



## A STUDY ON WOMEN ATTITUDE ON CAR DRIVING WITH REFERENCE TO ERODE CITY

### Commerce

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### ABSTRACT

During the last two or three decades, trends and cultures have been changing a lot around the world. One of the factors that have affected most of this is the demand for different responsibilities and rights by women around the world. Recently, women have been known to go for more agile-looking cars that have great visibility and aren't complex to maneuver around the road. According to studies, women love a car that has a more elevated seat, and considering they would be carrying a lot more things compared to men, storage space is an important factor. This study aims to know the attitude of women using car. The study concludes that future models of vehicle type choice can be substantially more powerful with the inclusion of travel attitudes, personality, life style and mobility factors in favour of women.

### KEYWORDS

Women, car, attitude, Automotive

### INTRODUCTION

During the last two or three decades, trends and cultures have been changing a lot around the world. One of the factors that have affected most of this is the demand for different responsibilities and rights by women around the world. Jobs have become tougher, more competitive and there are more spots open for women now as compared to some 30 or 40 years ago. This is true for the automotive world as well. Manufacturers now experiment with different vehicle styles that are catered towards both men and women.

### AUTOMOTIVE INDUSTRY IN INDIA

The automotive Industry in India is now working in terms of the dynamics of an open market. Many joint ventures have been set up in India with foreign collaboration, both technical and financial with leading global manufacturers. The Government of India is keen to provide a suitable economic and business environment conducive to the success of the established and prospective foreign partnership ventures. "There is no doubt that India has lately emerged as one of the fastest growing auto markets in the world," and one of the main reasons behind that is the fact that the car market is also undergoing significant structural shifts."

India's potential in both economic and population terms and the effect it will have on the auto industry in the years to come. With a well-developed components industry and a production level of one million four-wheeled vehicles a year, plus a further five million two- and three-wheelers, India came to be recognized as a potential emerging auto market a few years back.

### WOMEN ATTITUDE

Most women prefer something that looks great and performance is usually the last thing on their list of what they expect from a car. Times have changed, and women have become more powerful and empowered, meaning women drivers are on the increase. Recently, women have been known to go for more agile-looking cars that have great visibility and aren't complex to maneuver around the road. According to studies, women love a car that has a more elevated seat, and considering they would be carrying a lot more things compared to men, storage space is an important factor.

### REVIEW OF LITERATURE

**Parthian and Rajendran (2014)** study was carried on customer preference toward Maruti Suzuki. Main aim of this study was to understand the mind of customers whether they was eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti car service providers give enough attention regarding this, they can ensure a large level of customer preference.

**Akhila, Ali Ashan and Thayyullathi (2015)** in their study of "A study on customer satisfaction Towards Maruti Suzuki in Coimbatore" found that majority 31 percent of the respondents were using SUV type cars, and also concluded that the Maruti Suzuki cars are the best and fast moving brands.

**Shriram shimpi (2015)** in their study on "Consumer Buying behavior for used cars in Pune city" found that 84 percent of the respondents have purchased Maruti Suzuki cars and concluded that number of factors influencing such as mileage, available spare parts, comfort, and safety etc., buying behavior of used car owners in India

**Suganthi and Renuka (2016)** focused on data collected through convenience sampling of 200 consumers of Maruti Suzuki Swift car users of Udumalpet Taluk. Later the data was analysed with statistical tools like mean and the hypothesis was tested by using Chi-Square analysis. Maruti Suzuki Swift is most preferred brand by the majority of the customer. It is going to pose great challenges to other small cars in India. Most of the customers are satisfied with the mileage and fuel efficiency of the car and they preferred Maruti Suzuki Swift.

**Ray & Dewan (2016)**, Over the past 2 Months, commercial vehicle sales, especially heavy vehicles have been on a declining trend on account of waning replacement demand, weak industrial activity and uncertainty related to the impact of goods and services tax (GST) regime on vehicle prices.

### STATEMENT OF THE PROBLEM

Ever since the advent of information technology in India, there has been a steady increase in the number of women employees in these industries. As these working women are paid with handsome of salaries by the companies and their working hours are varied, there is a need for them to have safe and secure transportation with a fair degree of privacy.

These factors enable the women employee to purchase four wheelers of different brands. Yet another factor that encourages the women employee to purchase cars is the liberal loans offered by commercial banks and financial institutions.

This also helps the automobiles industries to develop and launch the new products with wider variety of mix to meet the specification and demands of women consumers. The purpose of the study is to view the Women Consumers satisfaction level about cars.

### OBJECTIVES OF THE STUDY

- To find out the factors that influence women car buyers
- To find out satisfaction level of utility of cars among women consumers

### RESEARCH DESIGN

It is a conceptual structure within which research should be conducted. Thus the preparation of such a design facilitates research to be as efficient as possible and will yield information. The task of collecting data begins after a research problem has been defined and plan is chalked out. This study pertains to collection of data from primary and secondary sources. Data are collected for the first time for a specific purpose in mind using the questionnaire method and the data that already collected and published are referred through the websites. Descriptive Research method is applied in this study to analyse the

data. Stratified Random Sampling method in Probability Sampling is used in this study.

- The Sample size selected for the survey is 100, which is circulated to women in Erode city who is driving car. Percentage Analysis, ANOVA and Correlation were applied to analyze the data.

**Data Analysis And Interpretations**  
**Demographic Characteristics Of The Respondents**  
**Table 1**

S.No	Demographic Factors	Variables	Frequency	Percentage
1	Marital status	Married	80	80.0
		Unmarried	20	20.0
2	Age	20-30	33	33.0
		31-40	19	19.0
		41-50	20	20.0
		51-60	12	12.0
		above 60	16	16.0
3	Educational level	HSC	12	12.0
		Diploma	23	23.0
		UG	27	27.0
		PG	23	23.0
		others	15	15.0
4	Occupation	Business	30	30.0
		Pvt. Employee	23	23.0
		Govt. Employee	23	23.0
		Professionals	16	16.0
		Home Makers	8	8.0
	Total		100	100

It has seen from the above table that 80% of the women are married, When the age of the respondents are concerned 33% of the respondents are in the age group of 20-30 years. 27% of the respondents have UG level education. According to the occupation of the respondents, 23% of the respondents are employed both Private and Public companies.

**KARL PEARSON COEFFICIENT TEST FOR CORRELATION BETWEEN AGE AND SATISFACTION LEVEL**

**Null hypothesis**

There is no correlation between correlation between age and level of satisfaction.

		Age	factors influencing to buy a car
Age	Pearson Correlation	1	.311**
	Sig. (2-tailed)		.002
	N	100	100
factors influencing	Pearson Correlation	.311**	1
	Sig. (2-tailed)	.002	
	N	100	100

\*\* Correlation is significant at the 0.01 level (2-tailed).

The above table shows the Karl Pearsons coefficient of correlation between Age of the respondents and the factors influencing respondents to buy a car. It is inferred that the P Value of both the variables are statistically significant at 1% level. It is concluded that there is a strong correlation between Age of the respondents and the factors influencing respondents to buy a car.

**ONE WAY ANOVA TEST FOR AGE AND SATISFACTION LEVEL OF RESPONDENT**

**Null Hypothesis**

There is no significant difference among age and level of satisfaction of the respondent.

Variables		Sum of Squares	df	Mean Square	F	P Value	Sig.
Seats are comfortable	Between Groups	40.450	4	10.113	6.365	.000	S
	Within Groups	150.940	95	1.589			
	Total	191.390	99				

Air Conditioner Works Well	Between Groups	11.987	4	2.997	3.463	.011	S
	Within Groups	82.203	95	.865			
	Total	94.190	99				
Storage Space is Adequate	Between Groups	17.113	4	4.278	3.294	.014	S
	Within Groups	123.397	95	1.299			
	Total	140.510	99				
Car Accelerate Adequately	Between Groups	21.785	4	5.446	5.648	.000	S
	Within Groups	91.605	95	.964			
	Total	113.390	99				
Safety Drive	Between Groups	37.147	4	9.287	8.105	.000	S
	Within Groups	108.853	95	1.146			
	Total	146.000	99				
Vehicles Handle Well while Driving	Between Groups	15.136	4	3.784	6.705	.000	S
	Within Groups	53.614	95	.564			
	Total	68.750	99				

The above table high lights the ANOVA test for age and level of satisfaction of the respondents. Satisfaction factors such as Seats are comfortable, Air Conditioner Works Well, Storage Space is Adequate, Storage Space is Adequate, Safety Drive and Vehicles Handle Well while Driving are statistically significant at 5% level. Hence the null hypothesis is rejected.

**SUGGESTIONS**

- If a car is with parking sensors and may be with reverse camera, women can park with out any assistance.
- Do not attempt to change gears very frequently. It gives good mileage and saves fuel.
- Women should have proper education on safe driving, respect for the road, and obeying traffic rules before they begin to drive.
- People who text while driving are six times more likely to be involved in a car crash while those who talk on a mobile device while driving increase their crash risk more than two times.
- Comprehensive measures to improve conditions of roads and road environments to provide safer environments for pedestrians and drivers and the use of seat belts and helmets should be promoted.
- The attitudes and practices, which negatively affect traffic safety, should be changed. Information and education campaigns and the role of media should be effectively utilized to disseminate information to women community and topics on traffic safety should be included in the compulsory training program.

**CONCLUSIONS**

Crowd of public transportation and relatively low prices of automobiles and gas are main reasons for increased driving rates in Erode. Since positive behaviors are an important part of driver behaviors, measuring positive driving behaviors is a key issue in this research field. This study unequivocally points to pro-attitudes and behavior of women such as daring personality, not wearing a seat belt and using a mobile telephone while driving are significant factors associated with driving activity. The general conclusion is that future models of vehicle type choice can be substantially more powerful with the inclusion of travel attitudes, personality, life style and mobility factors in favour of women.

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