



Identifying Factors Influencing the Choices Model for Entry Level Cars in India

Prof. Aniruddha Tambe, Prof. Dhruvin Chauhan, Nitesh Adarshi, Rahul Vishwakarma

1. Assistant Professor, Parul Institute of Management & Research (MBA), Parul University, Vadodara 391760, India
2. Student, PIMR (MBA), Parul University, Vadodara 391760, India
3. Student, PIMR (MBA), Parul University, Vadodara 391760, India

ABSTRACT

The automobile industry today is that the most lucrative industry among others. a rise in income and increasing lifestyle parameters in both rural and concrete sectors and also the availability of easy finance are the most drivers of high volume car segments. This research are helpful for the prevailing and new entrant car manufacturing companies in India to seek out out the customer expectations and their market offerings and to spot what consumers actually want. Indian Automobile car business is influenced by the presence of the many national and multinational manufacturers. This paper presents an analysis of research within the area of Consumer Behavior of Automobile Car Customers. a correct understanding of consumer buying behavior will help the marketer and new entrant to reach the market. All segments within the Indian Car industry were studied and located that buyer has different priority of behaviors in each segment, whereas the most driver for a car purchase is income. Value for money, safety, and driving comforts top the rank in terms of customer requirements; whereas perceived quality by customers mainly depends on brand image.

Introduction

The automotive industry designs, develops, manufactures, markets, spreads awareness, and sells motorized vehicles, and is one in all the Earth's most significant economic sectors by revenue. The term automotive industry usually doesn't include industries dedicated to automobiles after delivery to the customer, like repair shops and motor fuel filling stations. It's truly said that if one is satisfied enough only then they're going to recommend it to others otherwise it could have negative implications. Word of mouth is one such medium of promotion that's free and will reach a good audience but there are some downsides also. A firm has no control over this kind of publicity; it can only be controlled by changing the perception of the patron. So it's important to work out the patron perception because it determines the success of the merchandise similarly because the company.

Review Papers

Prof. Elizabeth Chacko, Ms. Punnya Selvaraj , Publication year(2014), Article name:A study on buying behavioral pattern of Women drivers regarding B segment cars. The Automobile Industry is growing and if compared the sales and production of four wheelers is more. Also if we compare the four wheeler models like car which can be driven by females were least in market because the market was male dominant. But now there is drastic change. Earlier car which can be driven by female was only Maruti 800, all other like Tata Sumo, Bolero, Ambassador etc. In this new era we can see segment for small four wheeler car quite large. This research paper has most innovative. The author analyses only female consumer Pattern and how they driving new car and also the purchasing pattern of their brand, Services, quality, mileage, etc.

Rakesh Kumar, Publication year (December 2013), Article name:- Examining Factors Affecting Consumers' Attitude and Purchase Intention with Special Reference to Electronic Durable Goods. Consumer behaviour is the process whereby, individuals decide whether, what, when, where, how, and from whom to purchase goods and services. Due to the increase in income level and easy finance being provided by all the financial institutes, the four wheelers sales have been significantly increased. This paper analyzes the buying behavior of consumer towards four wheelers Industries, and how the consumer has preferences specific brand, quality products, good services and so on.

Tejaswi Vellampalli, Publication year (2017), Article name: A study on consumer post purchase behavior of automobile buyers. It has mentioned that they studied the factors influencing post purchase behavior of Passenger Car customers of Hyundai to understand the satisfaction level and its influencers. The author explored the variables influencing post purchase behavior of automobile buyers. The sample constituted of 200 respondents

from the people who owns a vehicle of entry level cars in India, mainly we have collected from Gujarat, Mumbai, Rajasthan and Bihar. The statistical technique used for the analysis is descriptive and factor analysis. The main finding of the study is consumer perception towards the different cars which they buy for the first time because of family need, to build status, financial condition, peer pressure etc..

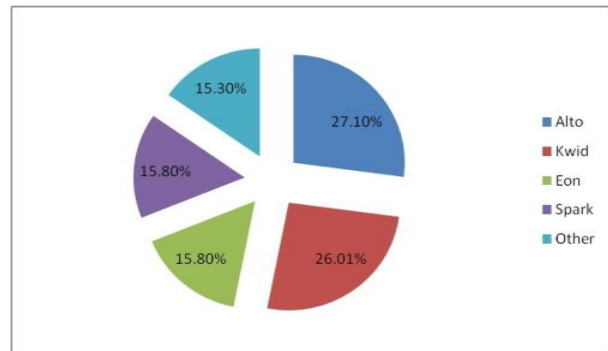
3. Research Methodology

Descriptive research design was used in this research which clearly indicates that the study is all about consumer perception towards different cars which they own for the first time. Convenience sampling technique was used for data collection. Response was taken from 200+ sample size over gujarat and mumbai. Individual questionnaires were circulated over the targeted consumer and response was taken for data analysis. Here are the questions and responses received for them.

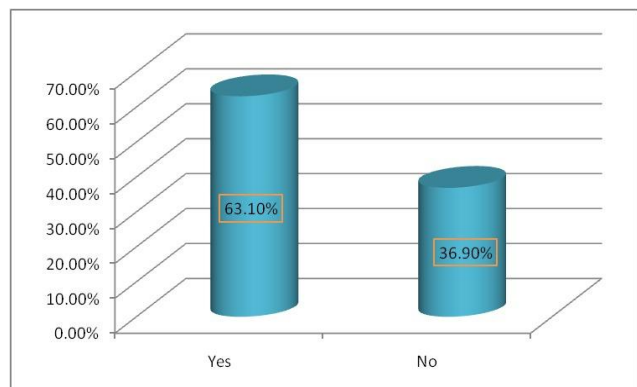
1. Which entry level car are you aware of ?
 - a. Alto
 - b. Kwid
 - c. EON
 - d. Spark
 - e. Other (please specify)

Table 1: Entry level car aware of?

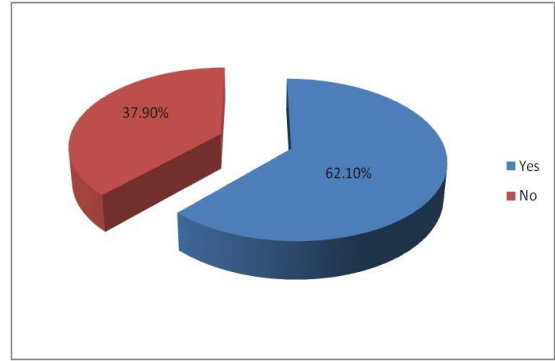
CARS	PERCENTAGE
Alto	27.1 %
Kwid	26.1%
EON	15.8%
Spark	15.3%
Other	27.1%



2. Do you own any one of the above models?
 - a. Yes
 - b. No

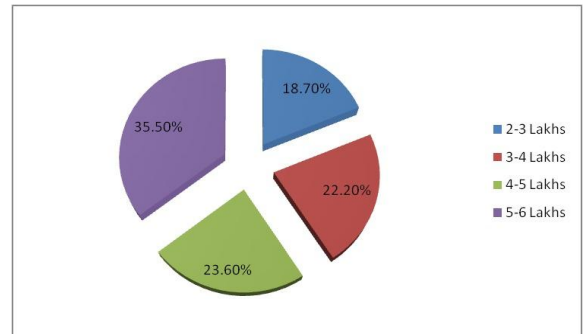


3. Is this your first car?
 a. Yes
 b. No



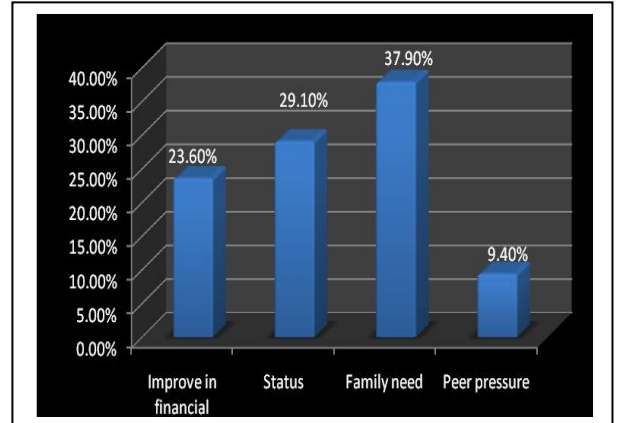
4. Which price range are you considering?
 a. 18.70%
 b. 22.20%
 c. 23.60%
 d. 35.50%

PRICE RANGE	PERCENTAGE
2-3 LAKHS	18.70%
3-4 LAKHS	22.20%
4-5 LAKHS	23.60%
5-6 LAKHS	35.50%



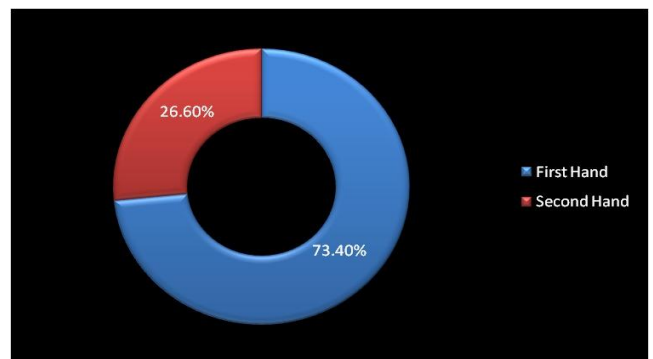
5. What prompted you to buy a car ?
 a. 23.60%
 b. 29.10%
 c. 37.90%
 d. 9.40%

Conditions	PERCENTAGE
Improve in financial condition	23.60%
Status	29.10%
Family Need	37.90%
Peer Pressure	9.40%



6. Did you buy it first hand or second hand?
 a. 73.40%
 b. 26.60%

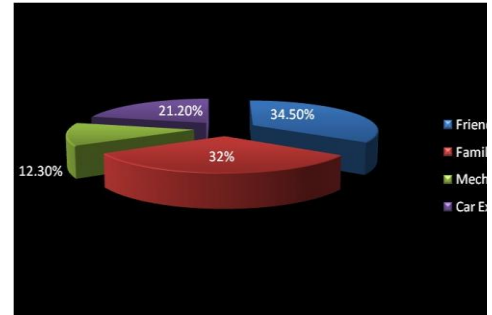
Purchase	PERCENTAGE
First Hand	73.40%
Second Hand	26.60%



7. Did you consult any of the following before finalizing on this model?

a.34.50% b.32% c.12.30% d.21.20%

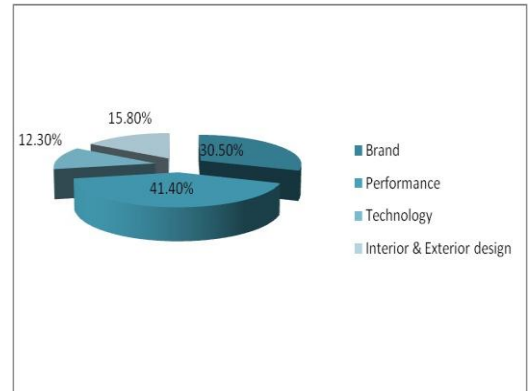
Consultation	PERCENTAGE
Friends	34.50%
Family	32%
Mechanics	12.30%
Car Expert	21.20%



8. Which factor you consider while purchasing a car.

a. 30.50%
 b. 41.50%
 c. 12.30%
 d.15.80%

Features	PERCENTAGE
Brand	30.50%
Performance	41.50%
Technology	12.30%
Interior and Exterior Design	15.80%



4.,Results and Conclusion

RESULTS:

- We have collected the primary data from questionnaire from those customers who owns their first car as an entry level cars and the maximum response we have collected are 200+.
- Response is taken from Gujarat and Mumbai.
- Out of 200 respondents 27.1% say that alto is an entry level car which they are aware of 26.1% say that Kwid is an entry level car and 15.80 say that is a Eon is an entry level car and 15.80% say that is a Spark is an entry level car
- Out of 200 respondents 62.1% say that they have buy the car new as an entry level cars whereas 37.9% say that they buy the car but it is not an entry level cars .
- Out of 200 respondents 18.7% say that they prefer the price range may go upto 2-3 lakh and 22.2% say that they prefer the price range may go upto 3-4 lakh and 23.6% say that they prefer the price range may go upto 4-5 lakh and 35.5% say that they prefer the price range may go upto 5-6 lakh.
- Out of 200 respondents 23.6% say that they buy the car because of improvement in financial conditions and 29.1% say that they buy the car because of improvement in status and 37.9% say that they buy the car because of family need and 9.4% say that they buy the car because of peer pressure.
- Out of 200 respondents 73.4% say that they buy the car for first hand and 26.6% say that they buy the car for second hand.
- Out of 200 respondents 34.5% say that they have consult to friends before finalizing the model and 32% say that they have consult to family before finalizing the model and 12.3% say that they have consult to mechanic before finalizing the model and 21.2% say that they have consult to car expert before finalizing the model.
- Out of 200 respondents 30.5% say that they prefer brand before purchasing a car and 41.4% say that they prefer performance before purchasing a car and 12.3% say that they prefer technology before purchasing a car and 15.8% say that they prefer interior and exterior design before purchasing a car.
- From above survey we came out with the findings that consumer has already decided the model before purchasing the model.

CONCLUSIONS:

- Automobile industry which is largest and lucrative industry among all others . As increased in income many consumers living lifestyle has changed and reflect the status of the consumer.

- We found that consumer have different priority of behaviours in each segment like value for money, safety and driving comforts top the rank in terms of customer requirements.
- It fully depend on consumer perception towards the model how the model is and playing a role in consumer's mind to purchase the model and which thing and factor motivates the consumer to purchase the model.
- From the survey we came out with the solution that 27.1% of the consumer thinks that alto is an entry level car for the new drivers who doesn't know how to drive a car and learn to drive.
- Also from the survey we found that the consumer who buys the new for the first time they are aware of the entry level cars which is available in the market for the consumer and most of the consumer has buy the model in first hand only and 35.5% buyed the model range upto 5-6 lakh in which they found suitable features and comfortable for the consumer.
- Also we found that consumer purchase the model which suit him and the family need promoted the consumer to buy the model and fulfill the need of family and also the major part i.e brand also play the role in purchasing the model of a particular brand also consumer consult to friend majorly before finalizing the model and purchase it.
- Overall, we came to know that consumer mind before finalizing the model can only depend on the consumer's mind only. MOW i.e (Mouth of Words) which is free of marketing also help the consumer to finalize the model and purchase it.

REFERENCES:

- https://globaljournals.org/GJMBR_Volume14/4-Factors-Influencing-Consumer-Buying.pdf
- https://shodhgangotri.inflibnet.ac.in/jspui/bitstream/123456789/4764/7/07_references.pdf
- https://www.researchgate.net/publication/322097121_A_Study_on_Research_Articles_on_Hatchback_Cars_Customer_Perception_and_Buying_Behaviour

Websites:

<https://www.researchgate.net/>

<https://www.slideshare.net/>

<https://globaljournals.org/>