



A STUDY ON PERCEPTION OF RURAL PEOPLE TOWARDS SUV CARS

Sudhir Rajdhar Patil

Asst. Professor Sadhu Vaswani Institute of Management Studies 6, Koregaon Road, Pune-01.

ABSTRACT

Historically the Sport Utility Vehicle has been considered a mid-sized passenger vehicle. It was designed to have the carrying capacity of a pick-up truck, but differ in size and performance. Sport utility vehicles are descendents of the other sport vehicles such as commercial vehicles and military vehicles including Jeep and the Land Rover. These vehicles were followed by other sport utility vehicles. Throughout history the design of the SUV has been changed. There are several models of the SUV that are considered compact sport utility vehicles. This simply means that they are smaller in size in some way. It could be that seats have been removed or the carrying capacity or cargo space could be slightly smaller than the standard vehicle. To find various factors which determine the consumer perception toward SUV cars. The main objective of the paper is to study perception of consumers towards the SUV cars and to judge the satisfaction level of SUV car owners. Secondly to recommend how we can improve the perception of people towards SUV cars. The present paper assess the ability of rural people for buying SUVs and highlight the awareness of SUVs in today's market scenario.

KEYWORDS

Automobile Industry, SUV, Perception, Behaviour, Utility.

INTRODUCTION

Indian car industry is crowded with a number of SUVs, the demand of which is gradually increasing among car consumers. SUVs have come a long way from the traditional Jeep to the stylish and high-tech Honda CR-V, Tata safari, Mahindra Scorpio and ford endeavor. Sports Utility vehicles are rapidly capturing the market due to its multifarious use. Utility vehicles are found in two kinds: - SUV or Sports Utility Vehicles and MUV or Multi Utility Vehicles. Its spacious interior and sturdy exterior have made this vehicle one of the fastest selling vehicles of India. This is multi use vehicle to accommodate many passengers in one vehicle, especially while going for a long trip with a big family or with a folk of friends. Sporty attributes of this vehicle is not negligible when mentioning about its use. To name few SUV manufacturers of India- Fiat India, Ford Motors, Force Motors, General Motors, Hyundai Motors, Hindustan Motors, Mahindra & Mahindra, Nissan, Porsche, Tata Motors, Toyota motors etc. In the north, sales of high-end cars are picking up in places such as Karnal, Hoshiarpur, Bhatinda and Patiala, and in the south, the backwaters of Kerala and rural areas of Karnataka is turning out to be an attractive destination for manufacturers.

1.1: Reasons for the rising demand of SUVs cars in rural India:-

- 1) Disposable incomes in rural areas are rising, backed by a better-than-expected monsoon and a healthy harvest. Moreover, Pals points to massive irrigation projects that have resulted in rural areas being much less dependent on the monsoon than in the past.
- 2) Meanwhile, schemes such as the National Rural Employment Guarantee Act (NREGA) and increased minimum support price (MSPs) have also boosted rural incomes. All this is feeding through into increased demand for consumer durables.
- 3) Another reason for this is that with the real estate boom in the country which is fetching handsome prices for land, farmers in many areas have shown interest in buying big cars or SUVs,"
- 4) Government rural infrastructure programmes such as the Pradhan Mantri Gram Sadak Yojana have spawned several small contractors who are among the major buyers of utility vehicles.
- 5) The real growth is happening (in utility vehicles) because of the government's road development programmes.

1.2: LITERATURE REVIEW:

1. **Satya Sundaram (2005):** Analyzed how the competition makes the automobile manufacturer to launch at least one new model or a variant of the model every year. This survey

also pointed out that Diesel cars are becoming popular in India and the announcement of reductions in excise duties by the Government has helped to some extent to boost the demand. 'A Market Survey on New Models Heating up the Car War', *Facts For You, By Satya Sundaram, I., New Delhi, January 2005, pp. 7 - 11*. The idea behind this literature is to analyze product features with economic aspects in positive consumers perception while buying SUV.

2. **Bhattacharjee and Bansal (2007):** identified the marketers need to understand not only the relevance of demographic or psychographic profile of rural consumers but also their response to marketing mix since it is more at variance with the marketers' understanding of the urban market. They also remarked the dominance of periodic. "*Rural Markets: Who is Winning and How*", *By Bhattacharjee and Bansal Joseph, Business World, Mumbai, October 2007, pp. 22 - 32*. The present literature relate to demographic or psychographic profile of rural consumers at the time of decision of purchase SUVs hence it is incorporated in the present study.
3. **Domon Darlin, (1983):** has mentioned that satisfied new car buyers discuss their experiences with eight people dissatisfied buyers complain to an average of twenty two people, a presentation of an overview of car industry and the trend and growth pattern of Indian automobile industry is considered essential for the present research. "*Although US Cars Are Improving, Imports Still Win Quality Survey By - Darlin Doman (1983) Wall Street Journal, p.31*". The said article relates to the environmental situation arises in US. In India also situation may not differ because in India customers are made lot many inquiries as well as they meet existing user of SUV before come to the decision making. The present literature relate to positive negative situation and satisfied new customers and their discussion with dissatisfied customers and correlate plus and minus of the vehicle and make the decisions before purchase the said SUV.

2: RESEARCH METHODOLOGY

Research methodology is a systematic way, which consists of series of action steps, necessary to effectively carry out research and the desired sequencing to these steps.

2.1: RESEARCH DESIGN: Research design specifies the methods and procedures for conducting a particular study. A research design is the arrangement of conditions for collection and analysis of the data in a manner that aims to combine relevance to their search purpose with economy in procedure. We have chosen the descriptive research design. Since the aim is to obtain complete

and accurate information Suv report.

2.2: SAMPLE DESIGN: A Sample Design is a definite plan for obtaining a sample from a given population. It refers to the technique to the procedure adopted in selecting items for the sampling designs are as below:

(a) Sample Size-: 50 customers (b) SAMPLING TECHNIQUE- Random sampling

2.3: DATA COLLECTION

(a) SOURCES: The study was conducted by the means of personal interview with respondents and the information given by they were directly recorded on questionnaire. For the purpose of analyzing the data it is necessary to collect the vital information. There are two types of data, this are Primary Data Secondary data

PRIMARY DATA:- For my market study, I have sleeted structured no disguised questionnaire Because My questionnaire is well structured, listing of questions are in a prearranged order and where the object of enquiry is revealed to the respondents. To making a well-structured questionnaire, we have adopted three type of questions •Open ended question Suv report. •Dichotomous questions •Multiple choice questions

SECONDARY DATA: Secondary data may either be published data or unpublished data. Usually published data are available in: •Various publications of the central, state and local government; •Various publications of foreign government or of international bodies and their subsidiary organizational; •Technical and trade journals; •Books, magazines and newspapers; •Reports and publications of various associations connected with business san industry, stock exchanges etc.; •Reports prepared by research scholars, universities, economists etc.; • Public records and statistics, historical document and other source of published information The source of unpublished data are many; they may be found in diaries, letters, Unpublished Biographies and autobiographies and also may Be available with scholars, trade associations, labor because and other public private individuals and organization.

CHAPTER-3: ANALYSIS AND FINDINGS

- 1) While analysing the data it was observed that there is significant Correlation Exist between Income and SUV.
- 2) There is a significant Correlation Exist between Brand and Age.
- 3) There is No Correlation Exist between Income and Fuel.
- 4) Scorpio the Making of India's First Indigenous Sports Utility Vehicle.
- 5) The brand perception is dependant mostly on the nature and quality of the service provided along with the pricing, maintenance, availability of spare parts and related issues.

CHAPTER-4: CONCLUSION

To conclude, the results show that the companies are playing on the peripheral cues to maintain their Total Relationship Management and connect to the customers both present and potential. The companies are operating in a highly aggressive and competitive global market place and this climate has led to the emphasis on quality in all aspects. TQM focuses on integration and coordination as well as the continuous improvement of all activities and processes. Total Relationship Management (TRM) is a very recent marketing strategy and philosophy. It focuses on and is concerned with all integrated internal and external activities within and between the organizations. These two terms are integrated by the manufacturers by building good quality products and building good relationship with dealers and enhancing service levels. However, when studied from the point of view of a customer there seems to be no major difference among the car brands in a segment as far as performance is concerned. So brand image and brand personality complement each other and the brand perception aids the building of brand image. Dealers, as per the study findings, play a very important role in building up the brand perception of the cars. Since dealers are the connecting link

between the customers and the manufacturers thus becoming the most important link in joining the company to its customers as he is the person who will sell the product, will deliver it and will keep on providing the after sales services to the customers as and when required. So, it becomes necessary automatically to study dealer as a part of customers' satisfaction journey with the product called car. It says that there is no doubt that Indian car market may be growing with a double digit figure still the car companies have a long way to travel to convince their customers about the brand personality of their cars and how it suits the prospective buyers. Simply because it simply is not a guarantee that how so ever good the customer might be holding the brand perception and how so ever good the brand image may be it is not a guarantee that it will convert into sale. Cars just like clothes and accessories suit the style and persona of a person and since all cars will become commodity someday the key to sell and excel in the market will lie with a person who knows how to use the perceptions of the customers to its use and sell the cars „coz ultimately only that car survives which sell.

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