



IMPACT OF INNOVATING TECHNOLOGICAL FEATURES ON ATTITUDE OF CONSUMERS – AN EMPIRICAL STUDY ON FOUR WHEELERS IN TIRUNELVELI DISTRICT

Prof. S. Sarala Lakshmi¹ & Dr. A. Selvakumar²

ABSTRACT

This paper investigates the innovating technological features in four wheelers exclusively in passenger cars and its impact on attitude of consumers in Tirunelveli District. Innovation isn't just about coming out with a new product, yet companies routinely try to innovate by doing just that. Hot new products are often swiftly copied by competitors. To create a breakthrough, potentially disruptive and sustainable innovation, companies should look to incorporate more forms of innovation than just around the core features of an offering. The main objectives of the study are to analyze the attitude of consumers regarding innovative features in four wheelers and know the consumers satisfaction level towards the innovation in four wheelers. The study is based on the primary data. The required primary data was collected with the help of well structured questionnaire after testing its reliability and validity measures. The secondary data needed for the study were collected from journals, magazines, research articles, published reports of the automobile manufacturers and from the website. By adopting convenience sampling method, 570 respondents residing in Tirunelveli district have been selected for the study. The respondents perceive that Power steering and gear factor are the most important features of the passenger car followed by Air bags and seat belt alarm factor and Road and rain sensor factor, thus the manufacturers should design the product giving maximum weightage to these factors.

KEY WORDS: *Customer Attitude, Innovation, Passenger cars*

¹Assistant professor, Department of BBA, St.Xavier's college, Tirunelveli, Tamilnadu, India.

²Associate Professor in Commerce, Popes College, Sawyerpuram, Tuticorin District, Tamilnadu, India.
