A STUDY ON FACTORS INFLUENCING THE PURCHASING OF PASSENGER CAR IN KANYAKUMARI ECONOMY

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Abstract: India is the sixth largest passenger car manufacture in the world. It is one of the heart industries of Indian economy. Till early 1980s, there were very few players in the Indian automobile sector & was suffering from obsolete & substandard technologies. After liberalization many new vehicle models are produced and sold by domestic and foreign vehicle manufacturers. Due to a wide range of makes and models, people make choices based on their preferences and needs when choosing which car to buy. Currently the Indian automobile market is crowded with lot of Indian as well as multinational brands like Maruti, Honda, Chevrolet, Skoda, Renault, Hyundai, Nissan, Audi, Fiat and Toyota etc. Maruti car manufacture is top player in India. The important objective of the study is to analyze marketing factors influencing purchasing of passenger car in Kanyakumari district. The important finding of the study is "Promotion by Dealers & Manufacturers" is a more critical marketing factor influencing the purchase of cars.

Index Terms - Factors Influencing, Purchasing and Passenger Car

I. INTRODUCTION

The Indian automotive industry is one of the fastest-growing markets of the world, but is currently experiencing flat or negative growth rates. It has shown great achievements in terms of introduction of new technology, development, spread, flexibility and has changed the business scenario. The cost of manufacturing vehicles in Indian is less as compared to the cost of manufacturing automobile vehicles in foreign countries. Today the Indian automobile industry is fulfilling the demand of the Indian as well as consumers in other countries. The implementation of the new industrial policy has accelerated the growth and development of the automobile sector. India's car and commercial vehicle manufacturing industry is the sixth largest in the world, with an annual production of more than 4.5 million units in 2017. According to recent reports, India overtook Brazil and became the sixth largest passenger vehicle producer in the world, grew 20 to 22 percent to sell around three million units in the course of 2020 and 2021.

II. PASSENGER CAR:

A passenger car is a road motor vehicle that is used to transport people and has a maximum seating capacity of nine people.

III. OBJECTIVES

1. To study marketing factors influencing purchasing of passenger car in Kanyakumari district.
2. To study factors that affecting the purchasing of passenger car in Kanyakumari district.
3. To analyze Customer Perception about Variables inspires them to buy a Brand-New Car in the study area.
4. To study passenger car owner Opinions about Marketing Mix Strategies Adopted by the Car Company.

IV. HYPOTHEIS

1. The mean ranks of the marketing factors influencing the purchase of cars significantly differ in the Kanyakumari District.
2. The mean ranks of the factors affecting the passenger car significantly differ in the Kanyakumari District.
3. The mean ranks of the variables that inspire the customers to buy a brand-new car significantly differ in the Kanyakumari District.

V. METHODOLOGY

The study is empirical in nature, which includes primary and secondary data. The primary data is collected from the sample respondents in passenger car owners in Kanyakumari district through the personal interview method. The secondary data were obtained from journal, magazines, newspapers, reports, books and internet have also been used. The sample respondents have been selected by Proportionate Random sampling method. The sample group consists of 300 passenger car owners. The tools used for the study are Descriptive Analysis, Simple Mean, Friedman test, ANOVA and Chi-square test

VI. DATA ANALYSIS

6.1 Marketing Factors Influencing towards Purchase of Cars

This segment examines the marketing factors influencing the purchase of cars. The eleven marketing factors influencing the purchase of cars are investigated. Friedman's test analysis was used to identify the variable, which is the essential marketing factors influencing the purchase of cars. Friedman's test analysis was used, and the results are given below.

Table.1
Marketing Factors Influencing towards Purchase of Cars (Descriptive Statistics)

Factors	N	Mean	Std	Min	Max	Percentiles		
						25th	50th (M)	75th
Influenced by Marketing	300	5.17	3.2531	1	12	2	5	8
Reputation or Image of the Brand	300	6.08	2.9878	1	11	4	6	9
Influenced by Good After Sales Service	300	6.05	2.8433	1	11	4	6	8
Warranty / Guarantee	300	6.46	2.7374	1	11	4	7	9
Promotion by Dealers &Manufacturers	300	6.53	3.0143	1	11	4	7	9
Exchange Offers	300	6.49	3.2277	1	11	4	7	9
Resale Value of Car in the Market	300	5.87	3.3548	1	11	3	6	9
Competitive Price of Cars	300	6.23	2.9480	1	11	4	6	9
Advertisement	300	5.76	3.0641	1	11	3	6	8
Test Drive of Car	300	6.01	3.5888	1	11	3	6	10
Installment Facilities	300	5.45	3.4681	1	11	3	4	9

Source: Primary data

Note: Mimi-Minimum, Max- Maximum

Table.1 shows that "Promotion by Dealers & Manufacturers" has the highest mean score of 6.53, followed by "Exchange Offers / Discounts given by Dealers & Manufacturers." According to the respondents, "Promotion by Dealers & Manufacturers" is a more critical marketing factor influencing the purchase of cars. It is followed by the "Exchange Offers / Discounts given by Dealers & Manufacturers" as so many essential marketing factors influence the purchase of cars. Other purposes are the least important among the respondents. The descriptive statistics further reveals that the mean ranks of the eleven marketing factors influencing the purchase of cars that are not significantly different in the Kanyakumari District.

Table.2 represents the chi-square statistic along with its p-value.

Table.2 Test Statistics[a]

N =300	Chi-Square = 51.381	Df =10	Asymp. Sig. = 0.000

a. Friedman Test

The above table.2 results indicate that the p-value (0.000) is less than the usual threshold value of 0.05. Therefore, the null hypothesis of the mean ranks of the marketing factors influencing the purchase of cars are not significantly different in Kanyakumari District cannot be accepted, and the alternative hypothesis is accepted. Hence, it can be concluded that the mean ranks of the marketing factors influencing the purchase of cars are significantly different in Kanyakumari District.

6.2 Factors Affecting the Purchase of Passenger Car

This segment examines the factors affecting the purchase of passenger car. Friedman's test analysis was used to identify the variable, which is the essential factor affecting the passenger car, and the results are given below.

Table.3
Factors Affecting the Purchase of Passenger Car (Descriptive Statistics)

Factors	N	Mean	Std.	Min	Max	Percentiles		
						25th	50th (Median)	75th
Communication and Servicing	300	6.50	4.0062	1	14	4	6	10
Maintenance issues	300	7.63	4.0074	1	14	5	7	11
Availability of Spares	300	7.67	4.1258	1	14	5	7	12
Higher fuel Consumption	300	8.23	3.4433	2	14	6	8	11
Often breaks down	300	8.23	3.9099	1	14	5	9	12
Old styling	300	8.53	4.0077	1	14	6	10	12
Lacks in Safety	300	8.20	4.3217	1	14	4	10	12
Not easy to drive	300	7.74	3.8748	1	14	4	8	11
High Price	300	7.81	4.2306	1	14	4	7	12
Present Road Conditions	300	7.21	4.1323	1	14	3	7	11
Different types of brand and Models	300	6.59	3.8976	1	14	3	6	10
Colour	300	7.21	3.9604	1	14	3	8	10
Resale value	300	6.99	3.9184	1	14	3	8	10
Tax Problems	300	6.41	3.8426	1	14	3	6	10

Source: Primary data

Note: Mimi-Minimum, Max- Maximum

Table.3 shows that "Old styling" has the highest mean score of 8.5367, followed by "Higher fuel Consumption and Often breaks down." According to the respondents, "Old styling" is a more critical factor affecting the passenger car. The "Higher fuel Consumption follows it and Often breaks down" is an essential factor influencing the passenger car. Other purposes are the least important among the respondents. It could be noted from the above table that among the fourteen factors affecting the passenger car, "Old styling" was ranked first. The "Higher fuel Consumption follows it, and often breaks down." "Lacks in Safety" was ranked third.

Table.4 represents the chi-square statistic along with its p-value.

Table.4 Test Statistics[a]

N =300	Chi-Square =106.946	Df =13	Asymp. Sig. = 0.000

a. Friedman Test

The above table.4 results indicates that the p-value (0.000) is less than the usual threshold value of 0.05. Therefore, the null hypothesis of mean ranks of the factors affecting the passenger car is not significantly different in Kanyakumari District cannot be accepted, and the alternative hypothesis is accepted. Hence, it can be concluded that the mean ranks of the factors affecting the passenger car are significantly different in Kanyakumari District.

6.3 Customer Perception about Variables inspires them to Buy a Brand-New Car

The distribution of the customer perception about variables inspire to buy a brand-new car analyzed regarding "It is a symbol of social status, Fuel efficiency, Low maintenance cost, It is a time-saving device, It is a source of entertainment, Warranty / Guarantee, Style of the car, It is an item of necessity, Influenced by marketing, It is considered as a luxurious item, Requirement of the family, It is economical, and Low Budget car" are analyzed.

Table.5
Descriptive Statistics

Variables	N	Mean	Std.	Min	Max	Percentiles		
						25th	50th (Median)	75th
It is a symbol of social status	300	3.31	1.0740	1	5	2	4	4
Fuel efficiency	300	4.50	0.5007	4	5	4	5	5
Low maintenance cost	300	3.41	1.0986	1	5	2	4	4
It is a time-saving device	300	4.23	0.6520	3	5	4	4	5
It is a source of entertainment	300	3.38	1.1861	1	5	3	4	4
Warranty / Guarantee	300	4.02	0.5511	3	5	4	4	4
Style of the car	300	2.71	1.2746	1	5	2	2	4
It is an item of necessity	300	3.19	1.1721	1	5	2	3	4
Influenced by marketing	300	3.26	1.0690	1	5	2	4	4
It is considered a luxurious item	300	3.82	1.0584	2	5	3	4	5
Requirement of the family	300	2.87	1.1669	1	5	2	3	4
It is economical	300	3.42	1.0747	1.00	5	3	4	4
Low Budget car	300	3.87	.6902	1.00	5	4	4	4

Source: Primary data

Table.5 shows that "Fuel efficiency" has the highest mean score of 4.5067, followed by "It is a time-saving device." According to the respondents, "Fuel efficiency" is a more critical factor affecting the passenger car. The "It is a time-saving device" is an essential variable that inspires customers to buy a brand-new car. Other purposes are the least important among the respondents. The study further reveals that the descriptive analysis of the mean ranks of the thirteen variables that inspire the customers to buy a brand-new car is not significantly different in Kanyakumari District.

6.4 Respondents' Opinions about Marketing Mix Strategies

Table.6
Respondents' Opinions about Marketing Mix Strategies Adopted by the Car Company

Opinion	No. of the respondents	Percent
Highly Satisfied	38	12.7
Satisfied	43	14.3
Moderate	16	5.3
Dissatisfied	99	33.0
Highly Dissatisfied	104	34.7
Total	**300**	**100.0**

Source: Primary data

Table.6 indicates that 12.7% of the respondents are highly satisfied, 14.3% of the respondents are satisfied, 5.3% of the respondents are neither satisfied nor dissatisfied, 33% of the respondents are dissatisfied, and 34.7% of the respondents are highly dissatisfied towards marketing mix strategies adopted by the car company. Therefore, it can be concluded that most of the respondents are highly dissatisfied with the marketing mix strategies adopted by the car company in the Kanyakumari district.

VII. FINDINGS

The important findings of the study are,

❖ The study shows that "Promotion by Dealers & Manufacturers" is a more critical marketing factor influencing the purchase of cars and it is followed by the "Exchange Offers / Discounts given by Dealers & Manufacturers" as so many essential marketing factors influence the purchase of cars.

❖ The study results indicate that the mean ranks of the marketing factors influencing the purchase of cars are significantly different in Kanyakumari District.

- ❖ The study express that, "Old styling" is a more critical factor affecting the passenger car. The "Higher fuel Consumption follows it and Often breaks down" is an essential factor influencing the passenger car.
- ❖ The study results indicate that the mean ranks of the factors affecting the passenger car are significantly different in Kanyakumari District.
- ❖ The study shows that "Fuel efficiency" is a more critical factor affecting the passenger car. The "It is a time-saving device" is an essential variable that inspires customers to buy a brand-new car.
- ❖ The study reveals that the descriptive analysis of the mean ranks of the thirteen variables that inspire the customers to buy a brand-new car is not significantly different in Kanyakumari District.
- ❖ The study shows that 33% of the respondents are dissatisfied with the marketing mix strategies adopted by the car company and 34.7% of the respondents are highly dissatisfied towards marketing mix strategies adopted by the car company.

VIII. SUGGESTIONS

The important recommendations are given below;

- ❖ The present study supports that advertisement of passenger car has a significant impact on consumer buying behaviour and suggest that companies to choose for it, because advertising is a energetic tool to compete, in this ever changing environment. It advantages to both the manufacturer and the consumers, manufacturer in terms of publicity and consumers in terms of information and awareness about the products.
- ❖ The government may provide the modernization and technology up-gradation fund to the car manufacturers to facilitate the development of car attributes like design and style, performance, quality, safety, technology, fuel economy and innovation for enhancing the car marketing.
- ❖ The passenger car manufacturers are recommended that they have to produce the cars with the latest technology with superior quality and at a lower price.
- ❖ The company needs to concentrate on fuel efficient and attractive design cars to attract the all categories of people especially middle income people.
- ❖ The government may provide the modernization and technology up-gradation fund to the car manufacturers to facilitate the development of car attributes like design and style, performance, quality, safety, technology, fuel economy and innovation for enhancing the car marketing.

IX CONCLUSION

The study concluded that there is no doubt that Indian passenger car market may be growing with a double digit figure still the car companies have a long way to travel to convince their customers about the brand personality of their cars and how it suits the prospective buyers. Realizing the significance of the passenger car manufacturer in the present economic situation, the researcher has analyzed the marketing various brands of passenger cars. In this modern world, the passenger car is no longer a luxury. An understanding of the consumer buying preference and perception enables a marketer to take marketing decisions which are compatible with its consumer needs. It highlights the various factors which influence the marketing of passenger cars. The study has analyzed the marketing mix and marketing of passenger car. This finding of the study will enable the Government and the Automobile industrial marketers to frame suitable mandates to promote the Automobile industrial market particularly the car market. Finally, the consumer perception, consumer satisfaction and marketing strategies adopted by the manufactures of passenger cars in Kanyakyumari is satisfied.

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