

**Project Dissertation Report on**  
**Analysis of women's perception towards buying a car**

**Submitted By:**

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**2K21/EMBA/26**

**Under the Guidance of:**

**Dr. Meha Joshi**

**(Asst. Professor)**



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# **CERTIFICATE FROM THE ORGANISATION**

**To whom it may concern**

This is to certify that **Mahinder Pal Singh** enrollment no. 2K21/EMBA/26 of DELHI SCHOOL OF MANAGEMENT, Delhi Technological University has worked on the project titled "Analysis of women's perception towards buying a car" under my supervision and guidance.

This is an original and authenticated work by him.

SIGNATURE:-

Dr. Meha Joshi

Asst. Professor (DSM, DTU)

## **DECLARATION**

I the undersigned solemnly declare that the report of the project work entitled **Analysis of women's perception towards buying a car** is based my own work carried out during the course of my study under the supervision of Dr. Meha Joshi.

I assert that the statements made and conclusions drawn are an outcome of the project work. I further declare that to the best of my knowledge and belief that the project report does not contain any part of any work which has been submitted for the award of any other degree/diploma/certificate in this University or any other University.

Mahinder Pal Singh

(2K21/EMBA/26)

## **ACKNOWLEDGEMENT**

Exchange of ideas generates a new object, which helps a person to work in a better way. When a person is helped and provided guidance by others, his/her heart is found to pay gratitude and commutative appreciation.

I express my profound sense of gratitude to my mentor **Dr. Meha Joshi**, for all the encouragement and inspiration given to me during the preparation of this report and having made valuable critical comment on it.

I would like to express my gratitude to all my faculty members, for all the encouragement and inspiration given to me during the preparation of the project report and for their valuable teaching and guidance.

I would like to recognize my parent's for their timely check and suggestions over all the proceedings. To all those people and those unmentioned, my heartfelt thanks.

**Mahinder Pal Singh**

**2K21/EMBA/26**

**9013010004**

## **EXECUTIVE SUMMARY**



Automobile, self-propelled vehicle used primarily on public roads but adaptable to their surfaces. Automobiles changed the world during the 20th century, particularly in the India and other industrialized nations. From the growth of suburbs to the development of elaborate road and highway systems, the so-called horse less carriage has forever altered the modern landscape. The manufacture, sale, and servicing of automobiles have become key elements of industrial economies. Automobiles are classified by size, style, number of doors, and intended use. The typical automobile, also called a car .The automobile is built around an origin various systems supply the origin with fuel, cool it during operation, lubricate its moving parts and remove exhaust gases it creates. This is a descriptive and exploratory research and mainly primary data is used for the purpose of data collection. A detailed study has been done to record Women's perception while purchasing a car. In this study a sample size of 100 were taken in which different factors which affect buying decisions and how customer felt after using the products

were recorded . Certain findings, conclusion and suggestions were recorded after analyses done with the help of pie charts & tables. To record the responses of consumers Google Drive was used in which questionnaire was mailed to many out of which 100 were accepted. On the basis of that analysis was done. There were certain drawbacks that this study focused only on people of Metro cities that to who are educated and actively using internet. Certain observations were : It is found that Small car refers to most preferable choice for Women and the interest start to diminish as the size of the car is increasing. Family member, friends and own choice will mostly affect the source of information of purchase decision of car, while car shows, internet, dealer sales staff, brochure have a less impact on purchasing decision of car whereas brand perception refers to the least valuable source of information which will affect the purchasing decision of car. It's seen that women are neutral when it comes to rely on the salesman at the time of purchasing a car. . It was observed that the demand of car dealers and salesman reduced while the process of purchasing the car takes place. Women car buyers really gravitated toward smaller, more fuel-efficient cars and lean toward brands suggested by the family members and friends. So, we conclude that the women buyers were making more practical choices which will help the company to predict their future sales of the car and help them to improve in which they lack.

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# **INTRODUCTION**

Indian automotive industry / overview of the auto segment

The far-reaching economic reforms undertaken since 1991 have unleashed the growth potential of Indian economy. A series of “second generation reforms” aimed at deregulating the country and stimulating foreign investment have moved Indian firmly into the front ranks of the rapidly growing Asia Pacific region. The automotive industry in India is working in terms of the dynamics of an open market. Many joint ventures have been setup in India with foreign collaboration, both technical and financial with leading global manufactures.

The joint venture list India has wide variation ranging from 10% to 100%, i.e., wholly owned foreign subsidiaries. The equity partnership is not regulated by government but is market driven. It depends upon the market perceptions of the joint venture partners and their business perceptions primarily in terms of technological, financial and market strengths of the partners. The setting up of joint ventures has also led to enhanced capacity creation in the vehicle sector, particularly in the passenger car sector and the additional capacity is expected to mount by one million passenger cars in the next 4-5 years.

Concentrated efforts are going on in India for inducting and absorbing the latest technology and upgrading the quality of products to an international level and a partner search mission is on. Indian firms are on the lookout for joint venture and technology transfers specialize in niche technology and to complement their range of products as well as benchmarking with the world's latest and the best.

## **Scope of the Research:**

- Research will examine the demographic and psychographic characteristics of women customers in the Indian automotive industry
- Research will support analyze the factors that influence women customers in their decision-making process when buying a car
- Research will help to understand the perception of women customers towards different car brands in India
- Research will help to identify the key drivers and barriers to women's participation in the car buying process
- Research will provide recommendations for automakers and marketers to better understand and serve the needs of women customers



## **ABOUT THE PROJECT**

The automobile industry today is the most lucrative industry. Due to the increase in disposable income in both rural and urban sector and easy finance being provided by all the financial institutes, the car sales have increased. This project report deals with “A study on Women’s Perception while purchasing a car”. An analysis of women consumer’s perception in terms of consumer consumption patterns, consumer preferences, consumer motivation, consumer buying process and shopping behaviour is very much help to formulate a firm’s marketing strategy. This research shows opinion of women consumers, buying motives, factors influencing women consumer’s perception and their expectations with product and it’s after sales service which is provided by company.

The final observation that is made that women consumer behaviour is affected by a host of variables ranging from personal, professional needs, attitudes and values, personality characteristics, social economic and cultural back ground , age gender professional status to social influences of various kinds exerted a family, friends , colleagues , and society as a whole. The combination of these factors help the women consumer in decision making further psychological factors that as individual consumer needs, motivation, perceptions, attitudes, the learning process, personality characteristics are the similarities which operates across the different types of people and influence their behaviour.

This personality sketching will help in knowing what a women customer (or a potential women customer) thinks before buying a car and what are the possible factors guiding a possible purchase. Similarly, the idea of measuring the women customer satisfaction will serve the same purpose of determining the women customer perception. Thus, by measuring the” willingness of existing users of a car to recommend it to others” will help the car manufacturers to chalk out the entire Women Customer Buying Behaviour.

### **Customer Perception Audits:**

Every time you lose a customer, there’s a reason why. Do you really know what your customers think about your business, your offerings, or your service? Are they having good or bad experiences? Are you equipped with the insight you need to improve customer satisfaction and loyalty, and make the changes that matter? Entrepreneurs are often too busy to really take the time to tap into what customers are really thinking. But customers hold the key.

They know what you need to do to dramatically increase the value you deliver to them. Why keep this data a secret? Uncovering and understanding it will give you what you need to be the best, generate higher sales and referrals and earn repeat business.

## **OBJECTIVES OF THE STUDY**

- To know the perception of women customers before buying a car.
- To know what are the various factors which influence the purchase decision process of women customers.
- To know whether the women customers are satisfied with the present features of the car.
- To know the effective sources of information and awareness for the women customers while purchasing a car.
- To analyze the factors which women consumer feel are important in purchase of car.
- To know the activities performed by the women customers while buying a car.
- To seek suggestions and opinion from women customers regarding the improvement of features of car.

## **LIMITATIONS OF THE STUDY**

- Because of time constraint, the study confines only to a small scale and it is not possible to make extensive study.
- The study only targeted to the women customer of Metro Cities in spite of Rural and Urban city or town.

## LITERATURE REVIEW

Both our contemporary society and the business world are extremely complex. The consumer's impression is just one of the numerous factors that can affect their action. Our senses—seeing, hearing, touching, tasting, smelling, and sensing—are used to gather information during perception. We can experience things, events, or relationships using these senses (Marco Erlenkamp, 2004). "The entire process by which a person becomes conscious of their surroundings and interprets them to fit within their own frame of reference." (1989; Walters et al.

Information regarding an occurrence at a specific time is only one aspect of perception. It entails identifying, processing, and storing inputs. Consumers "perceive marketing stimuli selectively to reinforce their needs, attitudes, past experiences, and personal characteristics," according to the definition of selective perception.

According to Assael (1992), "selective perception" refers to the ability of two consumers to experience the same advertisement, package, or product significantly differently.

Customers are valued as crucial components of a firm. Customer perception is thus described as how customers typically perceive or feel about particular services and goods. It may also be connected to customer satisfaction, which is what consumers anticipate from the items.

According to Atul Kr. Sharma (2006), consumer perception is a close approximation of reality. Exposure is a crucial element in affecting consumer perception. Consumers feel more at ease making purchases of products when they have greater knowledge about such products.

After perception, the consumer's next phase is to base decisions on that perception. Decision Making and Problem Solving outlines the fundamental ideas for honing your analytical abilities and putting them to use in any situation. Adair, a recognised expert in management thought, offers incisive advice along with practical exercises on:

- understanding the way your mind works
- adopting a structured approach to reach the best decision
- assessing risk and generating successful options for action
- using brainstorming and lateral thinking to increase your creativity
- creating a personal strategy to become a more effective practical thinker.

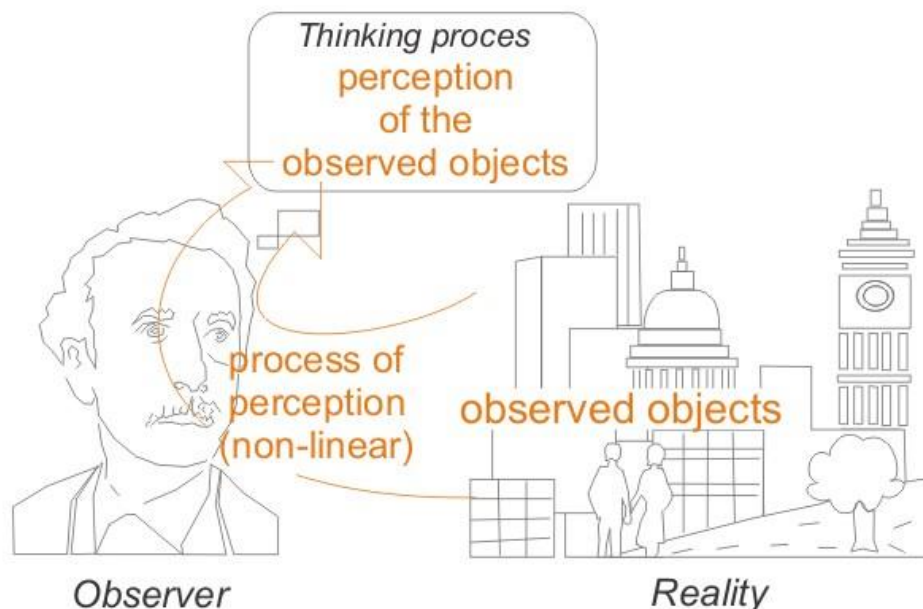
Purchase Choice Process is the term used to describe the decision-making procedures consumers follow before, during, and after making a purchase of a good or service (John Eric Adair, 1997). Purchasing a service as opposed to a commodity can be far more difficult, risky, and stressful, which will increase the strain. Here, services cover things like mileage, comfort, resale value, and after-sale care. It is invisible and immaterial, unlike a product. Therefore, the buyer must base their selection on more tangible facts, such as the salesperson's appearance and believability, the calibre of the material, the state of the store or office, or referrals from past happy customers.

Nowadays, Automobile Industry is more concerned about the Women. The reasons why the women matter the most, consist of 2 main reasons i.e.

- Decision-making & financial power
- The power of loyalty and recommendations (Patricia Huddleston, 2011).

Consumers who are unfamiliar with a brand of product are unable to evaluate the risk involved; for example, it may be poorly constructed or overpriced in comparison to alternatives (Stan Mack, Demand Media). It is well known that when people choose particular brands, their perceptions of price and value will always interact (Ray Wright, 2006).

customer impressions about a company, its goods, and services have a significant impact on customer purchasing decisions. To positively sway the perceptions of their target customers, firms invest a lot of money in branding themselves, improving customer service, and other measures.





## SAMPLE SIZE

### RESEARCH TYPE:

#### **DESCRIPTIVE RESEARCH**

The study was conducted using Google drive whereby the questionnaires were mailed to the respondents.

### SAMPLING

Sampling is a definite plan for obtaining a sample from given population.

For the purpose of present study, **simple random sampling** has been selected from different areas of Metro city.

#### ○ **SAMPLE SIZE :-**

A sample is set of numerical data. Sample is the representative of the population that a researcher targets to carry out a specific research, that representative part of the population is known as sample size.

In this case I have taken sample size as 100.

#### ○ **METHOD :-**

**100** samples from the population are selected on the basis of convenience sampling. As the name implies, the samples are selected because they are convenient. Convenience sampling attempts to obtain a sample of convenient elements. Often, respondents are selected because they happen to be in the right place at the right time.

## **METHODS OF DATA COLLECTION**

### ○ **PRIMARY RESEARCH :-**

Primary data refers to the data collected for the first time. Primary data can provide information about demographic and socio-economic characteristics, psycho graphic characteristics, attitude and motivations and intensions. Tool used by me for primary research is

✓ Questionnaire

### ○ **SECONDARY RESEARCH :-**




Secondary data refers to the data previously collected for any purpose but can be used in the current study. Tools used by me for secondary research are:

- ✓ websites
- ✓ journals
- ✓ magazines

## **TOOLS USED**

### ○ **MS EXCEL**

In MS excel for data analysis, I have used:

-  Pie charts
-  Histograms
-  Barcharts

### ○ **MS WORD AND GOOGLE SPREADSHEET**

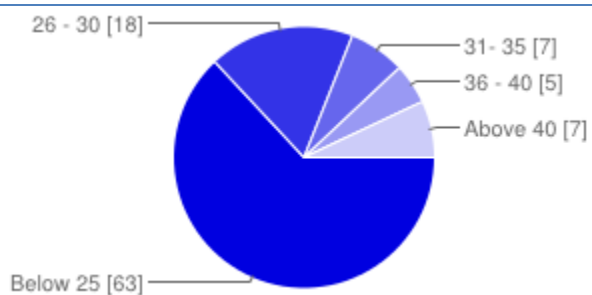
I have used MS Word for typing purpose and questionnaire making.



**DATA**  
**COLLECTION**  
**AND**  
**DATA ANALYSIS**



**AGE GROUP:**



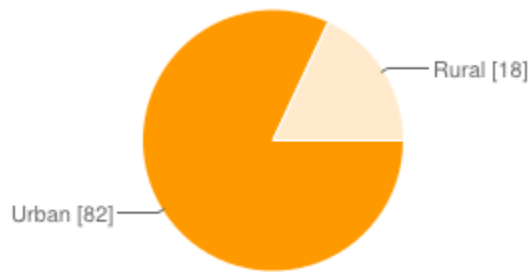
Below 25	<b>63</b>	63%
26 – 30	<b>18</b>	18%
31- 35	<b>7</b>	7%
36 – 40	<b>5</b>	5%
Above 40	<b>7</b>	7%

**ANALYSIS:**

Out of 100 respondents, 63% of the respondents are Below 25, 18% are 26-30, 7% are 31-35, 5% are 36-40 and the remaining 7% are Above 40.

## RESIDENCE:

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Urban	<b>82</b>	82%
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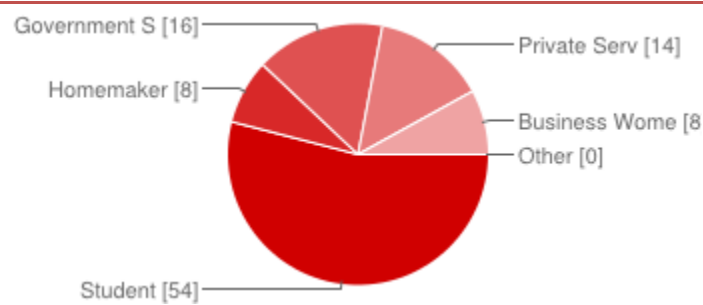
Rural	<b>18</b>	18%
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## ANALYSIS:

Out of 100 respondents, 82% of the respondents are Urban and the remaining 18% are Rural.

## OCCUPATION:

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Student	<b>54</b>	54%
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Homemaker	<b>8</b>	8%
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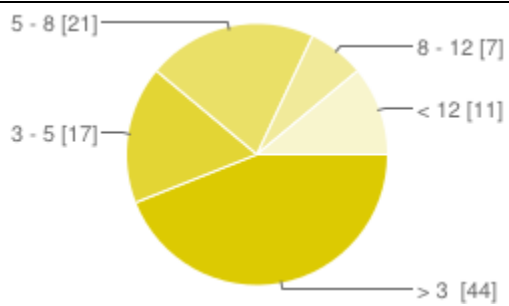
Government Service	<b>16</b>	16%
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Private Service	<b>14</b>	14%
Business Women	<b>8</b>	8%
Other	<b>0</b>	0%

**ANALYSIS:**

Out of 100 respondents, 54% of the respondent are Student, 16% are Government Service, 14% are Private Service, 8% are Homemaker and the remaining 8% Business Women.

**YEARLY INCOME (lakhs):**

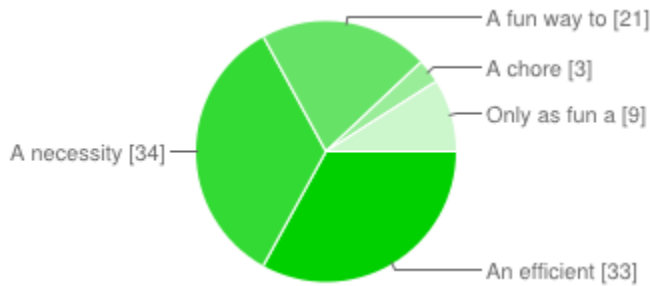


> 3	<b>44</b>	44%
3 - 5	<b>17</b>	17%
5 - 8	<b>21</b>	21%
8 - 12	<b>7</b>	7%
< 12	<b>11</b>	11%

**ANALYSIS:**

Out of 100 respondents, 44% of the respondent have yearly income Below 3, 16% are Government Service, 14% are Private Service, 8% are Homemaker and the remaining 8% Business Women.

**Q.1 FOR YOU DRIVING IS?**



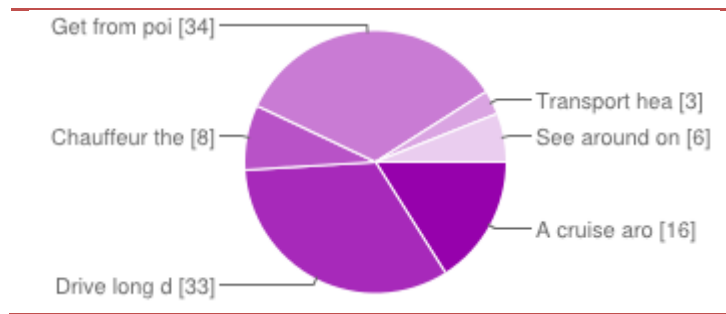
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An efficient mode of transportation	<b>33</b>	33%
A necessity	<b>34</b>	34%
A fun way to release some stream	<b>21</b>	21%
A chore	<b>3</b>	3%
Only as fun as the car you drive	<b>9</b>	9%

**ANALYSIS:**

Out of 100 respondents, 34% of the respondent drive because it is a Necessity for them, for 33% it is an Efficient mode of transportation, for 21% it is a Fun way to release some stream, for 9% it is only as Fn as the car you drive and for the remaining 3% it's Chore.

## Q.2 MOSTLY USES CAR TO?

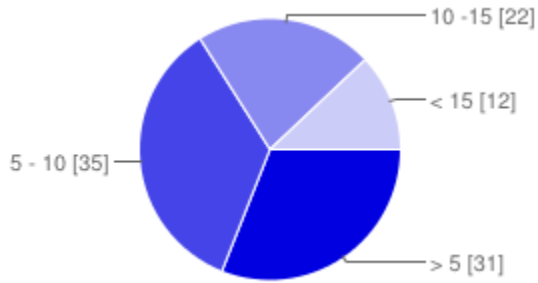


A cruise around town	<b>16</b>	16%
Drive long distances	<b>33</b>	33%
Chauffeur the kids	<b>8</b>	8%
Get from point A-B	<b>34</b>	34%
Transport heavy materials	<b>3</b>	3%
See around on the open roads	<b>6</b>	6%

### **ANALYSIS:**

Out of 100 respondents, 34% of the respondent mostly use car to Get from point A-B, 33% use to Drive long distances, 16% use to Cruise around town, 8% use to Chauffeur the kids, 6% use to See around on the open roads and the remaining 3% use to Transport heavy materials.

## Q.3 HOW MUCH YOU WANT TO SPEND FOR PURCHASING YOUR CAR?

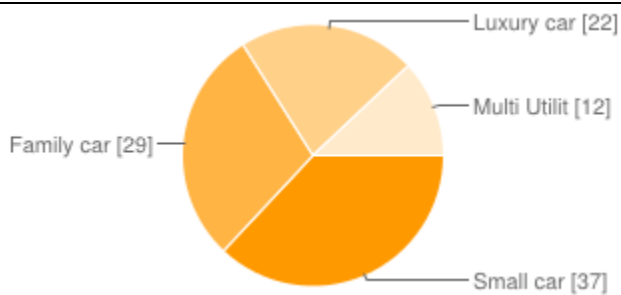


> 5	<b>31</b>	31%
5 - 10	<b>35</b>	35%
10 - 15	<b>22</b>	22%
< 15	<b>12</b>	12%

#### **ANALYSIS:**

Out of 100 respondents, 35% of the respondent want to spend 5-10 lakhs while purchasing a car, 31% can spend less than 5 lakhs, 22% can spend 10-15 lakhs and the remaining 12% can spend more than 15 lakhs.

#### **Q.4 WHAT KIND OF CAR DO YOU PREFER?**

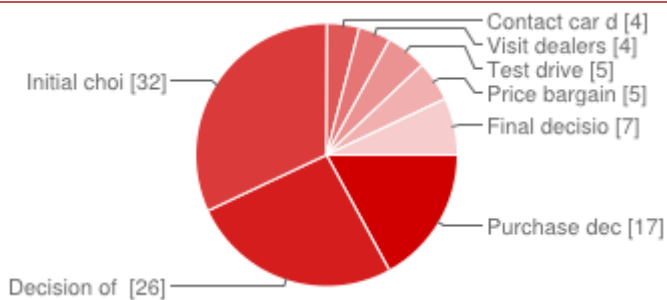


Small car	<b>37</b>	37%
Family car	<b>29</b>	29%
Luxury car	<b>22</b>	22%
Multi Utility & Sport car	<b>12</b>	12%

**ANALYSIS:**

Out of 100 respondents, 37% of the respondent prefer Small car, 29% prefer Family car, 22% prefer Luxury car and the remaining 12% Multi Utility & Sport car.

**Q.5 WHAT IS YOUR ROLE IN PURCHASING A CAR?**



Purchase decision of new car	<b>17</b>	17%
Decision of budget	<b>26</b>	26%
Initial choice of brand & model	<b>32</b>	32%
Contact car dealer	<b>4</b>	4%

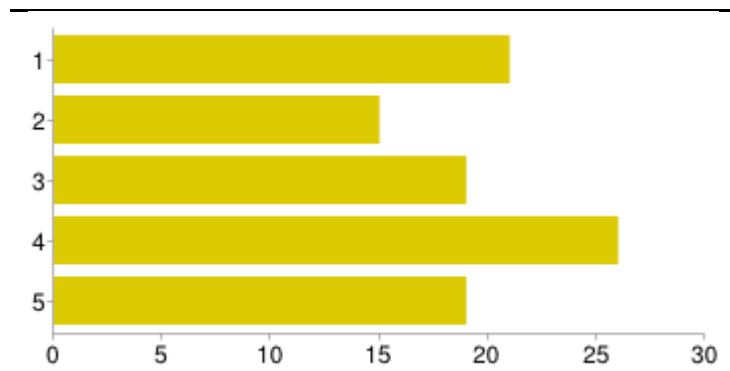


Visit dealers	<b>4</b>	4%
Test drive	<b>5</b>	5%
Price bargaining	<b>5</b>	5%
Final decision on market & model	<b>7</b>	7%

**ANALYSIS:**

Out of 100 respondents, 32% of the respondent treat Initial choice of brand and model as their role in purchasing a car, 26% prefer Decision of budget, 17% prefer Purchase decision of new car, 7% prefer Final decision on market & model, 5% prefer test drive and Price bargaining each and the remaining 8%, half prefer for Contacting a car dealer and half Visit dealer.

**Shopping [Q.6 WHY YOU WANT TO PURCHASE A CAR? (KINDLY RATE)]**

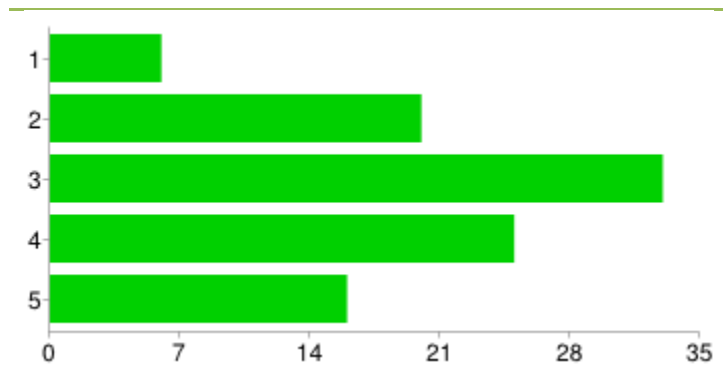


1	<b>21</b>	21%
2	<b>15</b>	15%
3	<b>19</b>	19%
4	<b>26</b>	26%
5	<b>19</b>	19%

**ANALYSIS:**

Out of 100 respondents, 37% of the respondent treating Shopping as a High factors for which they buy a car, 21% have Shopping as their least factors while purchasing a car, 19% have the highest effect on the other hand 19% respondent neutral effect and the remaining 15% have a low impact.

**Pickup family Member [Q.6 WHY YOU WANT TO PURCHASE A CAR? (KINDLY RATE)]**

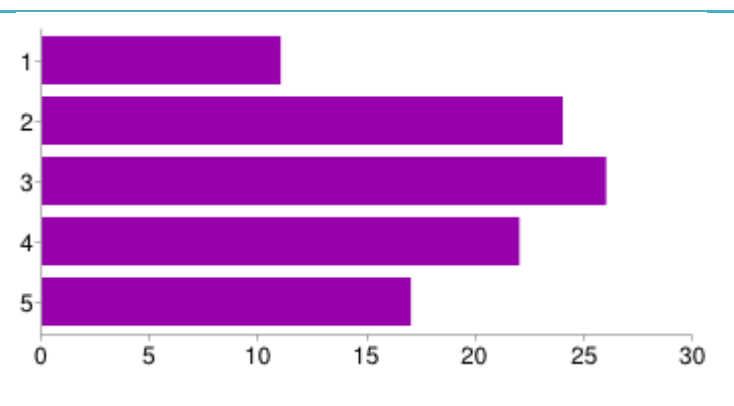


1	<b>6</b>	6%
2	<b>20</b>	20%
3	<b>33</b>	33%
4	<b>25</b>	25%
5	<b>16</b>	16%

**ANALYSIS:**

Out of 100 respondents, 33% of the respondent shows the neutral effect regarding Pickup family member, 25% heavier, 20% have the low effect. 16% have the highest effect. And the remaining 6% have a least impact.

**Social activities [Q.6 WHY YOU WANT TO PURCHASE A CAR? (KINDLY RATE)]**



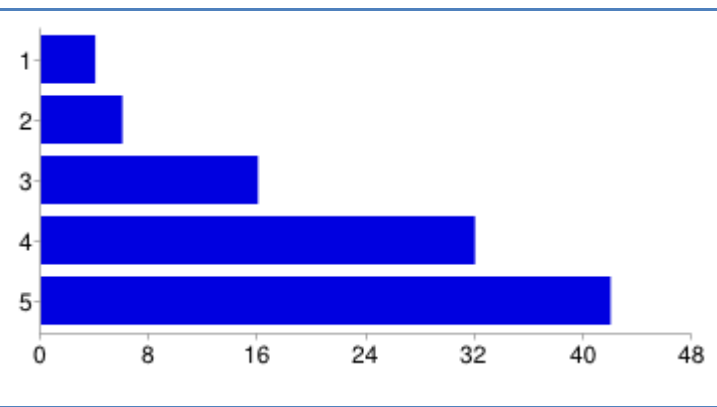
1	<b>11</b>	11%
2	<b>24</b>	24%
3	<b>26</b>	26%
4	<b>22</b>	22%

5      **17**                      17%

**ANALYSIS:**

Out of 100 respondents, 26% of the respondent shows neutral response for purchasing a car for Social activities, but 24% shows low response, 22% show high response, 17% have the highest effect and the remaining 11% have a least impact.

**Travelling [Q.6 WHY YOU WANT TO PURCHASE A CAR? (KINDLY RATE)]**



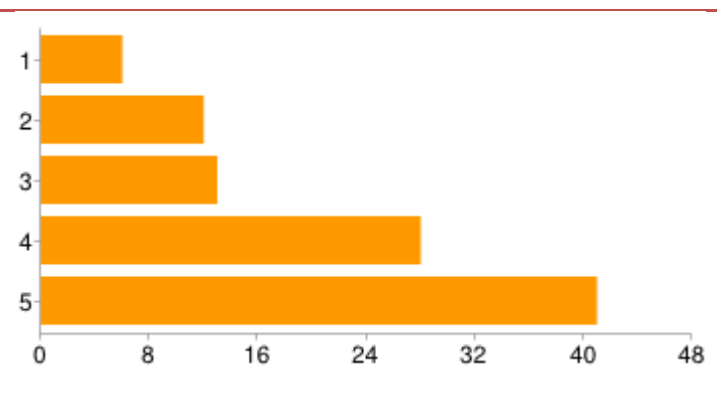
1	<b>4</b>	4%
2	<b>6</b>	6%
3	<b>16</b>	16%
4	<b>32</b>	32%

5      **42**              42%

**ANALYSIS:**

Out of 100 respondents, 42% of the respondent shows highest response for purchasing a car for Travelling, but 32% shows high response, 16% show neutral response, 6% have the low effect and the remaining 4% have a least impact.

**Work [Q.6 WHY YOU WANT TO PURCHASE A CAR? (KINDLY RATE)]**



1      **6**              6%

2      **12**             12%

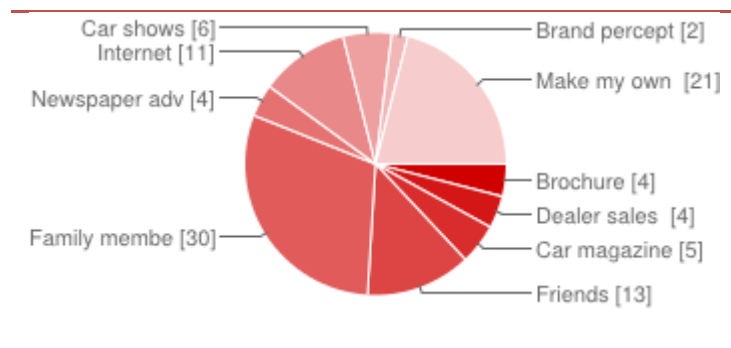
3      **13**             13%

4      **28**            28%

**ANALYSIS:**

Out of 100 respondents, 41% of the respondent shows highest response for purchasing a car for Work, but 28% shows high response, 13% show neutral response, 12% have the low effect and the remaining 6% have a least impact.

**Q.7 WHICH SOURCE OF INFORMATION WILL AFFECT THE PURCHASING DECISION OF YOUR CAR?**



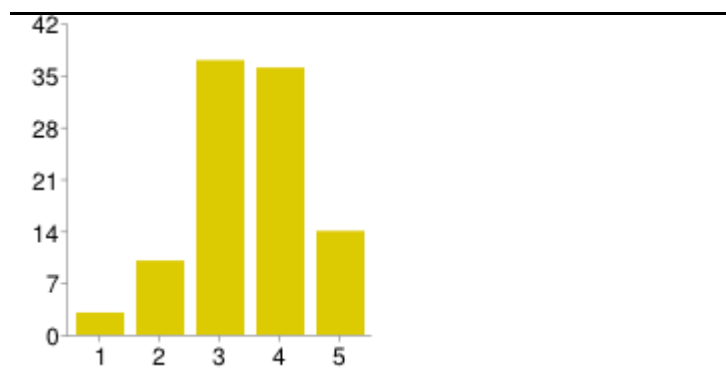
Brochure	4	4%
Dealer sales staff	4	4%
Car magazine	5	5%
Friends	13	13%

Family member	<b>30</b>	30%
Newspaper advertisement	<b>4</b>	4%
Internet	<b>11</b>	11%
Car shows	<b>6</b>	6%
Brand perception (Celebrity)	<b>2</b>	2%
Make my own choice	<b>21</b>	21%

**ANALYSIS:**

Out of 100 respondents, 30% of the respondent’s Family member will affect the purchasing decision of the car, whereas 21% Make their own choice, 13% by Friends, 11% by Internet, 6% by Car shows, 5% by Car magazine, 4% by Brochure, Dealer sales staff and Newspaper advertisement and the remaining 2% by Brand perception(celebrity).

**Q.8 DO YOU THINK THE CAR A STATUS SYMBOL?**

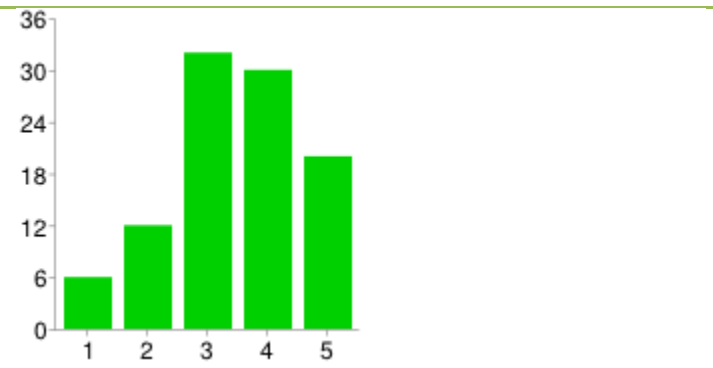


1	<b>3</b>	3%
2	<b>10</b>	10%
3	<b>37</b>	37%
4	<b>36</b>	36%
5	<b>14</b>	14%

**ANALYSIS:**

Out of 100 respondents, 37% of the respondent show neutral response regarding car as a Status symbol, but 36% are agree with it, 14% are strongly agree with it, 10% are disagree and the remaining 3% are strongly disagree with it.

**Q.9 TO WHAT EXTENT, DO YOU THINK PURCHASING A CAR CAN RAISE YOUR SOCIAL STATUS?**



1	<b>6</b>	6%
2	<b>12</b>	12%

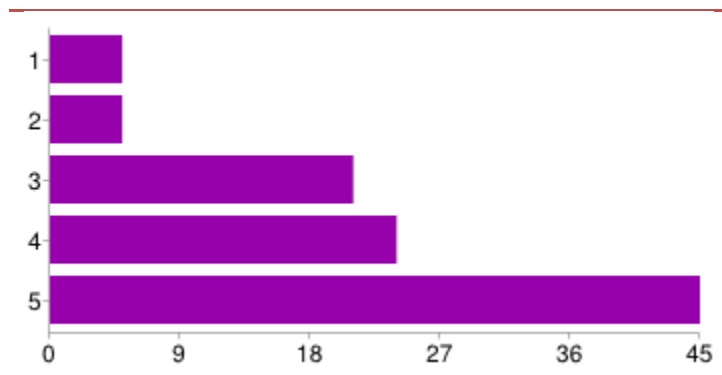


3	<b>32</b>	32%
4	<b>30</b>	30%
5	<b>20</b>	20%

**ANALYSIS:**

Out of 100 respondents, 32% of the respondent show neutral response regarding car as a Status symbol, but 30% are agree with it, 20% are strongly agree with it, 12% are disagree and the remaining 6% are strongly disagree with it.

**Price [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION? (EXTERNAL)]**



1	<b>5</b>	5%
2	<b>5</b>	5%
3	<b>21</b>	21%
4	<b>24</b>	24%

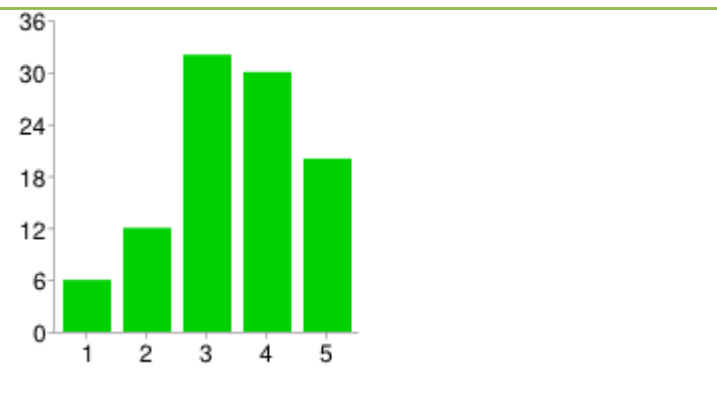
5      **45**      45%

**ANALYSIS:**

Out of 100 respondents, 45% of the respondent shows Price as most influencing external factors which effect the purchasing decision of car, but 24% shows high response, 21% show neutral response, 5% have the low effect and the remaining 5% have a least impact.

**Financing [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION?**

**(EXTERNAL)**

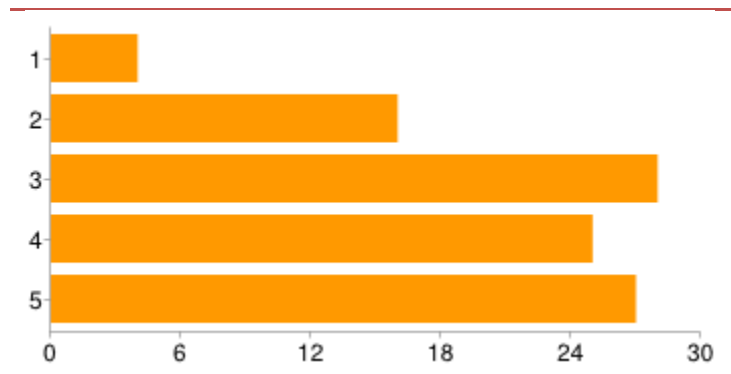


1	<b>6</b>	6%
2	<b>12</b>	12%
3	<b>25</b>	25%
4	<b>31</b>	31%
5	<b>26</b>	26%

## ANALYSIS:

Out of 100 respondents, 26% of the respondent shows financing as most influencing external factors which effect the purchasing decision of car, but 31% shows high response, 25% show neutral response, 12% have the low effect and the remaining 6% have a least impact.

### Brand Name [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION? (EXTERNAL)]

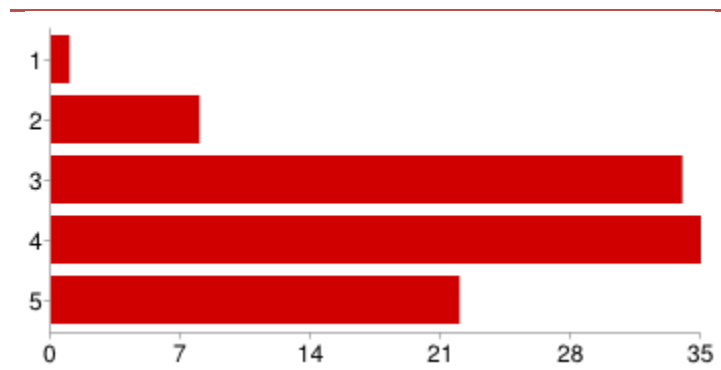


1	<b>4</b>	4%
2	<b>16</b>	16%
3	<b>28</b>	28%
4	<b>25</b>	25%
5	<b>27</b>	27%

## ANALYSIS:

Out of 100 respondents, 27% of the respondent shows Brand name as most influencing external factors which effect the purchasing decision of car, but 25% shows high response, 28% show neutral response, 16% have the low effect and the remaining 4% have a least impact.

### Shape & Size [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION? (EXTERNAL)]

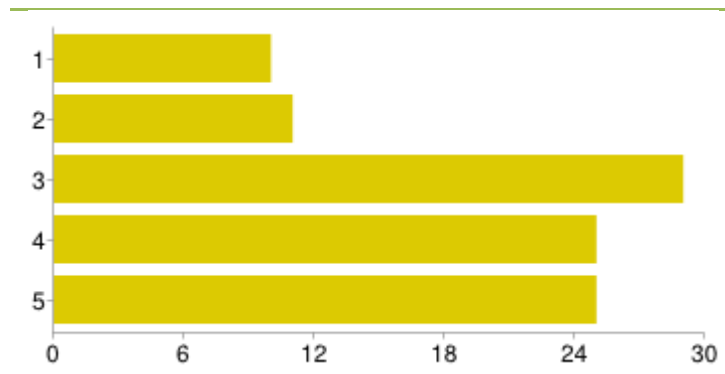


1	<b>1</b>	1%
2	<b>8</b>	8%
3	<b>34</b>	34%
4	<b>35</b>	35%
5	<b>22</b>	22%

## ANALYSIS:

Out of 100 respondents, 22% of the respondent shows Shape and Size as most influencing external factors which effect the purchasing decision of car, but 35% shows high response, 34% show neutral response, 8% have the low effect and the remaining 1% has a least impact.

### Festival Seasons [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION? (EXTERNAL)]

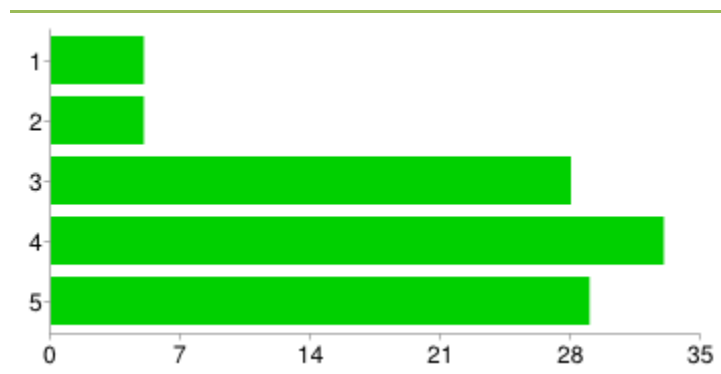


1	<b>10</b>	10%
2	<b>11</b>	11%
3	<b>29</b>	29%
4	<b>25</b>	25%
5	<b>25</b>	25%

## ANALYSIS:

Out of 100 respondents, 25% of the respondent shows Festival seasons as most influencing external factors which effect the purchasing decision of car, but 25% shows high response, 29% show neutral response, 11% have the low effect and the remaining 10% have a least impact.

### Advantages [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION? (EXTERNAL)]

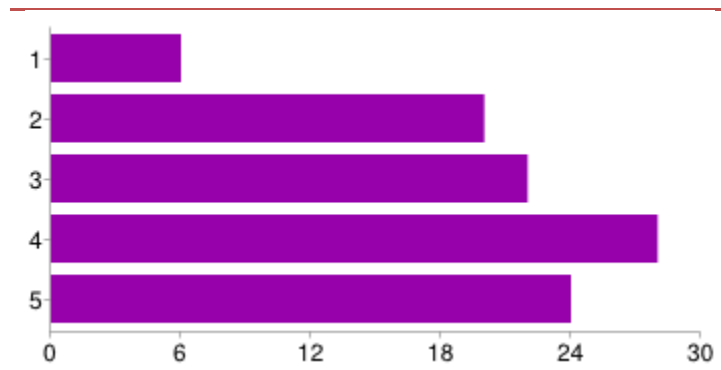


1	<b>5</b>	5%
2	<b>5</b>	5%
3	<b>28</b>	28%
4	<b>33</b>	33%
5	<b>29</b>	29%

## ANALYSIS:

Out of 100 respondents, 29% of the respondent shows Advantages as most influencing external factors which effect the purchasing decision of car, but 33% shows high response, 28% show neutral response, 5% have the low effect and the remaining 5% have a least impact.

### Company's Record [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION? (EXTERNAL)]

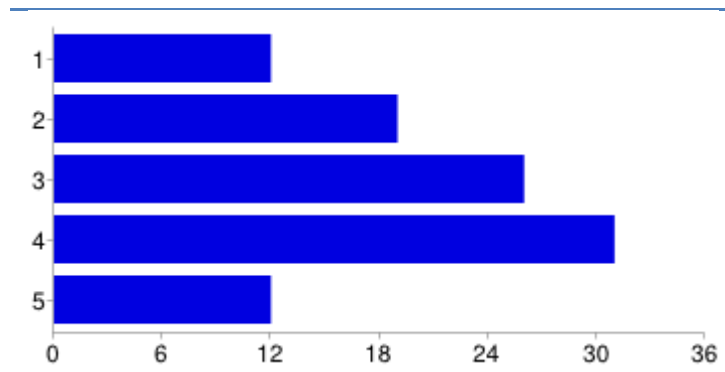


1	<b>6</b>	6%
2	<b>20</b>	20%
3	<b>22</b>	22%
4	<b>28</b>	28%
5	<b>24</b>	24%

## ANALYSIS:

Out of 100 respondents, 24% of the respondent shows Company's record as most influencing external factors which effect the purchasing decision of car, but 28% shows high response, 22% show neutral response, 20% have the low effect and the remaining 6% have a least impact.

### Word of Mouth [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION? (EXTERNAL)]



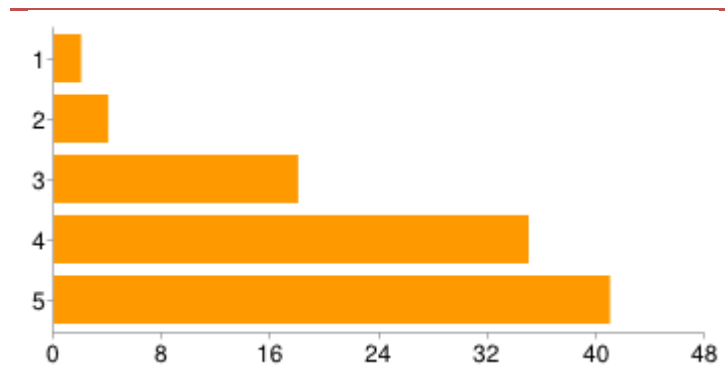
1	<b>12</b>	12%
2	<b>19</b>	19%
3	<b>26</b>	26%
4	<b>31</b>	31%
5	<b>12</b>	12%



## ANALYSIS:

Out of 100 respondents, 12% of the respondent shows Word of mouth as most influencing external factors which effect the purchasing decision of car, but 31% shows high response, 26% show neutral response, 19% have the low effect and the remaining 12% have a least impact.

### After Sale Service [Q.10 FACTOR WHICH WILL INFLUENCE YOU IS PURCHASING DECISION? (EXTERNAL)]

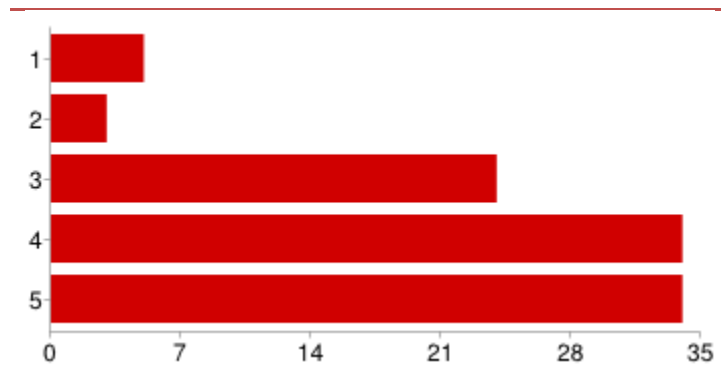


1	2	2%
2	4	4%
3	18	18%
4	35	35%
5	41	41%

## ANALYSIS:

Out of 100 respondents, 41% of the respondent shows After sale service as most influencing external factors which effect the purchasing decision of car, but 35% shows high response, 18% show neutral response, 4% have the low effect and the remaining 2% have a least impact.

### Space [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]

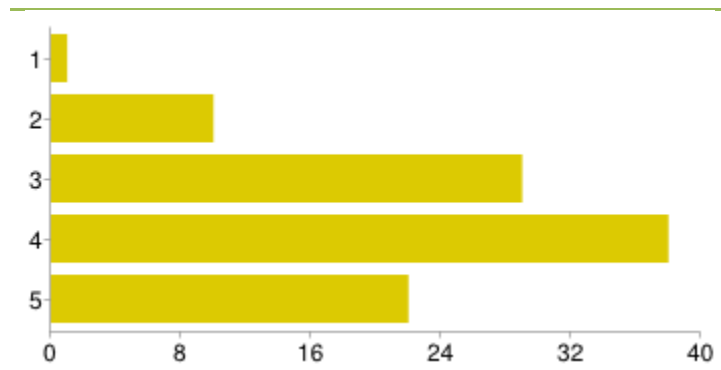


1	<b>5</b>	5%
2	<b>3</b>	3%
3	<b>24</b>	24%
4	<b>34</b>	34%
5	<b>34</b>	34%

## ANALYSIS:

Out of 100 respondents, 34% of the respondent shows Space as most influencing internal factors which effect the purchasing decision of car, but 34% shows high response, 24% show neutral response, 3% have the low effect and the remaining 5% have a least impact.

### Technology [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]

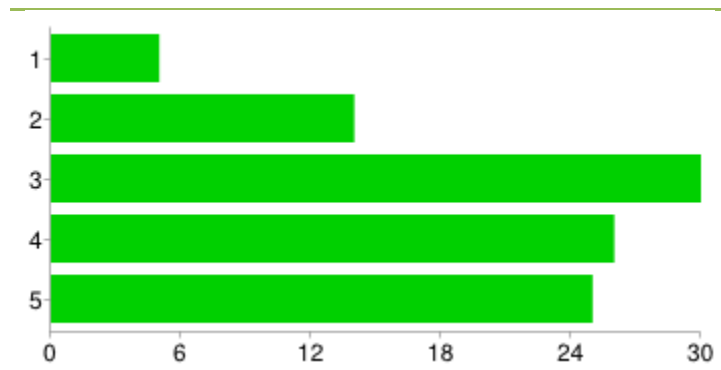


1	<b>1</b>	1%
2	<b>10</b>	10%
3	<b>29</b>	29%
4	<b>38</b>	38%
5	<b>22</b>	22%

## ANALYSIS:

Out of 100 respondents, 22% of the respondent shows Technology as most influencing internal factors which effect the purchasing decision of car, but 38% shows high response, 29% show neutral response, 10% have the low effect and the remaining 1% has a least impact.

### **Brand Image [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]**

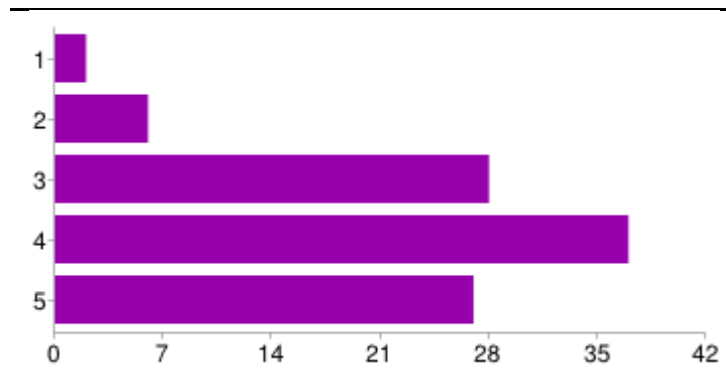


1	<b>5</b>	5%
2	<b>14</b>	14%
3	<b>30</b>	30%
4	<b>26</b>	26%
5	<b>25</b>	25%

## ANALYSIS:

Out of 100 respondents, 25% of the respondent shows Brand image as most influencing internal factors which effect the purchasing decision of car, but 26% shows high response, 30% show neutral response, 14% have the low effect and the remaining 5% have a least impact.

### Interior [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]

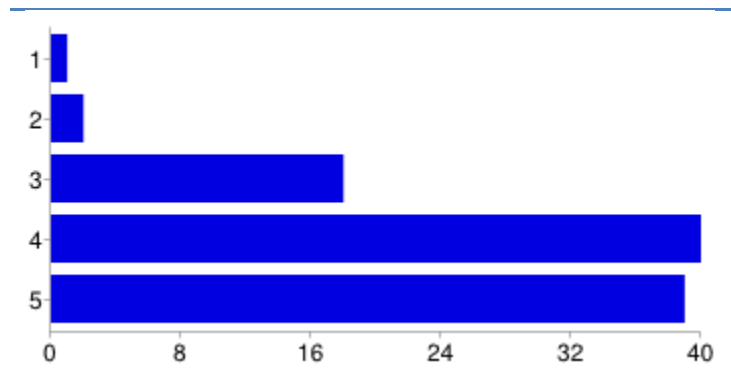


1	<b>2</b>	2%
2	<b>6</b>	6%
3	<b>28</b>	28%
4	<b>37</b>	37%
5	<b>27</b>	27%

## ANALYSIS:

Out of 100 respondents, 27% of the respondent shows Interior as most influencing internal factors which effect the purchasing decision of car, but 37% shows high response, 28% show neutral response, 6% have the low effect and the remaining 2% have a least impact.

### Comfort [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]

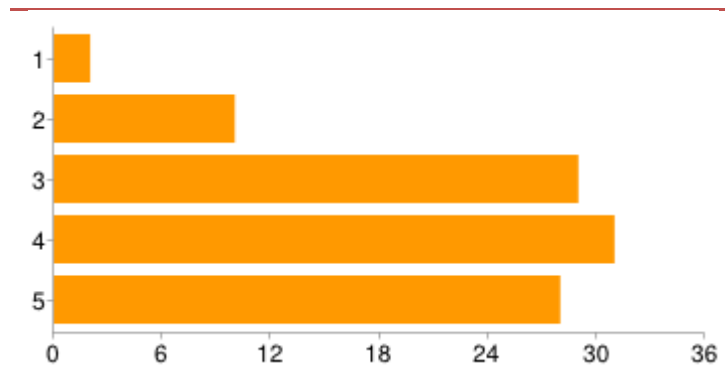


1	<b>1</b>	1%
2	<b>2</b>	2%
3	<b>18</b>	18%
4	<b>40</b>	40%
5	<b>39</b>	39%

## ANALYSIS:

Out of 100 respondents, 39% of the respondent shows Comfort as most influencing internal factors which effect the purchasing decision of car, but 40% shows high response, 18% show neutral response, 2% have the low effect and the remaining 1% has a least impact.

### Power [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]

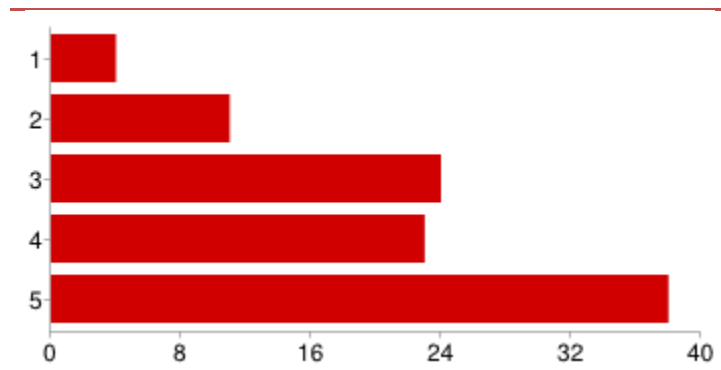


1	<b>2</b>	2%
2	<b>10</b>	10%
3	<b>29</b>	29%
4	<b>31</b>	31%
5	<b>28</b>	28%

## ANALYSIS:

Out of 100 respondents, 28% of the respondent shows Power as most influencing internal factors which effect the purchasing decision of car, but 31% shows high response, 29% show neutral response, 10% have the low effect and the remaining 2% have a least impact.

### Colour [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]



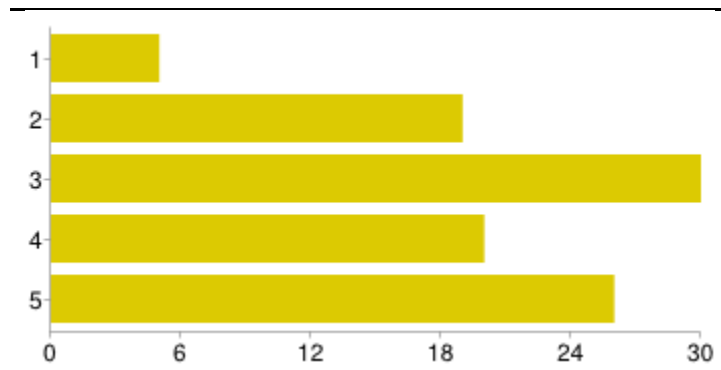
1	<b>4</b>	4%
2	<b>11</b>	11%
3	<b>24</b>	24%
4	<b>23</b>	23%
5	<b>38</b>	38%



## ANALYSIS:

Out of 100 respondents, 38% of the respondent shows Color as most influencing internal factors which effect the purchasing decision of car, but 23% shows high response, 24% show neutral response, 11% have the low effect and the remaining 4% have a least impact.

### Engine [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]

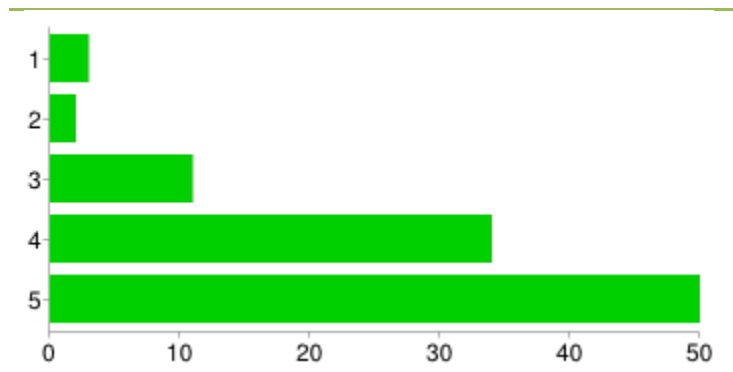


1	<b>5</b>	5%
2	<b>19</b>	19%
3	<b>30</b>	30%
4	<b>20</b>	20%
5	<b>26</b>	26%

## ANALYSIS:

Out of 100 respondents, 26% of the respondent shows Engine as most influencing internal factors which effect the purchasing decision of car, but 20% shows high response, 30% show neutral response, 19% have the low effect and the remaining 5% have a least impact.

### Fuel Efficiency [Q.11 FACTOR WHICH WILL INFLUENCE YOUR PURCHASING DECISION? (INTERNAL)]

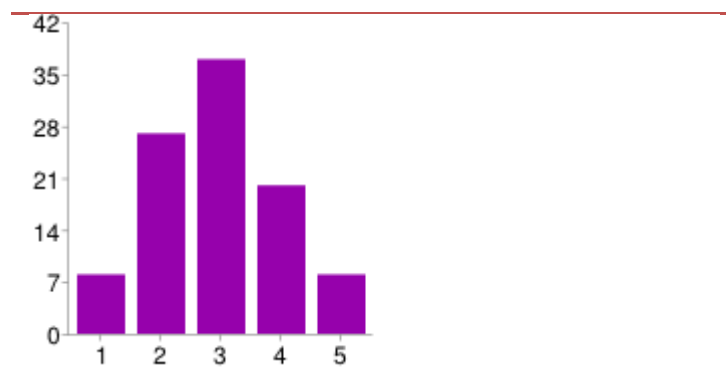


1	<b>3</b>	3%
2	<b>2</b>	2%
3	<b>11</b>	11%
4	<b>34</b>	34%
5	<b>50</b>	50%

## ANALYSIS:

Out of 100 respondents, 50% of the respondent shows Fuel Efficiency as most influencing internal factors which effect the purchasing decision of car, but 34% shows high response, 11% show neutral response, 2% have the low effect and the remaining 3% have a least impact.

### Q.12 TO PURCHASE A CAR YOU RELY ON SALESMAN?



1	<b>8</b>	8%
2	<b>27</b>	27%
3	<b>37</b>	37%
4	<b>20</b>	20%
5	<b>8</b>	8%

## ANALYSIS:

Out of 100 respondents, 37% of the respondent shows neutral response when it comes on relying on salesman, but 27% are disagree, 20% are agree, 8% are strongly agree and the remaining 8% are strongly disagree.

## Q.13 WHICH FACTORS YOU VALUES THE MOST IN YOUR CAR?

### ANALYSIS:

Out of 100 respondents, there are some respondents having some factors which they want to be in a car that they going to purchase. And that are as follows:

Factors	No. Of Respondents
Maintenance	1
Test Drive	1
Average	1
Music System	1
Mileage	2
Cost- Benefit	1
Budget	3
Interior	1
Financing	4
Power	5
Company Record	2
Technology	4
Spacious	1
Inner Space	1
Price	3
Environmental impact Features	1
Pick up	1
Brand image	8
Comfort	12
Engine	3
Look	4
Fuel Efficiency	5
Color	1
Style	1

## LIKERT SCALE QUESTIONS:

### Q.14 How important is safety when choosing a car to purchase?

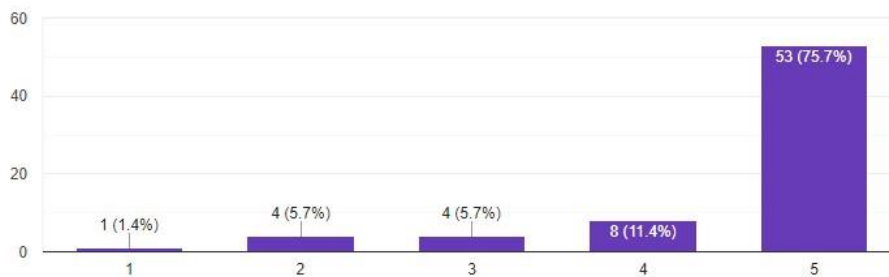
#### ANALYSIS:

Out of 70 respondents, The likert scale on a rating of “5” from **Not at all important (1)** to **Extremely Important (5)**. The responses are as follows:

How important is safety when choosing a car to purchase?

 Copy

70 responses



### Q.15 How likely are you to purchase a car that is environmentally friendly?

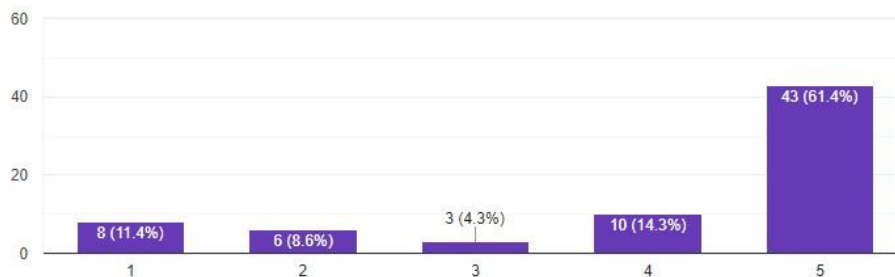
#### ANALYSIS:

Out of 70 respondents, The likert scale on a rating of “5” from **Not at all important (1)** to **Extremely Important (5)**. The responses are as follows:

How likely are you to purchase a car that is environmentally friendly?

 Copy

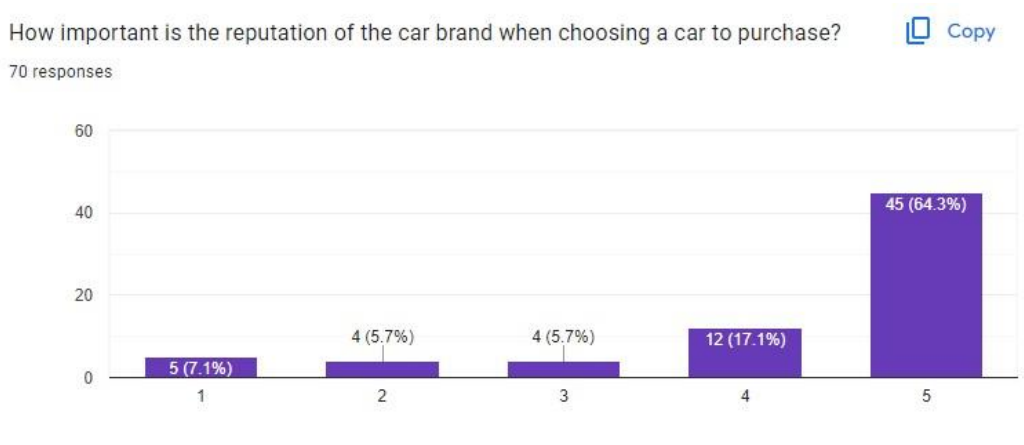
70 responses



**Q.16 How important is the reputation of the car brand when choosing a car to purchase?**

**ANALYSIS:**

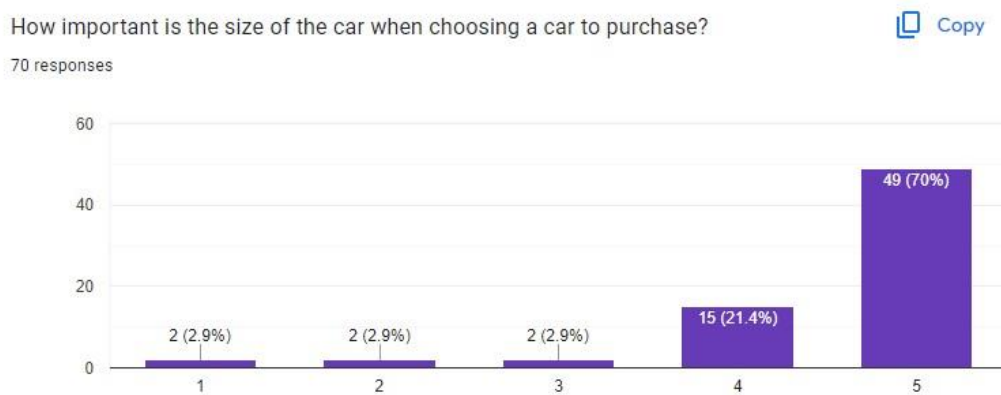
Out of 70 respondents, The likert scale on a rating of “5” from **Not at all important (1)** to **Extremely Important (5)**. The responses are as follows:



**Q.17 How important is the size of the car when choosing a car to purchase?**

**ANALYSIS:**

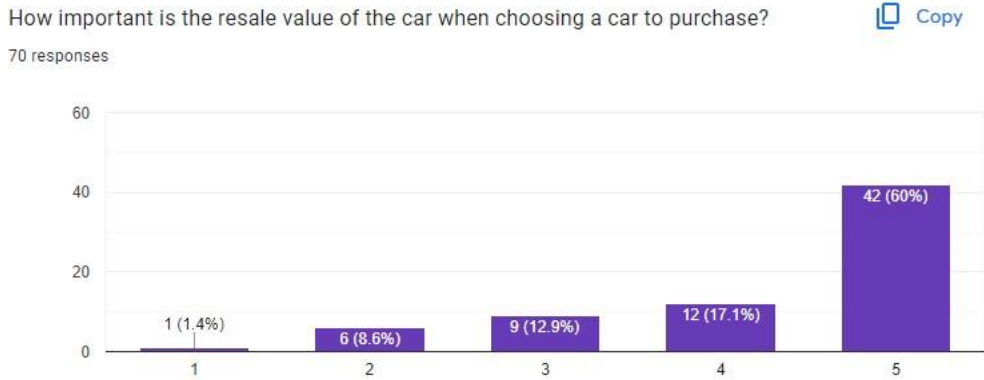
Out of 70 respondents, The likert scale on a rating of “5” from **Not at all important (1)** to **Extremely Important (5)**. The responses are as follows:



**Q.18 How important is the resale value of the car when choosing a car to purchase?**

**ANALYSIS:**

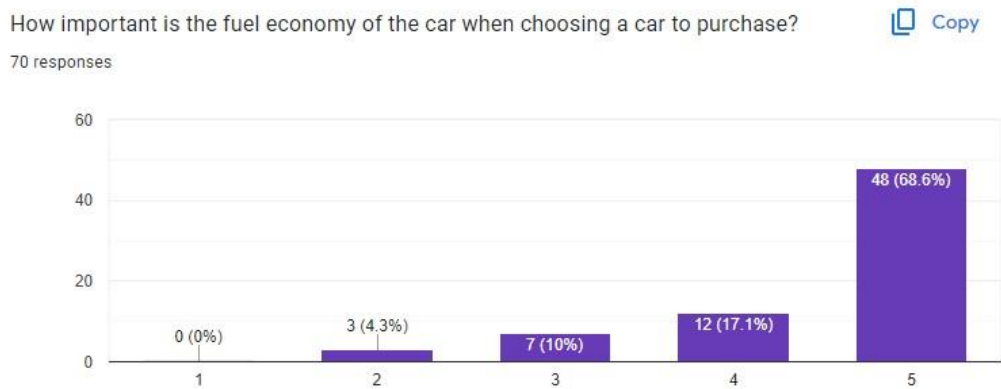
Out of 70 respondents, The likert scale on a rating of “5” from **Not at all important (1)** to **Extremely Important (5)**. The responses are as follows:



**Q.19 How important is the fuel economy of the car when choosing a car to purchase?**

**ANALYSIS:**

Out of 70 respondents, The likert scale on a rating of “5” from **Not at all important (1)** to **Extremely Important (5)**. The responses are as follows:



## Q.20 How important is the price of the car when choosing a car to purchase?

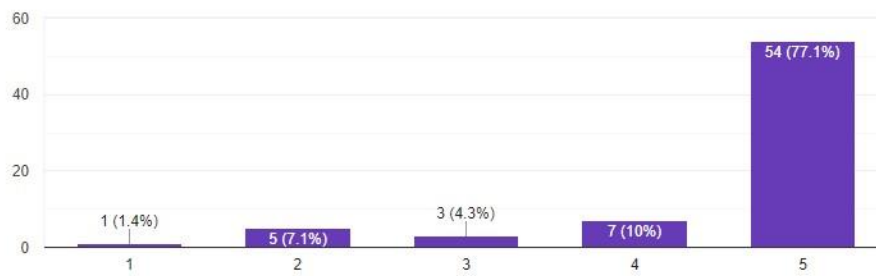
### ANALYSIS:

Out of 70 respondents, The likert scale on a rating of “5” from **Not at all important (1)** to **Extremely Important (5)**. The responses are as follows:

How important is the price of the car when choosing a car to purchase?

 Copy

70 responses





# FINDINGS

## AND

# CONCLUSIONS



FINDINGS

- ✦ It is found that, for 34% driving is a necessity and for 33% it's an efficient mode of transportation whereas for remaining 33% it is a fun.
- ✦ It is seen that Women mostly use car to drive long distances and get from one place to other for which they can spend from below 5 lakhs to maximum 10 lakhs whereas it is very less use to cruise around town, transport heavy materials and chauffeur the kids and for which a very less no of women spend more than 10 lakhs.
- ✦ Small car refers to most preferable choice for Women and the interest start to diminish as the size of the car is increasing.
- ✦ Initial choice of brand & model and decision of budget plays an important role in purchasing a car whereas purchase decision of new car, contact car dealer, test drive and price bargaining have a little impact.
- ✦ Through the study it analysed that Women mostly want to purchase the car for travelling and going for work, the second reasons for purchasing a car is shopping. But they neutrally use for pickup family members and social activities.
- ✦ Family member, friends and own choice will mostly affect the source of information of purchase decision of car, while car shows, internet, dealer sales staff, brochure have a less impact on purchasing decision of car whereas brand perception refers to the least valuable source of information which will affect the purchasing decision of car.
- ✦ It is found that people thinking about the car as a status symbol and raising the current social status is neutral in nature.
- ✦ It is found that price, after sale service, financing, shape & size, advantages, company's record and word of mouth are refers to the various external factors which highly influence women while purchasing a car whereas brand name and festival seasons also plays an important role but at neutral level.
- ✦ It is found that, except brand image all other factors i.e. space, technology, interior, comfort, power, color, engine, fuel efficiency refers to the various internal factors which highly influence women while purchasing a car.

## **CONCLUSIONS**

Through the observations it can be seen that most of the women customers was having positive perception towards price, after sale service, financing, technology etc valuable factors in a car and were satisfied with the ease accessibility of information available in the recent time, in spite of depending on the salesman or dealers. It was observed that the demand of car dealers and salesman reduced while the process of purchasing the car take place. Women car buyers really gravitated toward smaller, more fuel-efficient cars and lean toward brands suggested by the family members and friends. Women buyers can spend a nominal amount around 5 – 10 lakhs to purchase a car. So, we conclude that the women buyers were making more practical choices which will help the company to predict their future sales of the car and help them to improve in which they lack. While it can be seen from the study that the myth about the women toward car had been changing and now women were also treated as of great significance or value customer.

# SUGGESTIONS or RECOMMENDATIO

N



- ✦ As only 2% of the respondents have satisfied with brand perception and car shows, therefore the company should work on improving the brand perception (celebrity).
- ✦ Provide special training and skills to dealers to deal with Women customer because there are only 5% respondents which contact the Sales dealer regarding the purchase decision of the car.
- ✦ Financing refers to major external factor which will influence the purchasing decision of the customer. So, ease accessible modes be identified and informed to the women customer.
- ✦ Women buyers have very less knowledge about the technological aspect of the car, therefore adequate source of information will be provided by the car manufactured company.

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- [http://books.google.co.in/books?id=ffbjw9mB19wC&dq=%E2%80%9CConsumer%20Behaviour%2C%E2%80%9D%20by%20Atul%20Kr.%20Sharma&source=gbs\\_similarbooks](http://books.google.co.in/books?id=ffbjw9mB19wC&dq=%E2%80%9CConsumer%20Behaviour%2C%E2%80%9D%20by%20Atul%20Kr.%20Sharma&source=gbs_similarbooks)