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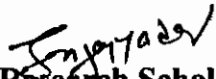
AN ANALYTICAL STUDY OF BUYING BEHAVIOUR OF CONSUMERS IN AUTOMOBILE INDUSTRY IN NATIONAL CAPITAL REGION [NCR]



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**A SHORT SUMMARY
SUBMITTED FOR THE
AWARD OF Ph.D. DEGREE IN
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TO C.C.S. UNIVERSITY, MEERUT**


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Significance of the Study

Consumer behaviour is helpful in understanding the buying behaviour and preferences of different consumers. Consumers are differing in terms of age, sex, education, occupation, income, family setup, religion, nationality, and social status. Because of these different background factors, consumers have different needs and consumers only buy those products and services which he thinks will satisfy his needs. In marketing terminology, specific types of groups of consumers buying different products represent different market segments.

To target the different segments of market, the marketing manager of the company needs strong marketing strategies and policies which he can design only when he has a better knowledge and understanding about the tastes, habits, preferences, attitudes, personality and behaviour of consumers.

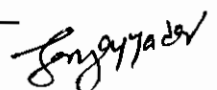
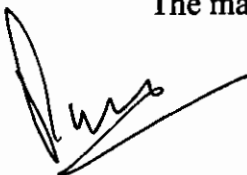
A transformation in an auto industry of India was projected with the overview of mid size car market are Alto, Wagon R, Celerio, Kwid, Ignis, Eon, Santro, i10, Tiago etc. It is expected that to save the displeasure of travelling in winters, rains or in heavy summers on two wheelers, Mid-size car will be the good choice which shows the honest indication on the manufacturing of four wheelers. Therefore, a unique study on buying behaviour of consumers in automobile industry in NCR.

Research Objectives

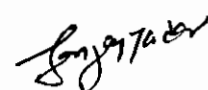
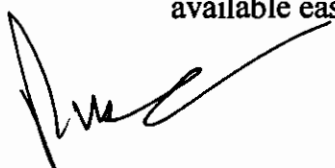
To identify the factors influencing the selection and purchase of mid size cars in NCR; To study the factors affecting consumer's pre-purchase and post purchase buying behaviour; To search out the brand preferences of the consumers; To study the pattern of buying behaviour of consumers about the purchase of mid size cars in the area of study; To study the satisfaction level of consumers of mid size cars in the area of study; To make a comparative study of sales figure of various brands of mid size cars in NCR; To find out the attitude of consumers towards various brands of mid size cars in NCR and To make suggestions in the view of the findings of the study.

Findings of the Study

The main results and conclusions of the study are presented below—



- ❖ 89 percent of consumers are aged from 25 to 40 years, 83 percent are male, 93 percent are married, 70 percent of the consumers belong to nuclear family, 87 percent is in the category of service, 79 percent of the consumers are in Rs. 25,000 to 100,000 monthly income.
- ❖ 71 percent of consumers preferred cars with low engine capacity for greater fuel efficiency. Thus, majority of people prefer mid size cars because these cars provide good mileage as they are having low engine capacity. 73 percent of consumers preferred mid size cars because they are easy to drive in congested and high traffic.
- ❖ 74 percent of consumers preferred mid size cars because of the suitability of parking on the streets. In the cities, due to the rapid increase in the number of vehicles, parking becomes a major problem for the authorities.
- ❖ In a study it was found that about 73 percent of the selected consumers shown their happiness and eagerness for the varied models of mid size cars and simultaneously enjoying the features of big cars.
- ❖ According to study, around 72 percent of the consumers expressed their view that their disposable income allows them to buy only mid size cars and, therefore, these cars will be sustainable in car market of NCR.
- ❖ It is found that approximately 70 percent of consumers think that as they are having a nuclear family, mid size car is good for them. As now size of family is shrinking, therefore it may be concluded that mid size car will rule the preferences of NCR consumers.
- ❖ In a study it was found that around 71% of consumers preferred mid size cars as they are using it mainly for the purpose of attending the office. Whereas, 76 percent of consumers favoured to buy a mid-size car as second car for their family with the first car. It is a sign of the fact that mid size car is having a preference as second car over big cars.
- ❖ In a study it is found that 84 percent of consumers shown their preference for mid size cars because repair and service facilities for mid size cars is available easily and conveniently.



Recommendations

Here are the few recommendations given by researcher on the basis of his study which are as follows:—

- ❖ Fuel efficiency is one of the biggest concerns for car consumers in NCR, so it is recommended that in future marketers should design those car engines which are highly fuel efficient rather than engines of high horsepower.
- ❖ Easily available repair facilities have a big impact in the purchase decision of consumers. Thus, it is recommended that before launching any high-tech car models especially mid size cars in the NCR, car makers must ensure the proper availability of repair facilities in the market.
- ❖ In the study it was found that mid size cars are a preferred choice for working women. In the last few years car manufacturers have launched different variants of car models which are well equipped with those accessories which favours women. Therefore, to attract women especially working women companies have to focus on “Women friendly cars”.
- ❖ The cost of spare parts & car accessories is of major concern of car consumers. In order to meet consumer's requirements directly and to increase products sale, car manufacturers must open their service outlets and network of distributors & dealers across the country.
- ❖ According to the study, it was found that car financing plays a very important role in the growth of car industry. Therefore, it is recommended that car finance companies can develop a kind of financing model in which EMIs at the initial stage of career is low, and can gradually increases subsequently over the passage of time.
- ❖ On the one hand, constantly rising fuel prices favours the choice of mid size cars, but at the same time, a price sensitive consumer may stop shifting from bikes or scooters to car. Therefore, the government may implement a kind of policy & regulations which compensate the effect of increased fuel prices by reducing other kind of duties and taxes on fuel and car.

