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A Study to Determine the Requirements by the Customer to Purchase An Automotive Vehicle

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ABSTRACT: The purpose of this research is to identify the factors that are crucial to car buyers at different stages of the buying process. The significance of safeguards is the specific topic of this study. The availability of both domestic and foreign brands, as well as the rising pre- and post-sale demands of customers, has created a fiercely competitive market in which the automobile industry must now struggle for survival. As a result of their combined consequences, the demand for automobiles has been steadily rising in recent years. All those who had expressed an interest in buying a car in the near future were sent the survey. The research team contacted 150 clients who did not currently own a vehicle made by Volkswagen, Hyundai, Maruti, or Honda to conduct their study. This was done to facilitate the research team's inquiry. This action was taken to gather information from those without cars who might be interested in purchasing one. Both primary and secondary sources were used to construct the study's findings and draw its conclusions. The purpose of the Chi-Square test was to identify whether or not there were statistically significant variations in the ways in which the respondents approached the buying process. This was done so that differences may be examined for statistical significance. However, statements with findings that are deemed untrustworthy are those whose value is more than what was anticipated. The following is a list of numbers that were discovered to be larger than the assumed value: Factors including pre- and post-sale regulations, as well as the vehicle's aesthetics, usability, and perceived value, have all been found to influence a buyer's decision to purchase a certain vehicle. These elements influence the buyer's decision to purchase the car. All of these factors have a role in shaping the customer's valuation of the vehicle. Among the local manufacturers, Hyundai and Volkswagen are rapidly becoming household names. This holds especially true when thinking about the rivalry they face from other producers.

KEYWORDS: Customers, Kruskal-Wallis test, Hyundai, Volkswagen, Automobile, Need of customer

I.INTRODUCTION

Consumers are the primary force that drives the modern market since it is up to them to pick which products and services they will acquire and which ones they will not purchase. Corporations are unable to utilise coercion or any other form of pressure to compel customers to buy their products because of the power dynamic that exists in the market. This prevents them from being able to force customers to buy their goods. Because the customer holds all of the power in the market, this is the result. It is vital to have knowledge of the various types of information that are most significant to customers, as well as the methods that customers use to decide their preferences and likes in terms of how they spend their time. This knowledge is required in order to successfully run a business. This is as a result of the fact that customers use the length of time they spend to determine their preferences and inclinations in terms of taste and preference. As a direct result of this, it is of the utmost significance for the company to proceed with the utmost caution throughout the entire process of presenting the product as well as the subsequent phases of product development. This is of the utmost significance because it is of the utmost significance for the company to proceed with the utmost caution throughout the entire process. Because of the extreme relevance of this, this is of the utmost significance. This is the reason why this is of the utmost significance. In this day and age of increasing globalisation, traditional marketing is being replaced by something that is being referred to as sensory marketing. The practise of appealing to the customer's senses in order to influence the consumer's perception, decision-making, and behaviour is referred to as "sensory marketing," and it involves making an appeal to the customer's senses. It is possible that using subconscious triggers that appeal to all five senses would be a strategy that is not only simpler to put into action, but also has a greater chance of being successful in engaging customers. This is because subconscious triggers are more powerful than conscious triggers. In addition, these sensory triggers have the potential to contribute to the customers' own self-generation of (desirable) brand features, as opposed to those brand traits that are verbally presented by the marketer as a selling point for the product. This is in contrast to those brand traits that are presented as a selling point by the marketer as a selling point for competing products. This stands in contrast to the characteristics of the competitor brands that are highlighted by the marketer as a point of differentiation for their products. The following is a concise explanation of sensory



marketing, both from a theoretical and scientific point of view: In order to have understanding of these sensory triggers, one must have a firm grasp of the connection between customer behaviour and feeling and perception. This is essential in order to gain an understanding of how their systems function (Aradhana, 2012). According to Iona and Domen (2013), if a consumer demonstrates any amount of reluctance to purchase a product at any step of the purchasing process, this could lead to the rejection of the product and produce some level of concern for the company in some capacity. [Citation needed] This is true irrespective of the stage that the customer is currently at in the buying process. [There is probably more than one citation for this] According to the findings that were discovered by Stuart et al. (2013), customers are found to develop a version of premium brands that is presumably unique and consistent with who they are throughout the course of time. This knowledge of luxury brands reflects not only the customers' subjective and sensory conceptions, but also their opinions about what is moral and aesthetically acceptable as well as what is pleasing to the senses. The discourse surrounding luxury brands makes use of strategic juxtapositions between normatively positive (ideal) and normatively negative (problematic) categories, which are paradoxically interdependent on one another. These juxtapositions are intended to highlight the inherent contradictions between the two types of categories. The purpose of these juxtapositions is to bring attention to the inherent contradictions that exist between the two different types of categories. These juxtapositions are being used with the intention of drawing attention to the inherent discrepancies that exist between the two distinct kinds of categories. These juxtapositions are being used with the purpose of calling attention to the fundamental differences that exist between the two different kinds of categories that are being discussed in this article. Consumer perspectives on issues relating to unethical marketing behaviour on the part of companies are influenced not only by cultural influences but also by the repercussions of a lack of confidence in such firms. This is because unethical marketing behaviour on the part of companies is considered to be unethical when consumers do not trust the companies. There is a contribution from cultural factors, but an even more important contribution comes from the consequences of a lack of self-confidence. A contribution can be made by cultural factors, but an even more major contribution might be made by the effects of a lack of self-confidence. It specifically investigates the role that cultural orientation plays in the formation of consumer ethical ideology; the link between the consumer's ethical ideology and his or her perceptions regarding the unethical marketing behaviour of firms; the effect that perceived unethical marketing behaviour has on trust in firms; and the moderating role that gender, age, and education of the consumers play in the relationship between consumer ethical ideology and perceived unethical marketing behaviour of firms. [Citation needed] [Citation needed] [Citation needed] [Cit (Leonidas et al 2013). According to Marylyn and Ahmed (2001), subjects such as social responsibility and ethics in marketing offer challenges that are inherently difficult to resolve. In addition, after years of research, marketers are still unable to reach a consensus on the question of whether or not it is more helpful to take a socially responsible approach to the activities that are associated with marketing. This is a contentious issue among marketing professionals. Customers place a great amount of emphasis on the ethical principles that are upheld by the businesses in which they choose to deposit their money, and those customers give these principles a high level of importance in return. Customers can be encouraged to engage in purchase behaviours that are helpful to society if businesses engage in ethical marketing activities. These practises give businesses the opportunity to influence customers' purchasing decisions. One example of this kind of action is giving something back to the community in the form of donations or volunteer work. There is a direct correlation between ethical marketing and the empowerment of customers, and businesses that engage in ethical marketing will be able to keep their competitive edge in the market for a longer period of time if they do so. This is because there is a direct correlation between ethical marketing and the empowerment of customers. In addition to this, there is a direct connection between ethical marketing and the enhancement of a customer's sense of agency (Deirde et al, 2006). Chris and Matthew (2013) made the observation that in order to drive the quantity of new services that are necessary for a greater success rate, a different organisational culture, and more specifically an e-learning culture, is required. Chris and Matthew also noted that in order to drive the quantity of new services that are necessary for a greater success rate, an e-learning culture is required. Chris and Matthew both noted that an e-learning culture is particularly necessary in order to raise the number of new services that are required for a higher success rate. Chris and Matthew both mentioned that an e-learning culture is particularly vital in order to improve the success rate. There is a good chance that making use of a new service development (NSD) capacity will prove to be of significant aid in both of these aspects of new service development performance. This is due to the fact that these two dimensions of new service development performance are interrelated with one another. The phrase "new service development" (often abbreviated as "NSD") refers to the process of creating new services. The quantity and quality of the contributions made by NSD will, in turn, have an effect not only on the amount of the monetary contribution that NSD makes but also on the quality of the contributions made by NSD. The extent to which an organization's culture, competencies, and strategic direction are correctly related has a significant impact on the level of success an organisation achieves as a whole. According to Scott and David (2000), businesses that are able to demonstrate environmental stewardship have a competitive advantage over their contemporaries in terms of their propensity to succeed in a given market. This is as a result of the fact that responsible environmental management is viewed as a show of social responsibility on the part of enterprises.

In addition, consumers have a significant concern for the natural world and place a high value on incorporating environmentally responsible behaviours into their day-to-day routines in order to minimise the negative effects that they have on the natural world (Elena and Eva, 2006). Consideration of a company's social responsibility should also be given due to the fact that this aspect contributes to the development of a customer identity and is inextricably linked to the degree of satisfaction that customers report experiencing as a result of their interaction with a product or service (Andrea et al, 2013). Cova (1996) made the observation that in the period of post-modern marketing, functional distinctions between items or services are going away, and purchasers concentrate more on the image of these things than they do on the actual functioning of these things when making their buying choices. In other words, buyers are more concerned with how these things look than how they actually work. To put it another way, customers place a higher priority on the outward appearance of a product than they do on its practicality. In a culture that already has an abundance of material things, the image and the product are both transitioning into the roles that will be most vital to their success in the future. Because of this, the image can become a source of competitive advantage that is unrelated to the development of new technologies. In post-modern marketing, it is vital to determine the cultural connotations and representations that are intended to be linked with the product in question. This is done so that consumers will be more inclined to purchase the product in question. This is what post-modern marketing intends to do. Because of the close relationship that exists between the two, image marketing and branding, which is also frequently referred to as brand management, are inextricably intertwined. This is because of the strong connection that exists between the two. Branding has taken on a more significant role in the field of post-modern marketing as a result of the growing significance of branding in this type of marketing. Customers are not only a target for image marketing in postmodernism; rather, they are an active connection in the continuous production of meanings for a company. Postmodernism views customers as an active link in the production of meanings. In postmodernism, the consumers are the focus of image marketing strategies. In postmodernism, the consumers are the focus of image marketing strategies. There is a good probability that this would be labelled as experience-based marketing, which is a type of advertising that promotes engagement, connectivity, and individuality within its target population. There is a good chance that this would be categorised as experience-based marketing. If it becomes impossible to divide the market into distinct but comparable subsets, then the only option left is to personalise communications with each individual customer by making use of a variety of information technology platforms. This will be the case if it becomes impossible to divide the market into distinct but comparable subsets. If it ends up being unable to segment the market into different subgroups that can be compared to one another, this is what will happen. Stephen et al. are the ones who introduced the concept of "fit" to the attention of the general public for the very first time (2009). This was done taking into account the characteristics of the individuals involved, the requirements of the activity, and the setting in which it was carried out. When there is a good match between the requirements of an elderly consumer and the options that are available to them, the consumer may rely on their extensive knowledge and experience to compensate for the influence of any age-related changes in their abilities and resources. This is the case when there is a good match between the requirements of an elderly consumer and the options that are available to them. Consumers who are older have a greater understanding of the necessity of modifying their decision-making processes in order to deal with circumstances in which the level of fit is only partially satisfactory. This is because older customers have more life experience than younger ones do because older customers have lived longer. We examine these consumer adaptations and suggest a number of research topics linked to the mechanisms that underlie them in order to make a contribution to a greater understanding of how these consumer adaptations might lead to more successful consumer decision-making for older persons. Our goal is to contribute to a greater understanding of how these consumer adaptations might lead to better consumer decision-making for older persons. Our objective is to make a contribution to a clearer understanding of how these consumer adaptations might lead to improved consumer decision-making for people of a more advanced age. Our goal is to make a contribution to a better understanding of how these consumer adaptations could lead to improved consumer decision-making for people of advanced ages, and this will be accomplished by contributing to a clearer understanding of how these consumer adaptations could affect consumers. As a consequence of this, we will be in a position to make a contribution toward the accumulation of a more extensive body of research about the manner in which the aforementioned consumer adaptations may lead to improved consumer decision-making for people of a senior age demographic. A client's perception of affiliation with a service provider can be affected by a variety of elements, including the consumer's level of motivation, the degree of confidence that they demonstrate, and the degree to which they wish to engage in a relationship with the service provider. This sense of belonging may be to the advantage of both of us in the long run. The extent to which a customer believes they are linked with a business has a direct influence not only on the degree to which that customer is connected to the company, but also on the client's total level of fulfilment in the context of that connection. Because the desires of customers have an indirect influence on their intentions to continue being customers, it is not safe for service managers to automatically assume that customers' conscious decisions to take part in relationships will always result in loyalty to those relationships. This is because the desires of customers have an indirect influence on the intentions of customers to continue being customers. This is due to the fact

that the wishes of consumers have an indirect influence on the length of time they intend to continue being customers. The desires of customers have an indirect impact on their plans to continue being customers due to the following reasons: The needs of consumers have an indirect influence on the decisions that consumers make regarding whether or not they will continue to be consumers (Maria et al, 2013).

1.1 INDIAN AUTOMOBILE SECTOR AT A GLANCE

The production of automobiles reached a total of 22.93 million units between April 2021 and March 2022, according to figures provided by the automobile manufacturing industry. This number accounts for automobiles designed for transporting passengers as well as goods, as well as three-wheelers, two-wheelers, and quadricycles. India holds a prominent position in the global market for heavy vehicles as a result of the fact that it is the largest producer of tractors, the second-largest manufacturer of buses, and the third-largest manufacturer of heavy trucks. In India, the market for two-wheelers was responsible for 76% of the country's total market share, while the market for passenger vehicles held only 17.4% of the country's total market share. The passenger car market is dominated by the sales of automobiles that are classified as either small or midsized. From April 2021 to March 2022, exports of passenger vehicles climbed from 404,397 to 577,875 units, while exports of commercial vehicles increased from 50,334 to 92,297 units during the same time period. During the same time period, the number of three wheelers exported climbed from 393,001 to 499,730 units, and the number of two wheelers exported increased from 3,282,786 to 4,443,018 units.

- At the moment, the automotive sector is responsible for 7.1% of India's overall GDP and 49% of its GDP from manufacturing.
- It is anticipated that the EV market will expand at a compound annual growth rate of 49% between the years 2022 and 2030, and that yearly sales would reach 10 million units by the year 2030. By 2030, the electric vehicle sector will be responsible for the creation of 50 million jobs directly and indirectly.
- An estimated market size of \$50 billion would exist for the financing of electric vehicles in the year 2030. This represents almost 80% of the size of India's retail automotive finance business, which is now valued at \$60 billion.
- It is anticipated that the passenger car sector in India would have growth of 16% in FY23.
- The market for trucks in India is projected to increase by a factor of more than four by the year 2050. It is anticipated that the number of trucks would more than quadruple, going from 4 million in 2022 to around 17 million vehicles by 2050.
- The automotive industry in India is now valued more than 222 billion dollars, accounts for 7.1% of India's gross domestic product, and produces 8% of the country's total export. Furthermore, it is projected to become the third biggest in the world by the year 2030.

II.OBJECTIVE OF THE STUDY

The research was carried out with consideration given to the purchasing process undertaken by consumers, having the following objectives in mind

- To get a better understanding of the reasoning that went into the buying of the car.
- To gain an understanding of the search process for product information from the point of view of the customer.
- To conduct an investigation into the fundamentals that form the basis of product evaluation.
- To have a comprehension of the driving forces that are behind the acquisition of a motor vehicle.
- In order to inquire about their experience following the completion of the purchase.

III.METHODOLOGY

The field work for the study was carried out in the metropolitan area of Chennai, which can be found in the Indian state of Tamil Nadu and is part of the larger nation of India. In order to accomplish the goals of this study, a total of 150 people who are contemplating the acquisition of an automobile manufactured by Volkswagen, Hyundai, Maruti, or Honda but have not yet done so were contacted. These folks have indicated that they are considering making a purchase of this kind. These customers have not yet purchased a vehicle from the dealership nor have they placed a reservation for one of the vehicles currently in stock there. The responses of the twenty people who filled out the questionnaire, on the other hand, were not accepted because they contained fraudulent information or information that was missing. This occurred as a result of erroneous information being provided in the questionnaire. An immediate and direct consequence of this was the selection of a total of one hundred thirty different customers for the purpose of carrying out an analysis of the data. As a direct consequence of this, the research sample consists of 130 clients, with 42 clients coming from North Chennai, 27 clients coming from South Chennai, 40 clients coming from East Chennai, and 21

clients coming from West Chennai. For instance, the sample has 31 people who own Honda automobiles, 32 customers of Hyundai automobiles, 32 owners of Maruti automobiles, and 33 owners of Volkswagen automobiles. Additionally, the sample contains 34 consumers of the Maruti brand of automobiles. The research draws on a wide variety of primary and secondary sources of information in order to compile its findings and develop its conclusions. The Chi-square test was done so that it could be determined whether or not there were significant differences between the respondents on the various aspects of the process of making a purchase. This was done so that it could be determined whether or not there were significant differences between the respondents.

CHI – SQUARE TEST:

Among the many different significance tests that statisticians have devised, one of the most significant ones is called the Chi-square test. In the context of sample analysis, the chi-square statistic is a statistical measure that is used for the purpose of comparing a variance to a theoretical variance. It may be used as a non-parametric test to assess if categorical data demonstrates dependence or whether the two categories are independent of one another. In point of fact, the examination is a method that, when used, makes it feasible for any and all researchers to

- (i) Test the goodness of fit
- (ii) Test the significance of association between two attributes and
- (iii) Test the homogeneity or the significance of population variance.

As a test of independence, χ^2 test enables us to explain whether or not two attributes are associated. In such a situation, we proceed with the null hypothesis that the two attributes are independent. If the calculated value is less than the tabulated value at certain degrees of freedom, the null hypothesis is accepted and vice versa.

χ^2 is calculated as follows:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

Where

χ^2 = Chi – square
 O_i = Observed Frequency
 E_i = Expected Frequency

χ^2 is always positive and it ranges from 0 to ∞

The expected value for the contingency tabulated as follows.

$$E = \frac{\text{Row total} \times \text{Column total}}{\text{Grand total}}$$

Grand total

The χ^2 test depends on the set of observed and expected values and on the degrees of freedom.

The χ^2 distribution is the limiting approximation designation

IV. RESULTS AND DISCUSSION

It has been determined, through an analysis of the data that was collected, what the primary reasons are, as well as the process and method of information search, the foundation for evaluating the product, and the basis for making purchasing decisions: factors of attraction and post-purchase experience of customers in tables 1 through 5.

4.1 REASON FOR BUYING A CAR

The consumers who had already booked the vehicle were the ones who inquired about the rationale for their purchase. The replies to this question are shown in table 1, which can be seen below.

TABLE 4.1 REASONS FOR BUYING A CAR

| Reasons | NORTH CHENNAI | SOUTH CHENNAI | EAST CHENNAI | WEST CHENNAI | Total |
|----------------------------------------|---------------|---------------|--------------|--------------|-------|
| a) Need of a car | 5 | 1 | 4 | 0 | 10 |
| b) New product in the market | 3 | 4 | 2 | 1 | 10 |
| c) Family pressure/peer group pressure | 4 | 2 | 4 | 3 | 13 |
| d) For status in society | 15 | 8 | 13 | 3 | 39 |
| e) Craze for the product | 7 | 4 | 6 | 2 | 19 |
| f) Surplus finances | 2 | 2 | 2 | 3 | 9 |
| g) Availability of the car | 3 | 3 | 5 | 5 | 16 |
| h) Sales person influence | 2 | 1 | 2 | 3 | 8 |
| i) Follow up by the company | 1 | 2 | 2 | 0 | 5 |

Source: own

The preceding table 4.1 provides an illustration of the various motives that lead customers to purchase automobiles. It would appear that the consumers claimed status in the community as the primary reason to purchase an automobile from any of the locations in Chennai for 46.8% of the time. This is followed by "Craze for the product," which accounts for 22.8%, and "Availability of the car," which accounts for 16.8%. An study of the data based on geographical region reveals that 35% of consumers in North Chennai and 22% of respondents in East Chennai have acquired a vehicle in order to have prestige in the society.

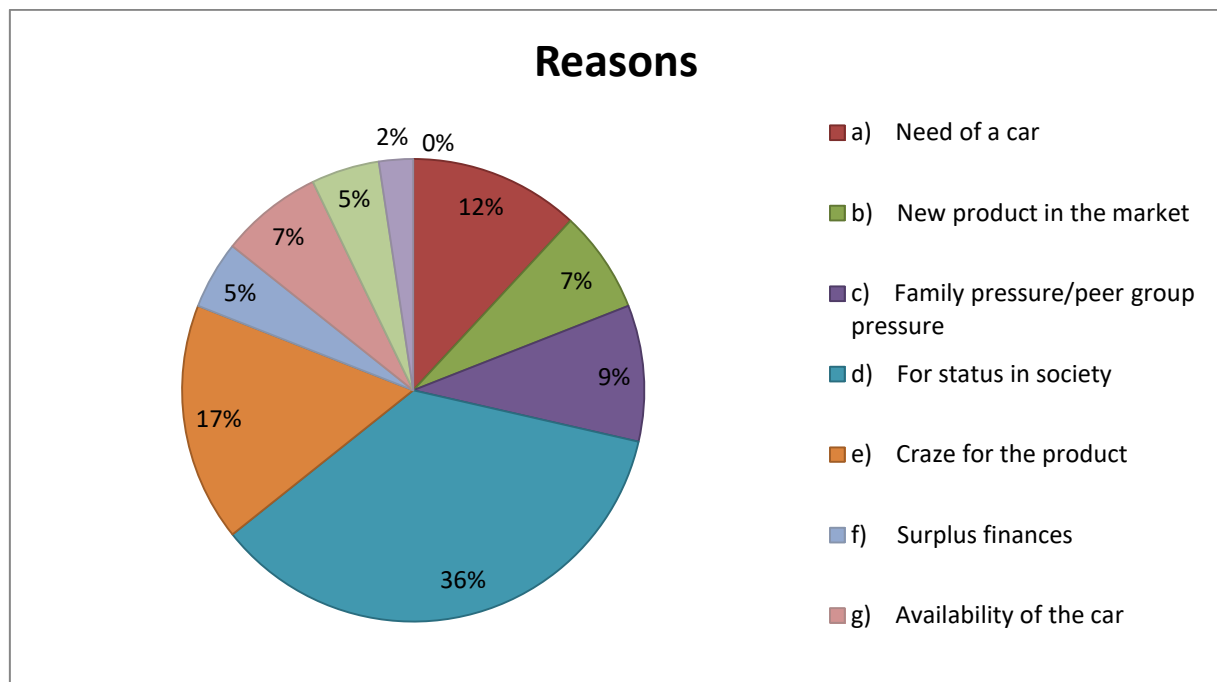


Fig 4.1 REASONS FOR BUYING A CAR

INTERFERENCE:

As a result of the earlier illustration, we are able to draw the conclusion that the buyer made the purchase with the intention of enhancing their reputation within the community. The people who are entirely preoccupied with the product make up the second largest group of consumers.

4.2 INFORMATION SEARCH OF THE PRODUCT

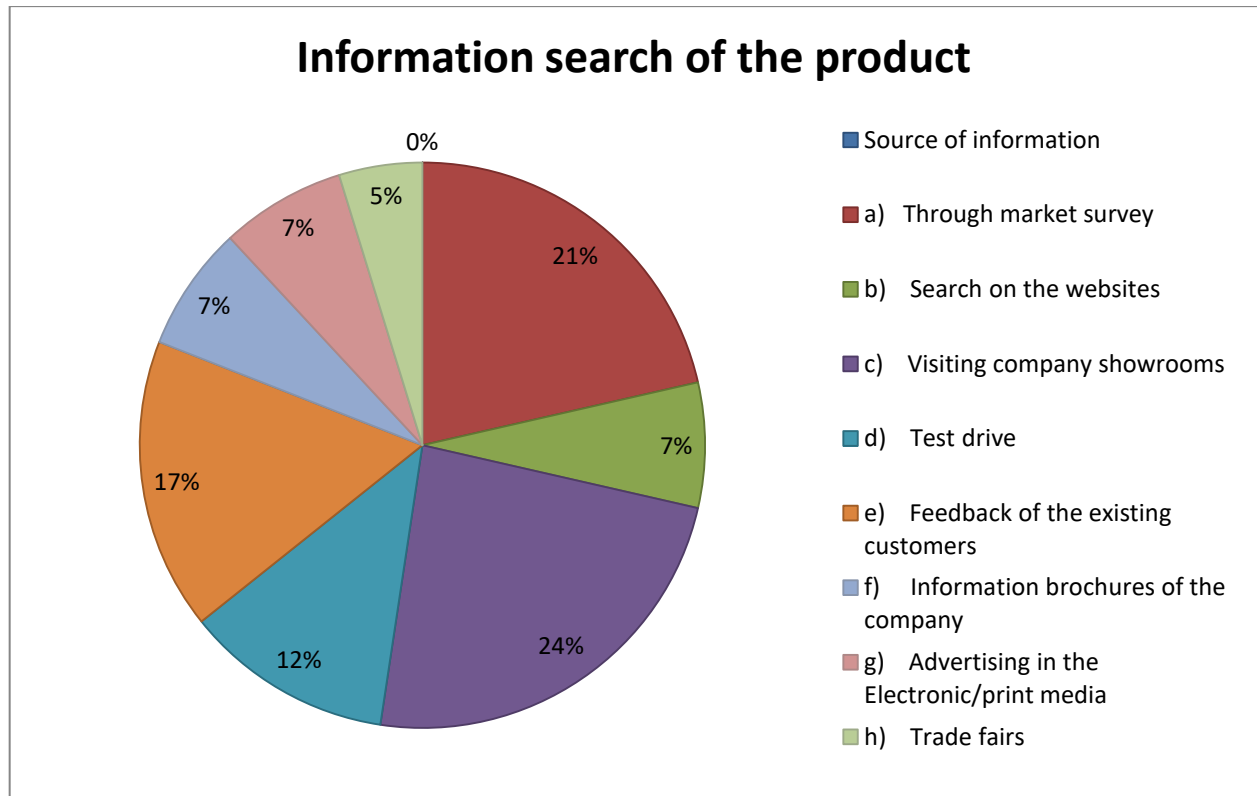
In addition, the responders were questioned further and requested to identify the sources that were used to obtain information pertaining to the product. Their comments are included in Table 4.2 with regard to this subject.

TABLE 4.2 INFORMATION SEARCH OF THE PRODUCT

| Source of information | NORTH CHENNAI | SOUTH CHENNAI | EAST CHENNAI | WEST CHENNAI | Total |
|----------------------------------------------|---------------|---------------|--------------|--------------|-------|
| a) Through market survey | 9 | 2 | 5 | 2 | 18 |
| b) Search on the websites | 3 | 2 | 2 | 1 | 8 |
| c) Visiting company showrooms | 10 | 7 | 13 | 6 | 36 |
| d) Test drive | 5 | 3 | 6 | 1 | 15 |
| e) Feedback of the existing customers | 7 | 4 | 4 | 1 | 16 |
| f) Information brochures of the company | 3 | 4 | 2 | 5 | 14 |
| g) Advertising in the Electronic/print media | 3 | 3 | 4 | 3 | 13 |
| h) Trade fairs | 2 | 2 | 3 | 2 | 11 |

Source: own

It is quite evident from Table 4.2 that all customers in all five areas have purchased car after visiting the company showroom only, followed and per cent customers have also taken the 'market research' before purchase.

**Fig 4.2 INFORMATION SEARCH OF THE PRODUCT****INTERFERENCE:**

The above example demonstrates that the client preferred purchasing a vehicle by going directly to the showrooms instead of doing it online. The next item is the study that was done in the background to determine which product on the market is the greatest.

4.3BASIS OF EVALUATION OF CAR

| Basis | Maruti | Volkswagen | Hyundai | Honda | Total |
|-----------------------------------------|--------|------------|---------|-------|-------|
| a) Product features | 4 | 6 | 5 | 5 | 20 |
| b) Financial issues | 4 | 3 | 2 | 3 | 12 |
| c) Brand image in market | 4 | 6 | 5 | 3 | 18 |
| d) Pre and post sales services promised | 5 | 4 | 6 | 4 | 19 |
| e) Environmental friendly concerns | 5 | 3 | 3 | 4 | 15 |
| f) Guarantee/warranty or other schemes | 4 | 5 | 4 | 5 | 19 |
| g) Financing facilities | 5 | 3 | 5 | 4 | 17 |
| h) Purchasing power | 3 | 3 | 2 | 3 | 14 |

Source: own

Table 4.3 indicates that most of the customer considered 'Product Features', 'Brand image in market', 'pre-sales and post sales services promised', 'Guarantee / warranty or other schemes' and 'financing facilities as the most important factors for evaluation of the car.

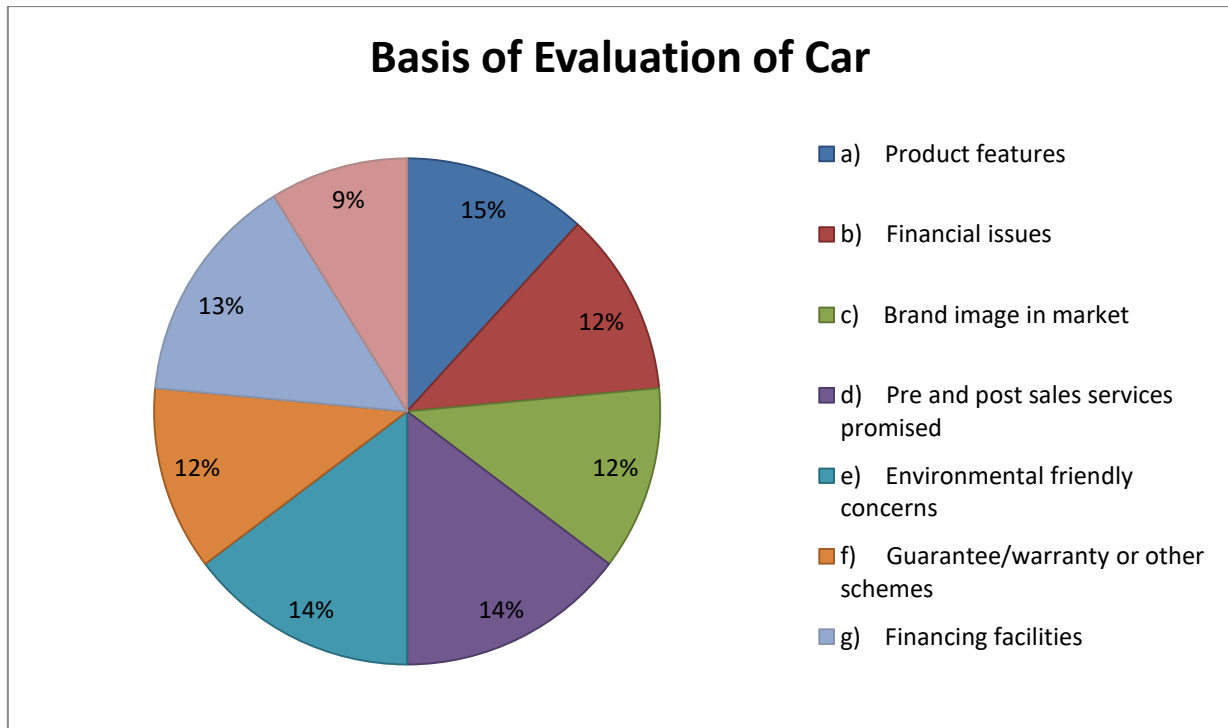


Fig 4.3 BASIS OF EVALUTAIION OF CAR

INTERFERENCE:

We are able to understand the significance of product characteristics among customers to purchase an automobile from the number that was shown earlier in this paragraph. Concerns about the environment and the provision of pre and post-sale services at a rate of around 14% each rank second among the advantages. These percentages are based on a study that was conducted on the brand preferences of the customers.

4.4BUYING DECISIONS: FACTORS OF ATTRACTION

| Basis | Maruti | Volkswagen | Hyundai | Honda | Total |
|-------------------------------------------|--------|------------|---------|-------|-------|
| a) Brand name / Image of the company | 3 | 4 | 3 | 3 | 13 |
| b) Price of the car | 4 | 2 | 2 | 3 | 11 |
| c) Products differentiate from competitor | 3 | 4 | 2 | 2 | 11 |
| d) Interior and Exterior style and design | 2 | 4 | 3 | 2 | 11 |
| e) Safety | 4 | 3 | 4 | 2 | 13 |
| f) Mileage of the vehicle | 4 | 2 | 3 | 3 | 12 |
| g) Network of the company in the area | 3 | 4 | 4 | 3 | 14 |
| h) Availability of the product | 1 | 1 | 2 | 2 | 6 |
| i) Sales team influence | 2 | 1 | 2 | 3 | 8 |
| j) Services differentiation | 2 | 2 | 2 | 2 | 8 |
| k) Brand Loyalty | 2 | 4 | 3 | 3 | 12 |
| l) Brand ambassador and advertising | 1 | 2 | 1 | 2 | 6 |
| m) Discounts and other schemes | 1 | 0 | 2 | 1 | 4 |

Source: own

Table 4.4 shows that most of the respondents considered 'brand Name/image of company', 'product differentiate from competitor's products', 'interior and exterior style/design', 'Safety', 'net work of the company in the area', and 'brand loyalty (repeat purchase)' as the important factors of attraction while taking buying decisions

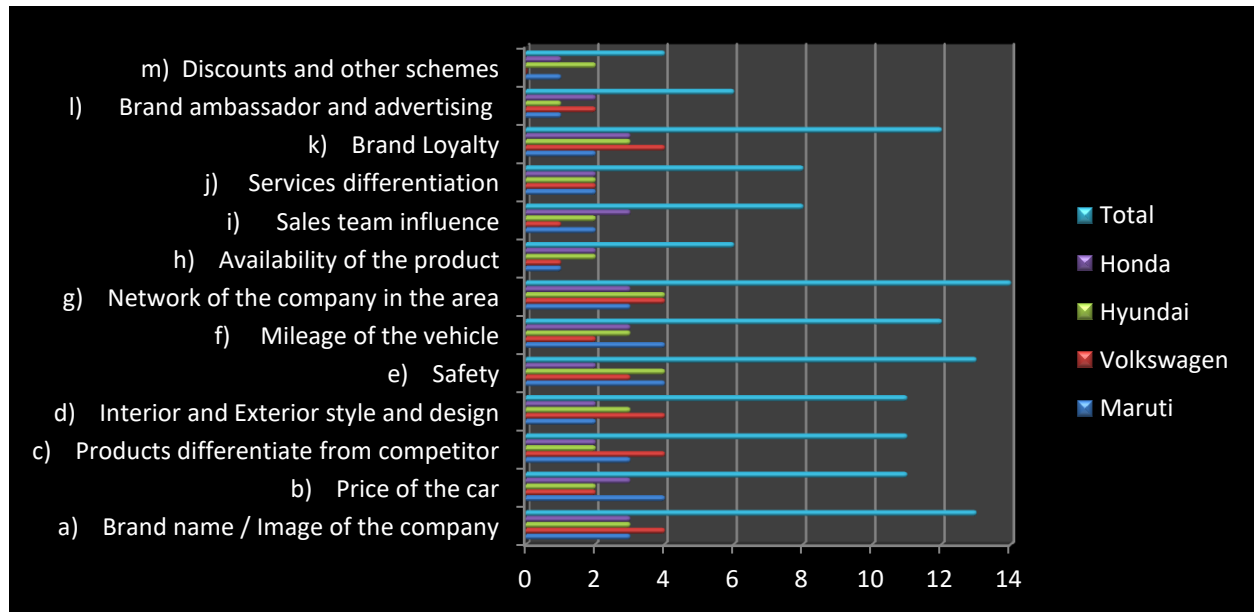


Fig 4.4 Factors of attraction

INTERFERENCE:

From the above the figure, we can able to see the importance of network of company in the area among the consumers to buy a car. And the second best are brand / name of the company and safety are the focus by the consumers.. These percentage have been surveyed in the brand wise for the customers preference.

V.FINDINGS

- The various factors that influence a customer's decision to buy an automobile are outlined in table 4.1, which can be found above. It would appear that the consumers claimed status in the community as the primary reason to purchase an automobile from any of the locations in Chennai for 46.8% of the time. This is followed by "Craze for the product," which accounts for 22.8%, and "Availability of the car," which accounts for 16.8%. An study of the data based on geographical region reveals that 35% of consumers in North Chennai and 22% of respondents in East Chennai have acquired a vehicle in order to have prestige in the society.
 - We may deduct from the previous illustration that the client made the purchase in order to enhance their standing in the community. This was their purpose for making the transaction. The people who are entirely preoccupied with the product make up the second largest group of consumers.
 - It is clearly obvious from Table 4.2 that all consumers in all five areas have purchased a car only after visiting the company showroom first, followed by the percentage of customers who have additionally participated in "market research" prior to making their purchase.
- The preceding example indicates that the customer would have preferred to buy a vehicle by going directly to the showrooms rather than buying it online. The following part of this discussion will focus on the research that was carried out in the background to ascertain which product now available on the market is the most superior.
- According to Table 4.3, the majority of customers ranked "Product Features," "Brand Image in the Market," "Pre-sales and Post-Sales Services Promised," "Guarantee / Warranty or Other Schemes," and "Financing Facilities" as the most significant aspects to consider while evaluating the automobile.
 - Based on the number that was presented earlier in this paragraph, we are able to gain an understanding of the significance of product qualities among clients who are interested in purchasing a vehicle. Concerns over the environment and the provision of pre- and post-sale services at a rate of approximately 14 percent each rank second among the positives. These percentages are derived from the findings of a survey that was carried out regarding the brands that the clients favour.
 - As can be seen in Table 4.4, the majority of respondents placed a high value on 'brand Name/image of company,' 'product differentiate from competitor's products,' 'interior and exterior style/design,' 'Safety,' 'net work of the company in the area,' and 'brand loyalty (repeat purchase),' when it came to making purchasing decisions.
 - We are able to see the importance of network of company in the area among people interested in purchasing a car by looking at the number that was provided above. The consumers' primary concerns are with the brand or name of the

company as well as with their own personal safety. These percentages were determined based on a poll of customer preferences about the various brands.

VI.SUGGESTIONS

- In order to choose the best option, consumers should base their trust in a brand not only on the brand's characteristics and sales report but also on feedback from other consumers.
- Not every brand is the same, and each and every one of them will benefit in their own unique way.
- Because purchasing a car is such a significant financial commitment, prospective buyers should do more research.
- Test drives are even more important when purchasing a car, and consumers should make use of them evidently for the best possible purchase.
- Consumers should select a vehicle that is appropriate for their needs in the society.
- Analyze the differences between the items offered by the various manufacturers, then reach a decision.

VII.CONCLUSION

The majority of consumers in north and west Chennai booked the car under the effect of family pressure and peer pressure, as indicated by the findings of the study that was carried out. This was done in order to have status in the society. On the other hand, the study discovered that the primary motivation for purchasing the automobile for the vast majority of respondents from south Chennai was necessity. In addition to this, it was discovered that people living in both north and south Chennai had spare money and were eager to spend it in order to improve their social status. This was the case regardless of where in the city they lived. When it came time to make a purchase decision, nearly all of the customers opted to examine the goods in person at the showroom that was offered by the company. In addition, it has been discovered that the majority of customers who are associated with Volkswagen and Hyundai have evaluated automobiles based on the product characteristics, financial difficulties, "Pre-sales and post-sales services," environmentally friendly concerns, and "guarantee/warranty schemes." On the other hand, the reputation of the brand in the business has been taken into consideration as an essential aspect in the appraisal of automobiles by Maruti owners and in the alternatives for financing by Honda owners. Both of these groups of people have done this. According to the findings of the survey, prospective buyers of Hyundai vehicles ranked the brand image of the company, the interiors, the external style/design, the mileage of the car, and their devotion to the brand as the most significant reasons of attraction when it came to making purchase decisions. Customers of Volkswagen cited the brand's affordability, safety, and service distinction as the primary reasons for their purchase of the brand, in addition to their allegiance to the Volkswagen brand. Customers also cited their allegiance to Volkswagen as one of the primary reasons for their purchase. Customers of Maruti, on the other hand, purchased the vehicle as a result of the company's strong network, the persuasive power of the sales force, various discounts, and other marketing strategies. Customers of Honda, on the other hand, purchased the vehicle simply due to the fact that it was offered for sale, and they saw this as the primary motivation for doing so. Customers who have interacted with Volkswagen have reported extremely positive encounters with the company's products. Customers who have dealt with Maruti and those who have dealt with Honda and reported problems with the lack of replacement parts came in second and third, respectively.

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