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A STUDY ON PROBLEM WITH BRAND OWNERSHIP AND BRAND SWITCHING BEHAVIOUR – CAR OWNERS' PERCEPTION IN THE COIMBATORE DISTRICT

Dr. B. Angamuthu
PhD, Assistant Professor in Commerce, PSG College of Arts & Science, Avinashi Road, Civil Aerodrome (PO), Coimbatore – 641 014 Tamilnadu, INDIA
E-mail: muthuanga82@gmail.com

ABSTRACT

Brand switching behaviour refers to change of ownership from present brand to another. This descriptive research aims to investigate problems which are affect car owners switching to new car brand, in Coimbatore District of Tamil Nadu. A self-administered survey was hand-delivered to the targeted sample of car owners and distributed 500 questionnaires , from which 485 were deemed valid for the analysis, corresponding to the percentage of (97%) which indicates the validity of the study. This study reveals that only 26.39% of the car owners were faced problem with car which brand they have. Maintenance cost, starting trouble and less mileage are most important problems faced by the car owners. Based on the car owners' perception, this study expected that more than 6/10th of the car owners are change their car brand which they have at present. Brand switching behavior depended on the car owners' gender, occupational status and residential area.

Keywords: Automobile Industry, Brand Ownership, Switching Behaviour, Customer Perception

I. INTRODUCTION AND EXECUTION OF THE STUDY

1.1 Introduction

An Automobile industry is one the growing Industry in India and the rapid development of this sector arouses the Economic Growth of the Country. Real development journey of automobile industry started in the year 1991 by the announcement of the New Industrial Policy of Automobile industry by Government of India. It provided that except in some special cases the industrial license is not required for setting of the automobile manufacturing unit. Progressive liberalization was made by the Government of India in the norms for Foreign Investment and import of technology. This was completed with a view to make the automobile industry globally competitive. After economic liberlization a speedy expansion of the automobile industry in the country, thereby making India as one of the wanted after destination by global automotive players. Due to continuous growth of the industry in India, the automobile sector has been appropriately described as the sunrise sectors of the Indian economy. Due to relaxed restrictions, positive support by Government and increased competitiveness, the Indian automobile industry has established continuous growth in the recent past. There was a continuous fast growth of automobile industry resulted in further expansion of the domestic automobile market. This speedy expansion attracted more investment by multinational automobile manufacturers in India. Hyundai, Suzuki, General Motors and other foreign automobile players have set up their base and India is emerging as a strong automotive R&D focal point. Owing to Government support of liberalization policy combined with entrepreneurial skills and managerial talent that the industry has, India has come an extended.

About Car Market

The historical condition of the car market in India, the first time that the vehicle came on the road was in 1897. India did not have any manufacturing facility and cars were imported directly from other countries later 1930s. During 1940s, Hindustan Motors and Premier Started to manufacture cars and then, Mahindra & Mahindra also started to produce public utility vehicles. Soon after independence 1947, Government of India tried to create an automotive component manufacturing industry in order to supplement the automobile social club. The period from 1960 to 1980s, the Indian market was dominated by Hindustan Motors, which concentrated a large amount of share due to its Ambassador model. However, during 1950s to 1960s, the overall industry moved at a slow pace due to trade restrictions set on imports. Later this restrictive stage, demand increased, but to a smaller extent, which was mainly seen in the tractor and commercial vehicle segment. Now, most of the global brands are setup their manufacturing units in India. Therefore, car production trend has been dramatically increased (Refer Table – 1). In 2001-02, the industry produced only 500301 vehicles which is increased to 3371265 vehicles in 2017-18 with the growth rate of nearly six times compared with 2001-02.

Table – 1: Car Production in India

Year	Car Production (No of Vehicles)
2001-02	500301
2002-03	557410
2003-04	782562
2004-05	960487
2005-06	1046133
2006-07	1238032
2007-08	1426212
2008-09	1516967
2009-10	1932620
2010-11	2453113
2011-12	2775124
2012-13	2668633
2013-14	2519281
2014-15	2595123
2015-16	2702029
2016-17	3176690
2017-18	3371265

1.2 Issues raised for the study

The Indian consumers are noted for the high degree of value orientation and it has labeled Indians as one of the most sensitive consumers in the world. Indian consumers are also associated with many characteristics in particular values of nurturing, care and affection. The brands which are fulfill these characters then the customers become satisfied and loyal to the brand, when the customers become dissatisfied the brand switching concept come up in the customer mind. Switching is associated with negative consequences in particular customer dissatisfaction. There are many car companies in India ready to grasp the all types of customers in the market whereas the brand preference of the people is different from each other when the customers switch over to other brand. Based on the said issues, this study has been raised following questions.

Which are the problems faced by the car owners?

Is there any significant association towards brand switching behavior across demographics?

What is the car owners' level of importance towards various attributes on buying decision of new car?

1.3 Objectives of the Study

- To find out the problems faced by the owners in their preferred brand of Car
- To analyze the car owners' perception towards brand switching behaviour among various demographics
- To assess and analyze the car owners' opinion level towards importance of various attributes on buying decision of new car

1.4 Hypotheses of the study

- Ho1: Majority of the car owners are facing problem with preferred brand of car.
- Ho2: Majority of the car owners have willingness to switchover other brand of car.
- Ho3: There is no significant association between demographic factors of the car owners and their perception towards brand switching behavior.

II. REVIEW OF LITERATURE

Hem Lata and Amandeep Singh (2017) in their descriptive research revealed that coverage of good manner of sales representative, wide range of product offering, good atmosphere and provide additional services to the customer, that desire in customers' satisfaction level. Further, the demographic factors namely age groups, educational qualification, occupational status and income level have a significant impact on the consumer satisfaction levels towards cars as well as various factors like external design, quality, performance, sales capability and service capability (**Jyothirmayi Reddy et al., 2016**). **Sanket and Achal (2017)** analyzed customer satisfaction in four wheeler service centre and concluded that when the service centre provide better in class service than there is no need to expand the money on advertisement and promotional activities because a satisfied customer directly promote the brand of a particular product and this is directly the word of mouth communication or promotion. **Suganthi and Renuka (2016)** reported that the factors like mileage, fuel efficiency, availability of Spare parts and after sales and service are mainly considered for buying decision of Maruti Suzuki Swift cars whereas colour and loading capacity of car is the least influencing factors on buying decision. The satisfaction level of customers depends on their age group, marital status, educational qualification and occupation but satisfaction level do not associate with gender, size of family and monthly income. The variables like Look and style, transmission, spares availability, low maintenance cost and fuel consumption are the top five reasons for preferring four-wheeler vehicles in the market (**Mathankumar and Velmurugan, 2015) Suriya et al. (2015)** in their descriptive research involves to measuring the Customer Satisfaction towards Service Quality of Tata Indica at VST Motors. The statistical analysis reported that there is no significant between the age group wise customers in terms of the service station is fully equipped and employees are always willing to help. Further, this study concluded that the majority of the customers are expecting to reduce the service rate and minimize the customer waiting time on both arrival and delivery of service. **Theo et al. (2015)** examined that the impact of various brand design elements which are logo shape, brand name, type font and colour on brand masculinity and femininity perceptions, consumer preferences and brand equity. This study revealed that logo shape, brand name, type font and Colour constantly influenced brand manliness and femaleness perceptions. These are in revolving significantly related to consumer preferences and brand equity. **Yildiz (2015)** investigated the effects of the sub-dimension of consumer-based brand equity (brand awareness, perceived quality, brand associations and brand loyalty) on brand preference and also to find out the mediating role of family in these relations. For this purpose, the primary data were collected from 295 people in Ankara. The author reported that perceived quality and brand loyalty positively effects on brand preferences, but there is no significant effect of brand awareness and brand association on these preferences. This is followed by family does not have any mediating role in the above said relations. **Akhila and Ali Ashar (2014)** studied about customers' perception towards Maruti Suzuki brand. This study reported that the majority (31%) of the customer is preferred small utility vehicles and possession of the car depends on the gender. **Sharma and Maheshwari (2014)** focused on investigating the customers' awareness and the perception level towards green cars in Kolkatta. The objectives of the study are segmented the customers on the basis of their awareness and concern for the environment, segment the customers on the basis of their willingness to purchase green cars and investigate the factors that is restricting the customers to take purchase decision of green cars. The analysis showed that 96% of the customers aware about the Eco friendly cars and the majority of them green supporters as they are concerned about the environment and aware about the environmental issues, only 15% consumers have indicated willingness to pay a premium price for green cars. Too high cost, lack of information and knowledge, less mileage, doubtful related efficiency and costly maintenance are the main barriers to success of green cars in the market. **Won-Moo et al. (2014)** examined the role of brand trust in Male Customers' Relationship to Luxury Brands between 25 and 54 years of age who had purchased luxury brand and non- luxury brand . This study reported that the greater the value on brand satisfaction, the greater the influence of brand satisfaction on brand trust, and the greater was the effect of brand faith on brand reliability for luxury brands as compared with non- luxury brands.

III. METHODS AND MATERIALS

Research design: The design of the present study is descriptive as well as empirical in nature.

Data and Source: This study mainly concerns primary data and it collected through self designed questionnaire.

Target population: Car Owners

Sampling Technique: Convenience sampling technique is used and the car owners were selected on the basis of easy accessibility and their willingness to participate in the research.

Sample Size: 500 questionnaires were distributed across Coimbatore district and 485 valid responses were used for the final study.

Period of study: The primary data were collected during the period from January to July' 2018

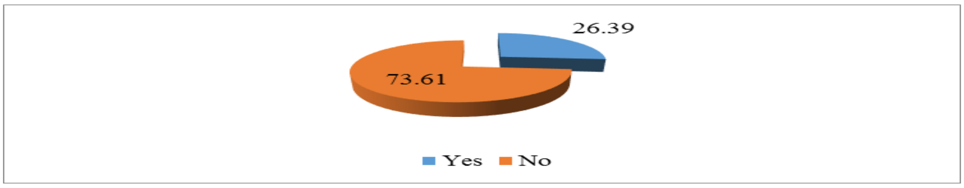
Application of statistical tools: % analysis, chi-square test ($\chi 2$), Garret's ranking technique, factor and cluster analysis.

IV. ANALYSIS AND DISCUSSIONS

4.1 Respondents' Perception towards Problems with the Preferred Brand of Car

The Distribution of the sample respondents based on their opinion towards problem associated with preferred brand of car is given in the table below.

Figure - 1: Problem with Preferred Brand of Car (in %)



Source: Field Survey

It is observed from the figure - 1 that majority (73.61%) of the respondents does not have a problem with their preferred brand of car, 26.39% of the respondents are facing problem with the preferred brand of car. Hence, the null hypothesis is rejected and it is concluded that Majority of the car owners do not have any problem with preferred brand of car.

Moreover, Garrett's Ranking technique has been used to evaluate the problem which is primarily faced by the respondents towards the preferred brand of car. Here, eight problems which are mainly associated with the car were considered for the analysis. In order to each respondent is instructed to indicate the mark by giving rank 1 to the most important problem, rank 2 to the second most problem and so on. Based on the respondents' perception, orders of merit given by the respondents which have been converted into ranks according to the Henry Garrett's guideline and the results are given in the table - 1.

Table – 1: Respondents' Perception towards Problems with the Preferred Brand of Car

Problem	Garret's Score	No. of Respondents	Mean
High cost of maintenance	7948	128	62.09
Frequent starting trouble	7576	128	59.19
Less mileage	6818	128	53.27
Doubtful related efficiency	5794	128	45.27
Lack of service centers	5677	128	44.35
Unavailability of spare parts	5566	128	43.48
High cost of spare parts	5383	128	42.05
Less resale value	6310	128	49.30
Source: Field Survey			

It is noticeable from the above table that high cost of maintenance (62.09), starting trouble (59.19), less mileage (53.27) and less resale value (49.30) are the major problems that are associated with the preferred brand car. High cost of spare parts (42.05), Unavailability of spare parts (43.48), Lack of service centers (44.35) and Doubtful related efficiency (45.27) were the least problems that are faced by the respondents with their the preferred brand of car.

4.2 Planning to Buy /Exchange of Car

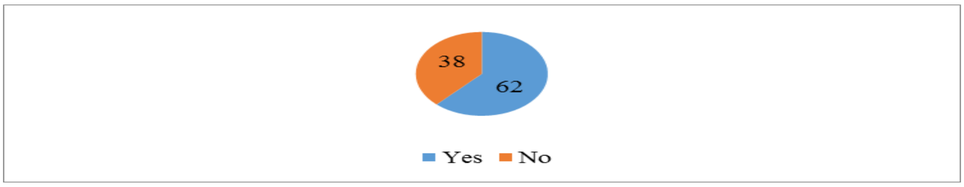
Table -2: Planning to Purchase of Car

Planning to purchase	No. of Respondents	Percent
Yes	163	33.61
No	322	66.39
Total	**485**	**100**
Source: Field Survey		

Table 2 shows that 66.39% of the respondents do not have idea about buy / exchange of the car for next 2 years and the remaining 33.61% of the respondents are having plan to buy / exchange of the car.

4.3 Respondents' Perception towards Brand Switching Behaviour

Figure – 2: Brand Switching behaviour (in %)



Source: Field Survey

Figure - 2 shows that majority (62%) of the respondents are changed their car brand which they have at present and the remaining 38% of them do not shift from the current brand to another. Based on the respondents' perception, it concluded that majority of the car owners have willingness to switchover other brand of car.

Ho: There is no significant association between demographic factors of the respondents and their brand possession of Car.

Table – 3: Relationship between Demographic factors and Brand Switching Behaviour

Demographic factor	Character	Brand Switching Behaviour		χ^2	df	Result
		Yes	No			
Age group (in years)	Upto 25	19	10	0.903^{NS}	3	Accept Ho
	26 - 40	21	13			
	41- 55	41	23			
	Above 55	20	16			
Gender	Male	97	43	22.572**	1	Reject Ho
	Female	4	19			
Marital status	Married	68	50	3.410^{NS}	1	Accept Ho
	Unmarried	33	12			
Educational qualification	No formal education	5	10	8.951^{NS}	4	Accept Ho
	School level	21	14			
	Under graduation	19	6			
	Post graduation	45	22			
	Diploma/Technical level	11	10			

Occupational status	Government employee	20	15	26.382**	5	Reject Ho
	Private employee	43	26			
	Professional	6	1			
	Self-employed	31	7			
	Agriculturists	1	6			
	Home maker	0	7			
Family income (Rs. per month)	Upto Rs. 20,000	7	2	1.707 NS	3	Accept Ho
	Rs. 20,001 – Rs. 40,000	22	16			
	Rs. 40,001 – Rs. 60,000	28	20			
	Above Rs. 60,000	44	24			
Residential area	Village panchayat	22	7	13.828**	3	Reject Ho
	Town Panchayat	12	19			
	Municipality area	27	22			
	Corporation area	40	14			
Saving per month (in %)	Upto 10%	11	6	2.824 NS	3	Accept Ho
	11% - 20%	18	18			
	20% - 30%	35	18			
	Above 30%	37	20			
****Sig. at 1% level; *Sig. at 5% level; NS- Not Sig. at 5% level**						
Source: Field Survey						

It is obvious from the Table 3 that the calculated values of $\chi 2$ between gender, occupational status, residential area of the respondents and their brand switching behvaviour is statistically significant at 1% level. Hence, hypothesis is rejected and it concluded that brand switching behaviour depends on the gender, occupational status, and residential area of the respondents. Moreover, the demographic factors namely Age group, Marital status, Educational qualification, Family income, proportion of saving of the respondents do not influence to brand switching behaviour. Since, the calculated value of $\chi 2$ for said demographic factors is statistically not significant at 5% level. Therefore, hypothesis is rejected.

In addition, respondents' opinion towards brand preference of car when the respondents go to make a fresh purchase were studied using Garrett's Ranking analysis. Using this technique the respondents were asked to rank the given brands, according to the magnitude about different brands. The orders of merit given by the respondents which have been converted into ranks according to Hengry Garrett's provisions and the results are given in the table - 4.

Table – 4: Brand Preference of Fresh Purchase on Car

Brand	Garrett's Score	No. of Respondents	Mean Score	Rank
Tata	7781	101	77.04	1
Maruti Suzuki	6539	101	64.74	2
Honda	6404	101	63.41	4
Ford	5806	101	57.49	5
Hyundai	6495	101	64.31	3
Piaggio	5652	101	55.96	6
Mahindra	3213	101	31.81	19
Chevrolet	4281	101	42.39	15
Volkswagen	4817	101	47.69	9
Toyoto	4548	101	45.03	14
Isuzu	4700	101	46.53	10
Skoda	5114	101	50.63	7
Fiat	4598	101	45.52	12
Nissan	4570	101	45.25	13
Renault	4679	101	46.33	11
Mitsubishi	3783	101	37.46	18
Volvo	4120	101	40.79	16
Mercedes Benz	4897	101	48.49	8
B.M.W	3826	101	37.88	17
Source: Primary data				

It is obvious from the table – 4 that "Tata", "Maruti Suzuki", "Hyundai", "Honda" and "Ford" brands of car are the top five brands in the minds of the respondents. The brands namely "Mahindra", "Mitsubishi" "B.M.W.", and "Volvo" are the least preferred brand of car when the respondents goes for made fresh purchase.

4.4 Respondents' opinion towards importance level of various attributes on buying decision of new car

The calculated value of Kaiser-Meyer-Olkin Measure of sampling adequacy come out (0.751) higher than the prescribed value of 0.05 which explains that the sample used for further analysis is adequate. Moreover, calculated value of Bartlett's Test of Sphericity test (Approx. χ^2 557.342**, df 136) significant at one percent level. Hence, it is reported that there is significant linear co-relationship among the various attributes of important level towards buying decision of new Car. Factor analyses were adopted to identify and analyze the important dimensions of buying decision of new brand of car. The principal factor analysis method mathematically solves the above issue because it yields a mathematical unique solution to a factor problem. In the present study, the principal factor analysis method with orthogonal varimax rotation is used to identify the significant dimensions of respondents' buying decision of new brand of car in the study area.

In this study analyzed by taking into consideration of the seventeen variables namely brand name, price, safety performance, engine performance, handling performance, quality, fuel consumption, spare parts availability, after sales service, mileage, discounts and exchange offers, model/design/color, comfort, functional specifications, interest rates on car loans, user trends and reference group.

Factor analysis technique has been applied to find the underlying dimensions (Factors) that exist in the above seventeen variables relating to influencing factors towards buying decision of car brand in the study area. Using all the variables namely P1,P2,…….and P17, Factor analysis is performed in order to group the opinions on priority basis based on the strength of inter-correlation between these opinions, called 'Factors' and cluster theses opinions into the Factors extracted and the results are presented in the following tables.

Table – 5: Factor Loadings on Important Factors on Buying Decision of New Car Brand

Perception	I	II	III	IV	V	Communality
P1	0.115	0.540	0.041	0.450	-0.226	0.560
P2	0.013	0.825	0.063	-0.082	0.065	0.696
P3	0.395	0.620	0.033	-0.148	0.239	0.671
P4	0.242	0.613	0.270	0.254	0.064	0.577
P5	0.115	0.540	0.041	0.450	-0.226	0.518
P6	0.278	0.479	0.352	0.080	0.287	0.530
P7	0.035	0.174	-0.017	0.028	0.834	0.728
P8	0.395	0.620	0.033	-0.148	0.239	0.621
P9	0.591	0.365	-0.225	0.088	-0.311	0.637
P10	0.703	0.203	0.366	0.166	-0.037	0.698
P11	0.613	0.094	-0.212	0.226	0.246	0.741
P12	0.613	0.094	-0.212	0.226	0.246	0.542
P13	0.719	0.142	0.241	0.196	-0.010	0.634
P14	0.724	0.096	0.362	-0.060	0.033	0.669
P15	0.730	0.113	0.128	-0.041	0.133	0.581
P16	0.345	-0.032	0.344	0.314	0.446	0.536
P17	0.085	0.092	0.703	-0.158	0.173	0.565
Eig.val	3.374	2.330	1.831	1.590	1.379	10.504
% of vari	19.845	13.705	10.769	9.351	8.114	61.78
Cumm % of varia	19.845	33.549	44.318	53.669	61.782	
Source: Field Survey						

It is obvious from the table - 5 that the rotated factor loadings, communalities, eigen values and the percentage of variance explained by the factors. Totally seventeen variables were considered for the study, five factors have been extracted and these five factors put together explain the total variance of these problems to the extent of 61.78 percent. The varimax rotation is one such method to obtain better result for interpretation is employed and the results are given in table – 6.

Table – 6: Final Clusters on Important Factors on Buying Decision of New Brand of Car

Factor	Opinion	Rotated factor loadings	Factor name
I (19.845%)	P15- Interest rates on car loans	0.730	Product aspects
	P14- Functional specifications	0.724	
	P13- Comfort	0.719	
	P10- Mileage	0.703	
	P12- Model/design/color	0.613	
	P9- After sales service	0.591	
II (13.705%)	P2- Price	0.825	Value aspects
	P8- Spare parts availability	0.620	
	P4- Engine performance	0.613	
	P1- Brand name	0.540	
	P5- Handling performance	0.479	
III (10.769%)	P17- Reference group	0.703	Reference Group & Offers
	P11- Discounts and exchange offers	0.703	
IV (9.351%)	P3- Safety performance	0.721	Safety Measurements
	P6- Quality	0.687	
V (8.114%)	P7- Fuel consumption	0.834	Market trends
	P16- User trends	0.436	
Source: Field Survey			

Here, Five factors were identified as being maximum percentage variance accounted. The 6 opinions P15, P14, P13, P10, P12 and P9 were grouped together as factor I and accounts 19.845% of the total variance. The 5 opinions P2, P8, P4, P1 and P5 constituted the factor II and accounts 13.705 % of the total variance. The 2 opinions P17 and P11 constituted the factor III and accounts 10.769% of the total variance. The 2 opinions P3 and P6 constituted the factor IV and accounts 9.351 % of the total variance. The 2 opinions P7 and P16 constituted the factor V and accounts 8.114% of the total variance. Thus the factor analysis condensed and simplified the seventeen variables and grouped into five factors explaining sixty two percent of the variability of all the variables.

4.5 Importance Level of Individual Attributes towards Fresh Purchase of Car – Respondents' Perception

The primary objective of this part focuses on the importance level of various attributes among the respondents through the cluster analysis. This analysis involves deciding on a set number of clusters to extract. The given object is then moved around between clusters so as to make objects within a cluster as similar as possible and objects between clusters as different as possible based on the responses. The Greater the score by giving attributes having very important attributes that considered for car purchase and vice-versa. In order to, this analysis conducted to analyze the various clusters of respondents that exist in our data and how they differ, or are too similar to each other in their perception towards the importance level of various attributes.

Cluster analysis grouped that three clusters and the first cluster have been formed with 58.41% of the respondents. Moreover, table- 7 concludes that all the given attributes except 'fuel consumption' are highly important by the respondents regarding their brand consideration at the time of buying a new car because the calculated value of 'f' statistically significant at one per cent level of significant value. The second cluster has formed with 38.61 percent of the respondents and they are agreed that the important of the most of the individual attributes namely brand name, price, safety performance, fuel consumption, after sales service, model/design/color and user trends because the responses comes out between 3.13 to 3.72, Quality (4.31) factor is highly considered as brand selection when the respondents goes for buying a new car in the second cluster and all other attributes were considered as lesser the importance. In overall the cluster analysis reported that the majority of the respondents are formed in the first and second cluster.

Table - 7: Importance Level of Attributes to the Fresh Purchase of Car

Reasons	Final cluster Centers			Cluster		Error		f
	1 (n=58.41%)	2 (n=38.61%)	3 (n=2.97%)	Mean Square	df	Mean Square	df	
Brand name	4.27	3.41	3.33	9.217	2	1.365	98	6.753**
Price	4.29	3.13	3.67	15.832	2	1.522	98	10.404**
Safety performance	4.34	3.28	2.33	16.771	2	1.467	98	11.431**
Engine performance	4.47	2.82	3.67	32.152	2	1.256	98	25.591**
Handling performance	4.34	2.82	4.00	27.172	2	1.234	98	22.013**
Quality	3.83	4.31	4.33	13.182	2	1.340	98	9.840**
Fuel consumption	4.20	3.72	3.33	3.433	2	1.389	98	8.472**
Spare parts availability	4.42	3.00	2.67	25.859	2	1.093	98	23.668**
After sales service	4.42	3.51	4.67	10.275	2	1.253	98	8.199**
Mileage	4.31	2.15	1.33	60.844	2	1.043	98	58.314**
Discounts and exchange offers	4.44	2.69	4.67	37.123	2	1.260	98	29.454**
Model/design/color	4.42	3.67	1.33	18.051	2	1.201	98	15.024**
Comfort	4.47	2.79	1.33	42.022	2	1.283	98	32.752**
Functional specifications	4.31	2.36	3.33	44.519	2	1.328	98	33.522**
Interest rates on car loans	4.29	2.92	1.67	28.162	2	1.403	98	20.066**
User trends	4.37	3.36	1.67	19.786	2	1.423	98	13.906**
Reference group	4.32	2.97	4.67	22.452	2	1.475	98	15.224**

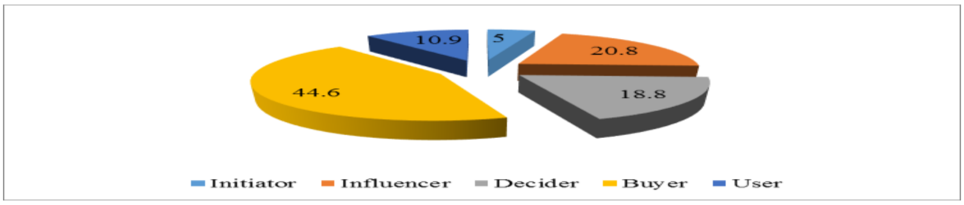
* 'Sig, at 5%level'; ** 'Sig. at1% level'; NS= Not significant at 5% level

Source: Field Survey

4.6 Respondents' Role in Buying a New Brand of Car

Distribution of the respondents based on their role in buying of new car brand is given in the figure below.

Figure – 3: Respondents' Role in Buying New Brand (in %)



Source: Field Survey

It is observed from the Figure – 3 that 44.6% of the respondents were buyer role, 20.8% of the respondents are influenced role, 18.8% of the respondents are decider role, 10.9% of the respondents are user role and the remaining 5% of their initiator role.

V. CONCLUSION

India is the largest populated country with a population of 1.3 billion which is 18% of the global population. Rising population, changing lifestyle, increased double income families and spending capabilities, availability of banking finance with low interest has led to increasing demand of cars in the market. In order to meet the automobile needs of a growing population requires a sustainable approach that puts on thrust on increasing productivity against the background of lower production. Therefore, the manufacturers need to understand the influencing factors on buying decision of new car or brand switchover from the existing brand. The buyers of new brand are given most important to the factors namely product aspects, value aspects, reference group & offers, safety measurements and market trends when they made fresh purchase.

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