

## **A STUDY ON CUSTOMER BEHAVIOUR ON FOUR WHEELERS MARKET WITH REFERNCE TO HYDERABAD,TELANGANA - ROLE OF POST PURCHASE BEHAVIOUR ON SKODA KUSHAQ & IT'S IMPACT ON BUYER BEHAVIOR**

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### **ABSTRACT**

*The current study focuses on consumer behavior toward the Skoda Kushaq in Hyderabad after the sale. Users of Skoda Kushaq provided scheduling information as well as personal interviews to gather the data. The study's hypothesis was developed in accordance with the following criteria: reliability and quality, appearance and style, riding and seating comfort, mileage, engine performance, design, color, pick-up, storage space, social standing, and company service. According to the study, the respondents are pleased with the social standing provided by Skoda Kushaq, the brand's design, riding and sitting comfort, style and look, pick-up, mileage, storage space, engine performance, and the availability of replacement parts. It is advised to the business to increase product sales.*

**KEYWORDS:** *Post Purchase Behavior, Qualitative Post-Purchase Service, Quality & Trustworthiness, Brand Design, Riding & Seating Comfort, Style & Appearance, Pick-Up, Mileage, Storage Space, Engine Performance, Family Car, Air Bags, Customer Expectations, Wireless Charging.*

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