

Pre-Purchase Behavior of customers towards Brand New Small Cars in Surat City

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ABSTRACT

This research study is undertaken to find Pre-Purchase Behavior of customers towards Brand New Small Cars in Surat City. Study of customer behavior is the vital parameter for marketing and promotion of any goods and services. Customer behavior is a multifaceted and not easily banal phenomenon as buying pattern of customers is changing at a dismaying speed. In this competitive environment, the marketers have to understand basics of the parameters governing customer behavior as it is mandatory for the long-run existence of the firm. To conduct this study, I have selected 150 samples from Surat City and qualifying people who want to buy a brand-new small car in future or do not have a car yet intend to buy.

Introduction

This research study is undertaken to find Pre-Purchase Behavior of customers towards Brand New Small Cars in Surat City. Study of customer behavior is the vital parameter for marketing and promotion of any goods and services. Customer behavior is a multifaceted and not easily banal phenomenon as buying pattern of customers is changing at a dismaying speed. In this competitive environment, the marketers have to understand basics of the parameters governing customer behavior as it is mandatory for the long-run existence of the firm. However, mindset of customer changes every second, it is almost certainly the vital thing for the organization to understand. To conduct this study I have selected 150 samples from Surat City and qualifying people who want to buy a brand new small car in future or do not have a car yet intend to buy. I have tried to get answers from respondents by asking import questions like what are the important variables considered while buying of car, what are their opinion at present in their mind, from where do they get information regarding brand new cars. However, detailed analysis, it is found that price, fuel efficiency and safety still remain the major variables that customers would consider at the time of buying a car.

Objective of the Study

The main aim of the study is to find out the Pre-Purchase Behavior of customers towards Brand New Small Cars in Surat City. In this I tried to find the several reasons to buy brand new car and also to find out which variant of the car the customer will prefer while buying a brand new car.

Research Methodology

To conduct this study I have selected 150 samples from Surat City and qualifying people who want to buy a brand new small car in future or do not have a car yet intend to buy. Car users & potential respondents were distributed the questionnaire to collect the primary data. Convenience sampling method is used while collecting data from the respondents.

Analysis & Interpretations

Table I. Demographics of the selected Respondents

Age Group	Respondents (Number)	Respondents (%)
Below 25 Yrs	15	10%
25-35 Yrs	15	10%
35-45 Yrs	45	30%
45-55 Yrs	30	20%
Above 55 Yrs	45	30%
Total Respondents	150	100%

(Primary Data)

Interpretations:

From the above table-2, it is concluded that about 30 per cent respondents belongs to Govt. Employees. Followed by Private employee, professionals and others, 20% respectively.

Table II. Educational Qualification of the respondents

Degree/Qualification	Respondents (Number)	Respondents (%)
School Education	0	0%
Graduate	15	10%
Post Graduate	45	30%
Professional	75	50%
Others	15	10%
Total Respondents	150	100%

(Primary Data)

Interpretations:

The above table-4 consisting half of the respondents as professionals i.e. 50% of total respondents. 30 per cent respondents are post graduate and 10 percent respondents belongs to graduate and others qualification.

Table III. Income of the respondents

Income (Monthly)	Respondents (Number)	Respondents (%)
Below-INR 10000	0	0%
INR 10001-INR 15000	15	10%
INR 15001-INR 20000	45	30%
INR 20001-INR 25000	75	50%
Above INR 25000	15	10%
Total Respondents	150	100%

(Primary Data)

Interpretations:

From the above table-3 it can be concluded that most respondents i.e. 75 per cent of total respondents belongs to INR 20001-25000 income group.

Table IV. Educational Qualification of the respondents

Degree/Qualification	Respondents (Number)	Respondents (%)
School Education	0	0%
Graduate	15	10%
Post Graduate	45	30%
Professional	75	50%
Others	15	10%
Total Respondents	150	100%

(Primary Data)

Interpretations:

The above table-4 consisting half of the respondents as professionals i.e. 50% of total respondents. 30 per cent respondents are post graduate and 10 percent respondents belongs to graduate and others qualification.

Table V. Family profile of the respondents

Family Type	Respondents (Number)	Respondents (%)
Joint Family	90	60%
Nuclear Family	60	40%
Total Respondents	150	100%

(Primary Data)

Interpretations:

From the above table-4 it can be observed that most respondents belong to joint family i.e. 90 per cent of the respondents. While rests are belong to nuclear family i.e. 60 per cent of total respondents.

Table VI. No. of cars owned by the respondents

No. of Cars Owned	Respondents (Number)	Respondents (%)
One	135	90%
Two	15	10%
More than Two	0	0%
Total Respondents	150	100%

(Primary Data)

Interpretations:

From the above table-6 it is found that most of the respondents possess one car i.e. 135 respondent representing 90% of total respondents.

Pre-purchase behavior of the respondents

Table VII. Sources of information for the respondents about brand new cars

Sources of Information	Respondents (Number)	Respondents (%)
Advertisements	45	30%
Friends	45	30%
Dealers	15	10%
Relatives	15	10%
Others	30	20%
Total Respondents	150	100%

(Primary Data)

Interpretations:

From the above table-7 it is observed that most of the respondents get information regarding brand new cars from advertisements and friends.

Table VIII. Who influences buying decision of the respondents?

Influencing Variables	Respondents (Number)	Respondents (%)
Self	60	40%
Spouse	30	20%
Children	15	10%
Parent	30	20%
Friends	15	10%
Total Respondents	150	100%

(Primary Data)

Interpretations:

From the above table-8 it is concluded that relatives and dealers do not have much influence on the buying decisions of the respondents. The buying decision of the respondents is much affected by self, spouse, and parents respectively.

Table IX. Brand name considered by the respondents

Brand of Car	Respondents (Number)	Respondents (%)
Maruti	75	50%
Hyundai	30	20%
Honda	15	10%
Tata Motors	15	10%
Others	15	10%
Total Respondents	150	100%

(Primary Data)

Interpretations:

From the above table-9, it is observed that Maruti is one of the leading players as almost 50 per cent of the respondents possess any one of the brands of Maruti, Hyundai is found to be second leading player among the respondents.

Table X. Purpose of the respondents in buying brand new car

Purposes	Respondents (Number)	Respondents (%)
Personal Use	90	60%
Business Use	60	40%
Total Respondents	150	100%

(Primary Data)

Interpretations:

From the above table-10 it is observed that about 60 per cent of the respondents are buying brand new car for personal use and rest are for business use i.e. 40 per cent of the respondents.

Table XI. Variant preferred by the respondents for brand new car

Variant	Respondents (Number)	Respondents (%)
Petrol Car	45	30%
Diesel Car	45	30%
CNG/LPG	60	40%

Total Respondents	150	100%
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(Primary Data)

Interpretations:

From the above table-11 it is concluded that most respondents i.e. 40 per cent of total respondents prefer CNG/LPG variant while buying brand new car. Followed by Petrol car and Diesel car respectively.

Findings

From the study, "factors considered by respondents while buying small car", it is found that 59 per cent of customers believed that brand name, 48 per cent respondents gave more importance to price. Apart from this 55 per cent respondents have preferred fuel efficiency and 35 per cent of respondents have given importance to after sales services facilities provided by the company. Only 10 per cent of respondents believed that promotional schemes were most important, 26 per cent of respondents have given importance to delivery waiting time of car. For 21 per cent of respondents' payment facilities provided by company is an important parameter while buying brand new car. As far as ranking of car is concerned, respondents have given first priority to mileage, and followed by comfort and looks & style.

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While studying the buyers' perception towards brand new small car, 25 per cent of respondents believed that buying a car is one of the biggest decisions. 39 per cent of respondents were somewhat agreed to buy small car as their first car. 42 per cent of respondents were somewhat disagreed to buying a second hand car as their first car. 32 per cent of the respondents raised question regarding safety and they were somewhat disagreed to small car is as safe as large car. Almost 35 per cent of respondents were surely agreed to avoid traffic problem is one reason to buy small brand new car.

Conclusion

From the study it is concluded that customer behavior plays vital role in pre purchase analysis. In this competitive environment, organization must understand customer behavior to provide customize product and services and also to retain profitable customers in future. From the above study it is observed that while purchasing a brand new small car, customer gives importance to several factors like price of car, safety, mileage, variant of car, etc.