

**“A SURVEY ON THE AUTOMOBILE USERS IN
TRINCOMALEE DISTRICT”**



AMALATHAS SUKIRTHARAJ

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**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

Adopting the customer viewpoint is the essence of success in today's business world because of the continuous and rapid changing environment and dramatic innovation in the business industry.

This survey on the Automobile users in Trincomalee district has been undertaken to measure the purpose of identifying the factors that determine the level of usage, preference of the users and user's characteristics to determine the nature of Automobile usage.

For the survey four main variables were taken into consideration, they include features of automobile, purpose of using automobile, user's characteristics and other stimuli. In addition, the collected data from the randomly selected respondents in Trincomalee district by the issued questionnaires has been analyzed by the Statistical package for social science and the analyzed data are presented in tables and pie charts.

The study concludes that Two Wheelers and Three wheelers users are the majority among the all type of Automobile users. The reasons for this fuel efficient and low maintaining expenses. For business purposes, the Van's usage is high because of the quick and safety transport of goods. The user's characteristics influence moderately low among them cultural and psychological are not deciding factors. Besides, other stimuli's influence is in high level.

The research recommended that the marketers should consider not only the cultural and psychological factors to enhance Automobile users, but also new with advanced technology fuel saving Automobiles.

CONTENTS

	Pages
Acknowledgement	i
Abstract	ii
Contents	iii - v
List of tables	vi - vii
List of figures	viii - ix
Chapter – 1 Overview of the study	1-8
1.1 Introduction	1
1.2 Background of study	1
1.3 Problem statement	4
1.4 Research questions	5
1.5 Objectives of the study	5
1.6 Significance of the study	6
1.7 Limitations	7
1.8 Assumption	8
1.9 Summary	8
Chapter – 2 Literature review	9-26
2.1 Introduction	9
2.2 Features of automobile	13-14
2.2.1 Models of Automobile	13
2.2.2 Automobile quality	14
2.3 Usage purposes	15
2.4 User characteristics	16-24
2.4.1 Cultural factor	17
2.4.2 Social factor	18
2.4.3 Personal factor	19
2.4.4 Psychological factor	21

2.5 Other stimuli	24-25
2.5.1 Economical factor	24
2.5.2 Technological factor	25
2.5.3 Preference	25
2.6 Summary	26
Chapter -3 Conceptual framework and operationalization	27-38
3.1 Introduction	27
3.2 Conceptualization	28
3.3 Operationalization	34
3.4 Summary	38
Chapter- 4 Research methodology	39-47
4.1 Introduction	39
4.2 Research design	40
4.3 Sample	40
4.4 Data collection	42
4.5 Methods of measurement	44
4.6 Method of data analysis and evaluation	45
4.7 Summary	47
Chapter -5 Data presentation and analysis	48-74
5.1 Introduction	48
5.2 Personal information	48-53
5.2.1 Divisional secretarial Division	48
5.2.2 Sex	49
5.2.3 Age distribution	50
5.2.4 Civil Status	50
5.2.5 Occupations	51
5.2.6 Family members	51
5.2.7 Family income level	52
5.2.8 Educational level	52
5.2.9 Nationality	53

5.3 Research information	54-74
5.3.1 Features of automobile	54
5.3.2 Purpose of using Automobile	61
5.3.3 User's characteristics	64
5.3.4 Other stimuli	69
5.4 Summary	74
Chapter- 6 Discussions	75-88
6.1 Introduction	75
6.2 Discussion on personal information	75
6.3 Discussion on research information	78
6.4 Summary	88
Chapter- 7 Conclusion, Recommendation and Implication	89-96
7.1 Introduction	89
7.2 Conclusion and Recommendation	89-94
7.2.1 Conclusion	89
7.2.2 Recommendations	92
7.3 Suggestion for future research and Limitations	95
7.3.1 Suggestions	95
7.3.2 Limitations	95
7.4 Implication of the research	96
Reference	I
APPENDIX	
Appendix 1 - Questionnaire	II- IX