CHAPTER - 4

CUSTOMER SATISFACTION: CLAIMS AND REALITIES

“Instead of trying to market what is easiest for us to make, we must find out much more about what the consumer is willing to buy........ We must apply our creativeness more intelligently to people, and their wants and needs rather than to products.”

Charles G. Mortimer

Consumer Behaviour - Meaning and Definitions:

The consumer behaviour is an activity that guides and directs the entire setup of marketing programme. Consumer behaviour is a complex and complicated process that covers many things. It is the study of the process involved when individuals or group select, purchase, use or dispose products, services, ideas or experiences to satisfy needs and desire.¹

“Consumer behaviour refers to the action and decision process of people who purchase goods and services for personal consumption.”² Consumer behaviour refers to “The mental and emotional process and physical activities of people who purchase and use goods and services to satisfy particular needs and wants.”³ “The behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.”⁴ Consumer behaviour refers to “The mental and emotional process and the observation of consumer during searching, purchasing and post consumption of a product or services.”⁵
“Consumer behaviour is defined as the acts of individuals directly in obtaining and using economic goods and services, including the decision process that precede and determine these acts.”6 “Consumer behaviour is the process where individual decides what, when, how and from whom to purchase goods and services.”7

One might say that reading is not to make anything of anyone but simply to open the mind of everyone. To go from cocksure ignorance to thoughtful uncertainly.

In a sense, the statement above is the theme of this brief discussion regarding the influence of the materials from the behavioral sciences on consumer behavior. There is an enormous literature, both in the field of the behavioral sciences and in the field of marketing; and the more than one reads, the more he moves from “cocksure ignorance” to “thoughtful uncertainly.”

For a marketing practitioner or marketing teacher to make use of materials from the behavioral sciences requires an overwhelming amount of digging, reading, and studying. The marketing man has to become an interdisciplinarian. That is, he must introduce into the discipline known as marketing those theoretical considerations, experimental techniques, and empirical results from the disciplines of anthropology, sociology, and psychology that help to provide increased understanding of consumer behavior.
The Consumer in the Marketing literature:

Marketing thought has undergone dramatic changes as a result of the post-world war II. As a result, contemporary thought is a blend of the old and the new; but, for purpose of clarity, it is necessary to discuss both the traditional viewpoint because of its prominence in some quarters and the more modifications coming from psychology and sociology:

A) The Traditional view of Buyer Motivation and Behaviour:

Until very recently the only intervening variable used in the marketing literature to explain individual consumer differences was the concept of motive. Seldom defined with precision, motive presumably referred to an intervening variable that represents behavioral regularities such as a desire for variety or to satisfy thirst. This intervening variable also has been used wily psychology.

Many classifications of motives have appeared in the literature. Examples are primary, selective, patronage, rational, emotional, and a host of other including hunger, variety, love, and curiosity. In this sense, many writers were borrowing from prevailing psychological thought of the 1930s. Such as attitudes and personality traits also influence the final outcome, and these latter influences are receiving increased attention. In other words, there is a marked decline in the tendency to lump all intervening variables under the label motive, a practice that is a gross oversimplification and one that obscures much of the complexity.
B) Interdisciplinary Contributions to Marketing Thought:

Not surprisingly, the all-encompassing importance of adapting marketing efforts to buyer desires, especially significant since World War II, has prompted a search for new concepts and methods for this purpose. The result has been extensive interdisciplinary borrowing. While some people have considered the infusion of new perspectives into marketing to be nothing more than a fad, it cannot be denied that many of the contributions have been genuine and lasting. To some extent, however, concepts and methods have been borrowed by some who have either an inadequate knowledge of the related discipline and/or an incomplete grasp of the marketing problem to which the application is made. The result has been some unfortunate errors, which understandably has led certain marketing scholars to conclude that the behavioral sciences have little to offer. Therefore, it is important to clarify and assess the significance of recent interdisciplinary contributions.

C) Learning Theory:

This important body of psychological thought has been mainly an outgrowth of the study of animal behaviour in laboratories. Four central concepts are postulated: (1) Drive; (2) Cue; (3) Response; and (4) Reinforcement.

Drive is considered to be an internal stimulus activated by a need or motive, thereby energizing behaviour and promoting action. Cues, on the other hand are external or internal stimuli, which serve to direct an
appropriate response to satisfy the aroused drive. Response, of course, is the individual’s reaction, and reinforcement occurs if the behaviour proves to be rewarding. This means that the same action will probably be repeated again under similar circumstances if reinforcement is positive or avoided if reinforcement is negative.\(^8\)

D) **Quasi-Freudian Notions** found their way into marketing in the 1950s after the onset of so-called motivation research. This type of enquiry can represent a useful broadening of research methodology, but the wide publicity initially given to “Freudian Motivation” substantially impeded for a period the development of other new approaches to the study of buyer motivation and behaviour. Vance Packard propagated the mistaken notion that appeals of the unconscious gave the marketer a new and hitherto capitalized upon opportunity manipulate the consumer.\(^9\)

E) **The Gestalt Model:** This field of psychology originally placed primary emphasis on physical perception of stimuli. The term “gestalt” means form or configuration, and gestalt theory was built around carefully designed experiments that proved rather conclusively that individual stimuli are perceived and interpreted in relation to the organization of one’s experiences.\(^10\)

Gestalt theory is perhaps most useful today in modified form as stated by Kurt Levin in the 1930s.\(^11\) Levin postulated that man lives in a complex psychological field composed of many influences, all of which must be comprehended in a realistic theory of motivation. Behaviour, according to
this point of view, is motivated by the individual striving toward a stable organization of his psychological field through attempting to reduce tensions, reconcile conflicts, and make sense out of the world in which he lives. Man is thus assumed to be goal oriented.

The emphasis in this model is on man and his environment, with special attention paid to perception (that is, reception of stimuli through the five senses and attributing meaning to them). While the applications to marketing thus far have not been extensive, perception is of such central importance.

F) Cognitive Theory: Basically an extension of the gestalt approach, contemporary social psychology has taken as major focus the organization of values, attitudes, and information stored in an individual's memory. Of special significance is the outcome of a state of imbalance in this structure. Imbalance can be introduced by contradictory information from the environment or by nonbiting relationships in the structure itself. A state of tension is thus generated which serves as a motivating force for change either within the structure or through some form of distortion of the external input.

Cognitive theory is discussed in detail later, but enough has been stated to indicate the nature of the contributions to the understanding of buyer behaviour. Much advertising and selling is undertaken to achieve attitude change, and the literature on this subject from related behavioural sciences has become extensive. The application of many of three finding has
perhaps been the most significant result thus far from the interdisciplinary approach.\(^\text{12}\)

**Misconceptions about Consumer Motivation:**

Far too many practitioners of marketing and teachers of marketing are handicapped by “cocksure ignorance” about consumer motivation, instead of having thoughtful uncertainty about consumers. As examples of some misconceptions about consumer motivation, consider the beliefs that:

1) Motivation can be divided neatly into rational and emotional categories,

2) Consumer motivation tends to be on one level only,

3) Consumer motivation is relatively static,

4) Most motivation is based on conscious decisions,

5) By just asking questions and getting answers, adequate information can be obtained from consumers.

Contrary to these beliefs, studies by behavioral scientists demonstrate that:

1) There is no such thing as a universal set of explanatory motives,

2) There are many different levels of motivation,

3) Consumer decisions are relatively changeable,

4) Consumer decisions are based on both unconscious as well as conscious factors,
5) Useful information from customers’ needs to go far beyond mere question and answer procedures.

Certain behavioral scientists increasingly are providing factual information as well as theory about actual behavior in this real world. Some of these empirical investigations are giving us great knowledge than ever in the past about consumer behavior.

Thus, in recent years we have greater insights that ever before into:

1) The behavior of the business firm with relation to the consumer, including psychological segmentation of the market and also psychological interactions in the marketplace,

2) Product attributes as they affect the consumer, including the brand, the package, the price, and the buying environment,

3) Promotion activities as they influence the consumer, that is, various types of communication and persuasion, including advertising, selling, and sales promotion,

4) Decision making by consumers, including both predictions and evaluations of consumer behavior.

A Model of Consumer Behavior:

As noted, the premise of this text is that marketing strategies must be based on the factors that influence consumer behavior. Consumer decision making—that is the process of perceiving and evaluating brand information, considering how brand alternatives meet the consumer’s needs, and deciding on a brand—is the central component of the model.
Two broad influences determine the consumer’s choice. The first is; Individual consumer whose needs, perceptions of brand characteristics, and attitudes towards alternatives influence brand choice. In addition, the consumer’s demographics, lifestyle, and personality characteristics influence brand choice.

The second influence on consumer decision-making is the environment. The consumer’s purchasing environment is represented by culture i.e. the norms and values of society, by subcultures an i.e. a part of society with distinct norms and values in certain respects, and by face-to-face groups i.e. friends, family members and reference groups. Marketing organizations are also part of the consumer’s environment since these organizations provide the offerings that can satisfy consumer needs.

Once the consumer has made a decision, post purchase evaluation, represented as feedback to the individual consumer, takes pace. During evaluation, the consumer will learn from the experience and may change his or her pattern of acquiring information, evaluating brands, and selecting a brand. Consumption experience will directly influence whether the consumer will buy the same brand again.

A feedback loop also leads back to the environment. Consumers communicate their purchase and consumption experiences to friends and family. Marketers also seek information from consumers. They track consumer responses in the form of market share and sales data. However, such information neither tells the marketer why the consumer
purchased not provides information on the strengths and weaknesses of the marketer’s brand relative to those of the competition. Therefore, marketing research is also required at this step to determine consumer reactions to the brand and future purchase intent. This information permits managements to reformulate marketing strategy to better meet consumer needs.
Figure No. 1

A Model of Consumer Decision-Making:

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<tr>
<th>External influences</th>
<th>Socio-cultural Environment</th>
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<tr>
<td>Firm’s Marketing Efforts</td>
<td>1) Family</td>
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<td>1) Product</td>
<td>2) Informal sources</td>
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<td>2) Promotion</td>
<td>3) Other non-commercial</td>
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<td>3) Price</td>
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<th>Input</th>
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<td>Need Recognition</td>
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<td>Pre-purchase Search</td>
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<tr>
<td>1) Motivation</td>
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<td>2) Perception</td>
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<td>3) Learning</td>
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| Experience                                             |

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| Post purchase Evaluation                               |

The decision-making process can be viewed as three distinct but interlocking stages: the input stage, the process stage, and the output stage.

**The Input Stage** influences the consumer’s recognition of a product need and consists of two major sources of information: the firm’s marketing efforts and the external sociological influences on the consumer. The cumulative impact of each firm’s marketing efforts, the influence of family, friends, and neighbors, and society’s existing code of behavior, are all inputs that are likely to affect what consumers purchase and how they use what they buy.

**The Process Stage** of the model focuses on how consumers make decisions. The psychological factors inherent in each individual i.e. motivation, perception, learning, personality and attitudes affect how the external inputs from the input stage influence the consumer’s recognition of a need, repurchase search for information, and evaluation of alternatives. The experience gained through evaluation of alternatives, in turn, affects the consumer’s existing psychological attributes.

**The Output Stage** of the consumer decision-making model consists of two closely related post decision activities: purchase behavior and post purchase evaluation. Purchase behavior for a low-cost, nondurable product (for example, a new shampoo) may be influenced by a manufacturer’s coupon and may actually be a trial purchase; if the consumer is satisfied, he may repeat the purchase. The trial is the exploratory phase of purchase behavior in which the consumer evaluates the product through direct use. A
repeat purchase usually signifies product adoption. For a relatively durable product such as a laptop (“relatively” durable because of the rapid rate of obsolescence), the purchase is more likely to signify adoption. Man is a diversely motivated, complicated animal. Although he has much in common with other men, the pattern of one individual is different from the next. So there is no use expecting all of them to respond in the same way to the same stimulus.

Man is an irrational animal, if by irrational we mean that he does not always do what we think is best for him. But though irrational, there is an internal logic to behaviors. So we can understand it if we look at it from the inside rather than the outside and if we try to deal with it all at once instead of in pieces.

Moreover, man is an interdependent animal; so if we treat him as a thought he operated all by himself, our predictions about him will go pretty far wrong. Finally, man is describable in non-value terms. We do not have to assume him to be “good” or “bad” in order to influence him. We can think about what makes him work.

**Factors affecting Consumer Behavior:**

There are various factors which have a direct and indirect bearing on the consumer behavior and these factors have their own impact on the purchasing decisions. Following are some important factors which affect the consumer behavior:
**Cultural Factors:** Culture, subculture, and social class are particularly important influence on consumer buying behavior. Culture is the fundamental determinant of a person’s wants and behavior. Each culture consists of smaller subcultures that provide more specific identification and socialization for their members. Subcultures included nationalities, religions, racing groups and geographic regions. When subculture grows large and affluent enough, companies often design specialized marketing programs to serve them. Multicultural marketing grew out of careful marketing research, which revealed that different ethnic and demographic niches did not always respond favorably to mass-market advertising. Companies have capitalized on well-thought-out multicultural marketing strategies in recent years.

Virtually all human classes’ exhibit social stratification sometimes takes a form of a caste system where the members of different castes are reared for certain roles and cannot change their caste membership. More frequently, it takes the form of social classes, relatively homogeneous and enduring division in a society, which is hierarchically ordered and whose members share similar values, interest and behaviour.

Social classes have several characteristics. First, those with in each class tend to behave more alike than persons from two different social classes. Social classes differ in dress, speech pattern, recreational preferences and many other characteristics. Second, persons are perceived as occupying inferior or superior positions according to social class. Third, social class is indicated by a cluster of variable
Social Factors: In addition to cultural factors, a consumer’s behaviour is influenced by such social factors reference groups, family and social roles and statues.

Reference group: A person’s reference groups consist of all the groups that have a direct or indirect influence on his/her attitudes or behaviour. Groups having a direct influence on a person are called membership groups. Some membership groups are primary group, such as family, friends, neighbours, and co-workers, those with whom the such as religious, professional and trade union groups, which tend to be more formal and require less continuous interaction.

People are significantly influence by their reference groups in at least ways. Reference groups expose an individual to new behaviours and lifestyles, and influence attitudes and self-concept, they create pressure for conformity that may affect actual product and brand choice. People are also influence by groups to which they do not belong. Inspirational groups are those a person hopes to join; dissociative groups are those whose values or behaviour an individual rejects.

Family: The family is the most important consumer buying organization in society, and family members constitute the most influential primary reference group. We can distinguish between two famines in the buyer’s life. The family of orientation consists of parents and siblings. From parent a person acquires an orientation toward religion, politics, and economics, and a sense of personal ambition, self-worth, and love. Even if the buyer no
longer interacts very much with his or her parents, their influence on behaviour can be significant. A more direct influence on everyday buying on every buying behaviour is the family of procreation namely, one's spouse and children. Marketers are interested in the role and relative influence of family members in the purchase of a large variety of product and services.

**Personal Factors:** A buyer’s decisions are also influenced by personal characteristics. These include the age and stage in the life cycle; occupation and economic circumstances, personality self-concept and lifestyle and values. Because many of these characteristics have direct impact on consumer behaviour, it is important for marketers to follow them closely.

**Age and Stage in the Life Cycle:**

People buy different goods and services over a lifetime. Taste in food, clothes, furniture and recreation is often age related. Consumption is also shaped by the family life style and the number, age and gender of people. Adults experience certain “passages” or “transformations” as they go through life. Marketers have to consider critical life events or transitions, marriage, childbirth, illness, relocation, divorce, career change, widowhood as these factors are giving rise to new wants and needs and the car manufactures should change their strategies accordingly.
Occupation and Economic Circumstances:

Occupation also influences consumption patterns. Marketers try to identify the occupational groups that have above-average interest in their product and services. A company can even tailor its products for certain occupational groups. It is being realised by the auto market and hence multi brands of cars are running on Indian roads.

Product choice is greatly affected by economic circumstances; spend able income, stability and time pattern, savings and assets including the percentage of liquid debts, borrowing power and attitudes toward spending and savings. In the age of globalization it is observed that most of the people have adopted modern life style and they are living materialistic life. Status plays a vital role and easy financial solutions pull the customer to buy his dream car.

Personality and Self- concept:

Each person has personality characteristic that influences his or her buying behaviour. By personality, we mean a set of distinguishing human psychological traits that lead to relatively consistent and enduring responses to environmental stimuli. Personality is often described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability. Personality can be useful variable in analysing consumer brand choice.
Lifestyle and Values:

People from the same culture, social class, and occupation may lead quite different lifestyles. A lifestyle is a person’s pattern of living in the world as expressed in activities, interests, and opinions. Lifestyle portrays the “Whole person” interacting with his or her environment. Marketers search for relationships between their products lifestyle groups.

Consumer decisions are also influenced by core values, the belief systems that underline consumer attitudes and behaviors. Core values go much deeper than behavior or attitude and determine peoples’ choices and desires over the long terms. Marketers who target consumers on the basis of their values believe that by appealing to peoples’ inner selves, it is possible to influence their outer selves— their purchase behavior. But it has become old trend. The lifestyle of the society has been totally changed. The people are living more practical life on physical level. The priority is given to experience the modern amenities. To avail the facilities of finance or loans have become casual practice for them. This results in increasing number of sales in the four wheelers.

Classification of Indian Consumers:

Indian consumers can be divided into five classes based on real annual disposable income which is very significant from marketing viewpoint. By knowing the following classifications the purchasing power parity can be clarified:
1) Global Indians: (Rs 10 lakh and above)

This corresponds to the cream and comprises of senior corporate executives, large business owners, politicians, big agricultural land owners and top tier professionals. Just recently, the class has acquired a new community- the new breed of the upwardly mobile midlevel executives, usually graduates from India’s top technology B schools who are able to command premium salaries from the international business houses. This class is truly global in its tastes and preferences and enjoys a very high standard of living. These people want to establish their identity and hence they go for higher version cars.

2) Strivers: (Rs 5 lakh to Rs 10 lakh)

People in this circle regarded respectfully in the Indian society. They may be traders in cities, established professionals, senior government officials, medium scale industrialists and rich farmers from the outskirts villages. These people have stable sources of income and a reasonable wealth base.

3) Seekers: (Rs 2 lakh – Rs 5 lakh)

This class consists of sections varied in terms of employment, attitudes, age and other factors. They range from young college graduates who have just started working to traditional white-collar employees, mid-level government officials, and medium-scale traders and business people.

4) Aspirers: (Rs 90,000 – Rs 2 lakh)
Small-size shopkeepers, small farmers, or low-skilled industrial and service workers form this group. Although they cannot be described as deprived they nevertheless struggle to live comfortably, typically spending almost half of their income on basic necessities. All Indian and foreign car marketers are concentrating on these classes. They are ready to fulfil the demands of all these classes by producing the small car models.

5) Deprived: (less than Rs 90,000)

Households in this income bracket from the poorest group, with the lower end of the bracket constituting the BPL/BoP category.

Paradigm shift in Consumer Behaviour:

The customers have changed drastically in last two to three decades there are several factors behind the change in the profile and behaviour pattern of Indian consumer, such as;

* Rising income and changing consumer basket,
* Changing attitudes and lifestyles,
* The globalization effect,
* Increasing consumer awareness and rising consumer expectations,
* The communication/ media revolution,
* The need to convert masses of non-consumers into consumers,
* Tackling the ‘bottom of the pyramid’ (BoP),
* The enormous heterogeneity among Indian consumers.
The above factors are very important from marketing point of view and therefore it is significant to through light in detail on these concepts:

**Rising Income and Changing Consumer Basket:**

The changing socio-economic scenario, with over 10 million households having 1 lakh plus income and a 200 million plus middle class, is transforming the profile/buying behaviour of what we collectively refer to as the Indian consumer community. Consequently, a big shift has been taking place in the spending pattern/consumer basket of Indian consumers. The strata of well to do and middle class are also shifting their consumer basket significantly. It is observed that the main focus of car manufacturing companies is on the middle class Indian consumers, where there is a huge potential for marketing of cars.

**Changing Attitude and Lifestyles:**

Changing attitude and lifestyles is critical factor. The consumers’ values, their beliefs, the way they think, the things they do, the things they want to aspire, all these concepts have changed the life style of the human being. The fact that the consumers’ disposable incomes are getting bigger and the amount of free time available to them is getting shorter. The growing fast-food culture and the proliferation of top end cafes in the Indian cities serve as a simple and effective illustration of the life style change. The complete transformation in the life style of Indian middle class woman has changed the face of the Indian middle class families.
Interestingly; lifestyle change and consumption habits impact mutually, the former leading to change in the latter and vice versa. In this changing scenario to visit restaurants and to go on week end trips have become common culture, where use of car/ SUV is observed in recent days.

**Increasing Consumer Awareness and rising Consumer Expectations:**

The Indian consumers of the present times are more knowledgeable about products, their uses, the recent technologies and the substitute products. To cite one example, they are now aware about car manufacturing companies and the range of products available in the market. They seek for special featured products such as mileage, look and sturdiness in their dream car. Marketers, advertisers and all those concerned with the task of promotion have realised that they are dealing with knowledgeable consumers in modern days. As C.K. Prahalad says, “Consumers are aware of and want to participate in the marketing process. The most basic change (in consumers) has been a shift in the role of consumer – from isolated to connected, from unaware to informed, from passive to active.” The effect of globalization too has been a factor in the consumer behaviour.

**The Communication Revolution:**

The communication/ media revolution has also contributed greatly to the rising consumer awareness and expectations. A veritable revolution has swept the media scene in the country and media’s influence on the consumers has grown enormously. This is evident from many research
studies in the areas of automobiles, other durables, FMCG’s etc. Therefore all the manufacturing companies have turned their communication and are spending sizable share so as to communicate their prospective customers.

The Need to convert a mass of non-consumers into consumers:

Marketers, in India, have an additional task in consumer management. They have to convert the non-consumers into consumers. And they have to deal with very large number of consumers and its product category. In this modern age; new technological products are coming to the market to fulfil the needs of the consumers. To convert non consumers into consumers; the marketers have to implement special strategies to attract such type of consumers. Once they give positive response it becomes easy to retain them. Considering this psychology; the automobile marketers are concentrating their all efforts on two wheel owners by offering them number of attractive schemes such as exchange of motorbike with motor car and so on.

Heterogeneity compounds the challenge on the consumer front:

India is a country of vast diversity and her population is enormously heterogeneous. The heterogeneous parameters are demographics, culture, values, dispositions, beliefs and everything else. The diversity in demographics encompasses density of population, gender ratio, literacy, education, and influence of media over the consumers. In addition, India has huge regional differences. Therefore; in India there are highly
diverse and dynamic compositions of customers. A genuine problem is that there are difficulties in assessing the meaningful data related to these customers. Through proper research it is possible but it is difficult because of diversity. In this situation marketing of automobile product becomes difficult because it is high priced product. But automobile marketers are adopting the aggressive marketing strategies to sell the automobiles in all the areas of this huge country.

**Consumer perceptions are difficult to change:**

In marketing the consumer perception plays a vital role in buying decision of a car. The customer compares the models in the available segment in which he/she wish to purchase his dream car. While doing so he/she develops his/her own perception towards a car, which reflects in buying process. The following case will make it clear as how customer’s perception affects the sales in car market.

Hyundai Motor India, the country’s second largest passenger car manufacturer launched two new models during 2005. The Tucson, a compact sports utility vehicle entered first and was pitted against the Honda CR-V and the Nissan XTRAIL. The other more important and more awaited launch was the new Sonata Embera. “The new Sonata was distinctly simpler, yet attractive looking, compared to its more stylish, but strongly Asian looking predecessor. The new Sonata’s European looks, and precise and well-finished, but unexciting, interiors caught the attention of connoisseurs
of cars. They liked the car despite its resemblance to a couple of other super luxury sedans. It was priced attractively to compete the cars in its six class such as the Honda Accord and the Toyota Camry. Customer perception of Hyundai associated the brand to be a small-car manufacturer. The Sonata continued to suffer due to these perceptions reflected in the car’s seals numbers.

Influence of Children in high involvement products:

It is not only the purchase of FMCG products and electronic gadgets which kids have an influence on. Children have an overwhelming influence on the purchase of a car. Kids are the real decision makers in India. A study was conducted to find the influence of children in high involvement product such as car. The survey was conducted in the two metro cities of India, namely New Delhi being the capital of India and Mumbai the capital of Maharashtra and the findings of the study shows that with 42 per cent of families agree that their choice of car is entirely dependent on their children’s and grandchildren’s needs and a further 46 per cent stating that their kids are involved in the choice of car. In Mumbai, the influence of children and grandchildren is much higher than in Delhi.

If the influence of children is considered across the countries in the world, India is the only country where majority of the families said that they get their children and grandchildren involved in car buying.
In India, nearly eighty per cent of the families said that the kids influenced the choice of colour of a car, while nearly seventy per cent said that kids had an influence on the choice of styling and size in car.

The Indian car aspirants have become more conscious in selecting the car for their personal use. Now they can afford to pay the required amount to buy their dream car. The car manufacturing companies are also providing number of modern features such as new technology, engine power, fuel economy, new styles, etc. People are ready to pay substantial amount to take the driving pleasure with these modern amenities. The following table will explain in detail what benefits buyers expect in cars:

**Benefits Buyers Sought in Cars**

- Power
- Technology
- Fuel-economy
- Preferred fuel
- Low overall operation costs
- Space
- Driving comfort
- Safety
- Styling and beauty
- Distinctiveness
- Luxury, status, and image
- Brand name
- Lifestyle requirements


Considering the above mentioned prospective features of the automobile, the researcher came to the conclusion that amongst all
varied features of every brand, the above listed benefits are on the high priority for every consumer to acquire at most satisfaction.

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References:


18) ibid pp 170

19) Ibid pp 174


21) Ibid pp847.

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