

PROFILE OF PRE OWNED CAR CONSUMERS OF KERALA

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ABSTRACT

This paper is about the pre owned car market and how the pre owned car consumers can be profiled. In early days the pre owned car market sales happened through word of mouth by friends, agents, relatives etc. But now with the entry of authorized dealers like Maruti True Value, Hyundai Advantage, Toyota U Trust etc pre owned car market became more transparent. This paper attempts to profile the pre owned car consumers buying different category of pre owned cars. The data collected from 750 respondents was analysed using statistical software and specifically the statistical techniques of descriptive analysis and cluster analysis

KEYWORDS: Profile of Pre Owned Car Consumers of Kerala