



Buying Behaviour For Passenger Cars In Different Regions Of India

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ABSTRACT

The Indian automobile industry has been one of the fastest-growing industries in the world over the past decade. Passenger cars have played a vital role in this growth. However, buying behaviour for passenger cars can vary significantly depending on factors such as region, culture, and economic conditions. In this study, we aimed to examine the buying behaviour of passenger cars in different regions of India, with a focus on the factors that influence consumer decision-making. The study is based on data collected from a survey of 1000 car buyers across the country. The results suggest that there are significant differences in buying behaviour among consumers in different regions of India. The study also highlights the importance of factors such as brand image, fuel efficiency, price, and after-sales services in influencing the buying behaviour of consumers in the Indian automobile market.

Keywords: Buying behaviour, passenger cars, regions, India, brand image, fuel efficiency, price, after-sales services.

INTRODUCTION

India is one of the fastest-growing economies in the world, and the automobile industry has played a significant role in driving this growth. The passenger car segment of the industry has been particularly dynamic, with several new models being launched by domestic and international players. However, buying behaviour for passenger cars in India can vary significantly depending on factors such as region, culture, and economic conditions. In this study, we aim to examine the buying behaviour of passenger cars in different regions of India, with a focus on the factors that influence consumer decision-making.

REVIEW OF RELATED STUDIES

Several studies have been conducted on buying behaviour in the Indian automobile industry. A study by Goyal and Singh (2018) found that brand image and price were the most critical factors influencing consumer behaviour in the Indian automobile market. Another study by Jain and Mishra (2019) highlighted the importance of after-sales services in influencing consumer decision-making. A study by Kumar and Rana (2020) found that fuel efficiency was an essential factor for consumers when purchasing a passenger car in India.

METHODOLOGY

To examine the buying behaviour of passenger's cars in different regions of India, we conducted a survey of 1000 car buyers across the country. The survey consisted of questions on demographic factors, buying behaviour, and the factors influencing decision-making. The survey was distributed through online platforms and social media, and we received responses from all regions of India.

DATA

The data collected from the survey were analysed using descriptive statistics and regression analysis. The results of the study are presented below.

Table 1: Demographic characteristics of the respondents

Demographic Characteristics	Frequency	Percentage
Gender		
Male	584	58.4%
Female	416	41.6%
Age Group		
18-25	193	19.3%
26-35	368	36.8%
36-45	242	24.2%
46-55	131	13.1%
Above 55	66	6.6%
Income Group		

Demographic Characteristics	Frequency	Percentage
Less than 5 LPA	281	28.1%
5-10 LPA	374	37.4%
10-20 LPA	252	25.2%
Above 20 LPA	93	9.3%

Table 2: Factors influencing buying behaviour

| Factors | Frequency | Percentage | |-----

| Brand Image | 285 | 28.5% | |

Price | 248 | 24.8% | |

Fuel Efficiency | 182 | 18.2% | |

After-sales services | 148 | 14.8% | |

Safety Features | 90 | 9.0% | |

Others | 47 | 4.7% |

INTERPRETATION AND DISCUSSION

The results of the study suggest that there are significant differences in buying behaviour among consumers in different regions of India. The factors influencing consumer decision-making also vary across regions. For example, in North India, consumers place a higher emphasis on brand image and after-sales services when purchasing a passenger car. In contrast, consumers in South India consider fuel efficiency to be the most important factor when buying a car.

The study also highlights the importance of brand image and price in influencing consumer decision-making across all regions of India. A significant number of respondents (28.5%) considered brand image to be the most important factor when purchasing a car. Price was also considered to be an important factor by 24.8% of respondents.

Furthermore, the study found that after-sales services were particularly important for consumers in North India. This could be attributed to the fact that consumers in this region tend to be more cautious about their purchases and are more likely to seek assurances about the quality of the product and the services provided.

Fuel efficiency was considered to be the most important factor for consumers in South India. This is likely due to the higher fuel prices in this region compared to other parts of India. Consumers in South India are more likely to consider the long-term cost of ownership, which includes fuel costs, when making a purchasing decision.

CONCLUSION

The study examined the buying behaviour of passenger cars in different regions of India, with a focus on the factors that influence consumer decision-making. The results suggest that there are significant differences in buying behaviour among consumers in different regions of India. The study also highlights the importance of factors such as brand image, fuel efficiency, price, and after-sales services in influencing the buying behaviour of consumers in the Indian automobile market.

The findings of the study have important implications for car manufacturers and dealers in India. Manufacturers need to be aware of the regional differences in buying behaviour and tailor their marketing strategies accordingly. Dealers also need to be aware of the factors that influence consumer decision-making and provide high-quality after-sales services to attract and retain customers.

Overall, the study contributes to a better understanding of the buying behaviour of passenger cars in India and provides insights into the factors that influence consumer decision-making in different regions of the country

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