

A STUDY ON CONSUMER BEHAVIOUR IN PURCHASING OF FOURWHEELERS WITH REFERENCE TO CHENNAI

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INTRODUCTION

Administration is the most youthful of sciences and most established of expressions and customer conduct in administration is an exceptionally youthful train. Different researchers and academicians focused on it at a substantially later stage. It was amid the 1950s, that showcasing idea created, and subsequently the need to concentrate the conduct of buyers was perceived. Promoting begins with the necessities of the client and closures with his fulfillment. When everything rotates round the client, then the investigation of shopper conduct turns into a need. It begins with the purchasing of products. Products can be purchased independently, or in gatherings. Products can be purchased under worry (to fulfill a quick need), the solace and extravagance in little amounts or in mass. For this, trade is required. This trade is for the most part between the vender and the purchaser. It can likewise be between customers. Customer conduct can be characterized as the basic leadership handle and physical movement required in gaining, assessing, utilizing and discarding merchandise and ventures. This definition unmistakably draws out that it is not quite recently the purchasing of merchandise/administrations that gets consideration in purchaser conduct at the same time, the procedure begins much before the products have been obtained or purchased. Today, business around the globe perceives that 'the purchaser is the lord'. Knowing why and how individuals expend items helps advertisers to see how to enhance existing items, what sorts of item are required in the commercial center, or how to pull in customers to purchase their items.

1. Productss:

A procedure of purchasing begins in the psyches of the customer, which prompts the finding of choices between items that can be gained with their relative points of interest and detriments. This prompts inside and outside research. The takes after a procedure of basic leadership for buy and utilizing the merchandise, and afterward the post buy conduct which is likewise imperative, since it provides some insight into the advertisers whether his item has been a win or disappointment. Customer conduct is a mind boggling, dynamic, multidimensional process, and all advertising choices depend on suppositions about purchaser conduct. The investigation of buyer conduct concentrates on how people settle on choice to spend their accessible assets (time, cash, and exertion) on utilization related things. That incorporates what, why, when, where, how

frequently they get it, how they assess it after the buy and the effect of such assessment on future buy. Like never before some time recently, the need to comprehend purchasers and customer conduct has turned into a hotly debated issue the world over, from meeting room and official suites to colleges and healing centers

2. Marketing:

Methodology is the course of action which the organizations must hold fast to, to exceed the contender or the arrangements to accomplish the coveted target. In figuring the promoting methodology, to offer the item successfully, money saving advantage investigation must be embraced. There can be many advantages of an item, for instance, for owning an engine bicycle one can search for simplicity of transportation, status, delight, solace and sentiment possession. The cost is the measure of cash paid for the bicycle, the cost of support, gas, stopping, danger of harm in the event of a mischance, contamination and disappointment, for example, roads turned parking lots. The distinction between this aggregate advantage and aggregate cost constitutes the client esteem. An item can exist in the market just if buyers see that it will fulfill their needs. Also, a given item is seen in an unexpected way, by various shoppers. A kid sees shading TV, as a wellspring of pleasurable diversion. A mother may see it as a sitter and an educator as a wellspring of data for understudies. A father may see it, as an overrated extravagance that keeps him from purchasing new solid. For some different customers this basically does not exist. That is, it has never entered their field of selective.

3. Perception:

The thought is to give prevalent client esteem and this requires the definition of a promoting methodology. The whole procedure comprises of market investigation, which prompts target showcase determination, and afterward to the definition of methodology by juggling the item, value, advancement and dissemination, so that an aggregate item (an arrangement of whole attributes) is advertised. The aggregate item makes a picture in the psyche of the customer, who experiences a choice procedure which prompts the result as far as fulfillment or disappointment, which thinks about the deals and picture of the item or brand. The shopper and his way of life are impacted by various components demonstrated all around the purchaser. These are culture, subculture, values, statistic elements, societal position, reference gatherings, family unit and furthermore the inward make up of the customer, which are a buyers' feelings, identity, thought processes of purchasing, recognition and learning. Buyer is additionally impacted by the advertising exercises and endeavors of the advertiser. Every one of these variables prompt the arrangement of states of mind and needs of the issue acknowledgment, data look (which is both inner and outside) then the assessment and choice system, lastly the buy. After the buy and utilization of the client might be fulfilled or disappointed with the item. This is known as post-buy conduct. The current circumstances additionally assume a critical part in the basic leadership prepare. The India market is exceedingly energetic to all the buyer needs, especially four wheeler (autos). The auto advertise in India is encountering considerable development and this has turned out to be conceivable because of various reasons. The main auto hit the Indian streets in 1898 and from that point forward there was no thinking back. In the underlying stages, there was less development. Be that as it may, with the proclamation of liberal strategies by the Indian Government, there has been huge improvement in the auto advertise in India.

The Reason Behind the Growth of car Market in India

The liberal monetary approaches of the Government of India have contributed essentially towards the auto showcase in India. Numerous outside financial specialists have turned out to be intrigued to come and put charitably in the auto market of India. Lessening in the rate of traditions for little vehicles has additionally upheld a considerable blast in the Indian car industry. It is normal that the auto advertise in India will be one of the greatest auto showcases on the planet.

STATEMENT OF THE PROBLEM

Car Industry offers tremendous development potential as far as deals volume (counting trades) and furthermore gigantic business openings. Estimation of anticipated household yield was processed in view of verifiable normal vehicle costs. Send out potential was evaluated on the premise of current patterns and conceivable open doors in real fare goals. Interest for secondary selling auto segments and fare yield was likewise incorporated into processing development capability of the business. The unit estimation of various vehicle classifications in 2016 have been evaluated keeping in view the requirement for consistence with discharges and crash benchmarks.

The car business likewise guarantees huge work openings. Huge number of specialists, both gifted and incompetent, will be required to manage expanded level of creation. A vast piece of the business would likewise be circuitous, for deals, fund, protection, mechanics and other after-deals staff for both semiskilled and untalented specialists in country and semi-urban regions. While coordinate business is by method for laborers occupied with the creation of cars and auto segments, backhanded work is produced in feeder and provider ventures to the car business. For example, the vehicle financing and protection industry, vehicle repair, administration and upkeep outfits, auto portable and auto part merchants and retailers, vehicle drivers, tire industry, among others.

It is normal that by 2030, the Indian auto market will be the third biggest auto advertise over the globe. The fundamental empowering variables for the example of overcoming adversity of the auto showcase in India are the expansion in the open door for new speculations, the ascent in the Gross Domestic Product (GDP) rate, the developing per capita salary, monstrous populace, and high proprietorship limit. The progression approaches taken after by the Indian government had been welcoming outside speculators and makers to take an interest in the auto showcase in India. The current pattern inside the new era to get work in the product based area has prompted the ascent in the pay level and change in the way of life which has additionally prompted the expansion in the interest for various assortments of autos among them. In addition, there are many financing organizations giving simple auto credits at sensible loan costs and moderate portions. To get the auto market and achieve the buyers, the producers need to direct different and consistent reviews on auto purchasers whose conduct will change every one of the circumstances. Despite the fact that there are a few reviews in four wheeler section, they barely help the business, in light of the fact that their information winds up noticeably out of date over a timeframe. Consequently, there are a few crevices in the writing of auto industry. So this review is embraced to fill the crevices in the writing and give current data to the auto business. This

review has chosen Chennai to lead inquire about as it a standout amongst the most dynamic and creating urban communities in India.

OBJECTIVES OF THE STUDY

To identify the association between demographic variables of consumers and their preference in the customer attitude and expectations

RESEARCH METHODOLOGY

This study employs both analytical and descriptive type of methodology. The study is conducted in two stages format, with a preliminary pilot study followed by the main study, with the help of set of questions which constitute primary data. Questionnaire Design The pre-test enabled the selection of cars consumers and their responses are obtained through a well-framed questionnaire. The questionnaire is based on the initial research model and positions. Primary data are collected through questionnaire survey. The respondents are asked to give their opinion relating to the five major consumer behavioural aspects. The first part of the questionnaire comprises demographic factors with optional questions. The second part deals with various purchase behaviour of consumers by rating the questions. The third part consists of statements relating to the buyer behaviour with Likert's 5 point scale. The statements named with alphanumeric characters. The fourth part contains statements about situational involvement, brand loyalty and shopping guilt with yes/no questions.

Pilot Study

A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. The personal interaction with car consumers in Chennai gave the output of 5 consumer behavioural factors namely, preference, information search, brand consciousness, purchase decision, and post purchase behaviour. These five predominant factors are extracted through ranking process of mean values. The numerical values of the total scores of each factor are arranged in the descending order and five indispensable factors are established. The filled up questionnaires are collected from 60 respondents and Cronbach's Alpha Criterion is applied to test the reliability. The value determined is 0.897 proving the reliability of the instrument. This also explains that the statements in the questionnaire are understood by the car consumers at 89.7% level. The quality of the questionnaire is ascertained and the test showed high reliability. The variables considered for the analysis are satisfying the normal probability distribution. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group.

Data Collection

A total of 600 questionnaires were circulated to the Car consumers in all the parts of Chennai City by adopting a simple random sampling technique. Out of 600 questionnaires circulated, only 517 questionnaires were returned by the respondents. The researcher contacted the remaining 83 respondents repeatedly but there were no encouraging responses. After scrutinizing the 517 responses, it was found that 61 questionnaires were not completed properly. So, only 456 responses were considered for the research. Hence the exact sample size of the study was 456.

Secondary Data

The secondary data were collected from journals, magazines, publications, reports, books, dailies, periodicals, articles, research papers, websites, manuals, booklets, etc. Data Analysis Data analysis is conducted using SPSS. The data are screened in order to obtain the variance between various consumer behavioural aspects. Factor analysis, cluster analysis, one way analysis of variance, Karl Pearson's co-efficient of correlation, t-test, ranking analysis are discussed here.

Statistical Tools

Multivariate Test Analysis

Demographic variables segment the sample domain to ascertain the consumer behavior towards any product (Keller K.L, 1998). The segmentations is found useful to find its influence on consumer preference, purchase decision, attitude, expectation and satisfaction (Leon G.Shiffman, Leslie Iazar Kanuk,2008). Therefore it becomes indispensable to determine the impact of the demographic variable gender, age, education, occupation, number of earning members, family income and family size on the five factors product characteristics, dealers service, sales promotion, intrinsic purchase influence and usage of attitude and expectation. Since the situation replete with multiple independent variables and dependent variables multivariate general lineal model is used to find the multiple and individual impact of independent variables. The multivariate test results are presented below.

From the above table it is found that Pill's trace, Wilk's lambda, Hotelling's trace and Roy's largest root are statistically significant to fit a multiple regression model.

Table 1

Multivariate Tests for the customers attitude and expectations

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.575	119.920(a)	5.000	444.000	.000
	Wilks' Lambda	.425	119.920(a)	5.000	444.000	.000
	Hotelling's Trace	1.350	119.920(a)	5.000	444.000	.000
	Roy's Largest Root	1.350	119.920(a)	5.000	444.000	.000
Gender	Pillai's Trace	.087	8.506(a)	5.000	444.000	.000
	Wilks' Lambda	.913	8.506(a)	5.000	444.000	.000
	Hotelling's Trace	.096	8.506(a)	5.000	444.000	.000
	Roy's Largest Root	.096	8.506(a)	5.000	444.000	.000

Age	Pillai's Trace	.031	2.851(a)	5.000	444.000	.015
	Wilks' Lambda	.969	2.851(a)	5.000	444.000	.015
	Hotelling's Trace	.032	2.851(a)	5.000	444.000	.015
	Roy's Largest Root	.032	2.851(a)	5.000	444.000	.015
Education	Pillai's Trace	.129	13.159(a)	5.000	444.000	.000
	Wilks' Lambda	.871	13.159(a)	5.000	444.000	.000
	Hotelling's Trace	.148	13.159(a)	5.000	444.000	.000
	Roy's Largest Root	.148	13.159(a)	5.000	444.000	.000
Occupation	Pillai's Trace	.044	4.126(a)	5.000	444.000	.001
	Wilks' Lambda	.956	4.126(a)	5.000	444.000	.001
	Hotelling's Trace	.046	4.126(a)	5.000	444.000	.001
	Roy's Largest Root	.046	4.126(a)	5.000	444.000	.001
Earning members	Pillai's Trace	.080	7.727(a)	5.000	444.000	.000
	Wilks' Lambda	.920	7.727(a)	5.000	444.000	.000
	Hotelling's Trace	.087	7.727(a)	5.000	444.000	.000
	Roy's Largest Root	.087	7.727(a)	5.000	444.000	.000
Family monthly income	Pillai's Trace	.110	11.023(a)	5.000	444.000	.000
	Wilks' Lambda	.890	11.023(a)	5.000	444.000	.000
	Hotelling's Trace	.124	11.023(a)	5.000	444.000	.000
	Roy's	.124	11.023(a)	5.000	444.000	.000

	Largest Root					
Family size	Pillai's Trace	.055	5.157(a)	5.000	444.000	.000
	Wilks' Lambda	.945	5.157(a)	5.000	444.000	.000
	Hotelling's Trace	.058	5.157(a)	5.000	444.000	.000
	Roy's Largest Root	.058	5.157(a)	5.000	444.000	.000

a. Exact statistic,

b. Design

Intercep+Gender+Age+Education+Occupation+Earningmembers+Familymonthlyincome+ Familysize

$Y = B_0 + B_1 (\text{Gender}) + B_2 \text{ Age} + B_3 (\text{Education}) + B_4 (\text{occupation}) + B_5 (\text{earning members}) + B_6 (\text{Family income}) + B_7 (\text{Family size}).$

The multiple linear regression model significantly fit to explain the influence of demographic variables.

Table 2

Tests of Between Subjects Effects for the customer's attitude and expectations

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Correction Model	Product characteristics	77.957(a)	7	11.137	42.109	.000
	Dealers service	33.887(b)	7	4.841	9.290	.000
	Sales promotion	24.672(c)	7	3.525	7.492	.000
	Intrinsic Purchase influence	81.185(d)	7	11.598	35.048	.000
	Usage & appearance	27.233(e)	7	3.890	6.663	.000
Intercept	Product characteristics	68.935	1	68.935	260.652	.000
	Dealers service	21.573	1	21.573	41.400	.000
	Sales promotion	50.587	1	50.587	107.525	.000
	Intrinsic Purchase	68.421	1	68.421	206.763	.000

	influence					
	Usage & appearance	120.878	1	120.878	207.037	.000
Gender	Product characteristics	2.565	1	2.565	9.698	.002
	Dealers service	4.441	1	4.441	8.523	.004
	Sales promotion	.200	1	.200	.426	.515
	Intrinsic Purchase influence	3.770	1	3.770	11.393	.001
	Usage & appearance	4.181	1	4.181	7.161	.008
Age	Product characteristics	.040	1	.040	.152	.697
	Dealers service	3.254	1	3.254	6.246	.013
	Sales promotion	.370	1	.370	.786	.376
	Intrinsic Purchase influence	1.444	1	1.444	4.365	.037
	Usage & appearance	.034	1	.034	.058	.810
Education	Product characteristics	13.528	1	13.528	51.150	.000
	Dealers service	7.262	1	7.262	13.937	.000
	Sales promotion	3.275	1	3.275	6.960	.009
	Intrinsic Purchase influence	9.603	1	9.603	29.019	.000
	Usage & appearance	.569	1	.569	.975	.324
Occupation	Product characteristics	.011	1	.011	.042	.837
	Dealers service	5.342	1	5.342	10.252	.001
	Sales promotion	3.532	1	3.532	7.507	.006
	Intrinsic	.926	1	.926	2.799	.095

	Purchase influence					
	Usage & appearance	1.549	1	1.549	2.653	.104
Earning members	Product characteristics	.370	1	.370	1.397	.238
	Dealers service	.043	1	.043	.082	.775
	Sales promotion	6.366	1	6.366	13.531	.000
	Intrinsic Purchase influence	.323	1	.323	.977	.323
	Usage & appearance	13.389	1	13.389	22.932	.000
Family monthly income	Product characteristics	4.571	1	4.571	17.282	.000
	Dealers service	2.621	1	2.621	5.030	.025
	Sales promotion	3.013	1	3.013	6.405	.012
	Intrinsic Purchase influence	17.130	1	17.130	51.766	.000
	Usage & appearance	.245	1	.245	.420	.517
Family size	Product characteristics	1.998	1	1.998	7.556	.006
	Dealers service	3.613	1	3.613	6.933	.009
	Sales promotion	5.246	1	5.246	11.151	.001
	Intrinsic Purchase influence	.136	1	.136	.412	.522
	Usage & appearance	3.184	1	3.184	5.454	.020
Error	Product characteristics	118.483	448	.264		
	Dealers service	233.446	448	.521		
	Sales	210.770	448	.470		

	promotion					
	Intrinsic Purchase influence	148.249	448	.331		
	Usage & appearance	261.563	448	.584		
Total	Product characteristics	7764.938	456			
	Dealers service	5010.469	456			
	Sales promotion	5045.444	456			
	Intrinsic Purchase influence	7119.250	456			
	Usage & appearance	4704.500	456			
Corrected Total	Product characteristics	196.440	455			
	Dealers service	267.332	455			
	Sales promotion	235.442	455			
	Intrinsic Purchase influence	229.434	455			
	Usage & appearance	288.796	455			

- R Squared =.397 (Adjusted R Squared=.387)
- R Squared =.127 (Adjusted R Squared=.113)
- R Squared = 105 (Adjusted R Squared=.091)
- R Squared = 354 (Adjusted R Squared = 344)
- R Squared =.094 (Adjusted R Squared = 080)

The demographic variable gender influences product characteristics (F=9.698), dealer's service (F=8.523), Intrinsic purchase influence (F =11.393) and usage and appearance (F=7.161) significantly. This implies male and female customers in Chennai city have different perceptions about characteristics of care and dealers service. The influence of family members differs on male and female customers when they purchase cars. Usage and appearance is perceived differently by the male and female customers of Chennai city.

Influence of Age

The average segmentation 25-40 years, 40-55 years and above 55 years influence the factor dealers service (F=6.246) and intrinsic purchase influence (F=4.365) significantly at 5 percent level The car customers in Chennai city in different age groups have different opinion about various services offered by the dealers. Similarly in the intrinsic purchase influence, the

domination of family members are different on different age of the customers, in showing their prestige. The old and using customers make their show-off in different numbers.

Influence of Educational qualification

The multivariable general linear model identified product characteristics ($F=51.150$), dealers service ($F=13.937$), sales promotion ($F=6.960$) and intrinsic purchase influence ($F=29.019$) significantly at 5 percent level. The car users in Chennai city with UG level qualification differ in their opinion with PG level customers regarding characteristics of cars and service offered by the dealers. There is a significant difference between customers with UG level qualification and PG level qualifications in conceding the sales promotional strategies to materialize the purchase of cars and exposing the prestige to others.

Influence of Occupations

The occupational status of car customers in Chennai city creates significant impact on attitude and expectation factors. It is found that dealer's service ($F=0.252$) and sales promotion ($F=7.507$) is influenced by state government employees, central government employees and quasi government employees. It also identified that the employees in service sector and industrial sector differ in their opinion about car dealer's service in Chennai city as well as their sales promotional strategies.

Influence of number of earning members in the family

The increase and decrease in the family income due to number of earning members create incidental effects over sales promotion ($F = 6.405$) and usage and appearance of four wheelers ($F = 22.932$). The number of earning members in the family affects the sales promotion notion perceived by them. The results that the customers with more number of earning members have different notions about sales promotional activities of dealers.

Influence of Income

Family income and education segments are analogous in making influence over the continuous factors product characteristic ($F = 17.202$), dealers service ($F = 5.030$), sales promotion ($F = 6.405$) and Intrinsic purchase influence ($F = 51.766$) significantly. It is also found that the customers with different range of income Rs. 10000 – 20000, Rs. 20000-30000 and above Rs. 30000 differ in their perception about characteristic features mileage and price of cars. They have different opinions about dealer's service and sales promotional advertisement. The prestige of owning car entirely depends on the family income.

Influence of Family size

Family size of customers also depend on their attitude and expectations, the multi variant analysis revealed family size influence Characteristics of cars ($F = 7.556$) dealers service ($F = 6.933$) sales promotion ($F = 11.151$) and usage and appearance ($F = 5.454$) differ significantly at 5 percent level. Therefore it is concluded that the customers of car in Chennai city with different family size demanded product characteristics of cars in different manner and their absorption of sales promotional strategies are also different.

They have peculiar segmentation of feelings towards usage and appearance of cars they use.

Findings

Several researchers in the field of buyer behaviour have followed different attitudes and used different rules in making decisions. Studies have been conducted to find the influence of various

factors on buyer behaviour. It is increasingly seen that people of the same demography behave differently based on their awareness of the product. The persons of different attitude and expectation hold different beliefs about what is the right choice. This fact has led the researcher to probe the inner thinking of consumer and attempt a classification of consumers with almost similar satisfaction on the products they buy.

Influence of demographic variables on the factors of customers attitude and expectations

The male and female customers in Chennai city have different perceptions about characteristics of cars and dealers service. The influence of family members differs on male and female customers when they purchase cars. Usage and appearance is perceived differently by the male and female customers of Chennai city.

The car customers in Chennai city in different age group have different opinion about various services offered by the dealers. Similarly in the intrinsic purchase influence, the domination of family members is different on different age of the customers, in showing their prestige.

The car users in Chennai city with UG level qualification differ in their opinion with PG level customers regarding characteristics of cars and service offered by the dealers. There is a significant difference between customers with UG level qualification and PG level qualifications in conceding the sales promotional strategies to materialize the purchase of cars and exposing the prestige to others.

It is found that dealer's service and sales promotion are influenced by state government employees, central government employees and quasi government employees. It is also identified the employees in service in Chennai city as well as their sales promotional strategies.

The increase and decrease in the family income due to number of earning members create incidental effects over sales promotion and usage and appearance of four wheelers. The number of earning members in the family affects the sales promotion notion perceived by them. It is also found that the customers with different range of income Rs.10000-20000, Rs.20000-30000 and above Rs.30000 differ in their perception about characteristic features mileage and price of cars. They have different opinions about dealer's service and sales promotional advertisement. The prestige of owning car entirely depends on the family income. The customers of car in Chennai city with different family size demanded product characteristics of car also different. They have peculiar segmentation of feeling towards usage and appearance of cars they use.

Suggestions

The study establishes the relevance of lifestyle influence on the behaviour of the consumers. This implies that the marketing managers are likely to benefit considerably in targeting and positioning and in their media communication by focusing their attention on the ongoing changes in the lifestyle patterns of their consumers.

The purchase- interested cluster members are people who are very loyal to the car sellers. They buy only from car showrooms on which they can count on the vehicle guarantee. Marketer in this case can use promotional appeals, discount credit periods and the like to motivate the consumers towards purchase of cars in Chennai city.

CONCLUSION

Car purchasers in Chennai city have a greatly influenced by the attributes of cars and they are meticulous at their awareness levels. The study revealed customers of cars have very high awareness on various brands, products attributes and characteristics. The strength factor spare availability, maintenance cost are the factors influencing the buying behaviour of car customers. The other factors cabs/call taxi and changing technology create serious threat to car purchasers. Dealer's service and interaction with customers are vital to determine the satisfaction among car purchasers. Customers expect free gifts, discounts during their purchase of the costly durable product. The customer's attitude towards car learns upon the mileage, maintenance cost and comfortability. The attitude and expectation of customers radically differ with respect to need recognition, sales promotion and quality of the product.

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