



A study on factor influencing customer preference for purchasing a car with respect to Maruti Suzuki in Bhilai-Durg, India

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Abstract

The intent of the research paper is to find out the major factors which are responsible for influencing the preference of customer to purchase the car. The facilities, self esteem, performance, publicity and service orientation are the factors affecting customer preference for light motor vehicle (Maruti Suzuki) cars. The factor analysis shows that facilities, self esteem, performance, publicity and service orientation influencing the customer overall preference about light motor vehicle cars, the more factor loading is associated with the self esteem factor. Therefore, the car manufacturers should emphasize on self esteem factors which consist of comfort, style and model variants as by and of itself customers will have a superior recognition of aspect of the brand. The majority of customers prefer Maruti Suzuki brand of car in Bhilai-Durg city. There is tough competitions in the market so it is must to always studied and launch the cars according to the customer's preference.

Keywords: Factor analysis, Customer preference, Influencing factor, Factor loading.

Introduction

Today in terms of transport means cars (light motor vehicle) are a bare indispensable transport mode to travel from one place to another place. Because of brisk industrial advancement and economic hike the standard of living of the people is upgrade. Now a day's customers purchase cars for social status and prestige so for knowing what the various influencing factor are the research was carried in Bhilai-Durg city to identify the factors like by the customers most.

Road transport plays a significant role in the contemporary years. The customers adopts this because of its availability, adoptability to individual needs, services and authenticity. With higher volumes of production of all models of vehicles in the year ahead, road transport assumed still greater attention to confront the present and future demand on road.

The study with respect to customer preference for cars was made in respect of selected car owners in Bhilai-Durg city with the help of simple random sampling. The field of customer predilection is one of the utmost eye catching areas because it is anxious with empathetic customer liking with the specific light motor vehicle company to cope up in the cut throat competition in the market scenario and become as a leader in the various segments of car.

Customer predilection

Customer predilection may be defined as a mean to choose an alternative which has the more worthy among a number of alternatives by the customer in soothing to delight his or her

desires. Predilection implies choices among unbiased or more admired options available. The customer choice is the result of their behavior they show during searching, purchasing and disposing the products.

The concealed base of demand, therefore, it is a exemplary of how customers act. Every sole customer has a set of predilection and obstinate values whose conviction are differed from the rule of economics.

The customer predilection or preference no ambiguity that it is reliant on social, economical, culture, education, and individual taste and preference, among a plenty of other factors. The extent of these values in this miniature for a distinct good is in terms of the absolute opportunity cost to the customer who purchases and consumes the good. If a sole customer purchases a particular good, then the opportunity cost of that purchase is the different which they should purchase.

The Philosophy of Customer

Customer makes choices by apportion their scanty earnings athwart all possible goods in order to obtain the extreme delight. Correctly, it claims that customers magnify their usefulness subject to their allocation restraint. Usefulness may be defined as the delight that a consumer acquire from the utilization of the good.

It has been also stated above; usefulness of any goods elements is decided by a anchor of noneconomic factors. Customer value is gauge in terms of their analogous applicability between goods. These entire behavior shows customer predilection.

Philosophy of Consumer Choices

Customer choices may be stated as the sole taste and preference, likings and disliking as gauge by its test to fitness, usefulness among assortment of goods. It gives freedom to customer to choose or to order the rank these assortments of goods according to the levels of usefulness or purpose for which the customer bought the goods. It is always keenly considered that these predilections are independent of income and prices. Purchasing power of a customer to purchase goods does not spectacle the customer liking or disliking towards the particular goods. One can have a preference for BMW over Datsun but only have the monetary aid to drive a Datsun. Consumer assessment is providing the market contemplation to the marketer. This empowers them to prior perception about their market achievement, customer predilection and their satisfaction level towards the services offered by them.

Consumer behavior defined as the behavior that a consumer display for it's searching for purchase, using evaluation and despairing the products and services that will satisfy their needs and wants. It is the decision making process and physical activity is acquiring, evaluating using ad disposing goods and services. It is a blend of beliefs, attitudes and behaviors influence how a customer reacts to any product or services. Marketers evaluate those likings and demands generate by the customer and produce to clout the consumer behavior.

Problem Statement

In the present scenario the scene which we speculate as there should be enormous growth in car manufacturing sector i.e. in-house (home) as well as international manufacturers.

The study is extremely useful for both marketers and car manufacturers to have a in-depth understanding into the cause which clout customer predilection and selection as the inflation is not under control and also other economic factors.

Literature Review

Schiffman and Kanuk¹ application of consumer behavior is indicating that how an individual customer frames the predilection to invest their income, time, endeavor on their respective product or services. Consumer behavior illustrates that the process consist of problem identification, information search and evaluating of alternatives and then purchase so that to satisfy their wants and needs. Clement Sudhakar and Venkatapathy² this survey implied that clout of companion class is playing a vital role in the purchasing of car in the specified area. By the survey clearly depicted the influence of friends or say the reference group is constitute a one of the major cause of selling of car in the specified region. Dr S. Subadra³ study shows contemporary days there should be mark variation in consumer purchasing habits. Today the marketers are focused on the demand urge by the customers so that the need of the

respective customers fulfilled and in segment of hatchback car various features upgraded. Menon Balkrishnan and Dr. Jagathy Raj V.P.⁴ in their research paper, Miniature evolution and affirmation for studying consumer preferences of car owners highlighted on various attributes of customer. Their findings indicate market is now customer centric and the customer also likes the sales service associated with the respective car which they purchase. The study also reveals that for the youths, reference group is the most clout factor, of their investment judgment. Suganya R.⁵ in her research paper highlights the effect of brand equity on consumer purchasing behavior on car. The paper speaks that brand plays vital role in car sales, not only to attract but also to retain customers. The author concluded that brand awareness and perceived quality proved to influence the brand loyalty. N. Manmohan and Dr. R. Ganapathi⁶ in their research paper, Customer preferences and attitudes towards Maruti cars in Pollachi talukl highlighted on customer preferences, attitude and satisfaction regarding Maruti cars. The authors stated that Maruti 800, Omni, Zen and Wagon R are popular models of Maruti Suzuki. The authors suggested that Maruti Suzuki should concentrate and enhance their services like timely delivery, after sales service, handling customer enquiries etc. They also suggested that the company should launch its car with some added features with competitive prices. Dr. M. Prasanna Mohan Raj⁷ discovered the identifying cause in the brand predilection of the Sports utility vehicles and Multi utility vehicles segment. In his research can be explained in terms of variables such as product reliability that how any customers should be more reliable to check the product utility and the trends following so that the societal status should be maintained and other income factors also. K. Anandh, Dr. K. Shyama Sundar⁸ they work on identifies the causes which clout consumer's brand predilection in hatchback car segment in Chennai. The most of the customers prefer Maruti Suzuki brand. The following variables or causes such as value, comfotability, efficiency, accessibility, ambition and need are act as the pivotal cause to purchase the car by the customer of Chennai. Dr. Vishal S. Rana, Dr. M.A. Lokhande⁹ they studied on the consumer preference and attitudes towards hatchback cars of Maruti Suzuki and Hyundai motors, in their research they find that Customer gratification is important for trade act, as it is the jockey for the customer retention. It is also find that the customer acquiring is more costlier rather than to retain customer.

Amita Girdhar, Suman Ghalawat, C. Kavitha¹⁰ they work in Consumer beliefs which act as a barrier and also an advantage to a marketer. Selecting an option to give concession or neglecting the customer belief toward a distinct product or assistance during crafting and evolve any strategy narrow the chance of triumph of a movement.

Research Objectives

- i. To analyze the preference of customers for purchasing the car.
- ii. To ascertain the major factors of a customer preference of purchasing a light motor vehicle.

Table-1: Data Analysis and Interpretation.

Research Design	Descriptive
Data Collection	Primary
Sample Size	90 respondents
Sample Area	Bhilai-Durg City
Research Instrument	Questionnaire
Sampling Method	Simple Random Sampling
Data collection Tool	Structured Questionnaire
Data analysis Tool/software	SPSS 16.0 (Statistical Package for Social Science)

Table-2: Case Processing Summary.

	N	%
Case Valid	90	100.0
Excluded ^a	0	.0
Total	90	100.0

Table-3: Reliability Test

Cronbach's Alpha	N of items
.634	13

The following Reliability statistics table shows Cronbach's Alpha value is 0.634, which states that data set is reliable. This reflects that the data collected is reliable in nature.

Table-4: Kaiser-Meyer-Olkin Measure of Sampling Adequacy.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.542
Barlett's Test of Sphericity Approx. Chi-Square	187.457
Df	78
Sig.	.000

Above table shows value of Kaiser-Meyer-Olkin is 0.542, which reflects that our data set is fit for factor analysis. Hypothesis Bartlett's Test of Sphericity: Ho:- There is no correlation between variables. H1:- There is correlation between variables.

The value of Bartlett's test is 0.000 this indicates that Ho will be rejected and H1 will be accepted. This proves that there is correlation between variables.

Table-5: Rotated component Matrix^a

	Component				
	1	2	3	4	5
I prefer price while purchasing a car.	.049	-.006	.556	.316	.129
I prefer mileage while purchasing the car.	-.055	.248	.645	.140	.102
I prefer model while purchasing the car.	.029	.738	-.023	.318	-.004
I prefer comfort (interiors, shape and size) while purchasing a car.	.143	.813	.045	-.140	.116
I select by seeing financing facility while purchasing a car.	.804	.145	-.044	-.091	.195
I check resale value while purchasing a car.	.696	.066	.250	.060	.127
I always look for sale & service while purchasing a car.	.330	-.023	-.095	.220	.704
I pick style (overall look) while purchasing a car.	-.044	.732	.130	.091	-.061
I select by seeing an advertisement, promotions while purchasing a car.	.344	.002	.048	.657	-.019
I prefer exchange offers and seasonal offers while purchasing a car.	.753	-.079	.026	.097	-.183
I adopt better technical aspects while purchasing a car.	-.131	.045	.178	-.187	.774
I incline towards to more power and fuel efficiency while purchasing a car.	.226	-.051	.761	-.176	-.121
I prefer brand name while purchasing a car.	-.227	.234	.146	.721	-.020

Elicitation technique: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

Findings

i. The occupation pattern about respondents a cluster consists of servicemen, non service class and students. ii. More than 55% of customer inclined towards the comfort of the car and after that model and mileage will prefer by the customer.

Various factors are clubbed into the one factor names which are named as self esteem, facilities, performance, service orientation and publicity. In which self esteem factor is more factor loading i.e. 2.83 among all the factors.

Suggestions

There are certain areas in which we found that there are some rooms for rectification as well as there are some strategies to fulfill customer needs and lead in the competitive market so there are some suggestion also from our side they are following: i. Firstly company should be more emphasize on the model makeover and comfort facilities like exterior and interior looks so that self esteem social status need of Customer can fulfill. ii. The company should try to launch new models of cars for the consumers. iii. The company should give priority to the mileage, because most of the customer gives preference to the mileage, reason is increasing the prices of fuels day by day. So the company should make the cars of more mileage to increase the sale. iv. Company should try to provide more free services to the consumers.

Conclusion

The current study was conducted in order to advance research on customer buying car behavior. Consumer behavior comprises of all human demeanors that go in making previously and post purchase decisions. One can lead in the competitive market only after compassionate the complex consumer behavior. An understanding of the consumer enables a marketer to take marketing decisions which are appropriate with its consumer needs. The company Maruti Suzuki is performance is satisfied in various segment but after analyzing the factors in respect to the customer purchasing preference the most liking factors is self esteem factors so the customer wants too little improvement in that part and other performance and promotion strategy is satisfactory in the context of customer opinion. Also, for capture the market share these factors play an important role.

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