Chapter VI

Summary of Results and Findings

The present study is conducted on Brand Preference and Purchase Decision with special reference to consumers of selected car owners in Krishnagiri and Dharmapuri Districts. There are various factors affecting the buying decision process of the purchase of the car. In this chapter, the summary of results and findings, suggestions, scope for the further research and conclusion are given.

I. Results

6.1 Personal Information

Demographics help to locate a target market, whereas psychological and socio-cultural characteristics help to describe how its members think and how they feel.

Age is an important factor in determining the needs at different stages of life. Products’ needs and interests often vary with consumers’ age. Need for a car would vary according to age factor. Need for car arises mostly among the age group of 30 to 50 and less need is observed before the age of 30 and after the age of 50. Researcher has observed that during this stage of life (30-50) they have come up in life to earn money after their education or doing business. Many marketers have curved themselves a niche in the market by concentrating on a specific age segment.

Culture in any society prescribes major responsibilities for man and woman in family and society. Gender would also determine the need for a car based on the culture of the society. In Krishnagiri and Dharmapuri Districts the vast majority (75%, 65%) of the purchase is done only by male members compared to female members. Gender is quite frequently a distinguishing segmentation variable. Market needs to determine which member normally has the greater influence in the purchase of a particular product or services. Either the husband or the wife, or they have equal influence.
Education widens the horizon of knowledge and thereby plays a vital role in the decision making of people. Knowledge about cars is important for the users so that they are able to buy a quality guaranteed (good) car. A little more than half (48.33%, 35%) of the respondents who have purchased cars are graduates in Krishnagiri and Dharmapuri. Education and Preference of Car are the two dependent variables which have significant association. Thus, education influences consumers for the preference of a particular brand of car as their best.

Source of income for the consumer is determined by their occupation. An attempt is made to see if there is any association between the income and the purchase of car. In Krishnagiri and Dharmapuri Districts nearly half (46.33%, 44.5%) of the consumers are business people, who would be in need of fast mobility and status. Thus, occupation determined the affordability and the need for a car in which business people and professionals prefer having a car. Income has long been an important variable for distinguishing between market segments. Marketers commonly segment markets on the basis of income because they feel that it is a strong indicator of the ability (or inability) to pay for a product or for a specific model of a product.

The level of income of the family determines the well-being of any family. Level of living standard is determined by income. Car is considered as a luxury product. Income can determine the need for having such product. Those who earn less than Rs. 2,00,000 make more car purchases.

Occupation and annual incomes are the two independent variables. Thus, occupation does not play any role on the annual income of the consumers. Hence, there is no significant association between occupation and income of the consumers. Income and occupation are naturally related hence there is no need for a cross tabulation. In cross tabulation the variables need to have a logical relationship. Less income group is interested in purchasing a car, may be due to the credit facility extended. Therefore income and occupation of the respondent has no association which is contradictory to the general belief. The possible reason
could be that the information provided by the respondents with regard to the income unreliable.

Family is the primary institution that needs close interaction and interrelation. Status of family and profession are determined by possessing luxury products for family and profession. In Krishnagiri and Dharmapuri the vast majority (88%, 89%) of car purchase is done by married people and only 10 percent of the car purchases are done by the unmarried. Traditionally, the family has been the focus of most marketing efforts, and for many product and services, the household continues to be the relevant consuming unit.

Owning a car and using it, is a time-saving and makes the journey easier and pleasant. Nearly half (42.33%, 44%) of the consumers who have cars are less than five km far away from their house to their place of work both in Krishnagiri and Dharmapuri Districts.

6.2 Information before Purchase

How much information seeking precedes purchase of consumer durables?. What factors are related to the differences among buyers?. Knowledge of information seeking is fundamental to understanding buyer behaviour and planning marketing communications and retail distribution. As Maslow describes, the hierarchy of human needs, need of one person may not be perceived as need for an other. In Krishnagiri and Dharmapuri Districts need of car for family travel (44.33%, 47.5%), for travel related to work (26.67%, 22%) and convenience (23.67%, 19%) are predominant factors contributing to the need of having a car. According to the buyer behaviour time is considered to be an important factor. In a given time saying yes or no to a product is based on various other factors. In Krishnagiri and Dharmapuri Districts the Majority (61.3%, 58.68) of the respondents expressed that there was a time gap between their intention and the actual purchase.

Decision-making needs time, information and money. As the analysis aimed at finding out the time gap between the intended time and the actual
purchase time, it is clear that, cost (36%, 33%) and information (26%, 27.5%) become the predominants factors for the decision making process.

6.2.1 Factors for Pre-purchase Decision

Various factors are being considered for the pre-purchase decision of a consumer. Economy in Fuel, Economy in Maintenance, Purchase Price, Style, resale value and Warranty are the predominant factors influencing the pre-purchase.

6.2.2 Comparison on their Pre-purchase Decision

There are many vehicles being sold in the market. Buyer has to make a wise pre-purchase decision based on the variety of needs and expectations of his mind and heart and the influence of his environment. In Krishnagiri and Dharmapuri Districts the majority (61.24%, 63.78%) of the respondents have said that they made comparisons on their pre-purchase decision.

6.2.3 Brand Value

Market displays variety of brands of vehicles for the consumption of consumers in a very high competitive manner. Consumers are left in the dense forest of the market to make their own choice. Brand value (26.67%, 35%) is considered to be the most important reason than the price of the vehicle.

6.3 Decisions during the Purchase

Finance is an important factor in the purchase of a car. Consumers have been supported with many loan systems through which they can access to loan and purchase car as soon as possible. In Krishnagiri and Dharmapuri Districts the majority (68.33%, 56%) of the consumers bought car with their own money and with the minimal support of the car financiers.

Purchasing same brand of car for the second time shows the value and goodness of the product and the brand. Two third (68%, 61%) of the respondents do not go for the purchase of the same brand for the second time.
6.3.1 Preference of the Car

There are several brands of cars available in the market. They offer almost similar facilities to satisfy similar needs. In Krishnagiri and Dharmapuri Districts, Maruti (34.33%, 36%), Tata (28.33%, 28%) and Ford (12%, 13.5%) hold the first place.

6.3.2 Going for New Model Car if Introduced in the Market

Car is a luxury product to make life easier. It is expensive and cannot be changed easily. In Krishnagiri and Dharmapuri Districts, a little more than half (55%, 71%) of the respondents have responded that they would go for new model of car that is introduced in the market. Another less than half (45%, 29%) of the respondents, expressed that they will not go for a new model car.

6.3.3 Change of Car for the Sake of Pride

The materialistic world determines the status of a man based on his material possessions. Possession of luxury material socially would add prestige and pride to the one who owns. In both Krishnagiri and Dharmapuri Districts, a little more than half (50%) of the respondents accepted that, they would not change their car for the sake of pride. And another big number (50%) of the respondents agree that they would change their car for the sake of pride.

Higher the income level is, higher the attitude to change the car when new model is introduced in the market.

6.3.4 Change of Car based on the Income

Status and Pride would be determined, by the possession of luxury goods. A little more than half (50.4%) of the consumers expressed that they would not change their car, for the sake of pride. But another quite a big number (49.6%) of consumers have agreed that they would change their car for the sake of pride. The attitude for the change of car for the sake of pride when a new model is introduced in market is not based on the income. People make their mobility easier and faster using cars. Transport has become an inevitable component for a comfortable living though the fuel cost is bit costlier. Nearly two third (62%) of the consumers use
their car every day. Use of car is associated with the income level of the respondents.

6.3.5 Occupation and Use of Car

Car is a luxurious product that should be handled carefully. The study aims at finding out whether car is used by family members or others. It is clear that 40%, 33% of the consumers agreed that family members or others use their car. Due to good occupation and higher the level of income, the respondents allow their family members and others to use their cars.

6.4 Post-purchase Decision

6.4.1 Service

Maintenance of car is very important to have an undisturbed or uninterrupted journey. The service is given to car to check its functional condition and to refresh its function. More than half (58.67%, 52%) of the consumers give their cars for service every half yearly.

6.4.2 Income and Fuel Expenses

Though it is costly fuel is inevitable for the function of a car. In Krishnagiri and Dharmapuri Districts majority (80%, 71%) of the respondents spend more than Rs. 1,000 per month as fuel expenses for their cars.

6.4.3 Income and Maintenance Expenses

Maintenance is an important need for an efficient and long life span of any vehicle. Maintenance causes additional recurring expenditure on the vehicle. Nearly three fourth (69.33%, 62%) of the consumers spend up to Rs. 1,000 as maintenance cost for their vehicle.

6.4.4 Maintenance Received from Dealer

Maintenance is one of the major expenses for owning a car. The companies give free services during warranty. In Krishnagiri and Dharmapuri Districts majority (76%, 85%) of the respondents have not received service from their dealers.
6.4.5 Dealer - Customer Relationship

Dealer - customer relationship is very important for any company. It is significant to know the attitude of the customers towards the service that is given by the authorized dealer.

Nearly half (47.1%) of the consumers have graded the technical knowledge of the dealer as satisfactory and majority of the consumers have graded as good.

Nearly half (53.7%) of the consumers have graded the communicative skill of the dealer as satisfactory and majority of the consumers have graded the communication skill of the dealer as good.

Less than half (43.8%) of the respondents have graded the honesty and integrity of the dealer as good and others as satisfactory. A little more than half (52.6%) of them have graded courtesy as satisfactory.

Quality plays a vital role in any field. More than half (52.1%) of the respondents have noted as satisfactory and almost one fourth (24.8%) of the respondents have expressed that the quality of service given by the dealer as poor.

Promptitude is an indicator for the efficiency of the dealer. Only a little more than one fourth (24.6%) of the consumers have graded as good.

Money plays a vital role in human survival. Majority (46.3%) of the respondents have expressed that they are dissatisfied because of the high charges fixation.

6.4.6 Reasons for Going to Private Dealer

In Krishnagiri and Dharmapuri Districts nearly half (37%, 34%) of the respondents have expressed that less service charge motivated them to go to private service centres.
6.4.7 Rating of Service Mechanics of the Unauthorized Dealer

Dealer - customer relationship is very important for any company. It is significant to know the attitude of the customers towards the service that is given by the unauthorized dealer. Technical knowledge is emphasized as an important quality expected from the dealer. Nearly half (41.3%) of the consumers have graded the technical knowledge of the dealer as satisfactory and majority of the consumers have graded the technical knowledge of the dealer as good.

Communication builds basic confidence and goodwill towards the company and the dealer. Majority (59.5%) of the consumers have graded the communicative skill of the dealer as satisfactory.

Honesty is highly expected in any business concern. Only a few (16.5%) respondents have graded as good.

Dealer is expected to be courteous and nearly half (49.6%) of the consumers have graded this aspect as satisfactory.

Quality plays a vital role in any field. The quality service of the dealer has been graded by the consumers, as good, which is only 15.7%.

Promptitude is an indicator for the efficiency of the dealer. Only a little less than one fourth (21.5%) of the consumers have graded as good.

Money plays a vital role in human survival. Only 17.4 percent of the respondents have graded the charges fixed by the unauthorized dealer as good.

6.4.8 Satisfaction on Dealers

In Krishnagiri and Dharmapuri Districts the Consumers are satisfied with the unauthorized dealers (30.67%, 46%) than the authorized dealers (21.67%, 27%). Respondents who are moderately satisfied with are more for authorized dealers (64.33%, 56%) than for unauthorized dealers (55.33%, 54%).
6.4.9 Purchasing of Extra Fittings from Dealer

Extra fittings make users at ease. Less than two third (61.5%) of the consumers were able to get all extra fittings from the dealer.

6.4.10 Availability of Original Spares

Spares are necessary components for the maintenance of a vehicle and to meet the urgent needs. Easy availability of original spares make consumers at ease. It is found that nearly two third (64.3%) of the consumers have expressed that original spares are easily available for them.

6.5 Factors Deciding the Level of Satisfaction

Market introduces variety of cars every day and it is important for the companies to meet the needs of the consumers to make their product more popular.

Though majority of the consumers are satisfied with the fuel consumption of the vehicle, only less than half (44.6%) of them are highly satisfied.

Majority (92.6%) of the consumers expressed that they are satisfied with the safety facilities given in their vehicle.

While majority of the consumers are satisfied with the break condition of their vehicle only about 48.8% are highly satisfied.

More than half (54.4%) of the respondents are just satisfied with the style of their vehicle, only 39.7% of them are highly satisfied.

Though majority of the consumers are satisfied with the after sale service of their vehicle, nearly one fourth (23.1%) of the consumers are highly dissatisfied with the after sale service facility of their vehicle.

Majority of the consumers are satisfied with the durability and dependability of their vehicle in which 14% of them are highly dissatisfied.

More than half (54.5%) of the respondents are dissatisfied with the resale value of their vehicle.
6.5.1 Owning a Car and its Satisfaction Level of Performance

In Krishnagiri and Dharmapuri Districts Maruti car has been graded as moderate by majority (73.44%, 69.33%) of the respondents. Tata car has been graded moderate by majority (73.6%, 64%) of the respondents. Less than one third (30%) of the Ford car users are highly satisfied with their cars. A little more than one fourth (30.56%, 39.13%) of the Hyundai car users are highly satisfied. Less than one fourth (26.67%, 26.47%) of the Toyota car users are highly satisfied.

6.6 Evaluation Criteria Used in Making the Final Decision to Purchase a Car

6.6.1 Purchase of Car based on Occupation

Purchase of car is in no way related to the occupation of the consumers. Thus, purchase of a car does not depend on the occupation of the respondents. Income and the brand of car used are the two dependent variables, which has significant association. Purchase of different brand of car is based on the income of the respondents.

6.6.1 Preference of Car based on Age

Age and Preference for a particular car are the two independent variables and the age has no significant role on the consumers’ preference for a car.

6.6.2 Preference of Car based on Occupation

Occupation and Preference for a particular car as the best are the two independent variables. Thus, Preference for a car is not dependant on the Occupation of the consumers.

6.6.3 Preference of Car based on Income

Income and Best car preference by the consumers are two independent variables and Income does not play any significant role for the Preference of car.

6.6.4 Annual Income and Financial Source

Annual income and Financial Sources are two independent variables, which has no significant association.
6.6.5 Age and Satisfactory Level of the Performance

Age and satisfactory level of the Performance are independent variables and has no significant association.

6.6.6 Education and Level of Satisfaction

Education and level of Satisfaction of the cars are the two dependent variables. Hence, there is a significant association between them.

6.6.7 Distance between Residence and Workplace and Satisfaction on Car Performance

Distance between residence and workplace and Satisfaction of the performance of car are independent variables and has no significant relation.

II. Findings

Automobiles have drastically established their market throughout India to meet the requirements and satisfaction of a variety of consumers. The scientific study on the purchase decision towards the purchase of cars has revealed fruitful findings and recommendations, which could be used for enhancing the products to meet the requirements of car buyers.

The study was carried out in Krishnagiri and Dhampuri districts. The growing competition among car manufacturers requires a scientific study on the attitude and the perception of growing consumers, to increase their market and to attract the consumers towards their products. Thus, the core objectives of this study is to find out the motivating sources and information predominantly contributing for the purchase intention of car owners. The other objectives were to find out the popular car preferred by the consumers and the level of satisfaction in using the car and to find out how consumers make pre-purchase decisions.

Secondary data tremendously supported the researcher to understand the diverse aspects of consumer behaviour and other aspects connected to it. The opinions of different experts and industrialists have enlightened the researcher to pave the way for effective formulation of research tools.
The researcher had to adopt to a definite methodology that would give him the right lead to arrive at the expected result. The entire primary research was done in Krishnagiri and Dharmapuri District. Krishnagiri town is the head-quarter of the Krishnagiri District. Krishnagiri and Dharmapuri District is one of the historical places of Tamil Nadu. The researcher had planned to do his research at various places during the period spanning from 2011 to 2014. Research design is the blueprint for every empirical research work that guides the researcher in a scientific way towards the achievement of the objectives. The researcher has undertaken this study based on Descriptive Design. The sampling was a Simple random Sampling (Tippett’s Random Number Table Method). It was stratified on the basis of towns. The researcher pre-tested the questionnaire with 70 respondents in the month of June in 2013 and did sharpening, cutting and levelling of the questionnaire. The formulated questionnaire was tested before starting up the actual data collection. Primary data were collected from the potential respondents who had come under the sampling design. The researcher visited various college libraries and car showrooms and the secondary data were obtained from research publications, books, articles, journals, seminar papers, magazines, other reports available in different libraries and from websites. Primary data were collected using a questionnaire by which the potential respondents were personally interviewed to get the required data for the study. To make this research more scientific and a systematic one, the researcher used master sheet, formation of one way tables, cross tables, figures and graphs, and Chi-square Test to find out the factors contributing to the preferences for a particular brand of a car. Data Analysis was done with the help of SPSS package in computer.

The analysis has led to various important findings such as: most of the purchases are done by male customers than female customers; there is no significant association between car Preferences and Income of the consumers; vast majority (89.3%) of the car purchase is done by married people; Fuel Economy, Economy in Maintenance, Purchase Price, Style and Warranty are the predominant factors influencing pre-purchase; several brands of cars are available in the market; but Maruti, Tata and Ford hold the first three places; Use of a car is associated with the income level of the respondents and source of information and
the brand value of a car are the major factors contributing for the purchase
decision. Cost and durability are the second important factors. The manufacturers
of cars have to concentrate on increasing the safety facilities, reducing cost,
establishing more and quality authorized dealers and service centres. The newly
introduced cars concentrate sincerely on establishing brand value in the market.
These findings have enabled the researcher to suggest fruitful recommendations.

III. Suggestions

6.7.1 Suggestions to Car Manufacturers

i) As majority of the car owners are belonging to the age group of 30 to 50
years, the manufacturers may find innovative ways of attracting the other
age group customers by adding more features applicable to them.

ii) Majority of purchases are made by male members than female members.
Nowadays, both men and women customers are equally well and
financially viable in their own capacity to own and use cars. This culture is
not recognized in many parts of our country. However, the manufacturers
may concentrate on this situation to woo female customers.

iii) Respondents who earn less than Rs. 2, 00,000 per annum also own cars like
the other income categories. Low budget cars like Nano can be introduced
in the market to attract the low-income group. In the same way
manufacturers can concentrate more on selling Mid Size, Premium and
Luxury cars, which are meant for high income group.

iv) Since the need for a car arises for family travel, travel related to work and
for comfort, the manufacturers who want to introduce any new model, may
take into account the above factors.

v) Sources of information and cost are predominant factors in decision-making.
The manufacturers should give importance to see that, information reaches
prospective customers, well in time.
vi) Economy in fuel, economy in maintenance, purchase price, style and warranty being the predominant factors for pre-purchase decision, manufacturers could concentrate on these factors before producing cars.

vii) This study reveals that the brand value is considered as the more important factor than the price of the car. The brand image should be enhanced by the producers in the market.

viii) This study shows that Ford leads the car market in the area of study rather than Maruti and Tata. Even though several brands of cars are available in the market, consumers are not aware of all of them. Hence, the newly introduced cars have to establish their brand image in the market.

ix) Fuel is perhaps the most important factor as no car can be used without it. The manufacturers may think in terms of introducing fuel efficiency cars in the market. It is also recommended to introduce solar powered cars, cars that run on batteries and other alternative sources of energy rather than petrol or diesel.

x) Majority of the respondents expressed the view that they are dissatisfied with the resale price of their cars. It is recommended to manufacturers of cars to produce cars that will have resale value in the future.

6.7.2 Suggestions to Authorized Dealers

i) More than half of the customers service their cars once in six months. It is recommended that the manufacturer open more service centres to facilitate the customers.

ii) The study reveals that most of the respondents had not received free service from their dealers stating that they are far away from their places. The customers who are getting service form the authorized dealers waste their time and energy for the whole day to get free service from the dealer. It is suggested that the manufacturers assume responsibility to bring the cars from the customers’ places and deliver them at their ends after free service.
iii) Authorized dealer plays a major role in selling cars. It is very important for him to maintain a cordial relationship with customers. He can train his workers to give their best for the satisfaction of customers.

iv) The study reveals that half of the respondents, service their cars from the private dealers because of low service charges. To motivate and sustain the zeal of customers, the authorized dealers could reduce the service charges.

v) The factor analysis based on various sources of information reveals that first and major factor in selecting a car is, its brand value and information available in different media. The second factor includes necessity and economy of the car. The third factor comprises the cost and durability of the car. It is recommended for the manufacturers to concentrate more on the availability of sources about the car that enhances their sales volume. Low priced cars, Fuel economy cars and Low maintenance cost cars may be produced to meet the requirements of the customers.

6.7.3 Other Suggestions to Manufacturers / Authorized Dealers

i) Competitive pressures and increasing complexity have led automotive companies to look for an edge, wherever they find it. Improved consumer insight into vehicle shopping and buying behaviour can provide valuable advantage.

ii) Manufacturers and dealers develop and execute more effective strategies in areas such as Sales, Marketing and Advertising, After-sale service and Customer Relationship Management (CRM). Manufacturer/dealer collaboration of personalized post-sale communications would make the customers more likely to purchase another vehicle from the same company.

iii) Consumer behaviour is evolving and that automotive companies need to expect this evolution in order to be part of, or even influence, the changes.

iv) Automotive companies need to stay focused on environmental developments and evolving consumer attitudes about fuel-efficient and alternative-fuel vehicles.
v) Manufacturer/dealer collaboration in the form of effective retail integration and integrated lead management will become more important than ever to satisfy the increasingly sophisticated and demanding consumers and retain loyalty. And companies need to establish and maintain a true two-way dialogue with individual customers through personalized communication.

vi) When it comes to making final decision about which vehicle or brand to buy, consumers focus on factors such as the reliability, safety, price and fuel economy. At the bottom of the lists are cash-back incentives. The importance of incentives as a deciding factor has declined in the past several years, indicating that consumer today seem less interested in gimmicks when it comes to their car purchases.

vii) Fuel efficiency and environmental issues have moved to the forefront in consumers’ minds, and in automotive industry forum, thanks to the factors including global warming, fluctuating gasoline prices, and proposed legislation to increase fuel efficiency and reduce CO2 (carbon-di-oxide) emissions.

viii) Consumers today are increasingly knowledgeable about vehicles and car Buying process, and that trend is expected to continue, due largely to the prevalence of web-enabled and other new technologies. These rates are expected to continue to grow, thanks to the low-cost Internet access devices, more wide spread use of DSL and broadband connections and an increase in the number of wireless Internet access points.

ix) Visibility into the consumer research and buying process can help automotive companies improve their understanding of vehicle shopping behaviour. But consumer satisfaction doesn’t end with the sale. Tracking what happens after a consumer gets a vehicle home can be a challenge.

x) In continuation of an ongoing trend, dealer loyalty remains at lower levels than manufacturer’s brand loyalty. An important element in establishing and maintaining customer loyalty is the ability to communicate after the sale.
xi) Manufacturers and dealers need to opt for a cordial approach instead of their usual command-and-control approach.

xii) Personalized communication with consumers can have a positive impact on their vehicle repurchases decisions. Achieving this objective requires an effective CRM programme and the use of advanced technologies that can better enhance targeted messaging, increase efficiencies and improve delivery of services to the consumer. Establishing and retaining loyalty among today’s knowledgeable and fickle consumers are more challenging than ever.

IV. Scope for Further Study

This preliminary study gives an idea about the consumer behaviour in the purchase of a car by considering most of the behavioural aspects. Further research on the following lines will be useful in reinforcing the present findings. A case study of consumer behaviour for a particular car company could be conducted. In the present study, the dealers view points are not included. Hence, research can also be conducted by taking into the views of the dealers of cars concerning the consumer behaviour. As every research is the next step for further research, it suggests that future researchers can concentrate on studying other brands of cars and suggestions of consumers with regard to improving the features of cars. Hence, the research would be of great benefit for the car manufacturers, car market, dealers and like minded researchers as well.
V. Conclusion

The companies are operating in a highly aggressive and competitive global market and this context has led to the emphasis on quality in all its aspects. Today, we are living in a tech savvy world where technology has become part and parcel of family and professional life. So possessing a car is becoming a dream of every Indian. A car is one of the most significant purchases that an Indian household makes. A car company must ascertain and understand the nature of the customer’s buying behaviour if it is to market its product properly and entice and persuade consumers to buy their product. However, when studied from the point of view of a customer there seems to be no major difference among the car brands in a segment as far as performance is concerned. The brands perception is dependant mostly on the peripheral causes depending upon the nature and quality of the service provided along with the price, maintenance, availability of spare parts and related issues. So brand image and brand personality complement each other and the brand perception aids the building up of brand image.

Finally, the major point that emerges out of this detailed study is a caution for the car companies. It reveals that there is no doubt the Indian car market may be growing with double digit figures and still the car companies have a long way to travel convincing their customers about the brand personality of their cars and how it suits the prospective buyers. Since all cars will become commodity, someday the key to sell and excel in the market will lie with a person who knows how to use the perceptions of the customers while its being produced and sold, because ultimately, only that car user who decides.