



BUYER BEHAVIOUR ON FOUR WHEELERS AND IMPACT OF SELF PERSONALITY – A STUDY

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ABSTRACT

Today's automotive industry is the most profitable industry. The key drivers of high-volume vehicle segments are the rise in disposable income in both the rural and urban sectors and the availability of easy finance. Consumer is the king of the market so it is necessary to understand the consumer behaviour by a marketing team. Car dealers seek to attract new customers and advertise aggressively for repeat sales to keep current customers. Car dealers are using different types of advertisement to gain an edge over the competition, including television, radio, print, outdoor, and word-of-mouth communications. It is difficult to convince a customer to become and stay loyal to the brand. It is a lucrative source of income from these loyal customers. In COVID19 the automobile industry has increased the demand of the car rapidly due to the less mobility of public transport. This study investigated the consumer purchase behaviour towards the four wheeler.

Keyword: Consumer Behavior, Car Industry, COVID 19.

Introduction

In recent years, automobiles have not only made great contributions to the economic development of a country but also consider changes in people's life. Clearly, the automobile industry has entered the front-line race of innovation and technology. It is repeatedly mentioned by various authors that the car industries are the key players in contributing to the expansion of the GDP in various developed nations. Today, India has become the second-fastest growing car market in the world. The automobile industry of India is one of the largest in the world, contributing 7.1% to the Gross Domestic Product (GDP). As an individual moves up the ladder in his income, his/her first priority is to buy a car. The market of today is motivated and dominated by customers and that is why he is called the King. It is becoming more of a necessity nowadays to have a car than a luxury. In India, the needs of car buyers will depend largely on the segment they are looking at. The needs of a prospective entry-level hatchback buyer are going to be very different from that of a luxury car buyer. Similarly, the priorities of a first-time buyer and someone who is considering upgrading to a much bigger car are going to be different also. The passengers of the automobile industry in India have experienced a rapid change in both market awareness and technology. From an extreme perception of cars being an ultimate luxury, today it has probably acquired the status of an essential utility item to many today it has probably acquired the status of an important utility item to several city dwellers.

IMPACT OF INTERNET MARKETING ON CONSUMER DECISION PROCESS

E-commerce marketing is becoming the common platform for consumers due to the growth in the Internet Industry. Every buyer in the country's top cities start their search on the world-wide web. As per Amit, four out of every ten new car buyers and three in every ten used car buyers, use internet to do initial research, before making the purchase, based on a study conducted by Google. Liu and Bai discuss the various opportunities for car manufacturers

and dealers to utilize the internet marketing medium in the five stages of e-marketing buying process - Problem Recognition, Information Search, Evaluation of Alternatives, Product Choice, Final Outcome / Post Purchase. Following are the various theories of consumer behaviour, which will provide a framework to focus on the behavioural patterns of passenger car industry.

CONSUMER BEHAVIOUR THEORIES

Most research in marketing still inhabits the world of cognitive consumers and responsive managers, semi-autonomous buyers and philosophical marketers. The present challenge for marketing researchers is to generate critical interpretations, which alternate with the prevailing normal science component of consumer research: Structural accounts of human activity assume that observed behaviour results from what is happening within the individual. Behaviour is determined, in whole or part, by internal processing of information, or action of mental traits. Recent research into consumer behaviour, challenges marketing conventions as stated in the research done by Hill. He explains that people respond to the information gathered by the senses at an intuitive level, as well as on the basis of rational criteria. He describes the use of bio-feedback systems to evaluate the appeal of product offerings, suggesting that this approach is highly effective in predicting consumer purchase behaviour. He points out that consumers' interpretation of product concepts and brand information may be very different from the messages that the company intended to convey. He recommends that firms wishing to market to the senses, provide simple messages that are memorable, easy to interpret, believable and relevant to consumer needs.

CONSUMER BEHAVIOUR AND PERSONLITY THEORY: According to research, personality is another significant factor that results in consumer's purchase decision. Gordon and Ronald paved the way for a new impetus in consumer behaviour based on personality research.

INFLUENCE OF FAMILY ON CONSUMER BEHAVIOR

White comments that people expect to haggle with dealers over price and to receive substantial rebates or incentives as well as low-interest payment plans. He states that with an increase in multi-car households, car marques and advertisers need to target the right audience, taking into account the pester power of children and the importance of life-stage. Despite the fact that women are the primary buyers of most new cars, he admits that the motor trade has traditionally been contemptuous of women's role in the car buying process. Ferber in his book on "Selected Aspects of Consumer Behaviour" provides an overview from various disciplines of consumer behaviour in the marketplace. He presents theories of consumer choice, both economic and psychological. Further, he reviews different forms of consumer behavior in the marketplace and includes: 1) decision making in the household - how consumer choice is manifested in the actions of the family unit; 2) patterns of marriage and family formation and dissolution; 3) mobility (geographical, educational, and occupational); 4) saving trends; 5) consumer purchases of durable and non-durable goods; 6) new products and ideas; 7) brand choice; 8) shopping behavior and preferences; and 9) life styles. This book also explains different ways in which psychological factors influence consumer choice. Factors such as television advertising, promotional methods and the role of



price in consumer choice are discussed. The final chapters deal with different aspects in the measurement and analysis of consumer behaviour.

CONSUMER BEHAVIOUR AND SELF THEORY

Self Theory refers to an individual's overall thinking process and provides a reference point for the related consumer behaviour as conceptualized by Morris in his research studies. He defined it as a combination of an individual's thoughts and feelings, pointedly referring to himself as an object that they are less susceptible to the western view of self as an object. This also clearly shows in the differential self-belief of migrants from Asia, Africa and other countries to USA.

IMPROVED SELF THEORY

Personal vanity and self-emancipation considerations guides consumer needs. People want to have some high esteem in the society, and they seem to think that they can obtain a high societal value, if they own a high value passenger car and attribute the possession of such a vehicle, as a means of achievement in their life. This was conceptualized by Richard et al. They devised an individual difference variable, which is consisting of personal vanity and achievement vanity.

CONSUMER COMPLAINING BEHAVIOUR

Research suggests that in many cases, companies exert b. However, Raj and Russell cautioned that there could be fundamental differences in the concept of self, across different cultural entities. They reported this in their studies on Hindu Indian Immigrants est efforts to address its customers complaints. Many managers, in certain cases, are often exceeds consumer expectations beyond-the-contract or above their prescribed job specification, aimed at striving to address consumer complaints, as notified in the study by Resnik and Harmon

VIRTUAL BRAND COMMUNITY EFFECT:

Consumers increasingly use online tools to contact fellow consumers in order to get information on which to base their decisions. This has resulted in growing importance of virtual brand communities. For this reason, it attains importance to explore, some of the effects of participation in a virtual brand community on consumer behaviour. Luis et al propose the positive effects of participation in a virtual community on both consumer trust and loyalty to the product, brand or organization around which the community is developed. The survey reveals that participation in the activities carried out in a virtual community may foster consumer trust and loyalty to the mutual interest of the community (the free software in this case). In addition, the study also found a positive and significant effect of consumer trust on loyalty. In this respect, this study has shown that managers may Consumers increasingly use online tools to contact fellow consumers in order to get information on which to base their decisions. This has resulted in growing importance of virtual brand communities. For this reason, it attains importance to explore, some of the effects of participation in a virtual brand community on consumer behaviour. Luis et al propose the positive foster consumer trust and loyalty by developing virtual brand communities and promoting consumers' participation in them.

CONCLUSION

In the current market situation, the Study of Consumer buying behavior has become quite important due to tough competition in the automobile sector. Consumers are the king of

market. Organizations must try to understand the perception of consumer regarding products and services. Without knowing the consumers perception no business can run smoothly. Customer demands are dynamic, but its consideration is necessary for every company to compete in the market. All business activities must focus on consumer satisfaction. Consumer satisfaction is the important factor, which affects the financial position and goodwill of the company. Consumer buying behavior plays an important role in selling of product and services. In this study we found that five factors namely psychographics, visual effect, mileage, cost efficiency and affordability. Consumer purchasing behavior has become an important part of long-term planning. Consumer behavior consists of all individual behavior that goes into making decisions before and after purchase. So, companies must opt a marketing strategy with contemporary and innovative in order to attract more consumers from the market.

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