

**A STUDY ON CONSUMER BUYING BEHAVIOR REGARDING FOUR WHEELER**<sup>1</sup>Kanika Mittal and <sup>2</sup>Ranu Kumar<sup>1&2</sup>Assistant Professor, GGS college of Modern Technology  
Mohali, Punjab, India**Abstract**

Today's automotive industry is the most profitable industry. The key drivers of high-volume vehicle segments are the rise in disposable income in both the rural and urban sectors and the availability of easy finance. Consumer is the king of the market so it is necessary to understand the consumer behavior by a marketing team. Car dealers seek to attract new customers and advertise aggressively for repeat sales to keep current customers. Car dealers are using different types of advertisement to gain an edge over the competition, including television, radio, print, outdoor, and word-of-mouth communications. It is difficult to convince a customer to become and stay loyal to the brand. It is a lucrative source of income from these loyal customers. In COVID19 the automobile industry has increased the demand of the car rapidly due to the less mobility of public transport. This study investigated the consumer purchase behavior towards the four wheeler.

**Keyword:**Consumer Behavior, Car Industry, COVID 19.**Introduction**

In recent years, automobiles have not only made great contributions to the economic development of a country but also consider changes in people's life. Clearly, the automobile industry has entered the front-line race of innovation and technology. It is repeatedly mentioned by various authors that the car industries are the key players in contributing to the expansion of the GDP in various developed nations. Today, India has become the second-fastest growing car market in the world. The automobile industry of India is one of the largest in the world, contributing 7.1% to the Gross Domestic Product (GDP). As an individual moves up the ladder in his income, his/her first priority is to buy a car. The market of today is motivated and dominated by customers and that is why he is called the King. It is becoming more of a necessity nowadays to have a car than a luxury. In India, the needs of car buyers will depend largely on the segment they are looking at. The needs of a prospective entry-level hatchback buyer are going to be very different from that of a luxury car buyer. Similarly, the priorities of a first-time buyer and someone who is considering upgrading to a much bigger car are going to be different also. The passengers of the automobile industry in India have experienced a rapid change in n both market awareness and technology. From an extreme perception of cars being an ultimate luxury, today it has probably acquired the status of an essential utility item to many today it has probably acquired the status of an important utility item to several city dwellers.

**Statement of the problem:**Customer choice is an analysis of the physiological, psychological, physical actions of all prospective customers as they become aware of the review, purchase and use of goods and services and advise others about them.To study the Consumer behavior towards four wheelers.

**Review of Literature**

**Hong-Youl Ha &Swinder Janda (2014)** in their studies found that brand personality dimension outcomes differ between the purchase and non-purchase groups. Brand personality plays a critical role in improving perceived quality and creating brand trust. Perceived quality plays an important role in mediating the relationship between brand personality and brand commitment for both groups. Perceived quality does not affect brand trust for the purchaser group and makes efforts to develop the brand trust of non-purchasers that the brand is valuable and that the information being provided is useful and true.

**Fianto, A. Y. A., et.al (2014)** found that brand image has a positive and significant influence to purchase behavior among the students. He also identified that brand trust has a mediating role in the relationship between brand image with purchase behavior. This study also revealed that brand image directly or perhaps through the mediating effect of brand name trust incorporates a dominant role to influence purchase behavior.

**Mathankumar, V., & Velmurugan, R. (2015)** interpreted the result that customer satisfaction highly associated with determinants such as profession, family status, monthly car maintenance expenditure.

**Priya, A. A. S., &Ananthlaxmi, R. (2017)** found that various factors like gender, age, income, pricing, maintenance, availability of spare parts, and related issues influence the consumer purchase decision and product attributes help in the satisfaction of consumers.

**Reddy & Kumari (2018)** studied that various factor such as age, income, mode of purchase, sources of awareness about cars, and features of cars such as safety, quality, comfort, new technology influences the consumer behavior towards the purchase of the cars. They also found that the peoples are ready to buy cars due to an increase in the purchasing power and availability of easy loans with banks and financial institutions.



Tausif, M. R., & Haque, M. I. (2019) explored in this study that consumer preferences regarding the automobile sector on the basis of six dimensions: fuel efficiency, resale value, maintenance cost, pollution (environment-friendly), product image, country of make. He recognized that high mileage and low maintenance cost are the two factors preferred by consumers in his study.

N. Selvaraj, & et.al (2019) explained that male and female customers preferences were the same like the car fitted with the latest technologically, newly developed accessories and systems, power steering, and good pick up, Fully Automatic, drivability in traffic is good, technological advancement in the car, the broad wheelbase, ABS brake system, eco-friendly with less emission of CO2 considered by them to buy a new car with new latest technology.

Objectives of the study

To determine the variables that influences customer’s preference towards four wheelers.

Research Methodology

Sample size: The sample size for this study is 150 respondents from tricity (Chandigarh, Mohali and Panchkula), 50 respondents from each city.

Study area: The study covered three major automobile companies i.e., Maruti Udyog Ltd, Hyundai Motor India Limited, and Tata Motors India Ltd of tricity (Chandigarh, Mohali and Panchkula)

Sampling technique: Convenience sampling technique were used for this study. The primary and secondary data were used. Data collected through structured questionnaire for this study.

Statistical tools: The data were analysed throughmean, standard deviation, and factor analysis.

Data analysis & interpretation

The results of the study of the data collected are presented below:

Table: 1 Popularity of automobile companies among respondents based on age

Table with 6 columns: Sr. No, Age, Maruti, Hyundai, Tata, Total. Rows include age groups (Less Than 25, 26-35, 36-45, 46 & above) and a Total row.

Source: Compiled from Primary Data

The above table indicates, that the most popular company is Maruti followed by Hyundai and Tata. This table also explains that among the young people prefer Maruti is the first choice followed by Hyundai and Tata.

Table: 2 Factors Influencing towards purchase of four wheelers

Table with 3 columns: Factors, Mean, Std. Deviation. Lists various factors like Driving Comfort, Fuel Economy, Availability of Spare Parts, etc.



Latest Technology	4.453	.5974
Resale Value	4.360	.7261
Reviews of Car	4.147	.7975
Previous experience	4.207	.7623

Source: compiled from Primary Data

The mean and standard deviation indicating that these factors moderately influenced the respondents in their purchase decision. The mean score ranged from 4.45 to 3.73. The variable “latest technology” has the highest mean 4.453 with a standard deviation .5974 followed by “resale value” with a mean 4.360 and a standard deviation .7261. The variable “maintenance cost” has the third mean 4.260 with a standard deviation .7088. The variable “designing and styling” has the lowest mean 3.733 with a standard deviation .9024. It explains that these factors have great impact on purchase behavior of consumer towards four wheelers.

Table: 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.706
Bartlett's Test of Sphericity	Approx. Chi-Square	1325.716
	df	153
	Sig.	.000

Table 3 depicts that Kaiser-Meyer-Olkin (KMO) measure was .706 exceeding the recommended value of 0.6 (Kaiser, 1974) and the Bartlett's Test of Sphericity (Bartlett,1954) reached statistical significance.

Table: 4 Communalities

	Initial	Extraction
Driving Comfort	1.000	.762
Fuel Economy	1.000	.735
Availability of Spare Parts	1.000	.608
Easy accessible of showrooms	1.000	.560
Price	1.000	.652
Pick Up	1.000	.702
Designing and styling	1.000	.736
Road Grip	1.000	.801
Brand Image	1.000	.531
Desired features	1.000	.767
Internal Space	1.000	.734
After Sales Service	1.000	.655
Maintenance Cost	1.000	.692
Status Symbol	1.000	.688
Latest Technology	1.000	.597
Resale Value	1.000	.646
Reviews of Car	1.000	.773
Previous experience	1.000	.763
Extraction Method: Principal Component Analysis.		

Table: 5 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.924	27.355	27.355	4.924	27.355	27.355	3.492	19.398	19.398
2	2.473	13.739	41.094	2.473	13.739	41.094	3.024	16.797	36.195
3	1.968	10.933	52.027	1.968	10.933	52.027	2.437	13.538	49.733



4	1.901	10.564	62.591	1.901	10.564	62.591	1.800	10.001	59.734
5	1.135	6.304	68.894	1.135	6.304	68.894	1.649	9.160	68.894
6	.961	5.342	74.236						
7	.759	4.218	78.454						
8	.656	3.642	82.096						
9	.591	3.285	85.381						
10	.496	2.757	88.137						
11	.435	2.415	90.552						
12	.397	2.208	92.760						
13	.333	1.849	94.608						
14	.268	1.488	96.096						
15	.231	1.283	97.379						
16	.203	1.130	98.508						
17	.166	.924	99.432						
18	.102	.568	100.000						

Extraction Method: Principal Component Analysis.

Table: 6 Component Matrix<sup>a</sup>

Variable	Component				
	1	2	3	4	5
Status Symbol	.738				
Latest Technology	.703				
Reviews of Car	.700				
Previous experience	.698				
Desired features	.635	.541			
Designing and styling	.632	.559			
Easy accessible of showrooms	.587				
Maintenance Cost	.550			-.533	
Resale Value	.514				
Internal Space		.591			
Brand Image		.532			
Driving Comfort			.633		
Road Grip			-.537		
Pick Up			-.537		.518
Availability of Spare Parts					
After Sales Service				-.582	
Fuel Economy				.579	
Price					.543

Extraction Method: Principal Component Analysis.

a. 5 components extracted.



Table: 7 Factor Distribution

Variables	Component					Factor Name
	1	2	3	4	5	
Reviews of Car	.851					Psychographics
Previous experience	.851					
Resale Value	.769					
Latest Technology	.676					
Status Symbol	.647					
Road Grip		.795				Visual Effect
Desired features		.794				
Designing and styling		.762				
Brand Image		.709				
Internal Space		.631		.560		Mileage
Driving Comfort			.842			
Fuel Economy			.825			
Availability of Spare Parts			.710			Cost efficiency
After Sales Service				.794		
Maintenance Cost				.627		Affordability
Pick Up					.767	
Price					.765	
Easy accessible of showrooms					.716	

Source Compiled from Primary Data

In the study, the researcher has found five key factors such as Psychographics, Visual Effect, Mileage, Cost efficiency and Affordability that influences buying behavior of consumer.

Findings

The most popular company is Maruti followed by Hyundai and Tata. It explains that among the young people Maruti is the first choice followed by Hyundai and Tata. The researcher has identified in the study that there are certain product attributes such as latest technology, resale value and maintenance cost influencing the purchase decision and satisfying the consumers. Factor analysis shows that psychographics, visual effect, mileage, cost efficiency and affordability factors influencing buying behavior of consumers. As a result, automobile manufacturers must consider these key factors during the manufacturing of cars and deliver the services in such a way to retain the customer and meet all of the consumer's needs and expectations.

Conclusion

In the current market situation, the Study of Consumer buying behavior has become quite important due to tough competition in the automobile sector. Consumers are the king of market. Organizations must try to understand the perception of consumer regarding products and services. Without knowing the consumers perception no business can run smoothly. Customer demands are dynamic, but its consideration is necessary for every company to compete in the market. All business activities must focus on consumer satisfaction. Consumer satisfaction is the important factor, which affects the financial position and goodwill of the company. Consumer buying behavior plays an important role in selling of product and services. In this study we found that five factors namely psychographics, visual effect, mileage, cost efficiency and affordability. Consumer purchasing behavior has become an important part of long-term planning. Consumer behavior consists of all individual behavior that goes into making decisions before and after purchase. So, companies must opt a marketing strategy with contemporary and innovative in order to attract more consumers from the market.

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