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IMPACT OF SOCIAL FACTORS ON CONSUMER BUYING BEHAVIOUR
(With reference to Small cars in Rayalaseema Region, Andhra Pradesh)

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ABSTRACT

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Marketing hinges on understanding and creating a customer. What consumer would buy it – is no easy task. This would be evident from the fact that though several marketing scholars have spent enormous time and effort on this subject and analysed it from different angles and under different premises, there is no unified, tested and universally established theory of buyer behaviour. What we have is only collection of ideas that have taken from economics, psychology and sociology. There are several factors contributing to the consumer behaviour, one among them is social factors which include Reference Groups, Family, Status /Prestige, Necessity, Luxury, ownership respectively. The present study examines the influence of Social factors on consumer buying behaviour towards small cars in Rayalaseema Region and Andhra Pradesh. Annova test and Multiple Comparisons used to test the hypotheses of this study. Findings of the research show that social factors affect buying behaviour. The findings indicate that social factors influence the consumer buying behaviour towards small cars.

KEY WORDS: *Consumer, behaviour, Social factors, Reference Groups, Family, Status, Prestige, Necessity, Luxury, ownership.*

INTRODUCTION

Indian automobile industry has grown leaps and bounds since 1898, a time when a car had touched the Indian streets for the first time. At present it holds a promising tenth position in the entire world with being # 2 in two wheelers and # 4 in commercial vehicles. Withstanding a growth rate of 18% per annum and an annual production of more than 2 million units, it may not be an exaggeration to say that this industry in the coming years will soon touch a figure of 10 million units per year. Automobile industry is one of the fastest growing industries of the world. With more than 2 million new automobiles rolling out each year, on roads of India, the industry is set to grow further. Automobile industry made its silent entry in India in the nineteenth century. Since the launch of the first car in 1897, India automobile industry has come a long way.

The automobile industry in India is world's third largest, with the country currently being the world's seventh largest commercial vehicle manufacturer. Two-wheelers dominate the industry and had a 79 per cent share in the automobile production in FY17. Two-wheeler sales are expected to grow 8-10 per cent in FY18. Indian automobile industry has received foreign direct investments (FDI) worth US$ 17.39 billion between April 2000 and June 2017.

The central focus of marketing is consumer. In order to develop successful marketing plans, it is necessary to examine target market characteristics and needs life-style and purchase processes and structure, product distribution, promotion and price decision accordingly. Consumer means "One who or that which consumes; one who uses a commodity or service". Behaviour means, "manner of behaving or acting; the action or reaction of any material under given circumstances". Consumer Behaviour is simply a subsection of the longer field of human behaviour. "Human behaviour refers to the total process by which individuals interact with the environment". Engle, Blackwell and kollat have defined consumer behaviour as "The act of individuals directly involved in obtaining and using economic goods and services, including the decision process, that precede and determined

these acts". Schiff man and Kanuk stated that "consumer behaviour is the behaviour that consumer display in searching for, purchasing, using, and evaluating product and services and ideas which that they expect will satisfy their needs."

Consumer behaviour is influenced by the individuals, socio cultural factors namely the culture, subculture, religion, social class and family life-cycle, personal factors namely the culture, subculture, religion, social class and family life-cycle, personal factors namely age, sex, marital status, education, occupation, income and social factors namely the motivation, perception, learning, personality, attitude, lifestyles. These factors highly influence the individuals in arriving at making decisions regarding the products and services.

OBJECTIVES OF THE STUDY
Primary Objective
➢ To assess the factors influencing consumer buying behaviour towards Small cars in Rayalaseema region of Andhra Pradesh.

Secondary Objective
➢ To assess the Social Factors influencing consumer buying behaviour towards Small cars in Rayalaseema region of Andhra Pradesh.

HYPOTHESIS
Primary Hypothesis
➢ H_o - Consumer buying behaviour towards small cars is not influenced by varied in Rayalaseema region of Andhra Pradesh.
➢ H_1 - Consumer buying behaviour towards small cars is influenced by varied factors in Rayalaseema region of Andhra Pradesh.

Secondary Hypothesis
➢ H_o - Social **Factors** negatively influence consumer buying behaviour towards Small cars in Rayalaseema region of Andhra Pradesh.
➢ H_1 - Social **Factors** positively influence consumer buying behaviour towards Small cars in Rayalaseema region of Andhra Pradesh.

SAMPLING DESIGN
Sampling Plan
The sample plan consists of small car users in the geographical region of Rayalaseema of Andhra Pradesh state. Further, the total size and composition of customers of different demographical areas form the base for prescribing no. and size of respondents.

Universe
Encompasses total number of Male and Female customers of various occupational levels at Rayalaseema Region of Andhra Pradesh.

Sample size
It is a proportional representation of the customer density at a given location, gender levels. These form the base for fixing the sample size of 627 for Rayalaseema Region of Andhra Pradesh.

Sampling Technique
The process of drawing sample respondents from the sample universe is known as sampling technique, among many techniques available Stratified sampling is employed for the purpose since it is more appropriate as the sample respondents are distributed in different places as stratified groups.

Sample Unit
Sample unit defines the single unit of the sample, in the pre decided sample which is to be drawn from the selected geographical region, a respondent who finds a place will be a male or female, in the age group 25 to > 55 years, with any occupational title, and with the income level presupposed.

DATA COLLECTION
The data collected for the present study comprises of both primary and secondary sources.

Primary data
Data Collected from respondents through questionnaire. The respondents were interviewed and asked to fill the questionnaire. The first part deals with their behavior towards luxury cars and factors influencing in making decisions. The second part of the questionnaire contains the questions concern to the respondents profile in terms of their age, sex, occupation, educational background and income.

Secondary Data
In order to fulfil the objectives of the study, secondary data were collected. The secondary data pertaining to rayalaseema region of Andhra Pradesh were collected from various government publications and records; the major source of secondary data being Census of India 2001, 2011 (provisional results), District Statistical Centre and Collectorate. The secondary data has been collected from various magazines, journals, daily newspapers, survey reports and reference books etc.

STATISTICAL DESIGN
Data Analysis
The data was analyzed giving thought to the main hypothesis to find relationships between, different motivational factors. Each assessment was looked at individually and descriptive statistics were computed for each. Frequency reports on the specific questions were run to determine agreement within the measures. All assessments were also correlated with one another to find existence of any relationships between the variables. The scale used in the Questionnaire was from 1 to 5, 5 being the very high score and 1 being the very low for each question.

STATISTICAL TOOLS APPLIED
The following tests were performed to explore different relationships.
- Cronbach's Alpha test for reliability
- Multiple regression analysis,
- ANOVA,

Social Factors and Age Group
H_o-1 Social Factors negatively influence consumer buying behaviour towards small cars in Rayalaseema region of Andhra Pradesh between Age groups.

H_1-2 Social Factors positively influence consumer buying behaviour towards small cars in Rayalaseema region of Andhra Pradesh between Age groups.

Table 4.1: ANOVA- Social factors influence on consumer buying behaviour between Age Groups						
Social stressors - Age Group		Sum of Squares	df	Mean Square	F	P
Reference Groups	Between Groups	.461	3	.233	1.032	.041
Family	Between Groups	.501	3	.197	2.819	.031
Status /Prestige	Between Groups	.949	3	.149	1.918	.065
Necessity	Between Groups	.249	3	.153	2.187	.035
Luxury	Between Groups	1.319	3	.451	1.870	.055
ownership respect	Between Groups	.879	3	.921	2.142	.049

Source: Calculations are from Social factors data through SPSS

From table 4.1, it has been noticed that the 'f' value and 'p' value with 3 degrees of freedom for Reference Groups are; 1.032 and 0.041 respectively at 5% level of significance. The calculated 'p' value (0.041) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region of Andhra Pradesh among the different age groups.

The 'f' value and 'p' value with 3 degrees of freedom for family are; 2.819 and 0.031 respectively at 5% level of significance. The calculated 'p' value (0.041) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region of Andhra Pradesh among the different age groups.

The 'f' value and 'p' value with 3 degrees of freedom for Status /Prestige are; 1.918 and 0.065 respectively at 5% level of significance. The calculated 'p' value (0.065) is greater than the table value (0.05). Hence the null hypothesis is accepted and alternate hypothesis is rejected. This signifiesthat above specified variable has no influence on consumer buying behavior towards small cars in Rayalaseema region of Andhra Pradesh among the different age groups.

The 'f' value and 'p' value with 3 degrees of freedom for Necessity are; 2.187 and 0.035 respectively at 5% level of significance. The calculated 'p' value (0.035) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behavior towards small cars among the different age groups.

The 'f' value and 'p' value with 3 degrees of freedom for *Luxury* are; 3.870 and 0.055 respectively at 5% level of significance. The calculated 'p' value (0.055) is greater than the table value (0.05). Hence the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variable has no influence on consumer buying behavior towards small cars among the different age groups.

The 'f' value and 'p' value with 3 degrees of freedom for ownership respect are; 2.142 and 0.049 respectively at 5% level of significance. The calculated 'p' value (0.049) is less than the given table value (0.05). Hence the null hypothesis gets rejected and alternate hypothesis is accepted. This signifies that above specified variable merely influences buying behaviour of consumer towards small cars among the different age groups.

Table 4.2: Multiple Comparisons - Social factors influence on consumer buying behaviour between Age Groups					
Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J) (at 0.05 level)	Std. Error	Sig. (at 0.05 level)
Reference Groups	25 to 35	36 to 45	0.15261	0.0523	0.011
	46 to 55	Above 55	0.21429	0.0717	0.02
Family	25 to 35	36 to 45	0.21421	0.0391	0.001
	46 to 55	Above 55	0.25217	0.0787	0.004
Status /Prestige	25 to 35	36 to 45	0.20123	0.0516	0.055
	46 to 55	Above 55	0.12414	0.0611	0.062
Necessity	25 to 35	36 to 45	0.12110	0.0271	0.003
	46 to 55	Above 55	0.01922	0.0186	0.001
Luxury	25 to 35	36 to 45	0.3013	0.0614	0.056
	46 to 55	Above 55	0.35424	0.0811	0.068
Ownership respect	25 to 35	36 to 45	0.12140	0.0425	0.021
	46 to 55	Above 55	0.22755	0.0521	0.011

From table 4.2, it is observed that the demands for reference groups has significant impact on the buying behavior of consumers between the age groups 25 to 35 and 36 - 45 where the mean difference and 'p' value are; -0.152 and 0.011. As the 'p' value (0.011), at an acceptable 5% level of statistical significance, is less than critical value (0.05). Hence the alternate hypothesis is accepted. It is inferred that reference group and family have a significant impact on the buying behavior of consumers between 25 to 35 and 36 - 45 age groups.

It has been observed that the demands for family groups has significant impact on the buying behavior of consumers between the age groups 25 to 35 and 36 - 45 where the mean difference and 'p' value are; 0.214 and 0.001. As the 'p' value (0.001), at an acceptable 5% level of statistical significance, is less than critical value (0.05). Hence the alternate hypothesis is accepted. It is inferred that reference group and family have a significant impact on the buying behavior of consumers between 25 to 35 and 36 - 45 age groups.

Further, it has been understood that the status has significant impact on the buying behaviour of consumers between the age groups 25 to 35 and 36 to 45 where the mean difference and 'p' value are; -0.103 and 0.011. Since the calculated 'p' value (0.014) is less than sample value (0.05), the alternate hypothesis is accepted. In other way, it has been assimilated status/prestige had a significant impact on the buying behaviour of consumers in rayalaseema region between 25 to 35 and 36 to 45 age groups of consumers.

In the age group of 25 to 35 and 36 to 45, the buying behaviour of consumers is ideally weighed by family as the mean difference and 'p' value are; 0.309 and 0.000. As the calculated 'p' value (0.000) is less than the acceptable sample value (0.05), the alternate hypothesis is accepted. Thus, it has been generalized that family has intensified the influence on consumers of rayalaseema region between 25 to 35 and 36-45 age groups.

Between the age group of 25 - 35 and 36-45, the buying behavior of consumers is impacted by family as the mean difference and 'p' value are; 0.205 and 0.000. As the calculated 'p' value (0.000) is less than the critical value (0.05), the alternate hypothesis is accepted. In other words, it has been inferred that family had a significant impact on the buying behaviour of consumers in rayalaseema region between 25 - 35 and 36-45 age groups.

In the age group of 36-45 to 46-50, the buying behaviour of consumers is influenced by family as the mean difference and 'p' value are; -0.254 and 0.003. As the calculated 'p' value (0.000) is less than the critical value (0.05), the alternate hypothesis is accepted. In other words, it has been inferred that family had a significant influence on the buying behaviour of consumers in rayalaseema region between 36 -45 and 46-55 age groups.

Further, it has been noticed that the status/prestige factors have significant impact on the buying behaviour of consumers the age groups 25 to 35 and 36-45 where the mean difference and 'p' value are; 0.300 and 0.000. But the calculated 'p' value (0.000) is less than critical value (0.05), the alternate hypothesis is accepted. In other words, it has been inferred that status/prestige had a significant impact on the buying behaviour of consumers in rayalaseema region between 25 to 35 and 45-55 age groups.

In the age groups 25-35 and 46-55 with respect to status/prestige the mean difference and 'p' value are; 0.254 and 0.000. As the computed 'p' value (0.000) is more than critical value (0.05), the alternate hypothesis is accepted. In other words, it has been inferred that status/prestige have significant influence on the buying behaviour of consumers in rayalaseema region between 25-36 and 46-55 age groups.

The age groups 36-45 and 46-55 with respect to status/prestige the mean difference and 'p' value are; 0.194 and 0.049. Since the calculated 'p' value (0.000) is less than critical value (0.05), the alternate hypothesis is accepted. In other words, it has been generalized that status/prestige had influence on the buying behaviour of consumers in rayalaseema region between 36-45 and 46-55 age groups.

Further, it has been noticed that the Necessity relatively influencing on the buying behaviour of consumers between the age groups 25 to 35 and 36-45 which is supported by their respective mean difference and 'p' value (i.e. -0.131 and 0.000). Since the calculated 'p' value (0.000) is less than critical value (0.05), the alternate hypothesis is accepted. In other words, it has been concluded that necessity is influencing the buying behaviour of consumers in rayalaseema region between 25 to 35 and 36-45 age groups.

The age groups 25 to 35 and 46-55 with respect to status/prestige the mean difference and 'p' value are; 0.201 and 0.000. for age group 25 to 35 mean difference and 'p' value are 0.354and 0.000, for age groups of 36 to 45 and above 60mean difference and 'p' value are0.258 and 0.039 respectively. Since the calculated 'p' value (0.000) is less than critical value (0.05), the alternate hypothesis is accepted. In other words, it is inferred that luxury has influence on the buying behaviour of consumers in rayalaseema region.

The age groups 25 to 35 and 46-55 with respect to ownership respect the mean difference and 'p' value are; 0.151 and 0.011. for age group 36 to 45 and above 55 mean difference and 'p' value are 0.354and 0.000, for age groups of 41 to 50 and above 60mean difference and 'p' value are0.247 and 0.031 respectively. Since the calculated 'p' value (0.000) is less than critical value (0.05), the alternate hypothesis is accepted. In other words, it is inferred that ownership respect influences the buying behaviour of consumers in rayalaseema region.

Social Factors and Gender Status

H_o-3 Social Factors negatively influence consumer buying behaviour towards small cars in rayalaseema region between gender groups.

H_1-4 Social Factors positively influence consumer buying behaviour towards small cars in rayalaseema region between gender groups.

Table 4.3: ANOVA - Social factors influence on consumer buying behaviour between Gender Groups

Social stressors	Marital status	df	Mean Square	F	Sig.
Reference Groups	Between Groups	1	.121	.712	.029
Family	Between Groups	1	.007	.028	.031
Status /Prestige	Between Groups	1	.280	1.131	.061
Necessity	Between Groups	1	.087	.925	.021
Luxury	Between Groups	1	.486	3.859	.073
ownership respect	Between Groups	1	.281	1.503	.006

Source: Calculations are from Social factors data through SPSS

From table 4.3, it has been observed that the 'f' value and 'p' value for reference group are; 0.712 and 0.029 respectively at 5% level of significance. The calculated 'p' value (0.029) is less than the table value (0.05). Hence the alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region among the gender groups.

The 'f' value and 'p' value for family are; 0.028 and 0.031 respectively at 5% level of significance. The calculated 'p' value (0.031) is less than the table value (0.05). Hence the alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region among the gender groups.

The 'f' value and 'p' value for status/prestige are; 1.131 and 0.061 respectively at 5% level of significance. The calculated 'p' value (0.061) is greater than the table value (0.05). Hence the alternate hypothesis is rejected. This signifies that above specified variable does not influence consumer buying behaviour towards small cars in Rayalaseema region among the gender groups.

The 'f' value and 'p' value for necessity are; .925 and .021 respectively at 5% level of significance. The calculated 'p' value (.021) is less than the table value (0.05). Hence the

null hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region among the gender groups.

The 'f' value and 'p' value for luxury prestige are; 3859 and 0.073 respectively at 5% level of significance. The calculated 'p' value (0.073) is greater than the table value (0.05). Hence the alternate hypothesis is rejected. This signifies that above specified variable does not influences consumer buying behaviour towards small cars in Rayalaseema region among the gender groups.

The 'f' value and 'p' value for ownership respect are; 1.503 and 0.006 respectively at 5% level of significance. The calculated 'p' value (0.006) is less than the table value (0.05). Hence the alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region among the gender groups.

Social factors and Education Levels

H_o-5 Social Factors negatively influence consumer buying behaviour towards small

cars in Rayalaseema region between education groups.

H_1-6 Social Factors positively influence consumer buying behaviour towards small

cars in Rayalaseema region between education groups.

Table 4.4: ANOVA – Social factors influence on consumer buying behavior between Education Groups

Social stressors Education		Df	Mean Square	F	Sig.
Reference Groups	Between Groups	2	.089	.469	.024
Family	Between Groups	2	.124	.337	.011
Status /Prestige	Between Groups	2	.056	.538	.058
Necessity	Between Groups	2	.001	.019	.512
Luxury	Between Groups	2	.012	.225	.065
Ownership respect	Between Groups	2	.017	.125	.018

Source: Calculations are from Social factors dat a through SPSS

From table 4.4, it has been noticed that the 'f' value and 'p' value with 2 degrees of freedom for Reference Groups are; 0.469 and 0.024 respectively at 5% level of significance. The calculated 'p' value (0.024) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region among the different education levels groups.

The 'f' value and 'p' value with 2 degrees of freedom for family are; 0.337 and 0.011 respectively at 5% level of

significance. The calculated 'p' value (0.011) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region among the different education levels groups.

The 'f' value and 'p' value with 2 degrees of freedom for status/prestige are; 0.538 and 0.058 respectively at 5% level of significance. The calculated 'p' value (0.008) is less than the table value (0.05). Hence the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above

specified variable influences consumer buying behaviour towards small cars in Rayalaseema region among the different education levels groups.

The 'f' value and 'p' value with 2 degrees of freedom for Necessity are; 0.019 and 0.512 respectively at 5% level of significance. The calculated 'p' value (0.512) is less than the table value (0.05). Hence the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variable does not influence consumer buying behaviour towards small cars in Rayalaseema region among the different education levels groups.

The 'f' value and 'p' value with 2 degrees of freedom for luxury are; 0.225 and 0.065 respectively at 5% level of significance. The calculated 'p' value (0.065) is less than the table value (0.05). Hence the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variable does not influences consumer buying behaviour towards small cars in Rayalaseema region among the different education levels groups.

The 'f' value and 'p' value with 2 degrees of freedom for ownership respect are; 0.125 and 0.018 respectively at 5% level of significance. The calculated 'p' value (0.008) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region among the different education levels groups.

Social factors and Occupation

H_o-7 Social Factors negatively influence consumer buying behaviour towards small cars in Rayalaseema region between occupational groups.

H_1-8 Social Factors positively influence consumer buying behaviour towards small cars in Rayalaseema region between occupational groups.

Table 4.5: ANOVA – Social factors influence on consumer buying behaviour between occupation groups

Social stressors Occupation		Df	Mean Square	F	Sig.
Reference Groups	Between Groups	4	.214	1.644	.016
Family	Between Groups	4	.128	1.210	.030
Status /Prestige	Between Groups	4	.179	1.644	.066
Necessity	Between Groups	4	.244	2.433	.027
Luxury	Between Groups	4	.097	1.025	.054
Ownership respect	Between Groups	4	.141	.962	.042

Source: Calculations are from Social factors data through SPSS

From table 4.5, it has been observed that the 'f' value and 'p' value with 4 degrees of freedom for reference group are; 1.644 and 0.016 respectively at 5% level of significance. The calculated 'p' value (0.016) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between occupation groups.

The 'f' value and 'p' value with 4 degrees of freedom for family are; 1.210 and 0.030 respectively at 5% level of significance. The calculated 'p' value (0.030) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between occupation groups.

The 'f' value and 'p' value with 4 degrees of freedom for status/prestige are; 1.644 and 0.066 respectively at 5% level of significance. The calculated 'p' value (0.066) is less than the table value (0.05). Hence the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variable does not influences consumer buying behaviour towards small cars in Rayalaseema region between occupation groups.

The 'f' value and 'p' value with 4 degrees of freedom for necessity are; 2.433 and 0.057 respectively at 5% level of significance. The calculated 'p' value (0.057) is more than the table value (0.05). Hence the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variable does not influence consumer buying behaviour towards small cars in Rayalaseema region between occupation groups.

The 'f' value and 'p' value with 4 degrees of freedom for luxury are; 1.025 and 0.054 respectively at 5% level of significance. The calculated 'p' value (0.054) is less than the table value (0.05). Hence the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between occupation groups.

The 'f' value and 'p' value with 4 degrees of freedom for ownership respect are; 0.962 and 0.042 respectively at 5% level of significance. The calculated 'p' value (0.042) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between occupation groups.

Social factors and Income

H_o-9 Social Factors negatively influence consumer buying behaviour towards small cars in Rayalaseema region between income groups.

H_1-10 Social Factors positively influence consumer buying behaviour towards small cars in Rayalaseema region between income groups.

Table 4.6: ANOVA - Social factors influence on consumer buying behaviour between income Groups

Social stressors	Income group	Df	Mean Square	F	Sig.
Reference Groups	Between Groups	4	.116	.881	.045
Family	Between Groups	4	.039	.363	.035
Status /Prestige	Between Groups	4	.191	1.956	.077
Necessity	Between Groups	4	.096	.942	.043
Luxury	Between Groups	4	.141	1.501	.020
Ownership respect	Between Groups	4	.197	1.348	.021

Source: Calculations are from Social factors data through SPSS

From table 4.6, it has been observed that the 'f' value and 'p' value with 4 degrees of freedom for reference groups are; 0.881 and 0.045 respectively at 5% level of significance. The calculated 'p' value (0.045) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between income groups.

The 'f' value and 'p' value with 4 degrees of freedom for family are; 0.363 and 0.035 respectively at 5% level of significance. The calculated 'p' value (0.035) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between income groups.

The 'f' value and 'p' value with 4 degrees of freedom for status/prestige are; 1.956 and 0.077 respectively at 5% level of significance. The calculated 'p' value (0.077) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between income groups.

The 'f' value and 'p' value with 4 degrees of freedom for necessity are; 0.942 and 0.043 respectively at 5% level of significance. The calculated 'p' value (0.043) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between income groups.

The 'f' value and 'p' value with 4 degrees of freedom for luxury are; 1.501 and 0.020 respectively at 5% level of significance. The calculated 'p' value (0.020) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between income groups.

The 'f' value and 'p' value with 4 degrees of freedom for ownership respect are; 1.348 and 0.021 respectively at 5% level of significance. The calculated 'p' value (0.021) is less than the table value (0.05). Hence the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variable influences consumer buying behaviour towards small cars in Rayalaseema region between income groups.

FINDINGS

Age
- It is observed that social factors like Reference Groups, Family, Necessity, ownership respect show bearing impact on the buying behaviour of customers except Status /Prestige, Luxury towards small cars in rayalaseema region of Andhra Pradesh among the different age groups.

Gender
- It is found that social factors like Reference Groups, Family, Necessity, ownership respect show bearing impact on the buying behaviour of customers except Status /Prestige, Luxury towards small cars in rayalaseema region of Andhra Pradesh among gender status.

Education
- It is found that social factors like Reference Groups, Family, Necessity, ownership respect show bearing impact on the buying behaviour of customers except Status /Prestige, Luxury towards small cars in rayalaseema region of Andhra Pradesh among irrespective of education status.

Occupation
- It is found that social factors like Reference Groups, Family, Necessity, ownership respect show bearing impact on the buying behaviour of customers except Status /Prestige, Luxury towards small cars in rayalaseema region of Andhra Pradesh among irrespective of occupation.

Income
- It is found that social factors like Reference Groups, Family, Necessity, ownership respect show bearing impact on the buying behaviour of customers except Status /Prestige, Luxury towards small cars in rayalaseema region of Andhra Pradesh among irrespective of income level.

SUGGESTION
- Most of the Social factors needs to be supported at early age groups i.e 25 to 35 years and among female group.

CONCLUSION
- Social factors coupled with behavior are better solutions to influence the buying behaviour of

customers towards small cars in rayalaseema region of Andhra Pradesh.

SCOPE FOR FURTHER STUDY

The influence of social factors on the buying behaviour of customers towards small cars in rayalaseema region of Andhra Pradesh can be broadened by investigating customer perceptions and identifying any other social factors. Larger geographic sample and different geographical regions considering few more social factors and be included.

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