

***“CONSUMER PREFERENCE TOWARDS INDIAN CAR BRANDS”***



***A report submitted to Department of Commerce, Higher And Technical Institute,  
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**CERTIFICATE**

This is to certify that the dissertation entitled “Consumer Preference Towards Indian Car Brands” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalmuanpuia, Roll No. 2123BCOM026, IV Semester B.Com. He has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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## DECLARATION

I, *Lalmuanpuia* , hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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Thank you

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# **Chapter-I**

## **INTRODUCTION**

### **I.I CONCEPTUAL FRAMEWORK**

The automobile industry of India is one of the leading in the world and growing progressively. The automobile industry sector grows drastically as the time grows, and all because of the developing technology and the increasing involvement of advertising which is being used by different automobile companies to influence the consumer and make them more aware of their product. Measures of brand preference attempt to quantify the impact of marketing activities in the heart and mind of customers and potential performances. The purpose of this study is to evaluate the influence of car brands over consumer buying behavior and to observe how this factors effects consumer's decision of purchasing cars. The study is conducted in lunglei.

#### **1.1.1 MEANING AND CONCEPT**

Automobile also called motorcar or car, usually four-wheeled vehicle designed primarily for passenger transportation and commonly propelled by an internal-combustion engine using volatile fuel. The term automobile brand covers all brands of the automobile industry. If an automobile group has several brands, the term automotive brands does not describe the company brands but the specific manufacturer brand. For instance, TATA, Hyundai, Maruti Suzuki, and many more.

Brand is to name or mark indelibly as proof of ownership. It means a sign or symbol of quality. Branding is the best means to capture and retain the consumer demand in a competitive manner. The market can create brand equity, brand loyalty and brand image for his products only through branding. A product is what a company makes a brand is what customer buys. People select specific cars for everything for logical reasons such as price, functionality, safety and fuel economy, to vanity desires that includes looks, color, performance and styling.

### **1.1.2 CONSUMER BEHAVIOUR AND BUYING PREFERENCE**

There is no doubt that that customer satisfaction is one of the essential objectives of any business not for its survival alone but its sustenance. Unfortunately, this is not easy to be achieved due to intense competition and customer complexity. However, today's market is driven and dominated by consumer and that is the reason he is considered the king. Thus, the decision of, to be or not to be of a preferred brand or product depends solely on the choice of consumers.

A consumer is one of the critical aspects of marketing, as in general all marketing initiatives and activity revolve around the consumer. A consumer can be defined as an individual or an institution that purchase any product or hires any services for personal use. A very broad yet commonly used term consumer preference in its simplest sense refers to preference by the consumer for a particular brand in context of a product or services with respect to other brands that exist in the market.

Consumer behavior has to deal with the ability of consumer to meet their need and demand. Behavior has been identified as a tool to achieve objectives and target consumer derives from his needs and desires. Consumer behavior implies much more comprehensive and more troublesome issue, so that it must be considered with great importance. Nowadays, the consumer behavior is a more and more varying and complex phenomenon. It performs as a signal of the market of the consumers' perception and it helps the producers to know the ultimate specification of the product that is wanted by the consumers. Thus, it play a massive importance while purchasing the product.

### **1.1.3 CONSUMER DECISION-MAKING**

The consumers' decision making starts with the identification of a need. In this stage buyers firstly concentrate on the need which must be contented in no time. After identifying the foremost need, the buyer tries to accumulate corresponding information according to the needs. Information such as quality, capacity, durability, etc. does not only specify the needs of the car consumers but also assists to judge the substitutes from the availability lot of the car produced by manufacturers and then the buyer initially thinks about the purchase. Furthermore, after purchasing the post-purchase services the consumer draw up the decision.

There are factors affecting consumer buying behavior and decision-making:

1. Social factors: culture and society impose an extreme weight over one's buying choice and decision. There are values, observation and status which assist to proliferate the purchasing decision making process.

Purchasing a luxurious product may assist in enriching someone's status in society. Thus, car producers must keep in mind which campaign will influence consumer perception. Therefore, sentiment from the reference group, family member persuasion with suggestion and individual's personal status and personality also modifies the purchasing settlement.

2. Personal factors: Decision-making can be seen as a personal concern that can vary from person to person. Most of the times individuals are reluctant to share their personal concerns and thoughts with others. Age performs as a controlling factor in decision-making. Along the various stages of the lifecycle of the individual, the exclusiveness of the product is reorienting. A specific quality of the car may be fancied in one state of the lifecycle and can be less dominant in another state of life. Thus, decision-making is implicated according to the change of the age of the individual.
3. Brand Personality: The brand is considered as the uniqueness of the product which constitutes an additional value in the mind of users. Brand recognition assists the manufacturer to boost their business performance compared to their competitors and new entrants. Users can be able to partake in promotional activities through word of mouth if there is brand recognition. As a result of brand admiration, individuals are choosing a company's product where there are many other companies that suggest similar products. With the help of technological advancement, consumers have accessed their required information before purchasing.
4. Psychological factors: Human psychology is a mixture of a complex subconscious mindset. As a result of a psychological difference some people are eager to buy something only because they like it. That is why sometimes people do not look-over the quality of the product, but follow their subconscious mindset. Individuals don't appraise their rationality and analytical perspective in that case. Other's perspective towards an individual also matters in this case. Psychological negativity causes complications and stirs negatively while considering the buying decisions.

5. New car buyers: Although the car is accomplishing a salient role in the daily life of the individuals it is not an object which entails being purchased regularly. If an individual purchased a car in a year then there is less likelihood to buy another one in recent times. Thus attracting new buyers is more lucrative than convincing the existing one for repeated purchase. Practically young generations are considered more potential consumers of automobiles than adults. As the young generation puts their emphasis on the model and specification of the car, so with the assistance of the updated technology and the modern facility, it generates more demand in the mind of the new car purchasers.

## **1.2 LITERATURE REVIEW.**

This section discusses about consumer preference towards Indian car brands. Literature review helps in getting insight on the theories related to consumer preference towards car brands. This further helps in defining the problem statement and the objectives for this study. It also helps in identifying the variables and designing the research.

Piplai examines the effects of liberalisation on the Indian vehicle industry, in terms of production, marketing, export, technology tie-up, product upgradation and profitability. Till the 1940s, the Indian auto industry was non-existent, since automobiles were imported from General Motors and Ford. In early 1940s, Hindustan Motors and Premier Auto started, by importing know-how from General Motors and Fiat respectively. Since the 1950s, a few other companies entered the market for two-wheelers and commercial vehicles. However, most of them either imported or indigenously produced auto components, till the mid-1950s, when India had launched import substitution programme, thereby resulting in a distinctly separate auto-component sector.

According to (Deshmukh, 2002) The Advanced manufacturing technologies: evidences from Indian automobile to assess the status of advanced manufacturing technologies, identify advanced manufacturing technologies relevant to Indian automobile sector companies, identify competitive priorities, and assess the degree of investment in advanced manufacturing technologies.

According to (George, 2003) the evolution of the competitive structure of the two-wheeler industry in India. The evolution of the industry's competitive structure is traced using Kendall's Index of Rank Concordance and the Evans-Karras test of convergence.

The industry seems to be characterized by oligopoly with the onset of economic reforms not making much difference to industrial structure. Convergence of sales and capacity at the level of the industry is conditional while it is absolute at the level of the segment

According to (Saraswathi, 2009) undertook a study on „Customer Satisfaction on Post-Sales Service with Reference to Four-Wheeler Automobile Industry“ which reveals that the key to success of automobile industry lies not only in having good products but also in being able to provide the customer with the level of service they desire. Because of increasing competitiveness in the Indian automobile industry, almost all automobile manufacturers have invested valuable resources on customer satisfaction as a tool to understand the needs and expectations of their customers. Increased presence of four-wheeler vehicles throughout the country has created a growing need for providing service infrastructures closer to the customers' homes or offices.

According to (Sumantran, 2011) studies which reveals that the global auto industry has been the subject of much analysis in recent years. While global capacity creation proceeds at a good clip on one hand, continued capacity creation in the face of sluggish sales have led to depressed levels of capacity utilization.

According to (Dwivedi, 2012) that there are great opportunities and possibilities in the automobile sector. But hike in the fuel price is influencing the market of this industry. There is a need of a very liberal policy for the fuel prices and requires a great good deal with fuel supplying countries. Though, the performance of the industry is better instead of high and unfavourable fuel policy. The new launching of Tata's Nano 'One Lakh Car' which is also known as People's Car is also a very good strategy to capture the middle class customers. Introduction of Nano and Bajaj Lite will definitely affect the growth and sales volumes of cars which will also affect the industry by reaching, catching the Indian middle class and fulfilment of their own car need.

### **1.3 RATIONALE OF THE PROJECT**

The study is to check the influence of Indian car brands on consumer purchase intentions as consumer choice is very important for marketers in this modern world. To gain an efficient knowledge through this thesis about consumer decision and analysis at the time of purchase. In order to investigate the influence, brand name can have on consumer's decision, I want to ascertain any connection between the two.

### **1.4 STATEMENT OF THE PROBLEM:**

In today's challenging and competitive world of last changing technology, consumer tastes are also characterized by fast changes. So to survive in the market the firms have to be in touch with the changing consumer preferences. Marketers have to understand the consumer behavior and factors influencing the buying behavior of the customers in order to be successful in this dynamic and competitive environment.

### **1.5 OBJECTIVES OF THE STUDY**

1. To identify the connection between brands names and consumer decision making process.
2. To create deeper consideration of what kind of influence a brand name have when people go for purchasing a car and choose between different brands in the automobile industry.
3. To study the responses of repeat of a product category to various marketing activities undertaken by the corporate.
4. To know about the decision process

### **1.6 RESEARCH METHODOLOGY**

#### **1.6.1 Data collection:**

The data will be collected from both primary as well as secondary sources. Primary data will be collected from respective respondents. For collection of primary data, a structured questionnaire with open ended and close ended questions will be prepared for the respondents.

The secondary data is collected from various published and unpublished sources including journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

### **1.6.3 Data Processing:**

The collected data is processed by using Microsoft Word and Microsoft excel and presented in frequency tables and percentages.

### **1.6.2 Sampling Method:**

The study was conducted among people who own cars in Lunglei. Convenient sampling method was adopted to select the sample and questionnaire was distributed to 30 where 31 responses were received. The total number of respondents for the study is 31.

### **1.6.3 Percentage analysis:**

It is the method to represent raw streams of data as a percentage (a part in 100 – percent) for better understanding of collected data. It has been used to establish the contribution of variables in both the optional and bi-polar type questions raised in the questionnaires.

## **1.7 CHAPTER PLAN:**

These are the chapter plan for the study:

### **Chapter I: INTRODUCTION**

- 1.1 Conceptual Framework
- 1.2 Literature Review
- 1.3 Rational of Project Study
- 1.4 Statement of the Problem
- 1.5 Objective of the Project
- 1.6 Research Methodology
- 1.7 Chapter Plan

### **Chapter II: ANALYSIS AND INTERPRETATION OF DATA**

### **Chapter III: RESULTS AND DISCUSSIONS**

### **Chapter IV: CONCLUSIONS AND SUGGESTIONS**

### **REFERENCE**

### **APPENDIX**

**Chapter- II**  
Data Analysis

**Table 2.1 Gender distribution of the respondents**

Table 2.1 indicates the gender of the respondents. The gender of the respondents is classified into two categories, viz., Male and Female

**Gender of the respondents**

Particulars	Frequency	Percentage (%)
Male	17	55
Female	14	45
Total	31	100

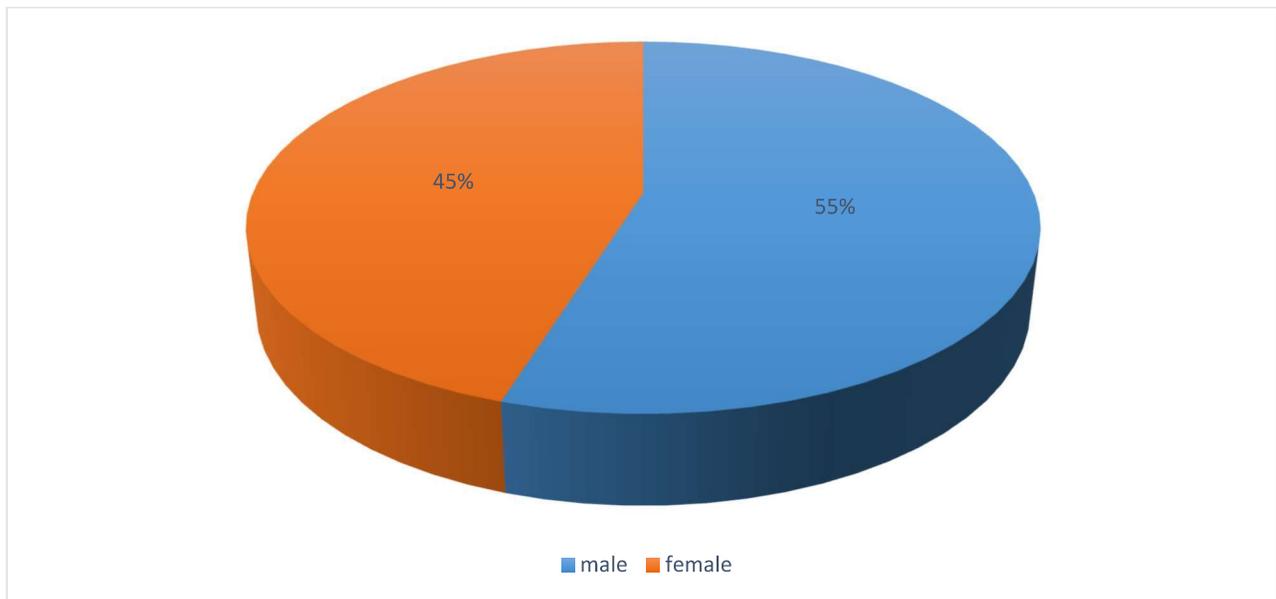


Fig 2.1

From the above table it shows that out of the total respondents, 55 percent are male and the remaining 45 percent are female.

### Table 2.2 Age of the respondents

Table 2.2 indicates the age group of the respondents. The respondents are classified into different age groups: the first age group is a representation of the respondent between

#### Age of the respondents

Age	No. of respondent	Percentage (%)
25-35	19	64
36-45	4	13
46-55	4	13
56-65	3	10
Total	30	100

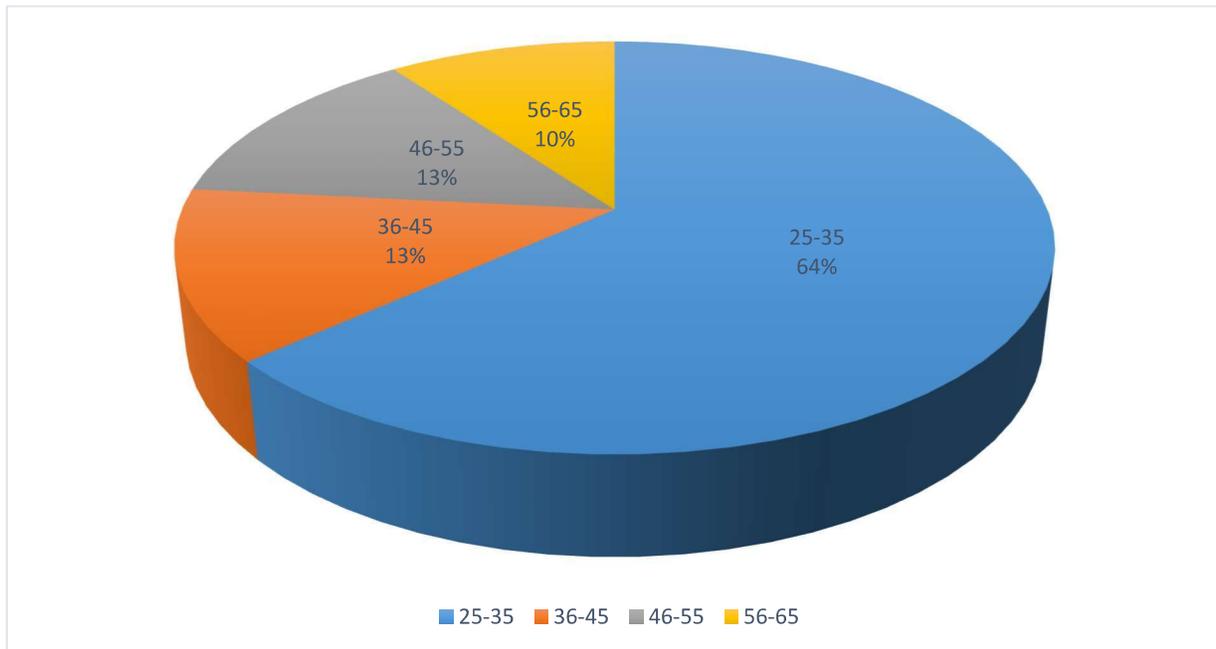


Table 2.2

From the above table it shows that 64 percent of the respondents were between 25-35 years, 13 percent of the respondents were between 36-45 and 46-55, and the remaining 10 percent were between 56 -65.

### Table 2.3 Occupation of the respondent

Table 2.3 indicates occupation of the respondents

Table2.3 Occupation of the respondent

Occupation	No of respondents	Percentage (%)
Business	9	29
Private service	0	0
Government Service	8	26
University Teacher	1	3
Doctor	2	7
Lawyer	1	3
Others	10	32
Total	31	100

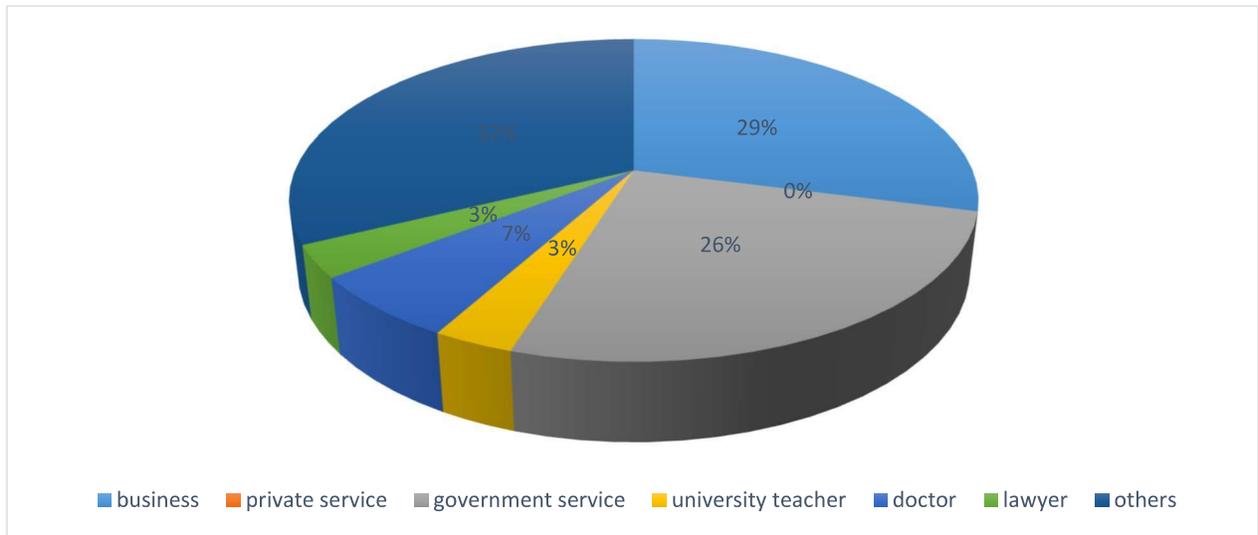


Fig 2.3

From the above table it shows that 32 percent of the respondents were Others, 26 percent of the respondents were Government service, 7 percent of the respondents were Doctors and 3 percent of the respondents were University teacher and Lawyer.

**Table 2.4 do you have a car?**

Table 2.4 indicates if the respondents have a car or not

**Table 2.4 do you have a car?**

particulars	Frequency	Percentage (%)
Yes	23	77
No	7	23
Total	30	100

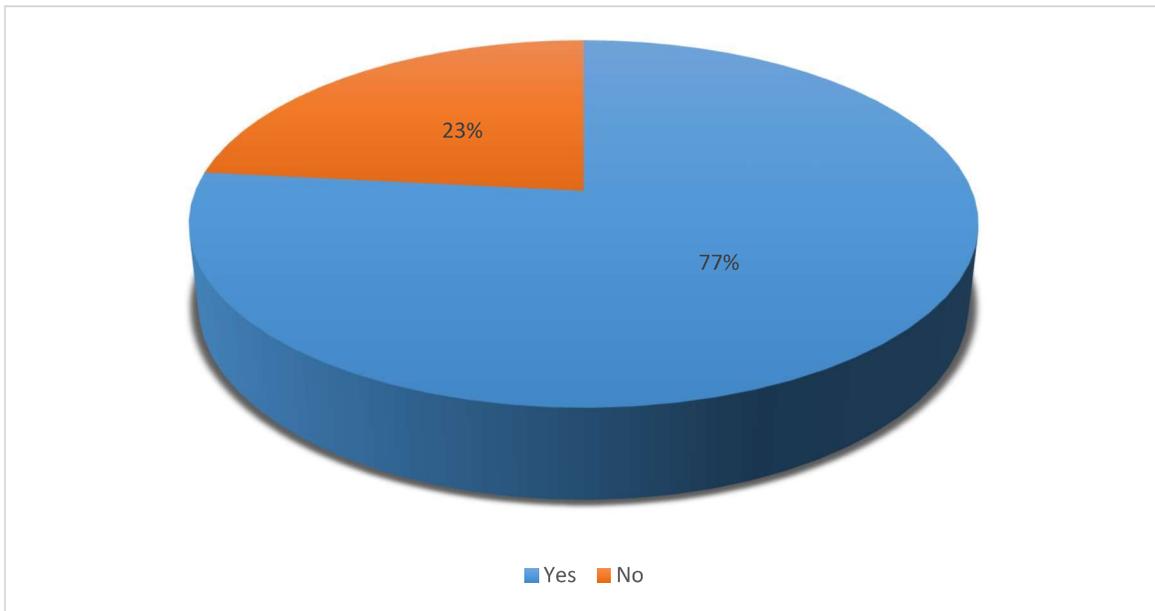


Fig 2.4

The above table shows that 77 percent of the respondents owned a car and the remaining 23 percent does not own it

### Table 2.5 Car brands owned by the respondents

Table 2.5 indicates what car brands the respondents owned

**Table 2.5 Car brands owned by the respondents?**

Particulars	Frequency	Percentage (%)
Maruti Suzuki	7	24
TATA	2	7
Hyundai	7	24
Datsun	1	3
Mahindra	4	14
Nissan	2	7
Others	6	21
Total	29	100

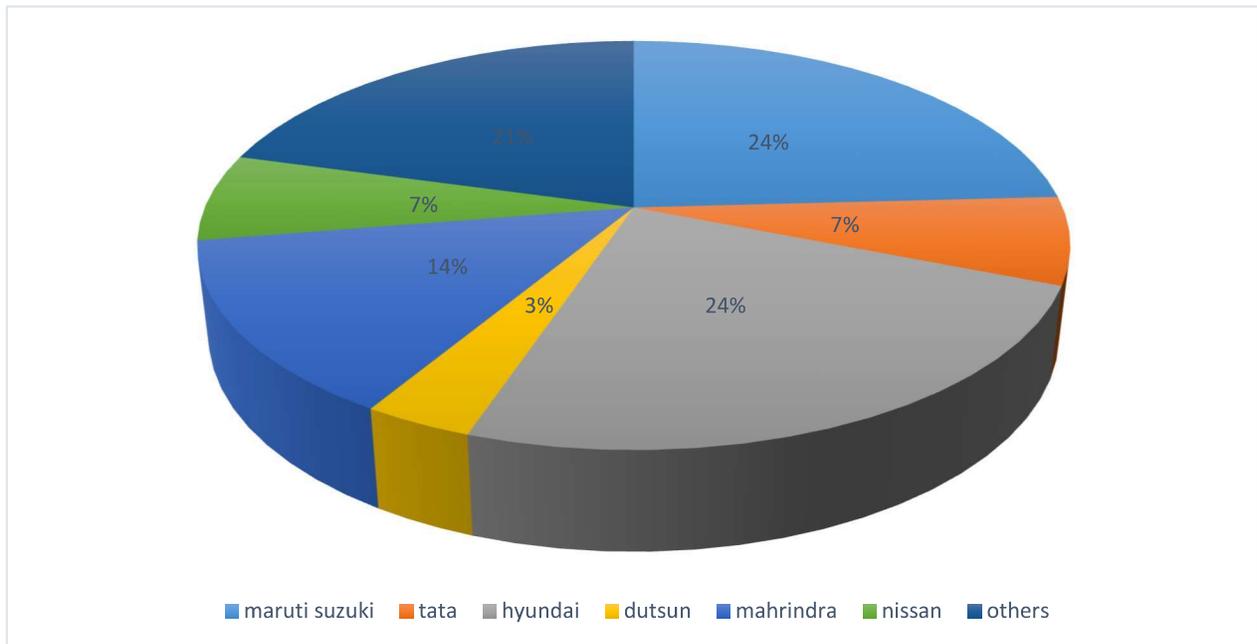


Fig 2.5

From the above table it shows that 24 percent of the respondents owned Maruti Suzuki and another 24 percent owned Hyundai, 21 percent of the respondents owned others, 14 percent of the respondent owned Mahindra, 7 percent of the respondent owned Nissan and another 7 percent owned TATA and the remaining 3 percent of the respondents owned Datsun.

**Table 2.6 did you do a lot of information search for buying a car or you just compared the car brands you are aware of**

Table 2.6 indicates if the respondents search information for buying a car or if they just compared the car brands they're aware of.

**Table 2.6 did you do a lot of information search for buying a car or you just compared the car brands you are aware of**

Particulars	Frequency	Percentage (%)
I did extensive information search among all available brands	7	22
I compared only among the brands in my considerations set	3	10
Yes, I did but not much	14	45
No, I did not	7	23
<b>Total</b>	<b>31</b>	<b>100</b>

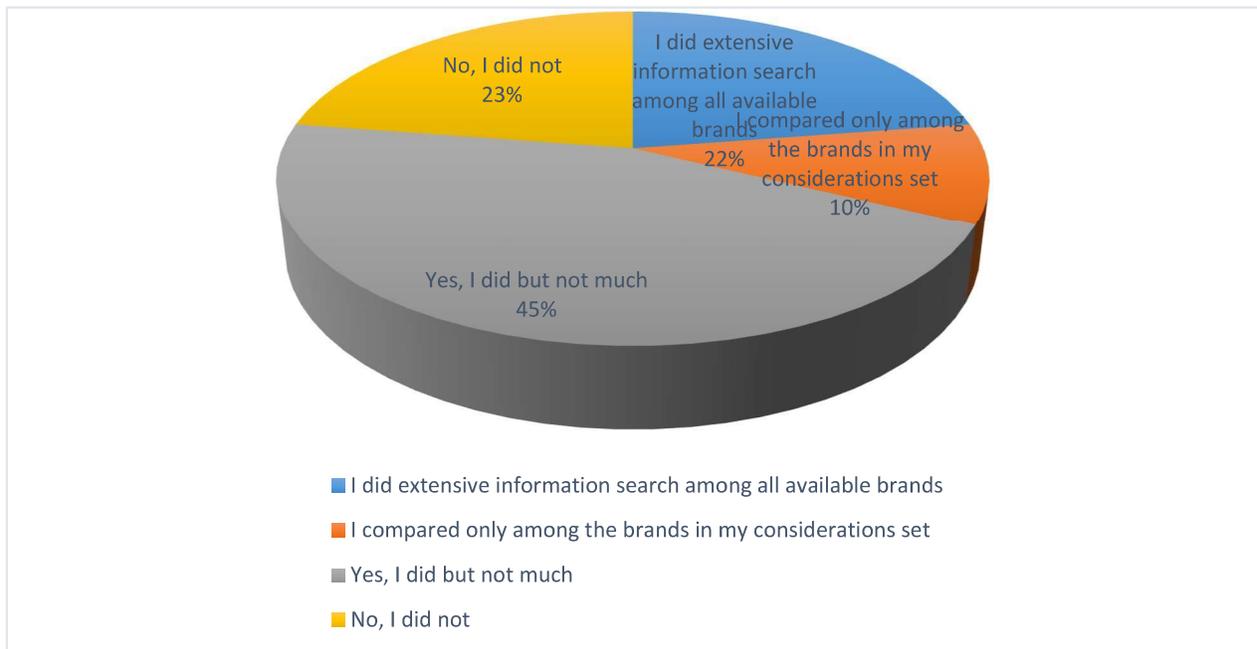


Fig 2.6

The above table shows that 45 percent of the respondents did extensive information but, not much, 23 percent of the respondents did not do a lot of information search for buying cars, 22 percent of the respondents did extensive information search among all available brands, and the remaining 10 percent compared only among the brands in consideration set.

**Table 2.7 when you bought the car was it your decision or a collective decision.**

Table 2.7 indicates the decision making of the respondents

**Table 2.7 when you bought the car was it your decision or a collective decision**

Particulars	Frequency	Percentage (%)
It was my decision	12	41
It was joint family decision	10	35
It was my friend decision	2	7
Others	5	17
<b>Total</b>	<b>29</b>	<b>100</b>

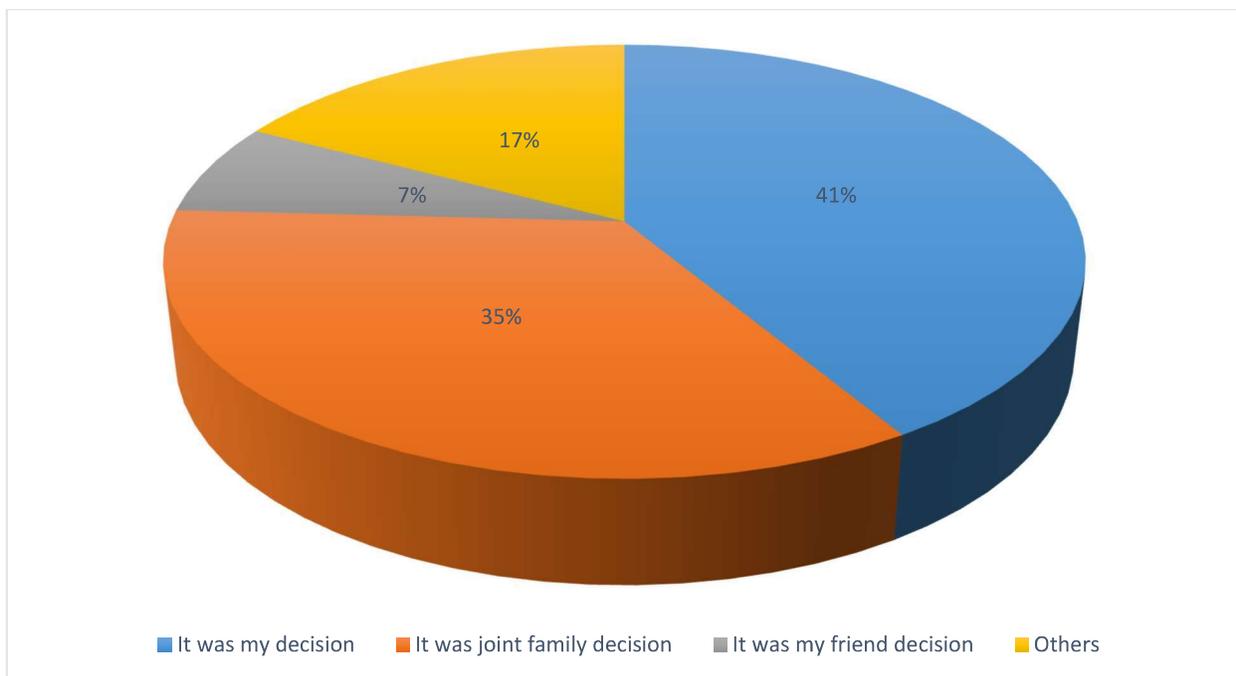


Fig 2.7

The above table shows that 41 percent of the respondents made decision by themselves, 35 percent of the respondents made decision by their family, 17 percent of the respondents made decision by Others, and the remaining 7 percent of the respondents made decision with the help of their friends.

**Table 2.8 what is the most important attribute you consider when you bought the car?**

Table 2.8 shows the important attribute considered when bought the car by the respondent

**Table 2.8 what is the most important attribute you consider when you bought the car?**

Particulars	Frequency	Percentage (%)
Price	2	7
Quality	2	7
Price and quality	17	59
A well-known name	1	3
Design	3	10
Others	4	14
Total	29	100

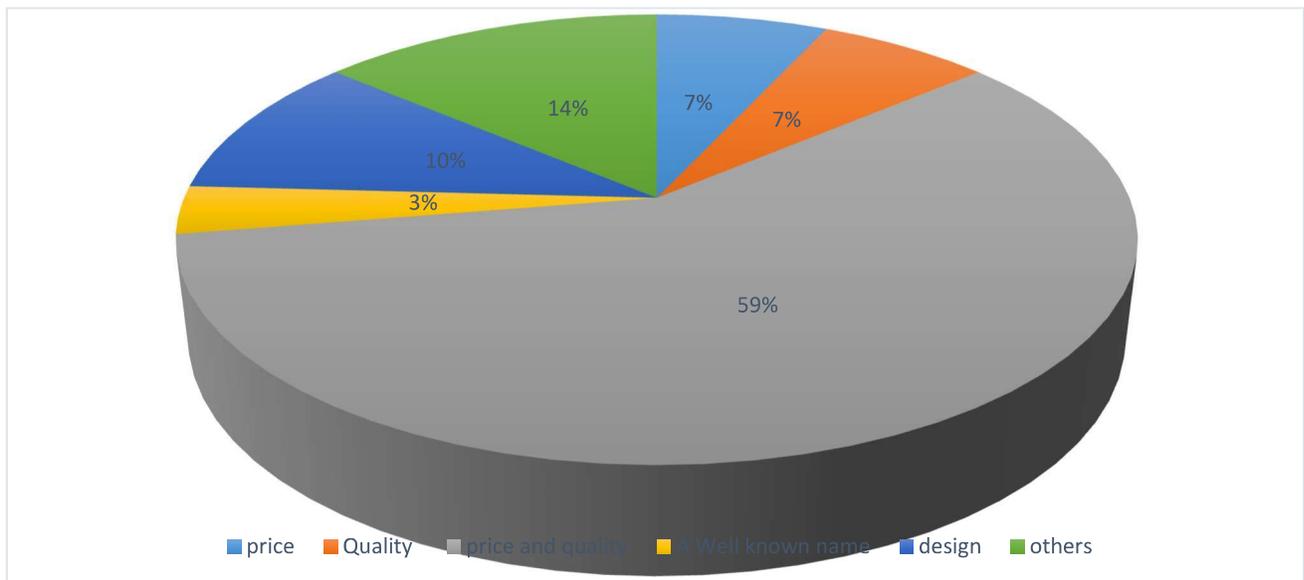


Fig 2.8

The above table shows that 59 percent of the respondents choose for Price and Quality, 14 percent of the respondents choose for Others, 10 percent of the respondents choose for Design, 7 percent of the respondents choose for Price, another 7 percent choose for Quality and the remaining 3 percent choose for a well-known name.

**Table 2.9 When you bought the car, how many car brands did you consider?**

Table 2.9 Indicates the amount of car brands considered when bought the car by the respondents.

**Table 2.9 When you bought the car, how many car brands did you consider?**

Options	Frequency	Percentage (%)
2	7	24
3	7	24
4	10	35
5	3	10
6	2	7
<b>Total</b>	<b>29</b>	<b>100</b>

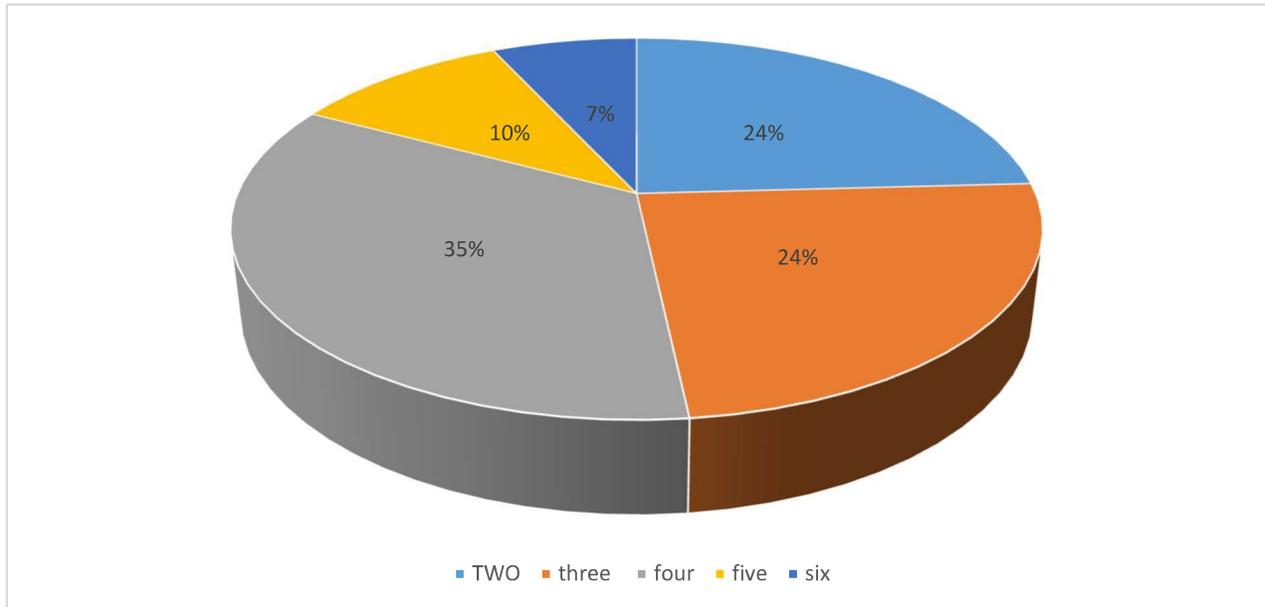


Fig 2.9

The above table shows that 35 percent of the respondent consider 4 brands, 24 percent of the respondent consider 2 and another 24 percent consider 2 brands, 10 percent of the respondent considered 5 brands and the remaining 7 percent considered 6 car brands.

**Table 2.10 Did you seek any opinion as to which brand car to buy from Others?**

Table 2.10 indicates if the respondents seek any opinion of which car brands to buy from others

**Table 2.10 Did you seek any opinion as to which brand car to buy from Others?**

Particulars	frequency	Percentage (%)
Yes, I did	15	50
No, I did not	8	27
Yes, I did sometimes	3	10
Never	4	13
<b>Total</b>	<b>30</b>	<b>100</b>

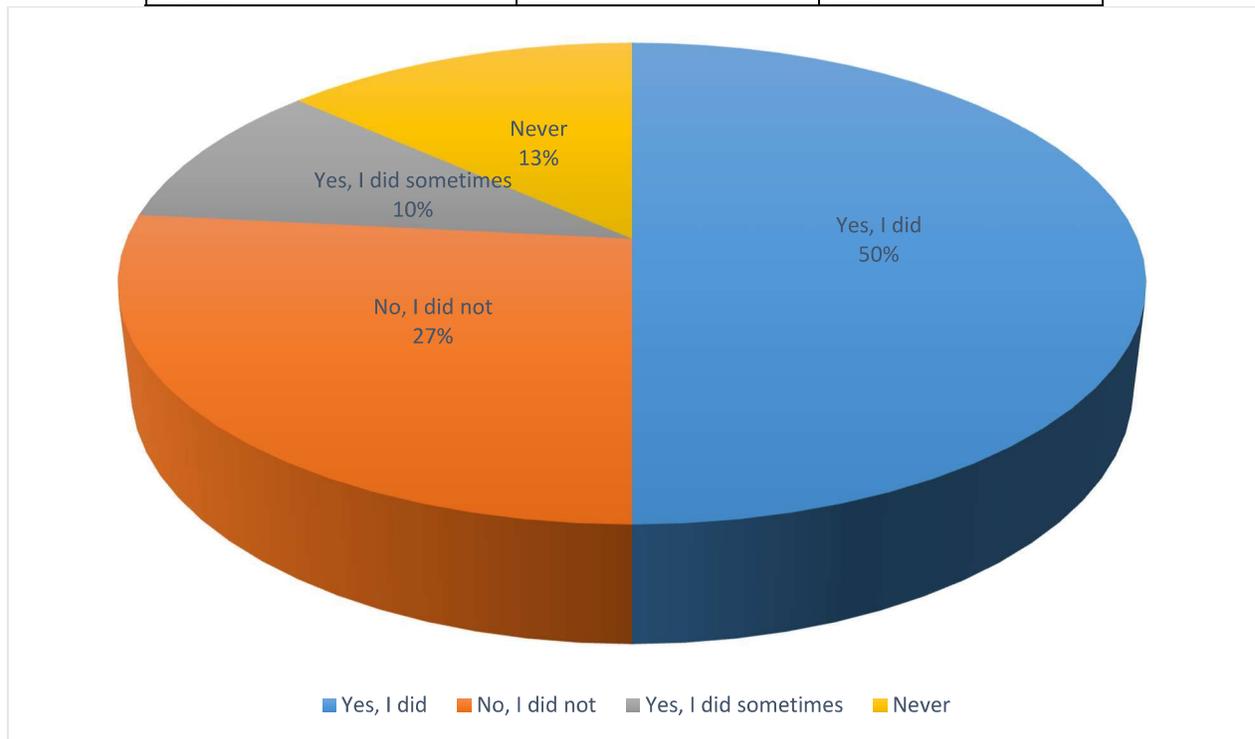


Fig 2.10

The above table shows that 50 percent of the respondents choose Yes, I did, 27 percent of the respondents choose No, I did not, 13 percent of the respondents choose Never and the remaining 10 percent choose Yes, I did sometimes.

**Table 2.11 Did you search attribute information about the car brands you were not previously aware of ?**

Table 2.11 shows the attribute information about the car brands that were not previously aware by the respondent.

**Table 2.11 Did you search attribute information about the car brands you were not previously aware of ?**

Particulars	Frequency	Percentage (%)
Yes, I did	16	54
No, I did not	3	10
Yes, I did but not much	7	23
Never	4	13
<b>Total</b>	<b>30</b>	<b>100</b>

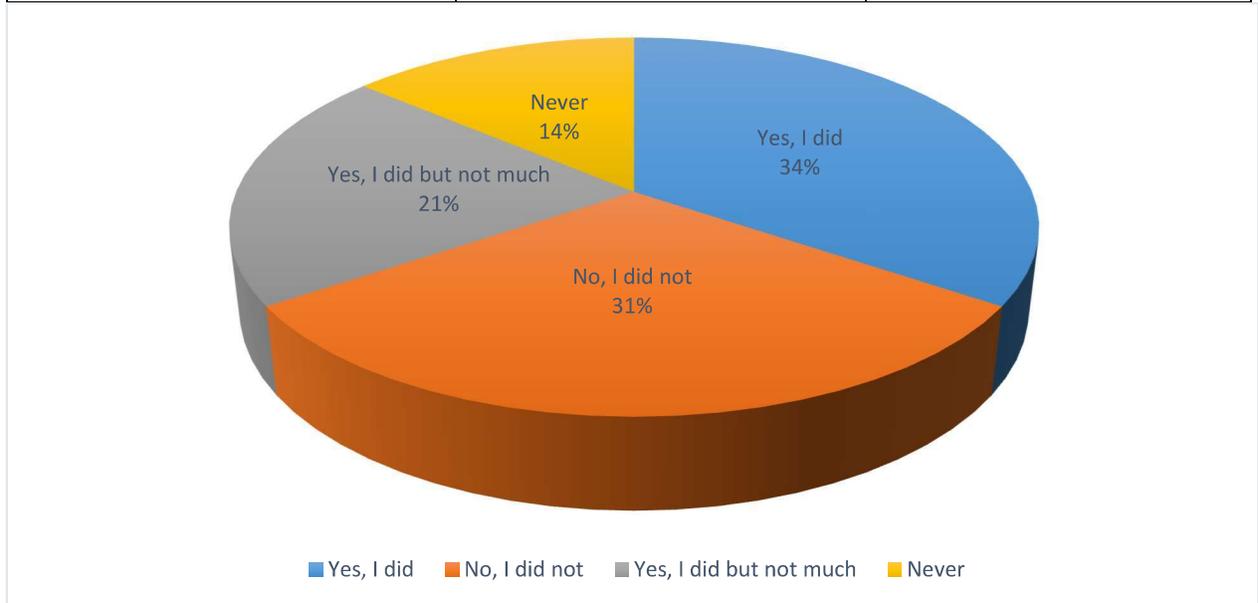


Fig 2.11

The above table shows that 54 percent of the respondents choose Yes, I did, 23 percent of the respondents choose Yes, I did but not much, 13 percent of the respondent choose Never and the remaining 10 percent choose No, I did not.

**Table 2.12 Did you consider any lesser- known brand car?**

Table 2.12 Indicates if the respondents consider any lesser-known brand car

**Table 2.12 Did you consider any lesser- known brand car?**

Particulars	Frequency	Percentage (%)
Yes, I did	10	34
No, I did not	9	31
Yes, I did but not much	6	21
Never	4	14
<b>Total</b>	<b>30</b>	<b>100</b>

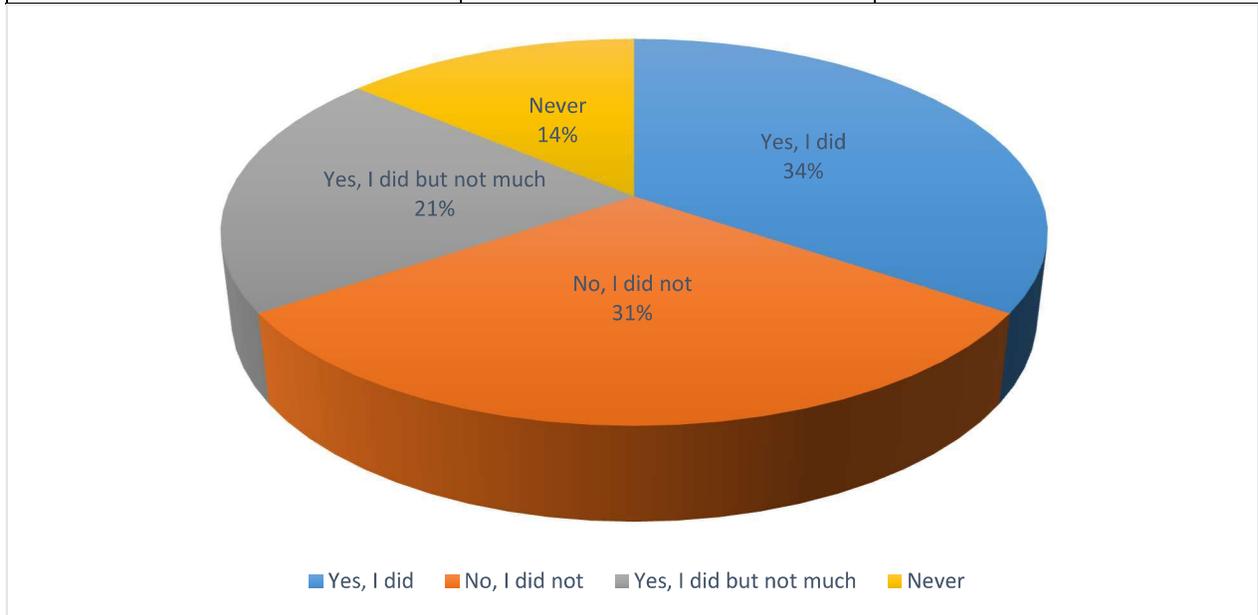


Fig 2.12

The above table shows that 34 percent of the respondents choose Yes, I did, 31 percent of the respondents choose No, I did not, 21 percent of the respondents choose Yes, I did but not much, and the remaining 14 percent of the respondents choose Never.

**Table 2.13 Do you believe that a well-known branded car is always better in quality than a lesser known brand car?**

Table 2.13 Indicates the opinion of the respondents if a well-known branded car is always better in quality than a lesser known brand car

**Table 2.13 Do you believe that a well-known branded car is always better in quality than a lesser known brand car?**

Particulars	Frequency	Percentage (%)
Always	6	20
Sometimes	11	37
Most frequently	4	13
Not necessarily	9	30
<b>Total</b>	<b>30</b>	<b>100</b>

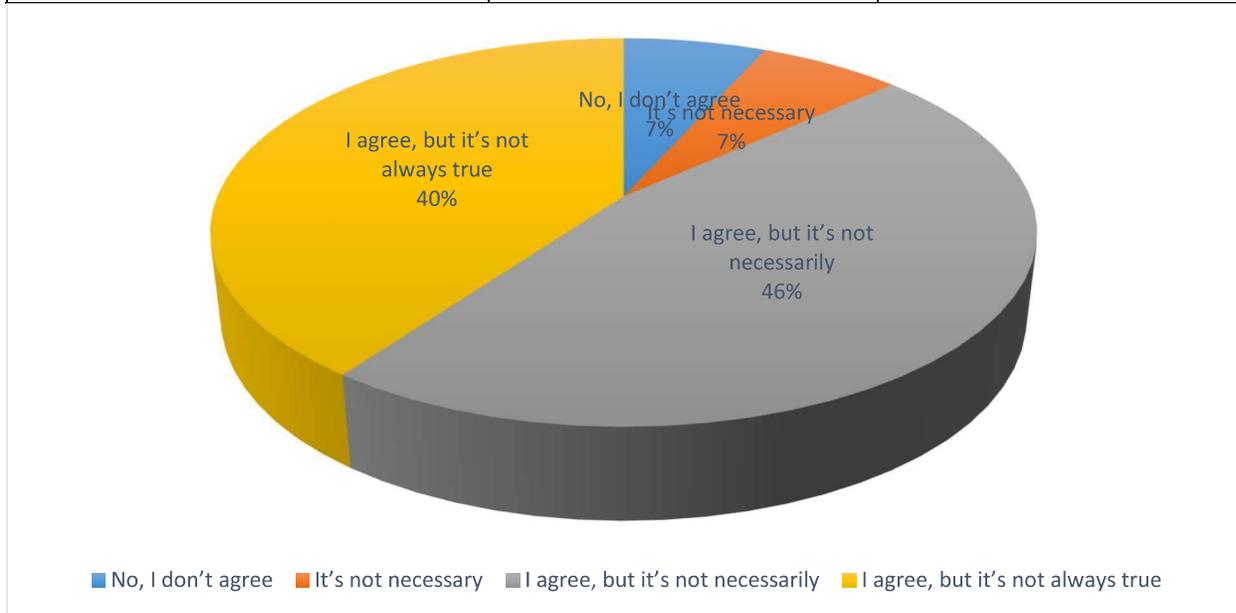


Fig 2.13

The above table shows that 37 percent of the respondents choose Sometimes, 30 percent choose Not necessarily, 20 percent of the respondents choose Always, and the remaining 13 percent choose Most frequently.

**Table 2.14 Do you agree with the following statement, “ It’s safe to buy branded products as they always come with better quality”**

Table 2.14 Indicate the opinion of the respondents on the following statement “it’s safe to buy a branded products as they always come with better quality”

**Table 2.14 Do you agree with the following statement, “ It’s safe to buy branded products as they always come with better quality”**

Particulars	Frequency	Percentage (%)
No, I don’t agree	2	7
It’s not necessary	2	7
I agree, but it’s not necessarily	14	40
I agree, but it’s not always true	12	46
<b>Total</b>	<b>30</b>	<b>100</b>

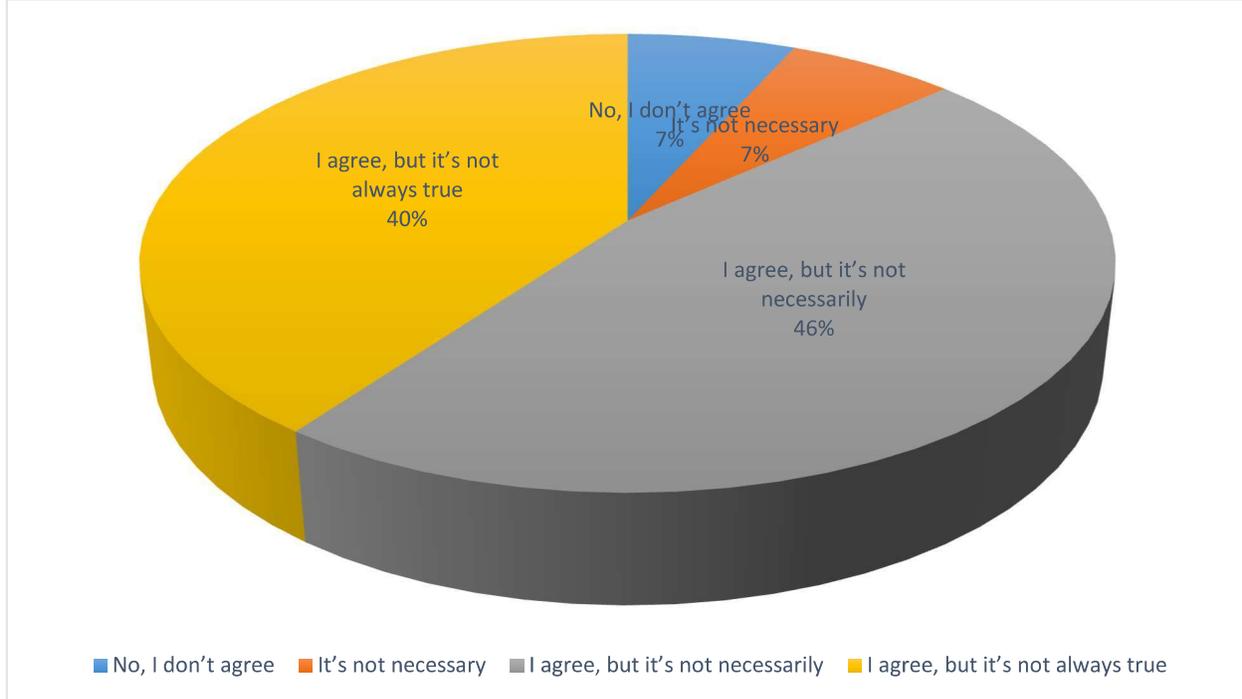


Fig 2.14

The above table shows that 46 percent of the respondents choose I agree, but it’s not necessarily, 40 percent choose I agree, but it’s not always true, 7 percent of the respondents choose No, I don’t agree and the remaining 7 percent choose It’s not necessarily.

**Table 2.15 Do you think that a well known branded car is a status symbol?**

Table 2.15 indicate the opinion of the respondent if a well-known branded car is a status symbol.

**Table 2.15 Do you think that a well known branded car is a status symbol?**

Particulars	Frequency	Percentage (%)
Agree	11	37
Not Agree	3	10
Not necessarily	6	20
I agree, but its not always true	10	33
<b>Total</b>	<b>30</b>	<b>100</b>

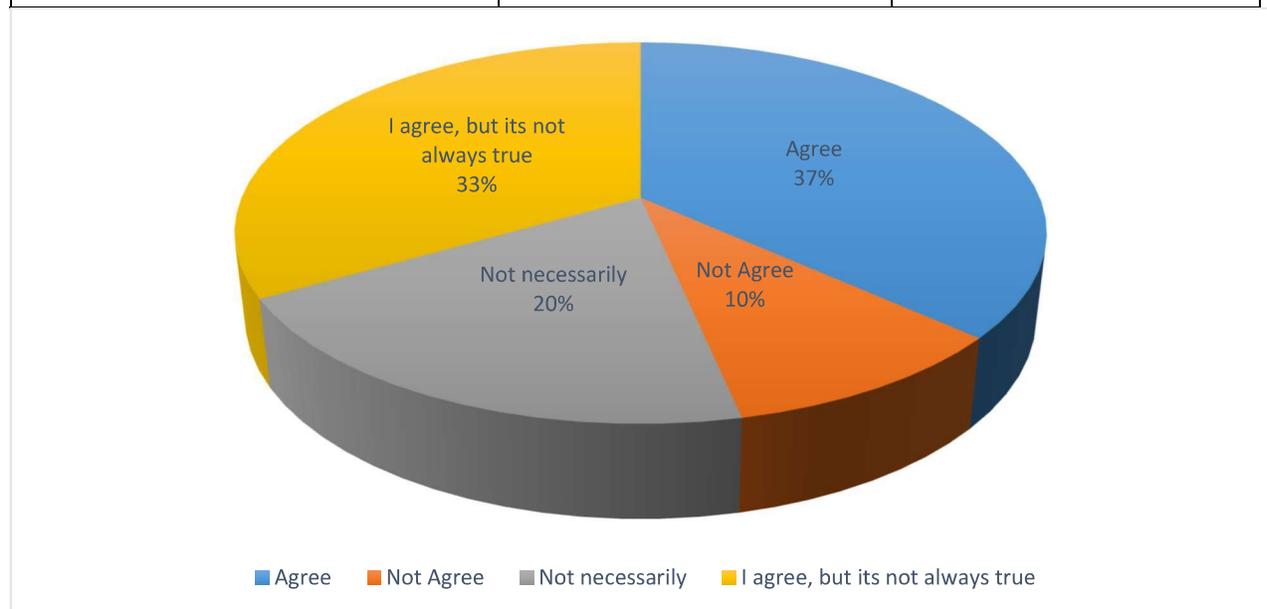


Fig 2.15

The above table shows that 37 percent of the respondents choose Agree, 33 percent of the respondents choose I agree, but it's not always true, 20 percent of the respondents choose Not necessarily, and the remaining 10 percent choose Not agree.

**Table 2.16 Do you believe that using a branded products signifies social class**

Table 2.16 Indicates that does the respondents believe that using a branded products signifies social class

**Table 2.16 Do you believe that using a branded products signifies social class**

Particulars	Frequency	Percentage (%)
Yes, I agree	12	39
No, I don't agree	7	22
Not Necessarily	4	13
Agree but its not always true	8	26
<b>Total</b>	<b>31</b>	<b>100</b>

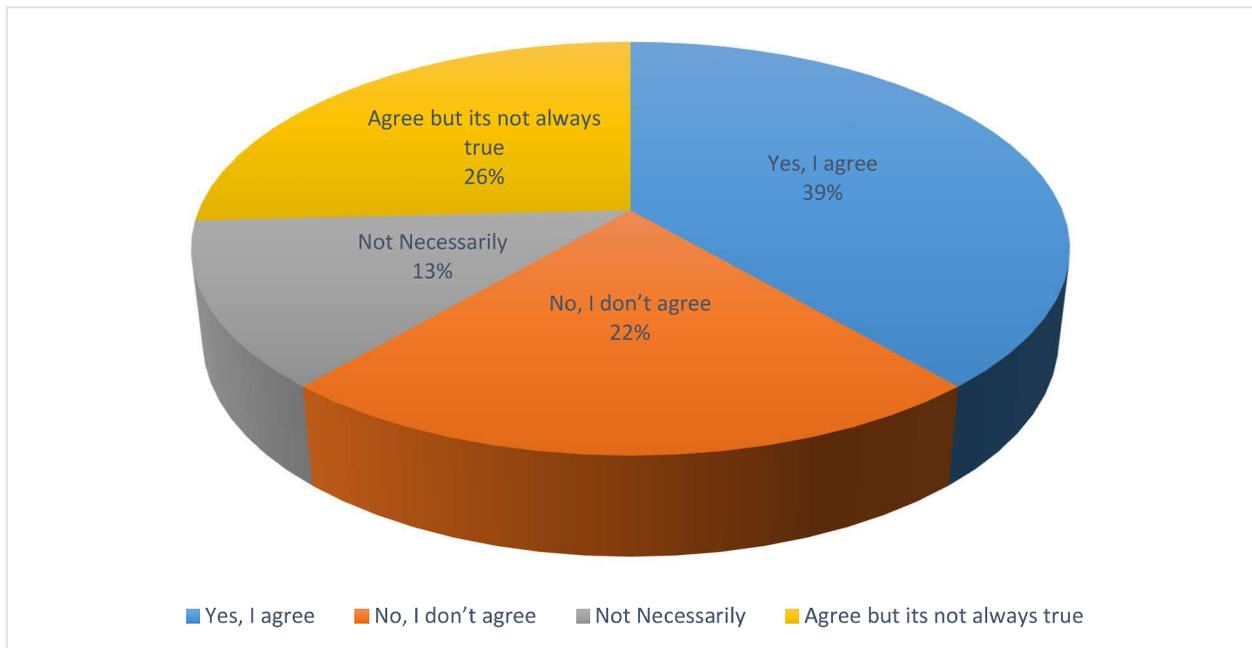


Fig 2.16

The above table shows that 39 percent of the respondents choose Yes, I agree, 26 percent of the respondents choose Agree but it's not always true, 22 percent of the respondents choose No I don't agree, and the remaining 13 percent choose Not necessarily.

**Table 2.17 How important was the brand name to you alongside your desired attributes?**

Table 2.17 indicates the importance of the brand name alongside the consumer desired attributes.

**Table 2.17 How important was the brand name to you alongside your desired attributes?**

Particulars	Frequency	Percentage (%)
Very important	9	29
Important to an extent	12	39
Not at all important	7	22
Not always	3	10
Total	31	100

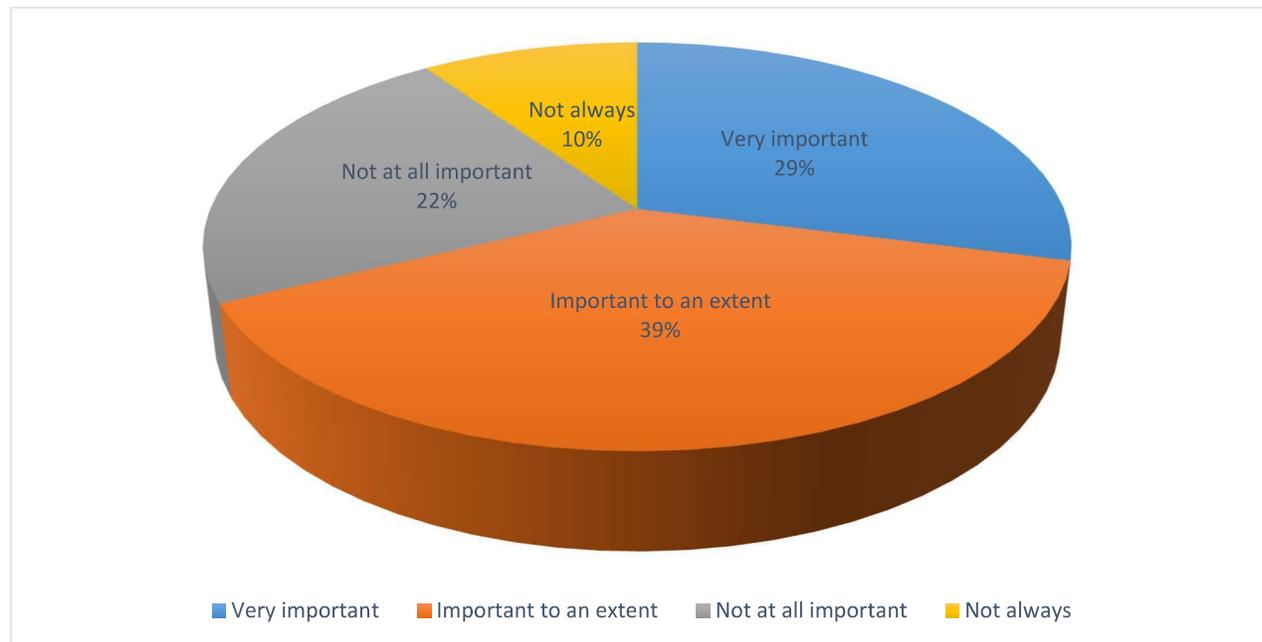


Fig 2.17

The above table shows that 39 percent of the respondents choose Important to an extent, 29 percent of the respondents choose Very Important, 22 percent of the respondent choose Not at all important, and the remaining 10 percent choose Not always

**Table 2.18 Do you always go for the well-known products?**

Table 2.18 indicates does the respondents always go for the well-known products.

**Table 2.18 Do you always go for the well-known products?**

Particulars	Frequency	Percentage (%)
Sometimes	18	58
Always	3	10
Frequently	7	22
Never	3	10
Total	31	100

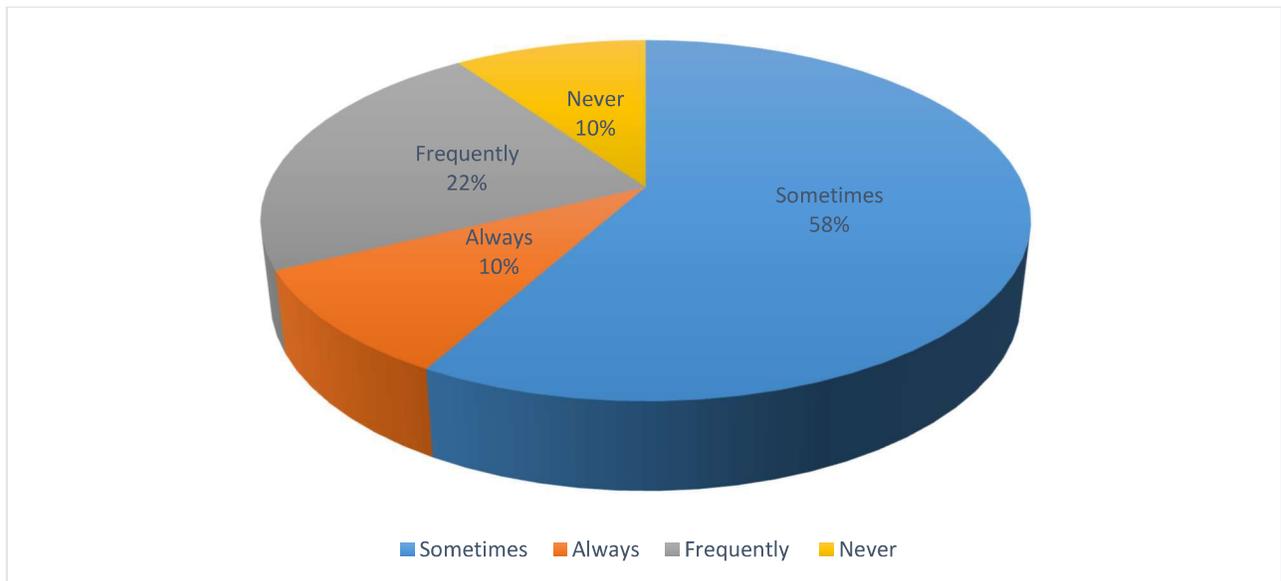


Fig 2.18

The above table shows that 58 percent of the respondents choose Sometimes, 22 percent of the respondents choose Frequently, 10 percent of the respondent percentage were same and they choose Always and Never.

**Table 2.19 Do you agree with the following point “A lesser known brand does not necessarily mean inferior quality?”**

Table 2.19 Indicates does the respondents agree with the following point“ A lesser known brand does not necessarily mean inferior quality?”

**Table 2.19 Do you agree with the following point “A lesser known brand does not necessarily mean inferior quality?”**

Particulars	Frequency	Percentage (%)
Yes, I agree	12	39
No, I don’t agree	11	35
Frequently	5	16
Never	3	10
<b>Total</b>	<b>31</b>	<b>100</b>

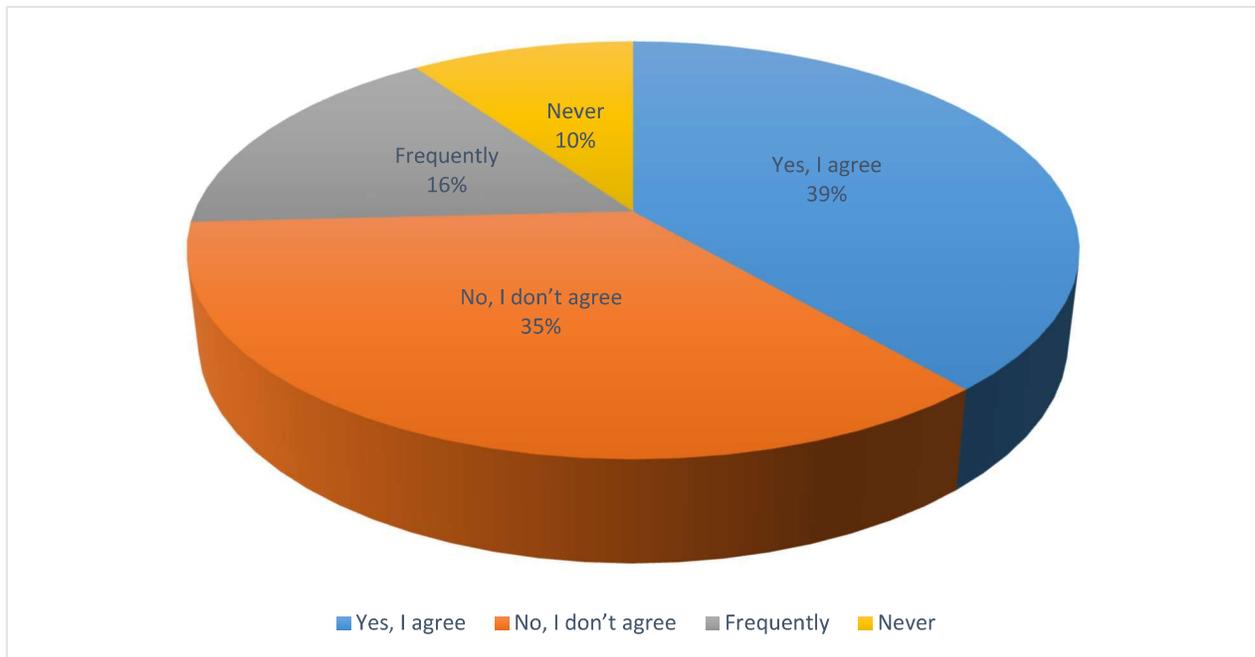


Fig 2.19

The above table shows that 39 percent of the respondents choose Yes, I agree, 35 percent of the respondents choose No, I don’t agree, 16 percent of the respondents choose Frequently, and the remaining 10 percent choose Never.

**Table 2.20 Do you believe that a logo of a well-known brand is important as it tells who you are?**

Table 2.20 indicates does the respondents believe that a logo of a well-known brands is important as it tells who you are

**Table 2.20 Do you believe that a logo of a well-known brand is important as it tells who you are?**

Particulars	Frequency	Percentage (%)
Yes, I agree	11	35
No, I don't agree	8	26
Yes I do, but not always	5	16
It's is not necessary	7	23
<b>Total</b>	<b>31</b>	<b>100</b>

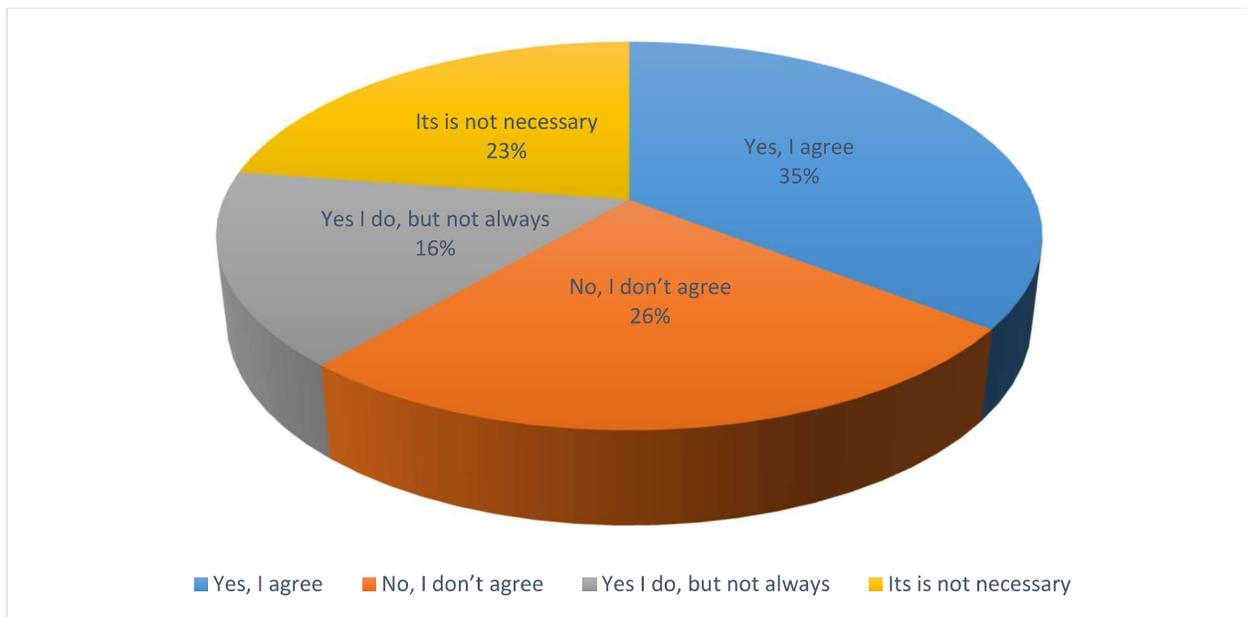


Fig 2.20

The above table shows that 35 percent of the respondents choose Yes, I agree, 26 percent of the respondents choose No, I don't agree, 23 percent of the respondents choose It's not necessary, and the remaining 16 percent choose Yes I do, but not always.

**Table 2.21 Do you think the brand image enhances your self-esteem?**

Table 2.21 shows the opinion of the respondent if the brand images enhances their self-esteem.

**Table 2.21 Do you think the brand image enhances your self-esteem?**

Particulars	Frequency	Percentage (%)
Yes, I agree	9	29
No, I don't agree	5	16
Yes I do, but not always	8	26
It's is not necessary	9	29
<b>Total</b>	<b>31</b>	<b>100</b>

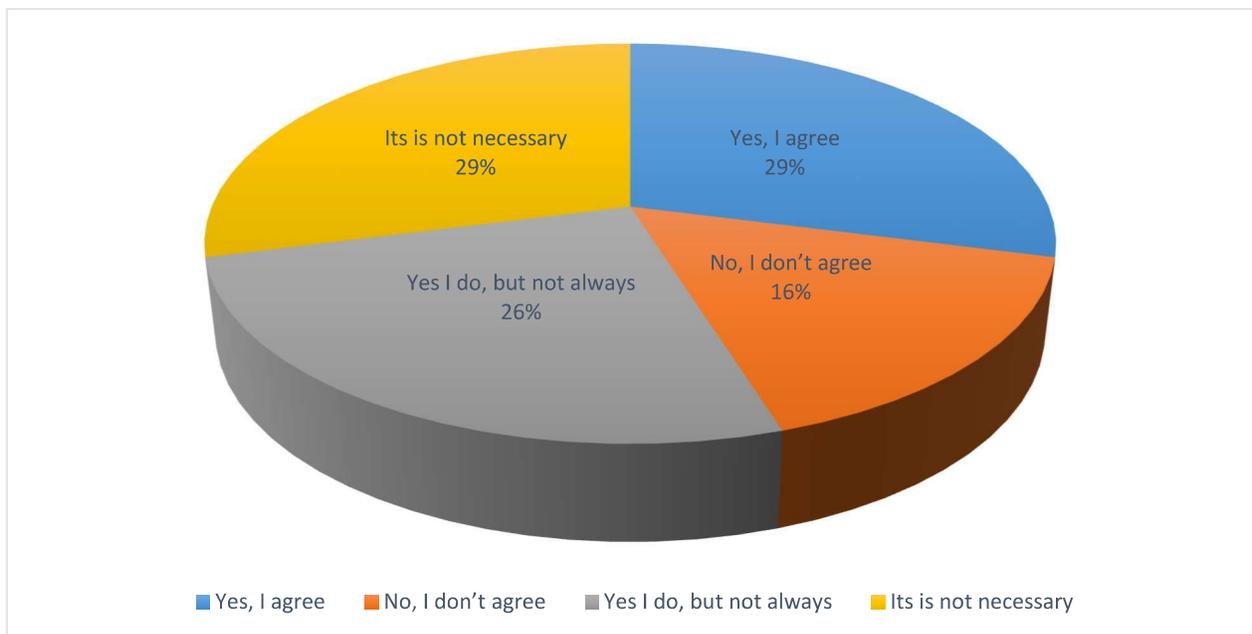


Fig 2.21

The above table shows that 29 percent of the respondents choose Yes, I agree, 29 percent of the respondents choose No, I don't agree, 26 percent of the respondents choose It's not necessary, and the remaining 16 percent choose Yes I do, but not always.

## **Chapter-III**

### **(Results and Discussion)**

#### **Major finding**

This chapter finally highlights the findings of the study from the data collected from 57 respondents.

#### **Demographic profile of the respondents**

The demographic status of the respondents is one of the objectives that this research tried to find out.

- 55% of the respondent are male and the remaining 45% was female which may indicate that male has more interest on buying Cars.
- 64 % of the respondents were between 25-35 years, 13 % of the respondents were between 36-45 and 46-55, and the remaining 10 % were between 56 -65.
- 32 % of the respondents were Others, 26 % of the respondents were Government service, 7 % of the respondents were Doctors and 3 % of the respondents were University teacher and Lawyer.
- 77% of the respondents have a car and the remaining 23% of the respondents do not have a car.
- 24 % of the respondents owned Maruti Suzuki and another 24 % owned Hyundai, 21 % of the respondents owned others , 14 % of the respondent owned Mahindra, 7 % of the respondent owned Nissan and another 7 % owned TATA and the remaining 3 % of the respondents owned Datsun car brand.
- 45 % of the respondents did extensive information but, not much, 23 % of the respondents did not do a lot of information search for buying cars, 22 % of the respondents did extensive information search among all available brands, and the remaining 10 % compared only among the brands in consideration set.
- 41 % of the respondents made decision by themselves, 35 % of the respondents made decision by their family, 17 % of the respondents made decision by Others,

and the remaining 7 % of the respondents made decision with the help of their friends.

- 59 % of the respondents choose for Price and Quality, 14 % of the respondents choose for Others, 10 % of the respondents choose for Design, 7 % of the respondents choose for Price, another 7 % choose for Quality and the remaining 3 % choose for a well-known name when buying a car.
- 35 % of the respondent consider 4 brands when they bought the car, 24 % of the respondent consider 2 and another 24 % consider 2 brands, 10 % of the respondent considered 5 brands and the remaining 7 % considered 6 car brands.
- 50 % of the respondents choose Yes, I did in seeking opinion from others, 27 % of the respondents choose No, I did not, 13 % of the respondents choose Never and the remaining 10 % choose Yes, I did sometimes.
- 54 % of the respondents choose Yes, I did in searching information about a car they were not aware of, 23 % of the respondents choose Yes, I did but not much, 13 % of the respondent choose Never and the remaining 10 % choose No, I did not.
- 34 % of the respondents choose Yes, I did in considering a lesser-known brand car, 31 % of the respondents choose No, I did not, 21 % of the respondents choose Yes, I did but not much, and the remaining 14 % of the respondents choose Never.
- 37 % of the respondents choose Sometimes a well-known branded car is always better in quality than lesser-known brand, 30 % choose Not necessarily, 20 % of the respondents choose Always, and the remaining 13 % choose Most frequently.
- 46 % of the respondents choose I agree, but it's not necessarily in the statement of buying a branded product is safer as it comes with better quality, 40 % choose I agree, but it's not always true, 7 % of the respondents choose No, I don't agree and the remaining 7 % choose It's not necessarily.
- 37 % of the respondents choose to Agreed that a well-known branded car is a status symbol, 33 % of the respondents choose I agree, but it's not always true, 20 % of the respondents choose Not necessarily, and the remaining 10 % choose Not agree.
- 39 % of the respondents choose to agreed that using a branded product signifies social class, 26 % of the respondents choose Agree but it's not always true, 22 % of

the respondents choose No I don't agree, and the remaining 13 % choose Not necessarily.

- 39 % of the respondents choose Important to an extent about the brand name alongside their desired attribute, 29 % of the respondents choose Very Important, 22 % of the respondent choose Not at all important, and the remaining 10 % choose Not always
- 58 % of the respondents choose Sometimes to go for a well-known branded products , 22 % of the respondents choose Frequently, 10 % of the respondent percentage were same and they choose Always and Never.
- 39 % of the respondents choose Yes, I agree to the statement where a lesser-known brand does not necessarily mean inferior quality, 35 % of the respondents choose No, I don't agree, 16 % of the respondents choose Frequently, and the remaining 10 % choose Never.
- 35 % of the respondents choose Yes, I agree that logo of a well-known brand is important, 26 % of the respondents choose No, I don't agree, 23 % of the respondents choose It's not necessary, and the remaining 16 % choose Yes I do, but not always.
- 29 % of the respondents choose Yes, I agree that brand image enhances self-esteem, 29 % of the respondents choose No, I don't agree, 26 % of the respondents choose It' s not necessary, and the remaining 16 % choose Yes I do, but not always. This indicates that most of the respondents think the brand image enhances self-esteem.

The majority of the respondents are male and most of the respondents are in the age group of 25-35 which means that the youth are more interested in buying cars. Most of the respondents choose Others in occupation. The majority of the respondents have cars in which Maruti Suzuki and Hyundai are mostly owned by them.

More so, the study shows that the respondents were mostly affected by the price and quality of the car brands and also influences their buying behaviour which shows that in the matter of buying a car, the price and quality have a huge impact in consumer buying preferences.

As also shown in the study, the respondents decision were mostly joint family decision which shows obviously that now a days having a car is kind of necessary for a family. The respondents also did an information research as well as seek opinion from friends. The main problem is that according to the respondents, a quality and branded cars were preferable but due to the consideration of the price some are unwilling to buy one and that is why most of them consider lesser-known brand cars.

## **Chapter – IV**

### **Conclusion and Suggestions**

#### **Conclusion:**

This chapter shows the conclusion that I have drawn from the result of my study. Through studying theories and conducting the study.

In this competitive market it is a hard task for companies to create a well known brand that is popular. It requires more efforts, but they can achieve this goal if they gain a lot from it. It will make the customers to have trust the brand name more and result of that customer become a more loyal to that brand. In my opinion many companies do not understand the importance of the creating a well known brand name. Companies create brand awareness about the brand as customers will began to recognize the brand name, therefore get a place in consumer mind for future purchase.

When customers have an emotional connection with the brand, he or she will have more confidence on the brand and it is more possible that customers will become loyal. In order to create an emotional connection to the customers, the company logo or name is an easy way to get the customer's recognize and understand the brand products. When customers go for purchasing, he or she can easily identify the product through brand name or logo.

When people intend to purchase products, before purchasing a product customers take some steps, these steps are very helpful to customers to decide which brand product should be purchased. But it is not necessary that customer will take all steps for every purchase, it depends on the customer's involvement and how much importance customers give to purchase. In this regard customers gather some information about the different brand products and compare them to each others. Then they evaluate the different products' attributes before making a final purchase.

Brand has power! It defines the customer's social class or status in the society. When people use the branded products, it shows the user status or class. People from different classes have different preferences and choices than each others. Some brand products belong to different social classes because every class' person can not afford the same brands products. When person use these brand products it defines his or her social class and status in the society.

People are getting more aware and up to date regarding branded cars. Now they have more knowledge about the automobile car market. The study also describes that many people watch TV, read the news paper, magazines and use the internet for regular basic for update information about the different branded products. People's perceptions are very strong regarding branded cars. People are very close to the branded products and brand name and it influences their choice.

The study describes that well known branded cars are very famous among the people because customers trust the brand name. This also indicates that people often purchase well known brand cars since they are aware of the brand performance or perhaps they have a good past experience about the brands car. This makes customer's become loyal with the specific brand. Brand offers superior quality of the service up to the customer's expectation and satisfaction.

**Suggestion:**

1. Car companies should give more focus on making effective Advertisements.
2. As people prefer price, performance, less price car should be availed in the market with effective performance, fuel efficiency etc.
3. Company should provide effective finance scheme by which their customer group can be increased.
4. Some Car Companied should try to maintain its market by continuously providing good attributes, also should introduce less price cars.
5. Car companies should increase brand awareness, promotional activities among people and should work upon reducing maintenance cost, increase other attributes performance fuel efficient etc.

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# APPENDIX 1

## QUESTIONNAIRE

### Greetings:)

I am studying Bachelor of Commerce at HATIM, Pukpui, Lunglei; Mizoram. I have designed the following questionnaire for the purpose of my research study, which is related to the Influence of Indian car brand name on consumer decision. In this survey questions, you as a respondent will be completely anonymous and you do not have to mention your name or any other personal information.

*Your Positive response in this request will be valuable contribution for the success of the study and will highly appreciate.*

**THANK YOU**

1. **What is your gender?**

*Mark only one oval.*

Male

Female

2. **What is your age group? Mark only one oval.**

25-35

36-45

46-55

56-65

3. **What is your occupation**

*Mark only one oval.*

- Business
- Private Service
- Government service
- University teacher

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- Doctor
- Lawyer
- Others

4. **Do you have a Car?**

*Mark only one oval.*

- Yes
- No

5. **Which brand car do you have?**

*Mark only one oval.*

- Maruti Suzuki
- TATA
- HYUNDAI
- DATSUN
- MAHINDRA
- NISSAN
- OTHERS

6. **Did you do a lot of information search for buying a car or you just compared the car brands you are aware of?**

*Mark only one oval.*

- I did extensive information search among all available brands
- I compared only among the brands in my considerations set
- Yes, I did but not much
- No, I did not

7. **When you bought the car, was it your own decision or a collective decision?**

*Mark only one oval.*

- It was my own decision
- It was a joint family decision
- It was my friend decision
- Others

8. **What is the most important attribute you considered when you bought the car?**

*Mark only one oval.*

- Price
- Quality
- Price and Quality
- A Well Known Name
- Design
- Others

9. **When you bought the car, how many car brands did you consider?'**

*Mark only one oval.*

- 2
- 3
- 4
- 5
- 6

10. **Did you seek any opinion as to which brand car to buy from others?**

*Mark only one oval.*

- Yes, I Did
- No, I Did Not
- Yes, I Did Sometimes
- Never

11. **Did you search attribute information about the car brands you were not previously aware of?**

*Mark only one oval.*

- Yes, I did
- No, I did not
- I did, But not much
- Never

**12. Did you consider any lesser-known brand car?**

*Mark only one oval.*

- Yes, I did
- No, I did not
- Yes, I did but not much
- Never

**13. Do you believe that a well-known branded car is always better in quality than a lesser-known brand?**

*Mark only one oval.*

- Always
- Sometimes
- Most Frequently
- Not Necessarily

**14. Do you agree with the following statement “ Its safe to buy a branded product as they always come with better quality”**

*Mark only one oval.*

- No, I dont agree
- It is not necessary
- I agree, but it's not necessarily.
- I agree, but it's not always true.

**15. Do you think that a well-known branded car is a status symbol?**

*Mark only one oval.*

- Agree
- Not Agree
- Not Necessarily
- I agree but, its not always true

**16. Do you believe that using a branded product signifies social class?**

*Mark only one oval.*

- Yes, i agree
- No, i dont agree
- Not necessarily
- I agree, but it's not always true

**17. How important was the brand name to you alongside your desired attributes?**

*Mark only one oval.*

- Very Important
- Important to an extent
- Not at all important
- Not Always

**18. Do you always go for the well known branded products?**

*Mark only one oval.*

- Sometimes
- Always
- Frequently
- Never

**19. Do you agree with the following point: "A lesser-known brand does not necessarily mean inferior quality?"**

*Mark only one oval.*

- Yes, i agree
- No, i don't agree
- Frequently
- Never

**20. Do you believe that logo of a well-known brand is important as it tells who you are?**

*Mark only one oval.*

- Yes, i agree
- No, i don't agree
- Yes, I do, but not always
- It is not necessary

**21. Do you think the brand image enhances your self esteem?**

*Mark only one oval.*

- Yes, I agree
- No, I don't agree
- Yes, I do, but not always
- It is not necessary