



A STUDY ON CONSUMER BEHAVIOUR IN FOUR WHEELER INDUSTRY - WITH SPECIAL REFERENCE TO TIRUPUR DISTRICT

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Abstract

The term consumer behaviour is defined as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs. The study of consumer behaviour is the study of how individual make decisions to spend their available resources (money, time, and effort) on consumption-related items. It includes the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it, and how often they buy it. Consumer behaviour is the process whereby, individuals decide whether, what, when, where, how, and from whom to purchase goods and services. 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 passenger car sales have been significantly increased. In this research paper an attempt has been made to get answer the of some questions regarding brand preferences, brand loyalty, impact of price and quality on the market of four wheeler, consumer preferences regarding selection of dealer and mode of payment and impact of promotional activities, after sale services, mileage, resale value on the purchase decision of durable goods like four- wheeler.

Key Words:- Consumer Behaviour; Brand Preferences; Brand Loyalty; Promotional Activities; After Sales Services; Resale Value.

Introduction

Consumer is a king in the kingdom of market. To understand his behaviour is very necessary for the marketing man. Consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one of the most important aspects of the marketing. The consumers buy the goods to satisfy a number of needs and drives. Human wants are unlimited and varying time to time; from place to place and man to man. The study of consumer behaviour holds great interest for us as consumers, as students and scientists, and as marketers.

Consumer Behaviour is a rapidly growing discipline of study. There are various reasons why the study of consumer behaviour developed as a separate marketing discipline are shorter product life cycles, increased interest in consumer protection, growth in marketing services, growth of international marketing, development of computer and information technology and increasing competition, etc. Consumer research process involves six major steps (1) defining research objectives (2) collecting and evaluating secondary data (3) primary research design (4) collecting primary data (5) analysing data and (6) report preparation.

Consumer behaviour doesn't remains the same or constant in every situation it changes time to time. There are various factors which affects consumer behaviour. As the change comes in these factors, consumer behaviour also changes. Following are the factors which affect consumer behaviour: (1) age (2) sex (3) marital status (4) income (5) family background (6) education (7) occupation (8) family size (9) geographic factors (10) psychological factors. In this grim battle for snatching maximum share of market, only those producers are destined to emerge victorious who will be able to read the pulse of the buyers and this is here, where buyer behaviour has a very important role to play.

Review of Literature

Schmitt, Bernd H. and Laurette, Dube-Rioux (1988), using the context of Advertising, packing and consumer choice, three experiments were concluded to test the predictions of gender Schema theory that gender-schematic (sex-typed) individuals and gender-aschematic (non-sex-typed) individuals differ in the way they process and evaluate information related to gender. Results Indicates strong sex effects, but the predicated sex-type effects were not obtained.

Yadav, Manjit S. (1994), observed that bundling, the joint offering of two or more items, was a common selling strategy, yet little research had been conducted on buyers evaluation of bundle offers. The author developed and tested a model of bundle evaluation in which buyers anchored their evaluation on the item perceived as most important and then made adjustments on the basis of their evaluations of the remaining bundle items. The results of two computerized laboratory experiments



suggested that people to examine bundle items in a decreasing order of perceived importance and make adjustments to form their overall evaluation of bundle.

Fernando, Flores., Maria, Flores and Charles, Spinosa (2003), study revealed that most companies believe that successful entry into lower-income, emerging markets requires price slusing by subtracting product features. Moreover, companies generally believe that it is appropriate to appeal to potential customers starkly as consumers who want their need satisfied. However this article demonstrates that companies can appeal to customers as productive agents who want to build and transform their lives. Offering customers productivity-enhancing systems coupled with culturally appropriate offering will allow them to charge appropriately and succeed in lower-income, emerging markets.

Yeung, W. M. and Robert, S. (2009), when consumers get verbal information about a product attributes, the influence of the affect they are experiencing on their product evaluations depends on their belief that the product should be judged on the basis of hedonic versus utilitarian criteria. When consumers see the product before they receive attributes information, however, the products appearance can stimulate them to form an affect-based initial impression that they later use as a basis for judgments independent of the criteria they would otherwise apply. Consequently, the mood that consumers happen to be in has different effects on their judgments than it would otherwise.

Research Methodology

1. Methodology of Data Collection

The present study has been conducted with the help of primary and secondary data to understand the consumer behaviour towards Four Wheeler.

Primary Data

The primary data for the study has been collected with the help of interviews, personal observation, pilot survey and questionnaire.

Secondary Data

The secondary data has been collected from the following sources:

- Books and journals.
- Research reports.
- Dealers.
- Magazines, articles from newspapers.
- Websites.

2. Sample Size and Sample Design

. Keeping in view the time factors for the completion of the present study only a sample of 1000 consumers has been selected. The sample constitutes proportionately all major brands of four-wheeler sold by different companies in the district under study. Further, designing a sample, due care has been taken to cover all demographic variables like age, sex, income, education, background of consumers, etc. in order to make the sample more representative.

3. Sampling Method

Multiple-stage sampling has been used:

Stage One: At this stage, using cluster sampling, the whole area of Tirupur District has been divided into four groups, taking three areas in each group.

Stage Two: At this stage, by using judgment-cum-convenience sampling each group has been divided into rural & urban area.

Stage Three: At this stage, by using quota sampling, a sample of 1,000 consumers has been taken proportionately from rural and urban population keeping in view the number of four wheeler sold in rural & urban areas.

Stage Four: At this stage, the ultimate sample was selected on the basis of convenient-cum-judgment sampling.

Objectives of the Study

The objectives of the present study are:

1. To study the brand preference & brand loyalty of consumer.
2. To examine the impact of price and quality on the market of four wheeler.
3. To study the consumer preference regarding the selection of dealer and mode of payment.



4. To highlights the impact of promotional activities, after sale services, mileage and resale value on the purchase decision of durable goods like four-wheeler.

Data Analysis and Interpretation

Table-1.1, Background of Consumer and Brands of Four Wheeler

BACKGROUND	BRANDS OF FOUR WHEELER						TOTAL
	MARUTI SUZUKI	MAHINDRA AND MAHINDRA	TATA MOTORS	HYUNDAI MOTORS	TOYOTA MOTORS	ANY OTHER*	
RURAL	279(44.1)	151(23.9)	112(17.7)	50(7.9)	20(3.2)	20(3.2)	632(100.0)
URBAN	171(46.5)	49 (13.3)	38(10.3)	50(13.6)	30(8.2)	30(8.2)	368(100.0)
TOTAL	450(45.0)	200(20.0)	150(15.0)	100(10.0)	50(5.0)	50(5.0)	1000(100.0)

Note: Figure in parenthesis depicts the percentage

Source: Data collected through questionnaire.

Any Other*: Fiat, Ford, Skoda, Honda, Chevrolet etc.

It is obvious from the table 1.1 that the consumer who belongs to rural area, majority of them have purchased four wheeler of Maruti Suzuki, Mahindra & Mahindra and Tata Motors, whereas consumers who belong to urban area majority of them have purchased four wheeler of Maruti, Hyundai and Mahindra. So it can be concluded that the demand of the four wheeler of Maruti, Mahindra and Tata Motors is higher in rural area than that of urban area. On other hand, in urban area the demand of Maruti, Hyundai, Mahindra and other brand is higher.

. Table-1.2, Income of Consumer and Brand of Four Wheeler

INCOME	BRAND OF FOUR WHEELER						TOTAL
	MARUTI SUZUKI	MAHINDRA & MAHINDRA	TATA MOTOR	HYUNDAI MOTORS	TOYOTA MOTOR	ANY OTHER*	
BELOW 7,500	48(82.8)	---	1017.2)	----	---	---	58(100.0)
7,500 TO15,000	209(51.5)	48(11.8)	39(9.6)	80(19.7)	20(4.9)	10(2.5)	406(100.0)
15,000 TO22,500	150(38.6)	121(31.1)	68(17.5)	20(5.1)	20(5.1)	10(2.6)	389(100.0)
ABOVE 22,500	43(29.3)	31(21.1)	33(22.4)	---	10(6.8)	30(20.4)	147(100.0)
TOTAL	450(45.0)	200(20.0)	150(15.0)	100(10.0)	50(5.0)	50(5.0)	1000(100.0)

The table1.2 reveals that the consumers whose income level is less, they have purchased four wheeler of Maruti company and the consumers whose income level is higher, they have purchased four wheeler of Tata Motors, Mahindra and other brands.

Table-1.3, Brand of Four Wheeler and Commitment of Purchase

BRAND	COMMITMENT TO PURCHASE			TOTAL
	TAKE WHAT THE SELLER OFFER	ASK FOR NEXT PREFERENCE	SAME BRAND FROM OTHER SHOWROOM	
MARUTISUZUKI	19(4.2)	29(6.4)	402(89.3)	450(100.0)
MAHINDRA &MAHINDRA	29(14.5)	9(4.5)	162(81.0)	200(100.0)
TATA MOTORS	---	9(6.0)	141(94.0)	150(100.0)
HYUNDAIMOTORS	10(10.0)	20(20.0)	70(70.0)	100(100.0)
ANY OTHER*	---	10(20.0)	40(80.0)	50(100.0)
TOTAL	68(6.8)	87(8.7)	845(84.5)	1000(100.0)

It is evident from the table 1.3 that commitment to purchase Tata Motors, Maruti Suzuki and Mahindra & Mahindra is very strong. Commitment to purchase Hyundai and Toyota and other brand is quite unsatisfactory.



Table-1.4, Brand of Four Wheeler and Satisfaction with the Quality

BRAND	SATISFACTION WITH THE QUALITY			TOTAL
	HIGH SATISFIED	MODERATELY SATISFIED	LOW SATISFIED	
MARUTI SUZUKI	246(54.7)	194(43.1)	10(2.2)	450(100.0)
MAHINDRA & MAHINDRA	144(72.0)	56(28.0)	-	200(100.0)
TATA MOTORS	82(54.7)	68(45.3)	-	150(100.0)
HYUNDAI MOTORS	50(50.0)	40(40.0)	10(10.0)	100(100.0)
TOYOTA MOTORS	50(100.0)	-	-	50(100.0)
ANY OTHER*	40(80.0)	10(20.0)	-	50(100.0)
TOTAL	612(61.2)	368(36.8)	20(2.0)	1000(100.0)

It is apparent from table 1.4 that majority of the consumers are highly satisfied with the brand they have purchased. But the consumers of Toyota Motors, Mahindra and other brand are higher in percentage who strongly opine that they are highly satisfied with the quality of their brand, whereas consumer of Maruti, Tata Motors and Hyundai Motors have not supported the statement strongly that they are highly satisfied with the quality of their four wheeler.

Table-1.5, Classification of Consumers Responses on the Basis of Their Opinion Regarding Price Affect the Market of Four Wheeler.

NATURE OF RESPONSES	SCALING	AFFECT OF PRICE ON THE MARKET OF FOUR WHEELER	
		FREQUENCY	PERCENTAGE
-----	----		
HIGH IMPACT	4	621	62.1
MODERATE IMPACT	3	328	32.8
LOW IMPACT	2	41	4.1
NO IMPACT	1	10	1.0
TOTAL	----	1,000	100.00

The table 1.5 reveals that 62.1% consumers have opined that price highly affects the market of four wheeler and only 1% consumers opined that it does not affect the market of four wheeler. This shows that majority of the respondents are agree that price affects the market of four wheeler.

Table-1.6, classification of consumer's responses on the basis of their opinion regarding quality affects the market of four wheeler

NATURE OF RESPONSES	SCALING	AFFECT OF PRICE ON THE MARKET OF FOUR WHEELER	
		FREQUENCY	PERCENTAGE
-----	----		
HIGH IMPACT	4	641	64.1
MODERATE IMPACT	3	349	39.9
LOW IMPACT	2	10	1.0
NO IMPACT	1	0	0
TOTAL	----	1,000	100.00

It is evident from the table 1.6 that 64.1% consumers have opined that quality highly affects the market of four wheeler, no consumer has opined that it does not affect the market of four wheeler.

Table-1.7, Background of Consumer and Selection of Dealer

BACKGROUND	SELECTION OF DEALER		TOTAL
	AUTHORISED DEALER	ANY OTHER DEALER	
RURAL	593(93.8)	39(6.2)	632(100.0)
URBAN	318(86.4)	50(13.6)	368(100.0)
TOTAL	911(91.1)	89(8.9)	1000(100.0)

It is obvious from table 1.7 that no doubt slightly more than one-tenth of consumers opined that they would like to buy four wheeler from authorized dealer only. Rural consumers are highly in percentage who have replied that they would like to purchase the four wheeler from authorized dealer only.



Table-1.8, Background of consumer and selection of mode of payment

BACKGROUND	SELECTION OF MODE OF PAYMENT		TOTAL
	CASH PAYMENT	INSTALLMENT PAYMENT	
RURAL	161(25.5)	471(74.5)	632(100.0)
URBAN	69(18.8)	299(81.2)	368(100.0)
TOTAL	230(23.0)	770(77.0)	1000(100.0)

It has been observed from table 1.8 that irrespective of their background majority of consumers have opined that they like instalment method of payment for durable goods.

Table- 1.9,Income of consumer and selection of mode of payment

INCOME	SELECTION OF MODE OF PAYMENT		TOTAL
	CASHPAYMENT	INSTALLMENT PAYMENT	
BELOW 7,500	20(34.5)	38(65.5)	58(100.0)
7,500 TO 15,000	110(27.1)	296(72.9)	406(100.0)
15,000 TO 22,500	79(20.3)	310(79.7)	389(100.0)
ABOVE 22,500	21(14.3)	126(85.7)	147(100.0)
TOTAL	230(23.0)	770(77.0)	1000(100.0)

It is depicted from the table 1.9 that majority of consumers whether they belong to lower income group or higher income group like instalment method of payment. The consumers whose income level is low are less in percentage who have opined that they prefer instalment method, whereas the consumers whose income level is higher they are higher in percentage who have opined that they prefer instalment method of payment.

Table-1.10, Brand of four wheelers and rating of promotional activities

BRAND	RATING OF PROMOTIONAL ACTIVITIES				TOTAL
	EXCELLENT	VERY GOOD	GOOD	POOR	
MARUTI SUZUKI	132(29.3)	235(52.0)	83(18.4)	-	450(100.0)
MAHINDRA &MAHINDRA	40(20.0)	65(32.5)	58(29.0)	37(18.5)	200(100.0)
TATA MOTORS	60(60.0)	40(40.0)	-	-	100(100.0)
HYUNDAI MOTORS	60(60.0)	40(40.0)	-	-	100(100.0)
TOYOTA MOTORS	-	-	40(80.0)	10(20.0)	50(100.0)
ANY OTHER*	-	10(20.0)	10(20.0)	30(60.0)	50(100.0)
TOTAL	284(28.4)	430(43.0)	209(20.9)	77(7.7)	1000(100.0)

It is clear from the table 1.10 that promotional activities of Hyundai, Maruti and Tata Motors are very good, promotional activities of Mahindra & Mahindra are average and promotional activities of Toyota Motors and other brand are poor. So, it is suggested to Mahindra & Mahindra, Toyota Motors and other brand of four wheeler companies to improve the level of their promotional activities.

Table-1.11,Brand of four wheeler and rating of after sale services

BRAND	RATING OF AFTER SALE SERVICES				TOTAL
	EXCELLENT	VERY GOOD	GOOD	POOR	
MARUTI SUZUKI	150(33.3)	235(52.2)	56(12.4)	9(2.0)	-
MAHINDRA & MAHINDRA	-	20(10.0)	63(31.5)	98(49.0)	19(9.5)
TATA MOTORS	-	-	19(12.7)	110(73.3)	21(14.0)
HYUNDAI MOTORS	-	-	40(40.0)	50(50.0)	10(10.0)
TOYOTA MOTORS	-	-	10(20.0)	30(60.0)	10(20.0)
ANY OTHER*	-	20(40.0)	20(40.0)	10(20.0)	-
TOTAL	150(15.0)	275(27.5)	208(20.8)	307(30.7)	60(6.0)



It is obvious from the table 1.11 that consumers are highly satisfied with after sale services of Maruti, moderately satisfied with after sale services of other brand and unsatisfied with after sale services of Mahindra, Tata Motors, Toyota Motors and Hyundai.

Table-1.12, Brand of four wheelers and rating of mileage

BRAND	RATING OF MILEAGE				TOTAL
	EXCELLENT	VERY GOOD	GOOD	POOR	
MARUTI SUZUKI	113(25.1)	225(50.0)	112(24.9)	-	-
MAHINDRA & MAHINDRA	-	58(29.0)	100(50.0)	42(21.0)	-
TATA MOTORS	-	18(12.0)	110(73.3)	22(14.7)	-
HYUNDAI MOTORS	70(70.0)	30(30.0)	-	-	-
TOYOTA MOTORS	-	20(40.0)	30(60.0)	-	-
ANY OTHER*	-	10(20.0)	10(20.0)	20(40.0)	10(20.0)
TOTAL	183(18.3)	361(36.1)	362(36.2)	84(8.4)	10(1.0)

The table 1.12 depicts that consumers are highly satisfied with the mileage of Maruti Suzuki and Hyundai Motors, moderately satisfied with the mileage of Toyota Motors and less satisfied with the mileage of Mahindra & Mahindra, Tata Motors and other brand of four wheeler.

Table-1.13, Brand of four wheelers and rating of resale value

BRAND	RATING OF RESALE VALUE				TOTAL
	EXCELLENT	VERY GOOD	GOOD	POOR	
MARUTI SUZUKI	112(24.9)	262(58.2)	76(16.9)	-	-
MAHINDRA & AHINDRA	-	30(15.0)	71(35.5)	88(44.0)	115.5)
TATA MOTORS	-	45(30.00)	46(30.7)	59(39.3)	-
HYUNDAI MOTORS	-	-	30(30.0)	60(60.0)	10(10.0)
TOYOTA MOTORS	-	-	-	50(100.0)	-
ANY OTHER*	-	10(20.0)	20(40.0)	20(40.0)	-
TOTAL	112(11.2)	347(34.7)	243(24.3)	277(27.7)	21(2.1)

It observed from the table 1.13 that consumers have rated the resale value of Maruti as very good, resale value of Tata Motors as average and resale value of Mahindra, Hyundai and other brand as poor.

Table-1.14, Classification of consumer's responses on the basis of their opinion regarding after sale e services affect the purchase decision

NATURE OF RESPONSES	SCALING	AFFECT OF AFTER SALE SERVICES ON PURCHASE DECISION	
STRONGLY AGREE	3	697	69.7
MODERATELY AGREE	2	263	26.3
DISAGREE	1	40	4.0
TOTAL	---	1,000	100.00

It has been observed from the table 1.14 that there is significant difference in the opinion of consumers over the affect of after sale services on the purchase decision of consumer.

Table-1.15classification of consumer's responses on the basis of their opinion regarding resale value affects the purchase decision

NATURE OF RESPONSES	SCALING	SATISFACTION WITH THE AFTER SALE SERVICES	
STRONGLY AGREE	3	505	50.5
MODERATELY AGREE	2	403	40.3
DISAGREE	1	92	9.2
TOTAL	-	1000	100.0

It is observed from the table 1.15 that majority of the respondents have opined that resale value affects the purchase decision.



Table-1.16, Classification of consumer responses on the basis of their opinion regarding mileage affects the purchase decision of consumer

NATURE OF RESPONSES	SCALING	AFFECT OF MILEAGE ON THE PURCHASE DECISION	
YES	3	829	82.9
NO	2	121	12.1
CAN NOT SAY	1	50	5.0
TOTAL	---	1,000	100.00

It is evident from the research that majority of consumers opined that mileage affects the purchase decision of consumer.

Table 1.17, Classification of consumer responses on the basis of their opinion regarding promotional activities affect the purchase decision.

NATURE OF RESPONSES	SCALING	AFFECT OF PROMOTIONAL ACTIVITIES ON THE PURCHASE DECISION	
		FREQUENCY	PERCENTAGE
-	-		
HIGH IMPACT	4	629	62.9
MODERATE IMPACT	3	371	37.1
LOW IMPACT	2	0	0
NO IMPACT	1	0	0
TOTAL	-	1,000	100.0

It is revealed from the table 1.17 that promotional activities moderately affect the purchase decision. No consumer opined that promotional activities do not affect the purchase decision.

Conclusion

It is observed from the study that the demand of the four wheeler of Maruti, Mahindra and Tata Motors is higher in rural area than that of urban area. On other hand, in urban area the demand of Maruti, Hyundai, Mahindra and other brand is higher. It is evident from the research that commitment to purchase Tata Motors, Maruti Suzuki and Mahindra & Mahindra is very strong. Commitment to purchase Hyundai and Toyota and other brand is quite unsatisfactory.

It is observed that 62.1% consumers have opined that price highly affects the market of four wheeler and only 1% consumers opined that it does not affect the market of four wheeler. This shows that majority of the respondents do agree that price affects the market of four wheeler. It is evident from the research that 64.1% consumers have opined that quality highly affects the market of four wheeler; no consumer has opined that it does not affect the market of four wheeler.

The study revealed that majority of consumers opined that they would like to buy four wheeler from authorized dealer only. It has been observed that irrespective of their background majority of consumers have opined that they like instalment method of payment for durable goods. It is depicted from the study that majority of consumers whether they belong to lower income group or higher income group like instalment method of payment.

It has been observed from the research that there is significant difference in the opinion of consumers over the affect of after sale services on the purchase decision of consumer. The research revealed that majority of the respondents has opined that resale value affects the purchase decision. It is evident from the research that majority of consumers opined that mileage affect the purchase decision of consumer. It is revealed from research that promotional activities moderately affect the purchase decision. No consumer opined that promotional activities do not affect the purchase decision.

Suggestions

(A) For the Consumers

- It is suggested that if consumer is going to purchase four wheeler, then he should purchase any of the four wheeler from the following list, which is arranged in order of their performance (a) Maruti Suzuki, (b) Mahindra & Mahindra, (c) Tata Motors, (d) Hyundai Motors, (e) Toyota Motors.
- This it is suggested to the buyers that such product should be purchased after getting adequate information from published and unpublished sources.



- It is also suggested to the buyers to take the opinion of their family members, relatives friends and neighbours before the purchase of four wheeler.
- The warranty period, mileage, resale value, warranty period and after sale services should be taken into consideration before the purchase of four wheeler.
- It is advised to the buyers to purchase four wheeler from authorised dealer only.
- It is suggested to the consumers that the price of the product must be taken into consideration but the quality should also not to be ignored.

(B) For Dealer and Manufacturers

- It is advised to Hyundai Motors, Toyota Motors and manufacturers of other brands to improve the quality, improve the after sale services, enlarge warranty period and spend huge amount on advertisement so that the demand of their four wheelers could be increased.
- It is suggested to all the four wheeler manufacturing companies to appoint more authorised dealer and service stations in rural areas.
- It is advised to Hyundai Motors, Toyota Motors and other brand of four wheeler companies to improve the features of their four wheelers.
- It is advised to Mahindra & Mahindra, Toyota Motors and other brand of four wheeler companies to improve the level of their promotional activities.
- All four wheeler companies should take necessary steps towards providing better after sale services.
- It is suggested to Mahindra & Mahindra, Hyundai Motors and other brand of four wheeler to take necessary actions to increase the resale value of their four wheelers.
- It is advised to Maruti Suzuki, Tata Motors and Hyundai Motors to enlarge the warranty period of their four wheelers.
- It is suggested to the manufacturers to introduce low price four wheeler in the rural areas.
- Finding revealed that quality and durability of Mahindra, Hyundai and other brand of four wheeler is not upto the mark as compared to other popular brands. Thus these brands need to improve the quality and durability.
- Customers should be informed about the quality, price, mileage, resale value, after sale services and warranty period of the four wheeler by comparing these with other brand of four wheelers. It may be helpful in attracting more customers.

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