PREFACE

Since several years back constant studies have been conducted on Consumer Psychology but no fixed or firm result has been found yet which can explain consumer Psychology in varying or constantly changing. It is found different for different things and varies from product to product, person to person, even area wise (regional), status, culture, age, sex wise and so on.

There are so many influencing factors that cannot be taken into account at a time and this particular effect of these infinite factors constitute consumer psychology. The attribute if a product which one consumer feels positive (+ve) is being felt as Negative (-ve) by another consumer. Even one consumer feels differently for different product and for same product also the brand becomes varying factor.

To Study this complex nature, I have carried out a study on consumer psychology concerning Automobile Industry.

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