Chapter-II

Review of literature

“The customer’s mind is still closed to us; it is a ‘black box’ that remains sealed. We can observe inputs to the box and the decisions made as a result, but we can never know how the act of processing inputs truly happens.”

John E. G. Bateson

2.1 Introduction

Review of literature is necessary as it familiarises the researcher with concepts and conclusions already evolved by earlier analysts. It also enables the present researcher to measure the scope for future study and to frame appropriate objectives for the proposed evaluation. Since the proposed study is to analyse the gap between expectations and perceptions in service quality, the previous studies made in this area of research are briefly reviewed. It also includes the opinions expressed by various authors in leading articles, journals and books.

2.2 Review of Indian studies

Nitin Joshi1, D. P. Mishra 1 (2011) The aim of the study is to understand the behaviour of the customer in the State of Maharashtra which is one of the most developed states of India. The study was carried out to understand the customer awareness on environment friendly car (EFC). The objective of the study is to understand the awareness levels and create awareness of the EFC so that the efforts of the manufacturing the green car will be achieved. SPSS version 17.0 has been used for analysis of the data. Five hundred respondents have been asked to fill in a questionnaire. The study has been done keeping in mind age group and the geographical area of the respondents. With reference to the age group, it is observed that there is no significant difference in the awareness

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levels but with reference to the geography, it is observed that there is a significant difference in the awareness levels with reference to the EFC.

U. Thiripurasundari ² (2011) Brand Equity is the added value endowed by the brand to the Product. Although the idea of using a name or a symbol to enhance a product’s value has been known to marketers for a long time, brand equity has gained a renewed interest in recent years. The objectives of the study were to analyse the importance of various factors like brand knowledge, brand preference, brand loyalty, brand application etc. in car market in Pondicherry. The primary data were collected from three hundred car owners through an interview schedule. From the five factors, brand application factor has been rated as the most important factor in car industry. This study shows that it is possible to ascertain where a company should focus its improvement efforts in order to make it payoff.

Prof. Pallawi B. Sangode ³ (2011) This research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur. Service quality is a fundamental aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles. The study was conducted using a convenience sample of forty respondents who were owners of Maruti and Hyundai cars. The questionnaire was a self-completion questionnaire consisting of 26 questions.

Dr P. Sathyapriya ⁴ (2011) India is becoming a hub of major manufacturing industries and the automobile industry (in specific for passenger car segment) makes rapid progress in the country. After de-licensing of the industry in 1991, a number of global players have opened their plants in India. The players of automobile industry are developing new

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strategies to increase their market share. They do this by launching new variants in existing models and new models targeting people who prefer cars in various car segments. An important feature of this industry is that the industry is sensitive and the choice of a brand in passenger cars varies across segments. The current research explores the choice of a brand in different segments and the factors influencing the same with weighted average ranking. The study was conducted in Chennai with six hundred and three respondents who owned a car. The impact of demographic variables on their choice of a passenger car was studied with the chi-square test. The study revealed that factors influencing the brand preference among the consumers who prefer passenger cars in mid and premium segments vary, and age and income influence their brand choice.

Dr Ajoy S Joseph\(^5\) (2011) One of the most important factors that influence purchase of passenger cars in India is the availability of auto finance or consumer credit. This empirical study analyses the behavioural pattern exhibited by passenger car customers towards auto loan schemes and Financiers when they purchase their cars. The study was based on the data collected from five hundred and twenty five passenger car owners consisting of professionals, employees of public and private sector, businessmen and agriculturist in Dakshina Kannada district of Karnataka State. The respondents have been broadly categorised into three groups on the basis of original price range of their cars viz. cars in the price range of Rs. 2 – 4 lakhs, Rs. 4 – 6 lakhs and Rs. 6 – 9 lakhs. The study finding indicates that the most important three factors considered by car purchasers while deciding auto finance company were less processing time, easy documentation and explanation of the financing scheme by the staff.

Ernest Johnson\(^6\) (2011) Signatory to the World Trade Organisations, India could no longer apply quantitative restrictions on the import of used cars. As the used cars are very


inexpensive, they would pose a serious threat to the Indian car industry. To counteract the threat, the Government of India has built tariff and non-tariff barriers. In this study, an attempt has been made to understand the attitude of car buyers towards the import of used cars by using information system. The results reveal that one third of the respondents show interest in the imported used cars. Also, it is found that the demographic factors such as age, monthly household income and the number of earning members in the family have a significant impact on the positive attitude towards the imported used cars.

Asghar Afshar Jahanshahi 7 (2011) In this research, the author addresses the following questions that are becoming increasingly important to managers in automotive industries: is there a relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If yes, how is the relationship between these four variables? The automotive industry in India is one of the largest in the world and one of the fast growing globally. Customer satisfaction and loyalty are the most important factors that affect the automotive industry. On the other hand, customer service can be considered an innate element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages, for example, at the beginning of the purchase, and one or two years after the purchase. The population of the study comprised all of the Tata Indica car owners in Pune. The hypotheses of the study were analysed using regression and ANOVA. The results of the study showed that there was a high positive correlation between the constructs of customer service and product quality with customer satisfaction and loyalty.

Dr S. Subadra 8 (2010) In recent days India is witnessing a change in consumerism. The market is now predominantly consumer-driven. The focus is shifting from product-based marketing to need-based marketing. Consumer is given many options to decide. Passenger car segment is no exception to this general trend. An effective market communication is


8 Dr S. Subadra, Dr K. M. Murugesan, Dr R. Ganapathi, “Consumer Perceptions and Behaviour: a Study with Special Reference to Car Owners in Namakkal District”, APJRB volume 1, issue 3, December, 2010, pp. 21-25.
imperative for reaching the target audience. So it is important to study the consumer perceptions and behaviour of the car owners which will give one feedback on how marketing strategies can be worked. Namakkal town in Tamil Nadu State, which is in the southern part of India, has a progressive and growing market for cars. This town was selected for this study. Pre-testing was done by an Interview schedule which was developed and administered to a convenient sample of twenty five car owners. The simple random sampling technique was adopted in the study to select the sample respondents. As the size of the universe was restricted, the study was conducted on the respondents who were the owners of all the segments of passenger cars.

A total of three hundred and fifty interview schedules were prepared and out of this, only three hundred and twenty seven interview schedules were filled up and collected. Data were collected through an interview schedule regarding perception of the respondents on the usage of cars. The following tools were used in testing the hypotheses and in the analysis of the data. Descriptive statistical tools such as Percentage, Mean, Median and Standard deviation have been used to describe the profiles of consumers, preferred product attributes and levels of satisfaction. ANOVA, t-Test and F-Test have been used to test the significant differences between the groups of respondents in their perception and satisfaction for selected independent variables like age, sex and income. Chi-Square test has been used to test the association between the consumer demographic characteristics and preferred product attributes and satisfaction. Multiple regression analysis has been used to study the influence of income and lifestyle on the overall satisfaction level of the respondents.

Correlation analysis has been used to establish the relationship between ‘the factors which influenced the purchase’ and ‘the factors which favoured the level of satisfaction’. Factor analysis has been employed to identify the key factors responsible for the consumers’ purchase of cars and level of satisfaction after purchase. Cluster analysis has been used to identify the consumers with similar tastes and preferences with respect to the purchase of car. The study throws light on various features that the manufacturers should concentrate on how to attract the prospective buyers. This study concludes that consumer behaviour plays a vital role in marketing cars and that there is more scope for extensive research in this area.
Dr P. Natarajan and U. Thiripurasundari\(^9\) (2010) this study focuses on the consumer preference of global brands vs. local brands in the Indian car industry. Consumer brand perceptions have substantial implications in marketing. The customers’ preference towards local and global brands is studied by administering a structured interview schedule with one hundred and fifty customers in Pondicherry city. The findings of the study advised that the consumers who possessed global car brands preferred their car brands due to factors such as global presence, worldwide reputation and the quality of being imported. Consumers made favourable perceptions on the country wherein they tend to associate factors such as superior quality, technical advancements, modernization etc. to the country from which the brand had taken its origin. Consumers who owned a local brand evaluated the local brand in a favourable manner, wherein they tended to associate the brand to India’s strong automobile sector making quality and technically efficient cars.

Dr P. Natarajan and U. Thiripurasundari\(^10\) (2010), Their article “Brand Preference on ‘B’ Segment Maruti Cars”, emphasised that strong brands quality increased trust in intangible products enabling customers to better visualise and understand them. The Brand Preference towards Maruti B Segment cars was studied by administering a structured interview schedule to one hundred and fifty customers in Pondicherry city. Maruti should take the initiative to introduce new models according to the choice of customers at regular intervals which will pave the way to be the leader in India in the near future. While the customer gets satisfaction and is able to improve his/her standard of living and quality of life, the marketer profits from the brand experience that the customer gets, and is able to generate a surplus after ensuring satisfaction to the consumer.


Subramanian (2010) This study has analysed customer expectations from an auto industry. It has created a competitive pressure and enriched the industry with attitude, knowledge, flexibility and speed for new challenges and changes. Processes are streamlined and automated, and work teams are reorganised and redeployed for higher productivity on quality, delivery time and cost. Together with these changes, companies are looking for ways to plan better and control their operations by shifting away from rigid and preplanned activities to quick responses to changes. A product development management has been a major component of competitive strategy to enhance Organisational productivity and profitability. There exist a human resource impact on the competitive advantage of a new product development management – for speed, for creating an enhanced environment to an interactive role and for breaking the barriers on increasing reliability and dependability of a new product and development. The lateral and proactive thinking approach in human resource has to be identified, provoked and nurtured towards new product development Activities. The talent is on demand. There is a good deal of human resource role in developing a high performance culture. It is to be made sure of ensuring a right talent at the right time and of making it part of driving culture for a new product development. The interest has to be towards shaping the culture in a natural evolution.

Sudharani Ravindran and Gayathridevi (2010) The authors in their article studied the customer satisfaction of Hyundai i10 in Coimbatore city. The research is descriptive in nature. The sample design adopted for the study was the simple random sampling. The sample size was one hundred which included only owner of Hyundai i10 cars in Coimbatore city. The customer’s expectations over a Hyundai i10 were identified and it was found to be based on certain factors. The most motivated factor to buy Hyundai i10 car was also found out (Design and Style). The attributes like suspension and handling were identified to be below par for a Hyundai i10.

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Rajnish Katarne, and Satyendra Sharma 13 (2010) This paper aimed at the measurement of current service quality level of a typical automobile dealership in an Indian city. The study was conducted using a representative survey of respondents, the owners of one of the popular brand vehicles. In this paper, satisfaction/dissatisfaction of the customer has been measured using standard statistical tools, and an attempt has been made to find out reason(s) for dissatisfaction by applying the root cause analysis. The current performance of a service centre was not found up to the mark. Necessary suggestions have been made and the service centre has started executing them for the improvement in the current service quality level.

Clement Sudhakar and Venkatapathy 14 (2009) The study is on the influence of peer group in the purchase of a car with reference to Coimbatore District. It was also found that the influence of friends is higher for the purchase of small sized and mid-sized cars.

Dr V.K.Kaushik 15 (2008) This study is conducted in South West Haryana which consists of Bhiwani and Mahendragarh districts. The study endeavour is to investigate empirically customer’s preference towards a passenger car brand. Pre-purchase and post-purchase behaviour of the customers were evaluated and factors influencing the customers were determined by Perceptual mapping obtained from Multi-dimensional scaling. Overall results indicate that in South West Haryana region customers are more influenced by friends and relatives than dealers and salespersons. Maruti dominates the market with three of its brands namely Maruti 800, Alto and Wagon-R. Brand name, fuel efficiency and price were found to be primary determinants for buying car in this region.

Dr S. Sakthivel Rani 16 (2008) The profile of the Indian Passenger Car industry is very different from what it is worldwide. Car industry is considered a luxury product and

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it is treated with restrain. Categories of vehicles were limited to three passenger cars namely Fiat, Hindustan and Standard. Slowly foreign collaborations were permitted with equity participation in 1968. In 1980’s a series of liberal policy changes were rapidly introduced marking a crucial turning point for the automobile industry. The Indian Government announced “broad banding” policy in 1985 which gave new licenses to broad groups of automotive products such as two and four wheeled vehicles. The delicensing of the industry in 1993 opened the gates to a flood of international automakers. Many foreign manufacturers have concentrated on the premium and recently the mid car segment. Eventhough the passenger car industry has a competitive advantage; still it has to face lot of challenges in the forthcoming years to lead ahead in this industry.

Dr S. Saravanan 17 (2008) Following the policy liberisations of the Government of India in 1991, a number of multinational car companies entered the country. These companies launched big cars assuming that the small car owners in India would immediately upgrade to them. Ford India Ltd, the Indian subsidiary of Ford Motors launched Ford Escort. These cars were considered to be quite bigger cars and the Indian buyers shunned them. These companies, which had established huge manufacturing facilities in the country, faced a poor utilisation of capacity. Ford India Ltd also faced the same crisis. In order to sell the cars it had manufactured, the company applied innovative strategies such as limited edition strategies. As these strategies were novel in the Indian context, they yielded significant results. However, the company realised that to be successful in the long run, appropriate strategies based on the special requirements of the Indian buyer should be developed. This article deals with the India specific strategies developed by Ford India Ltd. Limited Edition strategy, Exclusive design strategy (Ford Ikon), Product adaptation strategy and used car strategy have been chronologically dealt with. It also elaborates the hardships faced by the company in the process of implementing these strategies as well as the outcome of these strategies.

17 Dr S.Saravan and Dr S.Silas Sargunam, “Ford Motors' India Specific Strategies”, Indian Journal of Marketing, Volume Xxxxviii, Number 12, December 2008, pp.11-15.
Chidambaram and Alfred\textsuperscript{18} (2007) The study postulates that there are certain factors which influence the brand preferences of customers. Within this framework, the study reveals that customers give more importance to fuel efficiency than other factors. They believe that the brand name tells them something about product quality, utility, and technology, and they prefer to purchase passenger cars which offer high fuel efficiency, good quality, technology, and durability, and are priced reasonably.

Dr Mrs. J Jelsy Joseph and T Hemalatha\textsuperscript{19} (2007) Their study "Customer Relationship Management in Passenger Car Industry" argues that after-sales services not only help in firms coming close to the customer and build credibility for their service and commitment towards the customer but also help improve mouth publicity and good will generated from such customer-oriented efforts. It also reveals that the firms improve their market share and interact with consumer to maintain relationship. A customer acquisition and relations have become the most important terms in sales.

Dr Renu Verma\textsuperscript{20} (2007) According to the author in her article "A study of Tubeless Tyres with Special Reference to Passenger Car Radial Tyres" states that the absence of a tube make a tyre lighter in weight, thus it has less chance of vibrations, which means that it leads to a better fuel saving. Even the rolling resistance in a tubeless radial is lower when compared to a tube type radial. This is due to the fact that the tubeless tyre sidewall is subtler as there is no internal body to create a friction. This also helps the tyre to run cooler as it eliminates heat generation caused by the internal shuffling of the tube. She also argues that the tubeless tyres improve the fuel efficiency of a car; they have a rounder profile and offer a less rolling resistance, and it is easier to repair a tubeless tyre than a tube and special kits allow the driver to repair the tyre almost painlessly.

The study is conducted in the context of automobile purchases in major German car dealerships. Based on a theoretical conceptualization of the constructs and an empirical


pre-test, two hundred and forty six car buyers were surveyed and their fairness perceptions and satisfaction judgment with the car buying process were measured.

The research shows that price perceptions directly influence satisfaction judgment as well as indirectly through perceptions of price fairness. The results also indicate that consumers’ vulnerability, which is induced by a perceived demand-supply relationship and the urgency of need from the consumers’ side, has a negative effect on perceived price offer fairness.

The research demonstrates the influence of perceived price fairness on satisfaction judgment empirically. The study was conducted in the context of car purchases, and the generalisability of the model should be further tested.

The effect of consumer vulnerability implies that sellers should not only avoid exploiting their customers but should also anticipate consumers’ potential feelings of being exploited. Being sensitive to the buyers’ psychological state and assuring buyers of fair treatment will enhance perceptions of price fairness without changing the price offer.

Both the direct and indirect effects of price perception on satisfaction judgment were examined in the paper. Specifically, the influences of consumer vulnerability and price procedure fairness on satisfaction judgment are new and contribute to the dual-entitlement principle and the existing knowledge in price fairness.

A.M.Suresh 21 (2006) This research reports and measures customer satisfaction with small cars in Bangalore city. The research identified sales support, vehicle design, purchase support, cost of ownership and delight features as underlying factors of customer satisfaction. The research tries to rank small cars on these factors. The study also tries to find out whether customer satisfaction varies among customers on the basis of demographics.

Mandeep Kaur and Sandhu 22 (2006) This study attempted to find out the important features which a customer considers while going for the purchase of a new car. The study covers the owners of passenger cars living in the major cities of the State of Punjab and

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the Union Territory of Chandigarh. The respondents perceive that safety and comfort are the most important features of the passenger car followed by luxury. So the manufacturers must design the product giving maximum weightage to these factors.

Sumit Jain 23 (2006) The automotive industry is now facing new and pressing challenges. Globalisation, individualizations, digitalization and increasing competition are changing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments have also contributed to the changes ahead. The size of the organisation is no longer a guarantee of success. Only those companies that find new ways to create value may prosper in the future. The purpose of this study is to present a short overview of the automotive industry today and highlight challenges facing the industry.

Sharma 24 (2006) The study analyses the performance of the Indian auto industry with respect to the productivity growth. Partial and total factor productivity of the Indian automobile industry have been calculated for the period from 1990-91 to 2003-04, using the Divisia- Tornquist index for the estimation of the total factor productivity growth. The author states that the domestic auto industry has registered a negative and insignificant productivity growth during the last one and a half decade. Among the partial factor productivity indices only labour productivity has seen a significant improvement, while the productivity of other three inputs (capital, energy and materials) have not shown any significant improvement. Labour productivity has increased mainly due to the increase in the capital intensity, which has grown at a rate of 0.14 per cent per annum from 1990-91 to 2003-04.

McKinsey 25 (2005) The study predicts the growth potential of India-based automotive component manufacturing at around five hundred per cent, from 2005 to 2015. This report

describes the initiatives required from industry players, the Government and the ACMA to capture this potential. This study was based on interviews and workshops with twenty suppliers and OEMs and survey with ACMA members. An increase in cost pressures on OEMs in developed countries, coupled with the emergence of skilled, cost-competitive suppliers in Low Cost Countries (LCCs), is likely to facilitate further acceleration of sourcing of automotive components from LCCs. The analysis identifies strong engineering skills and an emerging culture of cost-competitiveness as the major strengths of the Indian auto component sector, while its weaknesses include slow growth in domestic demand and structural disadvantages such as power tariffs and indirect taxes. The policy recommendations of this study include VAT implementation, lower indirect taxes, power reforms, tax benefits linked to export earnings, duty-cut for raw material imports, R&D incentives for a longer period, establishment of auto parks, benefits for export-seeking investments, human resources development and modernisation fund for new investments in auto clusters. Industry players have been advised to improve their operational performance, determine their strategic posture as one among those identified in the study, improve capabilities in line with their posture and invest very rapidly in a planned manner. ACMA needs to promote India as a brand, enable sourcing from India by global customers and promote the quality and productivity efforts of the auto component firms in India.

Ranganathan.R 26 (2005) His study "Consumer Markets and Buyer Behaviour of Cars", argued that brand image could be increased by the advertisement which clearly showed the features of the cars. The result of the study was that the necessity was the first factor of choosing the car and mileage was an important factor expected from the car.

Utpal bhaskar 27 (2005) His study "The great Indian car Puzzle" showed that, people were prepared to buy a car for different reasons but at the end it boiled down to mileage; mileage and fuel efficiency were generic needs of the consumers in the Indian market. The study also revealed that mileage and fuel efficiency were more important among the mass segments, but it was not important in higher segments. However, among mini cars it could

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be one of the key drivers since it directly impacted the running expenses. He concluded that in the past dozen years petrol prices had doubled. To keep fuel efficiency and mileage, the car body weight was kept low.

S. Muralidhar 28 (2005) The research analysts, Business Line, in his article "Passenger Car - Distinct Signs of Maruti" said that managing costs, improving productivity and efficient investments into research and development would be the key parameters that would determine the competitiveness of car manufactures, especially the home grown ones. This would come into sharper focus for companies that attempt to go global with their products, as imports of passenger cars in the premium sedans category become an increasingly attractive proposition.

Mr J. Clement Sudhahar and Dr R. Venkatapathy 29 (2005) Their study "Automobile Purchase - Peer Influence in Decision Making", reveals the buyers of passenger car are expected the high value product and adopt high effort judgment and decision making process. The factors that determine the purchase in general are convenience, status and pressure from known sources. Due to the high investment cost involved in the purchase, consumers spend maximum time in information search. The consumers refer to various internal and external sources like product information gathered through automobile magazines and friends and personal visit to dealers. The consumer's decision making is normally a long one, where they consider various options and check with many sources viz. co-workers and family members. In the post-purchase decision stage, consumers spend relatively longer period and consider service quality, vehicle performance, confirmation through the word of mouth and communication. The study also reveals that the passenger cars are considered as luxurious ones and consumers tend to consult all the intimate groups for reaching the buying decisions.

Dr K. Chidambaram et al. 30 (2004) The researchers undertook a study on "Brand Preference of Passenger Cars - A Study with Special Reference to Coimbatore City in Tamil Nadu", argued that the customers gave more importance to fuel efficiency than to other factors. They believed that the brand name was explanatory of product, quality, utility and technology. Consumers preferred to purchase passengers cars, as they offered high fuel efficiency, good quality, technology and durability, and could be purchased at a reasonable price.

Sheetal B. Sachdev, Harsh V. Verma 31 (2004) This study is an attempt to explore a relative importance of service quality dimensions across a 'select' service context. The results suggest that all the service quality dimensions are equally important as no proper order of their importance could be established, the service performance in relation to the ‘expectations’ is poor in respect of nearly all the dimensions and in all the select services, and the nature of service does not seem to have a role in establishing an order of importance of the dimensions.

K. Maran and Dr S. Madhavi 32 (2002) Their study "Passenger Cars: Enormous Scope for Development" argued that a demand for cars was depending on many factors. The key variables found were per capita income, new models, availability and pricing, rate of interest, finance schemes, fuel cost, depreciation norms, public transportation facilities, duties and taxes. The first four factors have a positive relationship with demand, whereas the others have an inverse relationship with demand.

Veloso and Kumar 33 (2002) Their study shows that auto majors have started adopting a global perspective and reorganising their vehicle portfolio around product


platforms, modules and systems. They are also minimising the number of suppliers, by opting for bigger ones, based on cost and quality competitiveness, R&D capacity and proximity to development centres. Suppliers have been taking new roles, as systems integrators, global standardiser-systems manufacturers, component specialists and raw material suppliers. The automobile industry in India had been facing the problem of overcapacity by 2000 and the auto-component sector was not so developed as to be able to deliver products of world-class quality. Auto industries in the ASEAN and Korea have recovered quickly from the Asian crisis of 1998. This report concludes that any study on auto sector should focus on the evaluation of the capabilities of auto-component supply chain – both large and small suppliers, strategies of OEMs, cost, delivery, dependability, quality, product development, process development, flexibility, facilities/equipment, technology, process, workforce and organisation, logistics and supply chain, research and engineering, and interfaces.

Raghuvir Srinivasan 34 (2000) He analysed the potential impact of the removal of quantitative restrictions on the import of used cars on passenger car manufacturing companies in India. He reasoned that one could get an imported used car for around Rs.3 lakhs (US $ 6250), taking into account the price of the used car in a foreign country, import duty and shipment cost. He also observed that while lower price would be attractive to Indian buyers, service related problems and government restrictions would be dissuading factors.

Bhuvana Ramalingam35 (1999) The study concluded that a pragmatic approach by the government was needed to prevent the onslaught by the import of used cars as the quantitative restrictions, and local content regulations were to be lifted as per the World Trade Organisation agreement.


Narayanan (1998) He analyses the effects of deregulation policy on technology acquisition and competitiveness in the Indian automobile industry during the 1980s and finds that competitiveness has depended on the ability to build technological advantages, even in an era of capacity-licensing. In a liberalised regime, this would depend on firms’ ability to bring about technological changes, as inferred from the behaviour of new firms in the sample considered. Further, vertical integration could score over subcontracting in a liberal regime. This is probably because of the entry of new foreign firms that produce technologically superior and guaranteed quality vehicles and choose to produce most of the components in-house.

Muruganandam (1997) His study “A Consumer Brand Preference for Motor Cars in Coimbatore City” stated that the factors that influenced consumers in the preference of a car were price and design, and after sales services provided by the dealer. Price and design influenced more to buy Maruti and Ambassador Cars and further revealed that the after-sales service was good.

Aradhana Krishna (1994) He views that buyers’ purchase behavior can be influenced not only by the current price of a product but also by what price they expect in future. C W Park et al. (1994), assessing consumer knowledge, have observed that consumer knowledge is an important construct in understanding consumer behaviour such as information search and information processing. An increase in self-assessed knowledge was associated with a decrease in the utilization of sales person’s recommendations.

Syed Saad Andaleeb and Amiya K. Basu (1994) The authors examined the relationship between a customer’s assessment of the service quality of an automobile service/repair facility and five factors: perceived fairness of the facility and its personnel,
empathy, responsiveness, reliability, and convenience. Perceived fairness was found to be an important determinant of service quality evaluation and its importance depended on the complexity of the task involved and the customer's knowledge of automobile repairs. In particular, when the task was complex and the customer did not feel knowledgeable, perceived fairness was found to be significantly more important than any of the other four factors.

2.3 Review of International studies

Seyed Mohammad Sadeq Khaksar, et. al. 40 (2011) The main purpose of this paper is to study the effect of technical and electronic after-sales services on entrepreneurial opportunities (that is, cost leadership, market development, product development, diversification and differentiation). This study was a descriptive research that typically used the data derived from questionnaires (a researcher-made questionnaire for collecting of information). The population of this study comprised all Soren car owners in Tehran, who bought their cars in 2009. Soren is a new model of Samand (unveiled in 2008), and Samand is an Iranian car brand manufactured by Iran Khodro (IKCO) using local manufacturers for its parts. The results of this study show that technical, after-sales services in Iran- Khodro Company are effective on entrepreneurial opportunities based on market and product.

Mojgan Bahrami Samani 41 (2011) Automobile Industry success is dependent on its customers’ loyalty. Basically, researchers have agreed that loyalty is the main issue for making and maintaining relationships with customers. Both academicians and industry executives, fundamentally, considered customer loyalty an organisational valuable asset. This study aims at examining which factors influenced customer’s loyalty in Iran’s car industry. This paper extends an area of marketing context by looking into the element of customer loyalty in Iranian car industry. A conceptual model of customer loyalty in Iran’s


car industry is proposed in which quality, price, and satisfaction, as three main antecedents, influence customer’s loyalty. Quality is divided into quality of products, quality of relationship between buyers and sellers and finally, quality of after-sale service.

Farah Sahul Hamid ⁴² (2011) Customers’ loyalty seems to be the key objective for most of the service-oriented companies in the long run. The customers’ perception on the quality of service provided by these companies plays an essential role in determining their behaviour towards the service provided. This article discusses the usage of the SERVQUAL model, which is commonly used to help service providers to measure the level of their service quality; and thus it gives insights on how to improve and provide a better service in the future. The SERVQUAL presents service quality as the difference between customer’s expectations for a service offering and customer’s perceptions of the service received, requiring them to answer a few questions about both their expectations and perceptions, on the basis of the five gaps that seem to be the main cause for unsuccessful service deliveries.

Brown et al. ⁴³ (2010) This study analysed the consumer’s attitude towards European, Japanese and the US cars. The country of origin plays a significant role in the consumer’s behaviour. The brand name, lower price and distributor’s reputation completely have a significant impact on the sale of passenger cars. However, the study differs from the above in that the buyer behaviour in Namakkal in Tamil Nadu was sought to be analysed.

Mornay Roberts-Lombard ⁴⁴ (2010) The purpose of the article is to investigate the mutually beneficial nature of establishing long-term relationships with employees as internal customers of the business. The target population for this study was two hundred and twenty five Avis car rental branch managers in South Africa. One hundred and fifty five managers of Avis branches were approached through a structured personal interview.

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in the completion of questionnaires. Data analysis was done by calculating averages and standard deviations, explorative factor analysis, Cronbach alpha-values and practical significance by means of effect sizes. The findings of the study stipulate that a more coherent attempt must be made to improve the level of internal communication between the managers of Avis car rental branches and their employees; this would create an environment within the Avis car rental group that could promote mutual respect, trust and concern between management and employees.

Wiesław Urban 45 (2010) This paper aims at verifying whether the intensiveness of prior customers’ experiences with the same services provider and other providers affects service quality. The empirical investigation was conducted in auto service sector. Empirical research concludes that customer’s experiences specified by the length of relationship with a service provider and frequencies of service use do not influence the whole aspects of service quality. But there are some aspects of service quality that are affected by customers’ longitudinal experiences. They are: expectations of service

Md.Hussain Kabir and Therese Carlsson46 (2010) This thesis discusses and analyses expectations and perceptions about service quality in Destination Gotland. The aim is to analyse and research about the role of service quality for creating customer satisfaction and to find out the gap between expectations and perceptions through the customer point of view. The perceptions can be described as satisfaction or lack of satisfaction. The survey was constructed as a case-study and was based on the quantitative method. The results from the different dimensions show that there is a gap between the expectations and perceptions, which means that the customers are not fully satisfied with the service quality at Destination Gotland. The results show a total gap at -0.39.

Dina El Kayaly and Dr Ahmed Taher (2010) This article proposes a model which is the first comprehensive formalisation of the three dimensions of marketing applied to the automobile industry in the Arab World.

This study is an attempt to develop and test a measurement tool aiming at quantifying the factors affecting satisfaction, customer's satisfaction and loyalty. The validity and reliability of the measurement scale was tested in the case of Egyptian car industry. To do that, an instrument was developed on the basis of extensive previous studies, management experts and personal professional experience.

The measurement scale was applied to Egyptian car owners of a certain (one single) brand to avoid the brand moderation effect. The scale was found to be reliable and valid. The validity was tested using an exploratory factor analysis.

In conclusion, this study suggests testing the effect of the three key drivers / dimensions on customer's satisfaction and consequently on customer's loyalty, and using the results to guide the marketing activities of car agents working in Egypt. It also suggests investigating the scale in different industries and contexts.

Mohd et al. (2009) “After-sales services” is the provision of services to customers before, during and after a purchase. It is one of the organisational processes which companies perform in considering the growing competition of the market and for attracting entrepreneurial opportunities for increasing profitability and better access to the market, as well as increasing the customer satisfaction level. It has been mostly used to describe services that are provided to the customer after the products have been delivered.

Adele Berndt (2009) The motor industry plays a critical role in the economy of South Africa, with respect to both GDP and employment. Service quality is a fundamental


aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles. The study was conducted using a convenience sample of seven hundred and sixty one respondents who were the owners of various brands of motor vehicles. The questionnaire was a self-completion questionnaire which consisted of three sections. The factor analysis of the research indicated that five service quality factors could be identified. Apart from the tangible factor, the factors identified differed from the dimensions of service quality proposed by Parasuraman et al. (1988). The dimensions identified also differed from other studies conducted in service quality dimensions in this context, highlighting the variable nature of service quality. The implication of this study is that the customer perceives the way in which the service is delivered as critical in evaluating service quality.

Chimun Kumar Nath 50 (2009) The aim of this paper is to make a correlation analysis of the responses of customers regarding various attribute ratings of a car. Further it also seeks to determine the underlying benefits consumers are looking from a new generation car by classifying them according to their relative importance they put in the attribute ratings by the method of principal component analysis. From the study it has been observed that customers are purchasing new generation cars because of several considerations and these considerations can be attributed to two major factors which may be labelled as: economic benefit factor and social benefit factor.

S. Keshavarz, S.M. Yazdi et. al. 51 (2009) Their study highlights the important dimensions of service quality from customers’ perspective in car service agencies. Additionally, it aimed at identifying differences between expectations and perceptions of customers from service quality dimensions and comparing differences across agencies. The objectives of this study were achieved by using the SERVQUAL questionnaire. A cluster sampling technique was also used for collecting the data. The questionnaires were distributed amongst four hundred customers who had Peugeot 206, Peugeot 405 or

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Peugeot Persia in four Iran Khodro car service agencies. The results demonstrated that there was a gap between expectations and perceptions of customers from dimensions of service quality. The negative gaps were related to the intangible dimensions. Additionally, in the comparison amongst four agencies related to the level of expected service quality, significant differences were found for tangibles and reliability dimensions. Furthermore, the analysis of variance revealed that the differences in customers’ perceptions of the level of provided service quality across four agencies were only for the dimension of tangibles. Lastly, the findings demonstrated that there were significant (p<0.05) negative and positive relationships between expectation and perception means with the gap score means, respectively. The results suggest that car service agencies should not exaggerate their quality of services and increase employees' attitude training to close the gap between customers’ expectations and perceptions of services.

Kah-Hin Chai and Yi Ding 52 (2009) This study investigates the possible spill over effects of customer satisfaction from product manufacturer to service provider, and vice versa. The survey results provide empirical evidence for the presence of spill over effects of quality and customer satisfactions in the mobile phone industry. This finding suggests that research on the ways in which quality affects customer satisfaction and loyalty should consider the influence of partnering firms and suppliers, rather than only examine the relationship within the same organisation. This is particularly relevant in settings where the simultaneous presence of physical product and the service are needed. In the mobile phone industry, handset manufacturers and network operators need to consider whom they partner, depending whether they are the likely receiving or giving party of the spill over effects. Moreover, these effects are moderated by a product image gap between the handset and network operator.

Erdogan H. Ekiz1 and Ali Bavik 53 (2008) This article aims at providing an example for developing a measurement scale by using car rental services as a case. To do so, both

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qualitative and quantitative methods are utilised in three fundamental stages recommended by Churchill (1979) and Parasuraman, Zeithaml & Berry (1988). In following their footsteps, the first qualitative research was undertaken in the form of twenty three in-depth interviews which produced sixty one items that described user perceptions. Then, a quantitative study was undertaken to purify the scale items, examine dimensionality, reliability, factor structure and validity. After a rigorous statistical analysis an eighteen-itemed scale with six factors emerged. The study also introduces the setting of the research and presents a need for scale development briefly, followed by discussion, implications and limitations.

McManus, Walter 54 (2007) This paper examines the link between fuel prices and sales of cars and trucks. U.S. automakers have long denied that such a link exists. One source of this false belief is an obsession with the crude count of units sold, equating Hummers with Minis. Another source is the conventional “wisdom” that Americans are unwilling to pay for fuel economy. The study presents theoretical reasons and market evidence that refute Detroit’s conventional wisdom. American manufacturers’ reaction to rising fuel prices over the last few years revealed the shortcomings of the U.S. automakers’ recent product and power train strategies. The effect of rising fuel prices has, in effect, been offset by reducing prices of vehicles in inverse proportion to fuel economy. Thus, the unit sales of large SUVs could be maintained, but their revenue (and profit) fell because vehicle prices were cut, directly or indirectly. The paper concludes with a few practical guidelines that business economists should use to prevent their companies from experiencing the recent massive losses experienced by the U.S. automobile industry.

Robyn Meredith 55 (2007) His article "The next People’s Car" traced the development of a car by Tata Motors which aimed to sell for about $ 2,500, the cheapest, by far, ever made. Tata Motors on the global auto scene marked the advent of India as a global centre for small-car productions and represented a victory for those who advocate making cheap goods for potential customers at the “bottom of the pyramid” in emerging markets. Tata Motors has been India's largest commercial vehicle maker. The Tata logo appears on

buses, dump trucks, ambulance and cement mixtures. The author also states that the cheapest versions cannot have air-conditioning (or) power steering, but the cute looks will make up for missing features, and that the design was outsourced to Italy’s Institute of Development in Automotive Engineering.

Izah Mohd Tahir and Nor Mazlina Abu Bakar (2007) The aim of this study is to investigate the level of service quality of commercial banks in Malaysia from the perspective of bank customers and assessing the satisfactions towards the services provided by the commercial banks. A questionnaire used in this study is limited to a sample of three hundred respondents in the East Coast region of Malaysia. The measurements used were based on widely accepted SERVQUAL model. A descriptive statistics analysis (mean and paired t-test) was used to evaluate the level of service quality of Malaysia’s commercial banks from the customers’ perspective. This study examined the service quality gap by comparing customers’ expectations and their actual perceptions. In addition, this study focused on their satisfactions towards the service provided by commercial banks. The results of the study indicated that the overall service quality provided by the commercial banks was below customers’ expectations. Responsiveness was rated as the most important dimension followed by reliability, tangibility, assurance, and empathy. Further, the findings also showed that customers were slightly satisfied with the overall service quality of the banks.

Seyed Hessamaldin Mahdavinia (2007) The findings of this research are mostly useful to those (managers, web designers, etc.) who intend to penetrate the Iranian market with least cost, time and energy. The results indicate the most important web quality factors through Iranian online shoppers’ perspective. In the last few years, a significant growth has been noticed in the Internet-based services in the pure Internet businesses as well as the traditional enterprises, which are developing their online services. One of the key challenges of online businesses is how they manage service quality, which holds a


significant importance to customer satisfaction. In addition of success stories one should be aware of problems; in year 2000 nearly 900 US online firms were shut down, 31% of them were online retailers (Minjoon Jun, 2004). The purpose of this research is to rank the quality factors perceived to be most important in relation to the use of online shops. The questionnaire utilised was based on the SERVQUAL instrument, which identifies five quality dimensions in service environments.

Ali Araghchi 58 (2007) This paper aims at investigating and determining the nature of the service quality construct and its relationship with those of customer satisfaction, customer experience and behavioural intentions. Moreover this study aims at identifying the dimension that is the best predictor of overall service quality, in terms of generating an outcome that identifies dimensions regarding service quality in Iranian retail stores.

This was achieved through performing a theoretical and empirical study. The theoretical study provided by identifying relevant theories, determining and defining service quality, customer satisfaction, customer experience and behavioural intention for retailers in the industry of Iranian handmade carpet. The empirical study comprised five hundred questionnaires. The key finding of the study is that service quality is represented by four dimensions. The dimensions referred to as the best predictor of overall service quality are tangibility, reliability, responsiveness and knowledge of employee. Moreover there is a strong relation between “customer experience” from onside and “service quality, customer satisfaction, behavioural intention” from the other side.

Andreas Herrmann et. al. 59 (2007) This paper aims at linking conceptually the concepts of price fairness and customer satisfaction, and empirically demonstrating the

58 Ali Araghchi, “Service Quality, Customer Satisfaction, Customer Experience and Behavioural Intention in Iranian Retail Stores”, Luleå University of Technology, Master Thesis, Continuation Courses Marketing and e-commerce, Department of Business Administration and Social Sciences Division of Industrial marketing and e-commerce. 2008:050 - ISSN: 1653-0187 - ISRN: LTU-PB-EX--08/050—SE.

influence of perceived price fairness on satisfaction judgment. Further, it seeks to examine specific factors that influence fairness perceptions including price perception and consumer vulnerability.

Davy Lerouge and Luk Warlop (2006) Their article proposes that many buying decisions require predictions of another person’s product attitudes. Consumers’ decisions require predictions of another person’s product attitudes. Yet, consumers are often inaccurate predictors, even for familiar others.

Saikat Banerjee (2006) He undertook a study on "Passenger Car Market of China, Current Scenario and Future Trends", to emphasise that the passenger car market of China had more competition and must fulfil the needs and wants of consumers. The broad categories of Chinese passenger car markets were mini car, sub compact, sedan, full size sedan, luxury, Small Utility Vehicle and Multi-Purpose Vehicle. The study also reveals that China passenger car industry have quantity-focused production technology, no bench marked supply of automotive parts, non-serious approach towards marketing area, and sales and services networks, and there is an enormous scope for passenger car industry.

I-Ming Wang, Chich-Jen Shieh (2006) This study explores overall user satisfaction. A questionnaire survey is conducted to reveal users’ perspectives on service quality. Based on literature, service quality has five dimensions: tangibles, responsiveness, reliability, assurance, and empathy. The results indicate that the overall service quality has a significantly positive effect on overall user satisfaction. Among these five dimensions except responsiveness, all of them have a significantly positive effect on overall user satisfaction. In addition, the top five important service quality features ranked by users are: collections, loaning and returning service, overall atmosphere, electronic database system, and online reservation and renewal. Furthermore, the perceived importance of

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service quality dimensions has no significant difference among institutes and status.

Kristin Diehl 63 (2005) The study suggests that consumers often search for and choose from ordered sets, commonly from options listed from best to worst. Greater search can lead to more positive evaluations for improving versus declining orderings because consumers experience more positive moments on which they base their evaluation. Overall evaluations are influenced by differences in these key moments over and above the quality changes of the set.

Herrmann 64 (2005) He undertook a study about "The Social Influence of Brand Community with Evidence from European Car Clubs". The purpose of the study was to develop and estimate a conceptual model of different aspects of a consumer's relationship with the brand, community influence, their intention and behaviour. The study revealed that the small car clubs engendered higher levels of identification and normative pressure, because of the richer and multifaceted nature of inter-personal relationship. However, it was found that the strengths of the paths in the conceptual model were greater for larger car clubs.

Schiffman & Kanuk 65 (2004) The study has used intelligent agents to locate the best prices for the products or services, bid on various marketing offerings, bypass distribution outlets and middlemen, and shop for goods around the globe and around the clock from the convenience of their homes. To understand the awareness of consumers and their behaviours, in depth, a study has been done on various literatures available in the area of green marketing. From an empirical perspective, a substantial academic and professional literature explores the areas like sustainable marketing, consumer behaviour and green car and its response in the marketplace. The methodologies of these studies vary widely but the major findings have been observed to define the research objective.


The review gives an in-depth idea on the topic, and it is also observed that not much work has been done in India with reference to the environment friendly car and customer’s behaviour with reference to the eco-friendly cars.

Pavleen et. al. 66 (2003) Their article perceives that the family as a reference group has one of the strongest, most immediate and pervasive effects on a consumer’s personality motivation and attitudes. The author has affirmed that from the marketing point of view investigating the family as a consumption unit becomes crucial since attitudes towards saving and spending, and even towards brands and products, are often moulded by the family.

Richard et. al. 67 (2003) Their large scale, national study investigates the influences of monthly payment incentives (rebates and low interest rates) on the decision process of both car and truck owners and lessees. The results suggest that incentives are found rated significantly more important among lessees than among buyers. While evidence suggests that incentives obviously should not be used on a wholesale basis, there appears to be a niche among which incentives may be successful. The author suggests that lessees would be open to choosing a vehicle that has an attractive monthly payment via rebates and other incentives.

Flynn et. al. 68 (2002) Presenting communicational services is directly related to customer satisfaction. Customers after purchasing products from the company may have doubts in their decision making; and the only way to manage this uncertainty is to establish a long term relationship with customers.

Albert Caruana 69 (2000) This study starts by first delineating the concept of service loyalty and proceeds to distinguish between service quality and customer satisfaction. A meditational model that links service quality to service loyalty via customer satisfaction is

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proposed. Appropriate measures are identified and a postal survey is undertaken among one thousand retail banking customers. A response rate of 20.5 per cent is obtained. The results indicate that customer satisfaction does play a mediating role in the effect of service quality on service loyalty. The effects of a number of demographic indicators on service loyalty are also reported.

Andrew et. al. 70 (1996) The study assesses a good number of different measures of consumer expertise by examining their ability to predict correct choices in three stimuli based choice tasks.

Goofin and Price 71 (1996) According to the study, after-sales services are important because they end in increasing product quality, gaining competitive advantage, gaining profitable opportunities, and as a result increase sales and income. The domain of the activities related to after-sales services is vast.

Kathuria 72 (1995) He notes that the time-bound indigenization programme for commercial vehicles in the 1980s facilitated the upgradation of vendor skills and modifying vehicles to suit local conditions, which demand functional efficiency, overloading capabilities, fuel economy, frequent changes in speed and easy repair and maintenance. They also mention that the choice between vertical integration and subcontracting crucially depends on the policy regime. In a liberal regime, vertical integration may not work.

Samson Itamer 73 (1992) He observes that purchase decisions are determined on the basis of both absolute attributes of alternatives and their relative positions within the particular choice set under consideration. He further suggests that consumers are less likely to choose alternatives that are selected by other consumers for reasons which do not apply to them, and that consumers are less likely to choose alternatives that are

offered with unneeded features or premium even when these features do not reduce the value of a product in any way.

Jo Ann Duffy 74 (1992) This study used the SERVQUAL, instrument for measuring consumer perceptions of service quality and the SCLES Salesman-Conte Life Satisfaction measure to study the linkage between service quality and satisfaction within a long-term health care centre. Two hundred and seventy residents from ten nursing homes were administered to SERVQUAL and SCLES instruments on a one-to-one basis. The study identified which dimensions of perceived quality contributed significantly to the overall life satisfaction and how dimensions of life satisfaction related to a resident’s satisfaction with the nursing home.

Bouman et. al. 75 (1992) This article describes the building and testing of the SERVQUAL instrument. The outcome of the research is that the instrument is easily applicable for Dutch garage firms. However, in contrast with the five SERVQUAL dimensions, the customers in the Dutch car service firms only distinguish three dimensions to judge the delivered quality, one of which appears to be totally specific to this sample. The three dimensions found in the research in car service firms are: customer kindness, tangibles and faith. Only customer kindness contributes directly to the measured service quality.

Parasuraman et. al. 76 (1991) Their study shows that some companies have more than just a competitive advantage in customer service; they have unwavering customer loyalty. The authors of this article argue that the key to providing superior service is understanding and responding to customer expectations. Through their research, two different kinds of expectations emerged, both of which can change over time and from one service encounter to the other for the same customer. By responding appropriately to these expectations, managers can be on their way to developing “customer franchise”.

William B Dodds 77 (1991) This study investigated the effects of the extrinsic cues of price, brand and store information on the consumer perception of product quality. They found that price had a positive effect on a perceived quality but a negative effect on a perceived value and respondents’ willingness to buy.

Leonard L. Berry et. al. 78 (1985) The authors say that quality is essential when service is what is being sold. Most published work on product quality focuses on manufactured goods. The subject of service quality has received less attention. The authors arrive at four important conclusions. They are consumer perceptions of service quality resulting from comparing expectations prior to receiving the service and actual experiences with the service. If expectations are met, service quality is perceived to be satisfactory; if unmet, less than satisfactory; if exceeded, more than satisfactory. Quality evaluations derive from the service process as well as the service outcome. The manner in which the service is performed can be a crucial component of service from a consumer's point of view. Service quality is of two types. First, there is the quality level at which the regular service is delivered (such as the bank teller's typical handling of a transaction). Second, there is the quality level at which "exceptions" or "problems" are handled. Delivering good service quality requires strength at both levels. When a problem occurs, the low contact service firm becomes a high contact firm. The authors say that interactions between customers and company representatives can figure prominently in the quality image of so-called low-contact firms. They also emphasise that avoiding promotional temptations to over promise can help a company achieve a good quality image. Raising expectations to unrealistic levels may lead to more initial business, but this strategy invariably fosters customer disappointment and discourages repeat business.

Darlin Doman 79 (1983) In the article the author has mentioned that satisfied new car buyers discuss their experiences with eight people, whereas dissatisfied buyers complain to an average of twenty two people.

Edward L. Grubb and Gregg Hupp 80 (1968) these studies test a methodology for measurement of self-concept and consumer behaviour in comparable terms and, therefore, to further substantiate the relationship of self-theory to consumer behaviour. The authors suggest that the owners of a specific make of automobiles perceive themselves as having self-concepts similar to those of others who own that make of automobile.

Gerald D. Bell 81 (1967) The study touches on the questions how a new car buyer feels about his/her purchase and what factors determine his/her reactions when he/she begins living with his/her new car. The finding of this investigation suggests the effect of a customer’s self-confidence, his/her personality, and the quality of service he/she receives upon his/her cognitive dissonance.

2.4 Uniqueness of the study

Service quality has received an extensive attention in the literature, with studies being carried out in a wide variety of industries such as the hospitality industry and tourism, 82 hospitals 83 and banking. 84 The studies have also been carried out in less obvious industries such as libraries 85 and public sectors. 86

A limited published research has been conducted into service quality in the motor industry with respect to the servicing of vehicles. This means that the issue of service quality in the motor industry is a largely unknown factor, making this study exploratory in nature.

This study has also been made on customer expectations, perceptions satisfaction in the service quality of Maruti Suzuki in Coimbatore District, and has made use of various parameters to measure the variables. The majority of the studies could separately establish their views on customer satisfaction and customer loyalty, customer service quality, and product quality, and are only reaching out to the common man recently. This study examines the customer expectations, perceptions and satisfaction in service quality of Maruti Suzuki even focusing on factors like gender, educational qualification, income level, and marital status and so on, as a whole. In this regard, this study is a maiden effort and exploratory in nature, and thereby it also contributes to the existing literature.

2.5 Conclusion

In addition to the review, a presentation of an overview of car industry and the trend and growth pattern of Indian automobile industry is considered essential for the present research, and is attempted in the next chapter.

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