

A Study on Consumer Preference and Consumer Perception towards Various Brands of Cars with Special Reference to District Kupwara

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Abstract

The research paper illustrates the preference and perception of the consumers towards various brands of cars in district Kupwara of Jammu and Kashmir. It has been examined that consumer prefers the foreign brands over the local brands on the basis of the features like mileage, comfortless, tyre quality; true value etc. The study explains the importance and the role of customer in the market, he selects the goods on the basis of his choice. Simple random sampling method was utilized to collect the data from respondents in the district Kupwara through interview schedules and the questionnaires. More than 140 respondents were approached to collect the data irrespective of their socio-economic profile. Various methods like mean, mode, median, percentile and range were employed in this study. Finally the study concludes with research findings and recommendations.

Keywords: - Brand, Importance, Customer, socio economic, Method

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Introduction

Indian automobile industry has witnessed a great boom since 1990 after applying the policy of liberalization. Earlier people would consider it as luxury to buy a car but due to the increase in the normal family income of the Indian households, it is being given priority to have a car and has now become need of every house hold in the country. Due to the introduction of foreign automobile players the level of competition increased for the customers, the choices of various brands for the customers increased up. Most of the automobile players from the foreign nations like Suzuki, BMW, Audi, Nissan, Hyundai, and Honda have set up their Manufacturing units in collaboration with the local business personalities of the country. It has been witnessed that customers prefer the foreign brands over the local brand on the basis of the features like mileage, engine quality, ABS system, tyre quality and true value etc with the passage of time due to the change of fashions the customers also replace the old brands of cars against the latest an advanced brands of the foreign automobile players. [1] Indian car mobile industry plays a very important role in the growth of the country. Indian automobile industry emerged as the 4Th largest exporters of mobiles behind South Korea and Japan; it expected that India will surpass all the leading nations by 2050 in terms of the volume of car market industry. This automobile sector is the key contributor towards the GDP of the country [2] Majority of the people in Indian society give secondary importance to car purchasing than a house to live in, nowadays due to the introduction of a variety of brands offered by the local as well as foreign car manufacturers this has given an opportunity to the Indian people to own a car by enjoying their luxurious life, this has paved a way for the customers to decide the consumer behavior. Customers own decision regarding the car purchase has evolved a series of attributes to decide by him while purchasing a car like advanced technology. Mileage, comfort ability, ABS system, this all has possible due to the introduction of flexible loan structures by the banks in the country. The marketing has become consumer centric, because the car manufacturers now give priority towards the demands of the consumers, to whatever the demand consumers have the car companies decide to manufacture in the same way as suited to the consumer. [3] A consumer has to be decision maker while choosing the suitable alternative among the variety of brands available in the market. at the time of selection of a brand the customer looks towards the benefits that he get from the respective brand, moreover it is the responsibility of the consumer to make the purchase decision keeping all the attributes of the cars in his /he mind. The consumer decision is based on the income level, the demographic status, the community which he she belongs to makes a representation in the society; this is subject

to the conditions in which a customer lives as per his expectations of the family groups, the relatives and the organizations. [4] Indian automotive industry is one of the largest in the world at number 6 from this perspective in 2010 its annual production was more than 3 million units. In Asia India has set to achieve the record of becoming the 4th largest exporter of passenger cars by surpassing the Japan and South Korea. It has been estimated that India is projected to increase its sales record more than 6 million by 2020. India has become the hub of manufacturing the cars of various companies like the Ford, Hyundai, Renault, etc the major cities of this manufacturing process are the southern India near Chennai, the northern places include the Haryana and the pune in Maharashtra. [5]The customer satisfaction is based on various things like the taste and choice regarding a car with respect to the company which manufactures it. The customer gives ranks to the brands of various cars on the basis of the fitness of the engine and other attributes like the suspension and strength of the body of car. The income level of the consumer is the key factor to decide the choice if a customer likes the car like BMW, and other of higher cost but he/she can only afford to buy the one which is under his/her income level. So it seems that the income has a direct relationship with respect to the brand preferred by the consumer. [6]The automobile industry in India is one of the world's largest vehicular industries, it contributes up to 8 percent towards GDP .Due to the increase in the monthly disposable income of the Indian households the demand for the cars has increased from earlier than now, one more factor for this rapid increase in the field of automobile sector the relaxation policy of the govt on the FDI. Indian automotive industry is the world's tenth largest car market in terms of manufacturing and exporting the cars in the world.[7]

Review of Literature

Dr. Aron O'Cass & Kenny Lim (2002) have put forth the idea of brand image as per the idea of the consumer; the mindset of the consumer regarding any of the brands is the reflection of that brand only. It is the personal experience of a consumer with respect to the car brand as per the presence of the attributes in a brand of the car. The advertising done by any company of a brand plays the major role in the market which gives benefits to the car dealers to sell his products in the market. This act of advertising increases the level of trust of the car consumers with respect to any brand. The brand image of any company's product explains the reality of the product rather it is the part and parcel of the company. There are various features of the cars towards which the consumer is elevated by his inner traits which allow him to prefer that particular brand of the car. The price of a car is very much important to decide its brand image if the price is very high there will

be much more competition among the consumers who would like to purchase the car of that brand. [8]

Dr. Poornima Tapasnm and Ms. Rita Dangre (2013) have highlighted the Indian automobile industry as one of the dynamic industry in the world and have been declared as the growth stimulator of the economy by linking all other sectors with each other. This has been a dominant sector to contribute towards the GDP of the country and is one of the biggest sectors to provide the jobs to skilled and unskilled youth at global level. The boom in the automobile sector can be attributed to the then govt of India in 1990 which formulated the policy of deli cense in order to pave the way for the enhancing the FDI which resulted into flourishing the potential of the automobile industry and increased the production of the car industry. The consumer behavior has been thoroughly studied by the researcher which is very much important from the marketing perspective. The name and fame of the brand is key factor to enhance the demand for that product and attracts the consumers to buy it .The exposition of the brand image and its fame has removed all the boundaries and borders of the nations which otherwise were creating an obstacles in the path of supplying or manufacturing the each other's product .But the import and export has been so influential that no country has a barrier for its brands even the worldwide foreign and local brands are being supplied to the consumers.[9]

Neeraj Kumar and Dr. Kuldip Kaur (2015) have explained the importance of automobile sector in an economy, there can be a strong link between the different sectors of an economy only if there is an efficient transportation system. This is only possible after the availability of the advanced system of the automobiles. The production of automobiles was started in 1990 in Europe later on it engulfed the whole world through exportation. The automobile sector has a deep relation with an economy as it is the backbone of basic transportation system of the economy. This sector is one of the highest employment generating sectors of the economy and provides job to the millions of the people in organized as well in unorganized sector. [10]

Indubhai Babubhai Patel (2016) has interpreted that today's market is driven by the consumers of which we are apart in one way or other way. We have pass on through a process of selling and buying as a result car market has become consumer centric. The buying behavior of consumer is of key importance for the automobile dealer who sells various brands of cars to the variety of customers in the market. To judge a consumer by its face is very difficult because the mindset of customer is very important for the seller to read it and determine its objective. Indian automobile market has become the global market after the intervention of deli censing by govt in 1991. The local as well as foreign

investors have engulfed the market by introducing variety of car brands like Suzuki, Hyundai, Tata, Honda, and Hyundai, Chevrolet, Toyota etc. The motive of every customer is to get the maximum benefit out of the minimum cost, same is the case here in car market behavior. While purchasing a car the consumer keeps in mind over all benefits of the which he/she gets out of it the common attributes of cars include the low interest rates of loans available from the banks, the mileage, the body strength, the suspension, the true value etc.[11]

Scope of the study: This study has a good scope in the coming days in the J&K part of the Indian union. There are nowadays opening the new outlets of the car dealers various companies which have increased the immense potential for the automobile sector in the area and the number of jobs have increased for the unemployed youth in the valley where the job chances are very rare. This study will always highlight the importance of the brands of the cars for the general public of the north Kashmir which in turn will explore the field of automotive sector for the car dealers as well as the car consumers. The impact of this study will result in creating the atmosphere of car possession among the consumers of the area. Now onwards it will be interesting for the students of this area to study the topics regarding the automobile industry.

Table No.1 Gender of respondents

S.NO	Male	Female	Total
01.	89	51	140
02.	63.57 percent	36.42 percent	100 percent

Interpretation: The above given table no.1 shows the gender of respondents. The number of male respondents is 89(63.57) percent and the female respondents are 51(36.42) percent.

Table No.2 Occupation of the respondents

S.No	Occupation	No. Of Respondents	Percentage
1	Govt Service	49	35

2	Pvt. Job	25	17.85
3	Manufacturing	21	15
4	Professional	19	13.57
5	Business	26	18.57
6	Sum	140	100
7	Mean	28	20
8	Mode	Nil	Nil
9	Median	25	17.85
10	Range	30	21.42

Interpretation: Table No.2 shows the occupation of the respondents along with their frequency and percentage. The number of govt servants is 49(35) percent, those persons doing private job are 25(17.85), those persons engaged with manufacturing are 21(15) percent, the professionals are 19(13.57) percent, number of business men are 26(18.57) percent, the sum total of all respondents is 140(100) percent, The value of mean is 28(20) percent, value of mode is nil, the value of median is 25(17.85),value of range is 30(21.42).

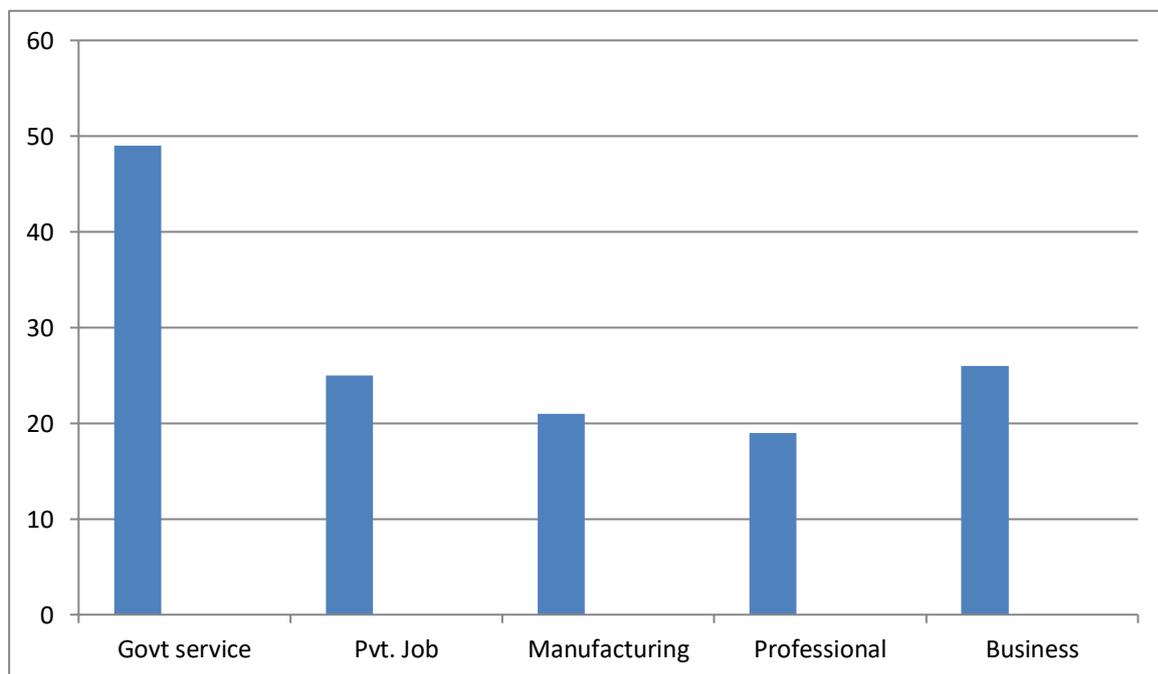


Table No. 3 Educational Qualifications of the respondents

S.No	Educational Qualification	No. of respondents	Percentage of respondents
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1	PhDs	14	10
2	PG	27	19.28
3	Graduates	32	22.85
4	Undergraduates	24	17.14
5	12 th	19	13.57
6	10 th	11	7.85
7	Sum	140	100
8	Mean	23.33	16.66
9	Mode	Nil	----
10	Median	21.5	15.35
11	Range	21	15

Interpretation: Table No 3 shows the educational qualifications of the respondents 14(10) percent respondents are PhDs, 27(19.28) Percent are PGs, 32(22.8) percent respondents are Graduates, 24(17.14) percent respondents are Undergraduates, 19(13.57) percent respondents are 12th, 11(7.85) percent respondents are 10th passed, Sum total of the respondents is 140, Mean value is 23.33(16.66) percent, value of median is 21.5(15.35), range value is 21(15) percent.

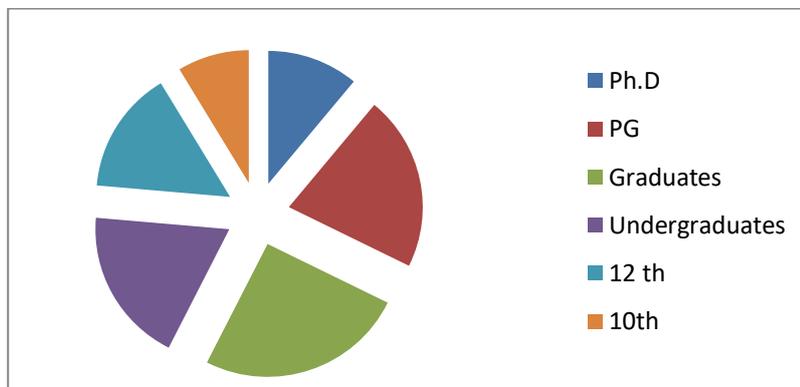


Table No. 4 Income Status of the Respondents

S.No	Income level	No. of Respondents	Percentage of respondents
1	30000-60000	26	18.57
2	60000-90000	22	15.71
3	90000-120000	18	12.85
4	120000-150000	13	9.28

5	150000-180000	11	7.85
6	180000-210000	12	8.57
7	210000-240000	9	6.42
8	240000-270000	8	5.71
9	270000-300000	7	5
10	300000-330000	5	3.57
11	330000-360000	6	4.28
12	360000-390000	3	2.14
13	Sum	140	100
14	Mode	Nil	Nil
15	Mean	11.66	8.32
16	Median	11.5	8.21
17	Range	23	16.42

Interpretation: Table No 4 shows the income level of the respondents 26(15.57) percent respondents have their income level between the range 30000-60000, 22(15.71) percent respondents have their income level between 60000-90000, 18(12.85) percent respondents have their income level in between 90000-120000, 13(9.28) percent respondents have their income level between the range of 120000-150000, 11(7.085) percent respondents have the income level between 150000-180000,12(8.57) percent respondents have their income level between 180000-210000,9(6.42) percent respondents have their income level between 210000-240000,8(5.71) percent respondents are in the income level of 240000-270000,7(5) percent respondents have their income level between 270000-300000,5(3.57) percent respondents are in the income group of 300000-330000,6(4.28) percent respondents have their income level between330000-360000,3(2.14) percent respondents belong to the income level of 360000-390000.The sum total of respondents is 140(100) percent, Mean value is 11.66(8.32),Median is 11.5(8.21), Value of range is 23(16.42).

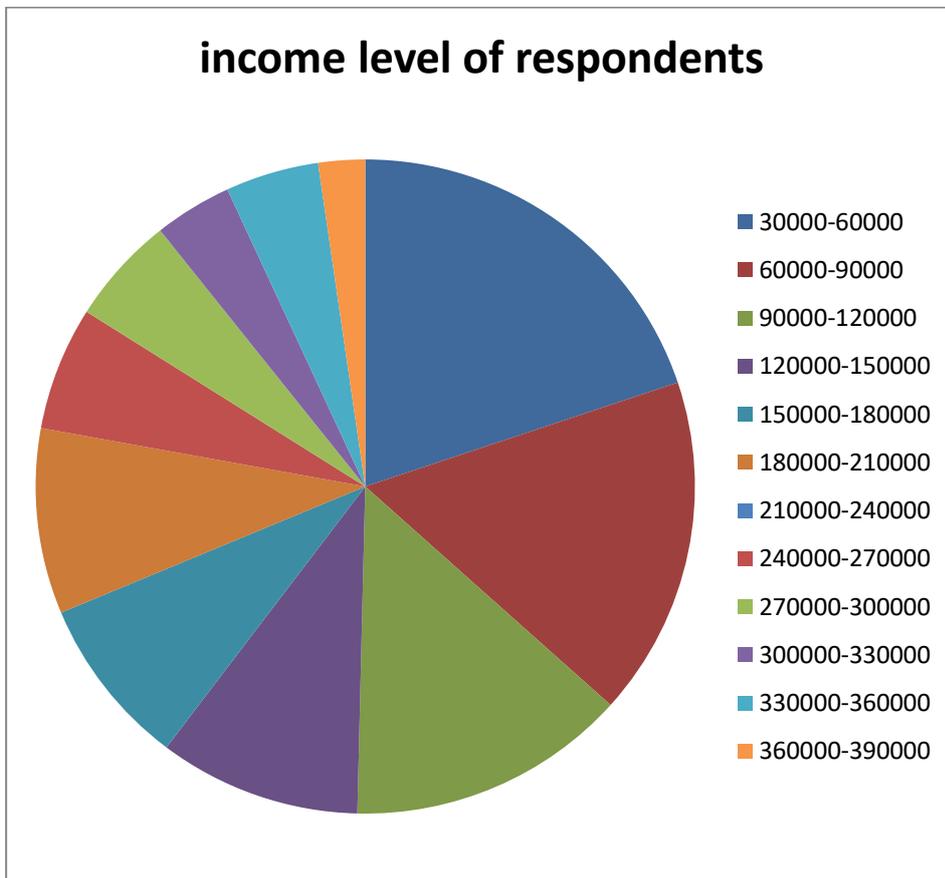


Table No.5 Models of the cars

S.No	Car Model	No. of Cars	Percentage
1	2006-09	30	21.42
2	2009-12	34	24.28
3	2012-15	37	26.42
4	2015-18	39	27.85
5	Sum	140	100
6	Mean	35	25
7	Mode	Nil	Nil
8	Range	9	6.42
9	Median	54	38.57

Interpretation: The above given table no. 5 shows the model year of the cars 30(21.42) percent respondents have the cars having the model year 2006-09, 34(24.28) percent respondents are having the cars of model year 2009-12, 37(26.42) percent respondents

posses the cars of having the model year 2012-15, 39(27.85) percent respondents are having the cars with model year between 2015-18, the value of sum is 140(100) percent, mean value is 35(25) percent, Range value is 9(6.42),value of median is 54(38.57).

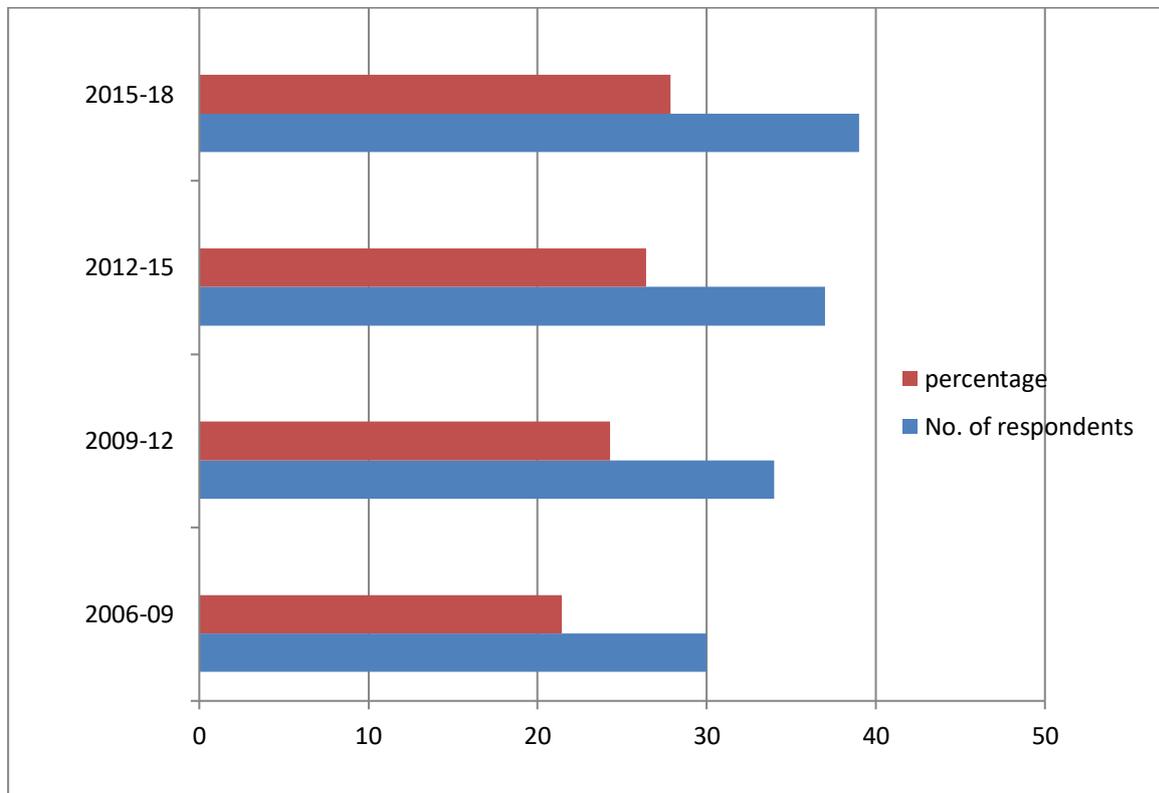


Table No. 6 Age group of the respondents

S.No	Age group	No. of respondents	Percentage
1	22-26	08	5.71
2	26-30	11	7.85
3	30-34	17	12.14
4	34-38	23	16.42
5	38-42	29	20.71
6	42-46	31	22.14
7	46-50	11	7.85
8	50-54	10	7.14
9	Sum	140	100
10	Mode	11	7.85
11	Median	14	10

12	Mean	17.5	12.5
13	Range	23	16.42

Interpretation: Table no.6 shows the age group of the respondents.8 (5.71) percent respondents belong to the age group between 22-26 years, 11(7.85) percent respondents belong to the age group between 26-30, 17(12.14) percent respondents belong to the age group of 30-34yrs.,23(16.42) percent respondents belong to the age group of 34-38yrs.29(20.71) percent respondents belong to the age group of 38-42 yrs.31(22.14) percent respondents belong to the age group of 42-46,11(7.85) percent respondents belong to the age group of 46-50 yrs.10(7.14) percent respondents belong to the age group of 50-54 yrs.The sum of respondents is 140,mode is 11(7.85)Median is 14(10),Mean is 17.5(12.5),range is23(16.42).

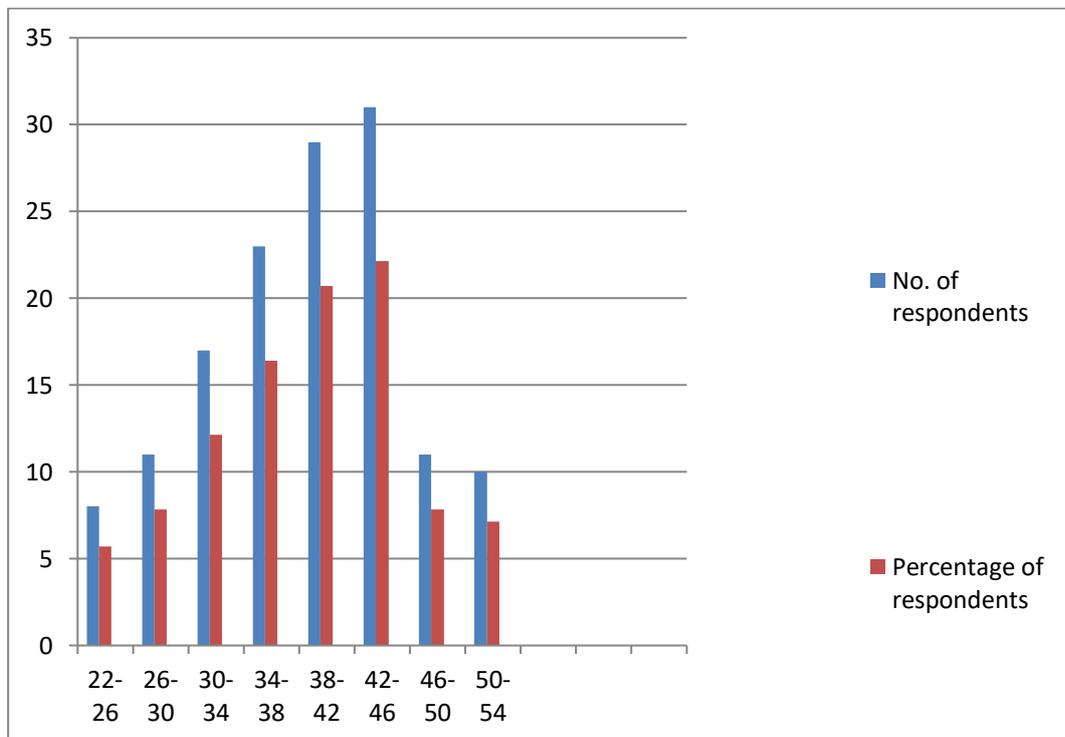
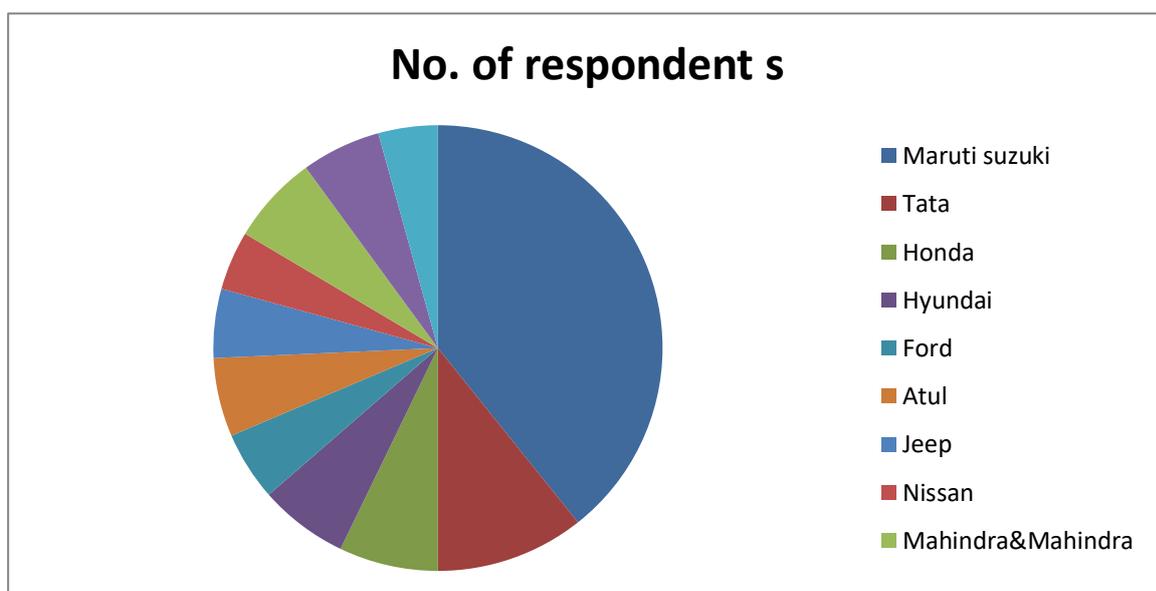


Table No. 7: Brand preference of cars

S.NO	Brand preference	No. of respondents	Percentage of respondents
1	Maruti Suzuki	55	39.28
2	Tata	15	10.71
3	Honda	10	7.14

4	Hyundai	09	6.42
5	Ford	07	5
6	Atul	08	5.71
6	Jeep	07	5
7	Nissan	06	4.28
8	Mahindra Mahindra	09	6.42
9	Chevrolet	08	5.71
10	Volkswagen	06	4.28
11	Sum	140	100
12	Mean	12.72	9.08
13	Mode	Nil	Nil
14	Median	9	6.42
15	Range	49	35

Interpretation: Table no.7 shows the brand preference of the respondents 55(39.28) percent respondents possess the cars of Maruti Suzuki brand, 15(10.71) percent respondents possess the cars of Tata brand, 10(7.14) percent respondents possess the cars of Honda brand, 9(6.42) percent respondents possess the cars of Hyundai and Mahindra &Mahindra brand respectively,7(05) respondents possess the cars of brand ford and jeep respectively,8(5.71) percent respondents possess the cars of Atul and Chevrolet brand,6(4.28) percent respondents possess the cars of Volkswagen and Nissan brand respectively,sum total of the respondents is 140(100) percent Mean values is 12.72(9.08),The median value is 9(6.42),The value of range is 49(35).



Objectives of the study

1. The main objective of this study is to analyze the consumer preference and consumer perception towards various brands of cars in district Kupwara
2. To analyze the level of satisfaction of the car owners in the districts Kupwara.
3. To study the factors influencing the Brand preference of passenger cars in the Kupwara district.

Methodology: - The study is based on primary and secondary data. Primary data was collected from the respondents through questionnaires. The secondary data was collected from the research articles, journals, magazines, and govt based reports and from internet sources.

Sample Size: - The sample size chosen for this study was 140. Respondents were selected through the sample random sampling from the Kupwara district of Kashmir Division.

Tools of Analysis: - To analyze this study various tools were employed like the Mean Mode, Median, Percentage and Range.

Hypothesis: -

H0: it seems that there is no influence of age, qualification and gender, on the preference of brands of various cars of the respondents.

H1: it evident from the study that there is a direct relationship of the income of the consumer with the brand he chooses or prefers, sometimes the consumer like to purchase a heavy brand of higher cost but his income does not allow him to purchase that brand then he has to restrict himself to the limited level of income.

Research and Findings

This paper gives a picture of the consumer preference and perception of various brands of cars in the Kupwara district of North Kashmir. With the increase in the disposable income of the customers the variety of choices has increased. The research and finding of this study are given as under. In the above given table No.1 the number of male respondents is 89(63.57) percent and female respondents is 1(36.42) percent. Table No.2 shows the occupation of the respondents 49(35) percent respondents are the govt servants, 25(17.85) percent respondents are doing the Pvt. Job, 25(17.85) percent respondents belong to the manufacturing sector, 19(13.57) percent respondents are the professionals, 26(18.57) percent respondents are from the business community the value

of sum 140 which is 100 percent. The value of mean is 28(20), mode is nil and the value of median is 25(17.85) and the value of range is 30(21.42). Table No.3 shows the educational qualification of the respondents which possess their own cars there are 14(10) percent respondents whose qualification is PhD, Those respondents who are Postgraduates are 27(19.28) percent, Graduates are 32(22.85) percent. Under graduates are 24(17.14) percent, 12th pass respondents are 19(13.57), 10th standard respondents are 11(7.85), the sum of all the respondents is 140(100), the mean value is 23.33(16.66), the value of mode is nil, Value of median is 21.5(15.35) and Value of range is 21(15) percent. Table No.4 shows the Family income of the respondents there are 26(18.57) percent respondents whose monthly income is between 30000-60000, 22(15.71) percent respondents have their monthly income between 60000-90000, 18(12.85) percent respondents have their monthly income between 90000-120000, 13(9.28) percent respondents have monthly income between 120000-150000, 11(7.8) percent respondents have monthly income between 150000-180000, 12(8.57) respondents have their monthly income between 180000-210000, 9(6.42) percent respondents have their monthly income between 210000-240000, 8(5.71) percent respondents have their monthly income between 240000-270000, 7(5) percent respondents have their monthly income 270000-300000, 5(3.57) percent respondents have monthly income between 300000-330000, 6(4.28) percent respondents have monthly income between 330000-360000, 3(2.14) respondents have their monthly income between 360000-390000, 9(6.42), the sum total of all the respondents is 140, the value mean is 11.66(8.32), the value of mode is nil, the value of median is 11.5(8.21), the value range is 23(16.42). Table No.5 shows the Model year of the cars owned by the respondents, 30(21.42) percent respondents own the cars having their model in between the year 2006-2009, 34(24.28) percent respondents have the cars having the model year between 2009-2012, 37(26.42) percent respondents are having their car model year between the year 2012- 2015, 39(27.85) percent respondents have owned their cars having model year 2015-2018 the sum total of all the respondents is 140(100) percent, the value of mean is 35(25), the mode value is nil, value of median is 54(38.57) the value of range is 9(6.42) respectively. The table No.6 shows age group of respondents with their percentage, 8(5.71) percent respondents are in the age group of 22-26yrs, 11(7.85) percent respondents fall in the age group of 26-30yrs., 17(12.14) percent respondents fall into the age group of 30-34yrs, 23(16.42) percent respondents fall into the age group of 34-38yrs, 29(20.71) percent respondents fall in the age group of 38-42yrs. 31(22.14) percent respondents fall in the age group of 42-46yrs. 11(7.85) percent respondents fall into the age group of 46-50yrs. 10(7.14) percent respondents fall into the

age group of 50-54 respectively. The values of Mode, Mean, Median, and Range are 11(7.85), 17.17.5(12.5), 14(10), 23(16.42) respectively. The table No.7 above given shows the brand preferences of the cars given by the respondents 55(39.28) percent respondents have preferred the cars of Maruti Suzuki, 9(6.42) percent respondents prefer the cars of the Hyundai and M&M 15(10.71) percent respondents prefer the cars of Tata,10(7.14) percent respondents prefer the cars of Honda,6(4.28)percent respondents prefer the cars of Nissan, Volkswagen 7(5) percent respondents prefer the cars of Ford,8(5.71) percent respondents prefer the cars of Atul and Chevrolet. The value of Mean is 12.72, Mode is Nil, Median is 9, and Range is 49.

Conclusion:-This study is based on the consumer preference and the consumer perception of the various brands of cars. There is a vast area under the research of this field. The respondents which were consulted have explained that there is the direct relationship of the income level of the consumer with respect to the brand he prefers, more over it has been visualized that there is no impact of the age, gender, educational qualification on the preference of the brand image of any car. There is an immense scope for this study in the future because this automobile sector is the key sector in an economy and the most contributing sector for the future economies. Earlier the customers were thinking like that to buy a car is the luxury but today it has become the need of every house hold in the India.

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