

Probing Brand Perception of Selected C-Segment Indian Passenger Cars

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ABSTRACT

Indian automobile industry is passing through an interesting phase. On one hand, new players are finding the Indian market a lucrative one to enter into while the existing players are finding it hard to maintain their existing market share on account of cutthroat competition, global recessionary trends and enhanced bargaining power of the customers. The best way under the prevailing situation is to keep an ideal perception of the brand in the minds of the customers. The present study makes an Endeavour to assess brand perception of prominent players of Indian passenger car industry.

Keywords: Brand perception, brand identity, c segment.