

**“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS CAR WITH SPECIAL  
REFERENCE TO MARUTI SUZUKI NEXA AT TRIPUNITHURA”**

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**Received: 08 Jul 2018**

**Accepted: 18 Jul 2018**

**Published: 31 Jul 2018**

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**ABSTRACT**

*The study regarding consumer buying behaviour for cars was made in respect of selected car owners in Cherthala. The area of consumer buying behaviour is one of the most interesting areas because it is concerned with understanding consumer regarding why individual act in certain consumption related ways. There by consumer's preference value has been changing very fast now-a-days.*

**KEYWORDS:** *Consumer Buying Behaviour, Consumer's Preference, Maruti Suzuki*