Vol 4 Issue 2 March 2014

ISSN No : 2230-7850

International Multidisciplinary Research Journal

Indian Streams Research Journal

Welcome to ISRJ

RNI MAHMUL/2011/38595 **ISSN No.2230-7850**

Indian Streams Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double - blind peer reviewed referred by members of the editorial board.Readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India
Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.isrj.net

Indian Streams Research Journal
ISSN 2230-7850
Volume-4 | Issue-2 | March-2014
Available online at www.isrj.net

STUDY OF PRE PURCHASE BEHAVIORAL ATTITUDE OF CONSUMER WITH SPECIAL REFERENCE TO PASSENGER CAR

Medha Tadpatrikar

Pune, Maharashtra, India.

Abstract:-Understanding why people buy product is very crucial for a company. This helps companies to target the audience accordingly to increase sale of their product. Indian auto sector is one of the largest manufacturing sectors of India and as the sales are plunging down quarter after quarter its becoming essential to know what actions consumer take before they make the final purchase decision. Purpose of this paper is to find out which are the most important steps taken by consumers before he arrives to buying decision. The objective is to also find out if the action differs in various car segments.

Keywords: consumer behviour, Indian auto industry, Indian consumer, Pune consumer behavior, purchase decision, car.

1.INTRODUCTION

In recent times Indian auto sector has been going through turbulent times. Though it is one of the largest sectors with the share of around 22% of manufacturing GDP of India, it has been seen that the auto sector has experienced continuous drop in sales of passenger cars in all segments. The Indian consumer now days have purchasing capacity however regional disparities on consumer behavior it seems difficult for companies to have homogeneous sales strategy. As history shows that the cars was a luxury item for most of the Indians and hence car is not necessity item as the case was in most developed countries. However

The complexity of understanding cultural foundation of consumers increases significantly in markets like India where age old cultures are ruptured by sudden and sharp events that cause ideological, political, economic and theological discontinuity. The contours of India's cultural future are still unclear as it's changing in various ways. [1]

That is why companies spend to understand the consumer behviour with regards to how, why and when consumer makes decision to purchase car. Most of the companies spend large amount towards promotion of their product,

Different people, make different purchasing decisions even though they are similar in other ways. “The experiences of US automobile manufacturer's shows why marketers must master these new touch points. The large Companies like Chrysler and GM were found to have long focused on using strong sales incentives and in-dealer programs to win during the active-evaluation and moment-of purchase phases. These companies have been fighting the wrong battle: the real challenges for them are the initial-consideration and post purchase phases[2]

The study of Consumer behavior has to take into consideration many reasons why consumers buy particular product. Generally Consumer goes through diverse buying stages in identifying the need of product, collecting required information about the product, evaluation amongst various choices, and lastly to arrive on decision for purchase of one product.

OBJECTIVES OF THE STUDY

In this sluggish economical environment; it becomes essential for companies to know the pre purchase activities undertaken before customer makes a purchase decision so they can increase their bottom line. So the study has been undertaken with following objectives

To understand the pre purchase activities undertaken by Indian consumer in a purchase of a passenger car
To know if the pre purchase activities varies amongst various segments of car owners

2. METHODOLOGY

For present study both the primary and secondary data was covered. The primary data was collected through survey by using Random sampling technique. 416 respondents from Pune were drawn from all segments of various brands of cars. The respondents were both male and female from age group ranging from below 30 to over 50. Later on based on car segments A, B and C the respondents were grouped in to 3. The survey questioner has various components related to pre purchase activities such as visit to showroom, interaction with someone who owned same brand, test drive etc leading to final decision of car purchase.
The data was analyzed and the percentage was drawn

3. RESULTS AND DISCUSSIONS

The demographic profile of the respondents in Table 1 shows that the majority 38 percent of respondents were in large group of 31to 40 years followed by 29 percent in the age up to 30 years.
The number of women is increasing but here only 11 percent respondents are female while 89 percent are male.

Table.1 Demographic profile of respondents

Variables		Frequency	Percentage
Age	> 50	40	9.6
	41 - 50	100	24
	31 - 40	156	38
	Up to 30	120	29
Gender	Male	371	89
	Female	45	11

All data obtained from primary research.

The customers were asked to give their opinion regarding various activities they follow in deciding the product, i.e. particular brand. The table 2 clearly indicates that the large number of customers prefer to acquire the feel of the car especially through test drive. This is evident in the total respondents, where 48 percent consumers were found to have taking the test drive; Followed by 40 percent respondent opting to have interacted with other owners who have the same brand of car. Segment wise it can be observed that from segment C, i.e luxury car there were 65 percent respondents opting for the test drive, while in segment A; i.e the entry car the percentage is 42 and in case of segment B (sedan car) the percentage is 52 percent. The pre activity like test drive though important is absolutely true for consumers from all the segments.

Table 2: All segment Analysis of activities

Options	Segment A	Segment B	Segment C	Total
Talk to someone who owns the car	**36**	**42**	**62**	**40**
Visit car dealer	34	33	**58**	35
Read reports in auto magazines on make/car	20	22	42	23
Do test drive	**42**	**52**	**65**	**48**
Use blogs/and other websites to obtain further information	13	16	31	16
Visit Car manufacturers website	12	12	42	14
Study advertisements of make /model in newspaper and magazines	23	31	46	28

All data obtained from primary research..(Multiple choice)

The second pre purchase activity for all the respondents along with all three segments are that to interact or speak to someone who already owns the brand to find out about the particular brand. The total respondents who undertook this activity are 40 percent. Segment wise it can be observed that In segment A it is 36 percent, while in segment B cars its 42 percent and in segment C cars it is 62 percent and it is 40 percent of total respondents. In segment C the percent across all the options is more than 30 percent.

CONCLUSIONS

Getting the feel of the car before making decision to buy is utmost important to customers of all segments of cars. Traditionally cars are perceived as a luxury item by Indian's and not as a necessity item. It is one of the largest investments after the house. So naturally customers want to uncover regarding various aspects of car such as the performance of car, after sales service and the maintaince cost from someone who already owns the same brand of car. The study concludes that even in this technologically driven world people still want to observe the cars physically. They also trust the experiences of other people with the brand. The websites and blogs are used as an aid but it seems that customers use those mediums mainly for awareness and when it comes to actually making buying decision they still do all the traditional things.

REFERENCES

1 .Rama Bijapurkar (2009) We are like that only, Portfolio Penguin, P175
2.David Court, Dave Elzinga, Susan Mulder, and Ole Jørgen Vetvik (2009) retrieved from the website: http://www.mckinsey.com/insights/marketing_sales/the_consumer_decision_journey