A Study on Pre-Owned Car Preference in Tirunelveli

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Abstract

In olden days motorized two wheelers are considered as an essential one at homes among all the income group people. Due to the economic development now personal cars are also becoming an essential among almost all income group people. Since all the people cannot afford for brand new cars, many people go for second-hand car. Pre-owned or second-hand car market is on par with the pre-owned car in India. The pre-owned car is preferred by the people due to several reasons. Studies reveal that rather than metropolitan cities small cities and towns are the major market for the pre-owned car. This study is aimed at knowing the buyer behaviour on pre-owned car in Tier III city like Tirunelveli. Primary Data have been collected through a questionnaire covering the buyer questions relating to pre-owned car.

Keywords: Pre-owned car, Second hand car, used car, Tier III City, etc.

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