INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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REVIEW OF LITERATURE

NEED/IMPORTANCE OF THE STUDY

STATEMENT OF THE PROBLEM

OBJECTIVES

HYPOTHESIS (ES)

RESEARCH METHODOLOGY

RESULTS & DISCUSSION

FINDINGS

RECOMMENDATIONS/SUGGESTIONS

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LIMITATIONS

SCOPE FOR FURTHER RESEARCH

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APPENDIX/ANNEXURE

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BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.

- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

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WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

A STUDY ON CONSUMERS' EXPECTATIONS TOWARDS PASSENGER CARS IN KOVILPATTI

Dr. C. MUTHULAKSHMI
ASST. PROFESSOR
DEPARTMENT OF PG & RESEARCH DEPARTMENT OF COMMERCE
G. VENKATASWAMY NAIDU COLLEGE
KOVILPATTI

A. MUTHU SARAVANAN
M.Com (CA) STUDENT
DEPARTMENT OF PG & RESEARCH DEPARTMENT OF COMMERCE
G. VENKATASWAMY NAIDU COLLEGE
KOVILPATTI

ABSTRACT
A car brand is unique in the sense that most people become personally attached to them in deeper ways than other products. May be it's because of the growth in urban areas has resulted in longer commute times, and we spend more and more time in our cars. As a personal space, they become an extension of our homes. We talk to our family, listen to music, eat and drink and even watch TV (except the driver of the vehicle). There is a natural attachment to this environment, and that coupled with the fact that most people either save up or take a loan to purchase a car, make it an important possession. This results in tremendous brand loyalty and is often one of the major factors in the purchase decision. People often think of car brands in terms of who they are, and how they want to project themselves to their friends and family. Maruti is known as a value-for-money brand, and Toyota has a strong brand equity when it comes to quality. Some car brands like to project an up-market image, some want to appeal to younger buyers. Sales, marketing, operations and ultimately profit – everything is built around the brand. This study was conducted among the car owners residing in Kovilpatti city. Both primary data and secondary data have been collected for the data analysis. Primary data had been collected through the structured questionnaire. Secondary data was collected from the journals, magazines, research reports and from the companies' websites. He also visited the dealer premises and had a discussion with the dealer, service manager and customer care executive. Convenience sampling was used for selection the sample respondents for primary data collection. The researcher has to select a relevant fraction of the respondent, which is a representative of the entire population. The sampling size will be small in the case of the descriptive study where is sufficient to provide reliable results. Here the sample size is 120 samples and it is limited to the area of Kovilpatti town. The statistical tools used to analyse the data are Percentage, Mean, Median and Standard deviation, Weighted Average, One-way ANOVA and Factor Analysis.

KEYWORDS
passenger cars, consumer expectations.

JEL CODES
M30, M31.

1. INTRODUCTION

The automotive industry in India is one of the largest worldwide with some four million cars and commercial vehicles produced in India, one of Asia's largest markets in the 2015/2016 fiscal year. The automotive sector is growing and becoming more important for Indian citizens with 14.9 million jobs projected to exist by 2022. Two wheeler production currently dominates the share of Indian automobile production volume with some 18.8 million two wheelers produced in the 2015/2016 fiscal year. Passenger car exports from India are also growing as evidenced by some 16.2 percent growth in exports between the 2015/16 and 2016/17 fiscal years.

The industry produced a total 14.25 million vehicles—including passenger vehicles (PV), commercial vehicles (CV), and three- and two wheelers (3W and 2W)—in April–October 2015, as against 13.83 in April–October 2014, registering a marginal growth of 3.07 per cent, year-to-year.[1]

The sales of PVs grew by 8.51 per cent in April–October 2015 over the same period in the previous year. The overall CVs segment registered a growth of 8.02 per cent in April–October 2015 as compared to same period last year. Medium- and heavy commercial vehicles (MCV and HCV) registered very strong growth of 32.3 per cent, while sales of light commercial vehicles (LCV) declined by 5.24 per cent during April–October 2015, year-to-year.[2]

In April–October 2015, overall automobile exports grew by 5.78 per cent. PVs, CVs, 3Ws, and 2Ws registered growth of 6.34 per cent, 17.95 per cent, 18.59 per cent, and 3.22 per cent, respectively, in April–October 2015, over April–October 2014[3]

Now a day the transport facilities well-developed of these cars are a very essential transport mode to travel from one place to another place. Because of rapid industrial growth and economic growth, the standard of living of the people is enhanced. So they are showing their status through one of these ways like having car, so the researcher chosen to know the consumer expectation using car to in Kovilpatti Town. In this Modern world, transport plays a vital role. Road transport plays a larger role in the recent years. The user prefers this because of its availability, adoptability to individual needs, door to door services and reliability. At present 80 percent of passengers move by roads. Road transport has been very useful which connects rail way stations and other important places. With higher volumes of production of all models of vehicles in the year ahead, road transport assumed still greater importance meeting the present and future demand on road. The study regarding consumer expectation for cars was made in respect of selected car owners in Krishnagiri. The area of consumer expectation is one of the most interesting areas because it is concerned with understanding consumer with regard to why individual act in certain consumption related ways. Most of the concepts of consumer expectation were related to economic theories. The mass communication has also changed the whole theory concept of marketing the marketers. Increasing awareness of new products has made consumer choosy. There by consumer's expectation value has been changing very fast now- a- days.

2. REVIEW OF LITERATURE

Adithya (2013) in his article entitled "Customer Perception and Behavior of Car Owners – an Empirical Study in Bangalore City" found that the automobile industry is one of the fastest growing sectors in our country. Cars were once considered as a luxury and now it has become a necessity. They have become a part and parcel of today's life and most of the car manufacturers target the middle class segment to a great extent. The introduction of small cars is a classic example for this. Today's consumer has plenty of options available to him. The decision to purchase a car is not a one-man decision. The purchase is normally influenced by many

[1]https://www.statista.com/topics/3771/automotive-industry-in-india/
[2]https://en.wikipedia.org/wiki/Automotive_industry_in_India
[3]http://www.ijbarr.com/downloads/3105201418.pdf

including their own perceptions and behavior. Hence it is as complicated as human mind. It becomes imperative for the marketers to understand the consumer behaviors and perceptions before formulating a marketing strategy.[4]

Beena John (2013) in his article entitled "A Study of Small Car Consumer Preference in Pune City", analyzed that the Indian automobile small car business is influenced by the presence of many national and multi-national manufacturers after liberalization in 1991. The presence of many manufacturers and variants within the city provides several decision options to the customers as they supply similar product proposition, creating the passenger automotive small car market highly competitive. Customers now search for those differentiating parameters, which may help them to choose among the alternative products available in the market.[5]

Shiv Prasad Joshi (2013) in his study entitled "Consumer behavior for Small Cars: An empirical study", found that the purchasing of car is strongly influenced by the advertisements and secondly by family and friend's recommendations. In addition, when researchers measured the level of satisfaction, it revealed that nearly fifty percent consumers are fully satisfied from their brand while around sixteen percent of respondents are not satisfied from their purchasing decision. The study also reveals that price is one of the most important criteria in selection of car. Safety measures in car are least preferred criteria. At the same time companies must pay attention to fuel efficiency, warranty and after sale services and availability of accessories.[6]

Vijayakanth (2013) in his study entitled "Customer Satisfaction Index (CSI)among four wheeler dealers across Karnataka", found that the focus on customer satisfaction is especially at the dealer level. Satisfied customers form the foundation of any successful business as customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth. Many researches are going on in the field of customer satisfaction for not only retaining the customer but also for repeated business deals. An attempt is made in this study to highlight the use of Customer Satisfaction Index as a tool for improving the relationship with the customer.

Venkatesh (2014) in his article entitled "Study and analysis of implementation of Six-Sigma: a case study of an automobile industry", found that the Six-Sigma is one of the strategic tools used by leading organizations to achieve accuracy and speed and at the same time reduces cost and increases customer satisfaction and profits. Six-Sigma has become a synonym for improving quality, reducing cost, improving customer loyalty and achieving bottom-line results. It explores the implementation procedure at one of the automobile outlets at Mysore, India and the benefits reaped by the company on account of adopting Six-Sigma. This also involves the various modifications incorporated during the implementation process, comparison and analysis of the results before and after the implementation of Six-Sigma process.[7]

Aindrila Biswas (2014) in his work entitled "Leveraging Factors for Consumers' Car Purchase Decisions- A Study in an Emerging Economy", made an attempt to analyses the factors behind purchase but at the same time also tries to find out the various other aspects of purchasing, the major dimensions or attributes consumers prefer to opt for while exhibiting decisions for car purchase. The data for the study has been collected from respondents through the use of structured questionnaires. The five different private car categories used in the study includes-Sedan, SUV, mini-cars, sports cars and prestige cars. Exploratory factor analysis with Multinomial Logit Model has been applied for data analysis. The implications of the research have also been discussed.[8]

Vikram Shende (2014) made a study entitled "Analysis of research in consumer behavior in automobile passenger car customer". This study presents analysis of research in the area of Consumer Behavior of Automobile Car Customer. Proper understanding of consumer buying behavior will help the marketer to succeed in the market. All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, whereas main driver for car purchase is disposable income. Value for money, safety and driving comforts top the rank in terms of customer requirement, whereas quality perceived by customers mainly depends on brand image. For this research, methodology adopted was to study the research papers in the area of Passenger Car segment, study the purchase decision process and its interaction with behavior parameters across all the segments of car such as small and Hatch back segment, Sedan class segment, SUV and MUV segment and Luxury Car segment. The objective of this study is to identify the factors influencing customer's preferences for particular segment of cars. This study also attempts to consolidate findings and suggestions to overcome present scenario of stagnancy in sales and cultivate future demand for automobile car market.[9]

3. OBJECTIVES OF THE STUDY
1. To study the demographic profile of the respondents.
2. To study the overview of automobiles industry in India.
3. To analyze the significant difference between the demographic variables and the consumers' expectations towards passenger cars.
4. To offer suitable suggestions to improve the customer satisfaction towards cars.

4. SCOPE OF THE STUDY
This study aims to know the factors influencing consumers' expectations towards passenger cars. This study presents a clear insight about the passenger cars.

5. STATEMENT OF THE PROBLEM
Due to the emergence of globalization and liberalization, there is a stiff competition among the variety of car industries, which are focusing an attention in capturing the Indian markets. Cars, though considered as luxury once, now occupy a part of day-to-day life and have become a necessity.

The people bought of either a Fiat or Ambassador in 1980 around 30000 cars would sell every year Selling about this level has been a great task over the years. Maruti became very popular. A few models were only produced for the Indian size and its population are not enough. However basic three models are not improvements and research activates are going on continuously to provide more economic models to suit the Indian requirements.

Though competition among car makers in growing day by day, the success of a company in terms of production and sales is determined by its product quality & technology and the comforts provided in the car and not the price fixed for the vehicle. The Maruti has proved this point. No sooner Telco announce the bunch of its Indica decided to slash its profit margins by cutting vehicle prices. At that point of time, the introduction of small cars like Santro, Maruti and Nano gradually improves its market share. The general expectation is that the Indian Auto Industry's will undergo tremendous market to imports and development of local assembly by leading MNCS. To meet the challenges ahead, vehicle manufactures will have to strive to cut costs further, improve productivity, enhance market orientation and successfully create a high level of consumer loyalty. Hence the researcher conducts a study on consumers' expectations towards passenger cars.

6. RESEARCH METHODOLOGY
The study made use of both primary and secondary data. The secondary data has been collected from books, journals, magazines, periodicals, and reports published by Society of Indian Automobile Manufacturers, Centre for Monitoring Indian Economy and Government of India. In order to study the consumer expectation

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[4]Adithya, H.S (2013), "Customer Perception and Behaviour of car Owners – an Empirical Study in Bangalore City", Global Research Analysis, Vol:2, Issue No:1.

[5]Beena John (2013), "A Study of Small Car Consumer Preference in Pune City", Asian Journal of Marketing and Management Research, Vol: 2 Issues No: 3-4.

[6] Shiv Prasad Joshi (2013), "Consumer behavior for Small Cars: An empirical study", International Monthly Refereed Journal of Research in Management and Technology, Vol:2 Issue No: 2.

[7]Venkatesh (2014), "Study and analysis of implementation of Six-Sigma: a case study of automobile industry", International Journal of Productivity and Quality Management, Vol:13, Issue No.1, pp. 19 - 38.

[8]Aindrila Biswas (2014), "Leveraging Factors for Consumers' Car Purchase Decisions- A Study in an Emerging Economy", Journal of Management Policies and Practices, Vol:2, Issue No:2.

[9]Vikram Shende (2014), "Analysis of research in consumer behavior in automobile passenger car customer", International Journal of Scientific and Research Publications, Vol: 4, Issue No: 2.

towards passenger car, the major automobile manufacturing company namely Maruti, Hyundai, Ford, Honda and Tata are selected for this study. They are selected on the basis of their high turnover in numbers in the study area of Kovilpatti.

6.1 COLLECTION OF DATA
Both primary and secondary data have been collected for the research work.

6.1.1 Primary Data
Primary data had been collected through the structured questionnaire.

6.1.2 Secondary Data
Secondary data was collected from the journals, magazines, research reports and from the companies' websites. He also visited the dealer premises and had a discussion with the dealer, service manager and customer care executive.

6.2 SAMPLE DESIGN AND SAMPLING METHOD
This study was conducted among the car owners residing in Kovilpatti city. Convenience sampling was used for selection the sample respondents for primary data collection. The researcher has to select a relevant fraction of the respondent, which is a representative of the entire population. The sampling size will be small in the case of the descriptive study where is sufficient to provide reliable results. Here the sample size is 120 samples and it is limited to the area of Kovilpatti town.

6.3 STATISTICAL TOOLS USED
The following statistical tools were used to analyses the data. The statistical tools used in this study are
* Percentage
* Mean, Median and Standard deviation
* Weighted Average
* One-way ANOVA
* Factor Analysis

7. ANALYSIS AND INTERPRETATION

7.1 CONSUMERS' PREFERENCES TOWARDS THE CAR BRANDS
The following table displays the consumers' preferences towards the car brands:

TABLE 1: CONSUMERS' PREFERENCES TOWARDS THE CAR BRANDS

S. No.	Statements	Opinion					M	SD	V
		SA	A	N	DA	SDA			
1	Friends	49	56	15	0	0	4.283	0.675	0.457
2	Relatives and neighbors	25	47	48	0	0	3.808	0.759	0.576
3	Co-workers	37	53	29	1	0	4.050	0.765	0.586
4	Wife	26	36	51	7	0	3.675	0.880	0.776
5	Children	40	30	35	15	0	3.791	1.044	1.091
6	Other family members	26	61	29	4	0	3.908	0.766	0.588
7	My job position	54	35	19	11	1	4.083	1.025	1.052
8	Type/nature of my institution/ trade	18	26	27	49	0	3.108	1.106	1.223
9	Color	20	36	29	24	11	3.250	1.217	1.483
10	Size	27	49	16	25	3	3.600	1.125	1.267
11	Design	23	33	63	1	0	3.650	0.795	0.633
12	Shape of the car (e.g. hatchback or sedan)	51	33	24	12	0	4.025	1.016	1.033
13	Decision of the head in my family	22	34	39	22	3	3.416	1.065	1.136
14	Car class (e.g. economy or luxury)	13	54	44	9	0	3.591	0.783	0.613
15	Car type/form (e.g. hatchback or sedan)	24	49	35	12	0	3.708	0.901	0.813
16	Manufacturer's/Brand image (e.g. Maruti versus Hyundai)	24	23	58	15	0	3.467	0.952	0.906
17	Models (e.g. package sizes such as Alto Lxi)	16	70	13	21	0	3.675	0.918	0.843
18	Ways to purchase (e.g. dealers that sell it)	35	10	42	33	0	3.391	1.176	1.383
19	Previous experience with the brand	9	61	27	14	9	3.391	1.039	1.081
20	Car manufacturers' websites	22	45	50	0	3	3.691	0.857	0.736
21	Reviews of existing customers on internet	22	54	26	18		3.667	0.947	0.896
22	Brochures/Car magazines/Published consumer reports	35	41	37	7	0	3.867	0.907	0.822
23	Television/Newspaper/Radio advertising	21	41	55	3	0	3.667	0.792	0.627
24	Dealer sales staff	19	41	43	17	0	3.517	0.926	0.857
25	Exchange melas/car shows (Auto-Expo etc.)	31	31	35	23	0	3.583	1.073	1.153

Source: Computed Data

SA – Strongly Agree (5); A – Agree (4); N – Neutral (3); DA – Disagree (2); SDA – Strongly Disagree (1).

M – Mean; SD – Standard Deviation; V - Variance

Interpretation: It is clear that the variance of the factors influencing the consumers' preferences towards their car brands is high in color (1.483) and low in Friends (0.457).

7.2 FACTORS INFLUENCING CONSUMERS' PREFERENCE TOWARDS AUTOMOBILE CARS – FACTOR ANALYSIS
Factor analysis has been applied to analyse the factors influencing the consumers' preferences towards automobile cars. Before applying factor analysis, KMO test and Bartlett's Sphericity test has been applied to check whether the data is fit for factor analysis or not and its results are displayed in Table 7.2.

TABLE 2: FACTORS INFLUENCING CONSUMERS' PREFERENCE TOWARDS AUTOMOBILE CARS – KMO TEST

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.507
Bartlett's Test of Sphericity	Approx. Chi-Square	2.924E3
	Df	300
	Sig.	.000

Source: Primary data

From Table 7.2, it is clear that KMO value is 0.507 which indicates that the data is fit for factor analysis. In addition, Bartlett's test Sphericity is also significant. Orthogonal Varimax method has been used to obtain the rotated component matrix. Rotation converged in 13 iterations. Factors and factor loadings are given in Table 7.3.

FACTOR NO.	FACTOR NAME	STATEMENTS	LOADING
F1	**CHILDREN**	**Children**	.873
		Reviews of existing customers on internet	.825
		Ways to purchase (e.g. dealers that sell it)	.790
		Brochures/Car magazines/Published consumer reports	.521
F2	**BRAND IMAGE**	**Manufacturer's/Brand image (e.g. Maruti versus Hyundai)**	**.848**
		Size	.641
		Television/Newspaper/Radio advertising	-.520
F3	**FAMILY MEMBERS**	**Other family members**	**.842**
		Wife	-.713
		Models (e.g. package sizes such as Alto Lxi)	.691
		Previous experience with the brand	.546
		My job position	.513
F4	**DEALERS**	**Dealer sales staff**	**.839**
		Relatives and neighbors	.679
		Exchange melas/car shows (Auto-Expo etc.)	.634
		Friends	.580
F5	**INSTITUTION TYPE**	**Type/nature of my institution/ trade**	**.838**
		Color	.646
		Car type/form (e.g. hatchback or sedan)	.585
F6	**WEBSITE**	**Car manufacturers' websites**	**.834**
		Co-workers	.719
F7	**CAR CLASS**	**Car class (e.g. economy or luxury)**	**.877**
		Decision of the head in my family	.787
F8	**DESIGN**	**Design**	.810
		Shape of the car (e.g. hatchback or sedan)	.752

TABLE 3: FACTORS AND FACTOR LOADINGS

➤ **VARIOUS FACTORS INFLUENCING THE CONSUMERS' PREFERENCES TOWARDS PASSENGER CARS**

FACTOR I - Children related factors

Under factor I, CHILDREN have four statements are loaded and these statements are related to children related factors. Hence, the statement **'Children'** obtained a highest score 0.873.

FACTOR II –Brand Image related factors

Under factor II, BRAND IMAGE have three statement are loaded and these statements are related to Brand Image related factors. Hence, the statement '**Manufacturer's/Brand image (e.g. Maruti versus Hyundai)'** obtained a highest score 0.848.

FACTOR III –Family Members Factors

Under factor III, FAMILY MEMBERS have five statement are loaded and these statements are related to Family Members Factors. Hence, the statement '**Other family members**' obtained a highest score 0.842.

FACTOR IV - Dealers Factors

Under factor IV, **Dealers** have four statement are loaded and these statements are related to dealers Factors. Hence, the statement **'Dealer sales staff**' obtained a highest score 0**.**839.

FACTOR V - INSTITUTION TYPE FACTORS

Under factor V, INSTITUTION TYPE have three statement are loaded and these statements are related to Institution type Factors. Hence, the statement **'Type/nature of my institution/ trade'** obtained a highest score 0.838.

FACTOR VI - WEBSITE FACTORS

Under factor VI, WEBSITE have two statement are loaded and these statements are related to Website factors. Hence, the statement '**Car manufacturers' websites'** obtained a highest score 0.877.

FACTOR VII - CAR CLASS FACTORS

Under factor vii, CAR CLASS have two statement are loaded and these statements are related to Car class factors. Hence, the statement **'Car class (e.g. economy or luxury)'** obtained a highest score 0.877.

FACTOR VIII - DESIGN FACTORS

Under factor viii, DESIGN have two statement are loaded these statements are related to Design factors. Hence, the statement '**Design'** obtained a highest score 0.810.

Summary: Factor analysis has been applied to analyses the factors influencing the consumers' preferences towards passenger cars. All the 25 statements describing the agreement among the consumers' preferences are grouped into eight factors named as Children (0.873), Brand image (0.848), Family members (0.842), Dealers (0.839), Institution type (0.838), Website (0.834), Car class (0.877) and Design (0.810).

7.3 ANALYSIS ON OPINION OF THE RESPONDENTS TOWARDS THE VARIOUS FACTORS INFLUENCING THE CONSUMER BEHAVIOUR OF PASSENGER CARS

The respondents are asked to rate their opinion (in five-point scale rating method) towards the factors influencing their behaviour towards their purchase of passenger cars. Weighted Average has been applied to measure their responses and the results are presented in the following table.

TABLE 4: FACTORS INFLUENCING THE CONSUMER BEHAVIOUR OF PASSENGER CARS

S. No.	Statements	Opinion					Total Score	Weighted Average
		SA	A	N	DA	SDA		
POINT OF PURCHASE SERVICE QUALITY								
1	Professionalism of the sales representative	42	51	19	8	0	487	32.4
2	Kindness and good manners of the sales representative	40	47	32	1	0	486	32.4
3	Sales rep willingness to inform customer	30	34	40	16	0	438	29.2
4	Ease of contact with the sales rep	24	47	21	25	3	424	28.27
5	Atmosphere in the showroom	38	30	14	34	4	424	28.27
6	Wide range of product offer	32	32	35	9	12	423	28.2
7	Availability of additional services (financing, test drives etc.)	28	41	18	31	2	422	28.13
8	Promptitude of service realization	32	25	27	29	7	406	27.07
9	Abidance of timing of the service	41	33	4	34	8	425	28.33
DESIGN OF THE CAR								
1	Exterior styling	46	50	10	14	0	488	32.53
2	Quality of workmanship	27	50	30	8	5	446	29.73
3	Shininess or smoothness	21	49	37	6	7	431	28.73
4	Seats design	42	31	31	10	6	453	30.27
5	Leg Room	18	34	32	19	17	377	25.13
6	Dash Board	23	52	26	13	6	433	28.87
7	Interior Color	25	54	24	2	15	432	28.8
8	Music System	52	39	6	23	0	480	32
9	Adjustable Front seat Headrest	19	46	32	2	13	408	27.2
10	Modernity of design	31	21	38	24	6	407	27.13
11	Uniqueness of design	23	44	15	17	21	391	26.07
ENGINE PERFORMANCE								
1	Fuel Consumption	34	42	34	10	0	460	30.67
2	Mileage (Km/liter)	17	59	25	19	0	434	28.93
3	Pick Up	19	40	30	31	0	407	27.13
4	Stability at higher speed	36	33	24	23	4	434	28.93
5	Top speed	55	23	6	20	16	441	29.4
COMFORT AND FUNCTIONALITY OF THE CAR								
1	Seats comfort	44	46	23	5	1	484	32.27
2	Visibility from driver's seat	28	30	26	34	2	408	27.2
3	Functionality of steering elements	21	35	33	24	7	399	26.6
4	Interior space	61	33	3	5	0	510	34
5	Possibilities of interior space management (folding, removing seats etc.)	29	66	15	10	0	474	31.6
6	Boot capacity	35	38	46	1	0	467	31.13
7	Communication systems (radio, navigation etc.)	34	36	7	28	15	406	27.7
8	Air-conditioning/ventilating systems	32	44	20	20	4	440	29.33
SAFETY								
1	Crossbar under Dashboard	55	35	25	5	0	500	33.33
2	Air Bags for driver safety	21	44	41	13	1	431	28.73
3	Anti-Lock Braking System	9	41	25	32	13	361	24.07
4	Aerodynamic Shape	30	31	22	21	16	398	26.53
5	Intensity of front lights	31	24	29	21	15	395	26.33
6	Antitheft system	40	24	18	33	5	421	28.07
7	Seat belts	17	22	45	22	14	366	24.4
8	Pulling forward safety brakes during severe accidents	25	28	40	17	10	401	26.73
9	Reverse warning system (reverse sensor)	28	43	15	24	10	415	27.67
10	Fog lights	41	28	26	14	11	434	28.93
QUALITY OF THE CAR								
1	Reliability of the car	46	26	30	18	0	460	30.67
2	Quality of exterior painting	26	35	29	24	6	411	27.4
3	Quality of interior materials and finishing	26	28	41	14	11	404	26.93
4	Quality of the upholstery (fabric, furniture, wooden frameset.)	22	45	19	29	5	410	27.33
5	Driving quality (driving and steering systems)	32	20	31	18	19	388	25.87
6	Suspension quality	19	37	41	16	7	405	27
7	Breaking quality	28	31	35	16	10	411	27.4
BRAND IMAGE								
1	Assurance of safety when driving	24	33	28	28	7	399	26.6
2	Stable position of the brand on the market	34	24	38	16	8	420	28
3	Technological leadership of the brand	12	39	30	25	14	370	24.67
4	Brand involvement in environmental protection	21	30	34	33	2	395	26.33
5	Brand involvement in making drivers' lives easier	33	24	28	27	8	407	27.13
6	Brand involvement in customers' satisfaction improvement	22	31	33	25	9	392	26.13
7	Brand involvement in promotional events (trades, advertising campaigns, sponsoring etc.)	47	27	20	16	10	445	29.67
DEALER/AFTER-SALE SERVICE QUALITY								
1	Distance (Proximity)	22	34	24	29	11	387	25.8
2	Advertisements (Promotions)	36	31	25	16	12	423	28.2
3	Technical Facilities	5	40	34	23	6	399	26.6
4	Cost of Service	22	34	32	22	10	396	26.4

S. No.	Statements	Opinion					Total Score	Weighted Average
		SA	A	N	DA	SDA		
5	Availability of spare parts	10	51	23	19	17	378	25.2
6	Professionalism of the after-sales representative	32	30	34	13	11	419	27.93
7	Sales representatives' willingness to inform customer	51	52	14	3	0	511	34.06
8	Service Time	32	50	38	0	0	424	31.6
9	Charges	21	28	47	24	0	406	27.07
10	Car Handling (Delivery & service)	23	48	19	19	11	432	28.8
11	Ambience of the dealer showroom/ Service Center	16	22	47	28	7	372	24.8
12	Promptitude of service realization	5	29	26	36	21	327	21.8
13	Abidance of timing of the service	31	30	16	27	16	393	26.8
COST OF OWNERSHIP								
1	Fuel usage	35	39	23	23	0	446	29.73
2	Insurance costs	20	42	24	18	16	452	30.13
3	After-sales service costs	9	39	45	22	5	385	25.67
4	Repairing costs	19	23	31	41	6	368	24.53
5	Spare parts exchange costs	16	18	36	29	21	360	24
VALUE FOR MONEY								
1	Quality with respect to the price of the car	27	35	19	34	5	405	27
2	Price with respect to the quality of the car	32	30	32	3	23	405	27
OVERALL BRAND SATISFACTION								
1	With usage of the car	28	44	30	18	0	442	29.47
2	With the car compared to expectations at the time of purchase	15	38	31	29	7	385	25.67
3	Overall customer satisfaction	26	38	17	28	11	400	26.67
BRAND LOYALTY INTENTION								
1	This car brand is my first choice	23	37	35	19	6	412	27.47
2	I will recommend my car brand to my friends/relatives/others	11	33	30	46	0	369	24.6
3	I will recommend the dealer to others from where the vehicle was purchased	5	8	3	2	11	384	25.6

SA – Strongly Agree (5); A – Agree (4); N – Neutral (3); DA – Disagree (2); SDA – Strongly Disagree (1).

Interpretation: The above table discloses the calculation of Weighted Average score among the various factors influencing the consumers' behavior towards the purchase of passenger cars.

With regard to the **Point of Purchase Service Quality**, the statements of Professionalism of the sales representative and Kindness and good manners of the sales representative have scored high Weighted Average (32.4).

With regard to the **Design of the Car**, the statement of Exterior styling has scored high Weighted Average (32.53).

With regard to the **Engine Performance**, the statement of Fuel Consumption has scored high Weighted Average (30.67).

With regard to the **Comfort and Functionality of the Car**, the statement of Interior space has scored high Weighted Average (34).

With regard to the **Safety**, the statement of Crossbar under Dashboard has scored high Weighted Average (33.33).

With regard to the **Quality of the Car**, the statement of Reliability of the Car has scored high Weighted Average (30.67).

With regard to the **Brand Image**, the statement of Brand Involvement in Promotional Events (trades, advertising campaigns, sponsoring etc.) has scored high Weighted Average (29.67).

With regard to the **Dealer/After-Sale Service Quality**, the statement of Sales Representatives 'Willingness to Inform Customer has scored high Weighted Average (34.06).

With regard to the **Cost of Ownership**, the statement of Insurance costs has scored high Weighted Average (30.13).

With regard to the **Value for Money,** the statements of Quality with Respect to the Price of the Car and Price with Respect to the Quality of the Cars have scored high Weighted Average (27).

With regard to the **Overall Brand Satisfaction**, the statement of with Usage of the Car has scored high Weighted Average (29.47).

With regard to the **Brand Loyalty Intention**, the statement of This Car Brand is My First Choice has scored high Weighted Average (27.47).

7.4 SIGNIFICANT DIFFERENCE BETWEEN GENDER OF THE RESPONDENTS AND THEIR PURCHASE DECISION TOWARDS THE PURCHASE OF PASSENGER CARS

The respondents are classified on the basis of their Gender and their purchase decision towards the purchase of passenger cars to find out the significant difference among the means using one-way ANOVA and the details are presented in Table 7.5. The null hypothesis is stated as follows:

Hypothesis: There is no significant difference between Gender of the respondents and their purchase decision towards the purchase of passenger cars.

TABLE 7.5: GENDER OF THE RESPONDENTS AND THEIR PURCHASE DECISION TOWARDS THE PURCHASE OF PASSENGER CARS – ONE-WAY ANOVA RESULTS

Gender	Level of Attitude				F – value	Sig.
	Low	Medium	High	Total		
Male	24	26	47	97		
Female	10	7	6	23	4.507	0.000
TOTAL	34	33	53	**120**		

Source: Computed Data

Interpretation: From the Table 7.5, it is clear that the 'F' value obtained (F = 4.507; p < 0.05) is found to be significant at 5 per cent level of significance. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between Gender and their purchase decision towards the purchase of passenger cars.

8. FINDINGS

➤ The majority of the respondents (80.8%) are male.
➤ The majority of the respondents (62.5%) belong to the age between 20 and 35 years.
➤ The majority of the respondents (52.5%) are qualified with Post Graduate level of education.
➤ The majority of the respondents (60%) are unmarried.
➤ The majority of the respondents (26.7%) are Businessmen.
➤ The majority of the family type of the respondents (65%) is Nuclear family.
➤ The majority of the family size of the respondents (55.8%) is between 3 and 6 members.

➢ The majority of monthly income of the respondents (45.8%) is between Rs. 100000 and Rs.200000.
➢ The majority of the respondents (31.7%) used FORD car.
➢ The majority of the respondents (20.8%) are aware of their car brand through their friends.
➢ The majority of the respondents (44.2%) are availed of the information towards their car brands from the Newspapers.
➢ The majority of the respondents (42.5%) are taken their purchase decision towards their car brand by themselves.
➢ The majority of the respondents (28.3%) are chosen their car brand for their style.
➢ The majority of the respondents (63.3%) are paid their payment of the car through cash.
➢ The majority of the respondents (36.4%) are availed their car finance for the repayment period between 1 and 3 years.
➢ The majority of the respondents (48.3%) are used their cars below 2 years.
➢ The majority of the respondents (55.8%) are used their cars for their personal use.
➢ The majority of the respondents (45%) are availed free services for 2 times.
➢ The mileage of the car used by majority of the respondents (42.5%) is between 40 and 60 Kms.
➢ It is clear that the car agencies of the majority of the respondents (68.3%) are provided the reminder services towards the car services of the respondents
➢ It is clear that the car agencies of the majority of the respondents (70.7%) are provided the reminder services towards the car services of the respondents through Phone.
➢ The majority of the respondents (46.7%) are satisfied towards the performance of the car.
➢ The majority of the respondents (75.8%) are purchased New cars only instead of Second hand cars.
➢ The majority of the respondents (54.2%) are used petrol only as fuel.
➢ The fuel efficiency of 51.7% of the respondents is economical.
➢ The variance of the factors influencing the consumers' preferences towards their car brands is high in color (1.483) and low in Friends (0.457).
➢ Factor analysis has been applied to analyse the factors influencing the consumers' preferences towards passenger cars. All the 25 statements describing the agreement among the consumers' preferences are grouped into eight factors named as Children (0.873), Brand image (0.848), Family members (0.842), Dealers (0.839), Institution type (0.838), Website (0.834), Car class (0.877) and Design (0.810).
➢ Weighted Average has been applied to analyse the level of satisfaction of the respondents towards the usage of cars. The results are as follows:
  o With regard to the **Point of Purchase Service Quality**, the statements of Professionalism of the sales representative and Kindness and good manners of the sales representative have scored high Weighted Average (32.4).
  o With regard to the **Design of the Car**, the statement of Exterior styling has scored high Weighted Average (32.53).
  o With regard to the **Engine Performance**, the statement of Fuel Consumption has scored high Weighted Average (30.67).
  o With regard to the **Comfort and Functionality of the Car**, the statement of Interior space has scored high Weighted Average (34).
  o With regard to the **Safety**, the statement of Crossbar under Dashboard has scored high Weighted Average (33.33).
  o With regard to the **Quality of the Car**, the statement of Reliability of the Car has scored high Weighted Average (30.67).
  o With regard to the **Brand Image**, the statement of Brand Involvement in Promotional Events (trades, advertising campaigns, sponsoring etc.) has scored high Weighted Average (29.67).
  o With regard to the **Dealer/After-Sale Service Quality**, the statement of Sales Representatives'Willingness to Inform Customer has scored high Weighted Average (34.06).
  o With regard to the **Cost of Ownership**, the statement of Insurance costs has scored high Weighted Average (30.13).
  o With regard to the **Value for Money,** the statements of Quality with Respect to the Price of the Car and Price with Respect to the Quality of the Car have scored high Weighted Average (27).
  o With regard to the **Overall Brand Satisfaction**, the statement of with Usage of the Car has scored high Weighted Average (29.47).
  o With regard to the **Brand Loyalty Intention**, the statement of This Car Brand is My First Choice has scored high Weighted Average (27.47).
➢ One Way ANOVA has been applied to find out the significant difference between Gender and their purchase decision towards the purchase of passenger cars. It is found from the result that the 'F' value obtained ($F = 4.507$; $p < 0.05$) is found to be significant at 5 per cent level. Hence, the null hypothesis is rejected and it is concluded that there is a significant difference between Gender and their purchase decision towards the purchase of passenger cars.

9. SUGGESTIONS

➢ The Car manufacturers shall pay attention to produce quality cars with low maintenance costs and better mileage as the expectations of car buyers are not fully realized in this regard.
➢ As most of the car buyers are depending for information as well as service on dealers, dealer network should be extended and strengthened in all areas and they should be properly equipped, trained and motivated so as to answer the various needs of customers in the passenger car market.
➢ Better and prompt after-sales-service should be guaranteed and honored in the long-run as it will influence the sales to a large extent.
➢ The segmentation of market into different income group's formulation of optimum marketing strategies for each segment will help a lot in attracting and satisfying more customers.
➢ For better prospects of the passenger car industry there should be competitiveness among the manufacturers in the adoption of the latest technology to produce cars with low fuel.
➢ Consumption and more indigenous components. The technology needs to be upgraded to reduce the cost of car as well as the cost of repairs and replacements.
➢ With the government's notification of new emission norms, the car industry needs to upgrade the technology for their vehicles to the level where they can meet the new emission norms.
➢ The car manufacturers should offer good quality cars that offer value for money, adopt rational price strategies, run innovative marketing campaigns to attract potential buyers and offer Attractive car financing schemes.
➢ Car Manufacturers should note that customer relations management (CRM) is pre-requisite and not an aid to gain strong position in the market and accordingly necessary steps may be taken.
➢ Strategic tie-ups and mergers may be preferred to gain competitive advantage.
➢ Widened and smooth metallic roads and removal of traffic hazards are the other pre-requisites for the growth of car market in India. In this regard special infrastructural development programmes need to be implemented throughout the country.
➢ Sometimes, the salesmen are not answering the suitable replay on the queries raised by the buyers about the operation and performance of cars. Hence, it is suggested that the salesman should be properly trained both in the marketing aspects and in the requisite technical knowledge about the cars.
➢ The manufacturers should position their products through sales promotional - activities such as advertisements etc. Generally, Indian consumers are very strongly influenced by testimonials of sports personalities, endorsements by film stars and celebrities. For positioning the consumer durables like cars, the manufacturers can utilize the endorsement of these celebrities.
➢ It is also suggested that the car manufacturers should have a separate Research and Development department devoted to marketing and they should conduct periodical surveys about the demand of their cars.
➢ Experts believe that the main driver for thriving of the Indian car market is the availability of car finance on easy installments and reasonable interest rates. Most of the respondents have also endorsed this view saying that they have bought cars because of the easy availability of finance. Hence, the car dealers should have tie up arrangements with authorized financial institutions to boost up their sales.

➢ The demand for car segment is increasing because of the growing number of nuclear families as well as parking problems. Hence, it is suggested that the manufacturers should find out the needs, requirements, tastes and preferences of the consumers before making design of the car.

➢ Both the central and state Governments should come forward to reduce the tax on the car manufacture and its spare parts in order to increase the demand for cars in the country.

➢ The brand image and brand loyalty could be boosted up by manufacturing and marketing of cars with improved quality and new technology at a reasonable price in order to suit the needs of the middle income group.

10. CONCLUSION

Since the Indian car industry has been de-licensed, more and more global players are entering the Indian car market. As a result, variety of models in the high price range is available and customers are having wide choice in this range. But, such choices are not available to the customers of small and low priced cars. Hence, the Government should take necessary steps like reduction in excise duty, etc to encourage production and sale of small cars at affordable prices. "Car for One Lakh' is the dream project of Tata's.

Full encouragement is required to see that this 'dream project' becomes a reality for Indian car customers. In Kovilpatti, the passenger cars are mainly used for personal use and business use. The customers prefer more spacious, technical and fashionable passenger cars. Hence, the sales of passenger cars will be more if the above specifications are implemented in the car designing.

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