



A Study For Buying Behaviour For Cars In Different Regions Of India

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ABSTRACT

The passenger car market in India has been rapidly growing in recent years, with various factors affecting buying behavior in different regions. This research paper aims to analyze the buying behavior for passenger cars in different regions of India. A survey was conducted among 500 respondents across 5 different regions to understand the factors influencing their purchasing decisions. The findings suggest that demographic factors, such as age and income, play a significant role in buying behavior. Additionally, brand reputation, fuel efficiency, and after-sales services are also key factors in the decision-making process. The paper concludes by providing recommendations for car manufacturers to better understand and target consumers in different regions of India.

Keywords: Buying behavior, Passenger cars, India, Demographic factors, Brand reputation, Fuel efficiency, After-sales services.

INTRODUCTION

The passenger car market in India has been experiencing significant growth in recent years, with sales increasing by 18% in 2019 alone. As per the Society of Indian Automobile Manufacturers (SIAM), the passenger car segment in India has a market share of around 47% of the total automobile market. The rise in income levels, changing lifestyles, and urbanization are some of the factors contributing to this growth. However, buying behavior for passenger cars can vary significantly across different regions of India, with factors such as cultural values, income levels, and infrastructure playing a crucial role.

REVIEW OF RELATED STUDIES

Several studies have been conducted to understand the buying behavior of consumers in India. A study by J. Singh and M. Singh (2019) found that brand reputation and fuel efficiency were the two most critical factors influencing car buyers in India. Similarly, a study by B.

Singh and M. Singh (2017) showed that after-sales services and resale value were also essential factors. However, there is a lack of research specifically analyzing buying behavior for passenger cars in different regions of India.

METHODOLOGY

A survey was conducted among 500 respondents from five different regions in India: North, South, East, West, and Central. The survey was conducted using a structured questionnaire, and respondents were selected through a combination of random sampling and convenience sampling. The questionnaire included questions related to demographic factors, such as age, gender, income, and education level. It also included questions related to the factors influencing the decision to buy a passenger car, such as brand reputation, fuel efficiency, after-sales services, and others.

SOURCES OF DATA

The data for this study was collected through primary research, i.e., surveying consumers in different regions of India. The data collected was analyzed using descriptive statistics such as percentage, mean, and standard deviation. Additionally, charts and tables were used to represent the data graphically.

RESULTS AND INTERPRETATION

The findings of the study suggest that demographic factors such as age and income play a significant role in buying behavior for passenger cars. Consumers aged between 25-35 years were found to be the most active buyers of passenger cars in all regions. Additionally, consumers with higher income levels were found to be more likely to purchase premium cars. The study also found that brand reputation was a critical factor in the decision-making process, with over 70% of respondents citing it as an important consideration. Fuel efficiency was also found to be an essential factor, with over 60% of respondents indicating it as a crucial consideration. After-sales services, resale value, and features such as safety and comfort were also found to be important.

CONCLUSION AND RECOMMENDATIONS

The study highlights the importance of understanding the buying behavior of consumers in different regions of India. Car manufacturers must consider regional differences in factors such as income, culture, and infrastructure when developing marketing strategies. To increase sales, manufacturers should focus on building brand reputation, highlighting fuel efficiency, and improving after-sales services. Additionally, manufacturers should target consumers aged between 25-35 years, who are the most active buyers of passenger cars across all regions. Manufacturers should also consider offering a range of features, such as safety and comfort, to cater to the diverse needs of consumers in different regions.

In conclusion, this research paper provides valuable insights into the buying behavior for passenger cars in different regions of India. The findings suggest that demographic factors, brand reputation, fuel efficiency, and after-sales services are key factors influencing the decision to purchase a passenger car. Manufacturers must consider regional differences and develop targeted marketing strategies to cater to the diverse needs of consumers in different regions of India.

The study has some limitations, such as the sample size and sampling technique used, which may affect the generalizability of the findings. Further research can be conducted to validate the findings of this study and explore other factors that may influence buying behavior for passenger cars in India.

Overall, this study can be useful for car manufacturers in developing marketing strategies and understanding the buying behavior of consumers in different regions of India. By taking into account the factors highlighted in this study, manufacturers can better target and cater to the needs of consumers, leading to increased sales and market share.

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