



## ATTITUDE OF CUSTOMERS TOWARDS PURCHASE OF SMALL CARS IN PARAMAKUDI TOWN-TAMIL NADU

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### KEYWORDS :

#### INTRODUCTION

The story of the car is one of the most important and existing chapters in the history of transport. World Wide, there are more than 400 million passenger cars and over 100 million light trucks such as vans and pick-ups. Most of the world's cars are in the United States, Canada, Japan and Western Europe and ways of life have changed greatly in all those countries because of the car. Increased mobility for all types of people has led to greater enjoyment of leisure time. The development of the car has meant that city dwellers can travel into the country for a relaxing treat and people can visit relatives living in remote or distant areas.

The origin of the car can be traced to Europe. But it became a major form of transportation first in the United States. Most European cars were built by hand and they were expensive only rich people could afford them. In the early 1900's Ransom E. Olds, Henry Ford and other pioneers began mass-production of cars in USA.

During the late 1700's the development of steam-powered engines progressed rapidly in Europe. Nicholas Joseph Cugnot, a French Military Engineer, build the first self-propelled road vehicle in 1769 and 1770. IN 1801 and 1803 Richard Trevithick of England demonstrated a four-wheeled steam -propelled road vehicle to carry passenger. Electric Cars were at first more successful than steam cars. They were powered by batteries. In 1990, they accounted for 38 per cent of all sales.

#### STATEMENT OF THE PROBLEM

As we celebrate our entry into the new Millennium and the completion of more than a half century of our country's independent existence, the innings of the Indian Automobile Industry unfolds as a sad story of missed opportunities. India had great opportunity to emerge as a dominant player in Asia Automobile Market, but lost the race due to the conservative policy of the Government of self reliance and indigenization of products. Today, India has become a low cost manufacturing base for multinational giants. The fast remains that the potential in the other developing nations, where the economy has been opened up under a process of liberation, has been fully tapped by MNCs. This leaves India as a point of attraction for world automobile manufactures. Until 1983, there were limited players in the car market and mainly Hindustan Motors and Premier Automobiles Limited were the two major giants in India's car market. The wind of the automobile market took a turn with the launch of Maruti 800. The Maruti 800 DX

was then considered in the premium segment which was earlier shared by Contessa 1.8 GL and Premier 118 NE. Soon in early 1990s, Marui 1000, Tata Estate, Rover Montego and Maruthi Zen became the cars considered as a status symbol

#### OBJECTIVES OF THE STUDY

The study has the following objectives.

1. To determine the post purchase behavior of the consumer's

2. To ascertain the experience of consumers with dealers while purchasing a car
3. To offer suitable suggestions on the basis of the study

#### METHODOLOGY

The researcher has used both primary and secondary data for the present study. The information collected from the survey constitute primary data and the information gathered from books, journals, magazines, reports and websites constitute secondary data. The data collected from both sources have been scrutinized edited and tabulated.

The primary data were collected to highlight the marketing of passenger car in Ramanathapuram District. To collect the primary data a detailed interview schedule was drafted, pre-tested and used in field survey.

#### SAMPLING DESIGN

The researcher has selected 115 respondents for the study on the basis of convenience sampling method. The researcher has interviewed the passenger car owners in the study area.

#### POST - PURCHASE BEHAVIOUR

In the post-liberalization period the purchasing capacity of the average India has increased. To identify the demand, forecasting is used as a tool.

Forecasting is the art of anticipating what buyers are likely to do under a given set of conditions. Because buyer behavior is so important, buyers should be surveyed. Regarding major consumer durables, several research organizations conduct periodic surveys of consumer's buying intentions. This is called a purchase probability scale. The various survey's also inquire into consumer's present and future personal finances and their expectations relating to the economy. The producers of consumer durable-goods subscribe to these indexes in the hope of anticipating major shifts in consumer buying intentions, so that they can adjust their production and marketing plans accordingly. In this study, an attempt is made to identify the number of respondents intending to purchase a car in the near future.

After searching and evaluating, the consumer at some point must decide whether to buy or not. If the decision is to buy, the buyer must make a series of decisions regarding brand, price, colour and so on. Anything marketers can do to simplify decision-making will be attractive to buyers, because most people find it very hard to make a decision. Sometimes several decision-situations are combined and marketed as one package.

#### OVERALL OPINION OF THE RESPONDENTS TO PURCHASE A NEW CAR

The level of opinion may vary from one person to another person. The opinion is an emotional feeling and it is difficult to measure it in terms of quantity. There is no fixed method to measure the opinion level. But it can be measured indirectly. Through the interview schedule, opinion of the customer was obtained through statements. After that, each statement was

disagree. There are thirteen statements in the interview schedule. After giving scores for each statement the total scores for each cardholder was calculated. Table 1 shows the opinion of customers regarding to buy a new car.

**TABLE -1 Overall Opinion of the Respondents to Purchase a New Car**

Sl. No.	Opinion	H.S.	S.	N.S.	D.S.	H.D.S.	Total
1.	Dealers Staff Paid attention to me immediately	65 (56.52%)	25 (21.74%)	12 (10.43%)	7 (6.09%)	6 (5.22%)	115 (100.00%)
2.	Dealers staff were knowledge	41 (35.65%)	30 (26.09%)	29 (25.22%)	12 (10.43%)	3 (2.61%)	115 (100.00%)
3.	Dealers staff understand my requirements	47 (40.97%)	30 (26.09%)	21 (19.27%)	12 (10.43%)	5 (4.35%)	115 (100.00%)
4.	Dealers staff was friendly and Helpful hire purchase	32 (27.83%)	24 (20.87%)	22 (19.13%)	12 (10.43%)	25 (21.74%)	115 (100.00%)
5.	I am satisfied with the financing terms offered	39 (33.91%)	31 (26.96%)	27 (23.48%)	12 (10.43%)	6 (5.22%)	115 (100.00%)
6.	The vehicle was delivered on the due date	27 (23.48%)	17 (14.78%)	29 (25.22%)	37 (32.17%)	5 (4.35%)	115 (100.00%)
7.	I am satisfied with my overall purchase experience with this dealers	23 (20.00%)	18 (15.65%)	49 (42.61%)	17 (14.78%)	8 (6.96%)	115 (100.00%)
8.	I will recommended this dealers to other for purchase of vehicle	34 (29.57%)	22 (19.13%)	18 (15.65%)	6 (5.22%)	35 (30.43%)	115 (100.00%)
9.	Service station is conveniently located service station is easy to contact telephone	83 (72.17%)	6 (5.22%)	11 (9.57%)	5 (4.35%)	10 (8.70%)	115 (100.00%)
10.	Working hours of the service station are convenient	10 (8.70%)	40 (34.78%)	41 (35.65%)	19 (16.52%)	5 (4.35%)	115 (100.00%)
11.	Advanced notice is required for booking my vehicle for servicing	35 (30.43%)	24 (20.87%)	32 (27.83%)	19 (16.52%)	5 (4.35%)	115 (100.00%)
12.	My service requirements were clearly understand	22 (19.13%)	16 (13.91%)	22 (19.13%)	41 (35.65%)	14 (12.17%)	115 (100.00%)
13.	Service Station promptly gives an estimate for repairs	18 (15.65%)	30 (26.09%)	40 (34.78%)	10 (8.70%)	17 (14.78%)	115 (100.00%)
14.	Service Station mechanic are competent	56 (48.70%)	18 (15.65%)	17 (14.78%)	20 (17.39%)	4 (3.48%)	115 (100.00%)
15.	My vehicle is well booked after at service station	9 (7.83%)	30 (26.09%)	47 (40.87%)	18 (15.65%)	11 (9.57%)	115 (100.00%)
16.	I am satisfied with condition of vehicle after servicing	41 (35.65%)	23 (20.00%)	20 (17.39%)	18 (15.65%)	13 (11.30%)	115 (100.00%)
17.	I am satisfied with time taken for servicing	28 (25.45%)	24 (21.82%)	6 (5.45%)	39 (35.45%)	13 (11.82%)	115 (100.00%)
18.	Charges for paid servicing repair are reasonable	48 (41.74%)	10 (8.70%)	15 (13.04%)	28 (24.35%)	14 (12.17%)	115 (100.00%)
19.	Appeal and Design	87 (75.65%)	7 (6.09%)	11 (9.57%)	5 (4.35%)	5 (4.35%)	115 (100.00%)
20.	Attractive Colour Choice	23 (20.00%)	45 (39.13%)	34 (29.57%)	6 (5.22%)	7 (6.09%)	115 (100.00%)
21.	Seating Arrangement and Comfort	48 (41.74%)	17 (14.78%)	32 (27.83%)	6 (5.22%)	12 (10.43%)	115 (100.00%)
22.	Safety factor	24 (20.87%)	24 (20.87%)	32 (27.83%)	29 (25.22%)	6 (5.22%)	115 (100.00%)
23.	Interior Decoration	31 (26.96%)	23 (20.00%)	31 (26.96%)	24 (20.87%)	6 (5.22%)	115 (100.00%)
24.	Height	29 (25.22%)	28 (24.35%)	18 (15.65%)	28 (24.35%)	12 (10.43%)	115 (100.00%)
25.	Space for Luggage	32 (27.83%)	25 (21.74%)	36 (31.30%)	6 (5.22%)	16 (13.91%)	115 (100.00%)

Source: Computed Primary Data.

given scores as 5 points for strong agree, 4 points for agree, 3 points for neutral, 2 points for disagree and 1 point for highly

**SUMMARY OF FINDINGS**

The following are the major findings of the study :

1. A majority of the respondents (50.43%) are have two cars with them.
2. Most of the respondents are self driving (46.09%), out of 115 respondents.
3. Among the surveyed (54.78%) respondents are use their car occasionally.
4. Most of the respondents(43.48%) are borrowed funds from the commercial bank.
5. Out of 115 respondents, 99 (86.09%) respondents have the accessories availability.
6. Most of the respondents' opinion have strongly agree with

statement of purchase of small car

7. It is identified that the research 42 per cent of the respondents are having an intention to purchase a mid-size car after eighteen months. This might change the time to purchase due to the reasons like affordability, brand preference, and family influence.

**SUGGESTIONS**

The following suggestions are offered based on the findings of the study.

- The dealers should be given adequate training to the staff.
- The delivery of the vehicle should be given one time.
- Service cost in some dealers point is arbitrarily high.
- Safety factors should be initiated at large.

**CONCLUSION**

Level satisfaction is considered to be a sensitive one in many aspects, but it is highly useful to every customer. Normally it is

very difficult to define. It varies from person to person, time to time, place to place and the customer to customer

It aims to improve the quality of manufacturing of car. The quality of cars can be improved by providing motivation and purchase of car. Due to financial facilities arranged by the dealers at the point of purchase of car for the customers. The dealers should take more efforts to please the customers at the showroom because it makes the buyer to purchase a car.

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