

A Study on Customer Preference towards Petrol and Diesel Cars in Thrissur District

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Abstract: *Today, business around the world recognizes that the customer is the king. Knowing why and how people consume products helps marketers to understand how to improve existing products, what types of products are needed in the market place, or how to attract customers to buy their products. Marketers can justify their existence only when they are able to understand customer's wants and satisfy to consider the customer as the focal point of their business activity. Although it is important for the firm to understand the buyer and accordingly evolve its marketing strategy, the buyer or customer continues to be an enigma-sometimes responding the way the marketer wants and on other occasions just refusing to buy the product from them. Presently gaining high level of customer satisfaction is very important to a business or any company because satisfied customer are most likely to a loyal and to make repeated order and to use a wide range service offered by a business. The objectives of the studies revealing customer preference towards petrol car than diesel car and to investigate what prominent factor influence the customer to purchase petrol car than diesel. The study is based on 50 samples who have both petrol and diesel car. It is find out that petrol engine are more efficient and also cheap running cost.*

Keywords: Customer Satisfaction, Better Performance, Customer Preference, Resale Value

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