



## A Study on Competition and Consumer Perception of LCV Vehicle Category in Jamshedpur area

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### ABSTRACT :

The automobile industry is a cornerstone of the global economy, encompassing a wide range of activities from the initial design and development to the final marketing and sale of motor vehicles. The Light Commercial Vehicles market, one of the segments of automobile industry, are projected to reach 0.76m vehicles in 2024. The growth is driven by agricultural output mainly fruits and vegetables. This study revolves around understanding what drives consumers to choose one brand over another in the LCV market. It explores the competitive landscape by analyzing product features, pricing strategies, and customer service, while identifying areas where LCV manufacturers can improve or differentiate itself.

**Keywords:** light commercial vehicle" (LCV), Automobile, Jamshedpur,

### Main text :

LCV is a commercial transport vehicle with a gross vehicle weight of up to 7.5 metric tonnes. The expansion of e commerce sector has led to growth of LCVs. Also, the transportation of raw materials from multiple locations across India increases the demand for light commercial vehicles in the market. Furthermore, the government's increased investment in infrastructure projects also assists India's light commercial vehicle sales. Also, due to their small size and fuel efficiency, light commercial vehicles are the preferred choice for intracity transit.

### Objectives of the Study:

1. To identify the key determinants influencing consumer purchasing decisions in the LCV category.
2. To analyze the competitive landscape of the LCV category vehicles in Jamshedpur area.

### Research Design:

Type of Research: Primary.

Method of Sampling: Stratified Sampling.

Sampling Unit: An individual possessing LCV.

Sample Size:50

Area of Research: Jamshedpur city

### Tables

#### 1. The Strengths of Mahindra Vehicles

**Table 1.1.1 The Strengths of Mahindra Vehicles**

Sr. No.	Particulars	No. of Responses	% of Responses
1	Off-Road Capability	30	18%
2	Durability	41	25%
3	Spacious Interiors	5	3%
4	Value for Money	39	24%
5	High Fuel Efficiency	36	22%
6	Comfort	3	2%
7	Brand Reputation	8	5%
8	Low Maintenance	1	1%
	Total	163	100%

The table states Durability is the top strength of Mahindra vehicles, with 41 responses (25%). Value for Money follows with 39 responses (24%), and High Fuel Efficiency with 36 responses (22%). Off-Road Capability received 30 responses (18%). Spacious Interiors, Comfort, Brand Reputation, and Low Maintenance had fewer mentions, highlighting areas for improvement.

## 2. Features which are essential for Customers

**Table 1.1.2 Features which are essential for Customers**

Sr. No.	Particulars	No. of Responses	% of Responses
1	Fuel Efficiency	48	28%
2	Safety Features	17	10%
3	Mileage	47	27%
4	Driver Comfort	8	4%
5	Suspension Quality	17	10%
6	Cargo Capacity	36	21%
	Total	173	100%

The table states Fuel Efficiency is the most essential feature with 48 responses (28%), followed by Mileage with 47 responses (27%) and Cargo Capacity with 36 responses (21%). Safety Features and Suspension Quality received 17 responses each (10%), while Driver Comfort is the least important with 8 responses (4%).

## 3. Factors Influencing Customer's Purchase Decision

**Table 1.1.3 Factors Influencing Customer's Purchase Decision**

Sr. No.	Particulars	No. of Responses	% of Responses
1	Price	41	23%
2	Brand Reputation	14	8%
3	Fuel Efficiency	44	25%
4	Power	18	10%
5	Cargo Capacity	39	22%
6	After Sales Services	22	12%
	Total	178	100%

The table states Fuel Efficiency is the most influential factor with 44 responses (25%), followed by Price with 41 responses (23%) and Cargo Capacity with 39 responses (22%). After Sales Services received 22 responses (12%), Power 18 responses (10%), and Brand Reputation 14 responses (8%).

## 4. Consumer Preferences for Improvement in New Vehicle

**Table 1.1.4 Consumer Preferences for Improvement in New Vehicle**

Sr. No.	Particulars	No. of Responses	% of Responses
1	Mileage	35	20%
2	Comfort	29	17%
3	Suspension	14	8%
4	Safety	25	15%
5	Fuel Efficiency	28	16%
6	After Sales Services	20	12%
7	Engine Performance	18	10%
8	Others	4	2%
	Total	173	100%

The table states Mileage is the top area for improvement with 35 responses (20%), followed by Comfort with 29 responses (17%) and Safety with 25 responses (15%). Other areas like Suspension, Fuel Efficiency, Engine Performance, After Sales Services, and Others received fewer mentions, highlighting consumer priorities for enhancements.

### 5. Geographical Location of Consumer

Table 1.1.5 Geographical Location of Consumer

Sr. No.	Particulars	No. of Responses	% of Responses
1	Rural	27	54%
2	Sub-Urban	21	42%
3	Urban	2	4%
	Total	50	100%

The table states Rural areas have the highest consumer presence with 27 responses (54%), followed by Sub-Urban areas with 21 responses (42%), and Urban areas with only 2 responses (4%).

### 6. Primarily Uses of the Pickup Vehicles

Table 1.1.6 Primarily Uses of the Pickup Vehicles

Sr. No.	Particulars	No. of Responses	% of Responses
1	Transportation of Goods	41	51%
2	Agricultural Purpose	20	25%
3	Construction Purpose	19	24%
	Total	80	100%

The table titled "Primarily Uses of the Pickup Vehicles" shows that Transportation of Goods is the leading use, with 41 responses (51%), followed by Agricultural Purpose with 20 responses (25%) and Construction Purpose with 19 responses (24%).

### 7. Consumer Satisfaction level of After sales service provided by Mahindra

Table 1.1.7 Consumer Satisfaction level of After sales service provided by Mahindra

Sr. No.	Particulars	No. of Responses	% of Responses
1	Very Dissatisfied	9	18%
2	Dissatisfied	21	42%
3	Neutral	15	30%
4	Satisfied	4	8%
5	Very Satisfied	1	2%
	Total	50	100%

The table titled "Consumer Satisfaction level of After Sales Service provided by Mahindra" indicates that 18% of customers are very dissatisfied, 42% dissatisfied, 30% neutral, 8% satisfied, and 2% very satisfied out of 50 responses.

### 8. Customer Satisfaction with Tata motors LCVs compared to other brands in the market.

Table 1.1.8 Customer Satisfaction with Tata motors LCVs compared to other brands in the market.

Sr. No.	Particulars	No. of Responses	% of Responses
1	Very Dissatisfied	7	14%
2	Dissatisfied	12	24%
3	Neutral	20	40%
4	Satisfied	7	14%
5	Very Satisfied	4	8%
	Total	50	100%

The table and bar graph present customer satisfaction levels with Tata Motors' Light Commercial Vehicles (LCVs). Among 50 respondents, 8% are very satisfied, 14% are satisfied, 40% are neutral, and 24% are dissatisfied.

### 9. Customer perception on Mahindra as more reliable and trustworthy

**Table 1.1.9 Customer perception on Mahindra as more reliable and trustworthy**

Sr. No.	Particulars	No. of Responses	% of Responses
1	Yes	38	76%
2	No	7	14%
3	Maybe	5	10%
	Total	50	100%

The table shows that 76% of respondents view Mahindra as reliable and trustworthy, 10% are uncertain, and 14% disagree.

### Conclusion :

Price, fuel efficiency, and cargo capacity remain the key factors influencing consumer purchasing decisions, emphasizing the need for LCV manufacturers to focus on these attributes in future models. Competition from Mahindra is strong, particularly in off-road capabilities and durability. Tata Motors must address these areas to stay competitive in rural and sub-urban markets. The market expansion opportunities exist predominantly in rural and sub-urban regions, where demand for durable, high-capacity LCVs is the highest. After-sales service presents a key area for differentiation, and Tata Motors can gain a competitive advantage by offering superior service and support compared to Mahindra. By aligning product development and marketing strategies with consumer preferences and addressing the gaps in the competitive landscape, LCV manufacturers can significantly increase its market share in the LCV category.

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