



The effect of profession over buying behavior towards cars

* Nirav R. Vyas

* Core Faculty, J. V. Institute of Management Studies, Jamnagar

ABSTRACT

The current study focuses on the effect of profession of a person over his buying behavior towards cars. The research is an attempt to scientifically evaluate the variables which are considered by an Indian consumer while purchasing a car over the yardstick of his or her profession. At times it is seen that consumers belonging to a certain class and profession demonstrates certain buying behavior characteristics. The doubt arises here is that whether the behavior shown by different professionals is restricted only to the explicit behaviors or it also includes their choices and other aspects. The research measures the effect of a consumer's profession even over his choices in minor issues like color of the car etc.

Keywords: Consumer buying behavior, Stimuli, Classical Conditioning, Ceteris Paribus.

Introduction:-

Indian Markets have recently shown a great boom in the sale of automobiles and particularly the car segment. The car segment has shown tremendous growth in the last decade and purchasing of car which was generally deemed as a luxury for the rich class of people have now changed to a need based purchase even for the middle class segment. Not only urban consumers but also rural consumers have shown a favorable buying attitude towards cars.

The car segment can be broadly divided into two parts as commercial purpose cars, domestic purpose cars. The current paper focuses on the buying behavior of consumers towards purchase of domestic purpose cars. The present research focuses on the effect of profession of any individual over his choice for a particular make, model and brand of cars. Along with the same, it also tries to investigate into the choice of Indian consumers towards domestic vis a vis multinational brand of cars.

The author for convenience of research has identified five major professions as respondents. It is to be noted here that while determining the buying behavior of consumers towards cars, "price" becomes a very important factor which influences the choices of consumers. It is basic variance which could mould the decision of consumers against or in favor of certain cars. For pure research purpose, it has been assumed in this paper that "price" factor is kept constant. The author have tried a controlled experiment of judging the pure effect of profession over his buying behavior towards cars without keeping in mind the price factor. While conduction the survey this was clearly indicated to the respondents.

Research Methodology:

Statement of Problem:

Car, now a days have translated from a luxury item to a need item. The recent data and statistics have shown that there is a tremendous increase the purchase of cars by Indian People.. An attempt, in this paper is made whether, the profession of a consumer affects his choice of buying a make and model and even the color of a car or not. For that purpose, the title of the paper is "Effects of profession over buying behavior towards cars."

Objectives of the study:

1. To determine the effect of profession on buying behavior of make and model towards cars

2. To analyze the effect of country of origin on buying behavior towards car within different professions.

Universe and Sample size of the Study:

Universe for the concerned study is people engaged in academic, law, chartered accountant, doctors and media & entertainment fraternity of the area of Jamnagar and Rajkot. The research includes 100 samples.

Sampling Method:

Stratified Random Sampling is used. Each stratum is of 20 samples selected randomly from each of the above listed profession.

Variables selected for the study:

The variables which are be tested to ascertain to determine the buying behavior of cars are profession of consumer, country of origin of the car, For the purpose of having an unbiased research, the researcher has kept the variable of "Price" as constant.

Hypothesis of the study:

1. There is no significant impact of profession over buying particular make and model of the car
2. There is no significant impact of the country of origin of the car over purchasing decision within different profession.

Hypothesis Testing:

The first hypothesis that is to be put to a test is "There is no significant impact of profession over buying particular make and model of the car". The statistical technique of two factor ANOVA without replication is used.

Table : 1

Profession	Hatch back	Sedan	SUV		
Academecian	12	6	2		
CA	12	8	0		
Doctor	8	12	0		
Lawyer	9	8	3		
Entertainment	11	4	5	ANOVA	
Source of Variation	SS	df	MS	F	F crit
Rows	2.84217	4	7.1	8.560755853	3.837853
Columns	182.933	2	91	11.02008032	4.45897
Error	66.4	8	8.3		
Total	249.333	14			

The second hypothesis set up by the researcher is "There is no significant impact of the country of origin of the car over purchasing decision within different profession"

Statistical technique of t test of unequal variance for finding out the difference of means between two variables has been used. The result leads to following statistics

Table 2:

		t-Test: Two-Sample Assuming Unequal Variances			
Profession	Indian Origin	Multinational		Variable 1	Variable 2
Academecian	15	5	Mean	11	9
CA	12	8	Variance	15	15
Doctor	8	12	Observations	5	5
Lawyer	6	14	Hypothesized Mean Difference	0	
Entertainment	14	6	df	8	
t Stat	0.816496581				
P(T<=t) one-tail	0.218925811				
t Critical one-tail	1.859548033				
P(T<=t) two-tail	0.437851622				
t Critical two-tail	2.306004133				

Here as we can see that the tabulated value of t is higher than the calculated value so we can conclude that hypothesis stands accepted. So we can conclude by saying that the consumers with different professions do not take country of origin of a car into consideration while taking the purchase decision

Conclusion:

With booming automobile industry in India, consumers are having the luxury of choice at its best. A lot of international and national automobile organizations are continuously competing fiercely with each other to acquire a larger market share. Given this situation, these kind of researches might

give an idea to the organizations to establish a particular niche for particular consumers and cater to their individual and professional needs which will help the consumers in getting exactly what they want and also the organization to gain a larger market share.

Again it can be said further that India is known for its diversity and tapping the Indian Markets is one of the biggest challenge to every organization. The mind set of Indian consumers, at times it is observed, that are difficult to estimate. Given that situation, such researches might prove to be a big help.

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