

**Project Dissertation**  
**ON**  
**CONSUMER BUYING DECISION AND BEHAVIOUR IN**  
**AUTOMOBILE INDUSTRY(CAR MARKETS)**

**Submitted By:**  
**SHASHI RANJAN KUMAR**  
**(2K15/MBA/50)**

**Under the Guidance of:**  
Assistant Professor Dr. Shikha N khera



**DELHI SCHOOL OF MANAGEMENT**  
**Delhi Technological University**  
**Bawana Road Delhi 110042**  
**Jan - May 2017**

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## CERTIFICATE

This is to certify that Project Dissertation titled “**Consumer buying decision and behaviour in automobile industry(car markets).**” is a bonafide work carried out by **Shashi ranjan kumar** of **MBA 2015-17** and submitted in partial fulfillment of the requirement for the award of degree **MBA of DSM, DTU.** It is a record of the candidate own work carried out by her under my supervision. The matter embodied in this report is original and has not been submitted for the award of any other degree.

Signature of Guide

Signature of HOD(DSM)

Date:

seal of head

Place:

## DECLARATION

I, Shashi ranjan kumar, student of MBA 2015-17 batch of Delhi School Of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Project Dissertation titled “**Consumer buying decision and behavior in automobile industry(car markets).**” submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me.

This information and data given in the report is the authentic to the best of my knowledge.

This Project Dissertation is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Place:

Date:

## ACKNOWLEDGEMENT

Every project big or small is successful largely due to effort of a number of wonderful people who have always given their valuable advice or lent a helping hand. I sincerely appreciate the inspiration; support and guidance of all those people who have been instrumental in making this Project Dissertation a success.

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I owe special debt of gratitude to my guide and supervisor Ms. Varuna kharbanda, for his constant support and guidance throughout the course of my work. I perceive this opportunity as a big milestone in my career development. I will do my best to use gained skills and knowledge in the best possible way and I will continue to work on their improvement, in order to attain desired career objectives.

Sincerely,

SHASHI RANJAN KUMAR

## **EXECUTIVE SUMMARY**

It is true fact that if you are satisfied you recommended to others. Word of mouth and customer satisfaction play a very important role in determining market perception about an automobile. It is the market perception that determines the success of a company and so it is very important for the car manufacturers to measure the “willingness of existing users of a product to recommend it to others”. The same is a lot of interest to customers as well for it helps them make the purchase decision.

A car is one of the most significant purchases that an Indian household makes and this project addresses the most important question that perplexes car manufacturers:

The factor under consideration would be:price,income of the consumer,features of the car,safety standard,warranty scheme,finance facility.

Customer expectations are the customer-defined attributes of your product or service. We cannot create satisfaction just by meeting customer’s requirements fully because these have to be met in any case. However falling short is certain to create dissatisfaction.

Major attributes of customer satisfaction can be summarized as:

- Product quality
- Product packaging
- Keeping delivery commitments
- Price
- Responsiveness and ability to resolve complaints and reject reports
- Overall communication, accessibility and attitudes

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# CHAPTER-1

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## 1 Introduction

The car business today is the most lucrative industry. Because of the expansion in extra cash in both rural and urban part and simple fund being given by all the budgetary organizations, the auto deals have expanded at the rate of 38% for each annum over the relating time frame in the earlier years. Encourage rivalry is heating up in the division with a large group of new players coming in and other like Audi, BMW, Jaguar and Porsche all set to wander in the Indian markets. One variable that could help the organizations in the showcasing of their item is by knowing and making an identity for their brands.

This report endeavors to answer a portion of the inquiries in regards to brand identity of chose autos in India by conducting the market research. This report is arranged into parts, manages prologue to brand personality , organizations chose, item and the business.

Indian car industry is one one of the largest auto markets in the world. It has grown up quick in most recent one decade. India's passenger car and business vehicle fabricating industry is sixth biggest on the earth after China, US, Japan, Brazil and Germany. (Contribute India, 2012) The car business is one of India's real areas and records for 22% of the nation's assembling GDP. Indian Automobile market is significantly commanded by bikes and they represent a sum of 75%. It may appear to be then that the auto business is fairllysmall in India as the larger part is ruled by bikes however that is not the situation because of size and popluation of India. As per industry measurements given by SIAM (Society of Indian Automobile Manufacturers), traveler auto deals crossed two million units in monetary year 2011-2012. (SIAM, 2012) The auto business keeps on becoming more grounded even quicker. The Indian Government has furnished car producers with different motivating forces as the Automotive Mission Plan 2006-2016 states that the point of this arrangement is to quicken and maintain the development of vehicle segment of India and make India the worldwide car center point. In the same way as other different enterprises in India, the car business is additionally overwhelmed by 2-3 noteworthy players. The real players of the Indian car market are. ('Beat Automobiles Passenger Vehicles Companies in India', no date).

*Maruti Suzuki:* Maruti Suzuki India Limited (MSIL, formerly known as Maruti Udyog Ltd.) is a subsidiary of Suzuki Motors from Japan. Maruti Suzuki is lovingly referred to as people's car in India. It is the current market leader with 49.24% market share in the Indian car market

*Hyundai Motor India:* Hyundai Motors India is a wholly owned subsidiary of India and is the second largest car manufacturer in India. Hyundai Motor India currently offers 10 different car models across its product range. (Kaulgi, 2012) Hyundai has the second largest market share in Indian car market and accounts for 21.44% of the total market share

*Honda Cars India:* Honda cars India holds India's third largest chunk of Indian car market and holds 6.56% of the market share.

## 1.1 Overview Of The Auto Segment

Indians have developed as enthusiasts auto devotees donning their prized belonging as materialistic trifles and speed machines. Outside auto organizations have found the Indian purchaser and the R and D potential in the Indian specialized club and are setting up assembling plants right and left the nation over at lower costs. The Indian car industry is as of now encountering an exceptional blast sought after for a wide range of vehicles. This blast has been activated essentially by two components:

- (1) increase in disposable incomes and standards of living of middle class Indian families estimated to be as many as four million in number.
- (2) The Indian government's liberalization measures such as relaxation of the foreign exchange and equity regulations, reduction of tariffs on imports, and banking liberalization that has fueled financing-driven purchases.

Industry observer foresee that traveler vehicle deals will triple in five years to around one million, and as the market develops and client's acquiring capacities ascend, there will be more noteworthy interest for higher-end models which as of now constitute just a minor part of the market. These patterns have empowered numerous multinational automakers from Japan, U. S. An., and Europe to enter the Indian market essentially through joint endeavors with Indian firms.

India is progressively turning into a worldwide car center point both for the vehicles and part industry. India is quick incorporating itself into the world economy and open to universal car organizations, who are progressively putting resources into India.

## 1.2 Industry Size

The Indian auto industry is one of the largest in the world. The industry accounts for 7.1 per cent of the country's Gross Domestic Product (GDP). The Two Wheelers segment with 81 per cent market share is the leader of the Indian Automobile market owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector. The overall Passenger Vehicle (PV) segment has 13 per cent market share

India is also a prominent auto exporter and has strong export growth expectations for the near future. In April-March 2017, overall automobile exports grew by 1.91 per cent. PV, Commercial Vehicles (CV), and Two Wheelers (2W) registered a growth of 5.24 per cent, 16.97 per cent, and 0.97 per cent respectively in April-March 2016 over April-March 2015.\* In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the 2W and Four Wheeler (4W) market in the world by 2020

The sales of PVs, CVs and 2Ws grew by 9.17 per cent, 3.03 per cent and 8.29 per cent respectively, during the period April-January 2017.

In order to keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry has

attracted Foreign Direct Investment (FDI) worth US\$ 15.79 billion during the period April 2000 to September 2016, according to data released by Department of Industrial Policy and Promotion (DIPP).

Some of the major investments and developments in the automobile sector in India are as follows:

Electric car maker Tesla Inc. is likely to introduce its products in India sometime in the summer of 2017.

South Korea's Kia Motors Corp is close to finalising a site for its first factory in India, slated to attract US\$1 billion (Rs 6,700 crore) of investment. It is deciding between Andhra Pradesh and Maharashtra. The target for operationalising the factory is the end of 2018 or early 2019.

BMW plans to manufacture a local version of below-500 CC motorcycle, the G310R, in TVS Motor's Hosur plant in Tamil Nadu, for Indian markets.

India's automotive industry is one of the most competitive in the world. It does not cover 100 per cent of technology or components required to make a car but it is giving a good 97 per cent, as highlighted by Mr Vicent Cobee, Corporate Vice-President, Nissan Motor's Datsun.

The Indian automotive aftermarket is estimated to grow at around 10-15 per cent to reach US\$ 16.5 billion by 2021 from around US\$ 7 billion in 2016. It has the potential to generate up to US\$ 300 billion in annual revenue by 2026, create 65 million additional jobs and contribute over 12 per cent to India's Gross Domestic Product.

### **1.3 Indian Automobile Industry**

Automobile Industry in India is still in its earliest stages yet developing quickly. The open doors in the vehicle business in India are pulling in enormous names with the huge tote and they are putting overwhelmingly in foundation, outline and improvement, and promoting. Car industry in India is today balanced for the huge jump.

India is the 2nd largest two wheeler manufacturer in the world Second largest tractor manufacturer in the world 5th largest commercial manufacturer in the world 3rd largest car market in Asia, surpassing China in the process .Automobile industry Contributes 17% of the total indirect taxes collected by the exchequer & is a driver of product and process technologies, and has become a excellent manufacturing base for global players, because of its high machine tool capabilities. Extremely capable component industry Most of the raw material locally produced Low cost manufacturing base Highly skilled manpower Special capability in supplying large volumes .

## 1.4 Domestic and Foreign Vehicle Manufacturers:

### 1.4.1 Passenger Vehicles

The main domestic manufacturers of passenger vehicles are as follows:

Maruti Udyog

Tata / Telco

Mahindra / Mahindra

Hindustan Motors

Foreign competitors manufacturing locally including **Hyundai, Ford, General Motors, Honda, and Toyota.**

**Car demand has seen a turnaround since mid 2001 thanks to heavy discounts and cheaper finance. A large number of new models, both locally assembled and imported, have also revitalized the market.**

In terms of volumes:

The A/B segments are where India's strength and future lies. The A/B segment accounts for over 65% of the total passenger vehicles produced. Competition in this segment is stiff with Maruti the market leader with around 55% market share. New models from Telco (Indica), Hyundai

(Santro) and Fiat (Palio) however are eroding Maruti's long standing dominance in this segment.

The mid / luxury range is developing with the introduction of Ford (Ikon), Hyundai (Accent/Sonata) and Skoda (Octavia), although the volumes are not significant.

The UV segment remains sluggish with growth at just over 1%. The clear market leader, Mahindra (44% market share) posted increased sales of 9% in the first 3 quarters of 2002/03. Toyota and Telco domestic UV business remains flat. 9% in the first 3 quarters of 2002/03. Toyota and Telco domestic UV business remains flat.

## 1.4.2 Commercial Vehicles

The main Indian companies in the Commercial Vehicle segment are:

TATA Engineering and Locomotive Company (TELCO)

Ashok Leyland

Bajaj Tempo Ltd

Eicher Motors Ltd

Swaraj Mazda

There is only one international company currently manufacturing CVs in India,

Volvo but again volumes are not large. Other global players are active, although in partnership with one of the domestic manufacturers E.g.:- IVECO

(manufacturing their range of trucks in association with Ashok Leyland.

There has been a significant turn around in this segment over the last 18 months with over 30% growth being seen in terms of both production and sales.

This division has gotten a colossal lift with India's gigantic request from the framework segment (especially streets), patterned armada substitution by armada proprietors and an upturn in the bond and steel segments

# Chapter-2

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## 2 Literature Review

### 2.1 Brand Personality

A brand is "an arrangement of desire and affiliation evoked from an organization or item. A brand is the way your key constituents-clients, representatives, shareholders and so forth encounter what you do." Some brands are of such awesome significance to individuals, that we discuss them as a piece of one's life and character, being utilized to express one. Some would state that these brands have their own identity, the brand identity, which can be characterized as "the arrangement of human qualities related with a given brand". Hence, it incorporates such attributes as sexual orientation, age and financial class, and also such great human identity is both unmistakable and persevering.

In light of the fact that brand can have the identities similarly as people, brand identity portrays marks as far as human qualities. Brand identity is viewed as a profitable figure expanding brand engagement and brand connection, similarly as individuals relate and offer to other individuals. A great part of the work in the zone of brand identity depends on interpreted hypotheses of human identity and comparable measures of identity qualities and elements. Brand identity alludes to the arrangement of human attributes we connect with the brand. A typical method for deciding this is to answer on the representation: "If the brand was a man, what might he/she resemble?" we then rundown and gather the characteristics to portray the brand as: minding, agreeable and dependable.

These two organizations are really rivals in an administration industry. In the event that you were asked of these two organizations you might want to be your companions, you would likely pick organization B, as did 95% of different respondents. It is not astonishing that the administration level of organization B can be better understanding for clients than that of organization A. It is additionally simple to reason that if clients reliably encounter these contrasts between the two organizations, then the brand picture of organization B will be vastly improved than organization A.

A further purpose of enthusiasm emerging out of this examination is that individuals have a tendency to favor marks that fit their self-idea. Everybody has sees about themselves and how they might want to be seen by others. Also, they tend to like identities that are like theirs, or to those whom they respect. Hence, making brands with identities like those of a specific gathering of purchasers will be a successful procedure. The nearer the brand identity is to the shopper identity (or one which they appreciate or desire), the more prominent will be the readiness to purchase the brand and more profound the brand reliability.

### 2.2 The Creation of Brand Personality

Brand personality characteristics are shaped and impacted by any immediate or backhanded contact that the purchaser has with a brand. A brand, not at all like a man, can't think, feel or act. A brand has no target presence by any stretch of the imagination; it is essentially a gathering of recognition on the psyche of the shopper. Shoppers acknowledge the promoting activities to

refine brands. One clarification stronghold this can be found in the speculations of animism, which propose that there exists require by individuals to humanize protests so as to encourage collaboration with the nonmaterial world. Humanize happens when human qualities are credited to non human articles, e.g. brands. Shoppers effectively allot identity quality to lifeless articles like brands in considering the brands in the event that they are human characters.

The brand-person associations can also have a more personal nature. Brands can be associated with person who use or used that particular brand, for example a close friend or a family member. Also, brands received as gifts can also be associated with the person from whom the gift was received. These person associations serve to animate the brand as a vital in the minds of the consumers. Obviously, this aspect is much less under the control of the marketers.

In a roundabout way, the brand identity is made by every one of the components of the promoting blend. Betra, Lehman and Singh propose that the identity of a brand is made after some time, by the whole showcasing blend of the brand - "its value (high or low, odd or even), retail location area (nonexistent affiliations), item plan

(fixings, advantages), and item shape (strong/fluid. And so on.), bundling points of interest

(shading, measure, material, shape), image; utilized an all periods of the brand correspondence, deals advancement, and media promoting".

The process will be Define the target audience Find out what they need, want and like Build a consumer personality profile Create the product personality to match that profile .

### 2.3 Non product related brand personalities drivers

**User imaginary**- client nonexistent can be founded on either regular clients (individuals you see utilizing the brand) or romanticized clients (as depicted in publicizing and else were). Client fanciful can be capable driver of brand identity, to some degree in light of the fact that the client is as of now a man and in this way the trouble of conceptualizing the brand identity is diminished. For instance Charlie has a female, unequivocally free brand identity driven by it client nonexistent. The upscale identity of Mercedes and the attractive, modern identity of Calvin Klein are comparatively impacted by client nonexistent..

**Sponsorship** – exercises, for example, occasions supported by the brand will impact its identity. Swatch, for instance, strengthens its odd, energetic identity will focused on sponsorships that have incorporated the Freestyle Ski World Cup in Breckenridge, the primary International

**Age** – how long a brand has been on the market can affect its personality. Thus new entrants such as Apple, MCI, and Saturn tend to have younger brand personalities than brand such as IBM, AT&T, and Chevrolets, and it as all too common far a major dominate brand to see as strongly and old fashioned, a brand for older people.

**Symbol**- an image can be intense impact on brand identity since it can be controlled and can have to a great degree solid affiliations. Apples nibbled apple, the Marlboro rancher, the Michelin keeps an eye on all makes and strengthen an identity for their brands.

## 2.4 Why use brand personality

The brand personality construct can help brand strategies by enhancing their understandings of people's perceptions of and attitude towards the brand, contributing to a differentiating brand identity guiding the communication effort and creating brand equality.

### 2.4.1 Enriching understanding

The brand identity analogy can help a chief pick up a top to bottom comprehension of shopper recognitions and states of mind towards the brand. By requesting that individuals depict a brand identity, emotions and relationship can be recognized that regularly give more knowledge than is picked up by getting some information about property discernments.

### 2.4.2 Contributing to a differentiating identity

Deliberately, a brand identity, as a piece of a center or amplified personality, can fill in as the establishment for important separations. Publicizing organizations, for example, Young and Rubicam and Ogilvy and Mather routinely incorporate a brand identity articulation as a piece of their image situating system.

### 2.4.3 Guiding the communication effort

Tactically the brand personality concept and vocabulary communication the brand identity which richness and texture to those who must implement the identity building effort. Practical decisions need to be made about not only advertising but packaging, promotions.

## 2.5 Brand personality

Is it true that you are what you drive? That is what are organizations appear to ask and at the same moment attempting to persuade you about. At the end of the day, would you say you are the Hyundai highlight proprietor who summons quick regard wherever she goes (counting fro the potential father-in-law) or would you say you are the smooth official from the Chevrolet promotion who is ever prepared to impart a minute to adored one? With a plenty of new models in the market, and non specific advantages, (for example, space or fuel productivity) of a specific auto fragment barely a recognizing variable between auto models, advertiser are progressively separating on the passionate result a specific auto display/mark gives to the client. This, obviously, changes from the fragment to section and furthermore on to what extent a specific model has been in the market

For example, while publicizing for passage level or littler autos tends to concentrate more on the normal or utilitarian advantages of the vehicles, the separations is progressively on the enthusiastic advantages with regards to top of the line autos

By and large, it has been viewed as one climb the esteem chain, the separation is more on the enthusiastic result. Individuals purchase auto as an expansion of their identity as opposed to simply includes. An auto, in India, develops flaunt, social regard esteem. The promoting would likewise change as per the section.



## 2.6 Consumer Behavior

Consumer purchasing conduct is a standout amongst the most critical branches of promoting order. As per Gordon Foxhall, Advertising administration rests upon some origination or other of how clients act and of the results their responses to item, value, advancement and circulation techniques are probably going to have for the accomplishment of corporate targets. In prosperous aggressive economies fruitful advertising depends most importantly on coordinating the promoting blend which comes about because of the combination of these methodologies to the readiness of buyers to purchase and in doing as such more successfully than one's opponents.

So as to comprehend shopper conduct we have to recognize who a purchaser is. *“Consumer behaviour..... is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires.”*

### Purchase decisions Model of the decision model by Solomon.Indian

In order to understand the factors influencing purchase decision of the Indian and understand its behavior, we refer to the purchase

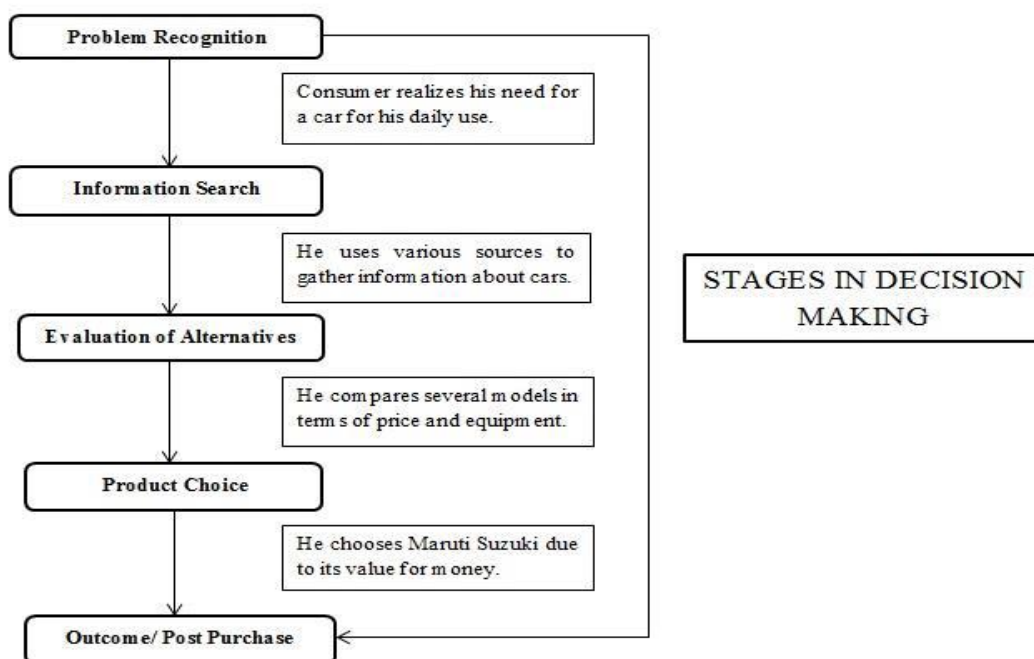


Fig 1.1 ( Purchase Decision Model , Michael R. Solomon)

**Step 1- Need Recognition and Awareness:** This is the initial phase in a buy choice. Without this progression buy can't occur. In this progression the shopper perceives his/her needs. For our situation it will be a family with a normal pay shifting from 20,000 to 1,00,000 INR for every month will be perceive the requirement for a 4 wheeled transport. It can be for different reasons

running from driving to work, eliminating a 2 wheeler, redesigning from a wheeler, consideration of another part in the family, and so forth

## ***2- Information Search:***

Once the buyer has perceived his need, he/she begins to gather data from different sources about the coveted item. This includes shortlisting different accessible choices in light of his/her preferences and previous attitude towards brands. Time spent of this stage for the most part differs relying on the way of the item. In the event that the item is a low involvement item like drain or cleanser, the time given to this stage is practically irrelevant. However while considering something like an auto which is of high contribution for the Indian working class and it will be a long haul responsibility, a lot of time is spent in this stage. This may incorporate research done over different mediums like webs, diaries, and so on counseling assessment pioneers, taking after the mass pattern, and so forth.

## ***.Step 3- Evaluation of Alternatives:***

In the third stage, once the white collar class family has shortlisted auto on the premise of fragment (hatchback, vehicle or SUV), fuel (diesel/oil/CNG) and so on they then start to assess and score the different choices they have on different premise. Elements like brand power, section pioneer, impact of opinion leader, ease of finance options, etc plays a major role in framing of a consumers attitude.

## ***Step 4-Purchase:***

The fourth step is the progression where exchange of cash and transfer of ownership happens. This is the phase where after watchful thought the customer at long last buys the coveted item. Typically it is a straightforward matter of availability of assets and the coveted item that chooses the buy date. For an Indian Middle Class family however there are different elements to be considered. For instance for a Hindu family it is to a great degree auspicious to buy new items on a celebration called "Dhanteras". In actuality different families wanting to buy auto in September put off it till October for Dhanteras or Diwali. (Banerji, 2013) These circumstances see substantial surge in car deals. In the exceptionally same way it is considered unauspicious to buy any protest made of metal on Saturday as it could affront Lord Sani. (Ravi, 2010) a similar pattern is trailed by Islamic families in India. The time of Ramadan is viewed as sacred and families taking after Islam like to settle on a major buy choice like auto amid this time. This marvel soars on the last day of Ramadan, at Eid-ul-fitr. Merchants thought of different exceptional offers to charm clients amid these eras. Some other time when white collar class delays their purchase is amid second 50% of December.(Thakkar, 2014) The significant purpose for this is to as a rule that by sitting tight for not as much as thirty days, the auto obtained in January has a later year of procurement against a past December buy and this pays profit while auctioning off the auto.

## ***Step 5- Post Purchase Evaluation:***

The fifth stage happens amid the responsibility for item. This a standout amongst the most imperative stage for organizations as it gives them a possibility for client maintenance. In this stage the buyer investigations if the item acquired has lived up to his desires. This is an extremely

urgent stage as this will choose whether the customer will repurchase from a similar brand or will relocate over to its substitutes.

### Kotler's Model of Buying Behavior of the Indian

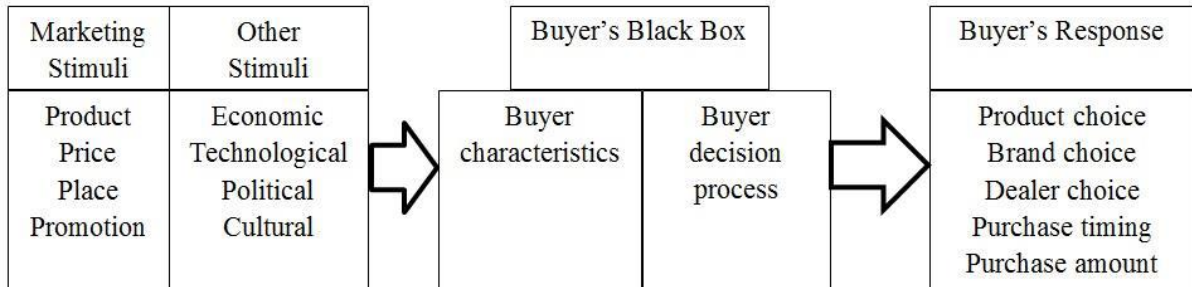


Fig 1.2(Kotler's Model of Buying Behavior)

## 2.7 Broad Classification of consumer behavior:

Social Parameters	Economical Parameters	Political Parameters	Product & Technology Parameters	Demographic Parameters	Geographic Parameters	Psychographic Parameters
Road Infrastructure	Monthly Income	Government budget planning	Fuel Efficiency	Source of Income	Region	Activities
Road Safety	Disposable Income	Government Policies – such as vehicle Life ( Max 15 years)	Exteriors – Overall look, color, shape, feature lines, head lamp & tail lamp	Gender	Size / Area	Interests
Lifestyle	Loan Interest	Government taxation & duty structure	Interiors such as Plush interiors, exotic colors, legroom, seat design, arm rest, music system	Height, Weight, Complexion	Population density	Opinions
Competition in the market ( options available)	Easy Loan Availability		Vehicle performance- Pickup, mileage, acceleration, max speed, torque, Engine Capacity	Education	Climate	Attitudes
	Age		Driving Comfort	Occupation	Off-Road, On-road	Values
	Fuel Price		Product Quality – Durability, reliability,	Age		
	Product Price					

**Fig 1.3( Broad Classification of consumer behavior )**

# CHAPTER 3

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## 3 Research Methodology

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other.

### 3.1 INTRODUCTION

This chapter aims to understand the research methodology establishing a framework of evaluation and reevaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

### 3.2 RESEARCH DESIGN

I propose to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research. This stage shall help me to restrict and select only the important question and issue, which inhabit growth and segmentation in the industry.

The various tasks that I have undertaken in the research design process are :

Defining the information need

Design the exploratory, descriptive and causal research.

### 3.3 RESEARCH PROCESS

The research process has four distinct yet interrelated steps for research analysis

It has a logical and hierarchical ordering:

Determination of information research problem.

Development of appropriate research design.

Execution of research design.

Communication of results.

	<b>ITEMS</b>	<b>ADOPTED FROM</b>
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<b>IMAGE</b>	<b>X1:</b> factors on which the brand name depend	<i>Fain and Roberts (1997), Kuisma et al. (2007)</i>
	<b>X2:</b> Customers <b>FACTORS</b> technical aspect depend upon	<i>Kuisma et al. (2007), Lee et al.(2005),Rotchanakitumnu ai and Speece (2003)</i>
	<b>X3:</b> customers <b>behaviour depend on interior factors</b>	<i>Kuisma et al. (2007),Lee et al.(2005),Rotchanakitumnu ai and Speece (2003)</i>
	<b>X4:</b> customers behaviour depends the power of the vechicle .	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>
	<b>X5:</b> customers decision depends upon the brand image of the car	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>
<b>Uses</b>	<b>X6:</b> customers purchase decision of the factors of personal uses	<i>Fain and Roberts (1997)</i>
	<b>X7:</b> customers purchase decision of the factors of commercial uses	<i>Fain and Roberts (1997)</i>
	<b>X8:</b> customers purchase decision of the factors of sports uses	<i>Fain and Roberts (1997)</i>
<b>Values</b>	<b>X9:</b> customers purchase decision of the factors of technology	<i>Wang et al. (2006)</i>
	<b>X10:</b> customers purchase decision of the factors of engine capacity	<i>Wang et al. (2006)</i>

	<b>X11: factors</b> customers purchase decision of the factors on comfortness	<i>Wang et al. (2006)</i>
	<b>X12: factors</b> customers purchase decision of the factors on fuel efficiency	<i>Wang et al. (2006)</i>
<b>Security</b>	<b>X14:</b> factors on which customers decision on the ABS	<i>Laukkanen and Lauronen (2005), Kuisma et al. (2007)</i>
	<b>X14: factors purchasing decision of car alarm</b>	<i>Black et al. (2001), Kuisma et al. (2007)</i>
	<b>X16:</b> factors on which customers decision on the steering wheel lock depends	<i>Kuisma et al. (2007)</i>
	<b>X17:</b> factors on which customers decision on the steering automatic system depends	<i>Black et al. (2001), Kuisma et al. (2007)</i>
<b>Credibility</b>	<b>X18:</b> factors on which customers decision on the after sales service system depends	<i>Kuisma et al. (2007)</i>
	<b>X19:</b> factors on which customers decision on the meliage system depends	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>
	<b>X20:</b> factors on which customers decision on the easy loan availability depends	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>

	<b>X21:</b> factors on which customers decision on the durability system depends	<i>Gerrard et al. (2006), Kuisma et al. (2007), Lee et al. (2005)</i>
<b>Behavioural Intentions</b>	X22 factors on which customers behaviour on the attitudes system depends	
	X23 Factors on which customer behaviour on the interests	
	X24 factors on which customers behaviour on the disposable income system depends	

Each step is viewed as a separate process that includes a combination of task, step and specific procedure. The steps undertaken are logical, objective, systematic, reliable, valid, impersonal and ongoing.

The method I used for exploratory research was

Primary Data

Secondary data

### 3.4 PRIMARY DATA

New data gathered to help solve the problem at hand. As compared to secondary data which is previously gathered data. An example is information gathered by a questionnaire. Qualitative or quantitative data that are newly collected in the course of research, Consists of original information that comes from people and includes information gathered from surveys, focus groups, independent observations and test results. Data gathered by the researcher in the act of conducting research. This is contrasted to secondary data which entails the use of data gathered by someone other than the researcher information that is obtained directly from first-hand sources by means of surveys, observation or experimentation.

**Primary data is basically collected by getting questionnaire filled by the Respondents**



### 3.5 SECONDARY DATA

Information that already exists somewhere, having been collected for another purpose. Sources include census reports, trade publications, and subscription services. Data that have already been collected and published for another research project (other than the one at hand). There are two types of secondary data: internal and external secondary data. Information compiled inside or outside the organization for some purpose other than the current investigation.

Data that have already been collected for some purpose other than the current study. Researching information which has already been published. Market information compiled for purposes other than the current research effort; it can be internal data, such as existing sales-tracking information, or it can be research conducted by someone else, such as a market research company or the U.S. government. Published, already available data that comes from pre-existing sets of information, like medical records, vital statistics, prior research studies and archival data.

**Secondary source of data used consists of books and websites**

My proposal is to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain

### 3.6 DESCRIPTIVE RESEARCH

STEPS in the descriptive research:

Statement of the problem

Identification of information needed to solve the problem

Selection or development of instruments for gathering the information

Identification of target population and determination of sampling Plan.

Design of procedure for information collection

Collection of information

Analysis of information

Generalizations and/or predictions

### 3.7 DATA COLLECTION

Data collection took place with the help of filling of questionnaires. The questionnaire method has come to the more widely used and economical means of data collection. The common factor in all varieties of the questionnaire method is this reliance on verbal responses to questions, written or oral. I found it essential to make sure the questionnaire was easy to read and understand to all spectrums of people in the sample. It was also important as researcher to respect the samples time and energy hence the questionnaire was designed in such a way, that its administration would not exceed 4-5 mins. These questionnaires were personally administered.

The first hand information was collected by making the people fill the questionnaires. The primary data collected by directly interacting with the people. The respondents were contacted at shopping malls, markets, places that were near to showrooms of the consumer durable products etc. The data was collected by interacting with 150 respondents who filled the questionnaires and gave me the required necessary information. The respondents consisted of house wives, students, business men, professionals etc. the required information was collected by directly interacting with these respondents.

## **3.8 DETERMINATION THE SAMPLE PLAN AND SAMPLE SIZE**

### **3.8.1 TARGET POPULATION**

It is a description of the characteristics of that group of people from whom a course is intended. It attempts to describe them as they are rather than as the describer would like them to be. Also called the audience the audience to be served by our project includes key demographic information (i.e.; age, sex etc.).The specific population intended as beneficiaries of a program. This will be either all or a subset of potential users, such as adolescents, women, rural residents, or the residents of a particular geographic area. Topic areas: Governance, Accountability and Evaluation, Operations Management and Leadership. A population to be reached through some action or intervention; may refer to groups with specific demographic or geographic characteristics. The group of people you are trying to reach with a particular strategy or activity. The target population is the population I want to make conclusions about. In an ideal situation, the sampling frames to matches the target population. A specific resource set that is the object or target of investigation. The audience defined in age, background, ability, and preferences, among other things, for which a given course of instruction is intended

I have selected the sample through Simple random Sampling

### **3.8.2 SAMPLE SIZE:**

This involves figuring out how many samples one need. We have taken the sample size of 150, which cannot determine the buying behavior of the total population. The sample has been drawn from only National Capital Region.

The numbers of samples you need are affected by the following factors:Project goals

How you plan to analyze your data

How variable your data are or are likely to be

How precisely you want to measure change or trend

The number of years over which you want to detect a trend

How many times a year you will sample each point

How much money and manpower you have

### **3.9 SAMPLING METHOD**

The populace incorporates male and female clients of MBA universities, Bankers, with the criteria: Customers utilizing Internet Banking administrations. In this venture convenience sampling technique is taken into account.

#### **3.9.1 Convenience Sampling**

In this method, a specimen is acquired by choosing required populace components from the given populace.

#### **3.9.2 Sample Size**

The initial Sample size was 156, out of which 144 fulfilled the base criteria- Customers using Internet Banking services.

#### **3.9.3 Data collection technique**

Self-processed individual study strategy was utilized to gather the vital information. For this reason proper questionnaires were outlined. This questionnaire was then sent through different online networking channels, for example, WhatsApp, Facebook and so forth and furthermore sent through mails.

#### **3.9.4 Data collection instrument:**

Fittingly planned questionnaires to encourage self-directed studies with basic standard inquiries were utilized to gather information.

### **3.9.5 Questionnaire Format:**

The questions were defined in an organized and non-camouflaged manner. The questions provided us all ways to get the fundamental data and to assure that the correspondents could answer with ease. The formulated pattern thus helped in dissecting the information.

### **3.10 Nature of questions:**

#### **1. MCQs**

Numerous selections of reactions are given and the customer selects a single reaction. The upside of this sort is simple classification and brisk reaction by the customer.

#### **2. DQs (DICHOTOMOUS)**

This sort of question is of "Yes" or "No" structure. There are just two selections of answers and the customer has to pick either "Yes" or 'No'.

#### **3. OQs (OPEN)**

These are otherwise called fill up the blanks based questions.

It is utilized when two separate arrangements of autonomous and indistinguishably dispersed examples are acquired, one from each of the two populaces being looked at.

#### **4.ANOVA**

Analysis of variance (ANOVA) is an investigation device utilized as a part of insights that parts the total fluctuation found inside an informational collection into two sections: systematic factors and random factors. The systematic factors affect the given informational collection, yet the random factors don't. Experts utilize the analysis of the variance test to decide the outcome autonomous factors have on the needy variable in the midst of a regression study.

Analysis of variance is useful for testing at least three factors. There are two sorts of examination of variance: one-way (or unidirectional) and two-way. A restricted or one-way ANOVA assesses the effect of a sole component on a sole reaction variable. It decides if every one of the samples are the same.

Two-way ANOVA enables an organization to look at specialist profitability in light of two autonomous factors. It is used to watch the cooperation between the two variables. It tests the impact of two variables in the meantime.

In this dissertation we have used the **One-Way ANOVA**.

### **Regression Analysis**

Regression is an accurate measure used to choose the nature of the association between one ward variable (as a rule implied by Y) and a movement of other advancing elements (known as autonomous components).

The two crucial sorts of regression are straight regression and multiple regression, regardless of the way that there are non-direct regression methods for more bewildered data and examination. Direct regression uses one autonomous variable to illuminate or envision the aftereffect of the dependent variable Y, while multiple regression uses no less than two free factors to predict the outcome.

In this dissertation we have used the **Linear Regression Analysis**.

### **Post-Hoc Analysis**

Practically speaking, post hoc examinations are generally governed towards discovering designs and additional connections between subgroups of inspected populaces that would somehow stay undetected and unfamiliar were an academic group to depend entirely upon a

priori statistical strategies. Post hoc examination fortifies acceptance by constraining the likelihood that critical impacts will appear to have been found between subgroups of a populace when none really exist.

Post hoc investigation is an essential strategy without which multivariate speculation testing would extraordinarily endure, rendering the odds of finding false positives unsuitably high.

In this dissertation we have used the **TUKEY'S RANGE TEST**.

- Tukey's strategy is appropriate for pairwise correlations.

It assumes autonomy of the perceptions being tested, as well as equal variation across observations (homoscedasticity).

# CHAPTER-4

## 4 DATA ANALYSIS AND INTERPRETATION

### 4.1 TABLE No 4A CLASSIFICATION OF CUSTOMERS BY AGE

Age group		
Age class	No.of.customers	Percentage
17 OR YOUNGER	9	5.8
18-24	50	32.1
25-34	71	45.5
35-44	14	9.0
45&ABOVE	12	7.7
TOTAL	156	100

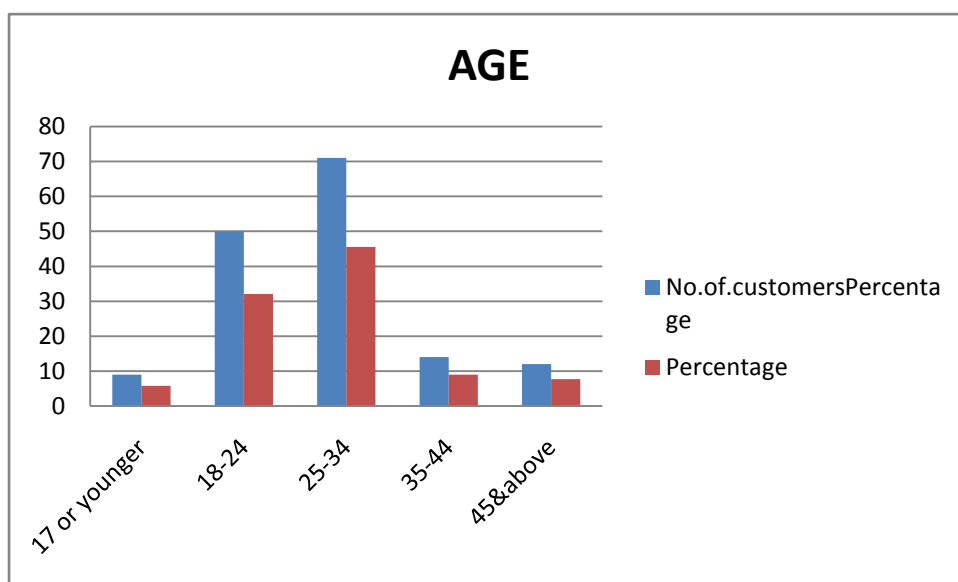


CHART No 4A

#### INFERENCE:

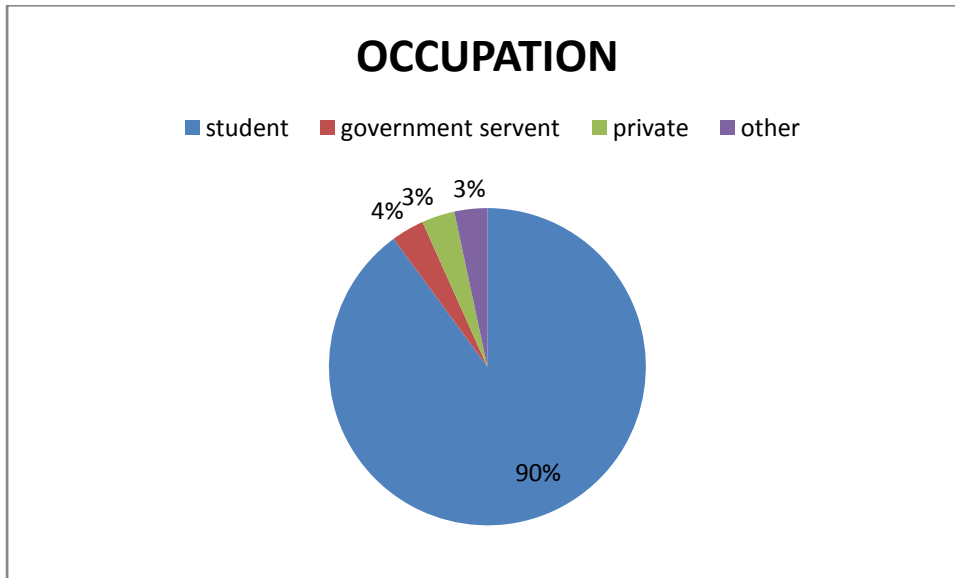
It is found that 5.8% Percent of the customers are of 17 Or younger years old, 32.2 Percent of the customers are of 18-24 years old and the remaining 45.5 Percent of the customers are 25-34 & remaining 9% are in 35-44 and others 7.7.

#### 4.2 TABLE No 4B

#### CLASSIFICATION OF CUSTOMERS ACCORDING TO OCCUPATION

OCCUPATION GROUP		
OCCUPATION	FREQUENCY	PERCENT
STUDENT	134	85.5
GOVERNMENT SECTOR	5	3.2
PRIVATE SECTOR	5	3.2
OTHER	12	7.1
TOTAL	156	100

CHART No 4B



#### INFERENCE:

It is found that 85.5 Percent are the are students . remaining are government are 3.2 Percent of the customers and the remaining 3.2 Percent of the are private sector & remaining 7% are in others .

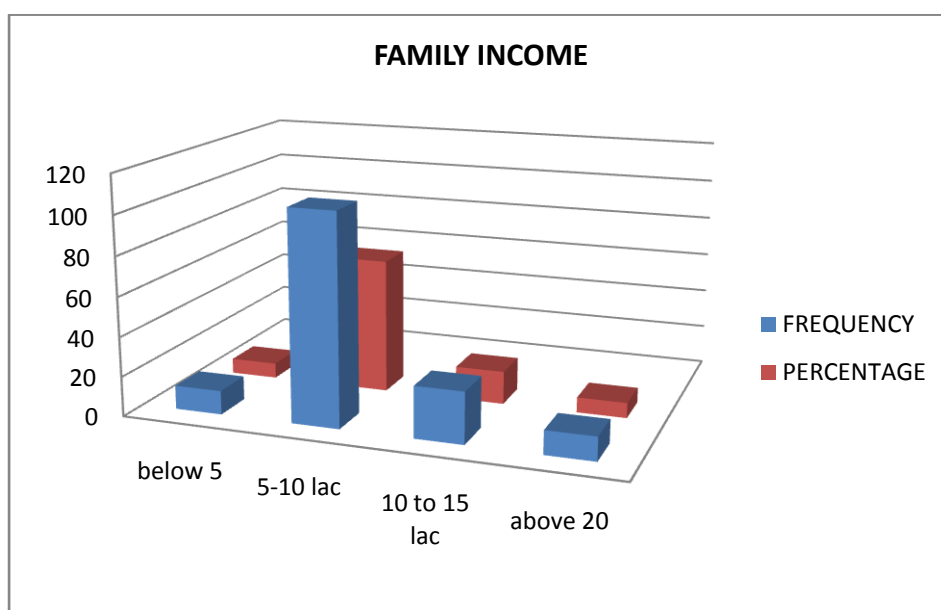


### 4.3 TABLE No 4C

#### CLASSIFICATION OF CUSTOMERS BY INCOME LEVEL

FAMILY INCOME		
INCOME LEVEL	NO OF CUSTOMERS	PERCENT
Below 5 lac	12	7.6
5-10 lac	106	67.9
10-15 lac	25	16.7
Above 20 lac	20	7.7
total	156	100

CHART No 4C



#### INFERENCE:

It can be inferred that 7.7 percent of the Customers annual income is between less than 5 LAKHS, 67.9 percent of the Customers annual incomes is between RS.5-10 LAKHS. Remaining 16.7 percent of the Customers have annual income of RS.10 LAKHS to 15LAKHS and remaining 7.7 percent is above 20 LAKHS.

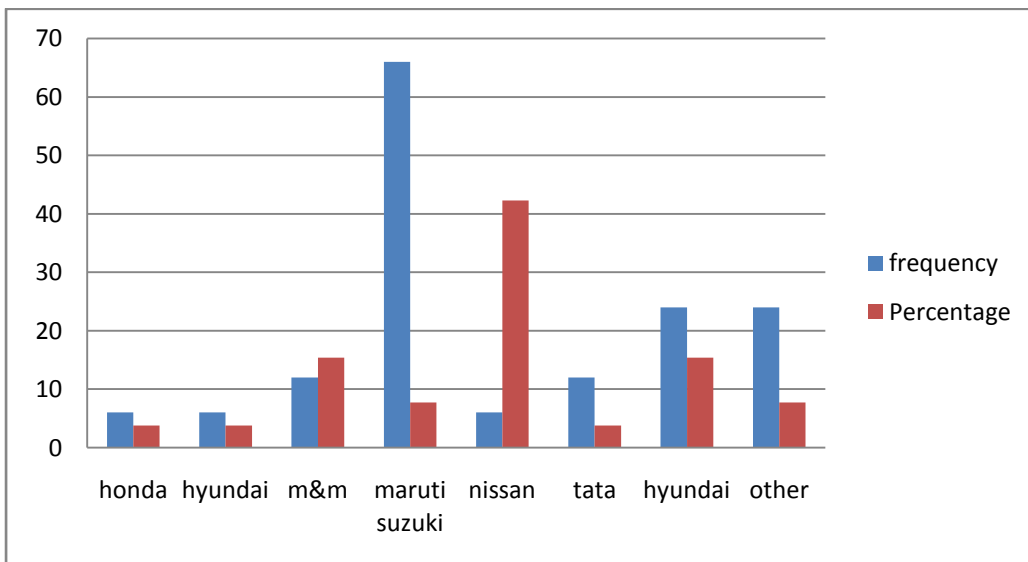
#### 4.4 TABLE No 4D

#### CLASSIFICATION OF CUSTOMERS BY BRAND PREFERENCE

BRAND PREFERENCE		
BRAND	FREQUENCY	PERCENT
Honda	6	3.8
Hyundai	6	3.8
M&M	24	15.4
Maruti suzuki	12	7.7
Nissan	66	42.3
Tata	6	3.8
Chevrolet	24	15.4
Others	12	7.7
total	156	100

#### CHART NO 4 D

#### BRAND PREFERENCE



#### INFERENCE:

from the above the various brand Honda consist of 3.8 percent ,remaining hyundai consist of 3.8% m&m consist of 15.4 percent next maruti consist of 42.3 percent , Nissan consist of 12.8 percent next tata consist of 3.8% and Hyundai consist of 15.4 and remaining consist 7.7percent

#### REGRESSION ANALYSIS

IV	DV	R Square	P value	Beta Value	Null Hypothesis
IMAGE	CAIB	0.295	0.05	0.144	Rejected
USE			0.036	0.151	Rejected
SECURITY			0.385	0.067	Accepted
VALUE			0.000	0.651	Rejected
CREDIBILITY			0.000	-0.578	Rejected
BRAND INTENSIONS			0.004	0.224	Rejected

**Table 4.1: Regression analysis between independent and dependent Variables**

**INFERENCE:**

From the above table it can be found that

- R-Square value is 0.295 (>0.25) This means that 29.5 percent of the Dependent Variable is explained by the coefficients of Significance (Independent Variables)
- According to P- Value, Null Hypothesis is rejected in case of IMAGE,USE,SECURITY,VALUE,CREDIBILITY,BRAND INTENTIONS and (P value<0.05), while it is accepted only for SECURITY. This means that, IMAGE,USE,VALUE,CREDIBILITY,BRAND and have a significant contribution towards Consumer buying behaviour. credibility is not significant in this case as it has a negative Beta Value ( $\beta = -0.578$ ).
- From the Beta Value it can be seen that values is the most powerful contributor towards Consumer behaviour for car markets. ( $\beta = 0.651$ )

**4.2 HYPOTHESIS OF THE STUDY**

1. H1an: Equipment & Interior quality has not caused consumers to migrate from one brand to another.
2. H2a: Eco-friendliness of the car is causing consumer to migrate from one manufacturer to another.

3. H3a: Brand Image is causing consumers to switch manufacturers.
4. H4a: Prestige (Pride of ownership) is causing consumers to move from one manufacturer to another.
5. H5a: Friends/Family recommendation results in consumers to switch from one manufacturer to another.
6. H6a: Financing is a cause of consumers to migrate from one manufacturer to another.
7. H7a: Value for money causing consumers to migrate from one manufacturer to another.
8. H8a: Fuel consumption is a cause for consumers to migrate from one manufacturer to another.
9. H9a: Looks/exterior are causing consumers to move from one manufacturer to another.
10. H10a: After-sales service is resulting in consumers to switch manufacturers.

#### 4.5 4.4 ANOVA ANALYSIS

Independentvariable	Dependentvariable	Significantlevel	Null Hypothesis
<b>AGE</b>	IMAGE	.429	Accepted
	USE	<b>.292</b>	Accepted
	SECURITY	<b>.208</b>	Accepted
	VALUE	<b>.327</b>	Accepted
	CREDIBILITY	<b>.999</b>	Accepted
	BI	<b>.930</b>	Accepted

**4.5.1 Table 4.2 ANOVA between AGE and Independent Variables.**

#### INFERENCE:

After doing the ANOVA, it can be inferred from the table that **AGE** and perception for IMAGE,USE,SECURITY,VALUE,CREDIBILITY,BI and Consumer Behavior of Internet Banking are same (Value of  $P > 0.05$ ).

Independentvariable	Dependentvariable	Significantlevel	Null Hypothesis
<b>Occupation</b>	IMAGE	<b>.804</b>	Accepted
	USE	<b>.782</b>	Accepted

	SECURITY	<b>.971</b>	Accepted
	VALUE	<b>.969</b>	Accepted
	CREDIBILITY	<b>.743</b>	Accepted
	BI	<b>.588</b>	Accepted

#### 4.5.2 Table 4.3: ANOVA between INCOME LEVEL and Independent Variables

##### INFERENCE:

After doing the ANOVA, it can be inferred from the table that **occupation** and perception for image,use,security,value,credibility,bi and Consumer buying of automobile are same (Value of  $P > 0.05$ ).

Independentvariable	Dependentvariable	Significantlevel	Null Hypothesis
Family income	IMAGE	0.001	Rejected
	USE	0.002	Rejected
	SECURITY	0.061	Accepted
	VALUE	0.071	Accepted
	CREDIBILITY	0.008	Rejected
	BI	0.242	Accepted

#### 4.5.3 Table 4.4.4: ANOVA between INCOME LEVEL and Independent Variables

##### INFERENCE:

After doing the ANOVA, it can be inferred from the table that family **INCOME LEVEL** and perception ,security,value,,bi for and Consumer buying of automobile are same (Value of  $P > 0.05$ ). Further, **TUKEY Test** was applied on image,use,value and it was found that there was significant difference between the image ,use and credibility.

# CHATER-5

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## 5 FINDINGS, CONCLUSION& SCOPE FOR THE STUDY

### 5.1 FINDINGS

With the help of literature review, 6 factors were identified and 18 questions were taken. These factors are the dimensions of consumer behaviour of Internet Banking. There was one dependent factor on behavioral intention of the consumer.

ANOVA, T-test, Regression and Post-hoc was applied to these factors to understand their influence on consumer adoption.

**Factor 1:** The first factor has five variables, which deals with image. From regression it was found to have a P-value of 0.05 which means  $H_0$  was rejected and  $H_A$  was accepted. Thus it had a significant contribution towards consumer adoption.

**Factor 2:** The second factor has three variables, which deals with uses. From regression it was found to have a P-value of 0.036 which means  $H_0$  was rejected and  $H_A$  was accepted. Thus it had a significant contribution towards consumer adoption.

**Factor 3:** The third factor has four variables, which deals with Perceived Ease of values. From regression it was found to have a P-value of 0.385 which means  $H_0$  was accepted and  $H_A$  was rejected. Thus it did not have such a significant contribution towards consumer adoption.

**Factor 4:** The Fourth factor has four variables, which deals with security. From regression it was found to have a P-value of 0.000 which means  $H_0$  was rejected and  $H_A$  was accepted. Thus it had a significant contribution towards consumer adoption. Moreover it was the strongest determinant of consumer adoption (Beta Value=0.651)

**Factor 5:**The fifth factor has four variables, which deals with credibility. From regression it was found to have a P-value of 0.000 which means  $H_0$  was rejected and  $H_A$  was accepted. But it had a negative Beta Value (= -0.578). Thus it was not taken as a significant contributor towards consumer adoption.

**Factor 6:**The sixth factor has three variables, which deals with behavioral intentions. From regression it was found to have a P-value of 0.004 which means  $H_0$  was rejected and  $H_A$  was accepted. Thus it had a significant contribution towards consumer adoption.

- Most of the customers were either MBA students, working professionals, and family members.
- 71.5 per cent of the customers were Male while 28.5 Percent of the customers were female.
- It is found that 5.8% Percent of the customers are of 17 Or younger years old, 32.2 Percent of the customers are of 18-24 years old and the remaining 45.5 Percent of the customers are 25-34 & remaining 9% are in 35-44 and others 7.7.
- It can be inferred that 7.7 percent of the Customers annual income is between less than 5 LAKHS, 67.9 percent of the Customers annual incomes is between RS.5-10 LAKHS. Remaining 16.7 percent of the Customers have annual income of RS.10 LAKHS to 15 LAKHS and remaining 7.7 percent is above 20 LAKHS.
- from the above the various brand Honda consist of 3.8 percent ,remaining hyundai consist of 3.8% m&m consist of 15.4 percent next maruti consist of 42.3 percent , Nissan consist of 12.8 percent next tata consist of 3.8% and Hyundai consist of 15.4 and remaining consist 7.7percent
- It is found that 85.5 Percent are the are students . remaining are government are 3.2 Percent of the customers and the remaining 3.2 Percent of the are private sector & remaining 7% are in others.

## 5.2 Interviewer error

There is interviewer bias in the questionnaire method. Open-ended questions can be biased by the interviewer's views or probing, as interviewers are guiding the respondent while the questionnaire is being filled out. The attitudes the interviewer reveals to the respondent during the interview can greatly affect their level of interest and willingness to answer openly. As interviewers probing and clarifications maximize respondent understanding and yield complete answers, these advantages are offset by the problems of prestige seeking, social desirability and courtesy biases.

## 5.3 Questionnaire error

The questionnaire designing has to be careful so that only required data is concisely revealed and there is no redundant data generated. The questions have to be worded carefully so that the questions are not loaded and does not lead to a bias in the respondents mind

## 5.4 Respondent error

The respondents selected to be interviewed were not always available and willing to co operate also in most cases the respondents were found to not have the knowledge, opinion, attitudes or facts required additionally uninformed response errors and response styles also led to survey error.

## 5.5 Research Design Process

Research design is a conceptual structure within which research is conducted. A research design is the detailed blueprint used to guide a research study towards its objective. It is a series of advanced decision taken together comprising a master plan or a model for conducting the research in consonance with the research objectives. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with the minimum effort, time and money.

## 5.6 Conclusion

Consumer behavior consists of all human behavior that goes in making before and post purchase decisions. One can succeed in the competitive market only after understanding the complex consumer behavior. An understanding of the consumer enables a marketer to take marketing decisions which are compatible with its consumer needs. From study there are various major class of consumer behavior determinants and expectations, namely socioeconomic, psychological, political, geographical, demographic and Product & Technology. Further classification of human behaviors under main categories will enable car manufacturer to align their strategies in concurrence to customer behavior. While purchasing mini segment car though customer is highly cost conscious but this segment is also upgrading their requirements and due to rise in disposable income, with in segment migration is observed, Customer is more inclined to purchase Suzuki Swift, 120. For mid size segment customer focus is for safety, driving & seating comfort, brand. Also this segment requires



value for money, best features and customer friendly vehicles. In higher segment cars like Executive and Premium brand image is main deciding factor which gives assurance of meeting their needs in terms of safety, performance and feature requirements. Global brands are highly preferred in Executive and above segments. So car companies should adopt the “Think-Global, Act-Global”. Approach in strategy making which involves standardization across the world. Brand global presence is judged by consumers based on availability around the globe with standardized products, brand name, distribution channels and communications. By going global, the company will enjoy an increase in market share, which indicates increase in demand for their products. With that, the company can produce with economies of scale, reduce cost per unit and increase production efficiency resulting in serving customers efficiently and economically. Most importantly, compared to local brands, companies with global brands will be able to penetrate into markets more easily, regardless to high or low status seeking consumers, global brands with proper strategy will enable them to achieve an enhanced global image.

## 5.7 Scope of future study

As the report mentions there are clues in the market that the cars are on a path of becoming commodities just like the fate awaits for any other consumer goods. So what can be the role and scope of brands and their personality in the changes scenario to establish the brand perception of any car in the mind set of a customer present or potential can be one area of study

On the close lines, another area of study can be the importance of advertisements and promotion schemes on the brand image of any car brand? Are the brands which advertise more have a positively high brand perception or it's the sales promotion schemes which create the ripples in the mindset of the customers.

It is aimed to study the car market and buying behavior of the customer. The project is analyzed the demographic, psychographic and buying characteristics of the customers in buying the car. It includes the detailed study of customers focusing on the various parameters that lead to identifying and understanding the perception of the customer in buying the car brands.

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## 7 ANNEXURE

### Consumer buying decision and behaviour in automobile industry(car markets).

1. NAME

2.WHICH CATEGORY BELOW INCLUDES YOUR AGE?

- 17 OR YOUNGER
- 18-24
- 25-34
- 35-44
- 45 OR ABOVE

3 OCCUPATION?

- STUDENT
- PRIVATE SECTOR EMPLOYEE
- GOVERMENT SERVENT
- OTHER

4. FAMILY INCOME(RS PER ANNUM)

- BELOW 5 LAC
- 5-10 LACS
- 10-15 LACS
- ABOVE 20 LACS

5.DO YOU OWN A CAR

- YES
- NO

The following questions determine your perception about consumer buying decision and behavior in automobile industry(car markets).. Please rate them on the following LIKERT scale:

1- STRONGLY DISAGREE 2- DISAGREE 3- NEUTRAL 4- AGREE 5- STRONGLY AGREE

SL.NO	IMAGE	RATING				
1.	consumers behaviour more influenceing towards brand name.	1	2	3	4	5
2.	consumers behavior purchaseing decision on technical aspect.	1	2	3	4	5
3.	consumers behavior preference towards interior.	1	2	3	4	5
4.	consumers behavior according to past financial experience	1	2	3	4	5
5.	consumers behavior according to brand image of the car.	1	2	3	4	5

SL.NO	USAGE	RATING				
6.	consumers behavior on the basis of personal uses	1	2	3	4	5
7.	consumers behavior and preference on basis of commercial uses	1	2	3	4	5
8.	consumers behavior and preference on basis of sports purposes	1	2	3	4	5

SL.NO	VALUES	RATING				
9.	consumers behavior on the basis of technology preference.	1	2	3	4	5
10.	consumers behavior on the basis of engine capacity.	1	2	3	4	5
11.	consumers behavior on the basis of comfortness	1	2	3	4	5
12.	consumers behavior on the basis of fuel efficiency.	1	2	3	4	5

SL.NO	SECURITIES	RATING				
13.	Consumers preference according to ABS features	1	2	3	4	5
14.	Consumers preference according to car alarm features.	1	2	3	4	5
15.	Is smart key important while buying car.	1	2	3	4	5
16.	Is steering wheel lock important while buying car.	1	2	3	4	5
17.	Is automatic system necessary while buying car.	1	2	3	4	5

SL.NO	CREDIBILITY	RATING				
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18.	Is it necessary to have good sales service after buying cars	1	2	3	4	5
19.	Consumers rating the meliage of the cars	1	2	3	4	5
20.	Consumers buying behavior according to easy loan availability.	1	2	3	4	5
21.	Consumers behavior according to durability of cars.	1	2	3	4	5

<b>SL.NO</b>	<b>BEHAVIORAL INTENTIONS</b>	<b>RATING</b>				
22.	Consumers buying behavior according to festive seasons .	1	2	3	4	5
23.	Consumers buying behavior according to promotins and discounts on cars.	1	2	3	4	5
24.	Consumers buying behavior according to disposablr income of the customers.	1	2	3	4	5

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