A Study on the Factor Determinant and Their Effect on Consumer Behavior
(In Reference to Two Wheeler Automobile Industry)

Ravi Gupta¹
Dr. Satish C. Sharma²

Abstract

As the twentieth century has arrived at an end and we have moved into the third thousand years, we can see numerous advancements and changes are occurring around us with every one of the commercial ventures and firms and every industry is attempting to keep pace with the progressions and assorted need of the general population. In spite of the fact that for decade together, advertisers have respected "client" as the king and advanced all methodologies to fulfill him or her, this idea is increasing more force and significance today as rivalry is expanding. This can to a great extent be credited to the present business sector circumstance. Has rivalry ended up extreme as well as far beyond the business sector has been overwhelmed with numerous me-excessively items, the test before the advertiser is to comprehend the intricacy of customer conduct and offer merchandise/administrations as indicated by his need and taste. Today the organization goodwill is constructed and made known by its clients. In this manner the accomplishment of the firm will be controlled by how successful it has been in meeting the different buyer needs and needs of the clients by regarding every client as extraordinary and offering items and administrations to suit his or her necessity.

Keywords: Consumer behavior, Venture, Client, Intricacy

Concept of Consumer Behavior

India is the third biggest maker of two wheelers after Japan and china, and the second biggest purchaser after china. Notwithstanding the poor street framework and the small buying power, the two wheeler business in India has delighted in a more extensive request with the masses as a method for private transportation. In the

¹Research scholar, Department of Business Administration, University of Rajasthan
²Department of Economic Administration & Financial Management, S.S Jain Subodh P.G. (Autonomous) College, Jaipur, Rajasthan
most recent couple of years, the Indian two wheeler industry has seen an awesome
development. It represents 60% of the local business sector. India ns lean toward the two
wheelers due to their little sensible size, low upkeep and estimating and simple advance
reimbursements. Indian lanes are brimming with individuals of all age bunches riding a
two wheeler.

Majority of Indians, especially the youngsters, prefer motor two wheelers rather than cars.
Catching an extensive offer in the two wheeler business, motorcycles and two wheelers
cover a noteworthy fragment. Motorcycles are thought to be the most loved among the
young, as they help in simple substitution. Expansive assortments of cruisers are
accessible in the business sector, known for their most recent innovation and upgraded
mileage. Indian motorcycle speaks to style and class for both men and ladies in India.
Showcasing methodologies utilized by a developing industry are generally strikingly not
the same as those of full grown industry. Engine cycle industry in India is very in a period
of fast extension, while in the meantime, it has existed the length of 55 years to be
developed enough. Today, when we get some information about his craving, the principal
thing that he requests is a motorcycle. Motorcycles, or by and large two wheelers, have
made considerable progress from the times of Enfield and Rajdooth's overwhelming the
business sector till today with pulsar and Karizma dashing in the same avenues. The
observation and the situating of the industry may have changed, however the fundamental
craving continued as before all consistently (Bhandari Bhupesh, Bajaj Gets in Gear,
Business World, and January 24th 2000.) Two-wheelers are normally grouped into three
sorts - scooters, motorcycles and mopeds.

**Evolution and development of the automobile industry**

Indian automobile industry which leads the industrial activity in the engineering sector is
sufficiently grown, diversified and technologically upgraded to become a significant
segment of the engineering industry of the country. So far as the evolution of automobile
in the world is concerned it is well known that unlike other major inventions the original
idea of the automobile could not be attributed to any one individual.
The origin of the Indian automobile industry can be traced to the year 1942, when the Hindustan motors was established in Baroda. In fact, long before this, imported cars in India according to archival sources were first seen in 1898. Upto almost the end of World War I complete motor vehicles were imported either directly or through agents in India. It was in early 1920's that local assembly of vehicles, from components and parts imported in completely knocked down (c.k.d) condition was started in a few units set up in Bombay, madras and Calcutta. Till World War II, all the motor vehicles in India were imported.
From the above table it is clear that two-wheelers play a major role in the total Indian automobile industry. Sales of the two-wheeler are also increasing year by year. The sale of the two-wheelers for the year 2010-11 is 11,790,305 vehicles and it is 76% of the total Indian automobile domestic sales.

**Current status of Indian Automotive Industry**

The business incorporates business vehicles, multi-utility vehicles, traveler autos, two wheelers, three wheelers, tractors and auto parts. There are in place 15 manufacturers of cars and multi utility vehicles, 9 of commercial vehicles, 14 of two/three wheelers and 10 of tractors besides 5 of engines. With an investment of rs.50,000 crores, the turnover was Rs. 59,500 crores in automotive sector during 1999-2000. It employs 4,50,000 people directly and 100,00,000 people indirectly and is now inhabited by global majors in keen contention. India makes around 38,00,000, 2-wheelers, 5,70,000 traveler autos, 1,25,000 multi utility vehicles, 1,70,000 commercial vehicles and 2,60,000 tractors yearly.

**Research Methodology**

Research technique is an approach to efficiently take care of the exploration issue, with reference to how research is done logically. It comprise of the distinctive strategies that by and large embraced by analyst to study his exploration issue alongside rationale behind them. It is vital for the analyst to build up specific tests.

Advertising research determines the data required to address these issues; outlines the strategy for accumulation data oversees and actualizes the information gathering process; investigation the outcomes and correspondence the discoveries and their suggestion.
In today’s market, the offers of the item are by all account not the only approach to get achievement, the administrations and the consumer loyalty is likewise vital. The organizations Hero and TVS are the world class organizations in the bike bicycles. Those all are the most noteworthy bike offering organizations in India. In any case, the execution and the clients approach toward those organizations are vital.

**Statement of Problem**

In today’s intensely competitive environment, companies today are constantly looking for ways to attract customers by having a better understanding of changing customer attitude towards performance of two wheelers bikes. The ever changing market characteristics have huge impact on corporate decisions. The global environment also poses several complexities to marketer in understanding the market and consumer attitude.

To know the consumer buying behavior & awareness about the Hero Motocorp and TVS motorcycles and in the minds of consumer in Jaipur city, because always consumer say something and does something. There are many companies manufacturing motorcycles into the market, at the same time as there are many companies manufacturing motorcycles, idea about thinking of customer on whether, what, how, and for whom to purchase the motorcycle.

Therefore, research is required to measure present consumer buying behavior at the purchase of hero bike. So the researcher problem is to identify what are the criteria that prospective customer takes into consideration before buying the motorcycles.

At the outset may be noted that there are several ways of studying and tackling a problem. There is no signal perfect design. The research design can be classified into true broad categories:

**Objective of the paper**

- To Analyze and identify the most important factors affecting consumer buying decision in Hero Motocorp and TVS motorcycle”.

**Research hypothesis**

The research are conducted with certain objective in mind in situation when researched is assumed to get specific result and on contrary research does not have any idea about outcome. There are always two aspect of proving or analyzing any statement. In a research proposal after formation of objective, extensive review of literature is done about the topic. After review of literature, researches have “a point of view” or “probable result” in
mind. This point of view of researcher can be known as hypothesis. Research hypothesis is a statement which researcher wants to prove by conducting suitable and systematic research.

Towards fulfillment of first research objective research objective “to identify most reasonable factor influencing consumer buying decision, while buying two wheeler with special reference to Hero Moto Corp. & TVS.” Two hypotheses are formed. The first hypothesis advocates that the factors which influence the consumer to select the two wheelers are not specific and random. On the contrary side the alternate hypothesis advocates that the decision of consumer, is influence by some specific factors which provoke or influence him to buy any specific product. Both the hypothesis are framed as proper sentences as mentioned.

**Null hypothesis**: The factors influencing buying decision for purchasing two wheelers are random and not specific.

**Alternate hypothesis**: The factors influencing buying decision for purchasing two wheelers are not random and specific.

**Review of literature**

Before attempting any study on consumer behavior it is essential to review the available literature data and facts to intensify knowledge and update background material, present scenario and future outlook. A few such literatures reviewed include the following

The researcher has come across a number of articles, reports, studies, journal and books on consumer behavior and consumer related topics. A brief review of which are given below. The purchase decision taken by the consumer is purely psychological, owing to this feature predicting the mind of the consumers is very difficult. It is very vital for the marketers to know what is flickering in the "black box", since a long period research studies have been conducted to find out what is happening in the mind of the consumers through forming logics for the behavior he is exhibiting the various points.

A study by George Babu and Edward Manoj examined how the degree of personal involvement in a purchase decision affects the information needed to reduce cognitive dissonance associated with that purchase. The creators contended that, exceptionally included people, as a result of their high association in buy choices, are unbending in their biased perceptions that prompted the buy. Significantly they have a tendency to make light of the new perception and effectively pay special mind to buy strong data, instead of changing the old discernment that prompted the buy choice. Likewise, it was suggested that to conquer the psychological cacophony connected with a high contribution buy,
more strong data is expected to defeat the intellectual discord connected with a low inclusion buy. It was likewise found that the readiness of an offensive individual to acknowledge the new cognizance increments with the pass of time from the season of event of the psychological discord. The concentrate likewise uncovers that, for a run of the mill buy, the level of psychological disharmony felt by more included buyers was not as much as that felt by less included buyers. Therefore, despite the fact that the level of intellectual discord felt by very included buyers is lower, the trouble for them to ponder it is higher. A related finding was that more arranged and less unconstrained purchasing conduct is connected with a higher level of subjective disharmony.

In consumer durables, promotional schemes play a major role. To know the perception of consumers towards promotional schemes for durables in Punjab, and B. S. Hundal conducted a study. A sample of around 600 households from three economically significant districts of Punjab viz., Ludhiana, Jalandhar and Amritsar were selected for the survey. The study was done to contrast and break down the essentialness given with different limited time plans by rustic and urban respondents. The chose limited time plans were: portion buy office, 0% interest plan, substitution, off-season markdown, celebration offer, free blessing plan, free after-deals administration and trade offer. The outcomes showed that however both the gatherings appeared to have arranged every one of the variables as "critical" in deals advancement, a moment perception expresses that urban respondents have doled out high need for the plans as: portion buy, off-season markdown, 0% interest framework. Rustic respondents have appraised generously for substitution, celebration offer, free blessing plan, free after-deals administration and trade offer. Measurably, contrasts were observed to be ignorable with the expectation of complimentary blessing plan and trade offer, i.e., both gatherings contrasted inconsequential for these two variables however for rest of the variables, the distinctions in the discernments were unfathomable.

Narang, (2001), conducted a study on rural markets and buying behavior of rural consumers of up. The items included in the study were consumables: toilet and washing soap, tooth paste/powder, face powder / cream, edible oil, tea, razor blade and durables: electric fan, wrist watches and television. The hypotheses framed were: a significant proportion of buyers were not satisfied with the available brands and there was latent demand for additional brands; there was non-availability of desired brands in local shops; rural buyers made substantial purchase from the cities; the proportion of city and local purchases varied from product to product and a nominal amount of purchase was made from hawkers. The sample size of 200 respondents was distributed to three regions to the
rural population of northern, central, and eastern up. The results indicated that majority of the rural population was not satisfied with the locally available brands. People did not prefer unbranded products. Branded products had good image in the mind of rural consumers. Majority of the rural people made substantial purchases from their nearby cities.

A study performed by Ahmad Jamal and Mark M. H. Goode to know the impact of self-image congruence on brand preference and satisfaction. The main objective was to determine the effect of self-image congruity on brand preference and satisfaction in the precious jewellery market in the UK. A questionnaire was sent to 500 consumers of precious jewellery in five major cities of the UK. Results showed that mental self-view congruity was an extremely solid indicator of customers' image inclinations and a decent indicator of buyer fulfillment. Respondents with more elevated amounts of mental self-portrait congruity will probably incline toward the brand and appreciate more elevated amounts of fulfillment with the brand when contrasted with those with lower levels of mental self-view congruity. The paper talked about the suggestions for brand supervisors with the goal that they can position their brands in a compelling way.

Shivakumar and Arun (2002) in a study of buying behavior of rural Pondicherry people noted that people considered only one brand and visited only one shop before making a purchase decision. The survey focused on two products: wristwatches and footwear. Not at all like urban ranges, where watches had gotten to be blessing things, in country regions, were watches purchased as and when essential. Creators found that provincial clients considered brand name and cost as critical components in purchasing wristwatches. Provincial clients wanted to shop just at one spot. A fascinating finding was that they appeared to purchase wristwatches and footwear as and when they required them without sitting tight for any offer or happy season. For wristwatches, around 45% of the studied respondents reported that they themselves took the purchasing choice while around 20% of their partners were of the perspective that 'retailers', advertisements', and so on., impacted their buy choices.

Automobile is considered as an inseparable part of one's life all over the world. This section includes the studies related to automobile industry and consumer behavioral studies in automobile industry. A paper by Badrinarayan G. and Pankaj Vashisht analyzed the determinants of competitiveness of auto industry in India, based on a field survey and a quantitative analysis of secondary data. The exploration highlighted that all portions of Indian auto segment are developing at a genuinely high rates and their profitability and fare power is on the ascent. Residential deals are rising; however they have declined in
certain sub-sections of vehicles. In any case, the R&D use has been rare. Compelling rate of assurance of vehicles get together was far higher than that of auto-parts producing. Disorderly division, which is entirely critical in auto-part producing, has developed more quickly in the urban ranges than in the provincial zones. The econometric examination proposed different measures that could be taken by the legislature, especially, the credit help for SME’s.

**Sample design**

“Research design is the plan, structure and strategy of investigation conceived so as to obtain answer to research question and to control variance.”

By Kerlinger

The researcher after choosing the subject, company and the area to conduct his research, decided to establish the theme or the important factor upon which the entire project is to base.

At the outset, the objectives of the project were identified. Thereupon, the conclusive research was undertaken upon consideration, the researcher chose the statistical design as it suited the project’s requirements. This method was warranted as he had decided to embark upon a survey and the analysis and interpretation of the findings of the surveys can only be done properly only if he chose the statistical design.

Sample design defines the rules based in which, the samples is selected form population. In study a probabilistic sampling technique is used. This method ensures that each member is a potential target buyer should have probability to be selected as a sample. As study required choosing samples for two companies, the potential probabilistic sampling used a complex random sampling design named stratified sampling, where-in the population is divided in to sub-population called strata, which are individually more homogeneous than the total population. Two strata are created, one for each company and 250 respondent selected from Hero Moto Corp and another 250 selected from TVS Motorcycle.

**Sample size**

Size of the sample is a very important consideration. A large number of sample always ensure better results. Simultaneously there are constraining when total number of population is unknown or very large to cover. There are ways to ensure an appropriate sample size. The first one is confidence interval. This is a margin up to which study allows accept the level of error. The second factor in consideration is confidence level, which is
level of confidence of research to be true, within confidence interval and third part is standard deviation, which represent the expected level of variance in response received from the respondent. The present study is conducted at a confidence interval of +/- 5%. The level of confidence in study is 95% and value of $\alpha .05\%$. Which make of $z$ 1.96, which is standard table value at 95% confidence interval and a standard deviation of 0.5%. Necessary sample size = $(z\text{-score})^2 \times \text{std dev} \times (1-\text{std dev}) / (\text{margin of error})^2 = ((1.96)^2 \times .5(.5)) / (.05)^2 = (3.8416 \times .25) / .0025 = 0.9604 / .0025 = 384.16.$

385 respondents are needed to make the study more reliable, a total sample size of 500 samples is considered to be appropriate to conduct the study, which is more than the required sample size. 500 equally divided among both the banks and 250 respondents from each bank is selected to conduct the study. The data is collected from walk-in customer in various leading dealers and company owned showrooms of Hero Moto Corp and TVS in Rajasthan.

**Research Gap**

The study is confined to 125 cc bike segment and the behavior of consumer, who want to buy two wheels for lesser or higher segment from 125 cc segments may have a different view point and factors which influence his decision. The study is also limited to Rajasthan and geographical location is assumed to be associated with consumer buying decision process. The demographic factor considered for the study are gender, occupations and location which is a limitation and gap as other demographic factor have an influence on purchase decision.

Further research as the study is limited to two companies considering the 125 cc bike segment, the study create further scope of mentioned dimensions for future research.

- Similar analysis can be done for customer interested in higher cc and other type of two wheelers. The study can included four wheeler markets in India as the market is growing rapidly and have immense potential in future.

- Role of digitalization and introduction of information technology is increased in various marketing function adopted by almost all the types of companies. The same can be researched further in light of automotive sector in India.

- A study based on new type transportation can be researched further as pollution, increase fuel price, decreasing supply of crude oil are major concern in current automobile market. The scope of selling two wheelers with online portal can be researched in future as online selling become a burning trend in India and this is getting more organized day by day.
Facts & Findings

- The present research work is the investigation of customer relationship management in the automobile industry with extraordinary reference to two-wheeler after deals benefit advertise in locale of Jaipur. The broke down data has been abridged with the end goal of making legitimate determinations. Synopsis of findings

- From the study, it has been seen out of 14 two-wheeler organizations reviewed just 7 organizations without offer toll number administration for its clients and rest 7 organizations don't offer free toll number administration for its clients.

- The study appears, out of 14 noteworthy bike organizations having nearness in Jaipur, just 3 bike organizations offers web reserving for after deals.

- From the study, it has been watched that out of 500 respondents, 42.3% of the bike clients are in the age amass 18-25, 27.6% of the bike clients are in the age assemble 26-30, 12.0% of the bike clients are 31-40 and 18.0% of the bike clients are in 40 and above. It is evident that greater part of the bike clients has a place with the age amass 18 - 25.

- The study appears, 34.3% of the bike clients are having salary above Rs.500000, 26.0% of the bike clients are having pay underneath Rs.100000, 11.0% of the bike clients are having wage between Rs.200001 - 250000, 10.0% of the bike clients are having wage between Rs.150001 - 200000, and 8.0% of the bike clients are having pay between Rs.250000 – 500000, it demonstrates that the vast majority of the bike clients are having a place with the pay level above Rs.500000 for each annum.

- The study uncovers that out of 500 respondents, 39.3% of the bike clients are occupied with the administration as their occupation, 33.3% of the bike clients are having business as their occupation, and 27.4% of the bike clients are understudies. It obviously demonstrates that the greater part of the bike clients have benefit as their occupation.

- The study appears, that out of 500 bike clients studied, 40.0% of bike clients claim a bike of Honda motorcycle, 21.6% of bike clients possess a bike of Bajaj Auto Ltd, 16.0% of bike clients possess a bike of Yamaha, 6.30 % of bike clients possess a bike of TVS Motors, 2.0% of bike clients claim a bike of Suzuki Motorcycle India Pvt. Ltd., 1.33% of bike clients possess a bike of royal Enfield and the
staying 0.33% of the bike clients possess a bike Mahindra two wheelers ltd. It demonstrates that individuals incline toward bikes of Honda Motorcycle Scooter India.

- The study expresses that out of 500 bike clients overviewed in Jaipur 35.0% of the bike clients get their bikes benefits once in 2 months, 34.0% of the bike clients get their bikes benefits once in 3 months 20.6% of the bike clients get their bikes benefits once in 6 months, 6.8% of the bike clients get their bikes benefits once per months and the staying 3.66% bike clients get their bikes benefits once every year. It is apparent from the study that bike clients comprehend the need and significance of bike administration and most extreme number of bike clients, i.e. 35.0% get their bikes adjusted once in 2 months.

- The study uncovers that out of 500 bike clients reviewed 47.0% of bike clients get their bike overhauled from unapproved benefit station, 29.3% from organization approved administration station and 23.7% bike clients get their bike overhauled from both i.e. organization approved administration station and unapproved benefit station. It demonstrates that individuals utilize a greater amount of unapproved administration station for the administration needs of their bikes.

- Larger part of the bike clients (i.e., 453 out of 500) bike clients has profited the free organization support benefit and 47 bike clients have not benefited the free organization upkeep benefit. The study mirrors the inspirational demeanor of the bike clients towards the free organization upkeep benefit.

**Conclusion**

- The accompanying conclusions have been inferred in view of the discoveries and they are outlined as takes after:

- It can be reasoned that most of the bike clients have a place with the age assemble 18 - 25

- It can be closed from the study that major share of the bike clients are having a place with the pay level above rs 500000 for every annum and has the spending power.

- It is plainly inferred that a large portion of the bike clients have benefit as their occupation.

- The study uncovers that bike clients comprehend the need and significance of bike administration in this way the organizations have a colossal chance to tap.
The concentrate likewise highlights that 35% of bike clients, get their bikes adjusted once in 2 months. So it can be inferred that approved service stations have a tremendous open door opportunities

The concentrate additionally highlights that 47% of respondents, get their bikes adjusted from unapproved benefit station for the service needs of their bikes. So it is presumed that approved service stations have a gigantic chance to tap.

It can be comprehended from the suppositions of the respondents; that most extreme quantities of them have utilized the free organization support benefit. It is inferred that they have uplifting state of mind towards the free organization benefit.

From the assessment of the bike clients it is inferred that that the bike clients don’t like to purchase the yearly support contract of organization approved service station.

The study watches that the greater part of bike clients who have purchased the yearly upkeep contract are happy with the service and have great experience.

The concentrate unmistakably demonstrates that the greater part of bike clients who have their two wheeler overhauled from non-approved service station are happy with the service and have great experience.

The concentrate additionally highlights that majority of the bike clients did not get SMS/email from the organization as updates for the bike benefit.

With respect to recurrence of utilization of SMS/email as update for bike benefit, the study presumes that not very many of the respondents dependably get SMS/email from the organization.

The present study watches that guarantee and assurance are imperative element in view of which bike clients get their bike overhauled from organization approved administration station.

**Suggestion and Recommendations**

As dominant parts of the respondents (bike users) are adolescents, it is prudent for all the bike makers to focus on adolescents. To get achievement in the business, adolescents ought to be directed through all the promoting activities.

From all accessible bikes, motorcycle is the main decision of consumers, particularly youthful male. So it is prescribed to each of the two-wheeler organizations to focus more on bike when contrasted with other two-wheelers as scooters and mopeds.
In Jaipur, Hero-Moto Corp is the market pioneer in bikes took after by hero Moto Corp and TVS. It is prescribed to Hero Moto Corp, TVS and other organizations to utilize more consumer centric way to deal with enhance their picture in the psyche of clients i.e. goodwill of the company. These organizations can build the deals by doing special exercises likes more focusing on sales promotional tactics that can attract the customers.

All the seventeen variables/highlights of bike under the investigation are critical to the clients. From them three most critical are mileage, innovation and maintenance cost, whereas finance facility and the shade of the bikes are moderately less vital. It is prescribed to every one of the bike makers to enhance their product in view of mileage and enhance the innovation to lessen the maintenance cost to get more consideration from clients. Likewise, it is invaluable to give what clients need or what is imperative to them.

A couple of years back, just the mileage was the fundamental factor for motorcycle buyers. Yet, now the circumstance isn't the same. Style (feel) furthermore, pick up of bike are additionally critical purposes behind obtaining a motorcycle.

Pricing of bike is one of the major influencer in purchase decision of a consumer. If the price of motorcycle is overlooked, buyers lean toward premium level up-to-date and powerful bike. On the off chance that producers utilize the same style (plan) to medium and lower end bike, it is simple for them to attract more and more clients.

For economic models of bike, qualities like mileage and cost were observed to be significant criteria in taking buy choice. Thus, more focus is to be laid on advertisement giving more attention on these attributes.

From the investigation it is inferred that the media and other promotional activities assume an imperative part in clients' buy choice. As tv what's more, newspaper are best media, bike organizations have to utilize these media more than others. Handouts and magazine commercial is not at all important to the extent bike is concerned.

Celebrity like actors, sports star etc. May likewise be utilized to draw in clients yet the organizations additionally need to remember its cost. It is moreover prescribed to demonstrate the technology of bike utilized as a part of the bike commercial. With advertisement, organizations can likewise utilize limited time
plans (promotional tools) like cost off, free protection, free accessories and cash back etc. And so forth to get the consideration of clients.

Reference groups are additionally essential. As it is clear from the research that reference group plays an important role in molding the behavior of the consumer. Assumed the part of influencer in bike buy. Henceforth, it is prescribed to all bike organizations to upgrade their brand goodwill and image in the eyes of the general public. Organizations can do this by taking part in different society advancement programs. Youthful companions, friends, reference group, and relatives can do this through word of mouth publicity.

As far as satisfaction level is concerned, it is presumed that greater parts of the clients are happy with their present bike. Through bike, fundamental reason for private transport with moderate cost is fulfilled. In present research, the fulfillment levels with fifteen unique elements of bike were likewise distinguished. As the principle factor making disappointment is after sales service, companies are recommended to lay more attention on this and try to improve the after sales service. If the customers are happy with after sales service then they will increase the goodwill, product image and sales of the bikes through word of mouth publicity. This will spread positive news regarding the company and more and more customers will be added.

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