



## The pre-decisional factors and information research related to the proposal for buying 'C- Segment' cars in Chennai

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### Abstract

*This article discusses the pre-decisional restraints that are found in the purchase of C- segment car purchasers in and around Chennai city. Various customers in the C- segment car industry sector are various strategies in selecting cars. Our study shows an insight of the different strategies adopted and the search behaviour that are related in the pre- decisional process that are involved in the buying process of 'C' segment car industry. Our hypotheses are evolved as a result of the survey based on the C- Segment car buyers in Chennai. Long – linear, logistic regression and linear regression analyses were used to test the hypotheses. The various aspects that influence the buying decision process and the pre-decisional restraints that are found behind this process are herewith highlighted for our study.*

**Keywords: C-Segment car; Consumer behavior; Purchasing Behavior; Decision Processes**