THE STUDY OF BUYING BEHAVIOR OF FEMALE IN CONTEXT OF AUTOMOBILES IN INDIAN CITIES

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INTRODUCTION

Women are dynamic in nature, and understanding their purchasing habits is critical for marketing strategists. Today's Indian urban woman is an active member of her family. Unlike in the past, seeing a woman behind the wheel is not uncommon nowadays. An interesting fact is that women in smaller cities drive cars abundantly not just in larger cities. Most women drive every day of the week for a variety of reasons, including work commuting, shopping, and child transportation.

Moreover, the economic status of the modern women, have been greatly influenced by the rapidly changing environment they live in are exposed to, their education background and the commercial opportunities that are available to them. The combination of more employment opportunities for women had a large impact of the consumption habits of women.

Women are the driving force behind all of her family's purchasing decisions. They have taken on the role of the family's purchasing agent. They have also earned a place in society as a result of their education and employment. It has recently been discovered that contextual targeting can provide a clear advantage when promoting ads to specific customers. Women have been underserved by targeted automobile advertisements in their promotional campaigns. When targeting female customers, there is a need to establish a finer communication between advertising and purchase decision involvement. The primary focus of this paper is on the analysis of advertising cues and purchase behaviour cues related to female customers.

India has the world's fifth largest automobile industry. By 2026, the Indian automotive industry is expected to be worth $300 billion. With 29 million vehicles produced in 2018, it is expected to increase to 60 million vehicles in 2022 (Automobile sector report, IBEF, April 2017). Because the purchase of a car necessitates a high level of involvement, it is also critical to promote car advertising in order to attract customers' attention. India is Asia's second fastest growing advertising market, with a 0.45% contribution to GDP expected in 2018. Over the forecast period, the advertising industry is expected to grow at a CAGR of 26.30% (Market Outlook 2017-2030). Understanding a consumer is difficult because they are a complex combination of personal, economic, political, social, cultural, technological, demographic, psychological, and natural factors. Some of these factors can be controlled so it is important for the advertising industry to develop new strategies and plans for implementing innovative developments. In this context, both the automobile and advertising industries can present new avenues for business growth.

Women are the most powerful consumers on the planet. They are the big spenders, whether it is for household goods, corporate purchases, or small businesses (Barletta 2003). Packaged goods companies and retailers have recognised that women are the core of their market; however, large businesses such as automotive, financial services, computers etc appear to have largely ignored female customers until recently. Many advertisements and marketing communications that appeal to men do not necessarily appeal to women.

Marketers need to consider the needs of female customers, who are becoming more prevalent in the segment. The purpose of this study is to find all the factors which influence women's buying behavior and how automotive manufacturers and advertising companies can market the product better to women.

CONSUMER BEHAVIOUR

Consumer behaviour is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, socio psychology, anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics, psychographics, and behavioral variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

FACTORS INFLUENCE CONSUMER PURCHASE BEHAVIOUR

People buy different products from different brands to satisfy their needs. Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristic. Although marketers cannot control such factors, they must give attention to them.

Culture: Culture is the set of basic value, perception, wants and behaviors learned by a member of society from family and other institution. Culture is the most basic cause of a person's wants and behavior. Every group or society has a cultural influence on buying behavior may vary greatly from country to country, or even neighborhood to neighborhood.

Subculture: Each culture contains smaller subcultures. Subculture is a group of people with shared value system based on common life experiences and situations. Subcultures include nationalities, religions, racial groups, and geographic regions

Social Class: Almost every society has some form of social class structure. Social classes are society's relatively permanent and ordered divisions whose members share similar values, interest, and behaviors. Social class is not determined by single factor, but is measure as combination of occupation, income, education, wealth, and other variables. Social classes show distinct product and brand preferences in areas such as clothing, home, furnishing, leisure activity, and automobiles.

Social Factor: A consumer's behavior also is influenced by social factors, such as the consumer's groups, family, and social roles and status.

Groups: A consumer's behavior is influenced by many small groups. A group can be defined as two or more people who interact to accomplish individual or mutual goals. Groups that have direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct or indirect points of comparison or reference in forming a consumer's attitudes or behavior

Family: Family member can strongly influence consumer's behavior. Husband- wife involvement varies widely by product category and by stage in the buying process.

Roles and status: The consumer's position in each group can be defined in terms of both role and status. A role consists of the activities people expected to perform according to persons around them. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society.

Personal Factor: A consumer's decision also are influenced by personal characteristics such as the consumer's age and life cycle stage, occupation, economic situation, lifestyle, personality and self concept

Age and life cycle stage: People change the goods and services they buy over their lifetimes. Taste in food. Clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of family life cycle. Traditional family life cycle stages include young singles and married couples with children. Sony recently overhauled its marketing approach in order to target products services to consumers based on their life stages.

Occupation: A consumer's occupation affects the goods and services bought. Blue collar workers tend to buy more rugged work clothes, whereas executives buy more business suits.

Economic situation: A consumer's economic situation will affect product choice. If economic indicator point to recession, marketers can take steps to redesign, reposition, and price their products closely.

Lifestyle: People coming from the same subculture, social class, and occupation may have quite different lifestyles. Lifestyle is a consumer's pattern of living as expressed in his or her psychographics. It involves consumer's activities, interest and opinions. When used carefully, the lifestyle concept can help the marketer changing consumer values and how they affect buying behavior.

Personality and self-concept: Each consumer's distinct personality influences his or her buying behavior. Personality refers to the unique psychological characteristics that lead

to relatively consistent and lasting response to one's own environment. For example, coffee marketer have discovered that heavy coffee drinker tend to be high on sociability. Thus Starbucks and other coffee houses create environments in which people can relax and socialize over a cup of steaming coffee.

Psychological Factor: A consumer's buying choices are further influenced by four major psychological factors:

Motivation: A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to direct the person to seek satisfaction.

Perception: A motivated person is ready to act. How the person acts is influenced by his or her perception of the situation. Perception is the process by which people select, organize, and interpret information to form meaningful picture of the world.

Learning: When people act, they learn. Learning describes change in individual's behavior arising from experience.

Beliefs and Attitudes: Through doing and learning, people acquire beliefs and attitudes. A belief is a descriptive thought that a person has about something. Marketers are interested in the beliefs that people formulate about specific products and services, because these beliefs make up product and brand images that affect buying behavior. Attitude describes a person's relatively consistent evaluation, feelings and tendencies towards an object or idea.

BUYING BEHAVIOUR OF WOMEN

The rapid rise in employment among women a far greater proportion of women are employed in less well-paid sectors, but women are making inroads in the higher echelons of business and as entrepreneurs. Of greater long-term significance is the gradual rise in women's wealth. Disparity remains as far as rates of pay for women are concerned, but Key Note has identified trends and report findings that support the view that women are gaining a far greater share of the assets as a result of a wide range of factors — most notably, early financial independence. The women have to set up independently and acquire their own assets at a young age. Key markets reviewed for this report show the following key trends: a more cautious pattern of consumer spending in the light of the recent corrections in interest rates and the housing market, and a consequent reluctance to spend on `big-ticket' items; and major alterations in patterns of distribution, e.g. the growing dominance of the supermarket retailers and increasing parity in patterns of demand between the sexes, which is paralleled by the rise of Internet retailing.

REVIEW OF LITERATURE

Kumar (2014) conducted a survey based research in northern states of India to know the importance of attraction while buying a car. This research collected responses from 250 customers who buy the Volkswagen, Maruti, Hyundai and Honda cars in northern states. Nonparametric Kruskal-Wallis test is applied make difference between buyer of car relating to factor of purchase. This research confirmed that safety, looks, shape, features and interior image largely influence the buying decision of car buyer.

Lee and Govindan (2014) conducted research in Kuala Lumpur, Malaysia on car buyers through online survey. Authors found that reliability of car has positively impact the consumer purchasing behavior towards cars. They confirm that car's reliability variables performance of car, spare parts and brand reliability most important factor which influence the buying decision of car. Their findings shows that car's customer in Kuala Lumpur mostly prefer the low price car while they make purchase decision. Further, their research reveals facts that customers are not fuel efficient car buyer.

Girdhar et al. (2015) explore attribute those influence the buying behaviour of consumer of a car irrespective of gender in Hisar. They administered a questionnaire to collect the desire responses from buyer of a car in Hisar. They extracted major five factors from sixteen attributes by exploratory factor analysis in order of explained variation (i) product strategies; (ii) technology know-how; (iii) level of satisfaction; (iv) workshop features and (v) service orientation. It is concluded from review of this research, consumer are more dynamic in decision making of purchasing of car.

Kusuma (2015) conceptualize different parameters those impact the consumer behavior pattern of small variant car. In this research, author studied impact of consumer behaviour pattern on purchasing decision of small variant cars in state of Karnataka. Author of this research developed a framework of consumer buying behavior of car. Framework explain motivation to buy a car influenced by many factor (need to purchase, information gathering state, personal preferences, identification of alternative, market influence, external influence, financial influence and product influence) which leads to buy a car.

Rajireddy and Ravinder (2016) examine the behaviour of car buyer towards brands preference of car in state of Telangana. In this research, authors' main focus on find the fact weather demographic profile of car buyer influences the brand preference. They surveyed, in Karimnagar district of Telangana, on 120 sample respondents. Findings of this research confirm that there is strong association between age of respondent and brand preference of car. Further, this study also confirms that education, qualification and gender strongly influence the brand preference of car.

OBJECTIVES

PRIMARY OBJECTIVES:

To find out the women consumer attitude of purchasing cars.

SECONDARY OBJECTIVES:

- To find out the factors that influence women car buyers
- To find out the major information sources through which they come to know about the carmakers and models.
- To find out the price range that is preferred by women and the financial sources which they prefer to purchase cars
- To find out the preferences with regard to interior comforts, safety measures and other comforts that the carmakers offer.
- To find out awareness level of utility of cars among women consumers.

Research Methodology

The aim of this research study is examine the predictors of a purchase decision of women in Indian auto market. To achieve the objective of this research data was collected by survey method from 200 women customers. To examine the predictors (factors) which play significant role in buying decision of a car by women, a questionnaire was developed using statements. Data was collected directly from women customers.

The present study is based exclusively on primary data generated using questionnaire, from the sample of 200 female consumers . A standardized questionnaire suitable to the study was framed and conducted pilot study tests to its reliability and sensitivity. Based on the findings of the pilot study some modifications were made in the questionnaire.

As many as 200 respondents were interviewed using a standardized questionnaire to study the attitude of female. The Socio demographic and economic characteristics of the study sample are displayed in the form of uni-variate tables and visual presentations are also provided through pie-charts.

STATISTICAL TOOLS USED

PERCENTAGE METHOD

The percentage method is used to know the accurate percentages of the data we took, it is easy to graph out through the percentages.

The following is the formula

Percentage of Respondent = (No of Respondent / Total no. Of Respondents) X 100
From the above formula, we can get percentages of the data given by the respondents.

CHI-SQUARE ANALYSIS

The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to determine whether it correlates to the categorical variables in our data. It helps to find out whether a difference between two categorical variables is due to chance or a relationship between them.

Formula For Chi-Square Test

$$x_c^2 = \frac{\Sigma \, (O_i - E_i)^2}{E_i}$$

Where

c = Degrees of freedom

O = Observed Value

E = Expected Value

The Observed values are those you gather yourselves.

The expected values are the frequencies expected, based on the null hypothesis.

$$\text{Expected Value} = \frac{(Row \, Total) * (Column \, Total)}{Total \, Number \, Of \, Observations}$$

BINOMIAL DISTRIBUTION

The binomial probability distribution whose mean would be equal to n.p and standard deviation equal to $\sqrt{(n.p.q)}$, where p represents the probability of success, q represent the probability of failure such that p+q=1 and n the size of the sample.

Mean proportion of successes = (n.p)/ n = p

And standard deviation of the proportion of successes = $\sqrt{p.q/n}$

When the sample size is large, the binomial distribution tend to become normal distribution, as such for proportion testing purpose we make use of the test statistic Z as

$$z = \frac{\hat{P} - P_o}{\sqrt{\frac{P_o(1 - P_o)}{n}}}$$

Where −

z = Test statistics

n = Sample size

po = Null hypothesized value

p$^\wedge$ = Observed proportion

DATA ANALYSIS AND INTEPRETATION

AGE LEVEL

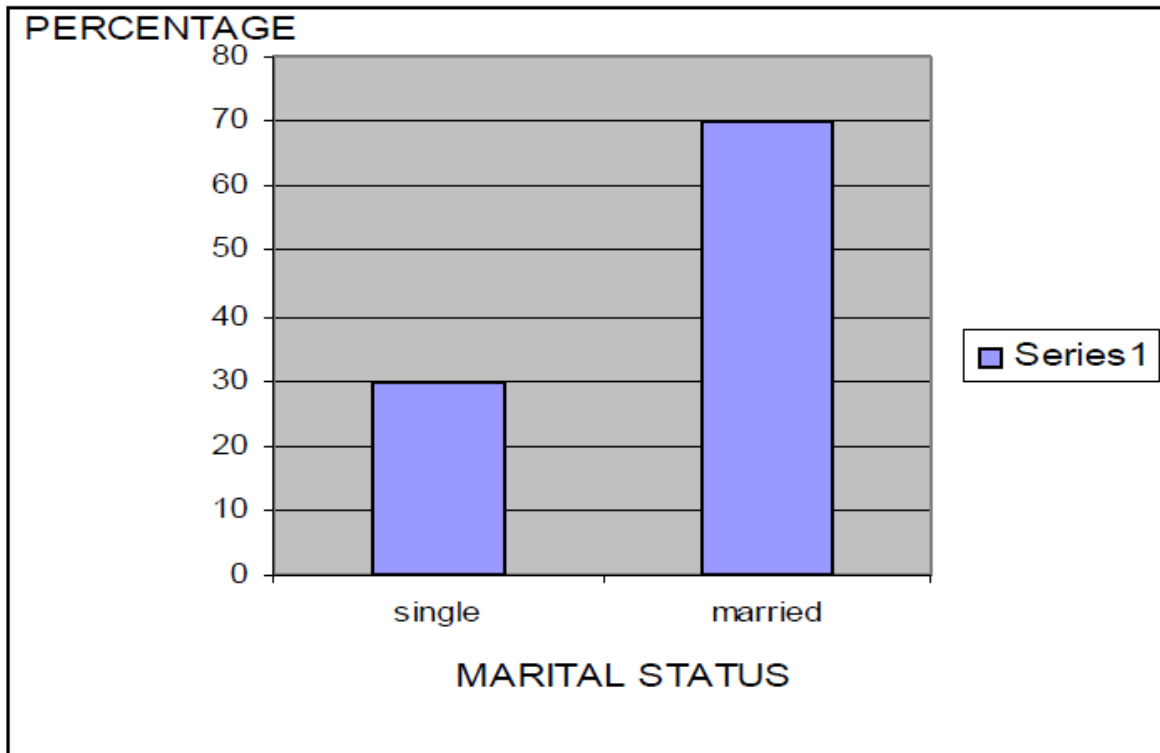| S.no	AGE LEVEL	NO. of respondents	Percentage of respondent
1	20-25	42	21
2	25-30	38	19
3	30-35	44	22
4	35-40	18	9
5	Above 40	58	29
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 21 percent belongs to the age group of 20-25 years, 19 percent belongs to the age group of 25-30 year, 22 percent belongs to the age group of 30-35 year, 9 percent belongs to the age group of 35-40 and 29 percent belongs to the age group above 40 years.
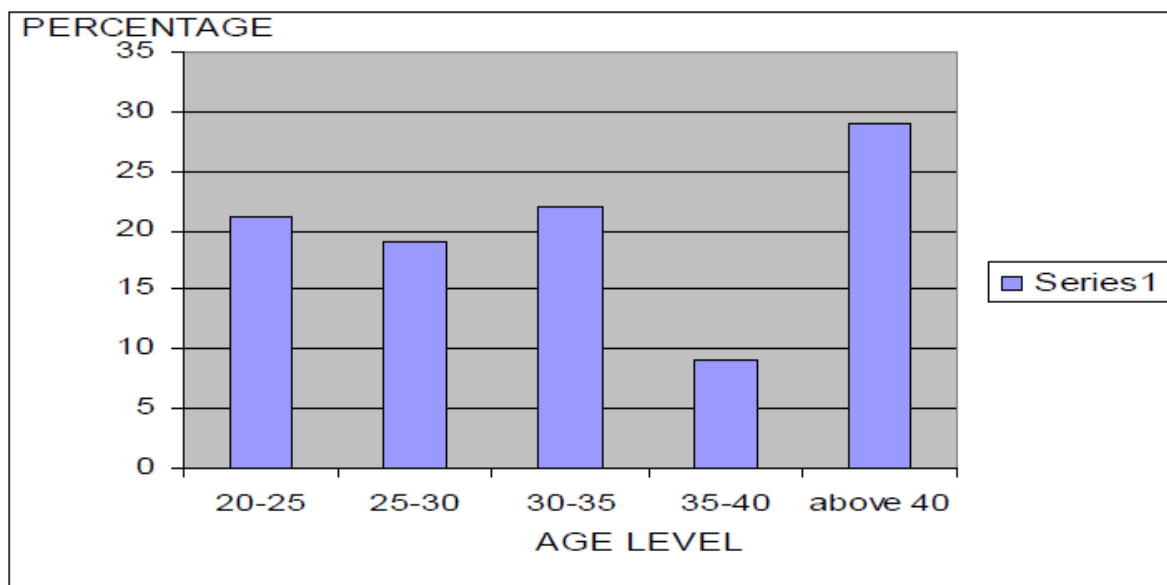
MARITAL STATUS

| S.no	Marital status	NO. of respondents	Percentage of respondent
1	Single	60	30
2	Married	140	70
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 30 percent of the Respondents are single and 70 Percent of the Respondents are married people.

EDUCATIONAL QUALIFICATION

| S.no	Educational qualification	NO. of respondents	Percentage of respondent
1	Hsc	13	6.5
2	Diploma	2	1
3	Under graduate	55	27.5
4	Post graduate	122	61
5	Others	8	4
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 6.5percent of respondents are having higher secondary qualification, 1 percent of the respondents are having Diploma qualification, 27.5 percent of respondents are having under graduate qualification, 61percent of respondents are having Postgraduate qualification and 4 percent are others.
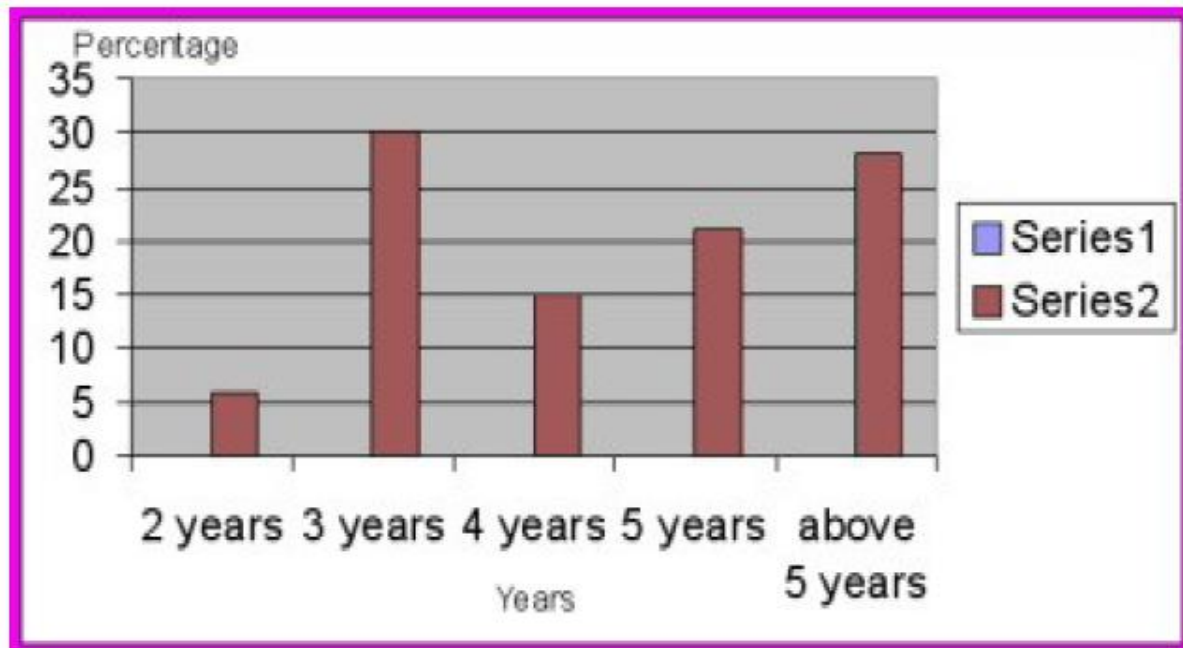
OCCUPATION

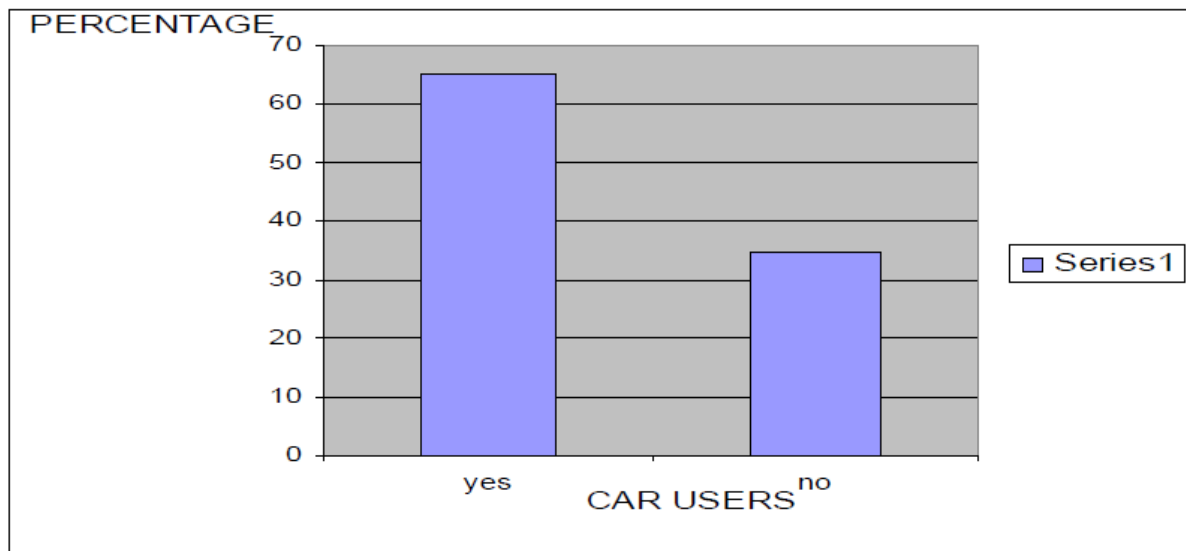| S.no	Occupation	NO. Of respondents	Percentage of respondent
1	Business	9	4.5
2	Govt.employee	37	18.5
3	Private employee	58	29
4	It professionals	50	25
5	Homemaker	46	23
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 4.5 percent of respondents are business women, 18.5 percent are government employee, 29percent are private employee, and 25 percent are it professionals and 23 percent are homemakers.
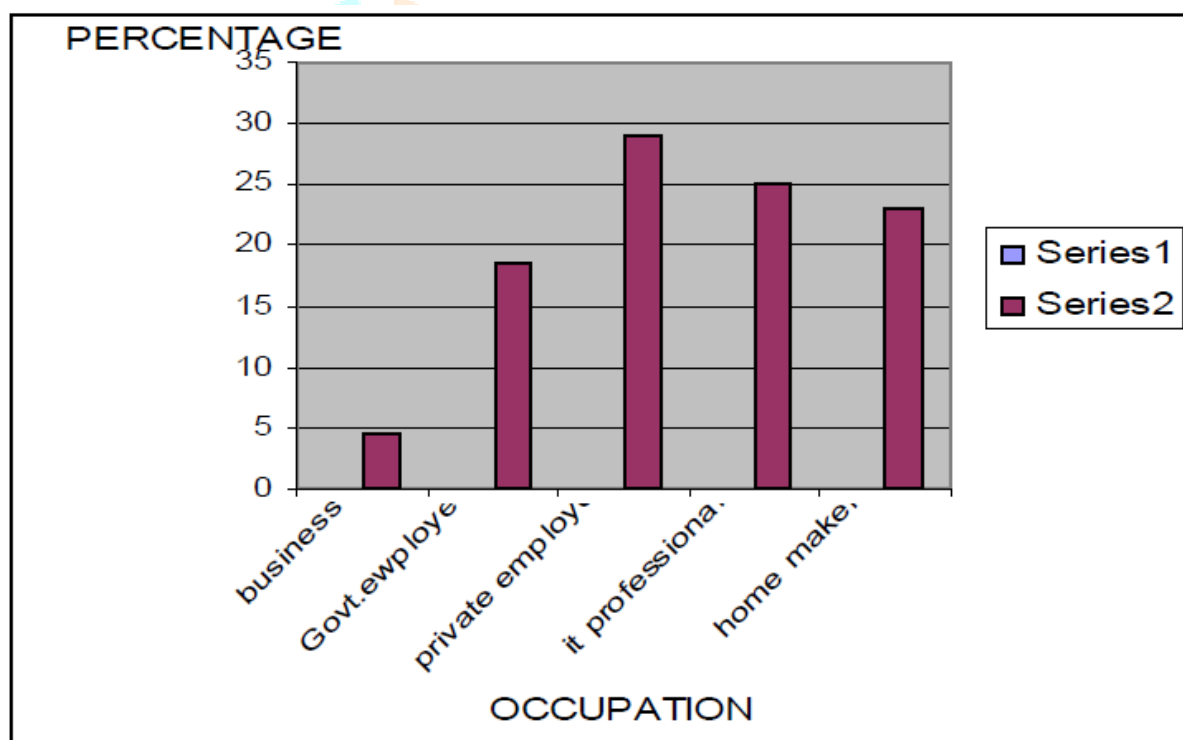
CAR USERS

| S.no	People own a car	NO. Of respondents	Percentage of respondent
1	Yes	130	65
2	No	70	35
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 65 percent of respondents own a car and 35 percent do not own a car.

DURATION OF CAR UTILITY

| S.no	Duration of car usage	NO. Of respondents	Percentage of respondent
1	0-1 year	12	9.23
2	1-2 year	17	13
3	2-3year	44	33.85
4	3-4 year	14	10.77
5	Above 4 years	43	33
	Total no. of respondents	200	100

Inference: From the above table it is inferred that, 9.23 percent of the respondent are using car from 0-1 yr. 13 percent were using car from 1-2 yr, 33.85 percent were using car from 2-3 yrs, 10.77 percent were using car from 3-4yrs and 33 percent were using car above 4 years
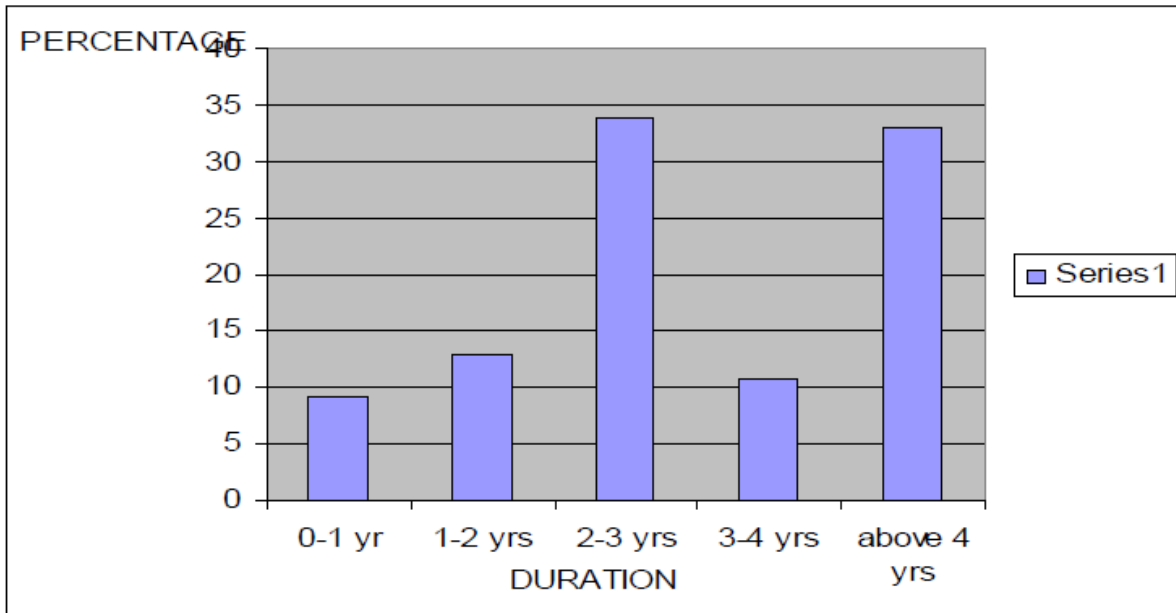
CONSUNER PRICE PREFERENCES

| S.no	Preferable price range	NO. of respondents	Percentage of respondent
1	2.5 –4.5 lakhs	92	46
2	4.5-6.5 lakhs	89	44.5
3	6.5-8.5 lakhs	15	7.5
4	8.5-10.5 lakhs	3	1.5
5	Above10.5 lakhs	1	0.5
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 46 percent of respondents prefer cars between 2.5-4.5 lakhs, 44.5 percent prefer cars between 4.5-6.5, 7.5 percent prefer cars between 6.5-8.5, 1.5 percent prefer car between 8.5-10.5 lakhs and 0.5 percent prefer cars above 10.5 lakhs.
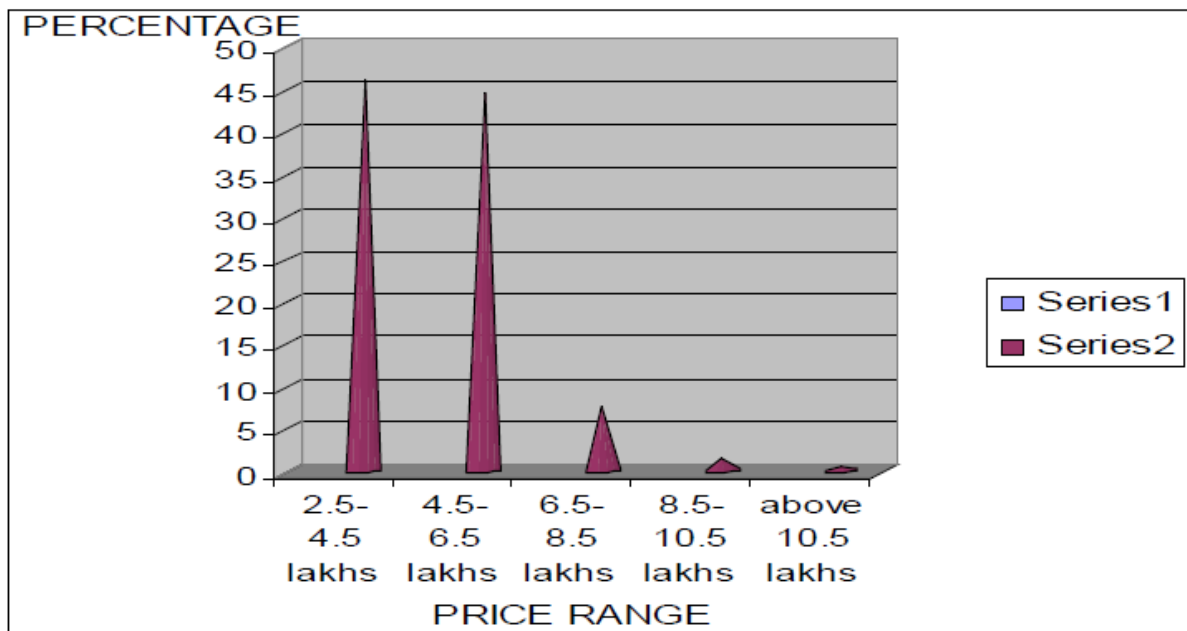
FINANCIAL SOURCES UTILIZED TO PURCHASE CAR

| S.no	Financial source	NO. Of respondents	Percentage of respondent
1	Bank	79	39.5
2	Private financials	39	19.5
3	Loans through dealership	37	18.5
4	Own source of income	45	22.5
5	Lease	0	O
	Total no. of respondents	200	100

Inference: From the above table it is inferred that, 39.5 percent of respondents choose bank, 19.5 percent choose private financials, 18.5 percent choose loan through dealership and 22.5 percent purchase car with their own source of income.
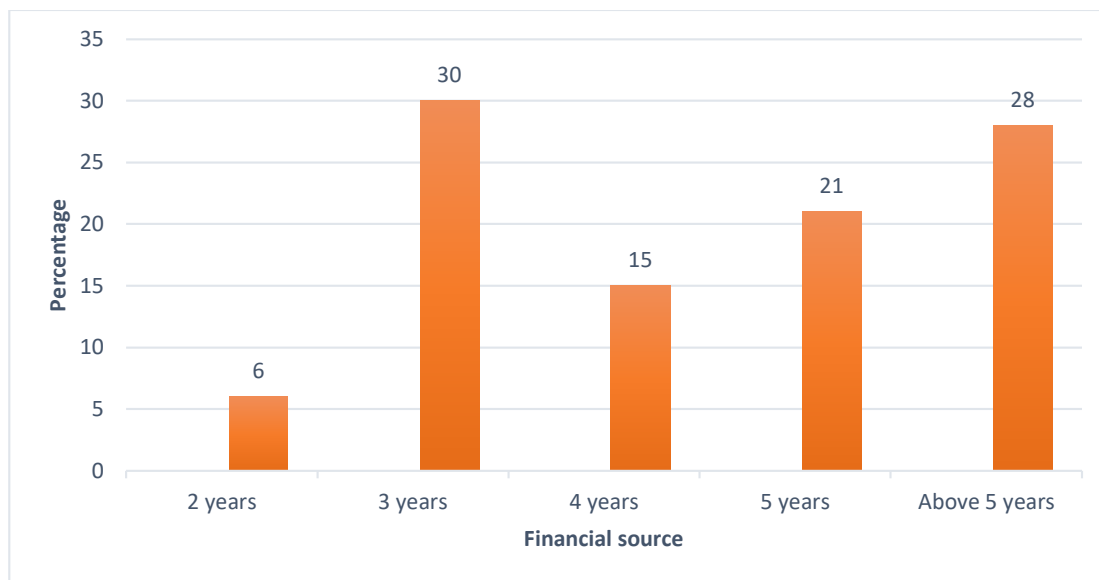
INFORMATION SOURCES TO PURCHASE CAR

| S.No.	Information source	No. of respondents	Percentage of respondents
1	TV	23	11.5
2	Internet	34	17
3	Magazines	39	19.5
4	Referral	47	23.5
5	Walk into showroom	57	28.5
	Total no. of respondents	200	100

Inference: From the above table it is inferred that, 11.5 percent of respondent's use TV, 17 percent use internet, 19.5 percent use magazines, 23.5 percent collect through referral and 28.5 percent walks into showroom to find out the information about car.
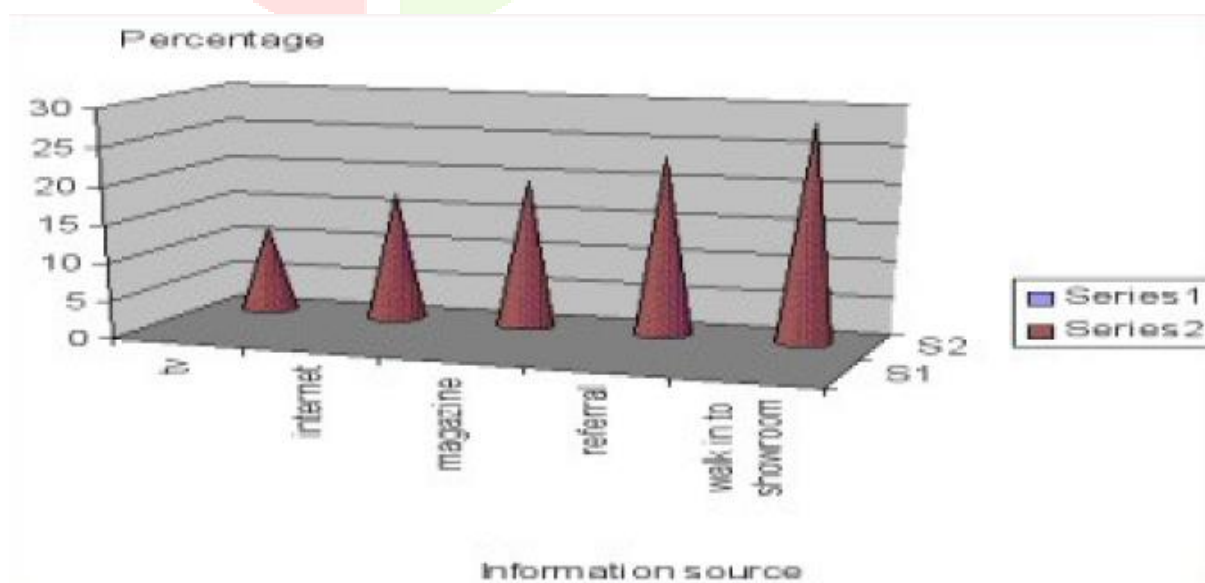
COLOURS PREFERENCE

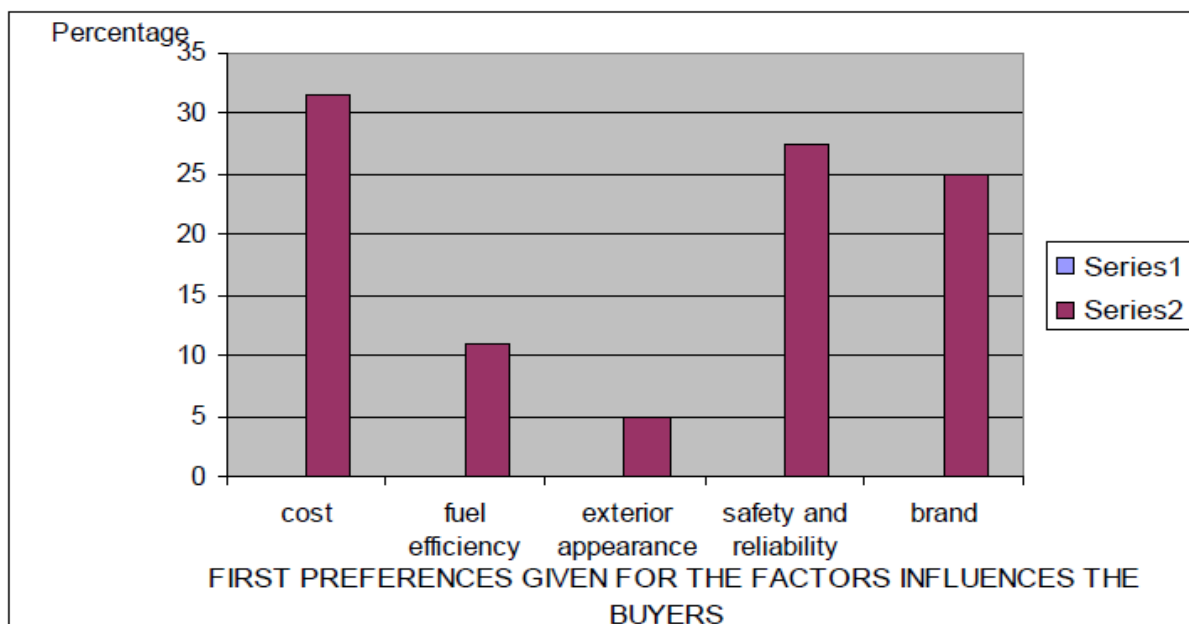| S.no	colors	NO. of respondents	Percentage of respondent
1	Dark	52	26
2	Light	90	45
3	Bright	58	29
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 26 percent of the respondent prefer dark colors, 45 percent prefer light colors and 29 percent prefer Bright colors.
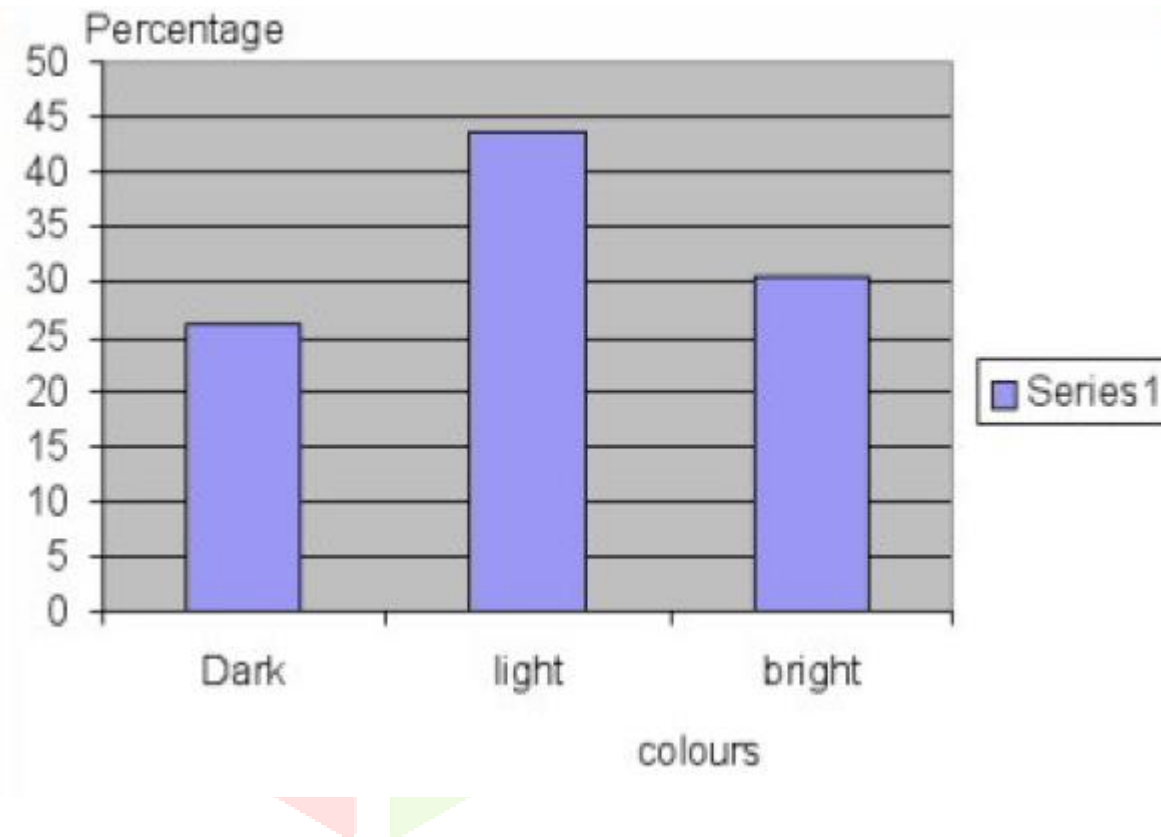
FIRST PREFERENCE TO INFLUENCE THE CHOICE OF PURCHASING CAR

| s.no	Factors influence choice of buying	No. of respondents	Percentage of respondents
1	cost	63	31.5
2	Fuel efficiency	22	11
3	Exterior appearance	10	5
4	Safety and reliability	55	27.5
5	Brand	50	25
	Total no. of respondents	200	100

Inference: From the above table it is inferred that, 31.5 percent give first preference for cost, 11 percent give first preference for fuel efficiency, 5 percent give first preference for exterior appearance, 27.5 percent give first preference for safety and reliability and 25 percent give first preference for brand.

FIRST PREFERENCES GIVEN FOR THE FACTORS INFLUENCES THE BUYERS

FIRST PREFERENCE ON INTERIOR COMFORTS

| s.no	Interior comforts	No. of respondents	Percentage of respondents
1	Air conditioner	70	35
2	Power window	15	7.5
3	Enter/exit	56	28
4	Adjustable seating comforts	40	20
5	Adjustable safety belt	19	9.5
	Total no. of respondents	200	100

Inference: From the above table it is inferred that, 35 percent of the respondents give first preference to air conditioners. 7.5 percent give first preference to power windows,28 percent give first preference to enter/exit, 20 percent give first preference to adjustable seating comforts and 9.5 percent give first preference to adjustable safety belt.
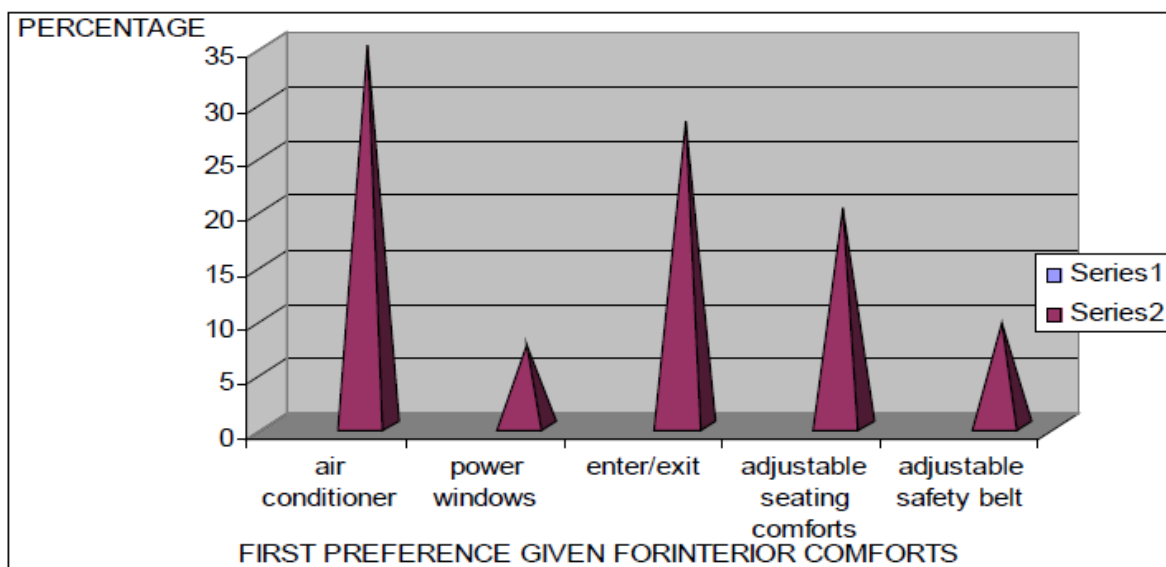
TYPES OF GEAR SYSTEM

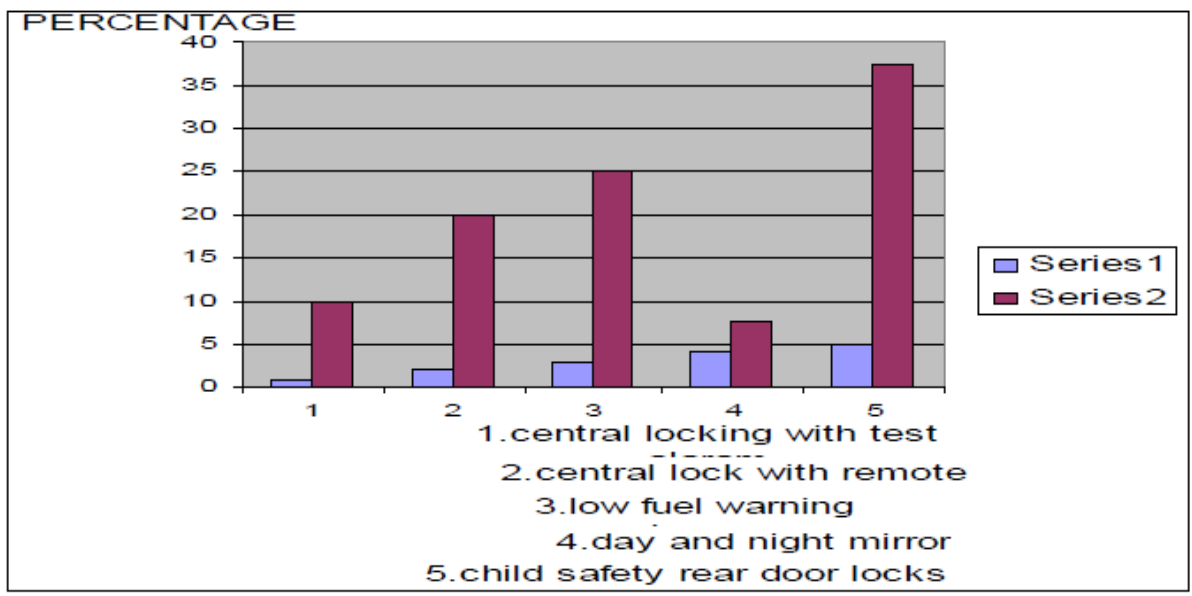| S.no	Gear system	NO. of respondents	Percentage of respondent
1	Manual	48	24
2	Automatic	152	76
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 24 percent of respondents prefer manual transmission and 76 percent prefer automatic transmission.
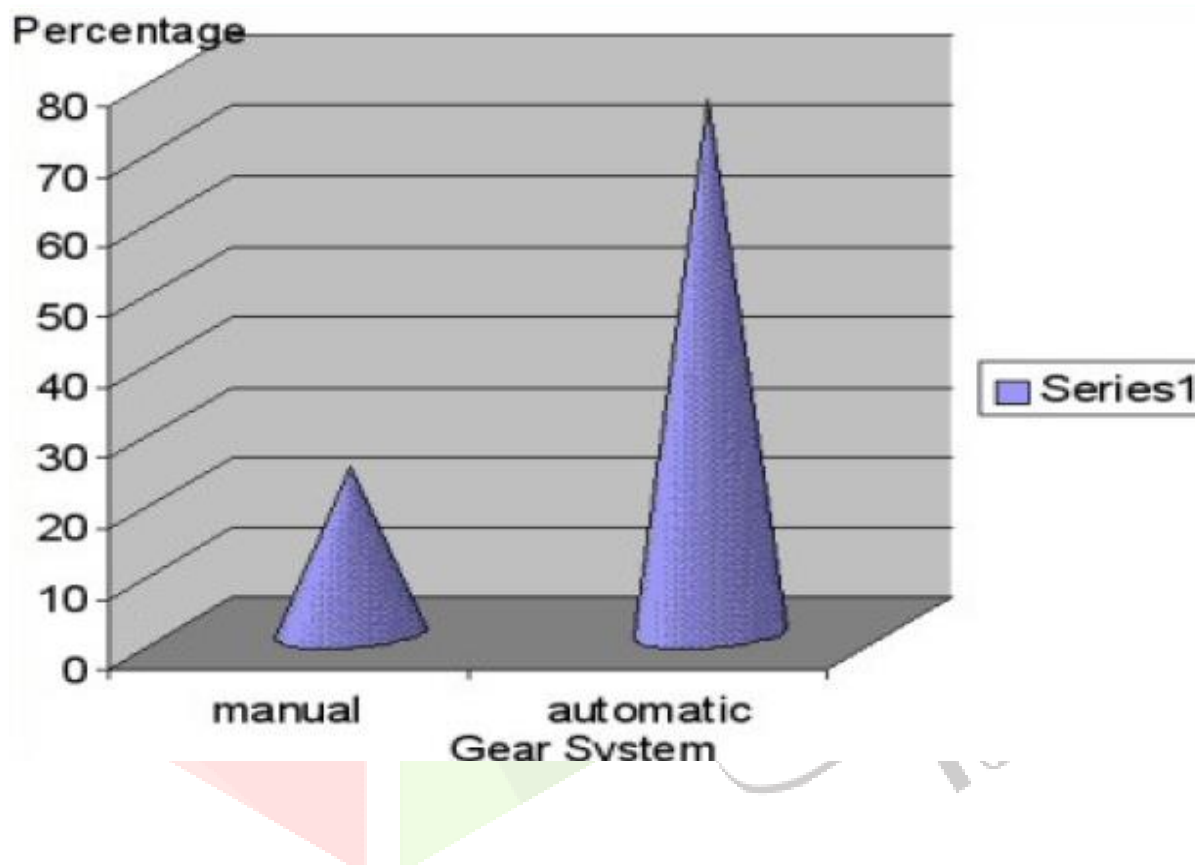
SAFETY MEASURES

| S.no.	Types of safety measures	No. of respondents	Percentage of respondents
1	Central locking with test alarm	20	10
2	Central locking with remote	40	20
3	Low fuel warning lamp	50	25
4	Day and night mirror	15	7.5
5	Child safety rear door locks	75	37.5
	Total no. of respondents	200	100

Inference: From the above table it is inferred that, 10 percent of respondents would like to have central locking with test alarm as a safety measure, 20 percent would like to have central locking with remote, and 25 percent would like to have low fuel warning lamp, 7.5 percent would like to have day and night mirror and 37.5 percent would like to have child safety rear door lock.

PERCENTAGE

1.central locking with test alarm
2.central lock with remote
3.low fuel warning
4.day and night mirror
5.child safety rear door locks

PRIORITY ON EXTERIOR ATTRACTION

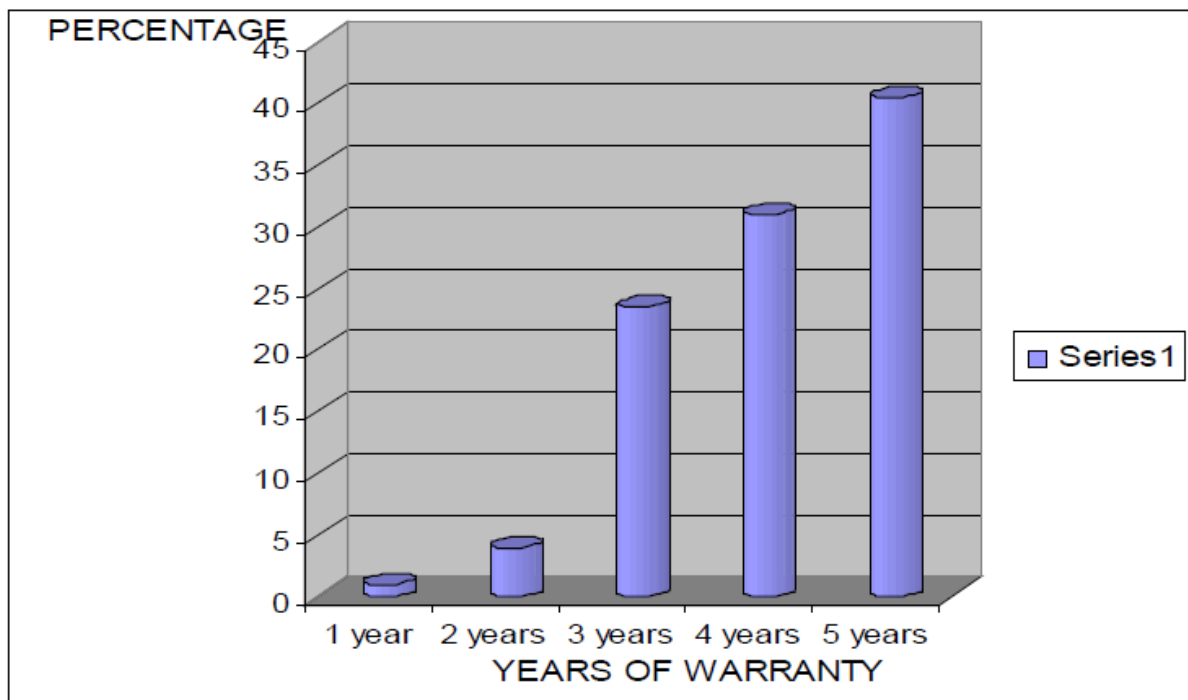| S.no	Exterior	NO. Of respondents	Percentage of respondent
1	Alloy wheels	27	13.5
2	Ordinary wheels	4	2
3	Alloy wheels with tubeless tyre	52	26
4	Stylish body look	87	43.5
5	Bumpers	30	15
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that 13.5 percent of the respondents were attracted by alloy wheels, 2 percent of the respondents were attracted by ordinary wheels, 26 percent of the respondents were attracted by alloy wheels with tubeless tyre, 43.5 percent of the respondents were attracted by stylish body look and 15 percent of the respondents were attracted by bumpers.
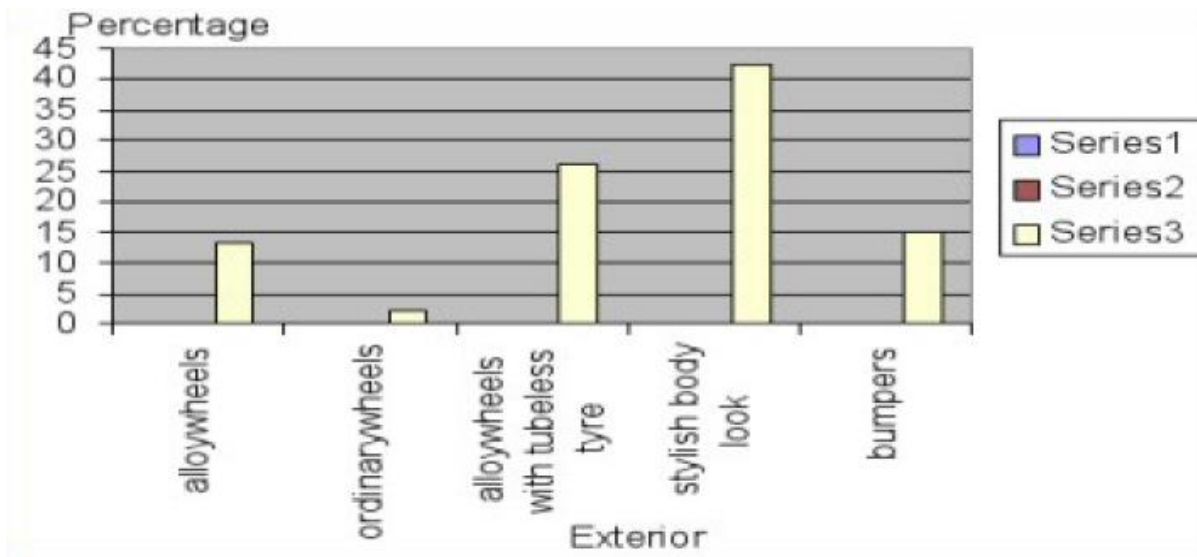
WARRANTY EXPECTED

| s.no	Warranty expected	NO. Of respondents	Percentage of respondent
1	1year	2	1
2	2 year	8	4
3	3 year	47	23.5
4	4 year	62	31
5	5 year	81	40.5
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 1 percent of respondents expect 1 year of warranty, 4 percent are expect 2 years , 23.5percent expect 3 years, 31 percent expect 4 years and 40.5 percent expect 5 years.

DURATION OF CAR USAGE

| S.no	How long people use the same car	NO. Of respondents	Percentage of respondent
1	2 years	12	6
2	3years	60	30
3	4years	30	15
4	5years	42	21
5	Above 5 years	56	28
	Total no. Of respondents	200	100

Inference: From the above table it is inferred that, 6 percent of the respondents use the same car for 2 years only, 30 percent of the respondents use the same car for 3 years, 15 percent of the respondents use the same car for 4 years, 21 percent of the respondents use the same car for 5 years and 28 percent of the respondents use the same car above 5 years.
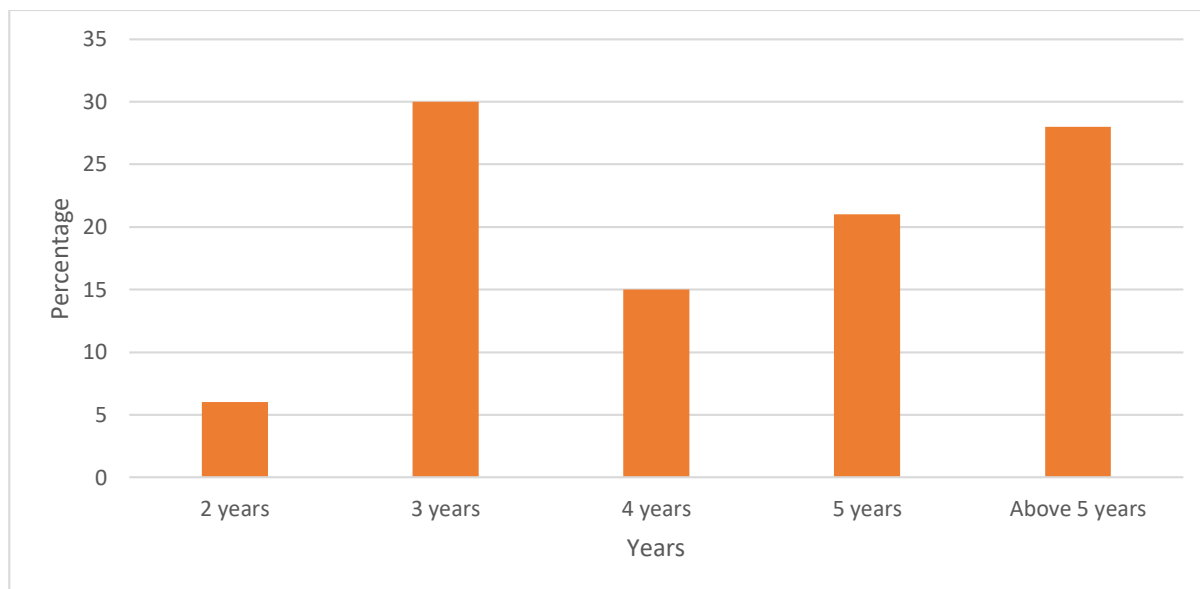
CAR USERS: WHAT CAR USER FEELS ABOUT CARS

MY SEATS ARE COMFORTABLE

| S.No.	Seats are comfortable	No. of respondents	Percentage of respondents
1	Strongly agree	80	61.54
2	Agree	47	36.15
3	Neutral	2	1.54
4	Disagree	1	0.77
5	Strongly disagree	0	0
	Total no. of respondents	130	100

Inference: From the above table it is inferred that, 61.54 percent of the respondents were strongly agree that their seats are comfortable , 36.15 percent were agree ,1.54 percent were neutral and 1 0.77 percent were disagree.
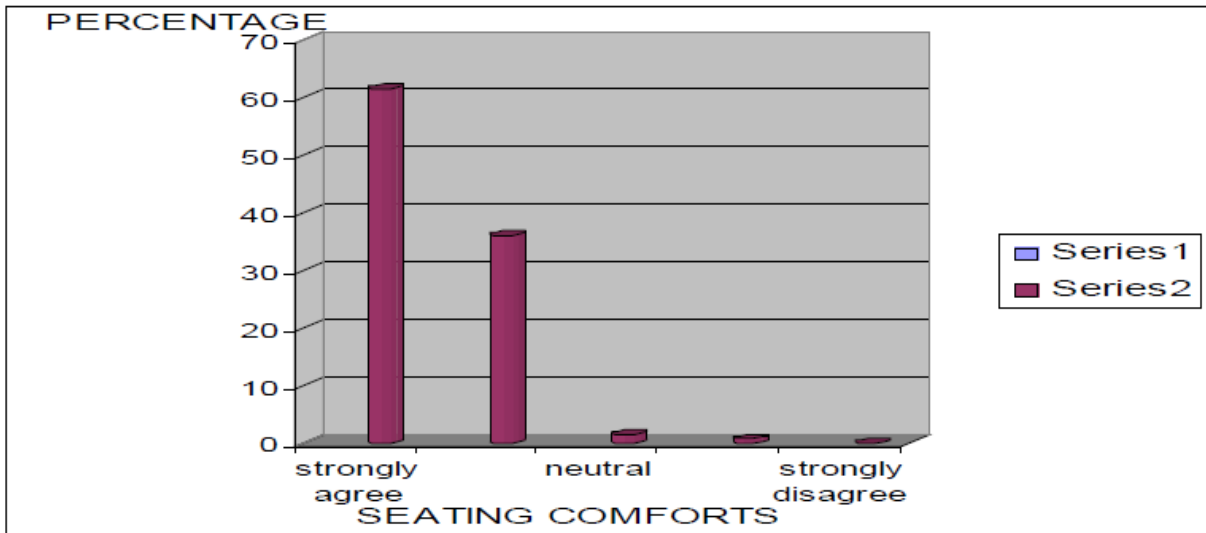
MY AIR CONDITIONER WORKS WELL

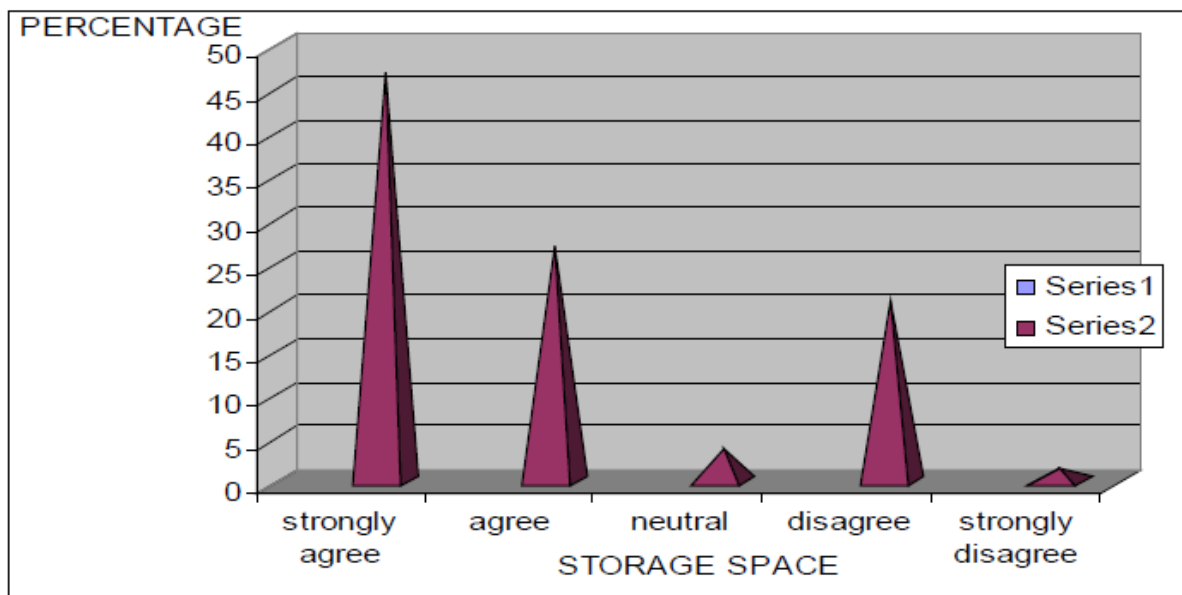| S.No.	Air conditioner	No. of respondents	Percentage of respondents
1	Strongly agree	78	60
2	Agree	46	35.38
3	Neutral	2	1.53
4	Disagree	4	3.07
5	Strongly disagree	0	0
	Total no. of respondents	130	100

Inference: From the above table it is inferred that, 60 percent of the respondents were strongly agree that their air conditioner works well, 35.38 percent were agree, 1.53 percent were neutral and 3.07 percent were disagree.
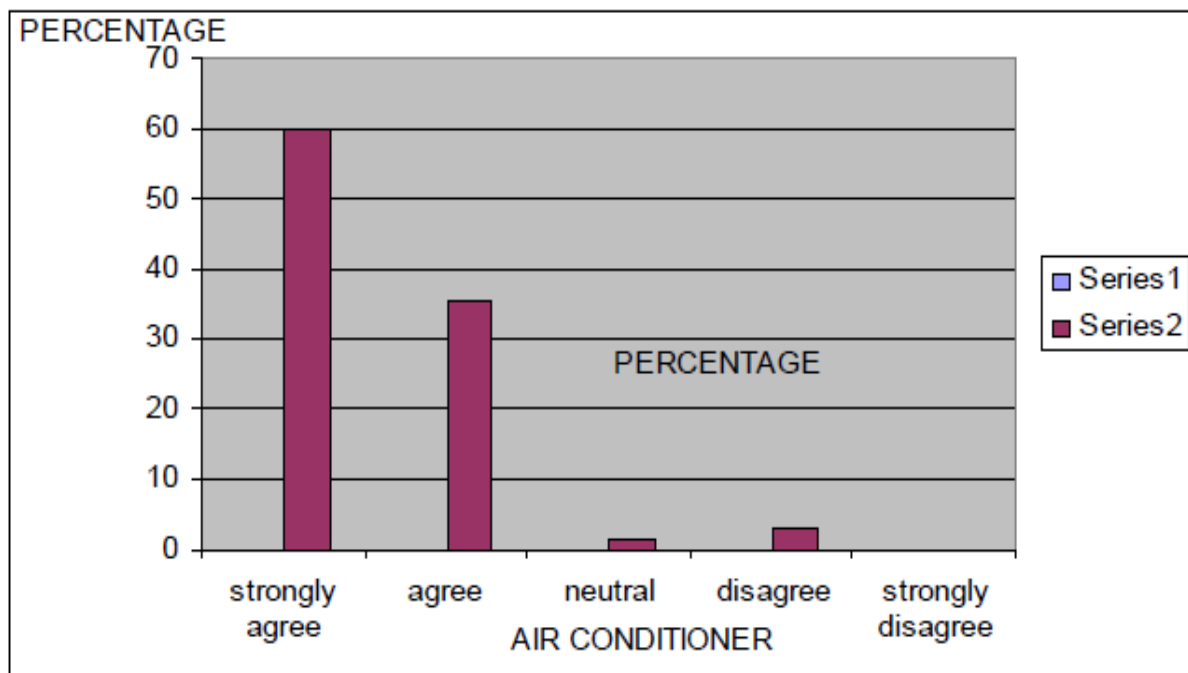
STORAGE SPACE IS ADEQUATE

| S.No.	Storage space are adequate	No. of respondents	Percentage of respondents
1	Strongly agree	61	46.92
2	Agree	35	26.92
3	Neutral	5	3.85
4	Disagree	27	20.76
5	Strongly disagree	2	1.54
	Total no. of respondents	130	100

Inference: From the above table it is inferred that, 46.92 percent of the respondents were strongly agree that their storage space is adequate, 26.92 percent were agree, 3.85 percent were neutral, 20.76 percent were disagree and 1.54 percent were strongly disagree.

MY CAR ACCELERATE ADEQUATELY

| S.No.	My car accelerate adequately	No. of respondents	Percentage of respondents
1	Strongly agree	58	44.62
2	Agree	64	49.23
3	Neutral	2	1.53
4	Disagree	5	3.85
5	Strongly disagree	1	0.77
	Total no. of respondents	130	100

Inference: From the above table it is inferred that, 44.62 percent of the respondents were strongly agree that their car accelerate adequately , 49.23 percent were agree, 1.53 percent were neutral ,3.85 percent were disagree and 0.77 percent were strongly disagree.
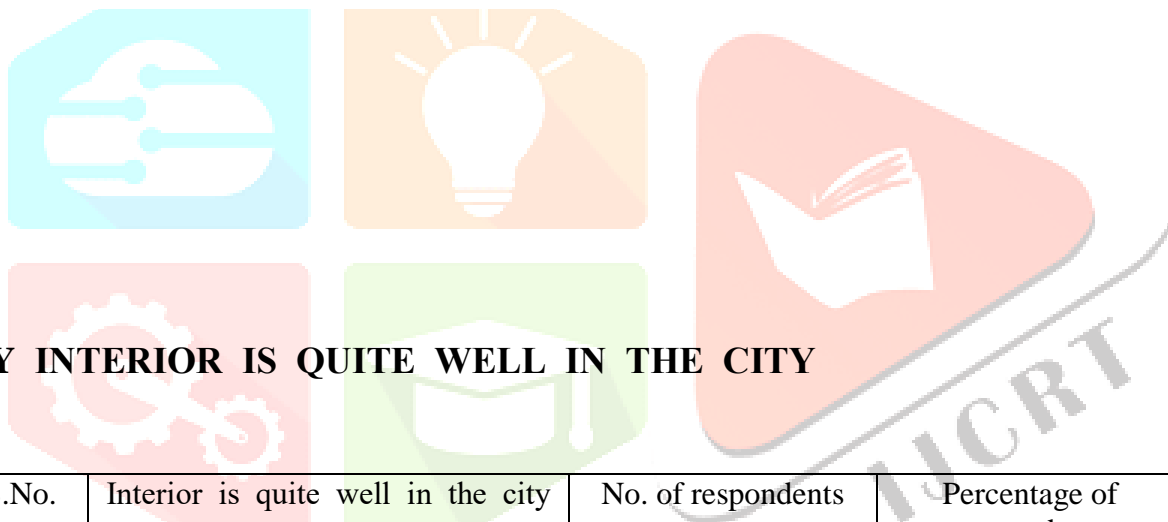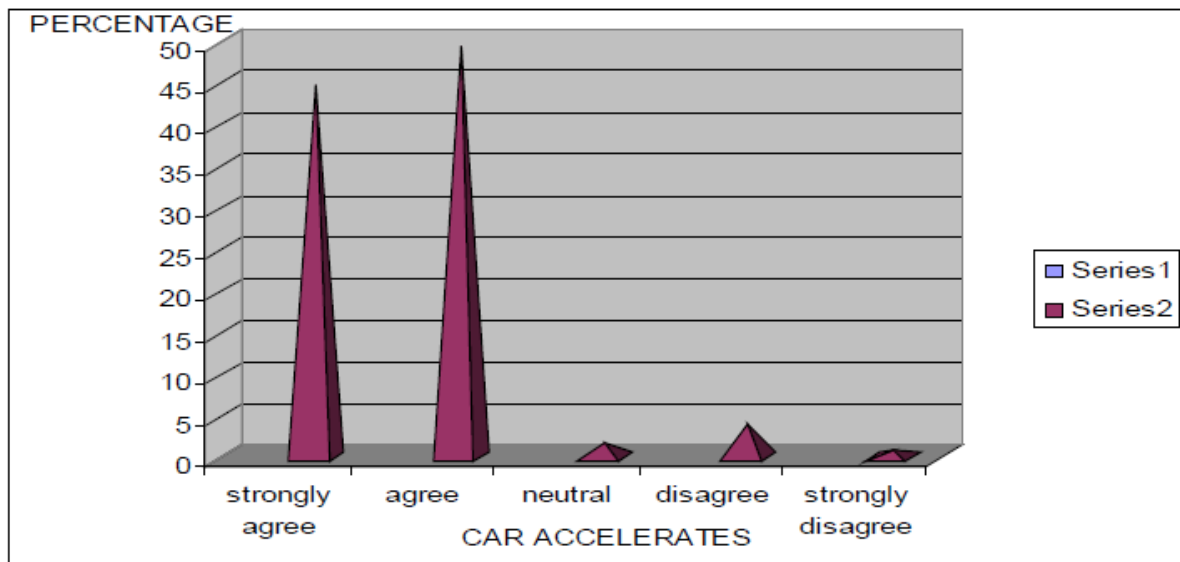
MY INTERIOR IS QUITE WELL IN THE CITY

| S.No.	Interior is quite well in the city	No. of respondents	Percentage of respondents
1	Strongly agree	55	42.31
2	Agree	68	52.31
3	Neutral	3	2.31
4	Disagree	4	3.07
5	Strongly disagree	0	0
	Total no. of respondents	130	100

Inference: From the above table it is inferred that, 42.31 percent of the respondents were strongly agree that their interior is quite well in the city, 52.31 percent were agree, 2.31 percent were neutral and 3.01 percent were disagree.
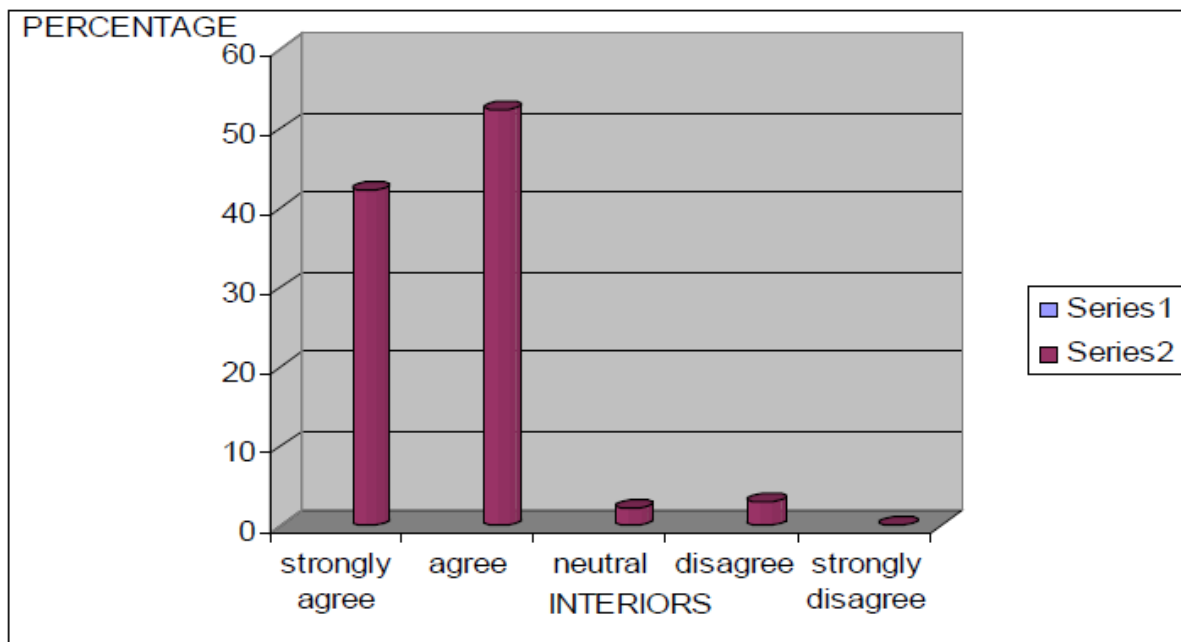
I CAN PARK MY VEHICLE EASILY

| S.No.	I can park my vehicle easily	No. of respondents	Percentage of respondents
1	Strongly agree	50	38.46
2	Agree	44	33.84
3	Neutral	3	2.31
4	Disagree	31	23.84
5	Strongly disagree	2	1.54
	Total no. of respondents	130	100

Inference: From the above table it is inferred that, 38.46 percent of the respondents were strongly agree that they can park their vehicles easily, 33.84 percent were agree, 2.31 percent were neutral, 23.84 percent were disagree and 1.54 percent were strongly disagree.
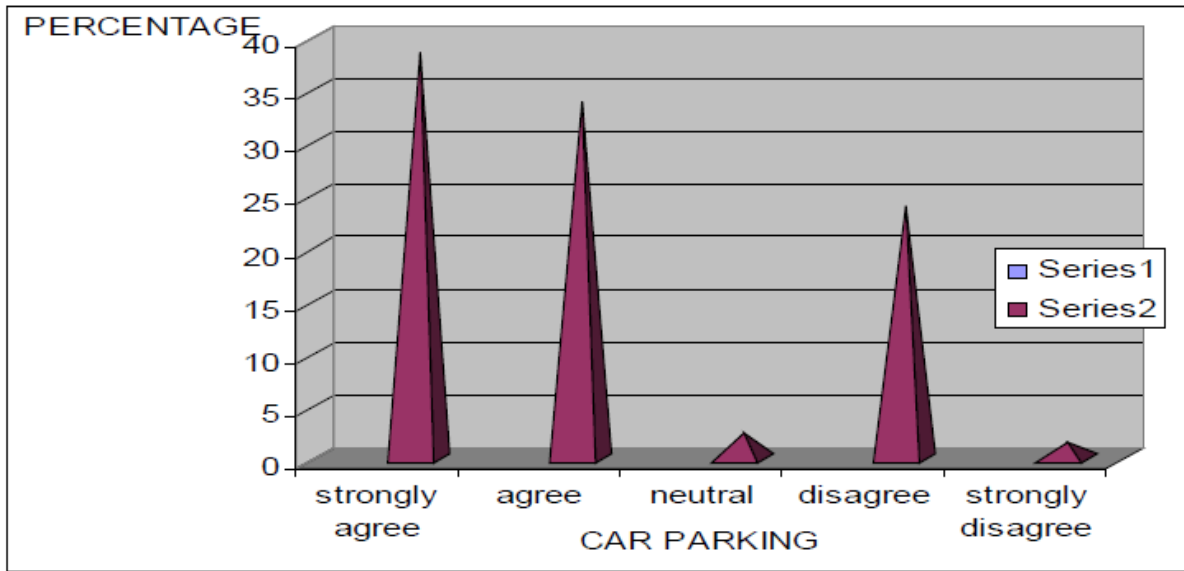
MY VEHICLES HANDLES WELL IN THE CITY AND HIGHWAYS

S.No.	My vehicles handles well in the city and highways	No. of respondents	Percentage of respondents
1	Strongly agree	62	47.69
2	Agree	59	45.39
3	Neutral	6	4.62
4	Disagree	2	1.54
5	Strongly disagree	1	0.77
	Total no. of respondents	130	100

Inference: From the above table it is inferred that, 47.62 percent of the respondents were strongly agree that their cars handles well in the city, and highways 45.39 percent were agree, 4.62 percent were neutral . 1.54 percent were disagree and0.77percent were strongly disagree.
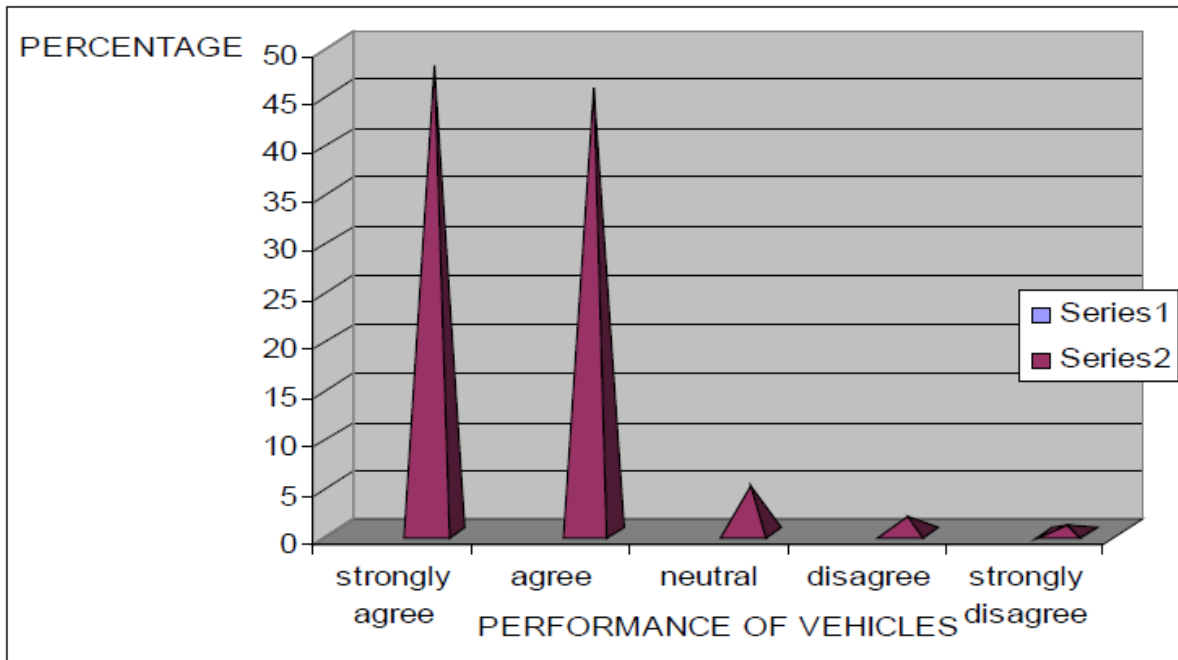
Cross tabulation analysis using Chi-Square Test

It is of interest to know the awareness of respondents with respect to age group.

Awareness with usage of car against age group.

Age distribution	Usage of car	Total	Chi-square Value	P value
Total	Yes: 65 No : 35	100	18.341	.000

Inference: Most of the respondents are more in the age group 30-35 yearsand is found to be statistically significant.

Awareness with preferable price range against age group

Age distribution	Price of car	Total	Chi-square Value	P value
	2.5-4.5 lakhs:90 4.5-6.5	100	8.036	.045
Total	lakhs:89			

| | 6.5-8.5 lakhs:16

8.5-10.5 lakhs:4

above 10.5 lakhs:1 | | | |
|---|---|---|---|---|

Inference: It shows that people prefer car of price range 2.5-4.5 lakhs

Awareness with financial source against age group

Age distribution	Financial source	Total	Chi-square Value	P value
Total	Group 1:79

Group2:38

Group3:37

Group4:45

Group5:1 | 100 | 9.443 | .024 |

Inference: It shows that people lend from banks than from other source.

Awareness with Information source against age group

Age distribution	Information source	Total	Chi-square Value	P value
Total	Tv:38

Internet:46

Magazine:36

Referral:45

Walk in to the showroom:35 | 100 | 3.902 | 0.048 |

Inference: It is found to be statistically significant.

Awareness with colour against age group

Age distribution	colour	Total	Chi-square Value	P value
Total	Dark:52 Light:90 Bright:58	100	7.104	.008

Inference: Almost 50% indicate that they prefer light colour.

NON-PARAMETRIC TESTS

	N	Mean	Standard Deviation
Type of gear system	100	0.09	0.302
Type of safety measures	100	0.43	0.498
Exterior that attract the most	100	0.45	0.500
Warranty	100	0.50	0.503
Average usage of the car	100	0.78	0.416
Free services	100	0.83	0.378
Comfort	100	0.79	0.409
Air-conditioner	100	0.77	0.423
Storage space	100	0.78	0.417
Accelerate adequacy	100	0.74	0.449
Interior	100	0.85	0.359
Parking	100	0.49	0.502
Easy handle	100	0.93	0.256

Based on Z Approximation

Inference: The binominal test reveals that all categories turned out to be highly statistically significant .The years of warranty they expect from a car shows that the awareness has reached the mass females.

CONCLUSION

- 21 percent belongs to the age group of 20-25 years, 19 percent belongs to the age group of 25-30 year, 22 percent belongs to the age group of 30-35 year, 9 percent belongs to the age group of 35-40 and 29 percent belongs to the age group above 40 years.
- 30 percent of the Respondents are single and 70 Percent of the Respondents are married people
- 6.5percent of respondents are having higher secondary qualification, 1 percent of the respondents are having Diploma qualification, 27.5 percent of respondents are having under graduate qualification, 61percent of respondents are having Postgraduate qualification and 4 percent are others
- 4.5 percent of respondents are business women, 18.5 percent are government employee, 29percent are private employee, and 25 percent are it professionals and 23 percent are homemakers
- 65 percent of respondents own a car and 35 percent do not own a car.
- 9.23 percent of the respondent are using car from 0-1 yr.13 percent were using car from 1-2 yr, 33.85 percent were using car from 2-3 yrs, 10.77 percent were using car from 3-4yrs and 33 percent were using car above 4 years.
- 46 percent of respondents prefer cars between 2.5-4.5 lakhs, 44.5 percent prefer cars between 4.5-6.5, 7.5 percent prefer cars between 6.5-8.5, 1.5 percent prefer car between 8.5-10.5 lakhs and 0.5 percent prefer cars above 10.5 lakhs.
- 39.5 percent of respondents choose bank, 19.5 percent choose private financials, 18.5 percent choose loan through dealership and 22.5 percent purchase car with their own source of income.
- 11.5 percent of respondent's use TV, 17 percent use internet, 19.5 percent use magazines, 23.5 percent collect through referral and 28.5 percent walks into showroom to find out the information about car.
- 26 percent of the respondent prefers dark colors, 45 percent prefer light colors and 29 percent prefer Bright colors.
- 31.5 percent give first preference for cost, 11 percent give first preference for fuel efficiency, 5 percent give first preference for exterior appearance, 27.5 percent give first preference for safety and reliability and 25 percent give first preference for brand.
- 35 percent of the respondents give first preference to air conditioners. 7.5 percent give first preference to power windows,28 percent give first preference to enter/exit, 20 percent give first preference to adjustable seating comforts and 9.5 percent give first preference to adjustable safety belt.
- 24 percent of respondents prefer manual transmission and 76 percent prefer automatic transmission.

- 10 percent of respondents would like to have central locking with test alarm as a safety measure, 20 percent would like to have central locking with remote, and 25 percent would like to have low fuel warning lamp, 7.5 percent would like to have day and night mirror and 37.5 percent would like to have child safety rear door lock.
- 13.5 percent of the respondents were attracted by alloy wheels, 2 percent of the respondents were attracted by ordinary wheels, 26 percent of the respondents were attracted by alloy wheels with tubeless tyres, 43.5 percent of the respondents were attracted by stylish body look and 15 percent of the respondents were attracted by bumpers.
- 1 percent of respondents expect 1 year of warranty, 4 percent are expect 2 years, 23.5percent expect 3 years, 31 percent expect 4 years and 40.5 percent expect5 years.
- 6 percent of the respondents use the same car for 2 years only, 30 percent of the respondents use the same car for 3 years, 15 percent of the respondents use the same car for 4 years, 21 percent of the respondents use the same car for 5 years and 28 percent of the respondents use the same car above 5 years.
- 61.54 percent of the respondents were strongly agree that their seats are comfortable, 36.15 percent were agree ,1.54 percent were neutral and 1 0.77 percent were disagree.
- 60 percent of the respondents were strongly agree that their air conditioner works well, 35.38 percent were agree, 1.53 percent were neutral and 3.07 percent were disagree.
- 46.92 percent of the respondents were strongly agree that their storage space is adequate, 26.92 percent were agree, 3.85 percent were neutral ,20.76 percent were disagree and 1.54 percent were strongly disagree.
- 44.62 percent of the respondents were strongly agree that their car accelerate adequately , 49.23 percent were agree, 1.53 percent were neutral ,3.85 percent were disagree and 0.77 percent were strongly disagree.
- 42.31 percent of the respondents were strongly agree that their interior is quite well in the city, 52.31 percent were agree, 2.31 percent were neutral and 3.01 percent were disagree.
- 38.46 percent of the respondents were strongly agree that they can park their vehicles easily, 33.84 percent were agree, 2.31 percent were neutral ,23.84 percent were disagree and 1.54 percent were strongly disagree.
- 47.62 percent of the respondents were strongly agree that their cars handles well in the city, and highways 45.39 percent were agree, 4.62 percent were neutral. 1.54 percent were disagree and0.77percent were strongly disagree.

Overall, in the nutshell it can be concluded that, the most preferred car must be compact, air conditioned, stylish and include safety measure such as child lock system. As the consumers belong to upper middle income group, therefore attractive loan offers should be facilitated through tie-ups with commercial bank. High focus and weightage must be given to attribute preferred by women while launching the new product. The year of warranty they expect for a car shows that the awareness has reached the mass female. After sales service is also considered by the women consumer, hence high priority should be given for after sales service with sufficient staff and networking infrastructure.

MANAGERIAL IMPLICATIONS AND LIMITATIONS

The study shows that respondents were aware about cars through entire information source. So the companies should come out with, the most effective dissemination of information about cars, through all possible advertisement strategy.

Most of the respondents those who were highly aware about cars belong to the age group of 30-35, hence this age group should be targeted mostly to offer the car according to their preferences.

The study also indicates that most of the respondents prefer low price models (2.5 - 4.5 lakhs), therefore, cars should be offered specially within this price range to women consumers.

Moreover, respondents prefer light colors with air conditioner facility in the cars, hence, high priority to these features should be given.

Further child safety and rear door locks as the safety measures and stylish exteriors are preferred by most of the consumers, therefore, it should also be focused.

Moreover, this study will be helpful to managers to find out the awareness level of women consumers and their specification about car.

It will also be helpful in developing a new product according to women expectation and product modification according the women consumer's specification for existing product.

LIMITATIONS

- As the survey was done during the pandemic situation and also there was time constriant so I was not able to do survey on broad prospect.
- During the study I was bound to collect the data from the online ways only.
- Data was collected from various regions as but due to COVID, I could not visit to the responses and could not check whether they have filled the responses properly or not.

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QUESTIONNAIRE

1..   Age

a.   20-25   b. 25-30   c.   30-35   d. 35-40   e. above40

3.   Marital status

a.   single   b. married

4.   Educational qualification

a.   Higher Secondary Certificate (HSC)   b.   diploma   c.   under graduation
d. post graduation e.other

5.   Occupation

a.   business b.govt employee c. private employee d .it professionals e. homemaker

6.   Annual income

A.1.5lakhs-3lakhs b.3lakhs-4.5 lakhs c.4.5-6lakhs d. 6lakhs-8.5 lakhs e.above 8.5 lakhs

7.   Do you own a car?

a.yes b.no

Specify the name of the car ------

8.   How long you are using car?

a.0-1yr b.1-2yrs c.2-3yrs d .3-4yrs e.above 4 yrs

9.   What is your preferable price range of cars?

a.2.5lakhs-4.5 lakhs
b. 4.5 lakhs-6.5 lakhs
c. 6.5lakhs-8.5lakhs
d. 8.5lakhs-10.5 lakhs
e. above10.5 lakhs

10.   What type of financial source you prefer to purchase a car?

a.banks
b.private financials
c.loans through dealerships
d.ownsourceof income
e.lease

11.   What type of information source do you use before buying car?

a.tv
b.internet
c.magazine/newspapers
d.referal
e.walkin to showroom

12.   Which one of the following colour do you prefer?

a. dark
b. light
c. bright

13.   Rate down the following factors that influence your choice of buying a car?(rate from 1-5)

a. cost

b.fuel efficiency

c.exterior appearance

d. safety and reliability

14.   Rate down the following interior comfort is of high important according to you (rate 1-5)

a.air conditioners

b.power windows

c.enter/exit

d.adjustable seating comfort

e.adjustable safety belt

15.   Which type of gear system you prefer?

a. manual transmission
b.automatic transmission

16.   What type of safety measures would you like to have in a car?

a.central locking with test alaram
b.central locking with remote
c.low fuel warning lamp
d. day and night mirror
e.child safety rear door lock.

17.   Which one of the following exterior those attract you most?

a.alloywheels
b.ordinary wheels
c.alloywheels with tubeless tyre
d.stylish body look
e.bumpers

18.   How many years of warranty do you expect for a car?

a.1
b.2
c.3
d.4
e.5

19.   How many free services do you expect for a car from the dealers?

a.1
b.2
c.3
d.4
e.5

20.   On an average how long do you use same car?

a.2years
b.3years
c.4years
d.5years
e.above 5 years

21.   What do you feel about your car?

I. my seats are comfortable

ii. My airconditioner works well

iii. Storage space is adequate

iv. My car accelerate adequately

V. my interior is quite in the city

vii. I can park my vehicle easily

viii. My vehicles handle well in city and highways