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Consumer Buying Behaviour of Cars in Kannur District - A Survey

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ABSTRACT*: The vehicle business of India is one of the biggest on the planet and developing consistently every year. With the simplicity of accessibility of vehicle credits, therise in compensation structures and higher purchasing limit of the center salary class, there has been a spurt in vehicles utilizing on streets. The present paper enjoys concentrating the purchasing*
conduct of autos in India. Aside from the writing audit of the simultaneous statistical data points, a poll study was directed to comprehend the different components that impact the choice in buying autos in India. A poll overview was structured in Google structures and sent to individuals utilizing various apparatuses like email, WhatsApp, Facebook, and so forth. For the individuals who were not well versant with these devices a printed version of thequestionnaire was given to them for topping off. The consequences of the review were broke down factually and are exhibited here.
KEYWORDS: *buying behavior; car; survey review; web based life*

I. INTRODUCTION

The car business of India is one of the biggest in the world, contributing 7.1% to the Gross Domestic Product (GDP)[1]. As an individual climbs the stepping stool in his salary, his/her first need is to purchase a vehicle. It is getting to a greater extent a need these days to buy a vehicle than an extravagance. By and by, a 100% Foreign Direct Investment (FDI) is permitted right now zone meaning the remote speculators needn't bother with any earlier authorization from the legislature of India. The deals of private vehicles developed by 9.17% business vehicles by 3.03% and 2 wheelers by 8.29% during the period AprilJanuary 2017[2]. During the budgetary year 2016-17 an aggregate of 37, 91, 540 units of traveler vehicles; 8, 10, 286 units of business vehicles; 7, 83, 149 units of three-wheelers furthermore, 1, 99, 29, 485 units of bikes were created as appeared in table 1 [3]. The world representing the Indian vehicle segment, according to the Confederation of the Indian industry is the biggest three-wheeler advertise, second biggest bike advertise, tenth biggest traveler vehicle showcase, fourth biggest tractor showcase, fifth biggest business vehicle market and fifth biggest transport and truck portion. In India, a sum of Rs. 92, 218.42 crore or 5.02% of the aggregate FDI inflows in India, from April 2000 to March 2017 has been towards the car industry[4]

A portion of the past investigations done in different zones in India like West Haryana [5], New Delhi [6], Jaipur [7] and Kerala [8] on vehicle buying behaviour have detailed evolving slants according to changing occasions as additionally the impact of multinationals on the Indian vehicle market. Most considers have revealed the appearance of more up to date innovation as the greatest chief right now. While Television promoting is among the greatest influencers [9] other
medium like informal, magazines and appraisals moreover have their weightage. Some exploration have contemplated factors like family needs, eco-friendliness, evaluating, security and social status as significant in vehicle purchasing conduct of the buyer [10] though others have likewise centered around esteem for cash [11], moderateness [12] and brand character alongwith the effect of producer's sites right now dynamic procedure. The spouses in families have been seen as significant leaders while acquisition of vehicles .

Year	Passenger vehicle production	Passenger vehicle domestic sales
2013-14	31, 46, 069	26, 29, 839
2014-15	32, 31, 058	26, 65, 015
2015-16	30, 87, 973	25, 03, 509
2016-17	32, 21, 419	26, 01, 236
2017-18	34, 65, 045	27, 89, 208
2018-19	37, 91, 540	30, 46, 727

In todays world, customers don't just think about engine performance as a central point. They search for those separating parameters, through which they can make the decision starting with one brand then onto the next. As expressed by budgetary time, India has become fifth biggest traveler vehicle showcase, after China, US, Japan, and Germany. The offer of traveler vehicles excessively became 9.24% to 3.04 million during 2016-17, the quickest development rate seen since 2010-11, when

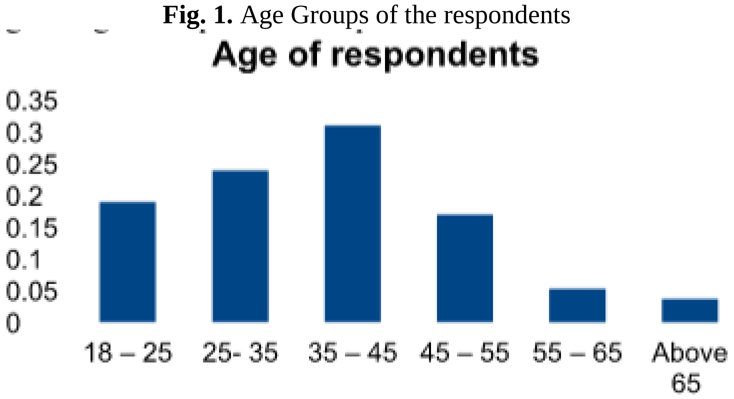
they became 28.2%.[16]. With the dynamic universal standards as respects to both business and natural insurance, the vehicle business has to keep pace with the evolving situations. There has been a move towards mechanized and electronically controlled autos. This has been realized by surrounding insight frameworks and producers must remember this while structuring future vehicles. The expanding rivalry among vehicle producers likewise implies that they need to keep a ton of information with respect to purchaser inclinations and fuse discoveries of past showcasing research. This huge information the board doubtlessly will help them in examining the customer inclination patterns and structure future procedures . The present paper is expected to discover outcurrentpreferences of vehicle purchasing conduct among the shoppers and dissect the method of reasoning behind them.

II. METHODOLOGY

The methodology embraced for this paper comprised of initial a broad writing survey of the realities and figures impacting vehicle purchasing conduct and patterns in India. At that point a poll review was intended to know the current inclinations and choice impacting purchasing in India. The survey was structured on Google structures and sent to likely respondents through different modes like web-based social networking (WhatsApp, Facebook circulation of printed versions. The reactions so got were broke down and the outcomes are talked about right now in this paper.

III. RESULTS

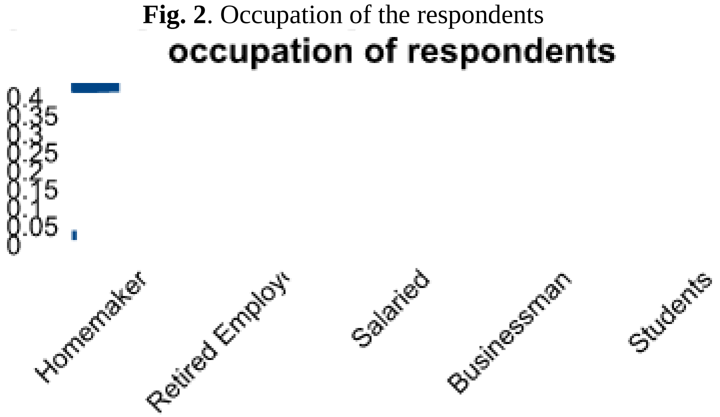
Fig. 1. Age Groups of the respondents



Interpretation

Majority of the respondents (31%) in the survey were aged between 35 - 45
followed by 24% being aged between 25-35 and least 3.70% of the total respondents being aged above 65

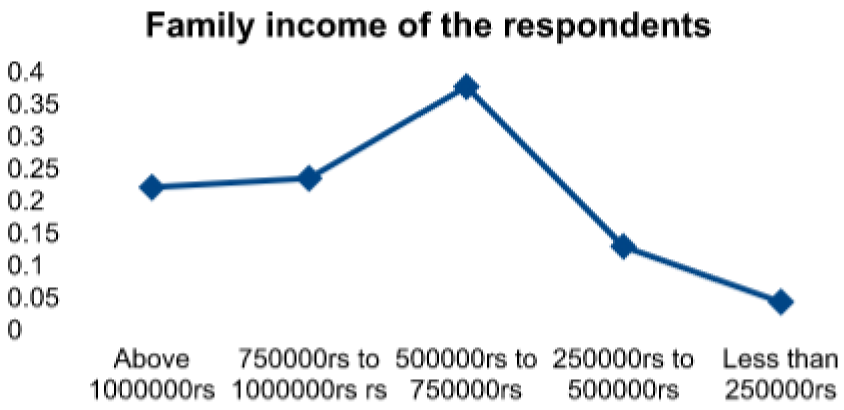
Fig. 2. Occupation of the respondents



Interpretation

Majority of the respondents (33.70%) were salaried followed by businessman (26.60%) and homemaker constituted the least with 3.30%

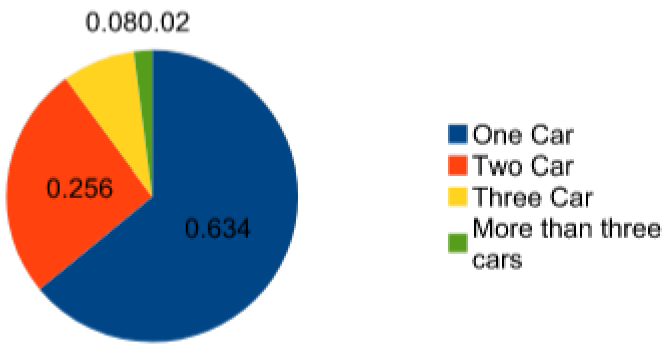
Fig. 3. Family income of the respondents



Interpretation

Majority of the respondents belongs to the income group of 500000rs to 750000rs followed by the age group of 7500000rs to 1000000 and least number of respondents belong to the category of less than 250000

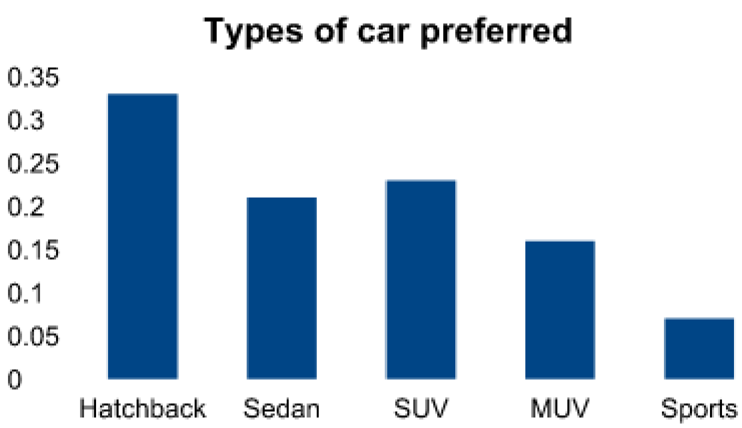
Fig. 4. Family ownership of cars



Interpretation

Majority (63.40%) of the family owns only one car followed by the family owns 2 cars (25.60%) whereas only 2% of the total respondents owns four or more cars

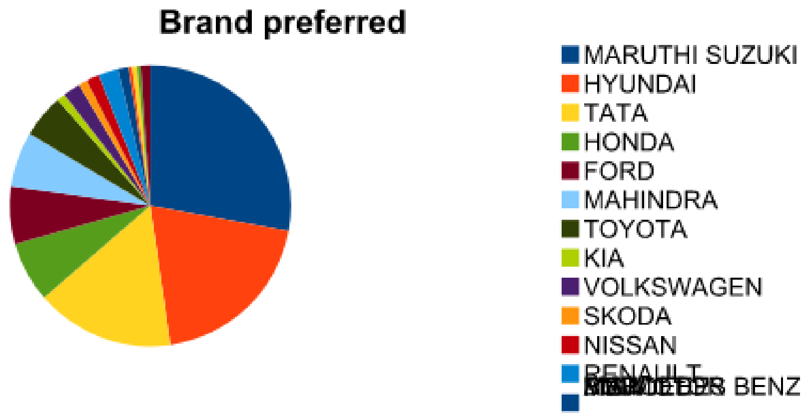
Fig. 5. Types of cars preferred by the respondents



Interpretation

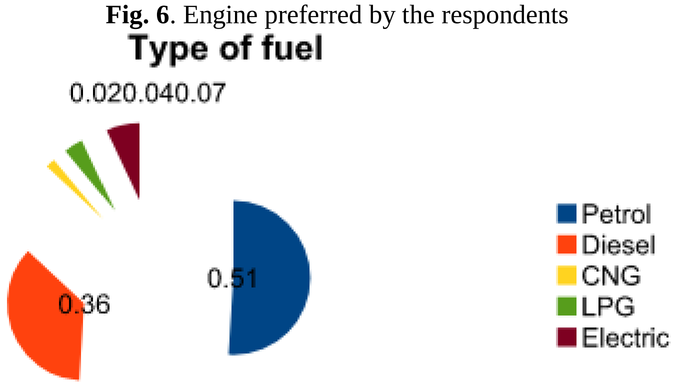
Majority (30%) of the respondents prefer hatchback cars followed by sedan (30%) where as sports car segment is the one which is least preferred by the repondents with only 7%

Fig.6. Brands Preferred by the Respondents



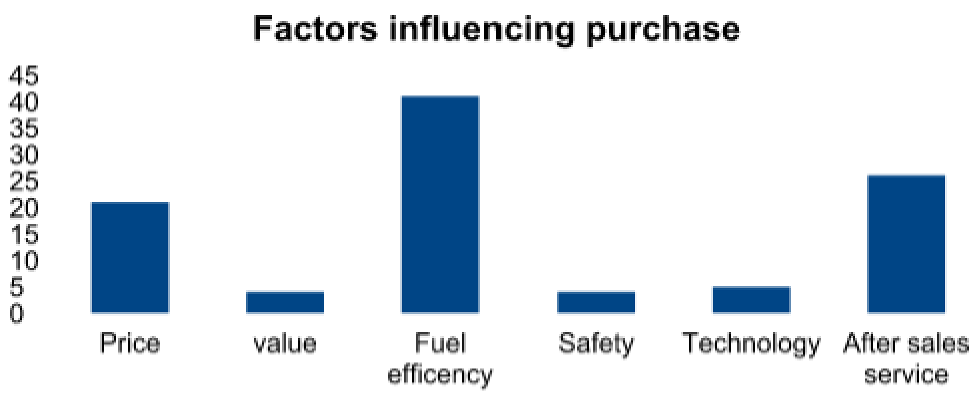
Interpretation
Majority of the respondents prefer Maruthi suzuki vehicles (28%) followed by Hyundai (19.80%) .Audi is the brand least preferred by the respondents.

Fig. 6. Engine preferred by the respondents



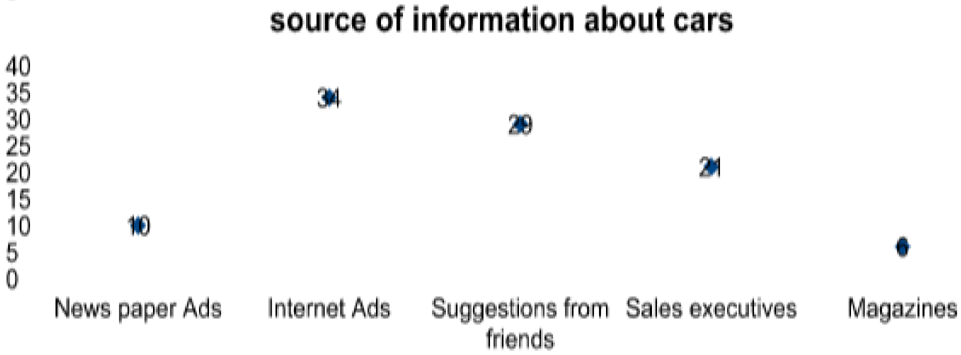
Interpretation
Majority of the respondents prefer petrol cars (51%) followed by diesel variant (36%) and CNG is the one which is least preferred by the respondents (2%).

Fig. 7. Engine preferred by the respondents



Interpretation
Majority of the respondents (41%) preferred fuel efficency as the leading factor for purchasing cars followed by the price (21%) and safety is the factor that the respondents are giving least importance

Fig. 8. Source of information about cars



IV. CONCLUSION

It can be concluded that the buying behavior of cars is influenced by type and fuel efficency of the cars and manufacturers. So it is imperative for them to maintain their fuel efficency. Technically the engine type and price whereas good advertising with detailed features are the dominant factors that influence the potential car customers. The manufacturers must keep these things in mind while planning the manufacturing and marketing of their cars.

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