

A STUDY ON CONSUMER BUYING BEHAVIOR REGARDING FOUR WHEELER

Divisha Arya

Research Scholar in Mahatma Jyoti Rao Phoole University, Raj.

ABSTRACT

In Present Marketing Scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behavior study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behaviour has become an integral part of strategic market planning. In order to develop a framework for the study consumer behaviour it is helpful to begin by considering the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions, interpret information, make plans, and implement these plans. Consumers often buy products not because of their attributes per se but rather because of the ultimate benefits that these attributes provide, in turn leading to the satisfaction of ultimate values. A market comes into existence because it fulfills the needs of the consumer. Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Models of consumer behavior play a key role in modern empirical Industrial Organization.

Keywords :-Scenario, Attributes, multidimensional, empirical.

1 INTRODUCTION

It is a globally accepted fact that in recent times, marketers have become dynamic and the consumer has control over the strategic decisions made by the insurance companies. Companies are put to challenge to understand the pulses of new age policyholders and their buying pattern. India, in this scenario is no exception. It is being a nation of diverse cultures and traditions, understanding the consumers' buying pattern become a hard task. With the advent of globalization and the sequel changes in the country, many Multinational Insurance Corporations have started making a foray into Indian market due to its sky-scraping potential. Business environment today is turbulent as never before and the service industry as promising as never before. In this era of intense competition where customer is the king, success depends a lot on the efficiency of the managers in delivering what they have promised and the responsibility lies on the organizations to develop such a culture where business ethics are followed, value for the services is provided and quality services are offered to achieve higher level of customer satisfaction. For achieving customer satisfaction understanding dynamic consumer behaviour is essential. As true believers in the marketing concept marketer should try their best to meet needs of consumers. Service firms should follow a proactive approach i.e. begin the service and satisfaction management process before they even come in contact with customers and also be reactive i.e. look forward for customers to complain, welcome them and tell them what to do. This study is an attempt to develop a thought on how to focus on enabling and keeping promises in service firms because how promises are kept is a clear indication of how strong and for how long shall the customer relationship be. The service sector dominates the Indian economy today, contributing to more than half of our National Income. Since services are intangible in nature and cannot be checked before the purchase is actually made therefore, it is very critical to deliver what has been promised to the target customer. Consumer behaviour studies play an important role in framing marketing and in deciding marketing strategies. Consumers are often studied because certain discussions are significantly affected by their behaviour or expected actions. For this reason such consumer behaviour is said to be an applied discipline. Such applications can exist at two level of analysis. The micro perspective involves understanding consumers for the purpose of helping a firm or organisation accomplish its objectives. On the macro or societal perspective consumers collectively influence economic and social conditions within an entire society.

2 REVIEW OF LITERATURE

In this study, personal attitudes and beliefs were examined on the assumption that they acted as antecedents to a positive pre-purchase response. Studies conducted by Blackwell et al. (2001) and Mullin et al. (2000) strongly propose that the attitude/belief construct impacts response. The confirmatory factor analysis in this study found that the attitude/belief construct was dependent upon three items; however, the hypothesis test results suggested that it was dependent upon only two items. These items comprised of the assessment of the level of the consumer's positive

perception of the consumer. These items essentially support Madrigal's (2001) stance that a consumer's intention to purchase is influenced by a belief and attitude towards that behavior. Additionally, such attitudes and beliefs are predictive upon what the consumer believes to be the consequence of their behavior.

However, the results demonstrated that there was only moderate support for the proposition that personal attitudes and beliefs were positively associated with pre-purchase response. Whilst such a result suggests that attitudes and beliefs are certainly not predictive of positive purchase behavior on its own, it is still an important consideration for consumer. The final model also suggests that attitudes and beliefs are interrelated with consumer and it is perceivable that a positive response from both may lead to a more favorable pre-purchase response.

Balakrishnan Menon, Jagathy Raj V.P.[2,3], study findings shows that due to price difference in Gasoline and Diesel, about one third of the car owners were having diesel vehicles. The research results showed that about one seventh of car for the city drive for family usage, while using the second car for office and business usage. Foreign brand cars show clear preference in the Kerala car market. Also it was observed that in the information gathering and consumer purchase initiation stage, TV commercials on car models and brands, search on internet website of the manufacturer and visit to dealers / distributors were the prime sources where customers gathers information on car models.

Ramita Verma, Shubhkamana Rathore[4], studied the luxury car segment of India. Researches and studies have revealed that the luxury car market is growing at a steady speed of 25% per annum with more and more numbers of luxury cars entering Indian car market. Luxury cars are preferred by HNI (High Net worth Individuals). HNI wants to differentiate themselves from crowd for various reasons. Change in attitude of the customer accounts for the sudden acceleration in the Luxury car Market in India, as the emphasis has been shifted from price consideration and affordability to design, quality and pleasure.

3. Marketing Research

Any discussion of the importance of information to the marketer must include a discussion of marketing research. Marketing research allows managers to make decisions based on objective data, gathered systematically, rather than on intuition. Marketing research is the systematic and objective process of generating information for use in making marketing decision. This process includes defining the problem and identifying what information is required to solve the problem, designing a method for collecting information, managing and implementing the collection of data, analyzing the result, and communicating the findings and their implications.

Marketing research : The systematic and objective process of generating information for use in marketing decision making.

This definition suggests that marketing research is a special effort rather than a haphazard attempt at gathering information. The term marketing research suggests a specific, serious effort to generate new information. The term research suggests a patient, objective, and accurate search. Although marketing managers may perform the research task themselves, they often seek the help of specialists known as marketing researchers. The researcher's role requires detachment from the question under study. If researchers cannot remain impartial, they may try to prove something rather than to generate objective data. If bias of any type enters into the investigative process, the value of the findings must be questioned. Yet this sort of thing can happen relatively easily. Unfortunately, business people with no knowledge of proper marketing research methods may inadvertently conduct poorly designed, biased studies or may be sold such work by marketing research firms. All business people should understand marketing research well enough to avoid these mistakes.

4. Research Methodology

Meaning of Research :

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research. As such the term 'research' refers to the systematic method.

The Advanced Learner’s Dictionary of Current English lays down the meaning of research as “a careful investigation or inquiry specially through search for new facts in any branch of knowledge.” The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet.

Types of Research :-

- (i) **Descriptive vs. Analytical:** Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of descriptive research is description of the state of affairs as it exists at present. In analytical research, on the other hand, the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material.
- (ii) **Applied vs. Fundamental :** Research can either be applied (or action) research or Fundamental (to basic or pure) research. Applied research aims at finding a solution for an Immediate problem facing a society or an industrial/business organization, whereas fundamental research is mainly concerned with generalizations and with the formulation of a theory. “Gathering knowledge for knowledge’s sake is termed ‘pure’ or ‘basic’ research.”
- (iii) **Quantitative vs Qualitative :** Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity. Qualitative research, on the other hand, is concerned with qualitative phenomenon, i.e., phenomena relating to or involving quality or kind. For instance, when we are interested in investigating the reasons for human behavior (i.e., why people think or do certain things), we quite often talk of ‘Motivation Research’, an important type of qualitative research.
- (iv) **Conceptual vs. Empirical:** Conceptual research is that related to some abstract idea(s) or theory. It is generally used by philosophers and thinkers to develop new concepts or to reinterpret existing ones. On the other hand, empirical research relies on experience or observation alone, often without due regard for system and theory. It is data-based research, coming up with conclusions which are capable of being verified by observation or experiment. We can also call it as experimental type of research.

Table 1: Shows the Age-Group-Wise Popularity of Car Company among the consumers. Age play important role in choice of the car.

Age Group	Maruti Suzuki	TATA	Any Others	Total No. of Respondents
20-30	40	10	30	80
30-40	45	13	42	100
40-50	20	20	20	60
50 and above	20	20	20	60
Total No. of Respondents	125	63	112	300
Overall % of Respondents	41.6	21	37.4	100

Table 2: Shows the Level of Satisfaction Towards the Methods of Sales Promotion of companies. It shows the satisfaction level of the consumer after purchasing a car, percentage of dissatisfied consumer has to be reduced to reach the needs of the consumer.

Attributes	Maruti Suzuki Percentage			TATA Percentage		
	Highly Satisfied	Satisfied	Dissatisfied	Highly Satisfied	Satisfied	Dissatisfied
After Sales Service	70	20	10	65	20	15
Latest Technology	65	20	15	60	25	15
Advertisement	80	20	0	80	20	0
Sales Team Competency	75	20	5	75	20	5
Free Gifts	50	15	35	50	20	30
Offers & discounts	30	20	50	30	20	50
Loan Facilities	70	20	10	65	25	10
Social Status	70	25	5	65	20	15

Free Insurance	30	20	50	30	20	50
Sales Contest	70	20	10	65	25	10

Table 3: Shows the Educational Qualification –Wise Classification of Influencing Factors on the consumer buying behavior. Education plays important part while considering the purchasing a car as shown in this figure.

Factors	Below Matric	Under Graduate	Graduate	Post Graduate	Total
Brand Image	2	3	9	10	24
Comfort	5	10	10	10	35
Fuel Efficiency	10	20	10	10	50
Looks	10	5	10	10	35
Price	5	10	20	20	55
Pick Up	4	8	4	10	26
Resale Value	1	5	5	2	14
Spare part cost	2	2	4	6	14
Status	2	5	10	10	27
Total	51	73	85	91	300
Can't say	10	5	3	3	21

Objective of the study

- Analysis the comparison between the rural and urban consumer behavior.
- To know the important variables that influence the consumer while purchasing automobile.
- To identify the unsatisfied consumer needs.
- To analyze the market of opportunities for automobile.
- To know whether the demographic values of the consumer have influence on the purchase of the automobile.

5.CONCLUSIONS

Easier and faster mobility of people and goods across the regions, countries and continents is a cherished yearning of mankind. The automobile industry’s potential for facilitating the mobility is enormous. Wheels of development across the globe would have to be powered by the industry.

Industry across countries will have to meet challenges of new technologies, alternative fuels and affordability of automobiles by people at large through constructive co-operation. The earlier we are able to achieve this the better it would be for the world development.

The Automobile industry across the world has great potential to trigger sustained employment, mobility, inter-sectorial industrial growth and thus conduce conditions for general economic and social wellbeing. However, there is need to promote and sustain international co-operation between government and industry. There is need for coordinated research and development, standardization of designs and broader technologies, effective cost cutting to enhance affordability and loosening of trade barriers across the globe.

The Automobile industry being the driver of economic growth, we should use it as a lever of accelerated growth in the country. It is concluded that conscious efforts should be made to fine-tune government policy to enable the Indian Automobile Industry to realize its potential to the fullest capacity.

This study is discussed in detail the various dimensions of purchasing behavior of consumers using cars in Rajasthan state. The analysis conclude that referral dimension plays dominant role apart from other dimensions. So the manufactures of Car have concentrate more on consumers with respect to word of mouth sales.

The marketing success of any enterprise depends on its ability to create a community of satisfied customers. The Referral is meditating factors for purchasing decision making in the research study. This research findings could be adopted by the corporate strategy for marketing their products in developing countries.

SUGGESTIONS

Suggestions for right positioning of the product

- From the above the findings, the study found the focus of manufacturers of four-wheeler is concentrated on improving fuel efficiency, price commensuration with features. The consumers do not prefer low priced product which gives low utility value. Instead, they are ready to trade off the cost of acquisition for best utility value. Purchase decision is motivated, by and large, by the easy and cost of transport, influence of family and suggestions about the utility of the vehicle. Consumers engage in utility maximization, with lower prices leading to consumers purchasing more and higher prices resulting in consumers purchasing less.
- The after sales support and availability of trained service personal influences the purchase motives of consumers. Since, the consumers are worried about the maintenance compulsions, manufacturers shall design car which are fuel efficient and require less maintenance efforts. Offering extended warranty on service will have a positive impact on the consumer behavior.
- Lack of service infrastructure, long service duration and inadequate dissemination of product utility will have negative impact on the product sales. Good rapport between the customer and dealer will transform into reasonable sales. Trend observed as far as pricing is concerned, consumers have a fair knowledge of cost of the product and utility value of the product. Higher price does not necessarily mean higher utility value. To build brand equity, the manufacturers should aim at improving service quality, ambience at the dealer outlets.
- The studies revealed that majority of the consumers are using quality products in automobiles. Consumers are associating superior quality, reasonable price and social status to famous company cars. It is also observed that even users of unbranded products are slowly shifting to branded products in the recent years. Thus branding and quality is gaining importance in rural and urban markets in the recent days. Rising literacy level, product awareness, media of communication, growing income levels etc., are aiding the growth of purchase of branded and quality products and durable products, should try to establish their brands and capture their market share to be successful in the rural market in the years to come, through innovative marketing strategies.
- The discount offer, free gifts, extra quality for same price, shelf-display measures, point of sale advertisement and more margins for the shopkeepers had been considered effective in rural markets for all product segments. Though there is no predominant influence of these offers, these attempts will help consumer to move on to an expected level in purchase of at least select items. Hence, the manufacturer of cars should pay their attention to these aspects and try the possibility of winning the market through these promotional offers.
- Consumer cooperative management should bring to an end their traditional way of working. They should make organizational working more technically advanced. For that, management should also give adequate training programmes in business methods to their employees & members in order to make better organizational structure.
- They have to combine a congenial working environment with latest technology & adopt scientific approach to managing their units.
- The consumers are influenced by both logical and emotional related product features. Therefore, the cars producers should consider the best combination of two groups' features for producing a product. And those features should be highly demanded by consumers and maximize the satisfaction of their needs and desires.
- The companies should conduct research periodically to identify the changes in buying motives of consumers with the passage of time. Because with the technological advancements the companies should spend huge amount of money for purpose of product development and technological innovation and that should be spend in the right direction.

REFERENCE

- [1] Puto C., The Framing of Buying Decisions (Journal of Consumer Research, December Vol.14, 1987), Issue 3, pp303
- [2] Balakrishnan Menon, Jagathy Raj V.P [7], Dominant partial Least square factors of consumer behavior of passenger cars, Asian Journal of Management Research Vol.3, Issue-1, pp.83-99, 2012.
- [3] Balakrishnan Menon, Jagathy Raj V.P [8], Model Development and Validation for Studying Consumer Preferences of Car Owners, IJMT Vol.2, Issue 5, pp. 148-173, May 2012.
- [4] Ramita Verma, Shubhkamana Rathore [3], PEST Analysis for Indian Luxurious Car Market, IJMSSR Vol. 2, No.1 pp.22-26, Jan 2013.