

A STUDY ON CUSTOMER PREFERENCE TOWARDS HEAVY COMMERCIAL VEHICLE WITH REFERENCE TO ASHOK LEYLAND

Hitler .S¹ & R. Hari Das²

¹Research Scholar, Periyar University, Salem, Tamil Nadu, India

²Assistant Professor & Head, Department of Business Administration, Government Arts College, Sathyamangalam, Tamil Nadu, India

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ABSTRACT

The fundamental goal of this study is to decide the customer preference when purchasing Heavy commercial Vehicle with different qualities like Mileage, Performance, Serviceability, Resale value, Availability of extra parts, Comfort, Technology, Discounts, Down Payment and to know which of the above attributes compliment more to build the offers of the company. The duration of his study was between the months of February – March 2018. The investigation depends on essential information that was gathered from respondents using well- structured questionnaire. Buyers of Heavy Commercial Vehicles in the Hosur city were incorporated for this study. Simple Random Sampling method is adopted and 143 respondents were incorporated for this study. The information was examined utilizing percentage analysis, Correlation analysis and Regression analysis. The outcome uncovered that the customer preference affects the traits that construct trust in expanding company sales. It has been discovered that the variables like stacking capacity, Performance Safety, Resale Value, Serviceability, Warranty plays very important role in preference of the Heavy commercial Vehicle.

KEYWORDS: Heavy Commercial Vehicles, Customer Preference, Attributes, Increase Sales

INTRODUCTION

Customer preferences are defined as the subjective (singular) tastes, as estimated by utility, of different heap of merchandise. They enable the consumer to rank these groups relying on the quantum of utility determined by their consumption. It is to be noticed that preference is independent of income and prices. One's capacity to buy isn't a determinant factor one's likes or dislikes. Consumer preference is the establishment of customer request. How high the costs will, be, what will be the response of consumer by change in value, how much the consumer will pay and as needs be benefit depends upon understanding of consumer behavior.

Customer preferences over Heavy commercial Vehicles would be founded on different variables that are chosen by the customers' according to the requirement. There are different components that would be considered if there should arise an occurrence of buying of a Heavy commercial Vehicle. The components, for example, benefit quality, Delivery time, Customization, Strong Relationship Management, Accessibility, Comfort, Availability of vehicles, Latest Technology and Resale Value may be the key explanation behind the customer preference of the Heavy commercial Vehicle.

SATATEMENT OF PROBLEM

The world is changing quickly and furthermore the buying behavior of consumer. Since the preferences of different items are chosen by their own highlights, it is particularly fundamental for the companies to comprehend what those highlights are impacting consumers buying behavior. The automobile industry is an extremely aggressive area as assortment of their market to manage in the opposition. Here evaluating different components which impacts the customers are resolved alongside the service level should be conveyed. Along these lines this examination has been led to discover the Customer Preference towards Heavy commercial Vehicles and to know the respondents issues towards Heavy commercial Vehicles.

OBJECTIVE OF THE STUDY

- To discover the customer preference towards the Heavy Commercial Vehicle
- To figure out which is the most attractive for purchasing Heavy Commercial Vehicle?
- To distinguish the elements which influence consumer decision making process
- To examine relationship between demographic variables and different attributes of Heavy Commercial Vehicle
- To recognize possible region of change in Heavy Commercial Vehicle

REVIEW OF LITERATURE

Schiffman and Kanuk (1997) Consumer behavior is a study of the process concerned when people choose, purchase, use or eliminate products, services, ideas or experiences to satisfy wants and needs.

Arjun Chowdhri (2006) has remarked that brand commitment is an important determinant in buying behavior for customers.

Mandeep Kaur and Sandhu (2006) tried to find out the important features a customer might consider while purchasing a new car. The respondents recognized that safety and comfort were the most important features of the passenger car followed by luxuriousness.

Mousavi (2006) in their study also showed that at present factors such as income and its changes, occupation, gender affect the purchase of Iran Khodro cars more than any other variables under study.

Gaedebe (2007) identified brand name, pricing and distributors reputation as the most important factors to determine brand equity of different models of cars.

Satya Sundaram (2008) analyzed how the competition makes the automobile manufacturer to launch at least one new model or a variant of the model every year. This survey also pointed out that diesel cars are becoming popular in India and the announcement of reductions in excise duties by the government has helped to some extent to boost the demand.

Clement Sudhakar and Venkatapathy (2009) examined the power of peer group in buying Automobiles with reference to Coimbatore District. It was also found that the influence of friends is higher for the purchase of small sized and midsized cars.

Timothy J.Ross (2010) has given the concepts of fuzzification and defuzzification to identify the key issues in the perfect way by giving the due weight age to the parameters.

Anuj Kumar Kanojia (2011) in his article explored the impact of consumer preference on sales of two wheeler in urban areas of India. However, the study also showed that urban and rural regions have different preferences when it comes to selecting the vehicle model.

Kerav Pandya & H.J.Jani (2011) the topic for the research was that satisfaction among two-wheelers users and the findings was that factor that affect consumer purchase is style and power.

All Nasr Esfahair (2012) has analyzed the psychological factors on consumers buying behavior

Rao and Kumar (2012) revealed from the study that majority of customers are satisfied with the safety, dealer service, customer relationship and availability of spares.

Yee, San et. al (2012) instead of brand, consumers' focused more on perceived quality for the product which includes reliability, durability and maintenance factors.

Zeenat Ismail et al (2012) have compared a preferred solution between global brand and local brand. It was designed to find out the buying behavior patterns. The results revealed that most important factors that influence a consumer's final decision are the price and quality of the product.

Beena John & S.Pragadeeswaran (2013) the topic for the research was that Preference towards small cars and the findings was that Demographic variables involved and influenced customer's preferences and price quality that influenced customer for purchasing cars.

Ameer Asra Ahmed et. al (2014) the topic for the research was that satisfaction level and customer preference towards Royal Enfield and the findings was that younger's are more prefer Royal Enfield and bulled: and they are satisfied with overall performance.

RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. This research follows the survey research methodology based on previous research in related area; a questionnaire was constructed to study the customer preference towards Heavy Commercial Vehicles in Ashok Leyland. After pilot testing the questionnaire was administered to 143 respondents who own the Heavy Commercial Vehicles. Here was take minimum age as 19 years. The data was obtained through the use of structured questionnaire and the method used is Simple Random Sampling Method. The data were analyzed with percentage method, correlation, regression analysis. Charts and tables are also prepared with help of excel.

FINDINGS

In the present scenario, Preference among customer for selecting a Heavy Commercial Vehicle is different from one person to other person, so to understand preference of different customer dimensions like performance, mileage, technology, and down payment, spare parts are used in this study.

Source: Primary data

Above table-1 shows that out of 143 respondents the education level of most of them falls Post graduation level with the percentage of 31.5%, the age of respondents who own Heavy Commercial Vehicle mostly falls under above 60 years of

Table 1: Percentages Analysis of Demographic Variables

Variable	Category	Percentage
Education	10th	15.5
	12th	19.5
	Diploma	13.7
	UG	19.8
	PG	31.5
Age	20-40years	32.7
	40-60 years	29.2
	> 60 years	38.2
Gender	Male	95.9
	Female	4.1
Residence	Rural	15.7
	Urban	84.3
Income	2-5 lakhs	48.7
	8-10 lakhs	51.0
	>10 lakhs	0.3

Source: Primary data

Above table-1 shows that out of 143 respondents the education level of most of them falls Post graduation level with the percentage of 31.5%, the age of respondents who own Heavy Commercial Vehicle mostly falls under above 60 years of age with the percentage level of 38.2%, out of 143 respondents who own Heavy Commercial Vehicles were men with the percent level of 95.9% as compared to women in the city and the respondents mostly live in urban area with the percentage level of 84.3% as compared to the rural area. The income level of the customers mostly falls between 8-10 lakhs per annum with the percentage level 51% and the remaining falls under 2-5 lakhs per annum.

Table 2: Relationship between Educational Qualification and Income of the Respondents

Correlation	Education Qualification	Income Per Annum
Education Qualification	1	0.897

Above Table 2 shows that there is a significant correlation between the Education qualification of consumers with the Income level, since the p-value less than .05. If it is looked at the Pearson Correlation value of 0.897, which shows the strong relationship between education qualification and Income per annum. Reject Null Hypothesis i.e., there is a significant relationships between education qualification and Income level.

Table 3: Relationship between Educational Qualification and Brand of the Vehicle

Correlation	Education Qualification	Brand of the Vehicle
Brand of the Vehicle	1	0.920

Above table 3 shows that there is a significant correlation between the Education Qualification of consumers with the brand preference, since the p-value less than .05. The Pearson Correlation value of 0.920 shows the strong relationship between education qualification and brand preference. Reject Null hypothesis. i.e., there is a significant relationship between the Education qualification and Brand preference.

Table 4: Relationship between Nature of Residence and Brand of the Value

Correlation	Nature of Residence	Brand of the Vehicle
Brand of the Vehicle	I	0.398

Above table 4 shows that there is a significant correlation between the Education qualification of consumers with the Brand preference, since the p-value less than .05. The Pearson Correlation value of 0.398 shows the weak relationship between Nature of the Residence and Brand preference. Reject Null hypothesis i.e., there is a significant relationship between the Nature of Residence and Brand preference.

Table 5: Percentage Analysis for Brand of the Vehicle

Particulars	Frequency	Percentage	Cumulative frequency
Ashok Leyland	93	65.03	65.03
Eicher	14	09.79	74.82
Tata	36	25.18	100.00
Total	143	100.00	

Source: Primary Data

From the above table 5, it is inferred that out of 143, 65.03% respondents purchased vehicles from Ashok Leyland, 09.79% respondents purchased vehicles from Eicher motors, and 25.18% respondents purchased vehicles from Tata motors in Hosur City. Here most of the respondents purchased Heavy Commercial Vehicles from Ashok Leyland rather than other brands.

Table 6: Percentage Analyses for Technology

Particulars	Frequency	Percentage	Cumulative Percentage
Unimportant	33	23.07	23.07
Neither Unimportant Nor Important	65	45.45	68.52
Important	21	14.69	83.21
Important	24	16.79	100.00
Total	143	100.00	

Source: Primary Data

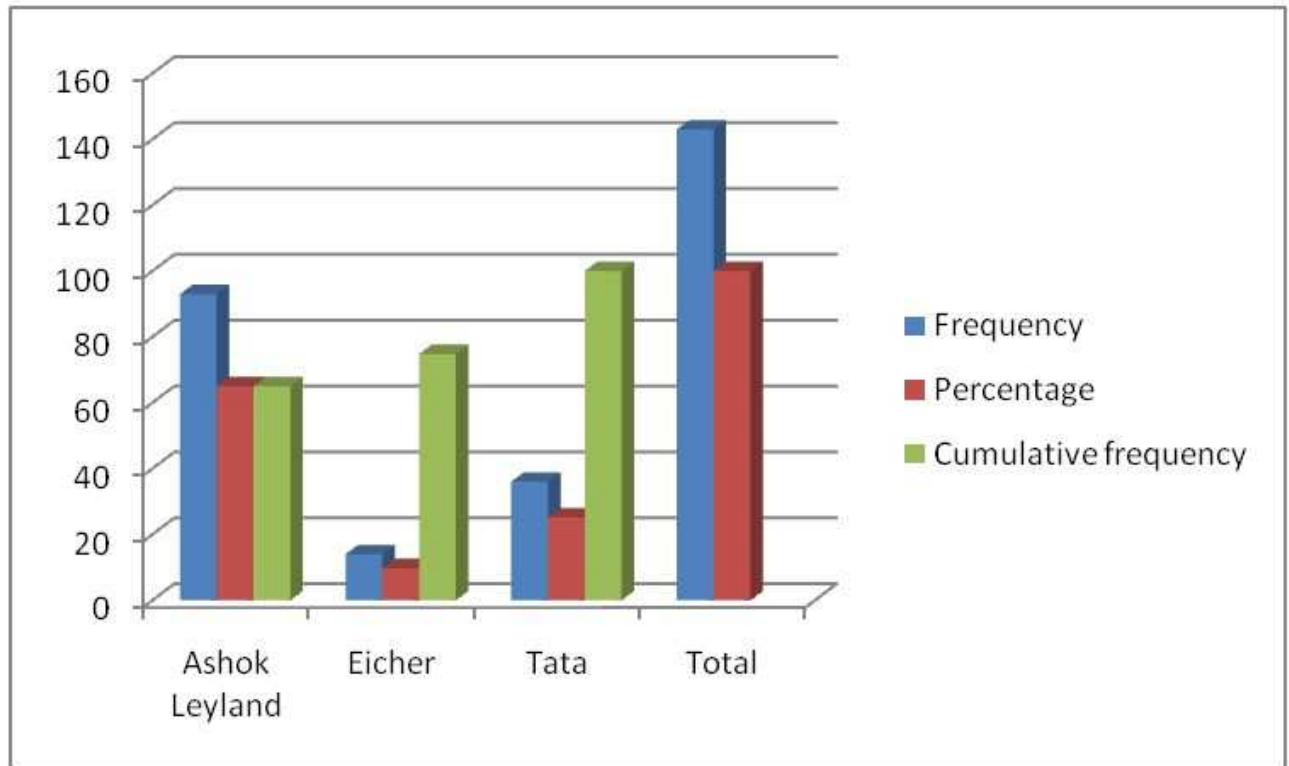


Figure 1: Percentage Analysis for Brand of the Vehicle

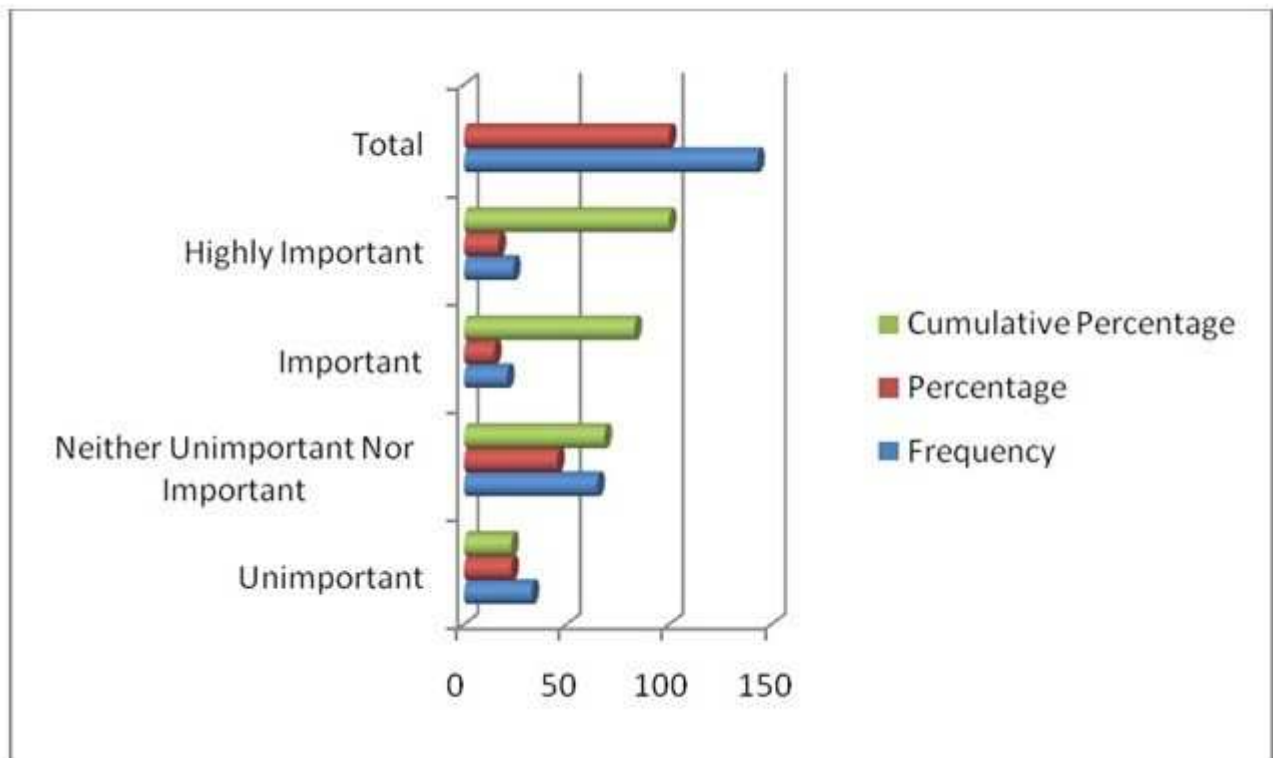


Figure 2: Percentage Analyses for Technology

From the above chart 2 depicts that out of 143 respondents, 23.07% consider the attribute Technology as unimportant, 45.45% consider the attributes Technology as neither important nor unimportant, 14.69% consider the attribute Technology as important, 16.79% consider the attribute Technology as highly important. Here most of the respondents consider Technology as neither important nor unimportant attribute when preferring the Heavy Commercial Vehicle.

Table 7: Relationship between Attributes and Preference in Brand of the Vehicle

Variables	Significance	Hypothesis
Mileage of the Vehicle	0.000	Ho is rejected
Performance of the Vehicle	0.000	Ho is rejected
Serviceability of the Vehicle	0.013	Ho is rejected
Resale Value for the vehicle	0.000	Ho is rejected
Availability of the Spare parts	0.000	Ho is rejected
Technology of the vehicle	0.000	Ho is rejected
Loading Ability of the vehicle	0.000	Ho is rejected
Down Payment for the vehicle	0.000	Ho is rejected
Safety of the vehicle	0.081	Ho is accepted

Above table-6 shows that outcome of relationship between various attributes like Mileage, Performance, Serviceability, Resale Value, Spare parts, Technology, Loading Ability, Down Payment are important reason for Preferring the Heavy Commercial Vehicle. So the dependent variable brand of the vehicle has influenced several independent variables like Mileage, Performance, Serviceability, Resale Value, Spare parts, Technology, Loading Ability, Down Payment but the attribute between safety has not influenced the brand. Based on the above analysis it is inferred that there is a significant relationship between these independent attributes and the dependent variable brand of the vehicle.

SUGGESTIONS

The study reveals that most of the respondents in the Hosur city who purchase Heavy Commercial Vehicle have their education up to post graduation level with 31.5% the age of respondents who owns Heavy Commercial Vehicle majority falls under above 60 age with 38.2% adding to that most of them are male respondents and the nature of their residence is in the urban area with 84.3%, with the help of correlation analysis it is inferred that there is strong relationship between Education qualification and brand of the vehicle, Income of the respondents. From Regression analysis it is inferred that the dependent variables brand of the vehicle depends on several attributes like mileage, performance, serviceability, loading ability, resale value, spare parts, and down payment which are known to be independent variables.

Based on information and understandings, the accompanying recommendations can be made, the technology implementation in the vehicle can be enhanced and above all the sales representative must emphasize the significance of the technology to the customer as far as use, at that point the safeness of driving the vehicle must be considered as an imperative

factor with the end goal that the driver can have more sure while carrying loads.

CONCLUSIONS

Ashok Leyland doing on its mileage, execution, agreeable ride, after sales services and wide accessibility of extra parts subsequently expanding the offers of the company and the majority of buyers are fulfilled if there should be an occurrence of contact with the sales persons, their ability to share the data about the item and the contributions given to the customer at the time of purchase. So with every one of these elements the preference of the customer towards Heavy Commercial Vehicle has been resolved which is exceptionally valuable for the company to increase their sales and to increase their market share in India.

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