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PRE-PURCHASE INFORMATION SEARCH BEHAVIOUR OF RURAL CONSUMERS TOWARDS PRE-OWNED CARS

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ABSTRACT

The study of consumer behaviour is essential in the changing scenario of the Indian consumer market. In recent times, the orientation of rural consumers has turned towards acquiring specialty goods like automobiles. Comprehending the patterns and understanding the rural consumer behaviour is a challenge. The study focuses on pre-purchase information search behaviour of rural pre-owned car owners in Kanniyakumari district, Tamil Nadu. Burgeoning growth of the new car market and the reduced tenure of car ownership resulted in wider availability of used cars. This study is significant as the pre-owned car consumers are potential new car buyers and their experience with a pre-owned car will have a definitive influence on future car purchase decisions. The study has been undertaken with two objectives; to assess the socio-economic and demographic profile of rural pre-owned car owners in Kanniyakumari district and to examine the pre-purchase information search behaviour of rural car owners. Primary and secondary data have been used. The primary data have been collected through structured questionnaire. Judgement sampling method was adopted to select 200 used car owners. Descriptive statistics and Garrett's ranking technique were used for analysis. The pre-owned car market in the study area is dominated by individuals. Pre-owned car was bought due to lower price after brand evaluation but with apprehension on mind. The pre-owned car market can be made organized by proper registration of dealers. To overcome the challenges in reaching rural consumers, the car marketers can formulate effective rural marketing strategies.

KEYWORDS

Car, Pre-owned/used car, Information Search, Rural Consumer, Consumer Behaviour.

INTRODUCTION

A study of consumer behaviour is concerned with decisions in purchasing goods or services. Understanding consumer behaviour has become imperative for the survival and success of the marketers. Buyers decide the success or failure of a product. Thus, the focus of the marketer has shifted from product to consumer. Consumers exhibit complex buying behaviour when they become highly involved in a purchase and perceive significant differences among brands. When the product is expensive and perceived as risky investment, consumer behaviour is highly self-expressive. Growth of credit culture in India is one of the factors for the growth in demand for goods and services, particularly durables, cars and homes. Comprehending the patterns and understanding the unpredictability in consumer behaviour is a challenge, particularly so when the consumers live in rural areas. This effort is often ignored by the passenger car companies due to excessive urban orientation and the perceived challenges prevailing in the remote rural markets. The present study has focused exclusively on pre-purchase information search behaviour of rural pre-owned car owners in the district of Kanniyakumari, Tamil Nadu.

THE MARKET: PASSENGER CAR

The passenger car sector, a key segment in the automobile industry, has undergone tremendous changes over a period of time. The increase in competition with the entry of multinational car companies to India has revolutionized the Indian passenger car market, besides creating a new market for pre-owned cars. Thus, Indian car industry can be divided into two halves – new car market and pre-owned or used car market.

An increase in per capita income levels and easy finance has enhanced the demand for cars. Burgeoning growth of the new car market with numerous models and the reduced tenure of car ownership resulted in wider availability of used cars. The pre-owned car market size is estimated at 1.5 million in India. The equation between pre-owned and new cars is 1:1, that is, for every one new car, a used car is sold. A new trend in the passenger car market is the exchange schemes launched by the car makers. Popular brands of car manufacturers such as Maruti, Ford, Hyundai, Tata and the like have entered the pre-owned car market with a separate wing such as 'Maruti True Value', 'Hyundai Advantage', 'Tata Motors Assured', 'Mahindra First Choice', 'Toyota-U-Trust', 'Ford Assured', 'Chevrolet OK', and 'Auto Terrace' of Honda Siel Cars India Limited.

REVIEW OF LITERATURE

Furse, et al., (1984) were the first to show the involvement of others in the information search activity and identified distinct external information search patterns namely, low search group, moderate search group, high search group, retail shopper group and purchase-pal assisted search group, while studying the individual search strategies among purchasers of new automobiles.

Sanal Kumar, V., (1998) found that the rural consumer used multiple sources of information with television as an important source. The actual purchase in rural markets was by the male member of the household, though the decision-maker depends on the type of product. The brand choice among rural buyer was influenced by social groups.

Alberto Montanari, (2004) mentioned that affordable entry level cars, the proliferation of second hand cars and easy financing have stimulated the demand for cars. To improve the share of passenger cars in the market, the attributes such as comfort, fulfillment of aspiration and value for money will need to be favourably registered in the minds of the customer.

Gill, A.S., and Sudhir K. Jain, (2005) opined that the ever increasing market offerings and inducing purchase interest in brands motivate the consumers to upgrade. Consumers purchase a car depends on their disposable income. Important aspects that affect purchase of second-hand vehicles are non-availability of established channels, which offers full service to consumers for buying, servicing and reconditioning.

Shivi Gupta, (2008) viewed that the used car market in India is not developed and fragmented. Used cars are mainly sold through independent brokers or individuals without coming to the market. The used car market is promising and dealers must take it seriously to improve profitability.

Liu Dongyan and Bai Xuan, (2008) investigated car purchasing behaviour in Beijing and found that the car purchasing decision was an important one for the majority of the Chinese consumers. Dealer sales staff and internet were the widely used information sources.

Sathish, S.M., and Sivakumaran Bharadhwaj, (2010) analysed the information search behaviour among new car buyers and clustered consumers on the basis of information search behaviour into broad moderate searchers, intense heavy searchers, low broad searchers and low searchers considering personality related variables. Organization could design specific communication and promotional strategies to influence the behaviour of particular clusters of consumers.

SIGNIFICANCE OF THE STUDY

The choice of the passenger car for the purpose of the study has great relevance and significance in the present marketing context as the Indian market is abundant with a variety of passenger cars giving wide choice to consumers. Growing competition in the passenger car sector has compelled the marketers to find new avenues in marketing. One such potential avenue is the rural market.

The present study is made at the grass root level and attempts to unravel the rural psyche, at the village level, in making pre-owned car purchase decision. Knowledge of consumer behaviour enables the marketer to cultivate brand loyalty, acquire a confident customer base, provides input for product diversification and product innovation leading to profitability and enhanced market share. The study of consumer behaviour is essential in the changing scenario of the Indian consumer market. Analysis of pre-purchase behaviour of rural pre-owned car owners and a basic understanding of the consumer thought process will help the marketers to comprehend pre-owned car consumer decision-making patterns and formulate marketing strategies. Studying the pattern of information search of consumer towards the pre-owned car is significant as the pre-owned car consumers are potential new car buyers and their experience with a pre-owned car will have a definitive influence on future car purchase decisions.

STATEMENT OF THE PROBLEM

Rural India is undeniably a major part of the national economy. In recent times, the purchase capability and orientation of consumers in rural areas have turned towards acquiring specialty goods like automobiles, suggesting changes in rural consumer behaviour. There is a marked dearth of studies related to rural consumer behaviour with special reference to high value products.

While planning to buy a car, the option is either to buy a new car or a pre-owned car. The present study attempts to describe the exclusive nature of rural consumer behaviour towards a high value product that is, second-hand car. In spite of tremendous business opportunities in the rural market, getting an insight into rural consumer behaviour is a challenge. The difficulty lies in understanding the psyche of rural consumers, their conscious, distinct and collective decision-making characteristics.

OBJECTIVES OF THE STUDY

The study has been undertaken with the following objectives:

1. To survey and assess the socio-economic and demographic profile of pre-owned car owners in the rural areas of Kanniyakumari district.
2. To examine the pre-purchase information search behaviour of rural car owners in the study area.

SCOPE OF THE STUDY

The next big marketing revolution is rural marketing as the disposable income in rural India grows higher. The scope of the present study is limited to analysis of pre-purchase information search behaviour of rural consumer pre-owned cars in the district. The study strives to provide the marketers an impetus to a better understanding of rural consumer behaviour, in order to target the right people and frame the marketing strategies accordingly.

METHODOLOGY

The present study is both descriptive and analytical in nature. Data and information were gathered from both primary and secondary sources. The primary data have been collected during the period from August 2010 to July 2011 through structured questionnaire. Judgement sampling method was adopted to select 200 used car owners. The geographical area of the study covers Kanniyakumari district.

TOOLS FOR ANALYSIS

The data were analysed with the help of SPSS 20.0. Statistical tools and techniques used for data analyses were Descriptive statistics and Garrett's ranking technique.

SIGNIFICANCE OF THE STUDY AREA

Kanniyakumari District is at the southern-most tip of peninsular India. It is the second smallest district in Tamil Nadu. It is primarily an agrarian district with 83 per cent of its population residing in villages and 58.8 per cent of its working population engaged in agricultural and allied activities. The villages in the district come under 150 panchayats.

RESULTS AND DISCUSSION

The results of the analysis and related discussions are presented below:

SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF RURAL PRE-OWNED CAR OWNERS

The parameters such as gender, age, level of education, marital status, type of family, occupation and monthly income are considered in the present study to understand the socio-economic and demographic profile of the rural pre-owned car owners in the study area and exhibited in Table 1.

TABLE 1: SOCIO-ECONOMIC AND DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Profile Variables	Particulars	No. of Respondents	Percentage
Gender	Male	173	86.5
	Female	27	13.5
	Total	200	100.0
Age	18-25	11	5.5
	26-35	48	24.0
	36-45	90	45.0
	46-55	18	9.0
	56 and above 56	33	16.5
	Total	200	100.0
Educational Status	School Level	98	49.0
	College Level (arts & Science)	42	21.0
	Professional Courses	21	10.5
	Diploma/Certificate Courses	39	19.5
	Total	200	100.0
Marital Status	Married	180	90.0
	Un-married	20	10.0
	Total	200	100.0
Type of the Family	Nuclear	150	75.0
	Joint	50	25.0
	Total	200	100.0
Occupation	Agriculture	62	31.0
	Employment	86	43.0
	Business/Profession	34	17.0
	Others	18	9.0
	Total	200	100.0
Monthly Income	Less than 30000	157	78.5
	30001-50000	33	16.5
	More than 50000	10	5.0
	Total	200	100.0

Source: Primary data.

It is found out from Table 1 that 86.5 per cent respondents were male owners, 45 per cent of the respondents belonged to the age group of 36 to 45 years, 49 per cent of the respondents were educated up-to school level and 90 per cent of the respondents were married. The type of the family of the respondents revealed that 75 per cent of the respondents lived in a nuclear family. 43 per cent of the respondents were employed and 31 per cent were agriculturists. 78.5 per cent of the respondents had a monthly income of below Rs.30000.

ANALYSIS OF PRE-PURCHASE BEHAVIOUR OF THE RURAL PRE-OWNED CAR OWNERS

In the present study, pre-purchase analysis has sought to find answers to questions such as what is the need of owning a car, Why did the consumer buy a used car, Whom did they consult before buying, What are the influential sources of information, From where did they buy, What concerns them while buying a used car? Do they undertake brand evaluation? and the related informations.

PURPOSE OF OWNING A CAR

Car owners invest in cars for personal or commercial purposes or for both the purposes. It is found out that 93 per cent of the respondents owned cars for personal purposes. Seven per cent of respondents owned it for personal and commercial purposes. None of the respondents owned the car for commercial purposes.

NEED OF CAR FOR PERSONAL PURPOSES

Majority of the respondents own the car for personal purposes. Owning a car for personal purposes is classified into four needs. The needs are ranked using Garrett's Ranking technique and presented in Table 2.

TABLE 2: NEED OF CAR FOR PERSONAL PURPOSES

Sl. No.	Need for a Car	Score	Rank
1.	Comfort and Convenience	56.76	II
2.	Esteem Need	35.67	IV
3.	Family Transport Solution	63.24	I
4.	Economy Measure	44.32	III

Source: Primary Data.

It is exhibited from Table 2 that the foremost need for owning a car for personal purposes by the respondents was to use it as a family transport solution with the highest score of 63.24, thus given the first rank. The second rank was given to the need for comfort and convenience with the score of 56.76. Economy measure with the score of 44.32 has been given third rank and Esteem need with the score of 35.67 was ranked the least by the respondents.

REASONS FOR PURCHASING A PRE-OWNED CAR

The motive for purchasing a pre-owned car differs from individual to individual. The reason for purchasing a pre-owned car by rural car owners is mentioned in Table 3.

TABLE 3: REASONS FOR PURCHASING A PRE-OWNED CAR

Sl. No.	Reasons for Purchasing a Pre-owned Car	No. of Respondents	Percentage
1.	Low price	121	60.5
2.	Learning purposes	13	6.5
3.	Up-grading from two-wheeler to four-wheeler	62	31.0
4.	To be chauffeur driven	4	2.0
	Total	200	100.0

Source: Primary Data.

It is evident from Table 3 that 60.5 per cent of the respondents purchased a pre-owned car due its lower price. 31 per cent purchased it to upgrade their status from two wheeler owner to a car owner. 6.5 per cent of the respondents purchased it for learning purpose. Two per cent of the respondents purchased a pre-owned car as it had to be driven by a chauffeur.

IMPORTANCE OF INFORMATION SOURCES

Every consumer is directly or indirectly influenced by the sources of information about the desired product. When the product requires more investment, more importance is given to the information search activity before purchase. The importance of information sources towards the purchase decision of pre-owned car by the respondents was measured in a 5-point scale ranging from 'very important' to 'least important' sources. Mean and standard deviation of information sources are given in Table 4.

TABLE 4: IMPORTANCE OF INFORMATION SOURCES

Sl. No.	Information sources	Mean	Standard Deviation
Personal Sources			
1.	Individual Perception and Knowledge	4.13	0.73
2.	Family Members	3.42	1.12
3.	Friends/Colleagues owning a car	4.18	0.77
4.	Friends/Relatives working in auto sector	3.49	1.46
5.	Bank Managers	1.34	0.79
6.	Existing Customers	3.06	1.45
7.	Driving School Staff	1.94	1.25
8.	Car Mechanic	2.64	1.43
9.	Car Brokers	1.60	0.96
Commercial Sources			
10.	Used Car Dealers	2.16	1.35
11.	Newspaper Advertisement	1.64	0.99
Public Sources			
12.	Test Drive	3.80	1.33
13.	Automobile Magazines	1.41	0.87
14.	Used Car Websites	1.33	0.89

Source: Primary Data.

All the respondents gathered information related to purchase of a pre-owned car in the study area. Table 4 shows that among personal sources, information from friends/colleagues owning a car and individual perception and knowledge were rated as very important information sources since their respective mean scores were 4.18 and 4.13. Friends/relatives working in auto sector, family members and existing customers were rated as important sources of information with the mean scores of 3.49, 3.42 and 3.06 respectively. Respondents gave moderate importance to car mechanics in deciding on the purchase of a pre-owned car with a mean score of 2.64. Driving school staff, car brokers and bank managers were considered to be the least important sources of information by the respondents since their respective mean scores were 1.94, 1.60 and 1.34.

Among commercial sources of information, respondents gave moderate importance to used car dealers with a mean score of 2.16. Newspaper advertisement was not found to be an important source of information since the mean score was 1.64.

Among public sources, the respondents rated the test driving of car as an important source with a mean score of 3.80. Automobile magazines and used car websites were not considered an important source of information by the respondents since their respective mean scores were 1.41 and 1.33.

EVALUATION OF ALTERNATIVE BRANDS

Passenger car manufacturers frequently launch new models with advanced product features. This induces the existing new car owners to upgrade. Consequently, the pre-owned car market flourishes. As there are multiple brands of car, evaluation of brands for purchase decision-making becomes essential. The number of brands evaluated by the respondents is given in Table 5.

TABLE 5: NUMBER OF BRANDS EVALUATED

Sl. No.	Brands Evaluated	No. of Respondents	Percentage
1.	One	26	13
2.	Two	70	35
3.	Three	80	40
4.	Four or above four	24	12
	Total	200	100

Source: Primary Data.

It is evident from the Table 5 that 40 per cent of the respondents evaluated three brands, followed by 35 per cent who considered two brands. 13 per cent evaluated one brand and 12 per cent of the respondents compared four or above four brands.

BRANDS CONSIDERED FOR EVALUATION

As a majority of rural pre-owned car owners evaluated two or three brands before making the final choice of a car, the name of the brands evaluated by the respondents is presented in Figure 1.

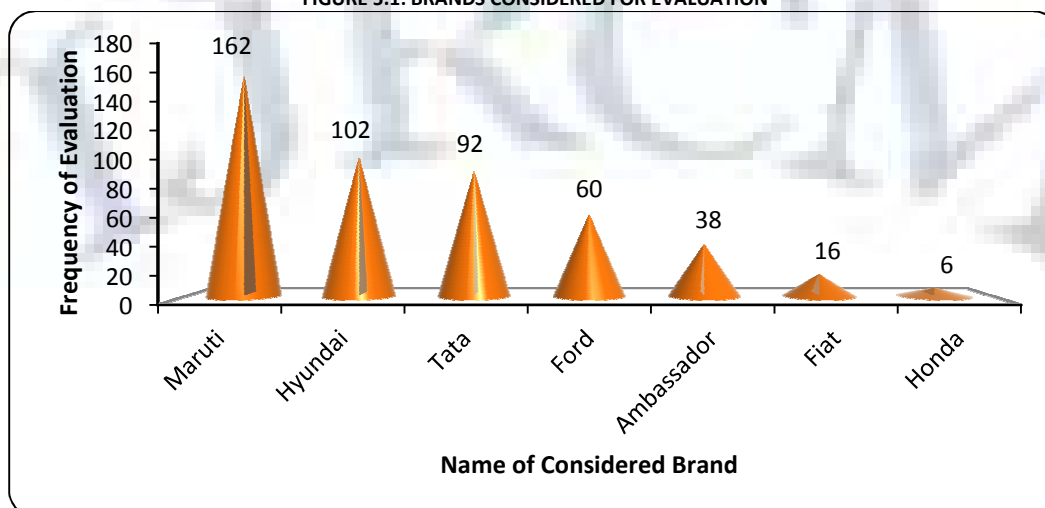
FIGURE 5.1: BRANDS CONSIDERED FOR EVALUATION

Figure 1 clearly indicate that the respondents evaluated Maruti brand of cars with the maximum of 162 evaluations, followed by Hyundai with 102 evaluations, Tata with 92 evaluations and Ford with 60 evaluations. Six evaluations were carried out on Honda brand of cars.

APPREHENSION TOWARDS THE PURCHASE DECISION OF PRE-OWNED CAR – GARRETT'S RANKING TECHNIQUE

Every consumer will have an un-easy feeling while buying a pre-owned product. The anxiety on the part of the buyer will increase if such product involves high investment. The anxiousness felt by the respondents towards the authenticity of pre-owned car was measured in two aspects namely, 'Internal aspect' and 'External aspect' of a pre-owned car.

APPREHENSION REGARDING INTERNAL ASPECT OF PRE-OWNED CAR

Internal aspects of a pre-owned car considered in the study includes accident record, mechanical condition, accuracy of mileage, maintenance cost to be incurred after purchase and replacement of major parts. These elements create nervousness on the part of the buyer in making a purchase decision of a pre-owned car. The areas of anxiety under internal aspect of a pre-owned car are ranked with Garrett's Ranking technique and presented in Table 6.

TABLE 6: APPREHENSION REGARDING INTERNAL ASPECT OF PRE-OWNED CAR

Sl. No.	Internal Aspect	Score	Rank
1.	Maintenance Cost	38.6	IV
2.	Accuracy of Mileage	36.6	V
3.	Replacement of Major Parts	56.6	II
4.	Mechanical Condition	50.2	III
5.	Accident Record	68.2	I

Source: Primary Data.

Table 6 reveals that the respondents were extremely anxious to know whether the selected pre-owned car had met with any accident and had such an accident record of the vehicle as indicated by the highest score of 68.2, thus given the first rank. The second major concern was shown towards replacement of expensive major parts with a score of 56.6 and this aspect was given the second rank. Mechanical condition of the vehicle worried the respondents with a score of 50.2 and was ranked third. As every consumer does not possess knowledge about the technical condition of the vehicle and has to believe the words of the seller. The respondents gave fourth rank to the maintenance cost with a score of 38.6. Truth-fullness of mileage as committed by the seller with the score of 36.6 was ranked fifth.

APPREHENSION REGARDING EXTERNAL ASPECT OF PRE-OWNED CAR

Reasonability of purchase price, resale value, level of ownership, place of registration and insurance coverage were considered as areas of anxiety under external aspect. These areas of anxiety under external aspect of pre-owned are ranked by using Garrett's Ranking technique and presented in Table 7.

TABLE 7: APPREHENSION REGARDING EXTERNAL ASPECT OF PRE-OWNED CAR

Sl. No.	External Aspect	Score	Rank
1.	Reasonability of Purchase Price	58.35	I
2.	Resale Value	50.85	III
3.	Level of Ownership	57.95	II
4.	Place of Registration	49.60	IV
5.	Insurance Coverage	33.25	V

Source: Primary Data.

The results of Garrett's Ranking revealed that the respondents were first and foremost worried about the reasonability of purchase price which has a higher score of 58.35, thus given the first rank. As investment in pre-owned car involved a large amount of money, the buyers were afraid of being cheated. The second worrisome part was the level of ownership of a pre-owned car with a score of 57.95 and this aspect was ranked second. The resale value and place of registration were given the third and fourth rank with the scores of 50.85 and 49.60 respectively. The respondents ranked insurance coverage as the fifth aspect with the score of 33.25.

BRAND PREFERENCE OF USED CAR

Multiple brands of cars are available in the pre-owned passenger car market in the study area. This gives an opportunity to the buyers to own the desired brand of a pre-owned car. Table 8 shows the brand of pre-owned car owned by the respondents.

TABLE 8: BRAND PREFERENCE

Sl. No.	Brand Preference	No. of Respondents	Percentage
1.	Maruti	93	46.50
2.	Hyundai	41	20.50
3.	Tata	25	12.50
4.	Ford	30	15.00
5.	Fiat	11	5.50
	Total	200	100.00

Source: Primary Data.

It is evident from Table 8 that 46.5 per cent of the respondents owned Maruti brand, followed by 20.5 per cent who owned Hyundai brand. Ford brand of pre-owned cars were owned by 15 per cent of the respondents, followed by 12.5 per cent owned Tata brand. 5.5 per cent of the respondents owned Fiat car.

PLACE OF PURCHASE

Unlike the new car market, pre-owned car market is highly un-organised. A potential buyer of a pre-owned car can buy it from the used car dealer or friends/colleagues/relatives or other individuals owning a car, car brokers, car mechanics, or through used car websites. The place from where the respondents have purchased the car is shown in Table 9.

TABLE 9: PLACE OF PURCHASE

Sl. No.	Place of Purchase	No. of Respondents	Percentage
1.	Used Car Dealer	55	27.5
2.	Car Brokers	26	13.0
3.	Friends/Relatives/Colleagues	119	59.5
	Total	200	100.0

Source: Primary Data.

Table 9 depicts that 59.5 per cent of the respondents purchased the car from friends/relatives/colleagues. 27.5 per cent bought it from the used car dealer. 13 per cent of the respondents purchased through car brokers. Thus, it is observed that the pre-owned car market in the study area is dominated by individuals than organised dealers.

FINDINGS OF THE STUDY

The following were the findings of the study:

1. The socio-economic and demographic profile of the respondents revealed that middle-aged, married males, educated upto school level, living in nuclear type of family, employed and earning less than Rs.30000 per month were the predominant buyers of pre-owned cars in the study area.

- Majority of the respondents owned a pre-owned car for personal purposes. The respondents needed to own a car to use it as a means of family transport solutions and for comfortable and convenient travel. The respondents have purchased a pre-owned car due to its lower price.
- The rural pre-owned car owners in the study area considered information from friends/colleagues owning a car and also individual perception and knowledge as very important sources of information. The respondents have not given importance to information sources such as, bank managers, used car websites and automobile magazines.
- Majority of the respondents have evaluated two or three brands before owning a brand of pre-owned car. The pre-owned car owners in the study area evaluated Maruti as the most considered brand before making the final choice.
- The accident record and replacement of major parts under internal aspect, reasonability of purchase price and the level of ownership under external aspects of pre-owned car created maximum apprehension on the part of the respondents.
- Maruti brand of pre-owned cars have been preferred by a higher number of respondents and it is inferred that the Maruti brand of cars has good re-sale value and has good scope in the pre-owned car market in the study area.
- The pre-owned car market in the study area is dominated by individuals than organised dealers.

SUGGESTIONS

The following suggestions are given by the researcher:

- Friends/colleagues owning a car have been rated as very important source of information. Marketers need to tap this powerful source of influence by announcing attractive referral schemes. This will motivate opinion leaders to give valuable references of potential car buyers in their area.
- Female ownership in passenger cars can be increased by offering special incentives to women buyers and free driving classes for women to encourage more women to own and drive a car.
- The car marketers can organize periodic and dynamic market demonstrations and participate in fairs and festivals in rural areas. This will create an awareness regarding the brand of car and generate a desire to own a car among rural people. The focus could be more on brand building and less on short-term promotional campaigns.
- The pre-owned car market can be made organized by proper registration of dealers, granting license and legal status to the pre-owned car dealers. The accountability of pre-owner car dealers shall remove the anxiousness of rural pre-owned car buyers towards the authenticity of the car. The pre-owned car dealers can have their own service centers for good after-sales service.
- As brand image influences the choice of cars, manufacturers can create brand image for their products through service networks and frequently conduct consumer surveys with the help of dealers to create a confident customer base.

CONCLUSION

The abundance of national and multinational brands of passenger cars and the intense competition in the Indian passenger car market has made the study of car purchase behaviour of consumers, highly relevant and significant. A growing prosperity and inclination to lead a sophisticated life among the rural consumers has led to transformation in their buying behaviour. This offers enough scope for marketers of car. The present study attempts to describe the exclusive nature of rural consumer pre-purchase behaviour towards pre-owned cars in Kanniyakumari district.

The study infers that the passenger car sector is flourishing in India. Car owning potential is high in Kanniyakumari district. A study of the pre-purchase behaviour of pre-owned car buyers has been felt essential as they are potential buyers of new cars. The pre-owned car market in Kanniyakumari district is un-organized. The Maruti brand dominates the brand preference of the rural pre-owned car owners. The pre-owned car market can be transformed into organised market with the entry of car makers and corporate into pre-owned car business.

To overcome the challenges in reaching rural consumers and studying consumer behaviour, the car marketers can formulate effective rural marketing strategies, besides creating a database of potential rural car buyers with the help of existing rural car owners and village heads. Marketer sponsored research studies can be conducted periodically to study rural consumer behaviour.

LIMITATIONS OF THE STUDY

The following limitations were found out in the present study:

- The analyses are based purely on the primary data collected from the rural car owners.
- The consumers had to depend on their memory in their responses since they were not keeping any records. So, this study is subjected to memory bias.

TOPICS FOR FUTURE RESEARCH

The researcher has suggested the following topics for future research:

- Pre-purchase Information Search Pattern of New Car Owners.
- Comparative Consumer Behaviour and Analysis of Owners of New Cars or Pre-owned Cars.

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