ABSTRACT

This thesis explores the Automobile Industry and provides a summary of evolution of Automobile Industry, brand preference for automobiles in Maharashtra. The detailed analysis of marketing, consumer behavior and brand preferences of Automobile Industry in passenger car segment is carried out in Maharashtra State. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants in the growth and survival of firms. It reaches distinct conclusions.

The thesis is organized in six chapters. Following the introduction, the Second chapter explains the Review of selected Literature Related. The third chapter highlights the Government policies. The fourth chapter provides Progress of Automotive cluster in Maharashtra State. The fifth chapter illustrates the analysis, interpretation of data and testing of hypothesis. Finally sixth chapter concludes with findings and recommendations of the study which may be utilized by the government of Maharashtra, Automobile Industry, Researchers and Academicians to access the ground realities and gives further scope for research.