



A STUDY ON CONSUMER BUYING PREFERENCES OF CARS WITH REFERENCE TO SELECTED CITIES FROM TELANGANA AND ANDHRA PRADESH

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ABSTRACT

Automobile industry was supported with the latest technologies, skilled workforce significant investment of direct and indirect all these had shown the considerable growth in the Indian Car consumer market. The automobile industry got its new regime and boom. With the increase of middle class group people's income level, the car purchases knocked the market with more customers joining together in India's ordinary car segment. In India, we have more ordinary customers purchasing these people choose the cars like Maruti Suzuki, Hyundai, Tata, etc.; based on an extensive review of the Literature, the questionnaire was designed by taking the various outcomes of the study. Google sheets and schedules were both distributed to the identified customers in the Car market. Mostly the study focussed on the buying preferences of the customers. The study also concentrated on the various segments in the Car market.

KEYWORDS: Segment, Brand, Hatchback, Sedan, Market, Consumer.

A. INTRODUCTION

A few decades back, Car was a Luxury product, but today Car is not a luxury but a necessity. The first Car was rolled out in India in 1897, and till the year 1930, all the cars were imported from foreign countries. The automobile industry mainly emerged in India in 1940. Hindustan Motors Limited (HML) by Birlas collaborated with Lord Nuffield of Morris motors launched the first Car. Premier company (Premier automobile Limited) Walchand Hirachand, who were founders of the car company in India, started in Mumbai and competed with HML. Gradually lots of the companies entered India and established their plants here, and grabbed the most significant market. Earlier the long and big cars were the passion for the luxury consumers. Because of the increased traffic and number of car owners, it was also perceived and preferred that a small car is most desirable for Indian roads and traffic conditions. In India, there are few top brands in the car segment Maruti Suzuki, Hyundai, Toyota, Mahindra, and Tata Motors. The majority of the cars sale in India is bagged with Maruti Suzuki, again Maruti Suzuki Swift stood as larges selling Car in 2020 with 18.498 cars were sold in last 2020. The Indian Car market is one of the important market and trading areas globally, with the third power purchasing parity in the world. No the cars like BMW, Mercedes Benz, Volvo, Audi also launching the cars between 30 to 50 lacks for Indian consumers. This shows the necessity rather than brand preference. There are three types of Cars like Luxury, Semi Luxury, and Ordinary. Because of LPG (liberalization, Privatisation, and globalization), in 1991 Automobile industry got its new regime and boom. With the growth of middle-class group people's income level, the car purchases knocked the market with more customers joining together in India's ordinary car segment.

In India, we have more ordinary customers purchasing these people choose the cars like Maruti Suzuki, Hyundai, Tata, etc., Generally, the companies like Maruti Suzuki and Hyundai have more loyal customers. Here this study is focussing on the preference of the types of cars in the ordinary car segment. The study was conducted only for customers belongs the everyday car segment in India. Only selected brands were taken for the task.

1 REVIEW OF LITERATURE

Joseph Camble (2011) in present study, the data was collected from more than 500 customers connected in Karnataka state and found that one of the most significant areas is the financial aspects to purchase the Car. In this study, Sharma (2006) believed that the internet revolution, which provided all the information and increased



the interest of the customer to know and compare various aspects of the car segment, automatically enhanced the Car's purchases in India. Becker (2013) studied the supportive and encouraging environment for car production and car market growth. Likewise, Belch and Belch(2007) point out that it encompasses the people's activities and processes when selecting, searching for, buying, using, disposing, and evaluating products and services to fulfill their desires and needs. Hoyer and MacInnis (2008) explain consumer behavior as the totality of decisions made by the consumers concerning consumption, acquisition, and disposition of time, services, goods, people, activities, ideas, and experiences by (human) units of decision-making. Vijay Bhaskar (2013), in his study related to the Car market growth in India, perceived that India is one of the largest and significant markets for ordinary cars, the increase of FDI substantially developed the car market in India. Cars Purohit (2009) identified that the most significant factors are the brand, driving comfort, spare parts availability, etc., Salvi and Prajapati (2015) reviewed that models, external and internal features satisfaction levels are the significant components of the buying the Car in Indian car consumer scenario. Thomas (2018) apart from all other factors that influence the buying or purchasing of the car finance is one of the essential factors that influence the purchase in India, especially the middle class and mid-range cars in India. Goyal (2016), in study, it was identified that the cost-effectiveness of the fuel alternative like CNG and LPG tends the consumers to buy the gas driven vehicles which perceive as one of the affordable and alternative for both petrol and diesel.

2 OBJECTIVES OF THE STUDY

- To study the various indicators which are supporting the Indian Car market.
- To study the reasons for the slowdown in the automobile Industry in India
- To study the preferences of the auto Mobile customers related to ordinary cars in India.
- To study the consumer behavioral pattern and choices while purchasing the Car in India.

3 RESEARCH METHODOLOGY

Based on extensive review of the Literature, the questionnaire was designed by taking the study's various outcomes. Google sheets and schedules were both distributed to the identified customers in the Car market. Primarily the study focussed on the buying preferences of the customers. The study on Consumer preferences of a car with selected brands and selected cities from Andhra Pradesh and Telangana. The total sample chosen from the three districts- Hyderabad, Vijayawada, and Visakhapatnam, was 900.

4 DATA ANALYSIS

i. District-wise respondents:

Age	No of respondents	Percent
Hyderabad	385	46.0
Vijayawada	210	25.0
Visakhapatnam	242	29.0
Total	837	100.0

ii. Age-wise classification:

Age	Respondents	Percent
Below 18 years	51	6.1
18-24 years	114	13.6
25-34 years	179	21.4
35-40 years	250	29.9
41-60 years	222	26.5
Above 60 years	21	2.5
Total	837	100.0



iii. Marital Status:

Marital Status	Respondents	Percent
Single/Unmarried	267	31.9
Married	570	68.1
Total	837	100.0

Source: Primary Data

iv. Income wise:

Household Income (in rupees)	Respondents	Percent
Below 30000	129	15.4
30001-60000	144	17.2
60001-90000	217	25.9
Above 90000	347	41.5
Total	837	100.0

Occupation wise classification of Respondents:

Occupation	Respondents	Percent
Government employee	193	23.1
Industrialist	151	18.0
Private employee	170	20.3
Self-employed	183	21.9
Professional	78	9.3
Agriculture	50	6.0
Others	12	1.4
Total	837	100.0

Nature of family-wise classification of Respondents:

Nature of Family	Respondents	Percent
Nuclear	694	82.9
Joint	143	17.1
Total	837	100.0

v. The opinion of respondents about media through which they came to know about cars:

Media Source	Respondents	Percent
Television	526	62.8
Radio	17	2.0
Newspaper	52	6.2
Pamphlet	26	3.1
Magazine	26	3.1
Friends/Neighbours	69	8.2
Shop Display	91	10.9
Any other	30	3.6
Total	837	100.0

Factors influencing the buying decision of cars.

Factors	1	2	3	4	5	6	7	8	9	Total	Total Score	Mean Score
Colour	184	420	11	8	88	8	25	67	26	837	5848	6.99
Range	485	181	9	16	24	84	8	7	23	837	6489	7.75
Credit Facility	33	93	407	186	8	6	86	10	8	837	5356	6.40
Dealer	7	27	274	8	76	424	7	5	9	837	4361	5.21
Price and quality	13	88	56	420	8	204	16	17	15	837	4686	5.60
Popularity	78	4	56	5	433	8	238	10	5	837	4092	4.89
Warranty	7	5	8	90	7	13	30	672	5	837	2225	2.66
Discount	21	9	8	97	192	10	19	27	454	837	2464	2.94
Bundled schemes	8	13	11	7	8	80	396	21	293	837	2178	2.60



vi. Promotional offer preferences of respondents (Rank Order)

Type of discount	1	2	3	4	Total	Total Score	Mean Score
Price Discount	335 (40.0)	244 (29.2)	247 (29.5)	11 (1.3)	837 (100.0)	2577	3.08
Free Accessories	422 (50.4)	262 (31.3)	85 (10.2)	68 (8.1)	837 (100.0)	2712	3.24
Bundled offer with extended Warranty	20 (2.4)	165 (19.7)	460 (55.0)	192 (22.9)	837 (100.0)	1687	2.02
Free Gift	61 (7.3)	167 (20.0)	51 (6.1)	558 (66.7)	837 (100.0)	1405	1.68

vii. Factors influencing buying decisions of Cars

Factors	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Total
Changing financial position	148 (17.7)	225 (26.9)	227 (27.1)	165 (19.7)	72 (8.6)	837 (100.0)
Social Status	161 (19.2)	162 (19.4)	113 (13.5)	310 (37.0)	91 (10.9)	837 (100.0)
Comfort Transport	95 (11.4)	30 (3.6)	73 (8.7)	316 (37.8)	323 (38.6)	837 (100.0)
New Model Passion	63 (7.5)	87 (10.4)	116 (13.9)	399 (47.7)	172 (20.5)	837 (100.0)
Colour and Range	84 (10.0)	24 (2.9)	73 (8.7)	267 (31.9)	389 (46.5)	837 (100.0)
Eco Friendly	53 (6.3)	143 (17.1)	90 (10.8)	330 (39.4)	221 (26.4)	837 (100.0)
Family Pressure	107 (12.8)	96 (11.5)	133 (15.9)	341 (40.7)	160 (19.1)	837 (100.0)
Sales and promotional activities	76 (9.1)	209 (25.0)	255 (30.5)	191 (22.8)	106 (12.7)	837 (100.0)
Low-unit price	88 (10.5)	186 (22.2)	238 (28.4)	183 (21.9)	142 (17.0)	837 (100.0)
Impressed by advertisements	66 (7.9)	193 (23.1)	274 (32.7)	253 (30.2)	51 (6.1)	837 (100.0)
To attain attention from friends	139 (16.6)	133 (15.9)	283 (33.8)	194 (23.2)	88 (10.5)	837 (100.0)
Impress others	190 (22.7)	186 (22.2)	225 (26.9)	186 (22.2)	50 (6.0)	837 (100.0)
Inherent features and attributes	109 (13.0)	116 (13.9)	344 (41.1)	171 (20.4)	97 (11.6)	837 (100.0)

viii. Influence of Branding Decisions in the process of buying a Car

Brand Decision maker	Respondents	Percent
Father/Father-in-law	353	42.2
Mother/Mother-in-law	232	27.7
Husband	68	8.1
Wife	53	6.3
Children	30	3.6
All the above	101	12.1
Total	837	100.0

Source: Primary Data



ix. Factors influencing brand decision while purchasing Cars at Showroom

Factors	SDA	D	N	A	SA	Total	Total score	Mean score
Car Display	158 (18.9)	166 (19.8)	168 (20.1)	192 (22.9)	153 (18.3)	837 (100.0)	2527	3.02
Car Endorsed	145 (17.3)	238 (28.4)	279 (33.3)	99 (11.8)	76 (9.1)	837 (100.0)	2234	2.67
Car Range	114 (13.6)	93 (11.1)	233 (27.8)	294 (35.1)	103 (12.3)	837 (100.0)	2690	3.21
Recommended by Dealer	82 (9.8)	264 (31.5)	206 (24.6)	231 (27.6)	54 (6.5)	837 (100.0)	2422	2.89
Advertisement	70 (8.4)	151 (18.0)	304 (36.3)	233 (27.8)	79 (9.4)	837 (100.0)	2611	3.12
Views of other customers	63 (7.5)	207 (24.7)	239 (28.6)	216 (25.8)	112 (13.4)	837 (100.0)	2618	3.13
Car availability	86 (10.3)	110 (13.1)	135 (16.1)	380 (45.4)	126 (15.1)	837 (100.0)	2861	3.42
Reviews	70 (8.4)	205 (24.5)	228 (27.2)	255 (30.5)	79 (9.4)	837 (100.0)	2579	3.08
Discount	102 (12.2)	147 (17.6)	229 (27.4)	268 (32.0)	91 (10.9)	837 (100.0)	2610	3.12

x. Attributes of the Car

Response	Very important	Important	Neutral	To some extent, important	Unimportant	Total
Look	576 (68.8)	181 (21.6)	39 (4.7)	11 (1.3)	30 (3.6)	837 (100.0)
Style	633 (75.6)	115 (13.7)	20 (2.4)	21 (2.5)	48 (5.7)	837 (100.0)
Preferred Colour	279 (33.3)	260 (33.3)	185 (22.1)	68 (8.1)	45 (5.4)	837 (100.0)
Speed	272 (32.5)	193 (23.1)	219 (26.2)	58 (6.9)	95 (11.4)	837 (100.0)
Milage	571 (68.2)	126 (15.1)	26 (3.1)	67 (8.0)	47 (5.6)	837 (100.0)
Internal Look	501 (59.9)	159 (19.0)	115 (13.7)	21 (2.5)	41 (4.9)	837 (100.0)
External Look	325 (38.8)	239 (28.6)	111 (13.3)	110 (13.1)	52 (6.2)	837 (100.0)
comfort	191 (22.8)	156 (18.6)	177 (21.1)	114 (13.6)	199 (23.8)	837 (100.0)
Safety	163 (19.5)	151 (18.0)	136 (16.2)	165 (19.7)	222 (26.5)	837 (100.0)
Influenced by Advertisement	122 (14.6)	150 (17.9)	153 (18.3)	196 (23.4)	216 (25.8)	837 (100.0)
Bundle of others	187 (22.3)	131 (15.7)	262 (31.3)	103 (12.3)	154 (18.4)	837 (100.0)

xi. Marital status based brand preferences of Car

Bathing soap	Marital status		Total
	Single/Unmarried	Married	
Jazz	20 (7.5)	45 (7.9)	65 (7.8)
Dettol	9 (3.4)	23 (4.0)	32 (3.8)
Honda Amaze	7 (2.6)	16 (2.8)	23 (2.7)
Honda City	31 (11.6)	80 (14.0)	111 (13.3)
Hyundai Santro	37 (13.9)	67 (11.8)	104 (12.4)
Tata Tigor	2 (0.7)	11 (1.9)	13 (1.6)
Maruti Swift	37 (13.9)	88 (15.4)	125 (14.9)
Hyundai 120	14 (5.2)	33 (5.8)	47 (5.6)
Nissan Micra	10 (3.7)	30 (5.3)	40 (4.8)
Renault Kwid	40 (15.0)	78 (13.7)	118 (14.1)
Maruti Alto 800	60 (22.5)	99 (17.4)	159 (19.0)
Total	267 (100.0)	570 (100.0)	837 (100.0)
Chi-square value	7.34, df = 10, Table Value = 18.3		

xii. Income based preferences

Car	Household income				Total
	Below 30000	30000-60000	60001-90000	Above 90000	
Maruti Alto 800	67 (51.9)	111 (77.1)	128 (59.0)	230 (66.3)	536 (64.0)
Hyundai I 10	13 (10.1)	5 (3.5)	24 (11.1)	21 (6.1)	63 (7.5)
Honda Amaze	16 (12.4)	11 (7.6)	6 (2.8)	14 (4.0)	47 (5.6)
Maruti Swift	15 (11.6)	2 (1.4)	24 (11.1)	26 (7.5)	67 (8.0)
Honda City	10 (7.8)	0	13 (6.0)	10 (2.9)	33 (3.9)



Tata Tigor	1 (0.8)	1 (0.7)	4 (1.8)	16 (4.6)	22 (2.6)
Nissan Micra	0	2 (1.4)	5 (2.3)	9 (2.6)	16 (1.9)
Any other	7 (5.4)	12 (8.3)	13 (6.0)	21 (6.1)	53 (6.3)
Total	129 (100.0)	144 (100.0)	217 (100.0)	347 (100.0)	837 (100.0)
Chi-square value	73.74**, df = 21, Table Value = 38.9				

** Significant at 1% level.

xiii. Occupation wise brand preferences of Car

Brand Car	Occupation							Total
	Government employee	Industrialist	Private employee	Self-employed	Professional	Agriculture	Others	
Maruti Swift	28 (14.5)	16 (10.6)	16 (9.4)	15 (8.2)	9 (11.5)	4 (8.0)	3 (25.0)	91 (10.9)
Maruti Alto 800	49 (25.4)	44 (29.1)	40 (23.5)	44 (24.0)	18 (23.1)	13 (26.0)	6 (50.0)	214 (25.6)
Hyundai Santro	14 (7.3)	18 (11.9)	16 (9.4)	14 (7.7)	10 (12.8)	5 (10.0)	0	77 (9.2)
Tata tigor	5 (2.6)	-	8 (4.7)	7 (3.8)	4 (5.1)	2 (4.0)	0	26 (3.1)
Nissan micra	0	2 (1.3)	2 (1.2)	0	0	0	0	4 (.5)
Hyundai I 20	18 (9.3)	10 (6.6)	5 (2.9)	11 (6.0)	3 (3.8)	3 (6.0)	0	50 (6.0)
Renault Kwid	6 (3.1)	6 (4.0)	2 (1.2)	11 (6.0)	0	0	1 (8.3)	26 (3.1)
Renault Triber	9 (4.7)	7 (4.6)	14 (8.2)	6 (3.3)	6 (7.7)	2 (4.0)	0	44 (5.3)
Maruti Brezza	9 (4.7)	7 (4.6)	14 (8.2)	6 (3.3)	6 (7.7)	2 (4.0)	0	44 (5.3)
Maruti Baleno	20 (10.4)	9 (6.0)	27 (15.9)	26 (14.2)	13 (16.7)	8 (16.0)	2 (16.7)	105 (12.5)
Any other	38 (19.7)	26 (17.2)	31 (18.2)	39 (21.3)	13 (16.7)	10 (20.0)	0	157 (18.8)
Total	193 (100.0)	151 (100.0)	170 (100.0)	183 (100.0)	78 (100.0)	50 (100.0)	12 (100.0)	837 (100.0)
Chi-square value	76.00, df = 60, Table Value = 79.1							

xiv. Nature of Family and Brand Preferences of Car

Bathing soap	Nature of family		Total
	Nuclear	Joint	
Renault Triber	48 (6.9)	17 (11.9)	65 (7.8)
Nissan Micra	18 (2.6)	14 (9.8)	32 (3.8)
Hyundai i10	16 (2.3)	7 (4.9)	23 (2.7)
Maruti Baleno	103 (14.8)	8 (5.6)	111 (13.3)
Hyundai i 20	73 (10.5)	31 (21.7)	104 (12.4)
Renault Triber	13 (1.9)	-	13 (1.6)
Hyundai Creta	118 (17.0)	7 (4.9)	125 (14.9)
Tata Tigor	29 (4.2)	18 (12.6)	47 (5.6)
Honda Jazz	35 (5.0)	5 (3.5)	40 (4.8)
Maruti Brezza	114 (16.4)	4 (2.8)	118 (14.1)
Any other	127 (18.3)	32 (22.4)	159 (19.0)
Total	694 (100.0)	143 (100.0)	837 (100.0)
Chi-square value	88.76**, df = 10, Table Value = 23.2		



Income and Product attributes of select FMCG products

Car	income (in Rs)	N	Mean	Std. Devi.	Std. Error	f-value	p-value
Hatchback	Below 10000	129	42.11	6.676	0.587	3.674*	0.012
	10001-25000	144	40.33	7.621	0.635		
	25001-50000	217	41.22	9.580	0.650		
	Above 50001	347	39.48	8.887	0.477		
	Total	837	40.48	8.610	0.297		
Sedan	Below 10000	129	43.04	6.124	0.539	14.579**	0.000
	10001-25000	144	45.36	6.759	0.563		
	25001-50000	217	44.41	8.297	0.563		
	Above 50001	347	40.38	10.893	0.584		
	Total	837	42.69	9.202	0.318		
Manual	Below 10000	129	38.13	7.351	0.647	3.259*	0.021
	10001-25000	144	39.79	7.002	0.583		
	25001-50000	217	37.12	9.108	0.618		
	Above 50001	347	37.25	10.063	0.540		
	Total	837	37.79	8.997	0.310		
Automatic	Below 10000	129	39.52	7.267	0.639	12.935**	0.000
	10001-25000	144	41.59	4.976	0.414		
	25001-50000	217	40.31	7.300	0.495		
	Above 50001	347	36.83	11.108	0.596		
	Total	837	38.96	8.986	0.310		
SUZ	Below 10000	129	18.68	4.703	0.414	12.850**	0.000
	10001-25000	144	20.18	3.841	0.320		
	25001-50000	217	19.82	3.444	0.233		
	Above 50001	347	17.76	5.773	0.309		
	Total	837	18.85	4.881	0.168		

xv. Occupation and Product attributes of select FMCG products

Car	Occupation	N	Mean	Std. Devi.	Std. Error	f-value	p-value
Hatchback	Government employee	193	40.62	8.409	0.605	0.377	0.894
	Industrialist	151	40.84	9.071	0.738		
	Private employee	170	40.25	8.262	0.633		
	Self-employed	183	40.66	8.231	0.608		
	Professional	78	40.62	9.523	1.078		
	Agriculture	50	39.40	9.802	1.386		
	Others	12	38.08	5.468	1.578		
	Total	837	40.48	8.610	0.297		
Sedan	Government employee	193	42.51	8.862	0.637	0.444	0.850
	Industrialist	151	43.03	9.237	0.751		
	Private employee	170	42.24	9.476	0.726		
	Self-employed	183	42.52	8.462	0.625		
	Professional	78	44.10	9.746	1.103		
	Agriculture	50	42.54	11.546	1.632		
	Others	12	41.91	7.597	2.193		
	Total	837	42.69	9.202	0.318		
Manual	Government employee	193	37.34	8.663	0.623	0.168	0.985
	Industrialist	151	38.23	8.883	0.722		
	Private employee	170	37.98	9.298	0.713		
	Self-employed	183	37.65	8.871	0.655		
	Professional	78	38.00	9.426	1.067		
	Agriculture	50	37.78	10.214	1.444		
	Others	12	37.83	6.407	1.849		



	Total	837	37.79	8.997	0.310		
Automatic	Government employee	193	38.46	8.980	0.646	0.340	0.916
	Industrialist	151	39.26	9.013	0.733		
	Private employee	170	38.58	9.312	0.714		
	Self-employed	183	39.31	8.599	0.635		
	Professional	78	39.75	8.703	0.985		
	Agriculture	50	38.70	10.544	1.491		
	Others	12	39.58	5.053	1.458		
	Total	837	38.96	8.986	0.310		
SUV	Government employee	193	18.44	4.820	0.346	0.726	0.628
	Industrialist	151	19.03	4.951	0.402		
	Private employee	170	19.01	5.018	0.384		
	Self-employed	183	19.03	4.803	0.355		
	Professional	78	19.19	4.693	0.531		
	Agriculture	50	18.64	5.216	0.737		
	Others	12	16.91	4.144	1.196		
	Total	837	18.85	4.881	0.168		

Null Hypothesis: H_0 There is no significant difference between Income and Product attributes of select Cars.

xvi. Total Variance Explanation

Comp onent	Initial latent value			Extraction Sums of tetragonal Loadings			Rotation Sums of tetragonal Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.995	42.821	42.821	5.995	42.821	42.821	3.024	21.600	21.600
2	1.772	12.658	55.479	1.772	12.658	55.479	2.623	18.736	40.336
3	1.175	8.392	63.872	1.175	8.392	63.872	1.904	13.601	53.937
4	0.907	6.480	70.352	0.907	6.480	70.352	1.893	13.520	67.456
5	0.778	5.558	75.909	0.778	5.558	75.909	1.183	8.453	75.909
6	0.614	4.382	80.292						
7	0.588	4.199	84.491						
8	0.477	3.406	87.897						
9	0.434	3.097	90.994						
10	0.398	2.842	93.836						
11	0.287	2.050	95.886						
12	0.228	1.630	97.515						
13	0.194	1.388	98.904						

Extraction Method: Principal Component Analysis.

5 MAJOR FINDINGS

- The study revealed that Maruti is the most popular Cars brand and it has the highest percentage of consumers who prefer the brand, followed by Hyundai and Renault.
- It has been depicted that Maruti enjoys more loyalty among respondents as its overall consumption is high, i.e., 64 %, as compared to other brands.
- The study revealed a significant difference between demographic variables (age, gender, education, income, occupation, family size, and nature of family) and brand preferences of Hatchback, Sedan, Manual, Automatic, and SUV.
- It has been observed that there is no meaningful relationship between occupation and brand preferences of cars.
- It has been observed that gender, education, income, family size, and family nature are associated with the sources of media through which they have come to know about Cars.
- It was depicted that most of the respondents felt that promotional offers influence the buying of the Car.



- It has been shown that product availability, product range are the factors influencing brand decisions while purchasing the Car, followed by discounts, reviews of other customers, endorsed by celebrity/famous personalities, and Car recommended by the Dealer.
- It has been revealed that the majority of the respondents felt that price is an essential factor which they consider while purchasing the Car.
- The study showed that the majority of the respondents agree that car quality is regarded as an essential factor while buying brands.
- It has been depicted that the consumers of cars strongly agreed that attributes they would consider while buying the Car are color, Range, Mileage, speed, etc.,
- Most of the respondents prefer branded products and felt that the product's price and quality are given the highest priority. It is also found that there is a shift from using not-so-popular brands to popular brands, and thus branding is gaining importance.

6 Suggestions:

- The manufacturers should establish their brands and penetrate all markets to come through the implementation of effective marketing strategies.
- Rural markets are growing in India with diminishing differences between rural and urban India. With the rise in literacy levels and increasing disposable income, the demand for cars is rising. The companies' responsibility is to properly service all the retailers through proper supplies of all its vehicles and provide the critical support system.
- Consumers in rural and urban areas are more inclined towards the quality of the cars which they purchase. Therefore, it is recommended that manufacturers take care of the entire process to produce a good quality product to retain its image in the long term.

7 CONCLUSION

Car production increased in various capacities by market observations, which tend to prepare for new car segment models. Many buying behaviors reference groups influenced the purchase of the cars by a cycle of decision making. The automobile industry was supported with the latest technologies, skilled workforce, excellent direct and indirect investment, and significant growth in the Indian Car consumer market. 1991, 2009, 2011, 2013, 2018, 2020 are critical years in the Indian car market and industry-wise by growing or decreasing due to various direct and indirect factors that influenced the Indian Car market and consumer. The research concludes that consumer awareness about cars has increased, and they can make decisions about which brand to buy and what type of promotions are available in various categories. They make planned purchases of quality cars that are branded from renowned brands. They can collect full information about the Car through television advertisements and shift to other vehicles if not satisfied.

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