



**EXPLORING FACTORS AFFECTING CAR BUYING  
DECISION OF LOCALLY MANUFACTURED ZERO  
METER 1300cc CARS**

**A thesis  
Presented to  
The faculty of  
Management Sciences  
Bahria Institute of Management & Science, Karachi**

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**In Partial Fulfillment  
Of the Requirements for the  
Degree of Master in Business Administration**

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**RECOMMENDATION FOR ORAL EXAMINATION**

This Project/thesis hereto attached, entitled, "Exploring factors affecting car buying decision of locally manufactured zero meter 1300 cc Cars", prepared and submitted by Hammad Bin Rashid, in partial fulfillment of the requirements for the degree Master in Business Administration, is hereby recommended for appropriate action.

Date: 20/12/12

  
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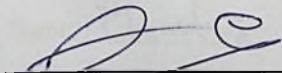
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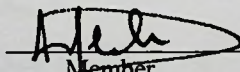
**PROJECT/ THESIS COMMITTEE**

In partial fulfillment of the requirements for the degree of Master in Business Administration, this thesis entitled, "Exploring factors affecting car buying decision of locally manufactured zero meter 1300 cc Cars" is hereby recommended for Oral Examination.

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**ABSTRACT:**

The competition in automobile company is getting fierce day by day and customers are also becoming savvier. They critically evaluate what they are getting in return of the value of money they had paid. As car buying decision is not a routine decision people make it very wisely. People consider different factors when making decision.

As we cannot consider all the factors as there is a vast range of automobile with respect to their categories, usage and utilities. So we had confined our research to discuss and explore the factors of locally manufactured 1300CC cars.

Currently there are three local players in the market Toyota Indus, Honda Atlas and Pak Suzuki. Both exploratory and descriptive study has been under taken to better describe the nature of the problem. A survey has been conducted from the owners and prospective owners of car. We had classified factors into sub categories factors according to attractiveness, resale value, safety and security, and factors for purchasing locally manufactured zero meter cars. Factors that influences in decision making are also included which are cultural factors, social factors, individual factors and psychological factors.

None of the factors can be excluded so our respondents had rated these factors showing the most important with the highest rating.



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## Chapter 1

### BACKGROUND OF THE SUBJECT / TOPIC & STATEMENT OF THE PROBLEM