A study on consumer buying behaviour towards cars in Surat

[1]Asad Mahida, [2]Dr. Dharmaraj Solanki

[1]Student of B.V.Patel Institute of Management, [2]Faculty member of management, Uka Tarsadiya University, Bardoli, Gujarat, India.

Abstract - The purpose of the paper is to study the consumer buying behaviour towards car. 100 samples were taken from Surat city, Gujarat. Both Primary and secondary data were used in research. One sample t-test and frequency analysis was used as data analysis statistical tools. Most of people prefer Audi, BMW and Hyundai. People consider price of car, fuel consumption, safety and maintenance as the most important factor to purchase car. The finding may be used to marketers to design marketing strategy for cars.

Keywords - Consumer Buying Behaviour, Cars

I. INTRODUCTION

Consumer Buying Behaviour

Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology and economics.

If market wants concrete positioning than the priority is to identify the consumer's buying behaviour and marketer will be in better position to target that products and services to consumer. Buying behaviour is focused towards the needs of individual, group and organization. So, requirement is to have proper understanding related to relevance of those needs with consumers buying behaviour.

It is important to determine the interaction of consumer with the marketing mix to understand the consumer buying behaviour. The reason behind that is the psychology of each individual towards product and services differ according to the culture, attitude, past learning and perception. On the basis of that consumers make further decision regarding whether to purchase or not and from where to buy the product that the consumer prefer.

II. LITERATURE REVIEW

Manish Kumar Srivastava, A.K. Tiwari (2011) studied the consumer behaviour for A3 segment vehicles such as Honda City and SX4 in a particular region Jaipur. Objective of the study is to study behaviour a consumer depicts while going for the purchase of A3 segment especially SX4 and Honda City and to find out the attributes of the car which are considered important by A3 segment customers. They used Simple random sampling method as a research method. Chi square test and ANOVA was used as a statistical technique. In this study, they found that based on parameters (like safety, brand name, maximum speed, maintenance cost, etc) customer gave more importance to Maruti SX4 compared to other. When respondent were asked to rate the two cars on the six parameters (Best Feature, Value for Money, Customer Friendly Vehicle, Best Image, Prestige and After Sales Service) respondent have given high rating to Honda City car.

Dhruv Mathur, Avdesh Bhardaeaj, Aditi Pandey, Ashis Oberoi, Divya Rani (2018) studied consumer buying behaviour of cars in India. Main objective of the study is to know about the automobile industry in India and to identify the consumer buying behaviour in India. Random sampling method was used as research method. Chi square test was used as statistical technique for analyzing data. In this study, was found that 40.98% of the people in the survey did not own car.

Arpita Srivastava, Mitu Matta (2017) studied consumer behaviour towards passenger's cars in Delhi NCR. Main objective of the study is to identify different source of information used by the buyers and their role while making a purchase decision. Simple random sampling method was used as research method. Chi square test was used as statistical technique for analyzing data. In this study, was found that consumer is influence by various factors such as culture, family, reference, age and life style.

Ashish Kumar Rai (2015) studied preference and purchase behaviour of passenger cars in Jamshedpur city. His main objective to find the impact of brand preference among cars and to understand the buying behaviour of customers. Other objective to identify the means of finance preferred by customer and to know the reason for purchase of cars. He used convenience sampling methods as research methods. He used percentage, mean, median and standard deviation as statistical technique. In this study, he found that the horse power, maintenance cost, power are preference while

customer taking purchase decision and most of customer prefer hatchback model car.

Vandana Gupta, Dr. Asif Ali Syed, Prof. Mukesh Chaturvedi (2017) studied on the purchase behaviour of customer of Hatchback cars in Delhi/NCR region. Main objective of the study is to determine the major factor that affects the purchasing behaviour of a customer. Random sampling method was used as research method. KMO & Bartlett's test, Factor analysis, Cross tabulation and Chi square test was used as statistical technique. In this study, they found that The most important source of information that influences the customer for purchase of the car is friends and relatives.

D. Lakshmana, K. Gayathri (2014) studied on consumer preference on users of car in Krishnagiri Town. Main objective of the study is to study about consumer preference on brand and to study out the reason for the choice of cars. They used Chi square test as statistical technique. In this study, they found that most of respondent prefer TATA car.

Vishal Y. Doshi, Dr. Chetna Parmar (2016) studied on customer perception and buying behaviour research on Hatchback cars. Main objective of the study is to study the reason for purchasing a specific brand of four-wheeler. They used Graphs, Charts, Chi-square Test, Independent Test, Factorial analysis – Coefficient, Correlation, KMO Model, ANOVA Technique, Data Reduction, Data Classification, Data Extraction and Data Tabulation as a statistical technique.

R. Anantha Laxmi, A. Antony Selva Priya (2017) studied factor influencing the consumers towards buying Maruti cars in Thoothukudi district. Main objective is to study the factors influencing the consumers towards buying Maruti brand of cars and to analyse the brand preference and importance given to Maruti cars. They used convenience sampling method as research methods. KMO and Bartlett's test was used as statistical technique. In this study, they found that the factor influencing the brand preferences of consumer can be grouped into two predominant factors Appearance & comfort and Cost efficiency.

Amita Girdhar, Suman Ghalawat, Kavitha C. (2015) studied of consumer behaviour considering various attributes towards purchasing a car. Main objective of the study is to find out the major factors that affect consumer perception towards different brands of car and to develop a model framework for various decision areas of consumer while purchasing a car. Samplig method was used as a research method. KMO & Bartlett's test and Chi square test was used as a statistical technique.

Dr.K. Rajireddy, D. Ranvinder (2016) studied consumer behaviour towards brand preference of passenger cars in Karimnagar district. Main objective is to study the demographic profile of passenger cars consumer in Karimnagar district and to study the factor influencing the brand preference of passenger cars. Sampling method was

used as research method. They used chi square test as statistical technique. In this study, they found that most of customer is preferred Maruti Suzuki, TATA and Hyundai car.

A. Asok, K. Sumathi (2015) studied consumer behaviour with regard to purchase of small cars in Thoothukudi city. Main objective is to examine the various factors influencing the consumers towards the purchase of small cars. They used convenient random sampling method as research method. Chi square test, Percentage analysis method, Pie chart, bar diagrams and Ranking methods was used as statistical technique. In this study, they found that most of respondent purchasing car through credit and other respondent through private sector bank. Most of respondent are influenced by self-interest and other respondent influenced by their family member to buy small car.

Dr. Poornima Tapas, Ms. Rita Dangre (2013) studied consumer preferences for buying passenger cars. Main objective is to know why customers need a car and to know the major parameters for selecting a car. They used Convenience sampling method as research method. Chi square test was used as statistical technique. In this study, they found that most of respondent are car purchased for family, transport, status and dream come true.

Afreen Tinwala (2012) studied a project report on the luxury car segment. Main objective of the study is to identify and analyze the factor influencing the purchase of cars. Simple random sampling was used as a research method. Chi square test was used as a statistical technique. They found that almost all of the respondent are agree that purchase of luxury cars is totally related to the income level. In this study most of customer has no previous experience with buying luxury cars.

III.   RESEARCH METHODOLOGY

Objectives:

- To know about the Automobile Industry in Surat.
- To identify the Consumer buying behaviour in Surat.
- To identify important factors while customer choose a car.

Descriptive research design has been used for this research. Researcher have use descriptive research design because it was appropriate for my study as it aims to identify characteristics, frequencies, trends, correlations and categories. It as help me to gather large volumes of data that can be analysed for frequencies, averages and patterns.

Primary:

Primary data is any original information that is collect for the purposes of answering the research question (e.g. through surveys, observations and experiments). Researcher has use Questionnaires instrument of data collection, in which closed ended question were asked and it was structured questionnaire.
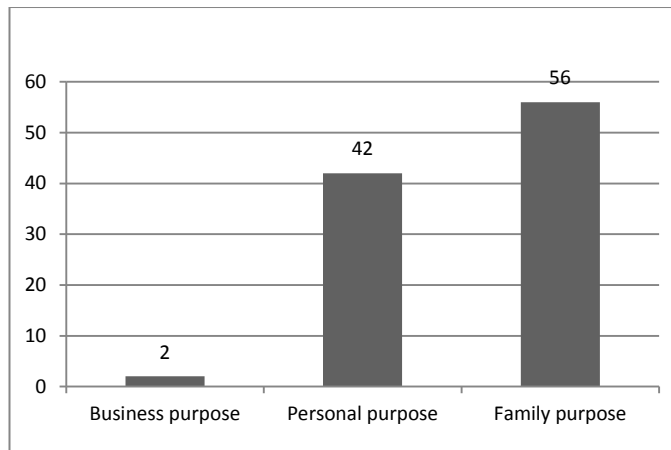
Secondary:

Secondary data is information that is already been collected by other researchers (e.g. in a government census or previous scientific studies).

Population of my research is people in Surat. Sample size is 100. And Non-probability convenience sampling is use as a research method.

IV. DATA ANALYSIS

Purpose of buying car

Interpretation:

From the above chart analysis the purpose of respondents are using car. There are 56 respondents are buying car for family purpose, 42 respondents are buying car for personal purpose and 2 respondents are buying a car for business purpose. This reveals that majority of the respondents are buying car for family purpose.

Type of Car prefer by respondent

| Sr. No.	Particulars	Frequency	Percentage
1	Micro car	11	11
2	Super mini/Subcompact car	23	23
3	Small family car/Mid-size car	42	42
4	Full-size car/Large car	6	6
5	Sport car and grand car	16	16
6	Off-roaders	2	2
	total	100	

Interpretation:

The above chart analysis the type of car prefer by respondents. It is observed out of 100 respondents 42 respondents are prefer Small family car/Mid-size car, 23

respondents are prefer Super mini/Subcompact car, 16 respondents are prefer Sport and Grand car, 11 respondents are prefer Micro car, 6 respondents are prefer Full-size car/Large car and 2 respondents are prefer Off-roaders car. The reveals that majority of the respondents are prefer Small family car/Mid-size car.

Collect the information when respondent purchase a car
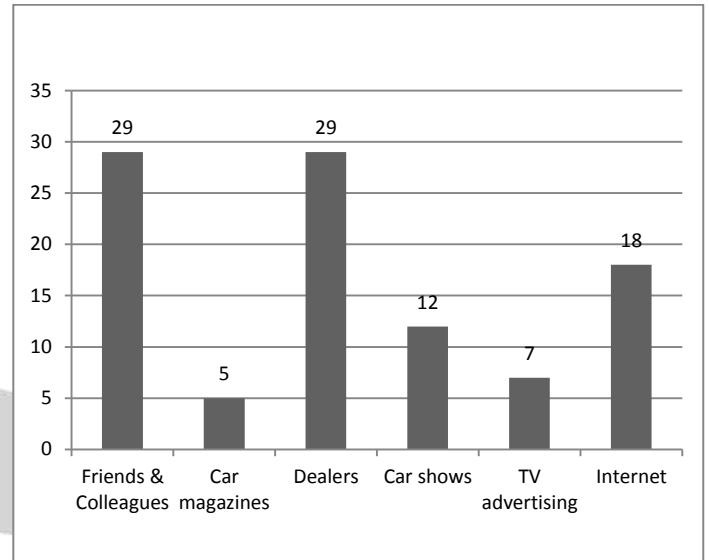
Interpretation:

From the above chart the analysis the respondents collect the information about their brand. It is observed out of 100 respondents 29 respondents are collect the information through Dealers and Friends & Colleagues, 18 respondents are collect the information through Internet, 12 respondents are collect the information through Car shows, 7 respondents are collect the information through TV advertising and 5 respondents are collect the information through Car magazines. This reveals that majority of the respondents are collect the information through Friends & Colleagues and Dealers.

Important factors when respondents choose a car

Price of car

H0: price of car does not affect me to purchase a car

H1: price of car does affect me to purchase a car

HERE P.VALUE 0.027 WHICH LESS THAN 0.05, THERFORE THE NULL HYPOTHESIS IS REJECTED, HENCE consumer feel that price of car does affect.

One-Sample Test

	Test Value = 4				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper

One-Sample Test

	Test Value = 4				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Price of car	2.247	99	.027	.230	.03	.43

Power

H0: power of car does not affect me to purchase a car

H1: power of car does affect me to purchase a car

HERE P.VALUE 0.002 WHICH LESS THAN 0.05, THEREFORE THE NULL HYPOTHESIS IS REJECTED HENCE consumer feel that power of car does affect me to purchase a car.

One-Sample Test

	Test Value = 4				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Power	-3.129	99	.002	-.360	-.59	-.13

Safety

H0: safety of car does not affect me to purchase a car

H1: safety of car does affect me to purchase a car

HERE p.value 0.003 which less than 0.05, therefore the null hypothesis is rejected hence consumer feel that safety of car does affect me to purchase a car.

One-Sample Test

	Test Value = 5				95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Safety	-3.012	99	.003	-.190	-.32	-.06

Brand popularity

H0: brand popularity does not affect me to purchase a car.

H1: brand popularity not affects me to purchase a car.

Here p.value 0.395 which more than 0.05, therefore the null hypothesis is accepted hence consumer feel that brand popularity of car does not affect me to purchase a car.

One-Sample Test

	Test Value = 3				95% Confidence Interval of the Difference	
	T	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Brand popularity	.855	99	.395	.110	-.15	.37

Maintenance

H0: maintenance of car does not affect me to purchase a car.

H1: maintenance of car does affect me to purchase a car.

HERE p.value 0.001 which less than 0.05, therefore the null hypothesis is accepted hence consumer feel that maintenance of car does affect me to purchase a car.

One-Sample Test

| | Test Value = 4 | | | | | |
| | | | | | 95% Confidence Interval of the Difference | |
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
Maintenance	3.399	99	.001	.320	.13	.51

V. FINDINGS

- In this research maximum respondents are in the age group of 16-30 years.
- 74 respondents are male and 26 respondents are female.
- Majority of the respondents are graduate.
- Majority of the respondents are employed.
- Maximum of the respondents marital status are single.
- Majority of the respondent's income under 30,000₹.
- Majority of the respondents prefer brand BMW, Audi, Hyundai, MG and Kia which respondents like most.
- Majority of the respondents are loyal towards their brands.
- Majority of the respondents are buying car for family purpose.
- 54 respondents are important of having a car in their life, 25 respondents are neutral of having a car in their life and 19 respondents are very important of having a car in their life.
- 29 respondents have collect the information through Dealers and Friends & Colleagues, 18 respondents have collect the information through Internet, 12 respondents have collect the information through Car shows, 7 respondents have collect the information through TV advertising and 5 respondents have collect the information through Car magazines.
- Majority of the respondent's car used by them self.
- 73 respondents are prefer to buy a new car and 27 respondents are prefer to buy second hand car.
- Majority of the respondents are prefer Small family car/Mid-size car.
- Majority of the respondents are prefer to pay payment through loan.
- Majority of the respondents concern about the price of car, fuel consumption, power, driving comfort, safety, exterior design and maintenance of car was very important.
- Majority of the respondents are concern about the Size (capacity), advancing technology and interior of car was neither important nor unimportant.
- Majority of the respondents are concern about the after sales services and resale value of car was important.
- Majority of the respondents are concern about the brand popularity of car was not important.

VI. CONCLUSION

Study show the most of consumer prefer Audi, BMW and Hyundai. Majority of the respondents are loyal towards their brand. Most of the respondents said that family and personal purpose were the reason for buying cars. Information about the car were mostly taken through friend and colleagues. Most of the respondents prefer a new car. Small family car/Mid-size car were mostly preferred by respondents. Loan was preferred by respondents as a mode of respondents. And price of car, fuel consumption, safety and maintenance was very important factor of respondents while choosing a car.

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