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A STUDY ON EXPLORING AUTOMOBILE PREFRENCES AMONG RESIDENTS OF COIMBATORE: A CONSUMER BEHAVIOUR ANALYSIS

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ABSTRACT:

This publication presents a detailed investigation into the shifting consumer attitudes towards diesel, hybrid, and electric vehicles. As the automotive industry undergoes a significant transformation with advancements in technology and increasing awareness of environmental concerns, understanding consumer preferences is crucial for manufacturers, policymakers, and stakeholders. Through a comprehensive survey and analysis, this study aims to provide valuable insights into the factors influencing consumer choices among these three propulsion technologies.

INTRODUCTION:

This study aims to explore and understand consumer attitudes towards diesel hybrid and electric vehicles, two prominent categories within the broader spectrum of sustainable transportation options. Diesel hybrid vehicles combine the benefits of a traditional internal combustion engine with electric propulsion, while electric vehicles rely solely on electric power.

OBJECTIVE:

To study the awareness of diesel, hybrid and electric vehicles in the market.

SCOPE OF THE STUDY

This study holds significance for several stakeholders in the automotive industry. Manufacturers can gain valuable insights to inform their product development and marketing strategies, while policymakers can use the findings to shape regulations and incentives promoting sustainable transportation.

RESEARCH METHODOLOGY

The research methodology employed in this study involves a combination of qualitative and quantitative approaches. Surveys and interviews will be conducted to collect data from a diverse sample of consumers, representing various demographic profiles, geographic locations, and socio-economic backgrounds.

RESEARCH DESIGN:

This research is descriptive in nature;

SAMPLEING DESIGN

The sampling used for the study is convenient sampling. This sampling is selected by the researcher for the purpose of convenience to access
The sapling design of the study includes;
- Area of the study

- Source of data
- Sample size
- Statistical tools used

AREA OF THE STUDY

The study was undertaken in Coimbatore city

SOURCES OF DATA

To accomplish the objective of study, both primary and secondary data's were collected

PRIMARY DATA

Primary data is that data which is collected for the first time. It is original in nature in the shape of raw materials for the purpose of collection of primary data a well structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as questions.

SECONDARY DATA

Secondary data is the data which is already collected by someone. They are secondary in nature and area in shape of finished products. secondary data was collected so as to have a accurate result. Required data was collected from various books, magazines, journal and internet.

SAMPLE SIZE

For the study, sample sizes of 192 questionnaire were distributed out if there 156 respondents fix for the analysis

STATEMENT OF PROBLEM

The automotive industry is undergoing a transformative shift towards sustainable and eco-friendly transportation solutions, with a particular focus on diesel hybrid and electric vehicles (EVs). And lack of fuel de-efficiency Despite the advancements in technology and the potential benefits associated with these alternative fuel options, there exists a gap in our understanding of consumer attitudes towards diesel hybrid and electric vehicles.

LITERATURE REVIEW:

(Motivation, Perception, Learning, Memory Loken,(2006)[3] and consumer characteristics (Cultural, social, personal) to culminate into buying decision (problem recognition, information search, evaluation of alternatives, purchase process, post purchase behavior.

 (Blackwell, Miniard(2006)[4], and Engel, and purchase decision such as product choice, brand choice, dealer choice, purchase amount, purchase timing, payment method.

AWARENESS OF BRAND

Awareness of brand

Information About this brand	No of responses	Percentage
Advertisement	24	15.4%
Social media	36	23.1%
Friends & family	81	51.9%
Word of mouth	15	9.6%
Total	156	100%

Summary :Primary Data

INTERPRETATION:

This table shows that 15.4% of respondents are Advertisement, 23.1% of respondents are Social media, 51.9% of respondents are Friends & Family and 9.6% of respondents are Word of mouth.

Awareness of brand
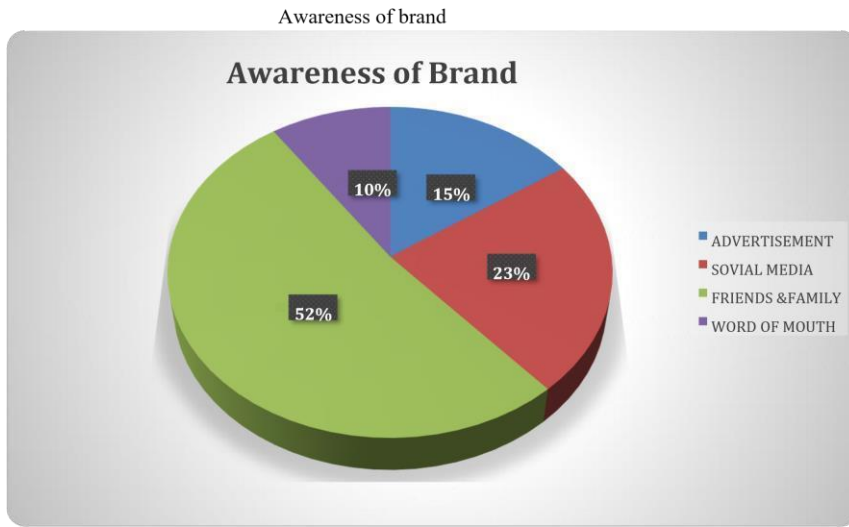
WHOM INFLUENCE YOU TO PURCHASE THIS VEHICLE

Influence you to purchase

Whom influence You to purchase This vehicle	No of responses	Percentage
Family	52	33.3%
Friends	71	45.5%
Social media	26	16.7%
Brand ambassador / advertising	7	4.5%
Total	156	100%

Summary : Primary Data

INTERPRETATION:

This table shows that 33.3% of respondents are Family, 45.5% of respondents are Friends,

16.7% of respondents are Social media and 4.5% of respondents are Brand Ambassador/ advertising

- In summery maximum 46% of there influence the purchasing

CONCLUSION:

The study delving into automobile preferences among residents of Coimbatore offers valuable insights into consumer behavior. Through comprehensive analysis, it's evident that factors like affordability, brand reputation, fuel efficiency, and environmental concerns significantly influence purchasing decisions.This research serves as a foundation for future studies aiming to deepen our understanding of evolving consumer behavior in the automotive industry.