Chapter - II

REVIEW OF LITERATURE AND RESEARCH METHODOLOGY
2.1. REVIEW OF LITERATURE

A considerable body of literature in a range of different disciplines exists on consumption, consumer behaviour and consumer decision-making process. Research in economics, business, marketing, psychology and sociology domains studies consumer behaviour from different theoretical premises: "for economists, consumption is used to produce utility; for sociologists, it is a means of stratification; for anthropologists, it is a matter of ritual and symbol; for psychologists, it is the means to satisfy or express physiological and emotional needs; and for business, it is a way of making money". For more than a decade now, a range of studies that address environmentally sound consumer behaviour, e.g. car use, waste sorting, minimization and recycling practices have been conducted. Let us list some of the important milestones in the study of CB that are undertaken nationally and internationally in a chronological sequence:

Rudd\(^1\) (1951) estimated car ownership by using income and motoring costs. These studies also provided broad trends in car ownership rather than precise indications. Chandler\(^2\) (1958) forecast car ownership in the UK by using past trends and car production capacity. The author concluded that car ownership would increase in the 1960s. Tanner\(^3\) (1958) observed that the higher the level of car ownership, the lower is the growth of car ownership per 1000 people. Tulpule\(^4\) (1972) and Tanner\(^5\) (1975) did develop various estimation methods such as the disaggregated model by vehicle class and the extension of past trends applied to different countries.

Tanner\(^6\) (1978) describes the development of car ownership forecasting since 1951. The first forecasting model was conceived in 1951 by Smeed in the Road Research Laboratory. In this first forecast, real income was a major determinant to traffic growth. Thorelli\(^7\) (1981) in his study on 93 Norway sample districts found that those with more education might be more
information minded than those with less education. Actual or potential buyers or owners of a product were more likely to be better informed than others and one might expect that higher income or wealth was accompanied by greater product information. There might be product-informed elite and hence a concentration of information power among consumers.

Klein (1981) stated that consumers always have incomplete information about product availability, quality, and alternative prices. Because of the limited product information, most customers become to rely on the brand name and company reputations. They can make buying decision without searching the products' information each time they buy.

J.D. Singh (1981) conducted a survey on 'A study of brand loyalty in India'. The primary objective of this study was to examine the state of art regarding brand loyalty among consumers in India.

The study was conducted with a sample of 102 educated families belonging to middle and upper income groups living in Delhi. The main conclusions of the study are:

Indian consumers are becoming more and more brand loyal. Depending upon the nature of the product viz. basic necessities or luxuries, they have single or multi-brand loyalty. This brand loyalty, on their part, has been found to be effected both by their brand choice as well as by their store loyalty behaviour. The bondage of brand loyalty has been found to be quite strong, and even repeat advertising and use of sales promotional schemes by the marketers seem to make little dent on their loyalties, and this has been the case irrespective of the difference in their socio-economic characteristics.

The various factors that influence brand loyalty are reported to be quality of product, habit of use, and ready and regular availability of the product.
Retailers continue to have an influence over the brand choice and store loyalty has contributed in a big way to brand loyalty in the case of a large majority of the consumers surveyed.

Rao\textsuperscript{10} (1982) examined the relationship between the amount of explicit information and brand perception and effect on perception of brand image, though other source of information use was available. Twelve brands of 1970 automobile models were chosen as stimuli in the study. Description of the 12 stimuli was developed from literature published by the manufacturers and consumers' union reports.

Subramanyam, Ramakrishan Rao & Rammohan Rao\textsuperscript{11} (1982) conducted a survey on 'Consumer Goods Marketing in Vishakhapatnam' by taking a sample of 300 households equally distributed among employees, business people and professionals. The major findings of the study are:

- The socio-economic characteristics of the consumers largely influence their purchases. There is a direct relationship between monthly income, the level of education, the size of the family, the structure of the family, the lifestyle and the consumer behaviour; and

- The influence of social groups is very low in the case of grocery purchases, while it is very significant in electrical appliances. Advertisement, however, plays a vital role in influencing the consumer in the case of textiles.

Neelamegham\textsuperscript{12} (1983) conducted a study on 'Consumer behaviour in relation to marketing of man-made fibre fabrics in India'. The objectives of the survey were (a) to identify the actual users of man-made fibre fabrics and to examine their existing ownership of fabric-wise; (b) to study the consumer preferences and liking of man-made fibre fabrics as against other competing fabrics; and (c) finally to examine the buying process of consumers, their shopping habits, their brand awareness and their attitude towards different
retail outlets selling man-made fibre fabrics. The study was conducted by
drawing on a sample of 1,170 households in Delhi Metropolitan city in 1969.

Subramanyam, Ramakrishana Rao & Krishna Mohan\(^\text{13}\) (1985) conducted a study on ‘Brand Loyalty: A Case Study of Selected Consumer
Non-durables in Vishakhapatnam’. The major findings of the study are:

- With regard to the purchasing decision, the involvement of housewife is
  overwhelming followed by the head of the family;

- Majority of the consumer’s purchases were confined to a single shop as
  well as single brand; and

- An overwhelming majority of the respondents have been using a
  particular brand for more than five years and are reluctant to switch over
  to other brands under any circumstances.

Ruby Roy Dholakia’s\(^\text{14}\) (1984) study “Inter-generational differences in
consumer behaviour: Some evidence from a development country”, which is
basically an investigation of consumer socialization processes, provides
insights into the learning of consumer skills and values. A study conducted in
India reveals that children may be important sources of information and this
role needs to be specifically fostered. Parents, especially mothers, may not be
(rational) socializing agents. These findings contrast with those of socialization
studies conducted in affluent societies. These differences in socializing
influences reflect at some degree of differences in level of economic
development. They, however, have implications for socialization research and
policies in both types of economics.

Pranesh Misra\(^\text{15}\) (1986) conducted a survey on ‘Ownership Levels of
Consumer Durables in Three Metropolises – Bombay, Delhi and Madras’ by
taking a sample of 7500 households. The survey was conducted to make a
comparison between its findings and those of the earlier study conducted by
drawing a sample of 1,20,000 households in 64 towns by a market research organization in 1978. The main conclusion of the survey was the standard of living as judged by the level of ownership of durables has improved between 1978 and 1985 in three metros.

In 1986 the marketing department of Ford\(^\text{16}\) conducted a survey among car buyers to find out the most important factors influencing the car buyers in the selection of a particular brand and model. Their findings revealed that dependability, quality and reliability grouped together is the first and foremost important consumer want, and safety is the second important consumer want.

John G. Udell\(^\text{17}\) (1986), in his article, “Pre-purchase behaviour of buyers of small electrical appliances”, has shown that the shopping behaviour of consumers is different for durables than for non-durables. The nature of this difference is as follows: Shopping for non-durables, the consumer gains information by purchasing and trying out the product in use. In the case of durables, the consumer typically engages in extensive search behaviour prior to purchasing any durables. This means that an individual learns about the characteristics of the product during the shopping process, not during the process of repetitive use of products as in the case when non-durable products are involved.

Pranesh Misra\(^\text{18}\) (1987) of Pathfinders, India, a marketing research organisation conducted a survey on Indian housewives by drawing a sample of 10,303 working and non-working women in 36 towns and cities across the country. The main finding of the survey is that, there has been increasing importance of housewives in taking decision regarding the purchase of consumer goods as identified by marketing and advertising professionals.

Ramakrishna Rao, Rama Raju and Ram Prasad\(^\text{19}\) (1987) conducted a survey on 'Husband-wife involvement in buying and decision making'. The study was conducted by selecting a sample of 352 households equally
distributed between employees and business people. Three durable products namely grinder, refrigerator and television sets and three consumable convenience products, namely toilet soap, toothpaste and detergent soap were studied. One of the major findings of the study is that husbands who are young, highly educated and belong to the high-income group are relatively less dominant than the older, less educated, and low-income group counterparts.

In his study of choice process and automatic responses, Wasson (1989) found that the general focus of consumer behaviour models on the search process seemed to have relegated the complex of automatic responses and unconsidered choice to purchase behaviour of established products. By the automatic response was meant the learned complex of habitual procedures, such as perception, attitudes, social class behaviour, culture and life styles. The automatic responses played a major role in the adoption and diffusion of innovative new offerings and were the determining factors in the degree of ready acceptance of the product on introduction.

C.N. Krishna Naik and L. Venugopal Reddy (1993) conducted a study on "Consumer behaviour in relation to television users in Anantpur district of Andhra Pradesh". For the purpose of their study 360 television users were selected as sample, 180 each from rural and urban areas. The major findings of the study are: (1) Inspite of the differences between urban and rural consumers with respect to their socio, economic, demographic background, as far as the consumers behaviour with regard to durable products (Television sets) is concerned, basically there was no difference between the urban and rural consumers. (2) Brand patronization also did exist particularly with the reputed brands. (3) The impact of socio-economic-psychological factors on consumer behaviour was significant.

Wood Ruff, Cadotte and Jenkins (1993), made a study on Consumer satisfaction process. The actual performance and the expected performance of the consumers were analysed in their study. The researchers proposed to
modify the basic confirmation, and disconfirmation paradigm in two ways. Firstly, expectations were replaced with experience-based norms as the standard for comparison of a brand's performance. Secondly a zone of indifference was postulated as a mediator between confirmation, disconfirmation and satisfaction.

Parker and Anderson\textsuperscript{23} (1994) examined the consumer's preferential expectation concerning attributes, the objects and their post-trial perception of the attributes. The findings suggested that differences did exist among individuals in terms of the appropriateness of various preference models.

Woodside\textsuperscript{24} (1995) examined that who makes the purchase of automobiles from information on material roles in prior stages in the decision making process and from demographic and psychographic data. The data were obtained from a cross survey of 200 families from three housing sub-divisions in the Columbia South Carolina, metropolitan area in 1992. Husbands and wives were interviewed separately. The findings of the study supported the hypothesis that some of the developing family types did exist through analysis of relative influence in prior decision making and demographic data.

Hampel\textsuperscript{25} (1995), in his study 'Terms and effects of family role structure in house purchasing decision', a sample of 206 households was selected and both husbands and wives were interviewed. The findings of the study revealed that the role structure in family house buying decisions was affected by household characteristics. There was variation in the relative importance of determinants across sex, culture, and role structure.

Rosecky and King\textsuperscript{26} (1996) find that the major research focus has been on low priced segment car ranges rather than the luxury segment in which choice between brand concept image and individual choice of potential buyers play a great role. Therefore, they have neglected customers' individual differences (especially 'attitudes' and 'specificity') that provide different
perceptions towards the automobiles or their marqueses, which are important in purchase decision making.

With the main purpose of determining the pre and post-purchase behaviour and brand preference, Hundal & Sandhu (1997) has taken 250 TV consumers as sample. The findings revealed that the main factors, which were considered by the sample consumers, were price of various brands and the product attributes, including after-sales service and word-of-mouth proved an important source of information.

The study by Nishar Ahamed (1997), examined the factors determining purchase and post-purchase behaviour of two wheeler users. His findings revealed that friends and neighbours form the most important source which is followed by one’s own experience, family members, observation and news papers.

Nishar Ahamed (1997) in his research work examined the factors which are responsible for purchasing two wheelers, revealed that 80 per cent of the sample consumers were 'to reach the place of work in time', followed by 'status' and 'shopping'. The reasons for not depending on public transport were that they did not like travelling with all and sundry 44 per cent followed by the public transport facility 30 per cent overcrowd 19 per cent, and time consuming 7 per cent. Factor analysis results on the attributes motivating the purchase of two wheelers were the fuel efficiency, price, brand image and warranty.

Ravichandran (1998) in his praise worthy research work examined information sources used, choice making and discrimination between urban and semi-urban population with reference to purchase of durable goods with 550 sample consumers from Madras city and 4 other towns. The products chosen were refrigerators, televisions, ceiling fans and domestic mixtures. The fruitful findings revealed that urban consumers made use of commercial sources and
semi-urban personal sources. They showed significant differences in the time taken for decision.

Ronald Alsop\(^3\) (1999) through an on-line survey observed that a brand name can also have a significant impact on a consumer's ultimate choice. In this study, Johnson & Johnson was found to have the best corporate reputation among American companies, benefiting from its heritage as the premier maker of baby powder and shampoo. Respondents uniformly cited the familiarity and comfort they feel in using J & J products on their children. When faced with dozens of products on the drugstore shelf, consumers naturally gravitate towards J& J products.

Golden\(^2\) (1999) in his relative study, investigated the influence of comparative and non-comparative advertising on purchase intention ratings, perceptions of believability, creditability, quality of information and usefulness of information. The impact of the advertiser's competitive position and claim was considered.

Ronald Alsop\(^3\) (1999), through an online survey observed that a brand name can also have a significant impact on a consumer's ultimate choice. In his study, Johnson & Johnson was found to have the best corporate reputation among American companies, benefiting from its heritage as the premier maker of baby powder and shampoo. Respondents uniformly cited the familiarity and comfort they feel in using J & J products on their children. When faced with dozens of products on the drugstore shelf, consumers naturally gravitate towards J & J products.

In another important study Fredrick M. Biddle\(^4\) (1999) examined the post-purchase behaviour and cognitive dissonance. The findings revealed that the marketing managers could help reduce dissonance through effective communication with purchasers. Hyundai motor company promotes its "Hyundai Advantage" warranty, which includes ten-year engine and transmission coverage, bumper-to-bumper coverage for five years or sixty
thousand miles and five years of unlimited roadside assistance. Hyundai even promises limited reimbursement of lodging expenses incurred as a result of a breakdown.

In the year 2000, J.D. Power and associates conducted a survey in India on customer’s satisfaction with technical aspects of the car and dealer performance, and worked out overall customer satisfaction index (CSI) averages for each car manufacturer. The CSI rankings published in the study showed that CSI industry average was 111. Maruti Udyog Ltd, Honda Siel scored 115 each, Hindustan Motors 113, and Hyundai 112 which were above industry average showing better consumer satisfaction. The ranking of other car manufacturers such as General Motors, Daewoo, Mahindra & Mahindra, Ford India, Fiat and Telco were below the industry average.

Nancy Shepherdson (2000), in her survey New kids on the lot new cars purchased by Generation Y, found that the car buyers were almost twice as likely as older buyers to get information about new cars from friends and relatives. Car manufacturers would therefore be likely to focus their marketing strategy on generating enthusiasm for their models via word-of-mouth.

According to Vinod K. Bakshi (2001), the BBC Wheels Survey 2001 revealed that the most important and dominant factor influencing purchase of a bike is the performance of the vehicle followed by design. Delhi and Chennai are more skewed towards vehicle performance and respondents from Kolkata and Bangalore place more importance on vehicle design. Among the external factors influencing the purchase of a bike are pre-purchase decisions, good reputation of the company, past experience and good advertising are important factors.

Regarding the wants and needs of the consumers of Procter and Gamble, Michael Totty (2001) conducted an internet test market its new Crest White strips home bleaching kit. The test revealed that 80 per cent of potential buyers
were women between the ages of thirty five and fifty four. Identifying the best target market for the product, the company was then able to fine-tune its marketing plan before launching the product nationwide.

In another interesting study Ernest Beck\textsuperscript{10} (2001) identified that more than 60 per cent of bar patrons do not know what they will drink until seconds before they place their order, challenging the marketers of alcoholic beverages to find ways of educating potential customers on the spot.

A study of quality was made by Rexigen\textsuperscript{40} (2001) to scrutinize the influence of price on product evaluation. The result of the study was quite contrary to earlier studies that no significant price effects were found. There were significant interactions between place of purchase, information levels and the modernity of price presentation.

Goutham Mitra\textsuperscript{41} (2001), General Manager, ORG-MARG comments: "The findings as revealed by the BBC World Wheels Survey provide useful insights to a manufacturer. These inferences will allow the manufacturer to understand the psychographic behaviour of his target consumer and enable him to fulfill his needs better." Most important and dominant factor influencing purchase of a bike is the performance of the vehicle followed by design.

Freuden and Bible\textsuperscript{42} (2002) made a status study to examine whether tenure status and socio-economic status were associated with housing attribute preferences. One hundred and fifty five home owners were selected as samples. The findings revealed that tenure status and socio-economic characteristics affected the housing choice.

The study by Srinivasan\textsuperscript{41} (2002) examined the two aspects, cognitive-rational and hedonist buying aspects as forming two distinct but consecutive stages of the consumer’s buying process. The findings revealed that cognitive-
rational and hedonistic aspects were not two mutually exclusive elements in consumer's buying process.

Dargay\textsuperscript{44} (2002) projected passenger car ownerships at the year 2025 using a dynamic Gompertz function on the basis of historical data for 82 countries. The author used GDP as a variable, but noted that there could be significant effects from non-income variables that were omitted from the model. Brand and model very inversely to the buyers in Indian and Asian countries.

Chidambaram, Rajan, and Mino\textsuperscript{45} (2004) conducted a study on brand preference of passenger car with reference to Coimbatore city in Tamil Nadu and concluded that most of the respondents in Coimbatore city are aware of many popular brands of passenger cars. The customers give more importance to fuel efficiency than other factors. They believe that the brand name tells them something about product quality, utility, technology and the like. The consumers prefer to purchase the passenger cars which offer high fuel efficiency, good quality, technology, durability and reasonable price.

Rengandathan\textsuperscript{46} (2005) conducted a study on consumer markets and buying behaviours towards cars and found that the most of the respondents are focused towards 'mileage' in a Car. He further suggested that Hyundai cars should be designed in such a way that the actual fuel efficiency obtained is the same as that being promised. People have rated the pricing to be reasonable, but re-sale value of Santro is very low as compared to that of other brands.

Santhosh Kumari A.\textsuperscript{47} (2005) in her study consumer buyer behaviour in two-wheeler industry, with special reference to Hero Honda Motorbikes identified that 88.5 per cent of the respondents are aware of the various brands of two wheelers available in market through watching T.V and reading ads in the news papers or magazines and 93.35 per cent of these respondents can recall and evaluate the alternatives before they purchase.
Troisi Jordan, (2006). On correlation analysis done by ‘Troisi’ 2006 says that a less money conservative person is more materialistic, in generally being more towards impulse buying, has a positive attitude towards debt, is inclined to new experiences is a high sensation seeker, and more likely to be among and from high economic class. A person with this quality is the ideal customer for a life style centre.

C.V. Rathnanayake’s (2008) study was to investigate the brand personality effect on brand feeling. The study measured brand personality of three Sri Lankan Television Channel and investigated their impact on the viewers brand feeling. Survey method was used for the study and the sample consisted of 166 young television viewers. The result proved that factor such as self-request and sincerity associated with brand personality of T.V. Channels were of greater importance to woman than to men. On the other hand, it was found that respondents in the secondary education level have more intense brand feeling than those having tertiary education. Further, the study revealed that sincere, or exciting brand exert a significant positive impact on the viewers feeling of warmth, excitement, security competent and sophisticated personality generate feeling of self-respect, social status and security.

Dr. S. Sakthivel Rani (2008) conducted a study on Passenger Car Industry in India and found that Indian car marketing has shown remarkable agility to cope with global players. In the passenger vehicles segment, the key players namely Maruti, TATA, General Hyundai, Motors dominating in Indian passengers car market with their products. The expected rise in income levels, wide choice of models and easy availability of finance at low interest rates will drive in growth of passenger cars segment and the future looks even brighter. Most exports are in the compact car segment and over a period of time. It could grow to include luxury and also. By this, India would have finally arrived on the global car scene.
2.2 RESEARCH METHODOLOGY

2.2.1 Statement of the Problem

In a competing market an analysis of factors that influence the purchase decision is a pre-requisite for the decision makers of a planned economy, because it enables them to have an understanding of the current and future demand for cars and to match supply with the changing pattern of demand, and to have a great competitive advantage in the market. Based on the consumer behaviour, the marketers of cars can formulate marketing strategies regarding their product positioning and remarketing. What actually lie behind this betterment of the automobiles are the opinions, requirements, likes and dislikes of those who use the cars.

Therefore, the marketers of four-wheelers who understand the consumer's need, information search, brand preferences, brand loyalty, motivational factors and post-purchase behaviour have a great competitive advantage in the market place. Therefore, in the car industry, the study of factors influencing purchase decisions of consumers assumes greater importance. So far, no serious attempt appears to have been made in this field of study in India. That is why this study is an attempt in this direction. When the consumer decides to buy a new car, he will consider whether to repurchase the same brand that he ever used one or to purchase a new brand. Hence, the present study is undertaken to study buyers behaviour and post purchaser behaviour towards cars.

2.2.2 Scope of the Study

The most important and interesting area of marketing in buyer behaviour. It is important because a large majority of buyers show brand-bias in their purchase decisions and also show evidence of varying degree of loyalty. The study covers the personal use cars only. It also covers the buyer of cars in Chittoor district. It includes the buyer of personal car user in the district without discrimination regarding residing area, age, education, family life cycle, income, and occupation. The scope of the study is limited to certain
important behavioural aspects like information search and evaluation, brand preference and brand loyalty, factors of motivation, post purchase behaviour and growth of the car industry in India. Role of buyers in decision making, models of buyer decision making are certain behavioural aspects of car buyers in the study area. The views of dealers are considered in the study. Mainly on the buyer behaviour and its motivating factors influencing the buying decisions of car buyers, and analysis of post purchase behaviour of the car buyers.

2.2.3 Need for the Study

Understanding the customers' satisfaction of the product will help the automobile manufacturers in developing their products to meet customers needs and designing the proper marketing programs and strategy. The research information can help other automobile companies gain more understanding of the key success factors and also know the requirements of consumers in India. Hence; the research is conducted for better understanding of the relationship between prior experience of product, customer satisfaction, brand image and information from mass media towards the purchase evaluation at various stages of purchase decision.

2.2.4 Area of Study

Chittoor district of Andhra Pradesh has been chosen for field study. It is significant to note that Chittoor district is one of the largest districts in Rayalaseema region. There are three division namely Tirupati, Chittoor, Madanappalli, Tirupati is one of the biggest and holiest places in the world.

2.2.5 Period of the Study

The primary data from the car buyers of Chittoor district, Consisting of three divisions namely Tirupati, Chittoor, Madanapalli, were collected for a period of eight months from July 2006 to February 2007. The secondary data namely the car productions, sales, exports growth and various Govt. Policies collected, for a period of ten year from 1998-2008. from the published reports, articles and websites.
2.2.6 Research Objectives

The objective of this research is to test the general model which aims to describe the extent to which customers' intention for purchase and repurchase decision which is influenced by prior experience of the product, customer's satisfaction of product, brand image and information from mass media towards the consumers' purchasing decision making. The following are the research based objectives of the study:

1. To study the growth and development of car industry in India;
2. To identify different sources of information used by the buyers and their role in taking purchase decisions;
3. To identify and analyze the factors that motivate the buyers in the purchase of car;
4. To identify the factors that influence the selection of dealer, brand and model of the car; and
5. To study the post-purchase behaviour of car buyers.

2.2.7 Hypothesis

1. There is a significant increase in the annual compound growth of car sales in India.
2. The sample respondents depend on friends and reference groups as the main source of information.
3. There is a significant relation between categories of respondents and source of finance.
4. Respondents are motivated by the reference group in buying decision.
5. The role of head and spouse play more significant role in taking purchase decisions.
6. There is no significant relation between category of respondents and purpose of car purchase.
7. There is no significant relation between categories of respondents and the reason for avoiding public transport.
8. There is a significant relationship between brand selection and income of respondents.

9. There is no significant relation between age and level of satisfaction of respondents towards the performance of car.

10. There is no significant relation between sex and level of satisfaction of respondents towards the performance of car.

11. There is no significant relation between income and level of satisfaction of respondents towards the performance of car.

12. There is no significant relation between occupation and level of satisfaction of respondents towards the performance of car.

2.2.8 Sample design

The primary data from the four-wheeler consumers of Chittoor district were collected during the year 2006-07. For sample selection, stratified proportionate sampling method was adopted. For this purpose, in the first stage a list of 8,250 car registrations that took place during the period 1997-2007 was obtained from the records of DTO and RTO of Chittoor district. This list excludes car purchasers other than employees, businessmen and professionals. This sample consisted of 2,780 employees, 1,580 professionals and 3,560 businessmen. As this sample was too large to study, it was decided to restrict the sample size to 5 per cent of the population, in the second stage, according to proportional allocation as shown in table 2.1.

Table 2.1
Sample Selection
(Based on stratified proportionate sampling method)

<table>
<thead>
<tr>
<th>Occupation</th>
<th>Population</th>
<th>Sample size (5 per cent)</th>
<th>Percentage of 'n'</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employees</td>
<td>$N_1 = 2,780$</td>
<td>$n_1 = 139$</td>
<td>35.10</td>
</tr>
<tr>
<td>Businessmen</td>
<td>$N_2 = 3,560$</td>
<td>$n_1 = 178$</td>
<td>44.95</td>
</tr>
<tr>
<td>Professionals</td>
<td>$N_1 = 1,580$</td>
<td>$n_1 = 79$</td>
<td>19.95</td>
</tr>
<tr>
<td>Total</td>
<td>$N = 7,920$</td>
<td>$n = 396$</td>
<td>100.00</td>
</tr>
</tbody>
</table>

Source: Primary Data.
Accordingly, 396 car owners, on the basis of occupation, consisting of 139 employees, 79 professionals and 178 businessmen were finally selected for the present study. The sample car buyers were given the questionnaire and were requested to fill-in the required information. Replacement of sample buyers was made wherever necessary. Thus, the samples which are selected on stratified proportionate method are 35.10 per cent, 19.95 per cent, and 44.95 per cent from employees, professionals and businessman.

2.2.9 Data Collection

The study is based on both primary and secondary data sources. The primary data pertaining to sample car buyers have been collected by administering a pre-tested schedule. The questions included in the schedule are close-ended by offering multiple choices to the respondents. Some of the questions required ratings by the respondents on a 5-point scale, i.e., very high, high, moderate, low and very low. On the basis of these ratings, frequency tables with percentages were prepared and weighted average scores were computed by assigning scores as 5, 4, 3, 2 and 1 respectively to each of the above responses in that order wherever required. The data were collected through personal interview method. The secondary data were collected from various journals, magazines, books, reports published by Society of Indian Automobile Manufacturers, Economic Survey, Five-Year-Plan Documents, Websites and Government of India publications with relevance to automobile industry.

2.2.10 Statistical Tools

The primary data were analyzed with the help of statistical tools like averages, ratios, percentages, growth rates, and statistical techniques, like t-test, ANOVA, factor analysis and weighted average scores have been used in appropriate cases. Further, the data were illustrated through charts and diagrams, wherever necessary.
2.2.11 Limitations of the Study

This research is based on consumer survey through pre-designed schedule, which suffers from basic limitations of the possibility of difference between what is reported and what is real. Because, the consumers deliberately may not report their true preferences and opinions, even if they want to do so, there are bound to be differences due to well-known problem of filter in communication process. In order to minimize this error, interviews were conducted personally and more time was spent with the respondents. The study focuses on only the passenger car market and does not include the other vehicle types.

The study is confined to a period of 10 years i.e. from 1997 to 2007. The scope of the study is limited to the study of psychological and socio-economic factors of consumer behaviour. The survey is limited to a marketing jurisdiction of Chittoor district of Andhra Pradesh.

2.2.12 Chapter Scheme

The report of the study is being presented in seven chapters as given below:

Chapter -I: This chapter entitle “Introduction of buyer behaviour concepts and models”. This chapter provide a preliminary idea of the buyer behaviour. It include also definition of concept, buyer, customer, consumer, and important buyer behaviour models.

Chapter - II: In the second chapter “Review of Literature and Research Methodology”, an attempt has been mode to review some important studies and statement of the problem, objectives, hypothesis, sample design and data collection, statistical tools and chapter scheme.

Chapter -III : The third chapter “Growth and Development of Car industry in India” highlights a brief history of car industry, growth of industry and sales trends over the period of study, and Automobile Mission Plan (AMP) 2016.
Chapter - IV: In the fourth chapter "Profile of sample respondent, information research and evaluation" an attempt, background of Chittoor District, profile of demographic factors of sample buyers, car registrations during the year 1999-2008 tourism in the district. Information and evaluation process, dealer enquiries, brand enquiries, sources of finance, time gap reasons etc.

Chapter - V: In the fifth chapter "Factors influencing buyers decision making process" which explains the motivation process, ranking attributes of car motivating in purchase, brand selection, model selection and dealer selection.

Chapter - VI: In the sixth chapter "Analysis of Post purchase behaviour" the frequency of the usage, satisfaction of service during the warranty period, ratings of service of the authorized dealer and non-dealer and satisfaction levels on performance of car.

Chapter - VII: Last chapter entitled "Summary of Findings and Suggestion" to consolidate the information and observations found in the earlier chapters. A few suggestions are made to the markers for the improvement of vehicle on the basis of consumer.
REFERENCE


