Chapter - VII

SUMMARY OF FINDINGS AND SUGGESTIONS
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7.1 INTRODUCTION

Buyer behaviour refers to the acts of buyers in obtaining goods and services, and the decision process that determines these acts. The study of buyer behaviour is the study how individuals make decision and differ in their behaviour pattern with the available resource.

Transport is an important aid for a better living. Cars are becoming more and more popular especially among the middle and higher income group of buyers. Hence, the demand for passenger cars is increasing day-by-day.

Since the buyers are not alike and so their preferences are constantly changing, they prefer differentiated products which suit their own tastes special needs, personalities and life styles. People prefer a specific model of passenger car among different competing brands for various reasons, like handling comfort, price, maintenance, fuel efficiency, appearance, durability and resale value.

Buyers are highly involved in a purchase when it is expensive and risky, the decision is taken by more than one person. In competing market, an analysis of factors that influence purchase decision is a pre-requisite for the decision makers of a planned economy, because it enables them to have an understanding of current and future demands for passenger cars and match supply with the changing pattern of demand, which will ensure a great competitive advantage in the market place.

7.1.1 Statement of the problem

The study on buyer behaviour helps us to know who the buyers are, what they want, how they use and react to the product. What actually lies behind this betterment of the automobiles are the opinions on requirements, likes and dislikes of those who use the cars.
The marketers of four-wheelers who understand the buyer's need, information search, brand preference, brand loyalty, motivational factors and post-purchase behaviour have a great competitive advantage in the marketplace. Therefore, in the car industry, the study of factors influencing purchase decision assumes greater importance.

So far, no serious attempt appears to have been made in this field of study in India, when the buyer decides to buy a new car. He will consider whether to purchase the same brand that they have ever used or a new brand. Hence, the present study is undertaken to study buyers' behaviour and his post-purchase behaviour towards cars.

7.1.2 Need for the study

Understanding the customer's satisfaction of the product will help the automobile manufacturers in developing their products to meet customer's needs and designing the proper marketing programs and strategies.

As it has been already noted, the essence of the modern marketing is that all elements of business should be geared up to the satisfaction of the buyers. This requires through understanding of buyers' behaviour and buying motivations. Without such insights, marketers will fail to segment market effectively and design strategies for an effective penetration into the defined market segment. It is relevant to note that the market behaviour is a matter linked up with the behaviour of market and consumer whose interaction results in the marketing situation.

The present day, Indian four-wheeler personal car market is buffeted with number of MNC car manufactures like GM, Ford, Skoda, Honda, Hyundai etc., besides local brands Maruthi, TATA, Mahindra and Hindustan Motors. The market shares of Indian four-wheeler brands has sharply fallen down due to this competition from MNCs. The competition has become tough among these. Hence, there is an urgent need to study the impact of these global brands.
on Indian buyer behaviour so as to survive, and sustain in the market withstanding competition.

7.1.3 Scope of the study

The most important and interesting area of marketing is 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 present study covers 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 and post-purchase behaviour. The views of dealers are elicited on the motivational factors influencing the buying decisions of car buyers, and an analysis of post-purchase behaviour of the car buyers. In this direction, the researcher has adopted the general model of buyer behaviour in his study to find out the factors that influenced the consumer behaviour. With few exceptions, based on objectives of the current study, the content of the thesis is structured around this model.

7.1.4 Profile of Chittoor district

Chittoor district was constituted on 1st April 1911 and a major change in jurisdiction of the district took place on 1st April 1960 as a result of Pataskar award. The district is divided into three revenue divisions i.e. Chittoor, Madanapalli and Tirupati; with 66 mandals covering 1540 revenue villages. Tirupati (Tirumala) temple is the most visited and richest temple in India, often receiving an average of 40,000 pilgrims per day. Population of the district is 37.5 lakhs with a density of 247 persons per sq. km by 2008.

7.1.5 Data collection

The study is based on both primary and secondary data source. The primary data pertaining to sample car buyers have been collected by a pre-
tested schedule. Some of the questions in it required such as ratings by the respondents on a 5-point scale as very high, high, moderate, low and very low. The data were collected through personal interview method. The secondary data was collected from various journals, magazines, Economic survey, report published by the Society of Indian Automobile Manufactures and different automobile related websites.

7.1.6 Objectives of the study

Broadly, the objectives of the study are to analyze the behaviour of users of cars before and after their purchase. Specifically, the objectives of the study are as follows:

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

7.1.7 Hypothesis

13. There is a significant increase in the annual compound growth of car sales in India.
14. The sample respondents depend on friends and reference groups as the main source of information.
15. There is a significant relation between categories of respondents and source of finance.
16. Respondents are motivated by the reference group in buying decision.
17. The role of head and spouse play more significant role in taking purchase decisions.
18. There is no significant relation between category of respondents and purpose of car purchase.

19. There is no significant relation between categories of respondents and the reason for avoiding public transport.

20. There is a significant relationship between brand selection and income of respondents.

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

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

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

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

7.1.8 Sample design

The primary data from the four-wheeler consumer of Chittoor district were collected during the year 2006-2007. For sample selection, stratified proportionate sampling method was adopted. In the first stage, a total 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 purchase other than employees, businessmen and professionals. The registrations consisted of 2780 employees, 1580 professionals and 3560 businessmen. It is decided to restrict the sample size to 5 per cent of the population.

Therefore, 396 car owners were finally selected for a detailed study, on the basis of occupation consisting of 139 employees, 79 professionals and 178 businessmen. The sample car buyers were given and they requested to fill-in-the required information. The data so collected were edited, coded and tabulated for the study.
7.1.9 Tools of analysis

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

7.1.10 Limitations of the study

The survey is limited to a marketing jurisdiction of Chittoor district of Andhra Pradesh only. The study focuses on only the personal cars and does not include any other vehicle types. The scope of the study is limited to the study of psychological and socio-economic factors of buyer behaviour. The secondary data were collected for a period of 10 years only i.e. from 1998 to 2008.

7.1.11 Chapter Scheme

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

Chapter - I: This chapter entitled “Introduction to buyer behaviour concepts and models”. This chapter provides a preliminary idea of the buyer behaviour. It includes 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 made to review some important studies and statement of the problem, objectives, hypothesis, sample design and data collection, statistical tools and chapter scheme.

Chapter III: is about “Growth and Development of Car industry in India”. It highlights a brief history of car industry, growth of industry and sales trends over the period of study, and Automobile Mission Plan (AMP) 2016 explained.
Chapter IV: deals with “Profile of sample respondent, information research and evaluation” is 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: is about “Factors influencing buyers decision making process” explains the motivation process, ranking attributes of car motivating in purchase, brand selection, model selection and dealer selection.

Chapter VI: is “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 and

Chapter VII: “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’s tastes desire and purse.

7.2 FINDINGS OF THE STUDY

7.2.1 Growth and development of car industry

India is the eleventh largest passenger car market globally, and is expected to be the seventh largest by 2016. Foreign manufacturers such as Suzuki, Hyundai, Ford, Skoda and GM have lined up and have setup production bases in India. Other domestic manufacturers such as TATA, TVS Mahindra have improved production levels and are in the race in producing better models by importing cars and spares to meet the demands of this growing market. Easy availability of finance, low interest rates, and convenient installments are some of the reasons for the impressive growth of the India car industry.
7.2.2 Trend in car production

The growth in the production of cars in the country is a progressive increase. The number of cars produced was 3,75,948 in 1999 as against 17,62,131 in 2008, except a little decline as recorded in 2002.

The compound growth rate was 17.7 per cent which is significant at one per cent level. In other words, the calculated value of ‘t’ is more than that of its corresponding critical value. The year 2004 registered an increase of 36.81 per cent over the previous year while it is 8.22 per cent during 2006 which are the highest and lowest respectively. It can be summed that the growth in the production of cars in India is remarkable during study period, in addition to a growing trend in the annual increment.

7.2.3 Growth of car sales in India

The growth in the sales of cars in 1999 has increased from 3,75,182 to 17,47,985 in 2008. The rate of increase was in the order of 7.68-38.91 percent. The year 2002 witnessed a decline of 1.70 per cent over the immediate previous years. The sales per year on an average worked out to be 8,51,983.

The coefficient of variation is found to be 49.48 per cent and inconsistency in the sale of cars is set to be 51.42 per cent, while the compound growth rate is at 17.2 percent. It may be confirmed that there is a significant growth in the sale of cars in the country during 1998-2008. The fluctuations in the yearly sales are noticeable as can be seen in other consumer durable goods as well.

The finding of the study reflects that exports of cars maintained a high growth rate from 25,557 in 1998-1999 to 2,18,418 in 2007-2008. The share of exports in the production had been increasing year by year but was the highest at 13.75 per cent in the year 2004-2005 while it was during 2005, 2007. In year 2007-2008, it was found to be 12.39 per cent.
The compound growth was 29.4 per cent which is significant at 1 per cent level. The coefficient of variation is found to be 71.98 per cent showing inconsistency in the export of cars.

7.2.4 Marketing share of leading companies during 2006-2007

It is found that Maruthi Suzuki, Honda Motors and TATA Motors are the leading car manufacturers in India. They stand first, second and third positions with their market share of 45.75 per cent, 23.12 per cent and 16.14 per cent respectively.

It can be noted that more than 80 per cent market shares is occupied by Maruthi, Hyundai and TATA.

7.2.5 Profile of sample respondents

An analysis of the profile of the sample respondents reveals that majority of the respondents hail from urban area. It also reveals that men constitute more than two thirds of the total respondents. About 60 per cent of the respondents belong to 45 or below 45 year age group and more than 90 per cent of them are highly educated having graduation and above qualifications. In majority of the respondents’ families there are two earning members in the family and majority of sample respondents’ families have a monthly income of Rs.30,000 to 40,000 and two thirds of the families have four or fewer than four members in the family.

Need identification is the beginning of buying process. Different persons do have their roles in need identification with regard to buying of a car. To large extent, head of the family and spouse jointly played greater role in identification of the need for a car.

The findings revealed that majority of the respondents i.e., 32.1 per cent have made about enquiries about 3 car brands while 23 per cent respondents gathered about brand information about 2 car brands.
It is observed that as much as of 40.4 percent respondents have enquired with only one dealer, while 19.2 per cent and 17.4 per cent enquired three and four dealers respectively about brands and models of different car companies.

The study revealed that a majority of 158 (39.9 per cent) respondents availed bank loans and 152 (39.9 per cent) availed the private loans for financing their vehicle, while only 12.6 per cent purchased their vehicle out of their own sources of finance. It is concluded that there is a significant relation between categories of respondents and sources of finance at 1 per cent level.

The study further revealed, that 232 (58.6 percent) respondents took one month time to buy a car after identifying the need for it. Remaining respondents took more than two month time gap between seeking information and actual purchase of vehicle. The time gap between intuition and actual purchase was due to delay in the arrangement of finance and not availability of the desired colours. It is concluded that occupation has no impact in this regard.

There are many sources of finance available to the respondents. Of them 12 important sources were taken up for the study and their responses were analyzed. It is concluded that majority of the sample respondents are influenced by different advertisements, hoarding and dealer's displays, as they are taken as main source of information as such.

7.2.6 Factors influencing the buyer decision making process

Motivation is the driving force within individuals that impels them to action. Motives are those influences or consideration which provides the impulse to buy, to induce action or determined choice in the purchase of goods, and to avail services. Thus, motives are the driving forces that cause a person to take action to satisfy specific needs. The loadings of rotated factors for the statements (attributes) of car have been extracted and fit into four factors.
The factors analysis of 14 attributes relating to the buying decision of car buyers has identified four sets of factors that motivated buying decision. These factors account for about 42.18 per cent of variance in the data. The Eigen value for the first set of factor is high when compared to the other factors as it provides the maximum insights into buying decision of car buyers. The second set of factors account for 9.611 per cent variance and the Eigen value of this set is 1.346. It shows that these car buyers motivated by resale value and maintenance cost. The third and fourth factors which indicate that the buyers least motivated by the above factor. It is concluded that the car buyer very high motivated by the credit facility, status desire, price, maintenance regarding the car purchase.

It is observed that a majority of the respondents i.e., 112 (39.2 per cent) got freebies from the dealers while the remaining got free insurance and tax from the dealer.

It is understood that in the case of majority of the respondents (32.1 per cent) head of the family has taken decision. In the case of employee respondents (25.2 per cent) head of the family and spouse played a dominant role in decision making, while in the case of business people and professional respondents head of the family singly played a dominant role in decision making.

It is found that respondents have purchased cars of different brands of desired colours. Most of the employees (25.9 per cent) have purchased Maruthi Suzuki followed by 22.3 percent and 11.5 percent who bought TATA car and Hyundai car respectively. In the case of business respondents category 22.5 per cent purchased Maruthi, 13.5 per cent TATA cars and 11.2 per cent General Motors cars. It is concluded that majority of the respondents (22.2 per cent) purchased Maruthi Suzuki whereas TATA & Hyundai have the second and third places. It is clear that by and large Maruthi Suzuki dominate the passenger car market in the study area.
The findings revealed that in the study area majority of the respondents have (27.8 per cent) purchased cars for the purpose of going to offices, followed by 23.7 percent for business trips. The chi-square test has revealed significant relation between categories of respondents and purpose of car for the second purchase i.e. business trips.

The reasons for avoiding public transport were analyzed. 46 per cent of the respondents opined that time consuming is the major reason for avoiding the public transport, followed by 21.2 per cent stating that no public transport facility. It is concluded that most of the respondents, irrespective of occupational category say main reason is time consuming of them. The chi-square test indicated that the results are no way significant.

An attempt is made to study the degree of influence of various factors in the selection of a particular brand. Respondents were asked to rank their responses on a five-point scale. The degrees of opinion expressed by them vary from high, high, moderate, low, to very low carrying 5,4,3,2,1 points respectively. The employee respondents gave first priority to performance/mileage with weighted average score of 3.95 and next priority gave re-sale value with weighted average score of 3.83. The business category respondents gave first priority to re-sale value with weighted average score of 3.75 and second priority to long period of guarantee with weighted average score of 3.48. The professional category respondents gave first priority to mileage with weighted average score of 4.11 and second priority to re-sale value with weighted average score of 4.04. It is concluded that majority of the sample respondents are influenced by such factors as mileage, performance, re-sale value, long period of guarantee in selection of brand and hence, there is a significant relation between these category and the selection of brands and the influence of various product and service factors in brand selection.
It is also found that the model selection is very critical in various
degrees. The reasons for selection are identified. The employee respondents are
influenced by fuel efficiency with weighted average score of 3.91 and gave
second priority to easy and regular availability of model with weighted average
score of 3.82. The businessmen are influenced by easy and regular availability
of model with weighted average score of 3.72 followed by fuel efficiency with
weighted average score of 3.63. The professionals gave top priority to good
image of model with weighted average score of 3.58 followed by fuel
efficiency with weighted average score of 3.56. It is found that majority of the
respondents from the three categories are influenced by fuel efficiency of the
vehicle, good image of the model and long term guarantee provided by the
company in the selection of car model. The chi-square test shows the
significant relation between the category of employees and various attributes of
car.

It is also found that the reasons for selection of particular dealer.
Different respondents selected different dealers for their car selection. The
employee respondents are influenced by dealer reliability with weighted
average score of 4.04, followed by dealer relationships with weighted average
score of 3.98. In business people category respondents are influenced by dealer
relationship with weighted average score of 4.42, followed by reliability with
weighted average score of 4.28. In the professional category, with a weighted
average score of 4.41, followed by 4.34 dealers relationship and proximity are
the reasons for dealer selection. It is construed that majority of the sample
respondents opined that dealer reliability, dealer relationship, after-sales-
service are influenced in selecting particular dealer.

7.2.7 Post-purchase behaviour

Percentage and chi-square are applied to analyze the post-purchase
behaviour of the car consumers. Regarding the frequency of usage of vehicle in
the study area reveals that majority of (41.7 per cent) the respondents 21-50
KMs per day. In business category 49.6 per cent of respondents drove less than 20 KMs per day, in business category 46.6 per cent drove less than 50 kms per day, while in professional respondents (44.3 percent) drove less than 50 kms per day. It is also evident that majority of all the three category respondents drove less than 50 kms per day.

With regard of frequency of service availed, it is revealed that 128 of the sample consumers have visited the service checkup point every month, followed by 103 have visited to service checkup point once in every six months of the employee respondents 45 have visited to service point every month, followed by 43 members who visited once in every six month. In business category 55 respondents have visited service point every month, while among professionals only 28 respondents have visited service point every month. It can be understood that most of the respondents visited service check-up every month in order to keep the vehicle in condition for better performance.

In so far as the average fuel and maintenance expenditure per month is concerned that out of 396 sample car buyers a majority of 147 buyers spent an average of less than Rs.1000 per month towards fuel and maintenance expenses. It is found that 33.8 per cent of employees, 44.9 per cent of business people and 25.3 per cent of professionals spent less than Rs.1,000 per month toward fuel and maintenance, while in contrast to it, 40.3 per cent of employees spent more than Rs.2,000 per month towards it. It is concluded that as many as 147 respondents spent less than Rs.1000 per month towards fuel and maintenance.

Service facilities are provided by the company through dealer. As many as 286 respondents expressed satisfaction over servicing facilities, while the remaining expressed negative opinion about service. It is evident that majority of the sample consumers satisfied with services provided by the dealer during warranty period.
It is evident that out of 396 sample respondents a majority of respondents (220) got service from the non-authorized dealer and the remaining 176 members got service from authorized dealer. At the same time, the buyers who have availed non-authorised dealer service centre majority of respondents (78) expressed that it is due to long distance from the location of authorised service dealer, 59 members expressed that the service charges relatively less. It is concluded that the delay in service and distant location of authorized dealer are the main reasons for not availing service from them.

Since the consumers are in touch with the mechanics of both authorised dealer and non-authorised dealers service center, they were asked to rate various attributes of the mechanics of both the service centers. For the purpose of easy and accurate ratings, the attributes of mechanics are divided into several categories like technical skill, communication, honesty and integrity, courtesy, service quality and promptness in service wherein a three point scale with ratings such as good, satisfactory and poor were used.

The study also revealed that the employees rated high the courtesy of mechanics of authorized dealers with a total source of 148 points, while their promptness stands second rank with a score of 142 and last rank was given to technical skill with a score of 108. The businessmen rated their technical skill high with a total score of 228 points, while their courtesy stands second rank with score of 224 points. In professional category, service quality stands first with a total score of 80 points, while communication of the service mechanics stands second with a score of 76 points. It is concluded that three categories of respondents gave priority service mechanics from the authorized dealer.

The study also elicited the ratings related to the service mechanics of non authorized dealer. In employees category, service quality stands first with a total score of 218 points, while in business category to technical skill of service stands first with score of 217 points and in professional category quality with stands first a score of 137 points. It is observed that most of the respondents
preferred service quality form the non-authorized dealer and gave second level importance to promptness and communication of the service mechanics.

As far as the recommendation of the same brand and model to others, out of 396 respondents only 21 per cent have conditionally recommended and 17.2 per cent just recommended, while 16.9 per cent probably recommended, 16.2 per cent strongly recommended and only 15.7 per cent did not give their opinion. It is concluded that majority of the respondents say that they have conditionally recommended the same brand and model to others, strongly and only 16.2 per cent have done it strongly.

It is found that respondents preferred the same brand and model in to future purchase. The highest number of respondents (102) definitely preferred the same brand and model in their future purchases of car and 89 respondents expressed probable buying of the same brand and model in the future. It is concluded that majority of the sample respondents say definite purchase of the same brand and model in their future purchase of car.

A comprehensive study has been made to measure the satisfaction level of the car consumers. The analysis shows that out of 396 sample respondents 64 (16.2 per cent) respondents had high satisfaction, 248 (62.6 per cent) of them had moderate satisfactory and 84 (21.2 per cent) of them had low satisfaction regarding performance of vehicle. To study the importance of independent variables on satisfaction level of car owners, such factors as age, sex, education, occupation, income, size of the family and earning members of the families of the respondents were considered for the purpose of analysis the Chi-square test was applied for this purpose. It shows that out of 113 respondents in the age group of 20-30 years, 22 (19.5 per cent), 71(62.8 per cent) and 20 (17.7 per cent) have low, medium and high levels of satisfaction respectively while out of the 203 respondents that fall in the age group of 31-50 years, 42, 130 and 31 respondents have low, medium and high level of satisfaction respectively. The remaining 80 respondents who come in the age
group of 50 years and above, 20 (25.0 per cent), 47 (58.8 per cent) and 13 (16.3 per cent) have low, medium and high levels of satisfaction. It is concluded that there is no significant relation between the age group and level of satisfaction of sample consumers towards the performance of vehicle.

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It is assumed that gender of the sample respondents also determines the category of car used and their level of satisfaction. It was found that out of 328 male respondents 73 (22.3 per cent), 205 (62.5 per cent) and 50 (15.2 per cent) have low, medium and high level of satisfaction. Out of 68 female respondents 11 (16.2 per cent), 43 (63.2 per cent) and 14 (20.6 per cent) possess low, medium and high level of satisfaction respectively. It is concluded that there is no significant relationship between the gender and the level of satisfaction of the sample respondents towards the performance of car.

The education variable is useful to marketers, as it to reflects values, attitude, tastes or more broadly the life style of buyers. The analysis shows that out of 59 matriculated respondents, 6 (10.2 per cent) 44 (74.6 per cent) and 9 (15.3 per cent) have low, medium and high level of satisfaction. Out of 127 graduated respondents, 32 (25.2 per cent), 76 (59.8 per cent) and 19 (15 per cent) have low, medium and high level of satisfaction of the remaining 102 respondents, 24 (23.5 per cent) have low, 58 (56.9 per cent) have medium and 20 (19.6 per cent) have high level of satisfaction. Therefore, it is concluded that there is no significant relationship between the education and level of satisfaction of respondents in the study area.

The economic circumstances is the most determinant factor in the product choice. Marketers of income-sensitive goods watch trends in personal income, savings and interest rates. It was observed that out of the 139 respondents having a monthly income of up to Rs.30,000, 28 (20.1 per cent) 84 (60.4 per cent) and 27 (19.4 per cent) respondents have low, medium and high level of satisfaction respectively while out of the 102 respondents who have a monthly income of Rs.30,001-40,000, 14(13.7 per cent), 78 (76.5 per
cent) and 10 (9.8 per cent) have low, medium and high level of satisfaction. Of the remaining 145 respondents who have an monthly income of above Rs.40,000, 42 have low, 86 have medium and 25 have high level of satisfaction with their car owned. Hence, it is concluded that there is a significant relationship between income and level of satisfaction of the respondents towards the performance.

A person's occupation generally affects satisfaction with the goods and services that he or she bought. The study shows that out of 139 respondents of employees, 26 (18.7 per cent), 77(55.4 per cent) and 36 (59.9 per cent) have low, medium and high of satisfaction respectively. Out of 178 business people, 46 (25.8 per cent), 115 (64.6 per cent) and 17 (9.6 per cent) have low, medium and high level of satisfaction respectively. Of the remaining 79, 12 (15.2 per cent), 56 (70.9 per cent) and 11 (13.9 per cent) have low, medium and high level of satisfaction respectively. It is concluded that there is a significant relationship between the occupation and level of satisfaction of the respondents towards the car performance.
### 7.2.8 Hypotheses results

#### Table 7.1

Acceptance or rejection of hypotheses formulated

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Hypotheses</th>
<th>Accept / Rejection</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>There is a significant increase in the annual compound growth of car sales in India.</td>
<td>Accepted</td>
</tr>
<tr>
<td>2</td>
<td>The sample respondents depend on friends and reference groups as the main source of information.</td>
<td>Rejected</td>
</tr>
<tr>
<td>3</td>
<td>There is a significant relation between categories of respondents and source of finance to buy cars.</td>
<td>Accepted</td>
</tr>
<tr>
<td>4</td>
<td>Respondents are motivated by the reference group in buying decision.</td>
<td>Rejected</td>
</tr>
<tr>
<td>5</td>
<td>The role of head and spouse play more significant role in taking purchase decisions.</td>
<td>Accepted</td>
</tr>
<tr>
<td>6</td>
<td>There is no significant relation between category of respondents and purpose of car purchase.</td>
<td>Rejected</td>
</tr>
<tr>
<td>7</td>
<td>There is no significant relation between categories of respondents and the reason for avoiding public transport.</td>
<td>Accepted</td>
</tr>
<tr>
<td>8</td>
<td>There is a significant relationship between brand selection and income of respondents.</td>
<td>Accepted</td>
</tr>
<tr>
<td>9</td>
<td>There is no significant relation between age and level of satisfaction of respondents towards the performance of car.</td>
<td>Accepted</td>
</tr>
<tr>
<td>10</td>
<td>There is no significant relation between sex and level of satisfaction of respondents towards the performance of car.</td>
<td>Accepted</td>
</tr>
<tr>
<td>11</td>
<td>There is a no significant relation between income and level of satisfaction of respondents towards the performance of car.</td>
<td>Rejected</td>
</tr>
<tr>
<td>12</td>
<td>There is no significant relation between occupation and level of satisfaction of respondents towards the performance of car.</td>
<td>Rejected</td>
</tr>
</tbody>
</table>
SUGGESTIONS

The researcher, after having surveyed and put the data to Chi-Square test, ANOVA and factor analysis, has made and the informative suggestions of the marketers of cars in India with justifiable reasons that could be incorporated in their four P’s of marketing, such as product, price, place and promotion, in order to have survival at first and next to grow while with standing competition not only from indigenous brands but also from well entrenched global brands. The suggestions are offered in those areas only where the results of chi-square, ANOVA and factor analyses allowed a significant relation between the dependent and independent variables of the research study. Following are some of the suggestion that could be implemented by marketers as they are expectantly viable and feasible from the point of view of their resources and environmental factors.

1. Since both employees and professional respondents gave first priority to performance and mileage of car, keeping in view their modified accordingly to appeal to them as. They constitute nearly 60 per cent of the Indian car owners. On the other hand, since the business respondents have given top priority to re-sale value of car, the manufacturer should produce such models of cars that they last longer and repairable for which spares are easily available for many years.

2. Since most of the respondents from all the three categories of sample preferred cars with fuel efficiency and models that are easily available, the manufacturers should go about producing car models with alternative power media such as gas and battery that offer the economy fuel even to the middle class consumers. As well the just-in-time manufacturing system and the distribution network must be enhanced so as to make the car models easily available at time and place as desired by buyers.
3. Since a majority of the respondents are influenced by dealer’s reliability and proximity, the dealers should be trained to improve their skills and capabilities so as to keep their words given to their customers in terms of prompt service and delivery. In order to increase the proximity of the dealers with customers, the distance between them has to be covered by either marketing executives or telephone enquiries in developing relationship with dealer and providing them good after-sales-services.

4. Since imparity of the leads of the families in the study area have played dominant role in purchase decisions corroborating with the trend, the marketers of car brands should appeal to their offer and other promotional tools satisfy their ago while supplying relevant literature through media that provides them with reasons to buy that brands. This strategy should also take into account the dynamics of hierarchy and relationships that underlie in both joint and nuclear families of rural and urban families together.

5. Advertisements are to be given through all media to attract buyers of rural areas as the market penetration is less than 18 per cent.

6. After-sales-service is to be improved because there are many complaints about the dealers and the quality of their service.

7. For better prospects there should be competitiveness among the manufacturers in the adoption of the latest technology to produce car with low fuel consumption and more indigenous components. The technology needs to be upgraded to reduce the cost of car as well as the cost on repairs and replacement and environment friendly.

8. As the buyer prefer different fast colors and models of in their cars it is suggested to the manufacturers to introduce new fast colors and models in future cars.
9. Frequent changes in models lead to decrease in the resale value of the cars. Hence, introduction of new models should be done with a considerable time gap.

10. The availability of original spares at reasonable price has to be made available with dealers with no stock-out so as to prevent post-purchase dissonance.

11. The segmentation of market into different income groups has to be undertaken for the purpose formulation of suitable marketing strategies for each segment will help a lot in attracting and satisfying more customers.

12. As the authorized dealer’s service centers are to be located at less distance places, the car buyers prefer the non dealer service centers. The manufacturers are requested to open few more service centers at different places.

13. Since the sales promotion offers are not impressive, the company should work towards providing more sales promotion offers to attract the customers.

14. With the government notification of new emission norms, the car industry needs to upgrade the technology for their vehicles to the level where they can meet the new emission norms.

15. Strategic tie-ups and mergers may be preferred to gain competitive advantage.

The suggestions expressed in this thesis reflect the expectations of car buyers in the study area.
Scope for further research

Indian automobile market has been growing fast in a dynamic way. There is lot of scope for future research pertaining to different areas.

1. Passenger car market in rural and semi urban area.
2. Second hand car Market in India.
3. Studies may be undertaken to find out why car buyers switch one brand to other.
4. Case studies of consumer behaviour for selected brands.
5. Comparative Studies of the performance of different brand of cars.