"A Study on Impact of Personal factors on Car Preference in Haryana state"

Dr.Geeta Yadav

Assistant professor, MRKIET,Rewari

geeta.yadav4@gmail.com

Abstract :-**Consumer Behaviour helps us understand the buying tendencies and spending patterns of consumers. Not all individuals would prefer to buy similar products. Consumer behaviour deals with as to why and why not an individual purchases particular products and services.** Personal Factors **are the individual factors to the consumers that strongly influences their buying behaviors. These factors vary from person to person that results in a different set of perceptions, attitudes and behavior towards certain goods and service**

Key Words: **Consumer Behaviour , Personal Factors, Passenger Car Segment**

I. INTRODUCTION

The buying decision making process and value perceptions could vary depending on individual orientations, the level of affordability, thinking orientation and pattern as well as the economic and competitive environment in which the consumer buy (Woodruffe-Burton, Eccles, & Elliott, 2002). The impact of the major personal factors on the car purchase behavior of consumer by examining their demographic profile, income, education and life-style preferences.

A fairly extensive amount of research examining individual buying orientations indicates that orientations impact buying behavior based on several factors such as consumer demographics (Wang, Yee-Man, Noe, & Alice, 2002) and psychographics (Darden & Reynolds, 1971); income level (Hansen & Deutscher, 1977); usage situation (Moye & Kincade, 2002); price sensitivity (Mägi, 2003); involvement (Williams, Nicholas, & Painter, 1978); segmentation (Sinha, 2003) and need recognition (Bruner & Gordon, 1986).

II. IMPORTANT PERSONAL FACTORS

For demographic profile we considered gender, age, income, education, location, marital status, occupation, family type and lifestyle for the study

III. IMPACT OF PERSONAL FACTORS ON CAR PREFERENCE

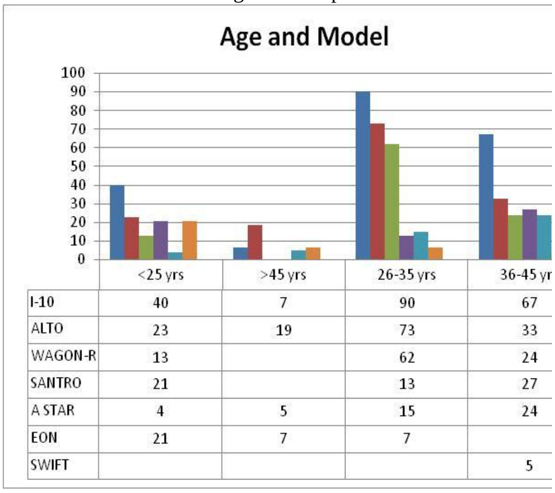
Previously, Ayers and Siegelman (1995), Harless and Hoffer (2002) found mixed evidence as to whether different demographic groups pay identical prices on average for new vehicles. However, if we wish to understand whether policy should be called on to intervene in the market, then the cause of the disparity becomes critical, and these papers are generally unable to provide strong evidence. Since the correct policy response to differential treatment requires an understanding of the reasons why demographic groups are being treated differently in the market, then empirically disentangling these various reasons in different markets becomes critical. The following tables illustrate the changes of car preferences with respondent demographic characteristics

Table 1.1: Age and car preference

Age and Model Preference	Count
<25 yrs	**122**
I-10	40
ALTO	23
SANTRO	21
EON	21
WAGON-R	13
A STAR	4
>45 yrs	**38**
ALTO	19
I-10	7
EON	7
A STAR	5
26-35 yrs	**260**
I-10	90
ALTO	73
WAGON-R	62
A STAR	15
SANTRO	13
EON	7
36-45 yrs	**180**
I-10	67
ALTO	33
SANTRO	27

A STAR	24
WAGON-R	24
SWIFT	5
Grand Total	**600**

Exhibit 1.1: Age and Car preference

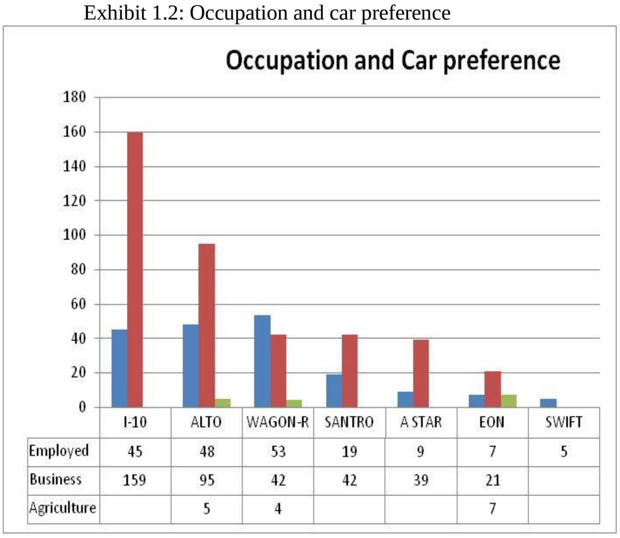


Interpretation: It can be concluded that Hyundai i-10 is the most preferred car for all age segment except customer greater than 45 years. Customer above 45 years prefers Alto. Wagon-R also holds a strong position in all age categories followed by Santro and Maruti A-star. Because of the high price, customer hesitates to show preference towards Maruti Swift. Overall Maruti lead Hyundai in car preferences with wide variety of small car alternatives.

Table 1.2: Occupation and car preference

Occupation/Model	Count of Model
Employed	**186**
WAGON-R	53
ALTO	48
I-10	45
SANTRO	19
A STAR	9
EON	7
SWIFT	5
Business	**398**
I-10	159
ALTO	95
SANTRO	42
WAGON-R	42
A STAR	39
EON	21
Agriculture	**16**
EON	7
ALTO	5
WAGON-R	4
Grand Total	**600**

Exhibit 1.2: Occupation and car preference



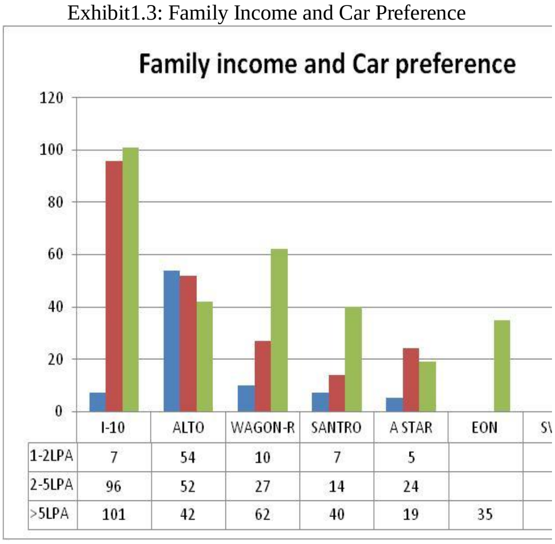
Interpretation: The table and figure depicts that customer occupation has a significant impact on small car preference. Customer employed in Government or Private sector Maruti popular small car models like Wagon-R and Alto, followed by Hyundai i-10. Business man rated i-10 as the most preferred small car choice, followed by Alto and Hyundai Santro. This segment faces a tough competition between Wagon-R, A-star, and Hyundai Eon. With a limited sample of respondent from agriculture backdrop, we can conclude that this segment prefer Hyundai Eon followed by Maruti Alto and Wagon-R.

Table 1.3: Family Income and car preference

Income Level	Count
1-2LPA	
ALTO	54
WAGON-R	10
SANTRO	7
I-10	7
A STAR	5

2-5LPA	
I-10	96
ALTO	52
WAGON-R	27
A STAR	24
SANTRO	14
>5LPA	
I-10	101
WAGON-R	62
ALTO	42
SANTRO	40
EON	35
A STAR	19
SWIFT	5
Grand Total	**600**

Exhibit1.3: Family Income and Car Preference



Interpretation: It can be concluded that Hyundai i-10 and Wagon –R are preferred by only medium to higher income group people. On the contrary Maruti Alto is preferred by all income segments. Hyundai Eon is also one of popular car choices for customers with package greater than 5 LPA.

REFERENCES

[1] Bruner, I., & Gordon, C. (1986). Problem Recognition Styles and Search Patterns: An Empirical Investigation. *Journal of Retailing, Vol. 62 (Fall)* , 281-297

[2] Darden, W. R., & Reynolds, F. D. (1971). Shopping Orientations and Product Usage Rates. *Journal of Marketing Research, Vol. 8* , 505-508

[3] Hansen, R. A., & Deutscher, T. (1977). An Empirical Investigation of Attribute Importance in Retail Store Selection. *Journal of Retailing, Vol. 53 (4)* , 59-95

[4] Moye, L. N., & Kincade, D. H. (2002). Influence of Usage Situations and Consumer Shopping Orientations on the Importance of the Retail Store Environment. *International Review of Retail, Distribution & Consumer Research, Vol. 12 (January)* , 59-79.

[5] Sinha, P. K. (2003). Shopping Orientation in the Evolving Indian Market. *Vikalpa, Vol. 28 (2)* , 13-22. Harless, D. W., & Hoffer, G. E. (2002). Do Women Pay More for New Vehicles? Evidence from Transaction Price Data . *American Economic Review, Vol. 92 (1):* , 270-279.

[6] Wang, C. L., Yee-Man, S., Noe, H., & Alice, S. (2002). Demographics and Shopping Orientation for Apparel Products: A Hybrid Segmentation of Chinese Consumers. *Journal of Asian Business, Vol. 18 (3)* , 31-44

[7] Woodruffe-Burton, H., Eccles, S., & Elliott, R. (2002). Towards a Theory of Shopping: A Holistic Framework. *Journal of Consumer Behaviour, Vol. 1 (3)* , 256-266.