

“A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS CAR WITH SPECIAL REFERENCE TO MARUTI SUZUKI NEXA AT TRIPUNITHURA”

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ABSTRACT

The study regarding consumer buying behaviour for cars was made in respect of selected car owners in Cherthala. The area of consumer buying behaviour is one of the most interesting areas because it is concerned with understanding consumer regarding why individual act in certain consumption related ways. There by consumer's preference value has been changing very fast now-a-days.

KEYWORDS: *Consumer Buying Behaviour, Consumer's Preference, Maruti Suzuki*

INTRODUCTION

In this modern world transport play an important role. In all transport, road transport play a vital role in recent years. At present around 80% of passengers use road transport. Road transport helps to connect other means of transport like water, rail and air transport. Road transport helps in trade by way of movement and distribution goods and services from one place to another.

Recent year's world market is looking to explore our road transport by introducing their vehicles to Indian market. It's because of our effective utilisation of road transport and people are largely depends the road transport.

The study regarding consumer buying behaviour for cars was made in respect of selected car owners in Cherthala. The area of consumer buying behaviour is one of the most interesting areas because it is concerned with understanding consumer regarding why individual act in certain consumption related ways. There by consumer's preference value has been changing very fast now-a-days.

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.

OBJECTIVES OF THE STUDY

- To determine the satisfaction level of consumer towards product.
- To know the satisfaction level of customer towards the Customer Service Department.
- To determine the factors influence the buying behaviour of customers.

SCOPE OF THE STUDY

Nowadays, car has become a necessity and an important part of human life. Therefore, there is a significant scope to examine the perception and buying behaviour of the consumers of Nexa cars. The study is restricted to Tripunithura Town. Being economically sound, this area attracts the global car companies along with the national brands. Due to their increasing purchasing power, the people of these areas have started buying cars for business or personal use or the prestige and maintenance of social status. Knowledge of the buying behaviour of the different market segments helps a seller to select their target segment and implement marketing strategies to increase the sales. Advertisers and marketers have been trying to discover why consumers buy premium cars and what other features do they look for in a premium car for fulfilment of their requirements. This study tries to analyse the influence of perception in the consumers' mind and how this information can be used successfully by marketers to gain doorway into the consumer's minds. The scope of this research has a very good future.

RESEARCH METHODOLOGY

A research method is a systematic plan for conducting research. Here survey method is used for conducting research. The Survey method is the technique of collecting data by asking questions to the respondents. A formal list of questionnaire is prepared.

There are mainly two sources of data collection. They are 1. Primary data 2 Secondary data. Here both the sources are used for data collection.

Method of Data Collection

The main tool for collection data is through questionnaire. Questionnaire is a set of printed or written multiple choice questions.

Sample Size

Sample of 50 car users were taken. The data was collected from Maruti Suzuki Nexa showroom.

ANALYSIS OF DATA

The collected data were analysed with the help of simple frequency tables and chart to classify the level of consumer buying behaviour.

LIMITATIONS OF THE STUDY

- The study and research will be limited to Tripunithura locality only and its results cannot be generalized in other ara due to socio-cultural and economic differences.
- The sample taken on convenience basis as respondents so selected are the Maruti Suzuki Nexa car owners only and other segments are ignored. Therefore, results may not be valid for other car segments.
- Dynamic nature of consumer may make this study useless over time and place. Findings of today may become invalid at other point of time.
- Time & budgetary constraints.

DATA ANALYSIS AND INTERPRETATION

Table 1: Annual Income of Respondents

Variables	Number of Respondents	Percentage
2.5-5 L	2	4
5-10 L	19	38
Above 10 L	29	58
Total	50	100

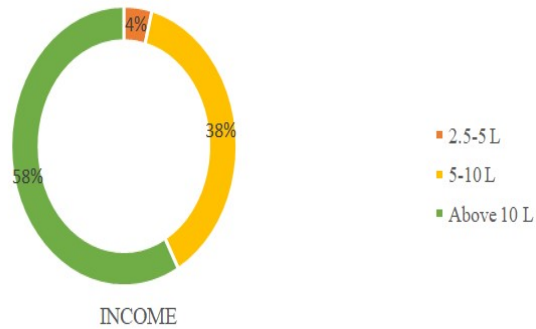


Figure 1

It shows that out of 50 respondents 58% of the respondents have the income level of above 10 Lakhs, 38% of the respondents are in the income group of 5-10 Lakhs, and only 4% of the respondents are in the income group of 2.5-5 Lakhs.

Table 2: Inspiration for Buying the Car

Variables	Number of Respondents	Percentage
Family members	20	40
Friends	14	28
Yourself	16	32
Others	0	0
Total	50	100

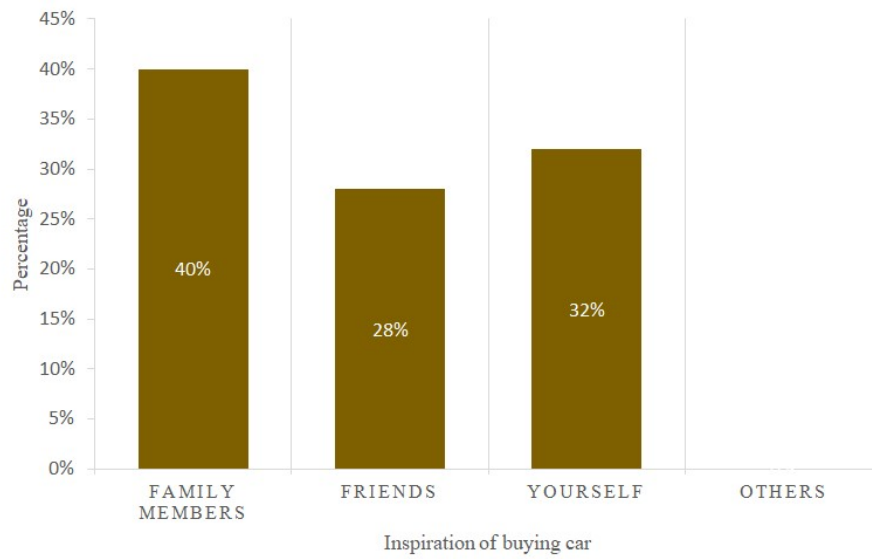


Figure 2

The analysis reveals that family members are mostly inspired for purchasing the car (40%), friends are influenced in purchasing decision by 28% and 32% of the respondents are took decision their self in buying the car.

Table 3: The Factor which Respondents Prefer in Buying Car

Variables	Number of Respondents	Percentage
Brand name	9	18
Service	8	16
Price	4	8
Design	7	14
Mileage	5	10
Performance	2	4
Low maintenance cost	15	30
Total	50	100

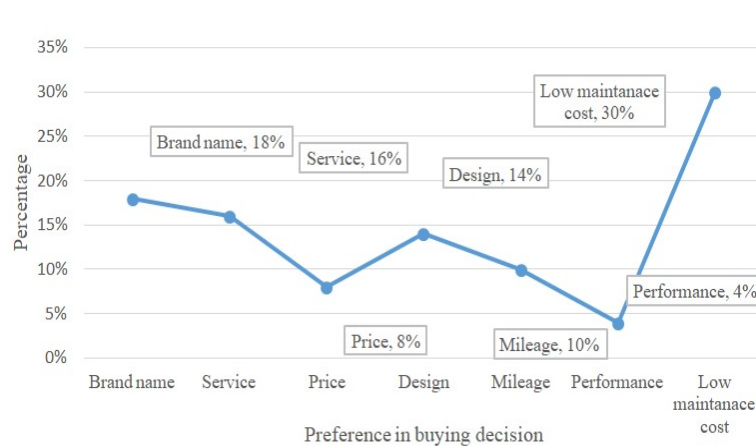
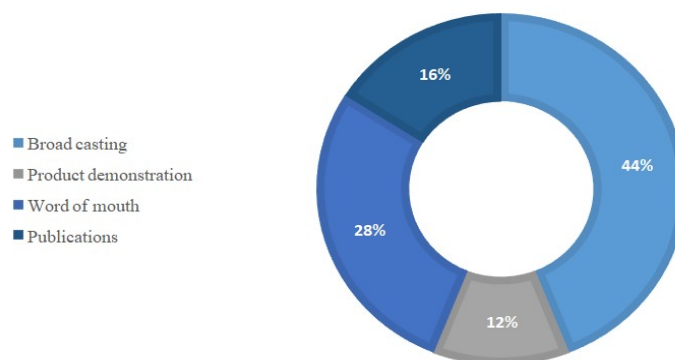


Figure 3

The above analysis shows that 30% of the respondents are buy Maruti Nexa car because of low maintenance cost, 18% for brand name, 16% of the respondents are says that low service cost and good quality is the main reason for purchase the car, 14% are goes for design, 10% says that mileage is the reason, 8% of the respondents says that price is the motivating factor and only 2% are says that performance is the better part of taking buying decision.

Table 4: Influence of Promotional Media

Variables	Number of Respondents	Percentage
Broad casting	22	44
Product demonstration	6	12
Word of mouth	14	28
Publications	8	16
Total	50	100



Influence of promotional media

Figure 4

The study depicts that 44% of the respondents are influenced by broad casting media, 28% of the respondents are buy car by heard a positive comment from other customers, 16% of the respondents says that they are influenced by publications and finally 12% are says that they are buy this car because of product demonstration.

Table 5: Satisfaction Level of Periodic Services

Variables	Number of Respondents	Percentage
Excellent	12	24
Good	27	54
Neutral	11	22
Poor	0	0
Total	50	100

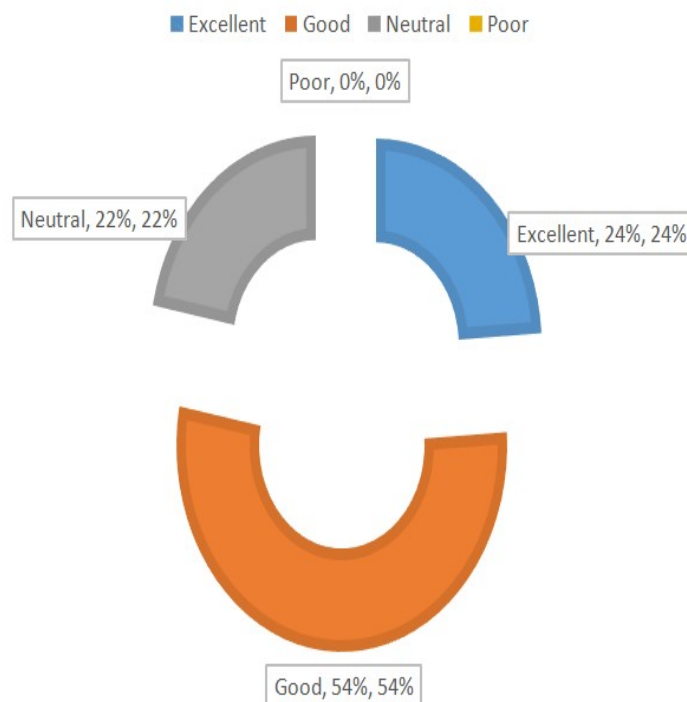


Figure 5

The analysis depicts that 54% of the respondents says that the periodic service of Maruti Suzuki Nexa is good, 24% says that excellent, 22% says that neutral and nothing regards to poor.

Table 6: Satisfaction Level Features Provided in the Car

Variables	Number of Respondents	Percentage
Excellent	11	22
Good	22	44
Average	14	28
Poor	3	6
Total	50	100

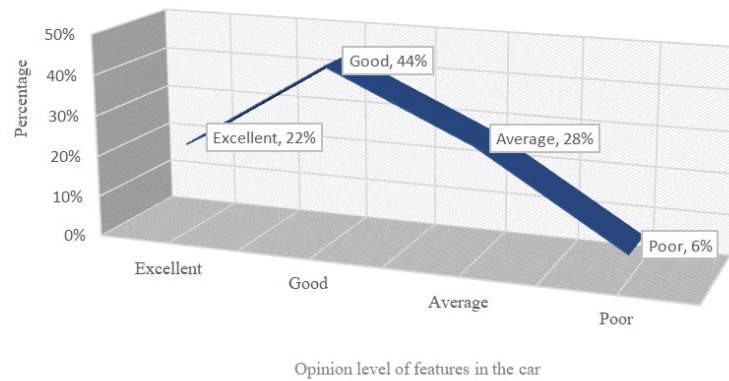


Figure 6

The above analysis depicts that 44% of the respondents says that features in the car are good, 22% says that excellent, 28% says that average and 6% of the respondents opinion that features in the car given is poor.

Table 7: Satisfaction Level of Price of Nexa Cars

Variables	Number of Respondents	Percentage
Highly Satisfied	14	28
Satisfied	28	56
Neutral	7	14
Dissatisfied	1	2
Total	50	100

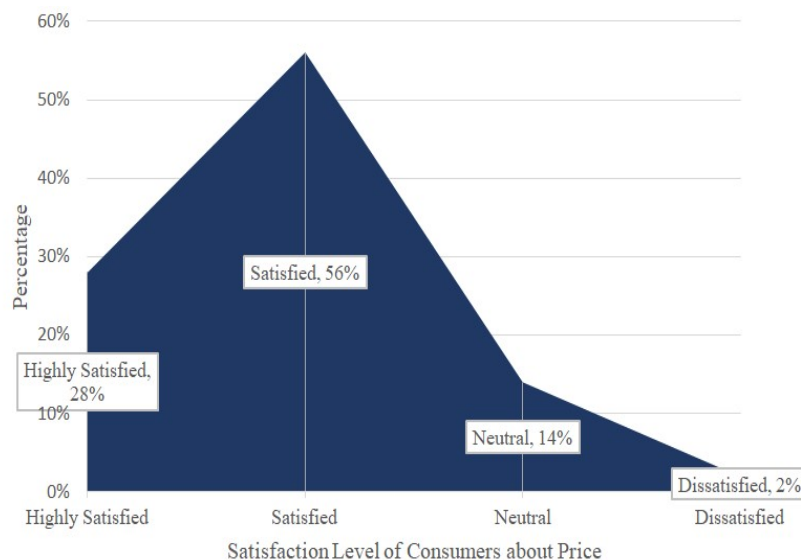


Figure 7

The above analysis depicts that 56% of the respondents are satisfied with the price of vehicle, 28% are highly satisfied, 14% says that as neutral and 2% are dissatisfied with the price of Nexa cars.

RESEARCH FINDINGS, CONCLUSION & SUGGESTIONS

Findings

- 58% of the respondents has the income level of above 10 Lakhs, 38% of the respondents are in the income group of 5-10 Lakhs, and only 4% of the respondents are in the income group of 2.5-5 Lakhs.
- Family members are mostly inspired for purchasing the car (40%), friends are influenced in purchasing decision by 28% and 32% of the respondents are took decision their self in buying the car.
- 44% of the respondents are influenced by broad casting media, 28% of the respondents are buy car by heard a positive comment from other customers, 16% of the respondents says that they are influenced by publications and finally 12% are says that they are buy this car because of product demonstration.
- 44% of the respondents says that features in the car are good, 22% says that excellent, 28% says that average and 6% of the respondents opinion that features in the car given is poor.
- 54% of the respondents says that the periodic service of Maruti Suzuki Nexa is good, 24% says that excellent, 22% says that neutral and nothing regards to poor.
- 56% of the respondents are satisfied with the price of vehicle, 28% are highly satisfied, 14% says that as neutral and 2% are dissatisfied with the price of Nexa cars.

Suggestions

Here the researcher try to make some suggestions to overcome the demerits noticed based on the response of respondents.

- Some of the respondents are opinion that the features are provided by Nexa is not up to the expectation level. So, company can provide additional features in the base level in premium segment cars.

- Only 4% are attracted with the performance of Nexa cars. So, company should take necessary steps to improve the performance level.
- 22% of the respondents are not that much satisfied with periodic services, they opinion as neutral, that does not mean they are satisfied. Company should take care of that issue.

CONCLUSIONS

The global automobile industry is a key sector of the economy for every major country in the world. The industry continues to grow, registering a 30 percent increase over the past decade (1995-2005) (Source: OICA). A number of premium car brands competing with each other have left the consumer with a large no. of alternatives to choose. The presence of large number of alternatives in this segment is the important factor in studying the consumer behaviour. The data collected and analysed to bring profitable insights for the marketers. The rising disposable income levels, technological advancements have compelling effects on the marketers to now concentrate on a wide variety of factors demonstrated by the target consumers. Marketers have to come out with innovative promotional strategies to attract this segment of the consumers. Hopefully the marketer will find the present study useful and logical for tapping the consumers at Tripunithura. The goal is to present the analysis of consumer behaviour so that the marketers can concentrate on the right track to tap the market by keeping in mind the findings of the study. By understanding these underlying factors associated with consumer behaviour, policies can be designed on the desired lines and also implemented them smoothly so that the researched area begin to reap their full potential.

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