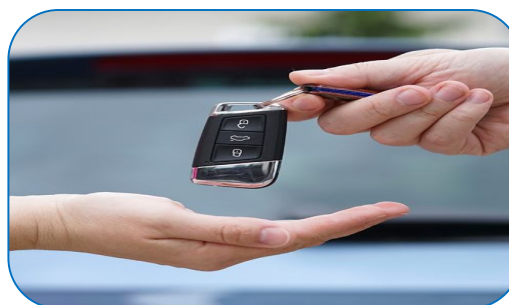




CONSUMER BUYING BEHAVIOUR FOR SMALL CAR IN KANYAKUMARI ECONOMY –A STUDY

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ABSTRACT:

The car industry nowadays is the most profitable sector in the world. Reasons for raise in non-refundable returns in village, town, city enterprises and effortless funding being provided by the commercial banks and private monetary institutes, the small car sales have risen at the rate of 47 per cent per year in August 2018 over the corresponding period in the previous year. Moreover competition is rising up in the car sector with a crowd of new players coming in and other like Toyota, Honda, Kwid and Benz all set to enterprise in the Indian car markets. The total size was fixed at 250. The major finding of the study, Maruthi is the most preferred brand of car in Kanyakumari district.

KEYWORDS: Small Car and Consumer Buying Behaviour.

INTRODUCTION:

In the year 1996, the car industrial sector celebrated its 100th centenary. Over the 105 years, the yearly world car production has grown from just little vehicles to over 55 million state-of-the-art vehicles. During the same period, vast growth have taken place in all areas of the small car industry like performance, fuel efficiency, security system, console, data for the driver etc. Changes in the people characteristic have been leading to more and more individualized products. Current years have seen great advantages for small car users as a result of advances in electric and electronic technology. The web has become a part of our life and is reaching out into the small car. The Indian small car industry which registered a low growth rate of 5.8 % compound average growth rate during 2000-2015 primarily as a result of Government rules and regulations of controlled licensing and limited foreign tie-ups. The monetary reforms initiated in 1991-93 direct to growth of small cars sector demand at compound average growth rate of 24 per cent during the period 2002-2016. The earlier period one decade also evidenced the initiate of several small car models in the midsize and first-class segments and this has totally changed the small car industry from the seller's market to the buyer's market during the past few years. In view of the very fresh changes in the Indian small car market, there is an apparent void in the, academic literature on the Indian consumer buying activities for small cars.

OBJECTIVES:

The important objectives are,

1. To analyze the most preferred brand of small cars in Kanyakumari district.
2. To study buying behaviour of small car in Kanyakumari district.
3. To study major factors motivating to purchase of small cars in the study area.

METHODOLOGY:

This study mainly based on both primary data and secondary data. The primary data were collected from small car owners in Kanyakumari district. The data pertaining to the small car owners was collected by applying the stratified random sampling technique. 250 samples are selected for the analytical purpose. The second hand information was composed from journals, edited books, reports from car broking companies and internets. The tools used in the present study were mean, standard deviation, co-efficient of variation, t-test and z-test.

DATA ANALYSIS:**1. Most Preferred brand:**

Table .1
Most preferred brand of small car

Sl. No	Brands	Mean	S.D	C.V.	t- value	Rank
1	Hyundai	4.68	3.28	8.30	110.51	II
2	TATA	4.01	2.91	7.08	87.85	IV
3	KWID	4.22	3.11	7.77	99.68	III
4	Maruthi	4.72	3.52	8.55	127.41	I
5	Mahindra	3.87	2.50	6.84	64.29	V
6	Ford	3.21	1.64	6.28	58.87	VI

Source: Computed data

Table value with df (250-1) = 1.645

* Significant at 0.05 level.

Table.1 explicit that out of the six brand of small car, the coefficient of variance of Maruthi (8.55), is the most preferred brand of small car, followed by Hyundai (8.30), KWID (7.77), TATA (7.08), Mahindra (6.48) and ford (6.28). It is conclude from the above table that the Maruthi is the most proffered brand of the small car owners as the standard deviation and coefficient of variation. So Maruthi is the most preferred brand of small car in Kanyakumari district.

It is reveals that the mean scores of Maruthi, Hyundai, KWID, TATA, Mahindra and Ford are 4.72, 4.68, 4.22, 4.01, 3.87 and 3.21 respectively. Further, 't' values shows that they are significant at 0.05 level. Hence it is concluded that all the all small cars taken into consideration have a significant bearing on their most preferred brand.

2. Car Owners Opinion about Small Car:

Different customers have different approach. By keeping this in mind some questions were is framed to know the consumers opinion for a small car. Certain parameters are set to know the responses of the samples. Results are presented in the Table.2

Table.2
Car Owners Opinion for the Small Car

Car Owner Opinion	Frequency	Percentage	Rank
Easy to drive	49	19.6	2
Limited setting capacity (4/5 passengers)	27	10.8	5
Price ranges between Rs. 7-15 lakhs	84	33.6	1
Cars owned by middle income groups	42	16.8	3
It is enough for me	12	4.8	6
More mileage	36	14.4	4
Total	250	100	

Source: Primary data

The table.2 reveals that 33.6 per cent of the respondents opine that small car price ranges between 7-15 lakhs, 19.6 per cent of the respondents have opinion that it is easy to drive, 16.8 per cent of the respondents accepts that small car is owned by middle income group, 14.4 per cent of the respondents accepts that it give more mileage, 10.8 per cent of them opine that small car has seating capacity for 4 / 5 passengers and the remaining 4.8 per cent of the respondents gave their opinion that it is enough for them.

3. Factors motivating to purchase of small size car

The various factors which motivating to purchase of small car were, want to own a car, financial position, reasonable price, reasonable resale value, low maintenance cost, brand image, availability of spare parts, good after sale service, good mileage, want to have a separate car for myself and want to gift a car to my family members. The respondents were asked to rate different factors influencing the purchase of small car on a five-point scale as extremely important, very important, important, least important and not at all important. The responses of the respondents are depicted in the table.3

Table.3
Factors motivating to purchase of small car (N=250)

Factors	Mean Score	Standard Deviation	z-value
Economic Conditions	5.42	0.53	12.65*
Reasonable price	5.38	0.91	9.65*
Less maintenance cost	5.11	0.79	10.12*
Better mileage	5.01	0.74	7.88*
Reasonable resale value	4.93	1.18	4.32*
Best after sale service	4.85	0.83	6.21*
Popular Brand	4.82	0.89	5.80*
Availability of spare parts	4.75	1.44	3.18
Separate car for myself	4.66	1.25	(-) 0.85
Gift by others	3.20	1.58	(-) 3.85*
Want to own a car	2.42	0.87	(-)11.42*

Source: Primary data

Note: Significant at 5% level of significance (z-value from table =1.82)

The table.3 the mean score analysis shows that the important factors motivating to purchase of small car were economic condition (5.42), reasonable price (5.38), less maintenance cost (5.11), good mileage (5.01), reasonable resale value (4.93), best after sale service (4.85), popular brand (4.82), availability of spare parts (4.75), separate car for myself (4.66), gift by others (3.20) and better mileage (2.42). Z-test results show that in case of small car, the observed mean value for factors such as

economic conditions, less maintenance cost, reasonable price, wants to own a car, best after sale service, popular image and reasonable resale value was significantly different from the assumed mean value of 3 at 5 per cent level of significance.

FINDINGS:

- ❖ The study expresses that out of the six brand of small car, the coefficient of variance of Maruthi (8.55), is the most preferred brand of small car, followed by Hyundai, KWID, TATA, Mahindra and Ford with co-efficient variance was 8.30, 7.77, 7.08, 6.48 and 6.28 respectively. The study shows that the Maruthi is most preferred brand of small car owners as the standard deviation and coefficient of variation. So Maruthi is the most proffered brand of small car in Kanyakumari district.
- ❖ The study found that the mean scores of Maruthi, Hyundai, KWID, TATA, Mahindra and Ford are 4.72, 4.68, 4.22, 4.01, 3.87 and 3.21 respectively. Further, 't' values reveals they are significant at 0.05 level. Hence it is concluded that all the all small cars taken into consideration have a significant bearing on their most preferred brand.
- ❖ The study insisted that 33.6 per cent of the respondents opine that small car price ranges between 7-15 lakhs, 19.6 per cent of the respondents have opinion that it is easy to drive and 16.8 per cent of the respondents accepts that small car is owned by middle income group.
- ❖ The study obvious that the mean score analysis shows that the important factors to motivating to purchase of small car were economic conditions (5.42), reasonable price (5.38), less maintenance cost (5.11) and better mileage (5.01).
- ❖ Z-test results show that in case of small car, the observed mean value for factors such as economic conditions, less maintenance cost, reasonable price, want to own a car, best after sale service, popular brand and reasonable resale value was significantly different from the assumed mean value of 3 at 5 per cent level of significance.

CONCLUSION:

The study reveals that there is no doubt that Indian small car market may growing with upward trend. The demand for small car in India was bright future, because the main reason is growing unlimited population. Another reason, small is car suitable for Indian road conditions comparing to luxury car. The study concluded that, in Kanyakumari district most of the people prefer Maruthi car. Since, the performance of Maruthi car is excellent compare to other branded small cars.

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