5.1 Findings

The objectives of the research were analyzed and the analysis is sequentially presented. But it is important that the findings of the study are highlighted so as to facilitate easy reading for anyone who wishes to read this thesis.

Objective 1: Social- Economic and Demographical Profile of the Respondents

The study reveals that out of total respondents (62%) of the respondents are males and (38%) are females. It is observed that male occupied big role in the study sample. The age group between 20-25 years account for the highest (53%) of the sample respondents. It is inferred that (55 %) are married. It is known that (41%) are graduates and (23%) of respondents are identified as employees either in a public or private sector.

It is found that (36%) respondents earning annual income of more than 5 lakhs contributes major share in car market. With regard to family type, the study reveals that (58 %) of families are nuclear families. It is disclosed that (52%) of respondents’ families consists of 3-6 members. It is inferred that (30%) of the respondents own both two wheeler and four wheeler.

It is highlighted that advertisement is the main source of information for (33%) of respondents. The newspaper is the important media of advertisement, since (28%) of respondents are aware about the car they have bought through newspaper. With regard to the usage of the pre-owned cars, (37%) of the respondents used pre owned cars for 1-2 years.

It is found that (36%) of respondents purchased pre owned cars through bank loan. It is observed that (54%) of the respondents prefer petrol than diesel for their cars. It is inferred that (33%) of respondents prefer Maruti cars, (30%) prefer Hyundai cars, (24%) prefer Ford cars and (14%) prefer Toyota cars respectively.

Objective 2: To study the brand preference of pre-owned car customers:

As per the Chi –square analysis, Maruti is the car whose brand image is most preferred in the market. Majority of the customer prefer sedan type pre-owned car, petrol type of pre-owned car for low maintenance cost and loan from bank for low interest rate.
As per the Chi-square analysis area of residence and type of vehicle owned are associated. Respondents preferring different brand of car, model of car and their suggestion to purchase pre-owned cars at the same dealers are also associated.

The Garrett ranking analysis reveals that the majority of the respondents ranked learning purpose as the top most attribute and followed by economy of price and comfort of pre-owned cars.

There is a positive significant correlation between the male and female respondents towards the reason of selecting a particular brand of pre-owned cars.

There is a positive significant correlation between organised and unorganised dealer respondents towards the reason of selecting a particular brand of pre-owned cars.

There is a positive correlation between selection of Sedan type, Hatch back type and SUV types of Pre-owned car respondents.

**Objective 3: To study the preferences of customers towards organized and unorganized market during the purchase of pre-owned car**

As per the Chi –square analysis majority of the respondents knows about the dealer through advertisements from newspapers, 1-2 years users of pre-owned car respondents’ and they prefer to buy a pre-owned car in dealer shop.

Chi –square analysis reveals that respondents belonging to different area of residence and type of purchase outlet to buy pre owned cars are independent.

Respondents belonging to different gender, marital status and nature of family and their suggestion to purchase pre-owned cars at the same dealers are not independent.

As per the Chi–square analysis respondents belonging to age, educational qualification, occupation, annual income, family size, area of residence, net-worth position, type of vehicle, dealer outlet and their suggestions to purchase pre owned cars from the same dealers are independent.
Objective 4: To study what level of importance is given by the customer while purchasing the pre-owned cars

It is concluded from the factor analysis that customers give importance to the below mentioned factors such as ambiance, documentation, car performance and maintenance while purchasing the pre-owned cars. Reliability co-efficient ensures the reliability of the factors.

It is concluded from the Z test, Respondents belonging to particular gender, marital status, type of family, area of residence, type of dealer and influence of original seller of the car, have same level of importance on the factors ambiance, documentation, car performance and maintenance.

It is inferred from ANOVA, respondents belonging to particular age groups, educational qualification, level of occupation, level of annual income, level of net-worth position, source of information, types of advertisement, different model of pre-owned cars are all on an average have same level of opinion on the factors such as ambiance, documentation, car performance and maintenance.

It is inferred from ANOVA, Toyota brand pre-owned car respondents have significantly higher level of brand importance factor than Hyundai and Ford car respondents.

Objective 5: To explore the satisfaction level of customer towards the purchase of pre-owned cars

Factor analysis reveals that customers give higher level of satisfaction on the factors such as ambiance, documentation, car performance and maintenance while purchasing the pre-owned cars. Reliability co-efficient ensures the reliability of the factors.

It is concluded from the Z test, male respondents give higher satisfaction on car performance than female respondents and other satisfaction factor does not differ significantly.

It is concluded from the Z test, unmarried respondents give higher satisfaction on documentation, car performance, and maintenance than married respondents and other satisfaction factor ambiance does not differ significantly.
Joint family respondents give higher satisfaction on maintenance than nuclear family respondents and other satisfaction factor does not differ significantly.

For all the satisfaction constructs, respondents those are living in the rural background people give higher satisfaction than urban background people.

It is concluded from the Z test, organized dealer respondents give higher satisfaction on documentation, car performance, and maintenance than unorganized respondents and other satisfaction factor ambiance does not differ significantly.

It is concluded from the Z test, original seller of pre-owned car respondents give higher satisfaction on car performance than who does not know the original seller of the car and other satisfaction factor does not differ significantly.

Respondents belonging to particular gender, marital status, type of family, area of residence, type of dealer and influence of original seller of the car, have same level of satisfaction on the factors ambiance, documentation, car performance and maintenance.

It is understood from ANOVA the respondents who are below 35 years of age give higher level of satisfaction on the factor ambiance and higher level of satisfaction on the factor documentation and the respondents who are below 25 years of age give higher level of satisfaction on the factor maintenance and higher level of satisfaction on car performance.

It is understood from ANOVA In the case of satisfaction factor car ambiance the respondents with no formal education give better level of satisfaction than professional and school level respondents and also the respondents with college level give better level of satisfaction than school level respondents. The mean difference indicates that in the case of factor car performance the respondents with no formal education and college level give better level of satisfaction than school level respondents, The mean difference indicates that in the case of factor car maintenance the respondents with professional education give better level of satisfaction than school level respondents.

It is inferred that respondents with different occupation indicates that in the factors ambiance, documentation, car performance and maintenance on satisfaction the respondents who are working as agriculturist, government employees, private employees and business man give better level of satisfaction than professionals.
It is inferred that respondents with annual income level of Rs 3 lakhs to Rs 5 lakhs have significantly higher level of satisfaction on Ambiance, Documentation, car performance and car maintenance than the respondents with annual income level between Rs 5 lakhs to Rs 8 lakhs.

The mean difference indicates that in the case of ambiance, car performance, and maintenance, the respondents who have up to 3 members and above 6 members have better level of satisfaction than 3-6 members of family size. The mean difference indicates that in the case of factor documentation the respondents who have 3-6 members give better level of satisfaction than above 6 members of family size respondents.

It is understood that the respondents with net worth position of 21 lakhs to 30 lakhs have significantly higher level of satisfaction on documentation, ambiance, car performance and maintenance than the respondents with net worth position below 10 lakhs.

The various factors such as ambiance, documentation, car performance & maintenance reveal that the source of information through advertisement is considered as more important. In the case of car maintenance, mean value of using pre-owned cars less than one year respondent are significantly greater than mean value of 1-2 and 2-3 year using pre-owned car respondents. And also mean value of 3-4 and 4-5 years pre-owned car customers are significantly greater than mean value of 1-2 and 2-3 year using pre-owned car respondent.

For car Ambiance, Hyundai, Ford and Toyota brand pre-owned car respondents have significantly higher level of brand ambiance factor than pre-owned Maruthi car respondent. For car documentation, Toyota brand pre-owned car respondents have significantly higher level of brand documentation factor than pre-owned Maruthi car respondent. For car performance, ford brand pre-owned car respondents have significantly higher level of brand satisfaction than Maruthi, Hyundai and Toyota car respondents. For car maintenance, Toyota brand pre-owned car respondents have significantly higher level of brand satisfaction factor than pre-owned Maruthi, Hyundai and Ford car respondents.

SUV model pre-owned car respondents have significantly higher satisfaction of car ambiance than Hatch back model pre-owned cars. Sedan model pre-owned car
respondents have significantly higher satisfaction of car documentation than Hatch back and SUV model pre-owned cars. Sedan model pre-owned car respondents have significantly higher satisfaction of car performance than hatch back and SUV model pre-owned cars, also Hatch back model pre-owned car respondents have significantly higher level of car performance than SUV model pre-owned cars. Sedan and SUV model pre-owned car respondents have significantly higher satisfaction of car maintenance than Hatch back model pre-owned cars.

It is concluded that the correlation analysis reveals that the overall satisfaction and factors such as ambiance, documentation, car performance, maintenance are significantly correlated.

Multiple Regression model reveals that the overall satisfaction has significant influence on ambiance, documentation, car performance & maintenance.

Discriminant Analysis (DA) reveals that the satisfaction level of the new customer, whether he/ she will buy or not buy pre-owned car, the scores above 0.198 indicates buying.

**Objective: 6 To explore the factors influencing the purchase behaviour of customers towards the purchase of pre-owned car:**

It is concluded from the Factor Analysis that customers give importance to the factors influencing the purchase behavior towards the purchase of pre-owned cars are style and comfort, cost and maintenance and convenience purchasing the pre-owned cars. Reliability co-efficient ensures the reliability of the factors.

It is concluded from the Z test, respondents belonging to particular gender, marital status, type of family, area of residence, type of dealer and original seller of the car have same level of influence on the factors style and comfort, cost and maintenance and convenience.

From ANOVA technique, the factors such as cost and maintenance, convenience, style and comfort on an average have same level of influence on factors such as respondents belonging to particular educational qualification, occupation, annual income, wealth position, types of vehicle, source of information, types of advertisement, purchasing of same brand & model and different models of pre-owned cars.
From ANOVA technique inferred that, the opinion given on the factors by the respondents belonging to different age group differ significantly, the respondents below 36 years of age give higher opinion on factor cost and maintenance than above 36 years of age group.

Discriminant Analysis (DA) reveals that the influencing factor of the new customer, whether he/she will buy or not buy pre-owned car, the scores above 0.025 indicates buying.

5.2 Suggestions

- The pre-owned car market can be made organized by proper registration of dealers, granting license and legal status to the pre-owned car dealers. The accountability of pre-owner car dealers shall remove the anxiousness of rural pre-owned car buyers towards the authenticity of the car. The pre-owned car dealers can have their own service centers’ for good after-sales service.

- As brand image influences the choice of cars, manufacturers can create brand image for their products through service networks and frequently conduct consumer surveys with the help of dealers to create a confident customer base.

- The companies should ensure availability of complete information about the pre-owned cars online.

- Friends/colleagues owning a car have been rated as very important sources of information. Marketers need to tap this powerful source of influence by announcing attractive referral schemes. This will motivate opinion leaders to give valuable references of potential car buyers in their areas.

- Female ownership in pre-owned car can be increased by offering special incentives to women and free driving classes for women to encourage more women to own and drive a pre-owned car.

- The pre-owned car markets can organize periodic and dynamic market demonstrations and participate in fairs and festivals. This will create an awareness regarding the brand of car and generate a desire to own a pre-owned car. The focus could be more on brand building and less on short term promotional campaigns.
➢ To ensure that the product finds a place in the minds of consumers, the manufacturers should position their products through sales promotional activities such as advertisement through an effective media.

➢ Indian consumers are strongly influenced by testimonials of sports personalities, film stars and celebrities. For positioning the consumer durables like cars, the manufacturers can utilize the endorsement of these celebrities.

➢ They should confirm whether the perception sought to be created by them has really been created or not. They should have a search and development department devoted to marketing that conducts periodical surveys about their products.

➢ Youngsters prefer to get expert reviews from internet and select their cars based on reviews from both experts and current users. Also they look at the ratings and then finalize a list of cars from which they choose one. So dealers can promote their products through internet to reach a wider segment of market.

➢ Experts believe that the main driver of the Indian car market is the availability of pre-owned car finance on easy installments and reasonable interest rates. Most of the respondents also reported that due to the easy availability of finance they buy cars. So, the car dealers should have tie-up arrangements with authorized financial institutions to boost the sales of cars.

➢ The demand for pre-owned car segment is increasing because of the growing number of nuclear families and their financial cringe. Hence the manufacturers should find out the needs, wants, tastes and preferences of the pre-owned car consumers.

➢ The respondents perceive that driving comfort and fuel economy are the most important features of pre-owned car followed by availability of spare parts and price of the car.

➢ Car owners feel that the hospitality shown by the dealers during their visits to the places of dealers before and immediately after the purchase. But after some time, they face a problem with their dealers regarding after sales service. Therefore, it is suggested that the services rendered or to be rendered should be properly taken care of, friendly approach and reliability in service are to be further improved.
In view of large availability of natural gas, government may consider possibility of incentives for use of natural gas in passenger cars. Such use would reduce petrol consumption and also save foreign exchange.

Due to steady increase of petrol/diesel prices, fuel efficiency needs to be improved. Constant improvement and technical upgradation for better fuel efficiency alone with attract more customers.

The advantages of cost, convenience, ease of filling, driving range, low emissions and safety have made Auto LPG (Liquid Petroleum Gas) popular worldwide. The government of India should take steps to establish a number of Auto LPG pumps in all the urban and rural areas, which are now available only in very few cities.

Availability of service station at least for every 50 kms on National highways is important.

Experienced foremen are needed at all service stations.

All service stations should be equipped with spare parts at reasonable cost.

More space can be provided between seats in all the segments of cars.

5.3 Scope for Future Research

The researcher has suggested the following topics for future research:

1. Pre-purchase Information Search Pattern of New Car Owners.

2. Comparative Consumer Behaviour and Analysis of Owners of New Cars or Pre-owned Cars.

3. One could have done a study with that of service center and dealers satisfaction towards providing better services to the customers.

4. A case study of consumer behavior for a particular car company may be conducted.

5. A comparative study of consumer behaviour towards the use of Maruti cars and Hyundai cars in Tamilnadu may also be considered.
5.4 Conclusion

The study highlights that the important factors influencing the purchase of pre-owned car were budget constraints, low cost, upgrading of driving skills, desire to own a car, company image and easy availability of spare parts. Marketer should offer better prices, keeping in mind the new small cars available in the market.

The study infers that the passenger car sector is flourishing in India. Car owning potential is high in Coimbatore district. A study of the pre-purchase behaviour of pre-owned car buyers has been felt essential as they are potential buyers of new cars. Realizing the importance of four wheeler, particularly passenger car industry in the present economic situation, the researcher has analyzed the importance, and behaviour of consumers related to this product. It is rightly said, yesterday’s luxuries are today’s necessities. The present study is an attempt to evaluate the consumer behaviour towards pre owned four wheelers. This study highlights the various factors which influence the consumer behaviour towards four wheeler purchase decision and their behaviours and level of satisfaction. This study is based on primary and secondary data.

To overcome the challenges in reaching pre-owned car consumers and studying consumer behaviour, the car marketers can formulate effective marketing strategies, besides creating a database of potential pre-owned car buyers with the help of existing car owners and organized dealers. Also, families who need to upgrade from two-wheelers to four-wheelers can be targeted for sale.