
Fair	25	12.5
Good	65	32.5
Excellent	70	35
Total	200	100

Observation:

35% of the respondents rated the car dealer with respect to response of arranging finance as excellent, 32.5% good, 12.5% fair, 10% average, 5% poor, 2.5% worst and 2.5% bad.

22. Table showing “the rating car dealer with respect to response of arranging finance”



Source: Table no.22

5.1 CONCLUSION:

Nothing, perhaps nothing i.e. not Gods creation, can be perfect in this world. Much less, an organization which is nothing but a sum total of all its people, people with their likes, dislikes and varying capabilities. But an organization can arrange its activities in a manner that enables it to perform better than most, achieve excellence in what ever it is doing; it will still have weakness and room for improvement. Since the world is shaping rapidly due to technological advancements the customer needs and wants are also changing drastically so, this study is also aimed at getting customer insights into what he/she is expecting from the SUV segment in the automobile industry and what changes could be brought in so that we can have a true international SUV at a Indian market.

5.2 RECOMMENDATIONS:

- **Spaciousness:** The space for the people sitting at the rear seat should be increased as it is not comfortable at present and also the space for the luggage has to be increased as many of them used it for the long drive (going for the holiday, resorts, etc. with the family).
- **Height adjustable driver's seat:** the driver's seat is not adjustable and comfortable and they would like this option to be included in the car, this could not only ease the drive but also add comfort to all height drivers.
- Some of the respondents would like to have rear window defogger.
- Respondents had the concerns of increasing the power.
- Especially the Suv car segment have very limited number of authorized service stations which causes lot of inconvenience to the consumers so its highly recommended that SUV car providers should increase the number of service stations.
- Most of the suv's don't have a roof AC, it's a recommendation that roof AC should be implemented to the rear seat.
- There is also a few suggestions from the respondents as to the fitment of stepnie to the rear door as it resembles the rugged look of suv.