



GREAT INITIATIVES OF STATE AND CENTRAL GOVERNMENT THROUGH STARTUP(S) PROGRAMMES IN NURTURING ENTREPRENEURIAL ACTIVITIES

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THROUGH STARTUP(S) PROGRAMMES IN NURTURING
ENTREPRENEURIAL ACTIVITIES**



**Dr. A. Khaleelur Rahman
Dr. M. Sirajudeen
Dr. K. Vijayakumar**



**PG & RESEARCH DEPARTMENT OF COMMERCE
JAMAL MOHAMED COLLEGE (AUTONOMOUS)**

Accredited (3rd Cycle) with 'A' Grade by NAAC

(Affiliated to Bharathidasan University)

TIRUCHIRAPPALLI - 620 020, TAMIL NADU, INDIA

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Editors

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With Regards

Dr. A. Khaleelur Rahman
Dr. M. Sirajudeen
Dr. K. Vijayakumar


INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)
NEW DELHI

Sponsored
A TWO DAY NATIONAL SEMINAR

on
**GREAT INITIATIVES OF STATE AND CENTRAL GOVERNMENT
THROUGH STARTUP(S) PROGRAMMES IN NURTURING
ENTREPRENEURIAL ACTIVITIES**

21st & 22nd September, 2022
(Wednesday & Thursday)

Venue : Syed Hussainudeen Hall (A/C)



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TIRUCHIRAPPALLI - 620 020, TAMIL NADU, INDIA

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 Treasurer Assistant Secretary

Dr. K.N. Abdul Kader Nihal
 Member & Honorary Director

PROGRAMME

- 9.30 a.m. : Registration
 10.00 a.m. : INAUGURATION
 Venue : Syed Hussainudeen Hall (A/C)
 Welcome Address : Dr. A. KHALEELUR RAHMAN
 Head & Associate Professor of Commerce
 Presidential Address : Dr. S. ISMAIL MOHIDEEN
 Principal
 Felicitations : Dr. A.K. KHAJA NAZEEMUDEEN D.LIT., (USA)
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 Inaugural Address : Dr. N.GIRI BABU, M.B.A, Ph.D.
 Professor, Department of Management Studies
 Chadalapada Ramaremma Engineering College
 Tirupati, Andhra Pradesh
 Keynote Address : J. PRABU JAYAKUMAR MOSES
 General Manager, District Industries Centre (DIC), Trichy, TamilNadu
 K. RAMESH KUMAR
 Project Director, Tamil Nadu State Rural Livelihood Mission (TNSRLM)
 Trichy, TamilNadu
 Vote of Thanks : Dr. M. SIRAJUDEEN
 Assistant Professor & Convener of the Seminar

Day- 1 : 21-09-2022 (Wednesday)**TECHNICAL SESSIONS**

- 11.45 am : SESSION - I
 Resource Person : Prof. Dr. H.P. MATHUR
 Dean & Head, Faculty of Management Studies
 Banaras Hindu University, Varanasi-221005, Uttar Pradesh, India
 Session In-charge : Dr. M. HABEEBUR RAHMAN & Dr. S. BASHEER AHMED
 Assistant Professors of Commerce
 Venue : Syed Hussainudeen Hall (A/C)
 1.00 pm to 2.30 pm : Lunch Break
 2.30 pm : SESSION - II
 Resource Person : Dr. D. SUGUMAR
 Principal, CARE College of Arts and Science,
 Tiruchirappalli, Tamil Nadu, India
 Session In-charge : Dr. G. HADI MOHAMED & Dr. Y. MOYDHEEN SHA
 Assistant Professors of Commerce
 Venue : Commerce Gallery (A/C)

Day - 2 : 22-09-2022 (Thursday)**TECHNICAL SESSIONS**

- 10.00 am : SESSION - III
 Resource Person : Dr. K. MOHAMED JASIM
 VIT Business School, Vellore Institute of Technology,
 Tamilnadu, India
 Session In-charge : Dr. S. RIZVAN AHAMED & Dr. Y. RAZEETH KHAN
 Assistant Professors of Commerce
 Venue : Syed Hussainudeen Hall (A/C)
 11.30 am to 11.45 am : Tea Break
 11.45 am : SESSION - IV
 Resource Person : Dr. N. SAKTHIVEL
 Associate Professor of Commerce, Gobi Arts & Science College,
 Gobichellipalayam, Erode, Tamil Nadu, India
 Session In-charge : Dr. N. MOHAMED SIDDIQ & Dr. M.H.N. BADHUSHA
 Assistant Professors of Commerce
 Venue : Commerce Gallery (A/C)
 1.00 pm to 2.30 pm : Lunch Break

Day 2 : 22-09-2022 (Thursday)**VALEDICTORY FUNCTION***In the august presence of the Management Committee*

Hajee. M.J. Jamal Mohamed Bilal Dr. A.K. Khaja Nazeemudeen D.Lit.(USA)
 President Secretary & Correspondent

Hajee. M.J. Jamal Mohamed Dr. K. Abdus Samad
 Treasurer Assistant Secretary

Dr. K.N. Abdul Kader Nihal
 Member & Honorary Director

PROGRAMME

07.30 p.m.	: VALEDICTION
Venue	: Syed Hussainudeen Hall (A/C)
Welcome Address	: Dr. M. MARIMUTHU Assistant Professor of Commerce
Presidential Address	: Dr. A. MOHAMED IBRAHEEM Vice-Principal
Report of the Seminar	: Dr. M. SIRAJUDEEN Assistant Professor & Convener of the Seminar
Felicitations	: Dr. K. ABDUS SAMAD Assistant Secretary Dr. M. MOHAMED SIHABUDEEN Additional Vice-Principal Dr. K.N. MOHAMED FAZIL Director - Hostel Administration Ms. J. HAJIRA FATHIMA Director - Women Hostel
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Vote of Thanks	: Dr. K. VIJAYAKUMAR Assistant Professor and Organising Secretary

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DETERMINANTS OF CONSUMER'S PERCEPTION AND PREFERENCE - A STUDY WITH SPECIAL REFERENCE TO CAR USERS

Dr. A. Khaleelur Rahman* & Mr. S. Jafar Sathik**

Abstract

The goal of business is to enhance sales by determining the factors that influence customer purchasing decisions. Customers are provided with numerous alternatives to choose from. The automobile category is a broad trend. Affective market communication is essential for reaching the target audience. main target Consumer perception and preference are critical in business service, and it is the pleasure felt by people who have met their expectations. A consumer who has a positive experience with the concerned dealer is likely to use the same brand again, but a customer who has trouble with a certain brand of car is unlikely to use it again. The study on "customer perception and behaviour of car users" will help us improve our marketing strategies. The current study examined a number of variables connected to consumer perception and preference in Trichy, Tamil Nadu.

Keywords: Price, Customer, Customer Satisfaction, Purchasing Decision.

INTRODUCTION

Today, companies all throughout the world recognize that the customer is king. Understanding why and how consumers use things may help marketers understand how to enhance current products, what kinds of products are required in the market, or how to get customers to buy their products. An era of globalization, privatization, and liberalism has altered both society and people's ways of living. Customers' perceptions of different brands have emerged as a crucial idea in the modern business world. Companies nowadays are becoming more customer-centric and heavily focused on pleasing their customers because they have understood how important it is to do so in the current competitive environment. Customers' perceptions and preferences are crucial to corporate success because they are what make customers feel that a firm has performed to their standards. Customer satisfaction demonstrates the beneficial relationship between customer perception, loyalty, and retention while also having a favourable impact on an organization's profitability. Each consumer

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