CONTENTS

Acknowledgement
List of Tables
List of Exhibits

Chapter I  Introduction and Design of the Study  1-12
Introduction
Statement of the Problem
Review of Literature
Objectives of the Study
Hypotheses
Operational Definitions

Chapter II  Methodology  13-25
Introduction
Sources of Data
Construction of Tools and Pretest
Description of Area of Study
Sampling Design
Field Work and Collection of Data
Frame Work Analysis
Limitations of the Study
Chapter Scheme
Chapter III  
**Passenger Car Industry of India - A Historical Perspective**  

- The Origin and Growth - International Scene  
- The Origin and Growth - Indian Scene  
- Production and Sales Performance  
- Import and Export Trend  
- Indian Passenger Car Makers - A Profile  

Chapter IV  
**The Problems Associated with Passenger Car Industry of India**  

- Problems from the View Point of Makers  
- Problems from the View Point of Buyers  

Chapter V  
**Sample Users - A Profile**  

- Profile with respect to Personal Aspects  
- Demographic Profile  
- Psychographic Profile  
- Profile with respect to Car Ownership  
- Previous Ownership  
- Present Ownership
Chapter VI
Brand Choice
The Process and the influencing characteristics
Selection Process
NEED IDENTIFICATION
INQUIRY
EVALUATION
Brand Choice and the influencing characteristics
PRODUCT RELATED
MARKET RELATED
BUYER RELATED (Personal)
PREVIOUS OWNERSHIP
IMPORTED CARS

Chapter VII
The Findings and Recommendations
FINDINGS
RECOMMENDATIONS
DIRECTIONS FOR FUTURE RESEARCH
CONCLUSION

Bibliography
Appendixes