A STUDY ON CONSUMER ATTITUDES TOWARDS SMALL CAR SEGMENT WITH SPECIAL REFERENCE TO SELECTED CITIES IN TAMILNADU

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ABSTRACT
Every industry wants to know the consumers attitude towards their business. This research was carried to know the consumers attitude towards the small car segment in Tamil Nadu. Now the standard of living in India reached a new benchmark, and the needs of the Indians’ also increased. In Indian market small car segment are performing well. This small study carried in the Tamil Nadu region with the selected cities. From this study we came to know

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