PROJECT REPORT

ON

"CONSUMER PERCEPTION TOWARDS LOCAL AND GLOBAL BRANDED CARS, WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT"

Submitted by

AYSHA

REG NO: AIAWMCM006

Under the guidance of

DHINI K.V

Assistant Professor

PG Department of Commerce and Management Studies

In partial fulfillment of the requirements for the award of the degree of

Master ofCommerce at Calicut University

M.E.S ASMABI COLLEGE

P. VEMBALLUR– 680 671

2022-2024

CERTIFICATE

This is to certify that the project report entitled **"CONSUMER PERCEPTION TOWARDS LOCAL AND GLOBAL BRANDED CARS, WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT"** is a bonafide record of work done by **AYSHA** submitted in partial fulfillment of requirements for the award of the degree of "Master of Commerce".

Dr. K.P SUMEDHAN

M.Com, MPhil, Ph.D

Director

Self-Financing Programmes

M.E.S Asmabi, College, P. Vemballur

Place: P. Vemballur

Date:

CERTIFICATE

This is to certify that the nature of the project report entitled "**CONSUMER PERCEPTION TOWARDS LOCAL AND GLOBAL BRANDED CARS, WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT**" is a bona fide record of the work done by **AYSHA** and submitted in partial fulfillment of the requirement for the award of the degree of Master of Commerce at the University of Calicut. This independent project report was completed under my supervision and guidance.

DHINI K.V

M.com, B.Ed, NET

Assistant Professor

PG Department of Commerce &

Management Studies

M.E.S Asmabi College, P. Vemballur

Place: P.Vemballur

Date:

DECLARATION

I hereby declare that this report entitled "**CONSUMER PERCEPTION TOWARDS LOCAL AND GLOBAL BRANDED CARS, WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT"** has been prepared under the guidance of **Dhini K. V**, Assistant Professor, Post Graduate Department of Commerce and Management Studies, M.E.S Asmabi College,P.Vemballur in partial fulfillment of the requirement of the M.com degree. The information and data given in the report are authentic to the best of my knowledge.

AYSHA

Place: P.Vemballur

Date:

ACKNOWLEDGEMENT

CERTIFICATE ON PLAGIARISM CHECK

MESASMABICOLLEGE, P VEMBALLUR

(Affiliated to the University of Calicut)

1.	Name of the Research Scholar/Student	**Aysha**		
2.	Title of the Thesis/paper	Consumer Perceptions towards local and global branded cars, with special reference to Malappuram District.		
3.	Name of the supervisor	**Dhini K.V**		
4.	Category	Master's Thesis		
5.	Department/institution	Commerce		
6.		Introduction /Review of literature	Materials and Methods	Results/ Discussion/summary Conclusion
7.	Similar content (%) identified	-	-	-
	Incase Overall similarity (%)	6%		
8.	Acceptable Maximum limit	25/35	25	10
9.	Revised Check			
10.	Similar content(%)identified	6%		
11	Acceptable Maximum limit			
12	Software used	**Checker X**		
13	Date of Verification	21.05.2024		

Issued by Librarian/Research Nodal officer

Signature of the Researcher   Principal/HoD

Signature of the supervisor

Place: P. Vemballur

Date: Seal

CHAPTER I

INTRODUCTION

CHAPTER II

REVIEW OF LITERATURE

CHAPTER III

THEORETICAL FRAMEWORK

CHAPTER1V

DATA ANALYSIS AND INTERPRETATION

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

BIBILIOGRAPHY

APPENDIX

TABLE OF CONTENTS

LISTOFTABLES

LIST OF CHARTS

INTRODUCTION

The automobile industry serves as a vital catalyst for the economic advancement of any developing nation, fostering growth across various sectors such as infrastructure, transportation, and industry. With its extensive connections to key segments of the economy, it exerts a significant multiplier effect, propelling overall economic expansion. By driving advancements in both transportation and industrial sectors, it not only accelerates growth but also creates substantial employment opportunities. In India, the automobile industry, encompassing two-wheelers, three-wheelers, commercial vehicles, and passenger vehicles, has emerged as one of the largest and fastest growing sectors, contributing significantly to the country's industrial development. This study focuses on analyzing consumer perception and behaviors regarding Indian and global cars.

Presently, India is the world's second largest manufacturer of two wheelers, fifth largest manufacturer of commercial vehicles and fourth largest manufactures of tractors. It's the seventh largest passenger car market in Asia as well as a home to the largest motorcycle manufactures. The majority of India's car manufacturing industry is based around three clusters in the south, west and north.

A motivated individual's actions are influenced by their perception of the situation. Perception involves selecting, organizing, and interpreting information to make sense of the world, perception not only depends on physical stimuli but also on stimuli's return to the surrounding field and its relation within the individual. The key point's is that perception can vary widely among individuals exposed to the same reality. One customer might perceive a fast- taking salesperson as aggressive and insincere and another customer as intelligent and helpful. Each of them will respond differently to the salesperson. In marketing, perceptions are more important than the reality, as it is the perception that will affect consumer's behavior. People can emerge with different perception of the same objective because of three perceptual processes; selective attention, selective distraction and selective retention.

Consumer behavior is a multifaceted, ever evolving process that serves as the foundation for all marketing decisions. It reflects the individual's responses to various stimuli and encompasses their actions in acquiring and utilizing goods and services. With a significant portion of the population investing heavily in consumer goods, preferences are continually shifting and diversifying. Even within industrial markets, where needs are typically more standardized, buyer preferences are becoming increasingly varied, leading to less predictable purchasing patterns. The purchasing process initiates within the consumer's mind, involving the exploration of alternative products based on their respective advantages and disadvantages through internal and external research. This culminates in a decision- making phase for purchase, product usage, and subsequent post- purchase behavior, which is also very important, because it gives a clue to the marketer whether his product has been a success or not.

Consumer behavior entails the examination of when, why, how and where individuals abstain from purchasing a product. The advancements in science and technology have resulted in a wide array of automobile models, particularly passenger cars, each with distinct features. Customers are valuable assets to any organization, as they are ultimate recipients of products and services. A consumer, whether an individual or a group, selects, acquires, utilizes, or discards products, services, ideas, or experiences to fulfill their needs and desires. Consumer behavior encompasses the processes through which organizations procure and dispose of goods, services, experiences or ideas to meet these needs, and ensuing impacts on both the consumer and society. It blends from psychology, sociology, social anthropology, and economics, it examines individual consumer characteristics such as demographic and behavioral variables to comprehend people's desires. Furthermore, it evaluates the influence of groups such as family, friends, reference groups, and society at large on consumer decisions. Consumer behavior research allows for improved understanding and forecasting concern not only the subject of purchasing motives but also for the purchasing frequency (Schiffman and Kanuk, 2007).

Consumer behavior is a multifaceted, dynamic ever evolving process that underpins all marketing decisions. It reflects individual's responses to stimuli and encompasses the

acquisition and utilization of goods and services. With a vast consumer base spending significant amounts on various products, preferences are continually evolving and diversifying. Even in industrial markets, where the need for goods and services is generally more homogenous, buyers are exhibiting less predictable behavior. The buying process commences in the mind of consumer, which leads to the findings of alternatives between products that can be acquired with their relative merits and drawbacks through internal and external research. Subsequently, a decision-making phase ensues, followed by post- purchase behavior assessment, it gives a clue to the marketer whether his product has been a success or not.

The exploration of consumer behavior (CB) holds significant important for marketers as it provides insights into and forecasts consumer purchasing patterns within the marketplace. It enables them to what consumer purchases, but also the why, when, where, how, and how frequently they buy, consume, and dispose of products. Consumer research serves as the methodology employed to investigate consumer behavior, spanning across all stages of the consumption journey: pre-purchase, during purchase and post-purchase. Studies reveal that two individuals purchasing the same product may do so for varied reasons and may pay different prices.

STATEMENT OF THE PROBLEM

The study aims to investigate the underlying factors and motivations influencing the consumer's decision towards the purchase of the particular brand of car. The study will address the following aspects, the socio-economic background of consumers, factors influencing brand choice, consumer perception and behavior, consumer post-purchase satisfaction and problems faced by consumers who have been using cars with respect to local and foreign branded cars.

OBJECTIVES OF THE STUDY

➢ To identify the factors influencing the selection of local and global branded cars.

➢ To assess the level of consumer perception towards local and global branded cars.

➢ To find out the level of consumer satisfaction with respect to local and global branded cars.

HYPOTHESIS OF THE STUDY

➢ H0 Customer satisfaction towards the consumption is average level.

➢ H0 Consumer perception, satisfaction, reliability and familiarity towards local and global branded cars, are not significantly different from average level.

SIGNIFICANCE OF THE STUDY

The cost and fuel economy of passenger cars in India are rapidly rising. The market for tiny and compact cars is being driven by consumers. The growth in household income is the main driver of the automobile industry. This is driven by the increase in the service industry. Automobile sales and GDP growth are positively correlated from an economic standpoint. The desire to possess a car is highest among emerging nations among Indians, who have more spare cash due to the huge number of young people working in profitable positions these days. Rising rates of urbanization and the number of youth in the population, along with better consumer finance options and the introduction of banks into the auto lending market, have resulted in beneficial to the Indian auto sector. Additionally, home automakers have begun to provide customer credit options. Car prices have decreased in part because of the removal of excise taxes. Indian automakers currently provide a wide range of models at competitive pricing, and in an effort to boost sale, they are cutting prices in the mid- and compact segment. The introduction of several passenger car models into the market causes market saturation and rivalry between businesses, which is in stark contrast to the monopolistic practices of the industry. In this case, maintaining and expanding market share necessitates massive marketing efforts through the implementation of highly appealing value-added services and novel features.

The study will reveal the importance for understanding the underlying consumer perception towards local and global branded cars in the Indian retail market.

SCOPE OF THE STUDY

The study is conducted at Malappuram District and here also considers certain brands of cars only (Honda, Ford, Hyundai, Toyota, Maruti, Tata) as there are many choices.

RESEARCH METHODOLOGY

It's a descriptive study. It's a defined as one which only one group of subjects is studied, without any comparison group, for describing the outcome in terms of its frequency and its distribution according to selected variables related to person, place and time.

PRIMARY DATA

Primary data were collected from peoples who have been using cars, through a well framed questionnaire.

SECONDARY DATA

The secondary data were collected from thesis works, related articles, books, journals and websites.

SAMPLE SIZE

The sample size is 80. Purposive Sampling technique is used here because the population is infinite its a non-probability sampling technique.

TOOL OF DATA COLLECTION

The tool used to collect data from the respondents is a well-structured questionnaire.

TOOLS OF DATA ANALYSIS

The collected data were analyzed with the help of statistical package for the social sciences, percentage, one sample t test, paired sample t test etc.…

TOOLS OF PRESENTATION

The data were presented through certain graphs, tables, charts, etc.…

LIMITATIONS OF THE STUDY

- ➢ Data is collected through purposive sampling method.
- ➢ Its time consuming.
- ➢ As the title include "Malappuram" so the area is limited.

REVIEW OF LITERATURE

Review of literature delves into ongoing research regarding consumer's perception, behavior, and satisfaction issues. It aims to assess consumer perception, study their behavior and satisfaction by examining relevant previous studies, including journals, theses and research articles. These studies are categorized to Indian and foreign studies concerning local and global branded cars.

REVIEW OF INDIAN STUDIES

Ramesh Sardar (2012) in his article "Brand preference of Passenger Cars in Aurangabad District" has carried out an analysis of marketing, a consumer behavior and brand preference of passenger car in Aurangabad district of Maharashtra state. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants in the growth and survival of firms. It reaches distinct conclusions. Findings and recommendations of the study which may be useful for general public as even the manufacturers and dealers can understand the dimensions reflecting brand preference of passenger cars and impact of all these factors on customer satisfaction.

AsgharAfsharJahanshahi (2011) in his research addresses the following questions that are becoming increasingly important to managers in automotive industries: Is there a relationship among customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If yes, how is the relationship among these four variables? The automotive industry in India is one of the largest in the world and one of the fast-growing industries globally. Customer satisfaction and loyalty are the most important factors that affect the automotive industry. On the other hand, customer service can be considered an innate element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages, for example, at the beginning of the purchase and one or two years after the purchase. The population of the study comprised all the Tata Indian car owners in Pune. The hypotheses of the study were analyzed using regression and ANOVA. The results of the study showed that there

Was a high positive correlation between the constructs of customer service and product quality with customer satisfaction and loyalty.

Nitin Joshi, and Mishra. D.P (2011) The aim of their study is to understand the behavior of the customer in the State of Maharashtra which is one of the most developed states in India. The study was carried out to understand the customer awareness on environment friendly car (EFC). The objective of the study is to understand the awareness levels and to create awareness of the EFC so that the efforts of the manufacturing the green car will be achieved. Data were collected from about 500 respondents. The study was conducted with respect to age group and the geographical area of the respondents. With reference to the age group, it is observed that there is no significant difference in the awareness levels but with reference to the geography, there is a significant difference. It is also observed that there is a significant difference in the awareness levels with reference to the EFC.

Natarajan. P and U. Thiripurasundari (2010) in their study focused on the consumer preference of global brands vs. local brands in the Indian car industry. Consumer brand perceptions have substantial implications in marketing. The customer's preference towards local and global brands is studied by administering a structured interview schedule with one hundred and fifty customers in Pondicherry city. From the study it was found out that the consumers who possessed global car brands preferred their car brands due to factors such as global presence, worldwide reputation and the quality of being imported. Consumers made favorable perceptions on the country wherein they tend to associate factors such as superior quality, technical advancements, modernization. to the country from which the brand had taken its origin. Consumers who owned a local brand evaluated the local brand in a favorable manner, wherein they tended to associate the brand to India's strong automobile sector making quality and technically efficient cars.

SudharaniRavindran and Gayathridevi 14(2010) in their article studied the customer satisfaction of Hyundai i10 in Coimbatore city. The research is descriptive in nature. The sample design adopted for the study was the simple random sampling. The sample

size was one hundred which included only owner of Hyundai *i10* cars in Coimbatore city. The customers' expectations over a Hyundai *i10* were identified and it was found to be based on certain factors. The most motivating factor to buy Hyundai *i10*car was also found out i.e., design and style. The attributes like suspension and handling were identified to be below par for a Hyundai *i10*.

Chidambaram and Alfred 17(2007) in their study postulated that there are certain factors which influence the brand preferences of customers. Within this framework, the study reveals that customers give more importance to fuel efficiency than other factors. They believe that the brand name disclose them something about product quality, utility, and technology and they prefer to purchase passenger cars which offer high fuel efficiency, good quality, technology, and durability and reasonable price.

Jelsy Joseph. J and T. Hemalatha 18(2007) in their study "Customer Relationship Management in Passenger Car Industry" argue that after-sales services not only help in firms coming close to the customer and build credibility for their service and commitment towards the customer but also help improve mouth publicity and goodwill generated from such customer-oriented efforts. It also reveals that the firms improve their market share through maintaining good interactions and relations with customers. A customer acquisition and relations have become the most important terms in sales.

Clement Sudhakar and Venkatapathy 15(2009) examined the influence of peer group in the purchase of car with reference to Coimbatore District. It was also found that the influence of friends is higher for the purchase of small sized and midsized cars. **Suresh A.M 19(2006)** has evaluated customer satisfaction with reference to small cars in Bangalore city. The research identified sales support, vehicle design, purchase support, cost of ownership and delight features as underlying factors of customer satisfaction. The research tries to rank small cars on these factors. The study also tries to find out whether customer satisfaction varies among customers on the basis of their demographics.

Sumit Jain 23(2006) has found that automotive industry is now facing new and pressing challenges. Globalization, individualization, digitalization and increasing competition are changing the face of the industry. In addition, increasing safety requirements and voluntary environmental commitments have also contributed to the changes ahead. The size of the organization is no longer a guarantee of success. Only those companies that find new ways to create value may prosper in the future. The purpose of this study is to present a short overview of the automotive industry today and highlight challenges facing the industry.

Syed SaadAndaleeb and Amiya K. Basu 32(1994) examined the relationship between a customer's assessment of the service quality of an automobile service/repair facility and five factors: perceived fairness of the facility and its personnel, empathy, responsiveness, reliability, and convenience. Perceived fairness was found to be an important determinant of service quality evaluation and its importance depended on the complexity of the task involved and the customer's knowledge of automobile repairs. In particular, when the task was complex and the customer did not feel knowledgeable, perceived fairness was found to be significantly more important than any of the other four factors.

REVIEW OF INTERNATIONAL STUDIES

White 33 (2014) discussed the factors those play a vital role in choice of car buyers and observed that consumers negotiate with dealers over price and pursue them to every extent to avail incentives as well as low-interest payment plans. He conducted that with an increasing trend of multi – car households, car dealers and advertisers should target the right audience, taking into consideration the power of children and the impact of life stage, even after the fact that women are the primary buyers of most new cars. The study concluded that the motor trade has traditionally been contemptuous of women's role in the car-buying process.

Brown et al. 36(2010) have analyzed the consumer 's attitude towards European, Japanese and the US cars. The country of origin plays a significant role in the consumer 's38 behavior. The brand name, lower price and distributor 's reputation have a significant impact on the sale of passenger cars.

Dina El Kayaly and Dr Ahmed Taher 37(2010) made an attempt to develop and test a measurement tool aiming at quantifying the factors affecting customer's satisfaction and loyalty. The validity and reliability of the measurement scale was tested in the case of Egyptian car industry. To do that, an instrument was developed on the basis of extensive previous studies, with the help of management experts and personal professional experience.

The measurement scale was applied to Egyptian car owners of a certain (one single) brand to avoid the brand moderation effect. The scale was found to be reliable and valid. The validity was tested using an exploratory factor analysis.

In conclusion, this study suggests the testing the effect of the three key drivers: dimensions on customer's satisfaction and consequently on customer's loyalty and using the results to guide the marketing activities of car agents working in Egypt.

Adele Berndt 39(2009) has found out that motor industry plays a critical role in the economy of South Africa, with respect to both GDP and employment. Service quality is a fundamental aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles. The study was conducted using a convenience sample of seven hundred and sixty-one respondents who were the owners of various brands of motor vehicles. The questionnaire was a self-completion questionnaire which consisted of three sections. The factor analysis of the research indicated that five service quality factors could be identified. Apart from the tangible factor, the factors identified differed from the dimensions of service quality proposed by Parasuraman et al. (1988). The dimensions identified also differed from other studies conducted in service quality dimensions in this context, highlighting the variable nature of service quality. The implication of this study is that the customer perceives the way in which the service is delivered as critical in evaluating service quality.

Mohd et al. 40(2009) are of the opinion that "After-sales services" is the provision of services to customers before, during and after a purchase. It is one of the organizational processes which companies perform in considering the growing competition of the market and for attracting entrepreneurial opportunities for increasing profitability and better access to the market, as well as increasing the customer satisfaction level. It has been mostly used to describe services that are provided to the customer after the products have been delivered.

Robyn Meredith 46(2007) in his article "The Next People's Car" traced the development of a car by Tata Motors which aimed to sell for about $ 2,500, the cheapest, by far, ever made. Tata Motors on the global auto scene marked the advent of India as a global center for small-car productions and represented a victory for those who advocate making cheap goods for potential customers at the - bottom of the pyramid in emerging markets. Tata Motors has been India's largest commercial vehicle maker. The Tata logo appears on buses, dump trucks, ambulance and cement mixtures. The author also states that the cheapest versions cannot have air conditioning (or) power steering,

but the cute looks will make up for missing features, and that the design was outsourced to Italy's Institute of Development in Automotive Engineering.

Bouman et. al. 48(1992) in their article describes the building and testing of the SERVQUAL instrument. The outcome of the research is that the instrument is easily applicable for Dutch garage firms. However, in contrast with the five SERVQUAL dimensions, the customers in the Dutch car service firms distinguish only three dimensions to judge the delivered quality, one of which appears to be totally specific to this sample. The three dimensions found in the research in car service firms are: customer kindness, tangibles and faith. Only customer kindness contributes directly to the measured service quality.

O'Berien 49(2000) examined in his study four factors-demographic, personality, services, message and product class and their effects on information handling. The product chosen for the study were cars and breakfast. It was found that factors had varying effect on information handling. Search initiation had no effect on these variables, nor did education, sex, product class or psychosocial classification expect that knowledge increased more for cars than breakfast. As demographic variables, sex and education affected intimation. Higher educated subjects were more likely to go in search of information probably because they were more familiar with sources and benefits of such search.

Gerald D. Bell 50(1967) in his study examines on the questions on how a new car buyer feels about his/her purchase and what factors determine his/her reactions when he/she begins living with his/her new car. The finding of this investigation suggests the effect of a customer's self-confidence, his/her personality, and the quality of service he/she receives upon his/her cognitive dissonance.

RESEARCH GAP

The research identifies a clear gap in the existing literature, as prior studies have not thoroughly addressed consumers' perceptions, behaviors, and satisfaction regarding both local and global branded cars. The primary objective of this research is to comprehensively examine consumers' perspectives on these vehicles in a holistic and systematic fashion. Initially, the study focuses on understanding consumers' perceptions and subsequently delves into their behaviors and satisfaction levels. This sequential approach allows for a thorough investigation into how consumers perceive, interact with, and feel about different types of branded cars.

THEORETICAL FRAMEWORK

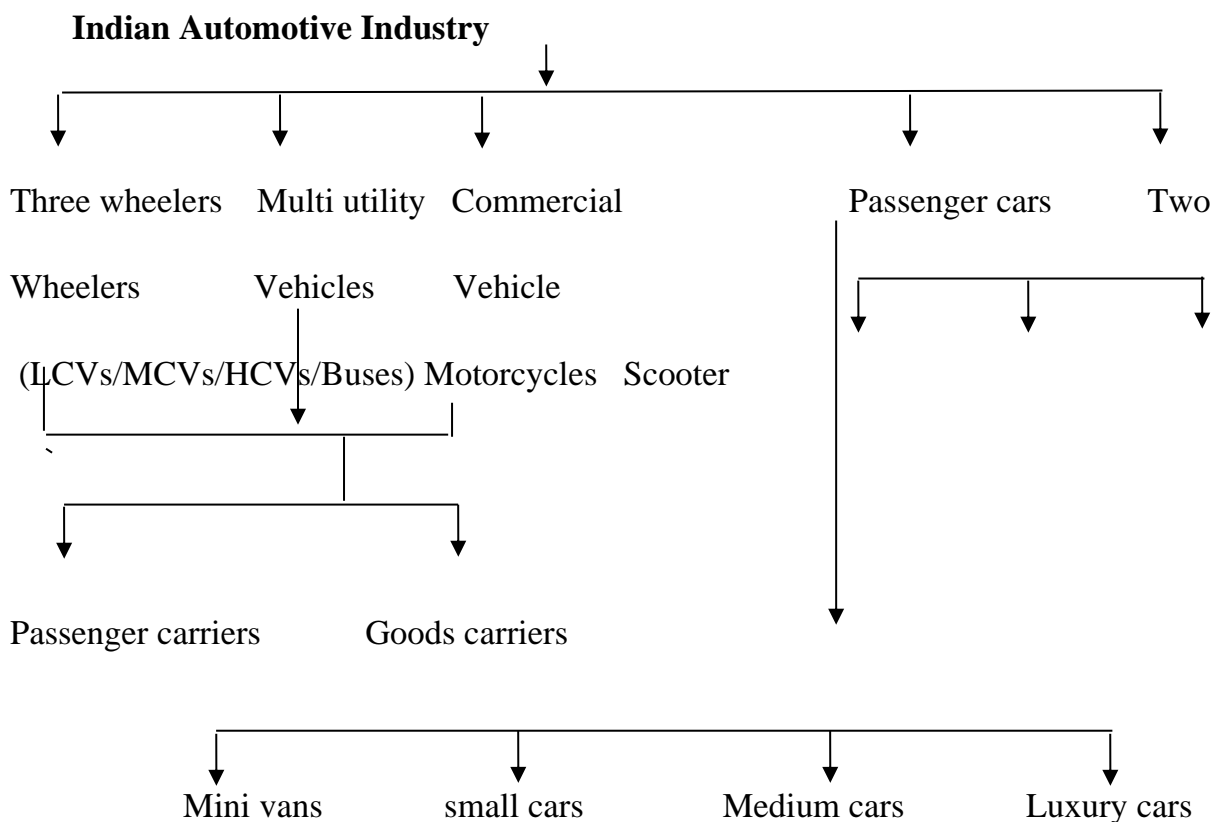**CONSUMER SATISFACTION TOWARDS LOCAL AND GLOBAL BRANDED CARS – AN OVERVIEW**

INTRODUCTION

Since 1991, when India first experienced deregulation, the global automobile industry has seen an unprecedented level of upheaval. The globalization wave had an immediate impact on the global sector and has its recognition on a global scale was expedited. First, the financial and securities sectors which saw the Big Bang in the 1980's saw the effects of globalization. Then it extended to the rapidly expanding communication and information sectors. The car sector is not exception these days. With its recent rapid growth, the Indian automobile industry has been a source of great pride and significance in the country's economy. Two interrelated reasons have led to the remarkable growth observed in the Indian automobile sector specifically, the rise in the middle class's purchasing power due to an improvement in their standard of living. Furthermore, the government of India's liberalization initiatives, including the easing of equity and forex laws, the lowering of import tariffs, and the banking sector reforms, have made it simple and feasible for the Indian automobile industry to reach new heights. The institutionalization of auto financing has been added to these, further laying the groundwork for the industry's long term high growth sustainability.

Peter Drucker called the automotive industry as "The Industry of industries." One of the sectors known to be responsible for economic expansion is the automotive industry. India's automotive sector is divided into three categories: passenger cars, two-wheelers, three-wheelers and commercial vehicles. India's passenger car and commercial vehicle manufacturing industry is the sixth largest in the world. It has grown to be a significant contributor to India's GDP, employing over 19 million people and contributing nearly 7% of the nation's GDP at the moment both directly and indirectly. Due to a young population and a growing middle class, the two-wheeler segment leads the Indian vehicle market with an 81% market share. India surpassed Brazil to become the world's sixth largest producer of passenger cars, surpassing both established emerging

automakers including Belgium, the United Kingdom, Italy, Canada, Mexico, Russia, France, and Brazil. Additionally, the automobile industry's contribution to the government's support, with a focus on exports of compact cars, multi- utility vehicles (MUVs), two- and three-wheelers, and auto components. The automotive sectors contribution to the GDP is increased about 7.1% now from 2.77% in 1992-93. It provides direct and indirect employment to over 19 million people. India aims to double its auto industry size to Rs. 15 lakh cr by end of year 2024. There has been an FDI inflow of \$33.77 billion in the industry from April 2000 till September 2022 which is around 5.48% of the total FDI inflows in India during the same period.

Indian Automotive Industry

Indian Automotive Industry

Three wheelers   Multi utility   Commercial   Passenger cars   Two

Wheelers   Vehicles   Vehicle

(LCVs/MCVs/HCVs/Buses) Motorcycles   Scooter

Passenger carriers   Goods carriers

Mini vans   small cars   Medium cars   Luxury cars

India, the second most populous nation in the world, has a faster than average economic growth rate when compared to wealthy nations, which creates a great deal of demand for small cars, India is developing into an market for global auto manufacturers. The Indian automotive market is growing for a number of reasons. A few of them are given below:

1. The people have more disposable income as economy is growing.

2. Increase in the need of mobility due to urbanization and leisure travel.

3. Car finance options available from financial institutions at reasonable rate of interest.

4. Availability of service centers and spare in near vicinity.

5. Improvement in highway infrastructure

The fierce rivalry between both domestic and foreign manufacturers makes the Indian passenger automobile market extremely competitive. The majority of the 13 automobile producers in the Indian passenger car market are international companies that welcomed with open arms as the Indian economy opened up. Maruti is one of the few Indian automakers to hold a 50% market share in the market for small and compact cars (Ramesh Sardar, 2012). In this fiercely competitive market, the introduction of novel goods or services with the potential to satisfy consumer needs is crucial to survival of success. A corporation should also possess the necessary level of competence to effectively and efficiently navigate the fierce competition in the industry. In addition, a sharp shift in consumer expectations and fierce competition in the Indian auto industry have compelled auto makers and dealers to provide cutting edge goods with distinctive characteristics in order to inspire confidence and maintain customer contentment. Customer can choose from a variety of car brands and models available to them today in the hopes of being more satisfied with their selection. But they must take into account a variety of criteria before making a final decision.

In marketing the notion of "buying behavior" is crucial and has changed over time. Understanding consumer purchasing behavior is crucial because it affects how people choose what to buy. Daily requirements, desires, and expectations are rising. Consumer behavior is complex as car purchase requires a high level of social and psychological involvement. Consumer buying behavior is the mix of economic, technological, political, cultural, demographic and natural factors as well as customer's own characteristics which is reflected by his/her attitude, motivation, perception, personality, knowledge and lifestyle.

CONSUMER PERCEPTION

Individuals constantly shape their perceptions and retain them for use in the future. When a person must make decisions about their preconceived notions will be taken into consideration. Consequently, opinion regarding a good or service that are essential to the success of the product or service in the market because they are ingrained in the consumer's consciousness. The process by which a person makes sense of the environment by interpreting the different stimuli they are exposed to is known as perception. The brain sorts and stores the stimuli after they are received through the sensory organs the eyes, ears, nose, mouth and skin. Actually, a person's vision of the world and everything around them constitute their reality. Therefore, it's possible that many people will interpret the same event or items as having different "realities".

Perception is the process through which a person chooses, arranges and analyzes the data they take in from their surroundings. The entire process happens even though it seems to go from sensory exposure to cognition in a sequential order. Virtually instantly, with smooth interactions and overlaps across the process steps. Three steps make up the perception process: sensation, organization and interpretation. Sensation is the process of obtaining information from the nervous system and sense organs and transmitting it to the brain for analysis and interpretation. Technically, the item or occurrence in the surroundings is referred to as a stimulus. Humans only take in a small portion of the stimuli they are exposed to. Therefore, picking and choosing which stimuli to analyze further is a crucial aspect of the perceptional process. This action symbolizes the act of paying attention entails concentrating on one or more external stimuli when maybe disregarding others. In nature, attention is highly valued. Should customers lack the ability to selectively pay attention (also known as perceptual selection), they would be so overloaded with information in the marketplace that they could not function effectively. Customers are obviously unable to pay attention to all the product information they are exposed to. There are limitations to Cognitive capacity, or the capability to focus on and process information. As such, marketers must comprehend what drives consumer's use of selection attention and allocation of cognitive capability.

Organization is the second step in the perceptual process. Organizations is the process of classifying by comparing the felt stimuli to related item categories stored in memory. The perceptual process ends with interpretation which gives meaning. The sensory information that interpreted. The third stage, often referred to as comprehension is the capacity to analyze and give context to newly acquired information by connecting it to previously learned material that has been committed to memory. Knowledge that already exists affect how new environmental stimuli are classified, understood and experienced. Because perception serves as the customer's first point of contact, it's crucial to marketers. Knowing perception and how it affects customer's awareness of their surroundings, how they interpret and process stimuli, and eventually their behavior, is essential in developing successful products and marketing messages.

PROFILE OF THE GLOBAL BRANDED CAR COMPANIES

i)Hyundai Motor India Limited (HMIL)

Hyundai motor India ltd (HMIL), a wholly owned subsidiary of Hyundai Motor Company (HMC), is India's first smart mobility solutions provider. Hyundai's global brand vision of 'Progress for Humanity' creates a sustainable outlook for future generations by offering mobility solutions with industry leading technology.

HMIL presently operates with a robust network of 1366 sales points and 1548 service points across India. The strong model line-up consists of 13 car model across segments, Grand i10 NIOS, i20, i20 N-line, AURA, EXTER, VENUE, VENUE N- Line, VERNA, CRETA, ALCAZAR, TUCSON, KONA Electric and all electric SUV IONIQ 5. HMIL's fully integrated state of the art manufacturing plant near Chennai boasts advanced production, quality, and testing capabilities. Hyundai Motor India Ltd also forms a critical part of HMC's global export hub with exports spanning 88 countries across Africa, the Middle East, Latin America, Australia and Asia pacific.

ii) Chevrolet Cars India

Chevrolet is one of the most trustworthy, luxurious and dependable brands in the Global market of vehicles. The history of Chevrolet dates to 1928 when General Motors started

assembling Chevrolet trucks, cars and buses in the country. In 2003, Chevrolet officially began business in India, launching models like the Corsa and Astra at a plant in Halol, Gujarat. Chevrolet's journey in India included a diverse lineup of vehicles such as Tavera, Captive, Cruze, Spark, Optra, Beat, and Aveo. In 2017, General Motors ceased the production and sale of Chevrolet cars in India, marking the end of Chevrolet's presence in Indian automotive market.

ii) Toyota Motors Car

The history of Toyota Motor Corporation dates back to 1933 when it was established as a division of Toyota Sakichi Kiichiro Toyoda, the son of Sakichi Toyoda, initiated the move towards automobile production after travelling to Europe and United States to study automotive manufacturing. In 1937, Toyota Motor Co. was established as an independent company, focusing on vehicle production. During the world II, Toyota was dedicated to truck production for the imperial Japanese Army. Post war the company faced economic challenges but was revived through an order from the US military during the Korean War. Toyota expanded globally in the 1960's establishing a presence in Thailand, receiving the Deming Prize, and forming partnerships with Hino Motors and Daihatsu. By the end of the 1980's, Toyota had a significant worldwide presence, exporting vehicles and reaching milestones like producing its one-million unit. Today, Toyota is a leading global automobile manufacturer with a strong emphasis on innovation, sustainability and social contributions.

ii) Volkswagen Cars

The history of Volkswagen is deeply rooted in its founding in 1937 by the German Labor Front under the Nazi party. Initially established as the Gesellschaft Zur Vorbereitung des Deutschen Volkswagen mbH in Berlin, the company was later incorporated in Wolfsburg with the aim of manufacturing the Volkswagen car, commonly known as the Volkswagen Beetle. Designed by Ferdinand Porsche's consulting firm, the Beetle became an iconic symbol of Germany's economic recovery post-World War II.

After the war major Ivan Hirst of the British army took control of the bomb shattered factory, leading to the eventual revival of Volkswagen. The company's production expanded rapidly in 1950's and 1960's introducing new models based on the Beetle platform. Over the years, Volkswagen evolved into a global automotive giant, producing a wide range of vehicles under various brands like Audi, Porsche, SEAT and Skoda. Volkswagen's success has been marked by its innovative models, global presence and commitment to sustainability, with a vision to become a CO2- neutral company by 2050 and launch over 70 new all electric car models by 2028.

iii) BMW Cars

BMW has a rich and storied history dating back to its founding in 1916 as an aircraft engine manufacturer. BMW was founded on March 7, 1916, as Bayerische Flugzeugwerke (Bavarian Aircraft Works), originally producing aircraft engines. The company was renamed Bayerische Motoren Werke (BMW) in 1922. BMW started operating in India in the year 2006. It has its sales subsidiary in Delhi region, and an assembly plant for BMW series cars, namely BMW 5 and BMW 3 series, in Chennai. Since inception, BMW India has stood its ground in a fiercely competitive market, delivered strong growth performance and achieved an unchallenged market leadership in the luxury car segment in 2009. BMW has been engaged in motor sports activities since the dawn of the first BMW motorcycle. They also manufacture BMW Formula cars, BMW Touring cars and BMW sports car.

iv) Mercedes- Benz India

Mercedes-Benz India Pvt. Ltd. is a wholly owned subsidiary of the German Daimler AG founded in 1994, with headquarters in Pune, Maharashtra, India. Daimler entered the Indian market and set up Mercedes-Benz India Ltd in 1994. The company was later renamed DaimlerChrysler India Private Ltd after the merger of parent company Daimler with Chrysler. After DaimlerChrysler sold off most of its equity interests in Chrysler in 2007, it changed its name to Daimler AG. As a result, DaimlerChrysler India was renamed Mercedes-Benz India once again. Mercedes-Benz India is a 100%-owned subsidiary of Daimler AG. The company is based in Chakan Pune, Maharashtra.

Mercedes-Benz India today achieved the distinction of becoming the only market to start the production of the second-generation GL-Class full-size luxury SUV, outside Mercedes-Benz's SUV plant in Tuscaloosa, USA. The roll-out of the all-new second generation GL-Class from Mercedes-Benz India's world-class plant in Chakan near Pune, reiterates Mercedes-Benz's aggressive product portfolio for the Indian market and also underlines the company's long-term strategy and commitment.

PROFILE OF THE LOCAL BRANDED CAR COMPANIES

i)Maruti Suzuki

Maruti Suzuki is one of the leading automobile manufacturers of India and is the leader in the car segment both in terms of volume of vehicle sold and revenue earned. It was established in February 1981 as Maruti Udyog Ltd. (MUL), but actual production started in 1983 with the Maruti 800 (based on the Suzuki Alto Kei car of Japan), which was the only modern car available in India at that time. Previously, the Government of India held a 18.28% stake in the company, and 54.2% was held by Suzuki of Japan. However, in June 2003, the Government of India held an initial public offering of 25%. By May 10, 2007, the company sold off its complete share to Indian financial institutions.

Maruti Suzuki has two state-of-the-art manufacturing facilities in India. The first facility is at Gurgaon spread over 300 acres and the other facility is at Manesar, spread 69 over 600 acres in North India. The Maruti Suzuki's facility in Gurgoan houses three fully integrated plants. While the three plants have a total installed capacity of 350,000 cars per year, several productivity improvements or shop floor Kaizens over the years have enabled the company to manufacture nearly 700,000 cars per annum at the Gurgaon facilities. The entire facility is equipped with more than 150 robots, out of which 71 have been developed in-house. More than 50 per cent of the shop floor employees have been trained in Japan.

ii) Tata Motors Limited

Tata Motors Limited is India's largest automobile company, and is revered as one of the most dynamic, reliable and futuristic automobile manufacturers of the world. Tata Motor cars and vehicles are favored worldwide for their versatile technology features and utility. With more than 130 auto models spanning a wide range of passenger cars, commercial vehicles, and multi-utility vehicles, Tata Motors stands out as a premier growth booster of Indian automobile industry.

Today, Tata Motors is India's largest automobile company and a leading global manufacturer of cars, trucks, buses and defense vehicles. The company has a widespread presence across India and International markets through its various subsidiaries and joint ventures.

iii) Mahindra and Mahindra

Mahindra & Mahindra is a part of the Mahindra Group which was established in 1945 to manufacture general-purpose utility vehicles that now services the Indian sub-continent as well as international markets in Africa, Europe, the Middle East, the US, Latin America, China and Malaysia. It later moved into manufacturing tractors and light commercial vehicles and is today the tenth largest private sector company in India. Mahindra Vehicle Manufacturers Limited (MVML) was incorporated in May 2007 as a wholly owned subsidiary of Mahindra & Mahindra Limited (M&M) with an objective to set up a Greenfield project to manufacture utility vehicles (UVs), light transport vehicles (LTVs) and commercial vehicles (CVs) at Chakan near Pune.

INDIAN CAR PASSAGE INDUSTRY – AN OVERVIEW

The Indian automobile sector is expanding quickly and stronger than ever. The mid-1990s saw a hectic of activity in the passenger automobile business following the government's liberalization of the market. One could refer to this as the second revolution in the market for passenger cars. International automakers showed a strong interest in the Indian auto market for the first time. According to the central government's Auto Mission Plan II, if the economy expands at an average rate of 5.8% per year, the vehicle market will more than triple from its current size of 2.8 million units to 9.4 million by 2026. Assuming an average annual growth rate of 7.5% for the economy, the size of the automobile market is expected to increase to 13.4 million units.

History of Cars

Since the wheel's creation in 4000 BC, man has traveled over Transport by mechanization had begun. Ever since, he has been trying to come up with a labor-saving, automated device to take the place of the horse. Many attempts had been made to intend to come to an end when French captain Nicolas Jacob Cugnot built the first steam-driven tractor in the early 1760s. However, the task of creating the first internal combustion engine-powered automobile fell to Karl Benz and Gottlieb Damlier in 1885. At that point, the car's gasoline engine was added, making it a safe and useful option. The vehicles of this era resembled those found on modern roadways more. The invention of vehicles brought about the age of rapidity. The Ford Model T, the first mass-produced automobile, was introduced in 1908, and the manufacturing line followed in 1914. 5. This signaled the beginning of an era of "wheels racing" until 1964, when vehicles propelled by jet and rocket were permitted.

INDUSTRY DEVELOPMENT

In India, the first automobile was driven on the streets in 1898. The first taxis appeared in Mumbai in the early 1900s. After that, cars were imported to satisfy domestic demand for the next fifty years. The car industry started out small, with assembly plants established in Mumbai, Kolkata, and Chennai between 1910 and 1920s. India's government ventured into the automotive industry, acquiring a 74% share in Maruti

Udyog Ltd. (MUL), a joint venture with Japan's Suzuki Motors Ltd. When MUL unveiled the "Maruti 800" in 1983, the Indian auto sector received a massive boost. The vehicle was introduced as a "people's car." This significantly altered the industry's profile, and as a result, India's automobile output increased by nearly six times to reach a total of 181,800 vehicles in 1990–1991; Maruti Udyog accounted for the majority with 112,800, followed by Premier Automobiles with 42,900 and Hindustan Motors with 25,200 vehicles.

Over the last twenty years, India's passenger automobile industry has grown impressively. In our nation, the number of cars is not as extensive as the number of people. It is centered in a small number of developed states. This is producible. Evident from the fact that in 1998, about 75% of all cars in the nation were owned by eight states: Delhi, Maharashtra, Tamil Nadu, West Bengal, Gujarat, Kerala, Karnataka, and Uttar Pradesh. Four major cities—Delhi, Mumbai, Kolkata, and Chennai—accounted for around 35% of all cars in the 79 countries in 1997, which is another intriguing finding of the investigation. The need for personal transportation due to poor public transportation systems and the rise in disposable income levels have made it necessary cars is expected to increase.

The marketing battle in the passenger automobile sector will mostly benefit consumers since it will allow them to purchase better-tech items on favorable terms. Passenger automobiles have long been regarded as luxury goods in India. These are now also owned by middle-class families, despite formerly being exclusively accessible to the wealthy.

Future growth for India's passenger automobile market is anticipated to occur at a reasonable rate. It is anticipated that strong forces such as rising disposable incomes, a greater uptake of financial programs, the introduction of new models, and shifting consumer attitudes will increase demand.

LEADING MANUFACTURERS OF CARS

Global automakers entered the Indian market through a variety of channels following the delicensing of the automotive sector in 1993, including joint ventures, subsidiaries, and technology licensing agreements, among others. Numerous companies in the Indian auto sector provide us with our ideal vehicles. Among the significant producers who helped to mold the Indian auto industry are:

- Maruthi Suzuki Ltd
- Hyundai Motor India Ltd
- Hindustan Motors Ltd.
- Fiat India pvt. Ltd
- Tata motors Ltd
- Ford India Ltd
- Honda SIEL India Ltd
- Skoda Auto India Pvt. Ltd
- Mercedez Benz (India) Ltd
- Toyota Kirloskar India Ltd
- Daimler Chrysler India Pvt. Ltd
- BMW India Ltd
- Audi Ag Ltd
- Nissan Motor Company Ltd
- Volkswagen Auto India Ltd

CAR FINANCING

All categories' sales of passenger cars may rise with expanded financing options. To boost sales, the majority of firms are focusing on rural and semi-urban areas. Manufacturers are attempting to expand the number of dealerships in addition to Expand the amount of financing available in these areas to allow consumers to buy cars.

The primary driver of the rise in car sales has been the tremendous expansion in the availability of financing for automobiles. Middle class households with two incomes can easily afford to pay Rs. 7000 a month or less for a vehicle. Ten years ago, only 15% of car purchases were financed; today, nearly 100% of purchases are.

In the last two years, (auto & two wheelers) loans showed higher growth than home vehicle and personal loans. Both, in fact, accounted for 70percent of overall retail loan growth. There are some indicators, which reveal that Indians will continue buying83 cars They are i) easy monthly installment schemes available for the consumers and ii) sufficient loan facilities with affordable / less interest rates. The obstacles faced by the consumers who buy cars for the first time have been broken by these facilities. The knowledgeable consumers would determine the growth rate of the car industry. If the Marketers are able to satisfy customers' expectations, they will see growth.

ASSOCIATIONS

Various associations have been formed with a goal to promote sustainable development in the automobile industry, focusing on technology up gradation for environment and safety. They are:
- Society of Indian Automobile Manufacturers [SIAM]
- The Western India Automobile Association [WIAA]
- The Automotive Component Manufactures Association of India [ACMA]
- Federation of Automobile Dealers Association [FADA]
- Association of International Automobile Manufacturers [AIAM]

GOVERNMENT POLICY

The fault should be on the government if India's passenger automobile industry has not expanded at a respectable rate over the previous fifty years or so, Policies that were narrow-minded and influenced by political factors, like the idea that a car is a "luxury." Therefore, it shouldn't be supported.

The government regulates the auto industry through setting import duties on steel, gasoline prices, automobile import taxes, and depreciation rules. Heavy excise duties on autos resulted from the belief that they are luxury items. In an effort to lower customer sticker costs and boost demand, the auto industry has been requesting a decrease in excise duties. In two to three years, duties will be reduced as a result of continued liberalization and a change in the public's opinion of cars as luxury goods. As a result, car prices will drop, increasing demand even more. In essence, making an automobile involves assembling parts that are obtained from ancillaries. The percentage of total cost of car is given below in the Table 1.1

Percentage of Total Cost of a Car

Components	Component percentage
Raw materials	81
Employee cost	10
Power and fuel cost	1
Other manufacturing cost	1
Administration cost	1
Selling and distribution cost	6
Total	100

Source: Society of Indian Automobile Manufacturers

PRODUCTION

The previous 30 years have seen remarkable expansion in the passenger vehicle industry, one of India's biggest sectors. Eliminating licenses in 1991, allowing for automatic approval, and gradually liberalizing the industry over time have resulted in the overall growth of this sector. The industry's liberation from constrictive environments has, on the one hand, assisted in its restructuring, absorption of modern technology, alignment with global developments, and realization of its potential. Due to this, industry now makes up a much larger portion of the nation's overall industrial growth. India is ranked 13th in the world for passenger automobile manufacture. The country's large car population expansion is ascribed to the simultaneous surge in demand that led to subsequent rise in car production. The fluctuating production trend evinced during the past 6 years achieved and all – time high record in the production of passenger car are given below in the Table 1.2.

Production of Passenger Car

Year	Number of Cars
2015-16	3465045
2016-17	3801670
2017-18	4020267
2018-19	4028471
2019-20	3424564
2020-21	3062221

Source: Society of Indian Automobile Manufacturers

SALES

India's demand for vehicles is skyrocketing due to a rise in the percentage of young people who are inclined to spend, urbanization, and the necessity for mobility. Good financial accessibility and a favorable interest rate environment have furthermore made a significant contribution to the ongoing high demand. Compared to China, a far higher percentage of consumer sales in India are funded by loans, with bank borrowing being easily accessible.

In cities, the idea of having a second car is becoming more popular. The requirement for personal transportation when multiple family members work is a major factor in the decision to buy multiple cars. This should greatly contribute to the increase in sales of vehicles, particularly in metro areas. The sales of passenger car are given below in the Table 1.3.

Sales of Passenger Cars

Years	Number of Cars
2015-16	2789208
2016-17	3047582
2017-18	3288581
2018-19	3377389
2019-20	2773519
2020-21	2711457

Source: Society of Indian Automobile Manufacturers

EXPORTS

The passenger car exports in the eighties and early nineties had been very negligible as the companies were facing capacity constraints that were not even sufficient to supply to the domestic market. The poor quality of cars compared to international standards led to a poor quantity of exports to any other country.

Passenger car industry of India is now finding, increasing recognition worldwide. Indian cars of the earlier times lacked in technology, but the entry of multinationals made, superior and latest technology available to the domestic industry. The export of passenger car is given in Table1.4.

Export of Passenger Cars

Years	Number of cars
2015-16	653053
2016-17	758727
2017-18	748366
2018-19	676192
2019-20	662118
2020-2021	404400

Source: Society of Automobile Manufactures India

The statistics given in the above Table on exports of cars highlights the significant role of passenger cars in country's foreign trade. The Indian passenger car industry has not only made available, comfortable, spacious and efficient cars to a large88population within the country but has also attracted a sizeable number of buyers outside the country. The available statistics on exports of cars highlight the significant role of passenger are in country's foreign trade.

GLOBAL SCENARIO

An economy's draught animal, the passenger automobile powers downstream businesses like advertising and marketing, transportation and insurance as well as upstream industries like steel, iron, aluminum, rubber, plastic, glass and electronics. Based on global motor vehicle registration data, the number of passenger automobiles worldwide was 485.95 million in 1996, with the United States of America accounting for 26.75% of this total. The top three countries which are the USA, Japan, and Canada accounted for over 53% of all cars on the planet. The Indian automobile sector held the 13th position in the global car production rankings with a share of around 1%.

The global automobile market is expanding at a rate of two percent annually and is predicted to keep up this pace in the near future. In addition, there is major shift in the worldwide industry towards quality. The automobile sector contributes significantly to job growth in the nation's economy. For, instance the production of automobiles employs one in every six workers in the United States.

The "Big Three" American manufacturers are General Motors, Ford and Chrysler (now called Stellantis) along with other automakers with global headquarters like Toyota, Volkswagen, and Hyundai contribute significantly to the gross domestic product of numerous nations. The market and sub- regional divisions of the industry include Asia, Europe/Russia, North America and Asia.

PROBLEMS

Before the passenger automobile business can grow, there are a lot of obstacles it must overcome. For the majority of Indians, the cost of car is still too costly given their present income levels. The purchase price in India expressed in months of median pay among the highest in the globe is needed to buy the most popular model. The months of income needed to purchase a car in India are 42 as compared to only nine months in the U.S. In South Korea, it's 20 months and in Brazil, 25 months. A 76-month salary would be needed for an Indian to purchase a Maruti Swift Dezire. The Indian car sector is now at a place where it may aim for international recognition. Nonetheless, outdated legislation, inadequate infrastructure, and burdensome taxation policies have been significant impediments that keep Indian industry from developing into a worldwide

center for producing compact automobiles. India would be impacted by the worldwide passenger automobile industry trend as well. The automotive industry is rapidly declining in size. It would have been unimaginable even five years ago for coalitions and takeovers to occur as they have.

FUTURE PROSPECTS

In the future, India's passenger automobile market is anticipated to expand at a sustainable pace. Strong factors include increased disposable incomes, a greater adoption rate of financing programs, the introduction of new models, and shifting consumer attitudes are anticipated to drive demand higher. As technology advances, consumer's preferences for roomy, elegant, and economical cars have grown. Indian consumers are particularly interested in low maintenance and running costs because to the country's growing fuel prices.

The passenger automobile business needs manufacturers to remain competitive in using cutting edge technology that uses less gasoline and more domestic components. If it is to have better future prospects this would assist in lowering the price of the car plus the subsequent costs for replacements and repairs. The other requirements include smoothed and widened metallic highways of traffic dangers. The nation is now implementing special infrastructure development programs in this area. The Indian car sector needs to maintain overall competitiveness and product innovation in order to thrive.

DATA ANALYSIS AND INTERPRETATION

Profit of the sample

The sample for the purpose of the study has been collected from 80 peoples of Malappuram District. The profile of the sample is explained through the following tables.

TABLE 4.1 SHOWING GENDER WISE CLASSIFICATION

Gender	Frequency	Percentage
Male	46	57
Female	34	43
Others	0	0
Total	80	100

Source: Primary Data

CHART 4.1Gender wise Classification
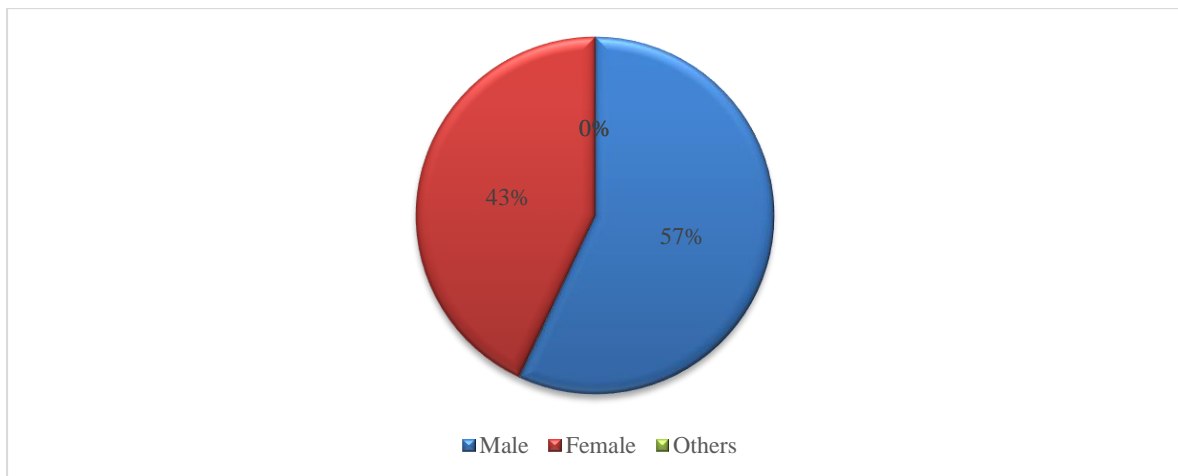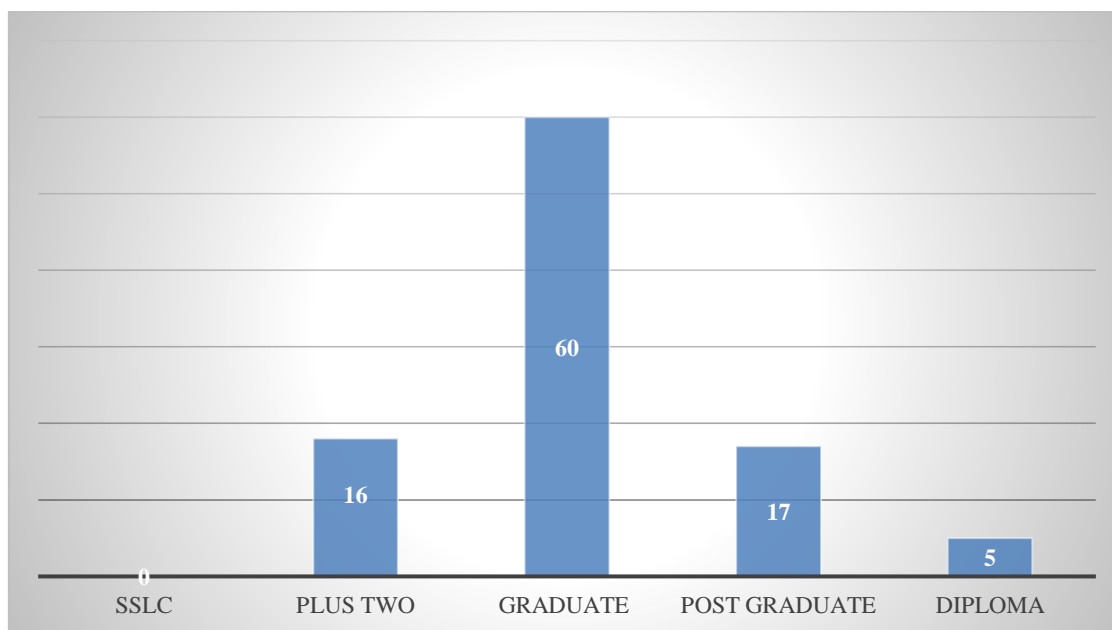

INTERPRETATION

From the above table 4.1, 57% of respondents are male and 43% of respondents are female.

TABLE 4.2 SHOWING EDUCATION WISE CLASSIFICATION

Education qualification	No.of Respondents	Percentage
SSLC	0	0
+2	14	18
Graduate	48	60
Postgraduate	14	17
Diploma	4	5
Total	80	100

Source: Primary data

**CHART 4.2Education wise classification**

INTERPRETATION

According to Chart 4.2the educational distribution of respondents are as follows:

The majority comprising 60% have an Undergraduate level of education. 18%of the respondents holds Postgraduate degree. 16% of the respondents holds +2. And a smaller portion, 6% holds Diploma. Notably, there are no respondents with education level with SSLC.

TABLE 4.3 SHOWING THE SIZE OF THE FAMILY

Size of the Family	No.of Respondents	Percentage
Small (1-2)	3	3
Medium (3-4)	37	47
Large (5-6)	31	39
Very large (above 6)	9	11
Total	80	100

Source: Primary data

CHART 4.3 Showing the Size of the Family
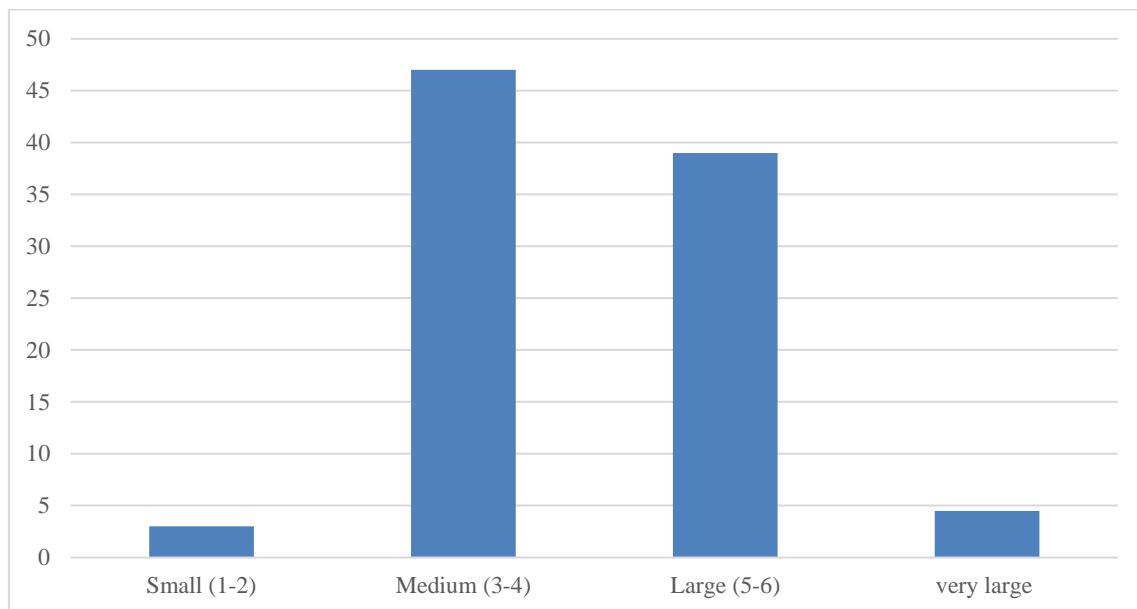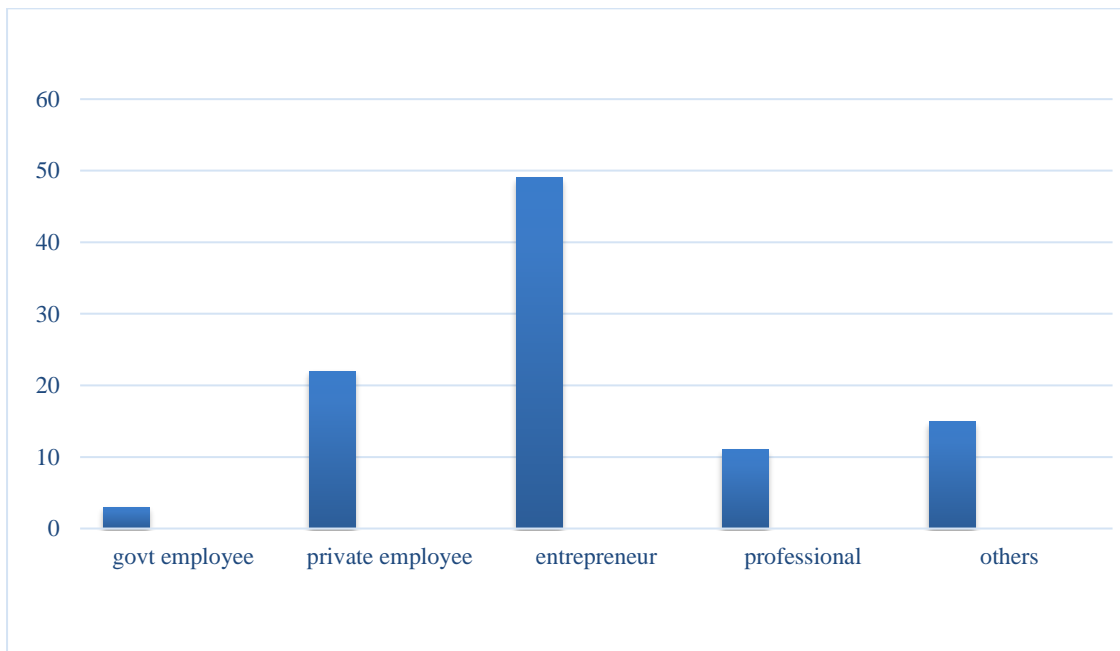

INTERPRETATION

According to Table 4.3, majority of the respondents, 47% belong to Medium (3-4) and 37% of the respondents belongs to Large (5-6) respectively, 11% of respondents belong to Very large (Above 6) and 3% of the respondents belong to Small (1-2).

TABLE 4.4OCCUPATION OF THE RESPONDENTS

Occupation	No.of Respondents	Percentage
Government employee	3	3
Private employee	18	22
Entrepreneur	39	49
Professional	9	11
Others	11	15
Total	80	100

Source: Primary Data

CHART 4.4 Occupation of the respondents
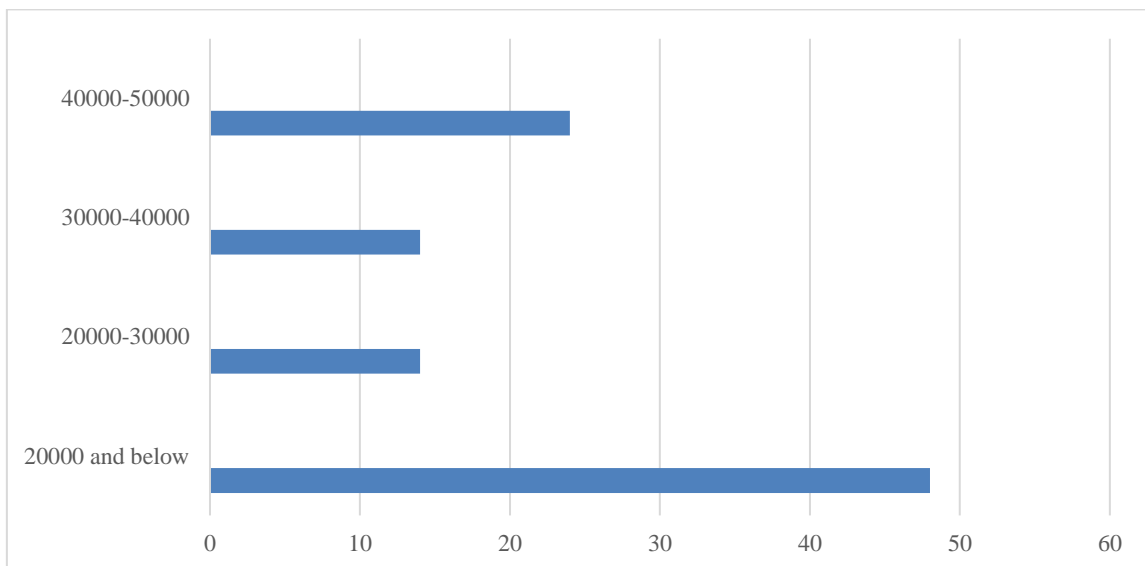

INTERPRETATION

As per Chart 4.3 the occupation of respondents is as follows: the largest group comprising, 54% are Entrepreneurs. Following closely, 19% of respondents are categorized as private employees. The professional category accounts for 8% of respondents, while 3% of respondents are government employed, and 16% of the participants fall into "other" category.

TABLE 4.5 SHOWING MONTHLY INCOME OF RESPONDENTS

Monthly Income	No.of Respondents	Percentage
20000 and below	39	48
20000-30000	11	14
30000-40000	11	14
40000-50000	19	24
Total	80	100

Source: Primary data

CHART 4.5 Showing monthly income of respondents

INTERPRETATION

Based on Chart 4.4, the distribution of respondent's monthly income is as follows: the majority, comprising 48% have a monthly income 20000 and below. The next significant group, accounting for 24% of the respondents, falls within the income range of 40000-50000. Notably, income with 20000-30000 and 30000-40000 are of 14%.

TABLE 4.6 SHOWING THE TYPE OF BRAND THEY PREFER

Type of brand	No.of Respondents	Percentage
Local	17	21
Global	63	79
Total	80	100

Source: Primary data

CHART 4.6 Showing the type of brand they prefer
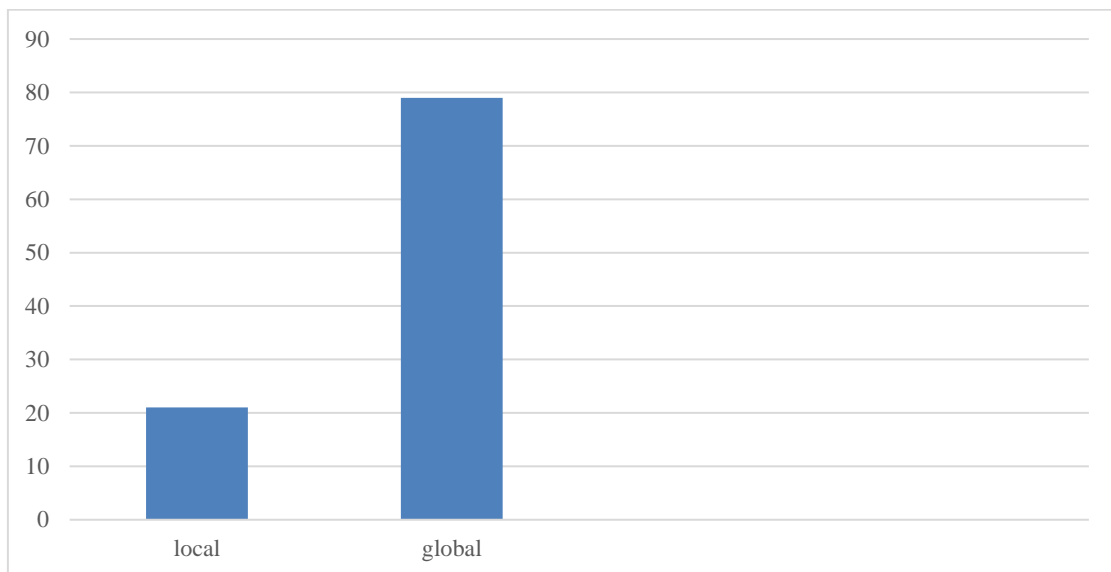
INTERPRETATION

According to Chart 4.5, majority of the respondents that is 79% prefer Global branded cars. And 21% prefer the local branded cars.

TABLE 4.7 SHOWING BRAND OF CAR OWNED AT PRESENT

Brand of Car	No.of Respondents	Percentage
Honda	7	9
Toyota	24	30
Ford	3	3
Maruti	28	35
Hyundai	11	14
Tata	7	9
Total	80	100

Source: Primary data

CHART 4.7Showing brand of car owned at present
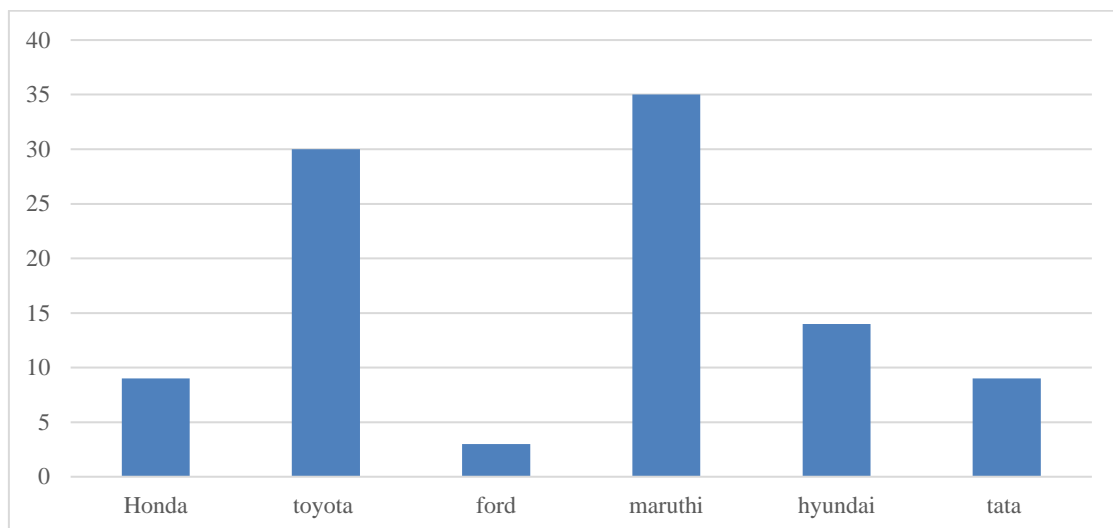
INTERPRETATION

According to Chart 4.6, majority of the respondents 35% are using the brand Maruti, around 30% of the respondents are using Toyota. 14% of the respondents are using Hyundai. Around 9% of respondents are using the brand Tata & Honda. And 3% of the respondents are using Ford.

TABLE 4.8 SHOWING ISSUES AND BREAKDOWNS AFFECTING THE SATISFACTION

Experienced any issue/breakdowns	No.of Respondents	Percentage
Yes	23	29
No	57	71
Total	80	100

Source: Primary data

CHART 4.8 Showing issues and breakdowns affecting the satisfaction

■ yes ■ no ■
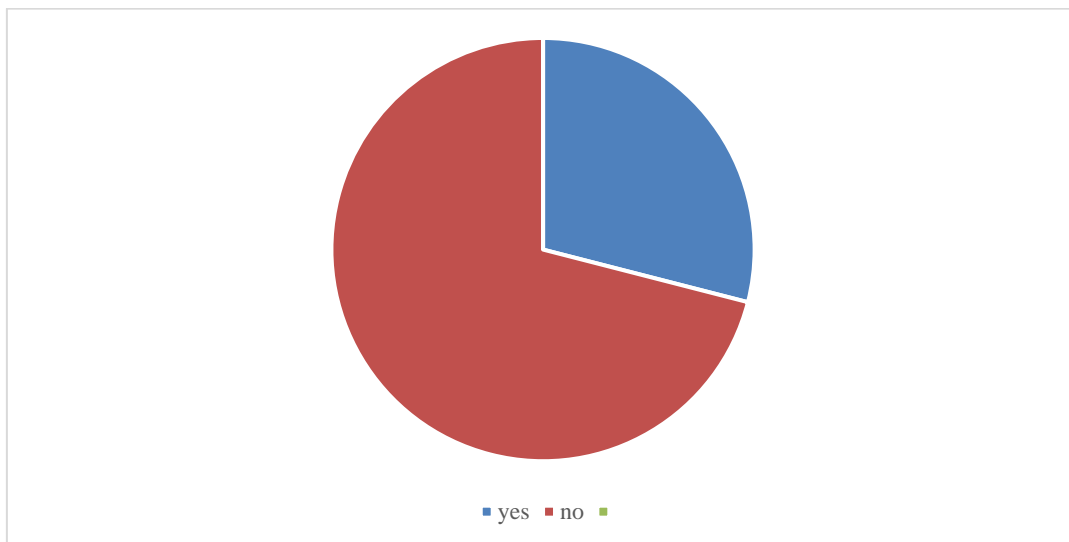
INTERPRETATION

According to Chart 4.7, 71% of the respondents are not issuing any breakdowns that affects their satisfaction, and 29% of the respondents are issuing breakdowns and issues that affects their satisfaction.

TABLE 4.9 SHOWING THE COLLECTION OF PRE-PURCHASE INFORMATION

Pre purchase info	No.of Respondents	Percentage
Less than 1 month	36	45
1-3 month	23	29
3-6 month	10	13
More than 6 months	11	13
Total	80	100

Source: Primary data

CHART 4.9 Showing the collection of pre purchase information
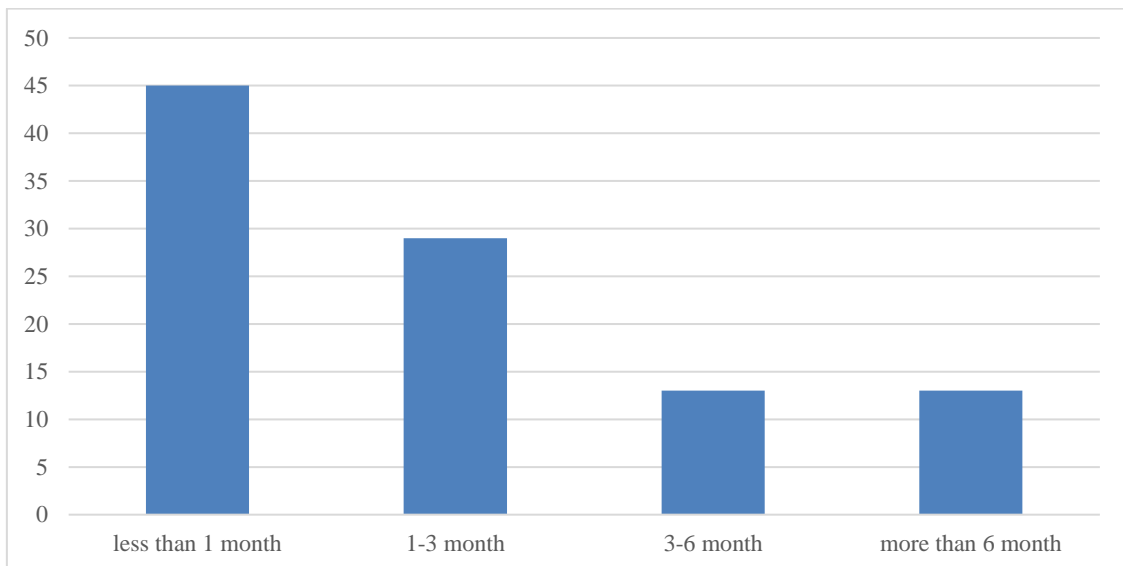
INTERPRETATION

According to Table 4.9 majority of the respondents 45% do the pre-purchase collection by less than 1 month. 29% collects within 1-3 month respectively, 13% collects within 3-6 month and more than 6 months.

TABLE 4.10 SHOWING THE MODE OF PAYMENT FOR PURCHASING THE VEHICLE

Mode of Payment	No.of Respondents	Percentage
EMI	48	60
Cash	24	30
Cheque	7	9
Other	1	1
Total	80	100

Source: Primary data

CHART 4.10 showing the mode of payment for purchasing vehicle
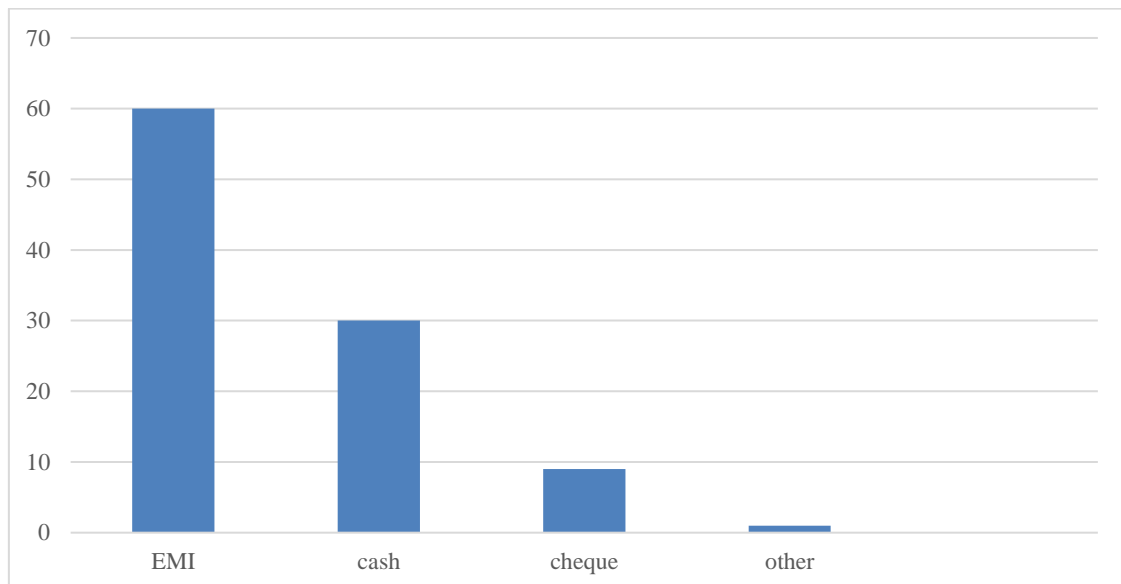
INTERPRETATION

According to Table 4.10, 60% of the respondents prefer the EMI payment mode while, 30% of the respondents prefer the cash mode, 9% of the respondents prefer cheque and a 1% of respondents prefer other.

TABLE 4.11 SHOWING THE FAVORITE SMALL CAR IN MARUTHI SUZUKI

Small car in Maruthi	No.of Respondents	Percentage
Alto	8	10
Wagnor	13	16
Ritz	9	12
Swift	50	62
Total	80	100

Source: Primary data

CHART 4.11 showing the favorite small car in Maruthi Suzuki
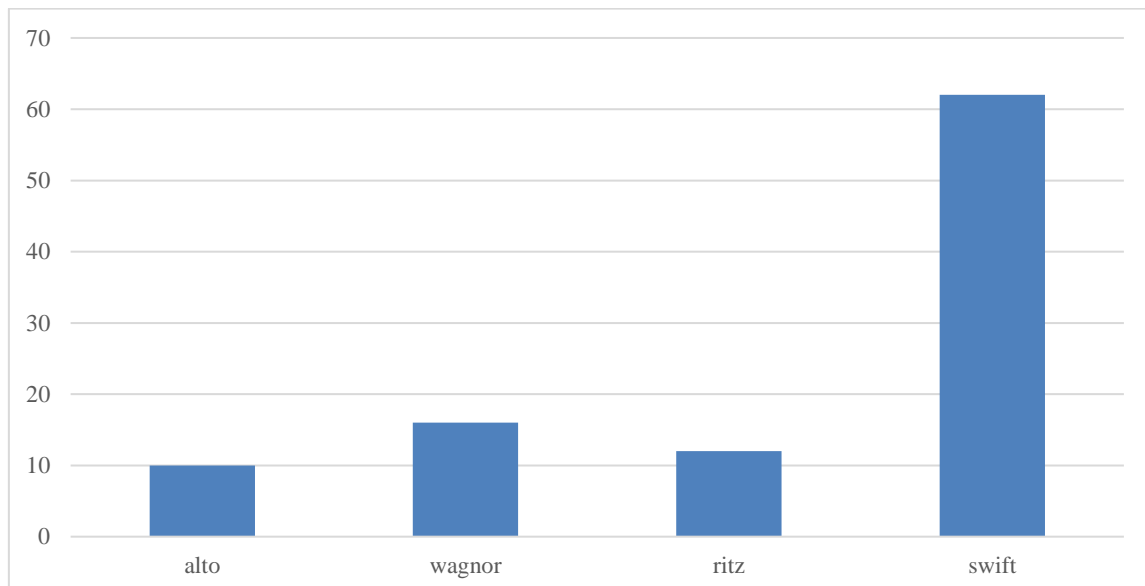
INTERPRETATION

According to Table 4.11, majority of the respondents 62% prefer Swift. Around 16% of the respondents prefer Wagnor.12% of the respondents prefer Ritz and 10% of the respondents prefer Alto.

TABLE 4.12 SHOWING THE COMPETITOR FOR MARUTI UDYOG

Auto mobile company	No.of Respondents	Percentage
Hyundai	26	32
Honda	22	28
Tata	26	32
Mahindra & Mahindra	6	8
Total	80	100

Source: Primary data

CHART 4.12 showing the competitor for Maruti Udyog
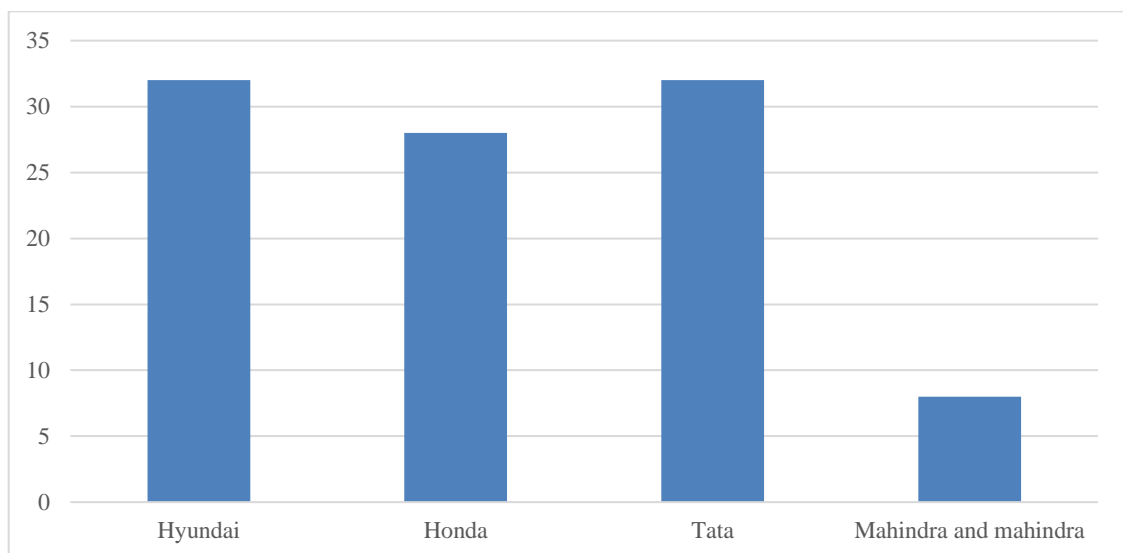
INTERPRETATION

According to Table 4.12, the majority of the respondents claimed the biggest competitor for Maruti Udyog is Hyundai 32% and Tata 32%. And 28% of the respondents claimed Honda 8% of the respondents Mahindra and Mahindra.

TABLE 4.13 SHOWING THE TYPE OF FUEL WHILE SELECTING A CAR

Type of Fuel	No.of Respondents	Percentage
Petrol	48	60
Diesel	28	35
LPG version	4	5
Total	80	100

Source: Primary data

CHART 4.13 Showing the type of fuel while selecting a car
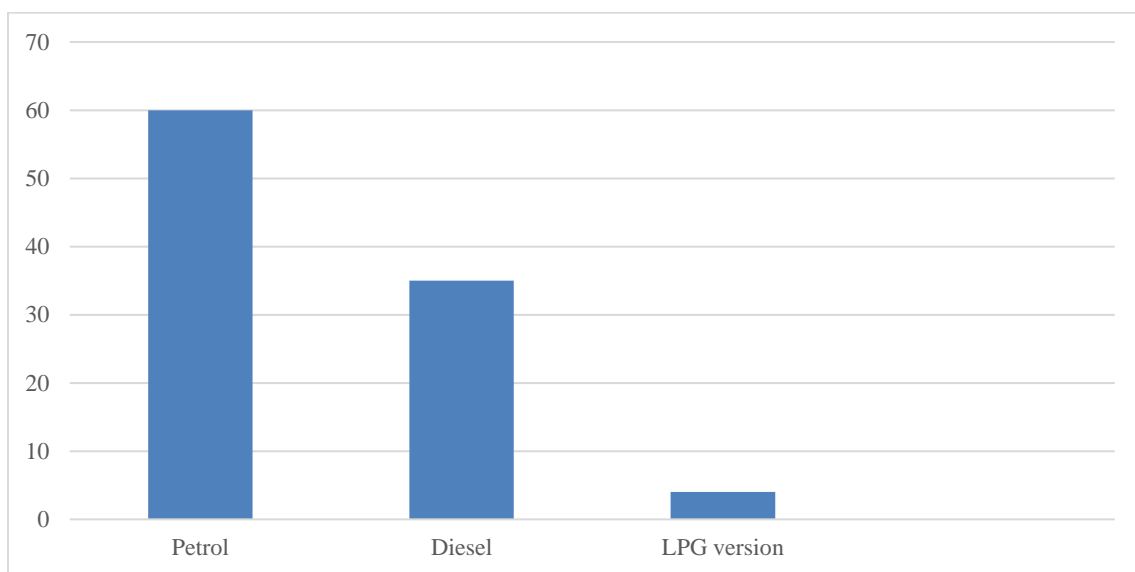
INTERPRETATION

According to Table 4.13, majority of the respondents 60% prefer Petrol cars. While 35% of the respondents prefer Diesel car and 5% of the respondents prefer LPG version.

**TABLE 4.14 SHOWING ISSUES OR BREAKDOWNS THAT AFFECTED
THEIR SATISFACTION**

Issues/Breakdowns	No.of Respondents	Percentage
Yes	23	29
No	57	71
Total	80	100

Source: Primary data

CHART 4.14 showing issues or breakdowns that affected their satisfaction
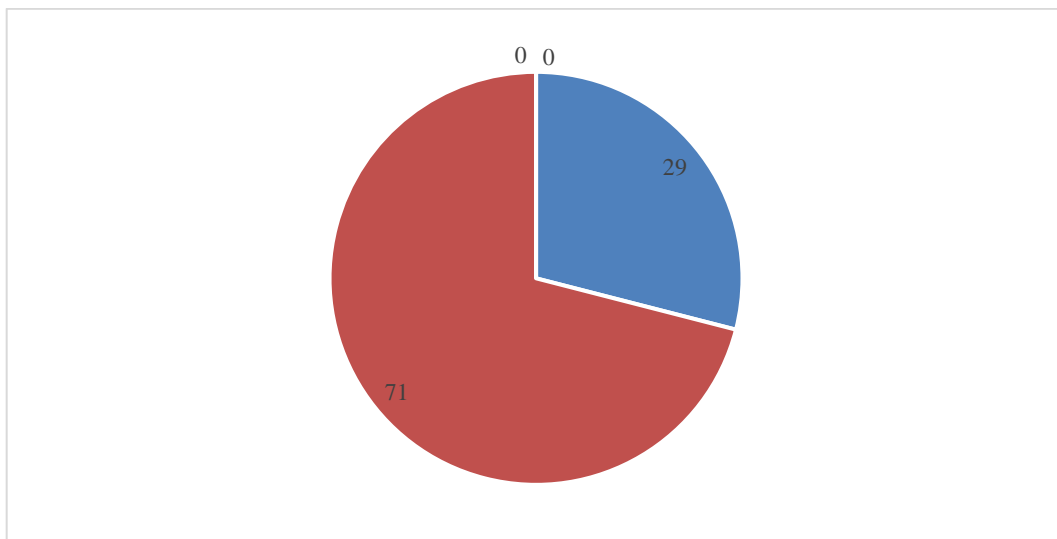
INTERPRETATION

According to Table 4.14, 71% of the respondents has not faced any issues or
breakdowns that affects their satisfaction. But 29% of the respondents have faced issues
or breakdowns.

CUSTOMER SATISFACTION TOWARDS THE CONSUMPTION OF CAR

H0: Customer satisfaction towards the consumption of car are average level.

Table No.1: Mean and one sample t test for measuring customer satisfaction towards the consumption of the car.

Factors	Mean	Standard Deviation	Mean Difference	T value	P value
Overall quality	3.85	0.915	0.850	8.31	$< .001$
Customer service	3.71	0.814	0.712	7.83	$< .001$
Price	3.85	0.843	0.850	9.01	$< .001$
Cooperation given	3.84	0.878	0.837	8.53	$< .001$
Customer satisfaction	3.81	0.678	0.813	10.72	$< .001$

Test value= 3

INTERPRETATION

The null hypotheses are rejected at a significance level of 1% for the customer satisfaction on overall quality, customer service, cooperation given, price towards the consumption of car, as indicated by the P value being less than 0.01. This implies that the customer's satisfaction with their overall quality, customer service, price, cooperation given are not at average level but significantly higher. The mean scores indicate that all mean scores are greater than three. The findings suggests that customers exhibit a higher-than-average level of positive attitude on overall quality, customer service, price and cooperation given towards the consumption of car.

TABLE 4.15 FACTORS INFLUENCING CUSTOMER SATISFACTION

Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Mean score
Comfort and interior quality	0	0	15	43	22	4.08
Likely to choose same brand for next car	9	11	28	22	10	3.16
Satisfied with exterior quality	4	0	16	43	17	3.86
Experienced issues with technology	10	16	19	28	7	3.07

Source: Primary data

INTERPRETATION

Table 4.15 explains the factors influencing the customer satisfaction regarding various aspects and their mean scores, comfort and interior quality (4.08), likely to choose same brand for next car (3.16), satisfied with exterior quality (3.86), and experienced issues with technology (3.07).

EXTEND OF FACTORS INFLUENCING THE SELECTION OF CAR

For knowing the factors influencing the selection of car, paired sample t test has been used.

HYPOTHESES

H0: There is no significance difference between the factors

H1: There is significant different between the factors

Paired Samples T-Test

			statistic	df	p	Mean difference
REPUTATION OF CAR BRAND	RECOMMENDATION FROM FRIENDS	Student's t	2.39	79.0	0.019	0.225
MANUFACTURING LOCATION	MILEAGE	Student's t	-4.89	79.0	< .001	-0.500
MILEAGE	MANUFACTURING LOCATION	Student's t	4.89	79.0	< .001	0.500
RECOMMENDATION FROM FRIENDS	REPUTATION OF CAR BRAND	Student's t	-2.39	79.0	0.019	-0.225

INTERPRETATION

From the above table indicate significant difference between several pairs of measures. The null hypotheses are rejected for pairs where P <.05, indicating a significant difference between two factors. The null hypotheses are accepted where P>.05, suggesting no significant difference between the two factors. The above results shows that the factors influencing the selection of a car are distinct from each other in terms of their mean scores.

OVERVIEW OF SIX FACTORS:

FACTORS	N	Mean	Median	SD
Reputation of car brand	80	4.34	4.00	0.655
Recommendation from friends and family	80	4.11	4.00	0.595

Manufacturing location	80	3.61	4.00	0.834
Mileage	80	4.11	4.00	0.857
Mileage	80	4.11	4.00	0.857
Manufacturing location	80	3.61	4.00	0.834
Recommendation from friends and family	80	4.11	4.00	0.595
Reputation of car brand	80	4.34	4.00	0.655

INTERPRETATION

The descriptive statistics provide an overview of six factors related to factors influencing selection of a car. The mean values indicate the average level of influence perceived by the respondents for each factor. Reputation of a car brand has the highest mean score (4.34) it's perceived very positively among the respondents and Manufacturing location has lowest mean score (3.61) indicating least favourable among respondents.

CONSUMER PERCEPTION TOWARDS THE CONSUMPTION OF CAR

H0: Consumer perception, satisfaction, reliability and familiarity towards local and global branded cars are not significantly different from average level.

Table No.2: Mean score and one sample t test for measuring consumer perception, satisfaction, reliability and familiarity towards local and global branded cars.

Factors	Mean	Standard Deviation	Mean Difference	T value	P value
Satisfaction	3.98	0.636	0.975	13.71	<.001
Reliability	3.73	0.795	0.725	8.16	<.001
Familiarity	3.91	0.799	0.913	10.22	<.001
Consumer Perception	3.87	0.516	0.871	15.11	<.001

Test value=3

INTERPRETATION

The null hypothesis is rejected at a significance level of 1% for the consumer perception on satisfaction, reliability and familiarity, as indicated by the P value being less than 0.001. This implies that Consumer Perception towards local and global branded cars are not at an average level. The mean scores indicate that all mean scores are greater than 3. The findings suggest that consumers have a generally positive perception, are satisfied, find the cars reliable, and are familiar with local and global branded cars.

FINDINGS

❖ Male respondents constitute the largest segment of users, representing 57% of the total user base.

❖ Most users, amounting to 60%, have an undergraduate educational background.

❖ 47% of the respondents belong to medium (3-4), family size.

❖ Among the respondents, 49% identify themselves as entrepreneur, making it the most prevalent occupational group.

❖ An overwhelming 48% of users fall into the income bracket below 20,000.

❖ Majority of the respondents, 79% prefer the global branded cars.

❖ 35% of the respondents have owned Maruthi Suzuki also include Toyota 30%.

❖ Most of the respondents, 71% have not issued any issues or breakdowns by their car.

❖ 45% of the respondents collects pre-purchase information less than 1 month

❖ 60% of the respondents prefer EMI Mode for the payment.

❖ A majority of the respondents, 62% swift is the favourite small car in Maruthi.

❖ 32% of the respondents preferred Hyundai and Tata as the competitor for Maruti Udyog.

❖ 60% of the respondents preferred petrol as Type of fuel.

❖ Regarding the factors influencing customer satisfaction the majority of the respondents indicated a strong willingness in comfort and interior quality of the car, with an average rating of 4.08.

❖ Customers exhibit a higher-than-average level of positive attitude on overall quality, customer service, price and cooperation given towards the consumption of car.

❖ The factors influencing selection of car are distinct from each other in terms of their mean scores, Reputation of a car brand has the highest mean score (4.34) is perceived very positively among the respondents and Manufacturing location has the lowest mean score (3.61) indicating least favourable among respondents.

❖ Consumers generally have a positive perception, are satisfied, find the cars reliable and are familiar with local and global branded cars.

SUGGESTIONS

After analysing the findings, the following suggestions have been made. Great care has been taken in offer some salutary suggestions for enhancing better consumer service and more efficient marketing of cars.

- ❖ The study brought to light the fact the brand of Maruti Suzuki car has the topmost consistency of buying among the consumers. Hence, it's suggested that car manufacturers and marketers of other brands need to understand the influencing factors for Maruti Suzuki car which has the topmost consistency of buying preference among the car consumers. They must focus their marketing strategies and sales promotional activities such as advertisement through an effective media to ensure their product finds a place in the minds of consumers.

- ❖ The study reveals that consumers buying preference of the brands of the car are dependent literacy level, current occupation and monthly income of the respondents. Therefore, the car manufacturers should find out the needs, tastes and preferences of the consumers based on their demographic character and act accordingly through their research and development department in order to design the products and promote the marketing strategies.

- ❖ The car manufacturers are recommended that they have to produce the cars with superior quality and lower price.

- ❖ Due to steady increase in petrol/diesel prices, fuel efficiency should be improved, constant improvement and technical up gradation for better fuel efficiency alone will attract and retain more consumers.

- ❖ The study revealed that information factors, psychological factors, economic factors, product factors and performance factors influence consumer buying preference of the different brands of cars. So, car manufacturers have to analyse all these factors and find out best suitable tool for promoting their car.

CONCLUSION

Acknowledging the significance of the automotive sector in the current financial landscape, the research study has examined consumer perceptions and purchasing inclinations about different automobile brands. By locating all the findings that Majority of the respondents are constituting Male and Majority of the users belong to have an Undergraduate educational background. Majority of them belong to a medium size family and identify themselves as entrepreneurs in case of occupation. Most of the respondent's income falls under below 20000, also majority of them prefer global branded cars, and have owned Maruthi Suzuki and Toyota. They have never experienced any breakdowns or issues with their car. Less than a month is spent gathering pre-purchase data by respondents. Majority of them prefer payment via EMI mode. Most of them preferred small car in Maruthi. Majority of the respondents favoured Hyundai and Tata as Maruthi Udyog's rivals. Majority of them prefer petrol as a type of fuel. The factors influencing customer satisfaction majority of them indicated a strong willingness in comfort and interior quality of the car at an average rating. The factors influencing selection of a car are distinct from each other in terms of their mean score's reputation indicates highest mean score and manufacturing location as lowest mean score. Consumers generally have a positive perception and are satisfied and reliable with the local and global branded cars.

This study clarified the connection between consumer preferences for different car brands and the characteristics of their respective demographics. It draws attention to the several elements that affect consumers' preferences when it comes to buying different brands of cars. It revealed that consumer perception and preferences are highly favourable towards global branded cars.

REFERENCES

➢ Bhasin T.M Channelizing Retail Credit. *Indian Banks' Association (Monthly Journal),* Vol. I, No.8, 2005.pp 13-16.

➢ Malini Goyal. Car, car and car, India Today, 4th Feb 2004. pp.33-36.

➢ Rama Prasad. Passenger Cars: Surplus production will lead to higher exports Part l. Motor India, Vol.48, No.6, 2004. pp.41-46.

➢ Satya Sundaram. New Models Heating Up the Car War. Facts for You, Jan 2005, pp.7-11.

➢ http://www.indiamarks.com/car-segmentation-society-indian-automobile-

➢ http://www.livemint.com/Industry/AAc3ZjIMCk4CrVsnuTUBdI/India-to-be-a-

➢ http://www.siamindia.com/statistics.aspx?mpgid=8&pgidtrail=9

➢ Research Methodology

QUESTIONNAIRE ON CONSUMER PERCEPTION TOWARDS LOCAL AND GLOBAL CARS, WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT

Dear Respondents,

This survey is being undertaken as a part of fulfilment of Post Graduate Degree in Commerce research project. Kindly please fill up this Google form questionnaire. Collected data can only be used for this project purpose only and it will be confidential. If any doubts or questions arise, feel free to contact me through phone number/Email.

Aysha

7025265662

Ayshaayz123@gmail.com

Gender: Male ☐ Female ☐

Education qualification:

SSLC ☐

+2 ☐

Graduate ☐

Postgraduate ☐

Current Occupation:

Government employee ☐

Entrepreneur ☐

Professional ☐

Private employee ☐

Others ☐

Monthly income:

20000& below ☐

20000-30000 ☐

30000-40000 ☐

40000-50000 ☐

1. Which type of brand would you prefer?

   Local ☐ Global ☐

2. How many years have you been using your car?

3. Brand of car owned at present.

   Honda ☐   Ford ☐   Hyundai ☐

   ☐   Maruti ☐   ☐
   Toyota   Tata

4. If an international brand and national brand have same quality, would you prefer international brand?

   Yes ☐ No ☐

5. Factors influencing selection of a car:

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Reputation of car brand significantly influence my decision					
Recommendation from friends, family and online reviews significantly influence my decision					

When purchasing a product I am mindful for its manufacturing location					
Mileage is an important factor while purchasing a car					

6. How satisfied are you by your current consumption of your car

Factors	Very Poor	Poor	Neutral	Good	Excellent
Overall quality					
Quality of customer service					
I am satisfied with the price					
I am satisfied with cooperation given					

7. Consumer Perception

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The satisfaction of current car in my perception is acceptable					
According to my concern the rate of a strong car brand percieved highly reliable					
Familiarity of global car brand is more cognizable than local car brands					

8. Customer satisfaction

Factors	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am satisfied with the comfort and interior quality of the car					
I am likely to choose the same brand for my next car					
I am satisfied with the exterior quality					
I have experienced issues with technology or software in my car					

9. Have you experienced any issues or breakdowns that affect your satisfaction?

Yes ☐   No ☐

10. How long did you collect pre-purchase information?

Less than 1 month ☐   1-3 Months ☐

3-6 months ☐   More than 6 months ☐

11. What mode of payment would you prefer while purchasing a vehicle?

Cash ☐   EMI ☐

Cheque ☐   Others ☐

12. Which is your favourite small car in Maruti Suzuki?

Alto ☐   Wagnor ☐

Swift ☐   Ritz ☐

13. Which other automobile company do you think is biggest competitor for Maruti Udyog?

Hyundai ☐   Honda ☐
Tata ☐   Mahindra & Mahindra ☐

14. Which type of fuel would you prefer while selecting the car?

Petrol ☐   Diesel ☐

LPG version ☐