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Brand preference of car buyers in Usilampatti town

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Abstract

In words of Jack Trout "Marketing battles take place in the mind of a consumer or prospect. That's where you win. That's where you lose." Nowadays consumers prefer a specific brand but they do not refuse to accept the substitutes if that brand is not available. This paper focuses to study the personal profile of car buyers at Usilampatti Town in Madurai District. Among the car buyers in Usilampatti 120 have been randomly selected for the field survey, by using convenient sampling method. The major findings from the study are the majority 41.67 per cent of the buyers are in the age group of 31-40 years, the majority 63 per cent of the buyers who are in the group of business people, around one-fourth of the buyers in the income group within 20001 to 30000. one third of the respondents 33.33 per cent have Maruti Suzuki brand cars for their use. The reason for choosing brand like price, fuel consumption, model, maintenance cost, style and smoothness among that price is first reason to prefer brand. Customers are the backbone of the company. So the Companies may give more importance to satisfy their customer's level of satisfaction and to get more attraction.

Keywords

Brand loyalty,
Brand preference,
marketing battle.

Introduction

In the current market business scenario, markets are getting more and more crowded with companies competing with similar products and services (Tripathi, 2009). The study regarding Brand preference of cars was made in respect of selected major car marketers. The area of Brand preference is one of the most interesting areas, because it is concerned with understanding consumers with regard to why individuals act in certain consumption-related ways. Selective demand for a company's brand rather than a product. The degree to which consumers prefer one brand over another.

Review of Literature

The purpose literature review is to convey the readers about the knowledge that have been established on the study.

In the project "Market potential and consumer preference for small car" C.Thamarikannan (2001) has stated that the preference of small car is influenced by the factors like income, occupation and the number of persons in the family.

Mahindra and Mahindra followed the strategy of producing what the customers want and what they don't want when they design the product for Indian market. This is found by

N.Radhakrishnan and M.Karthikeyan in their study on Mahindra and Mahindra's passengers car division.

Jeyalakshmi Sethuraman (1994) in her study on "Brand preference for cars in Madurai city", has found the following as the factors influencing brand preference, family member (58%), TV advertisement (20%) news paper advertisement (5%) and self (4%).

T.P. stank and A.E. Ellinger have stated that Loyal Consumers often develop an emotional attachment to a brand they are happy with emotional affinity makes customers more willing to pay a higher price for their preferred brand, making it relatively price inelastic.

Statement of the Problem

The car market is poised for some exciting action with several international players keenly anxious to operate in the Indian market. The emergence of a number of new segments has been seen. The crowding of sellers in the upper segments of the market will also result in the use of innovative marketing techniques.

Since 1991 after liberalization the standard of living and the economic condition of Indians have risen. The demand for new car as well as old car has increased considerably. Many Foreign car companies have entered car market in India and there is a sharp competition among them in capturing the market. They have introduced various types of cars to suit the various segments of the Indian consumers. Hence an attempt is made to know the brand preference of the consumer as well as his buying pattern.

The brand preference for car is based on buyers' taste and priorities. In a market oriented economy, the consumer expects the right type and right quality of goods at the right time and at the right price.

The ultimate success of a car manufacturer depends on one important factor i.e. car manufacturers ability to convince the customer about the respective brands. In the present study, an attempt is made to study the brand preference of cars in Usilampatti town.

Objectives of the Study

The present study on "brand preference of car buyers in Usilampatti town" is conducted to meet the following objectives.

- ✓ To find out the personal profile of Car Buyers in Usilampatti Town.
- ✓ The reason for choose their brand preference.
- ✓ To offer valuable suggestion based on the study.

Methodology

This study is based on the primary data. 120 respondents were chosen at random from various categories of persons such as employees, businessmen and professional. Convenient sampling was adopted to choose the samples. Interview schedule was used to collect the data from the samples.

Sampling Design

Data were collected from the persons who own one or more cars. Convenient sampling technique was adopted to choose the sample respondents.

Data Processing

The researcher collected the primary data through the interview schedule. The schedule was distributed directly by the researcher himself to those sample consumers. Both the primary and secondary data were used by the researcher for the study purpose.

Tools for Analysis

To present the collected data very meaningful it is scrutinized, verified and analysed with the help of simple percentage and weighted average method are computed for interpretation.

Analysis and interpretation

In the study area majority of the respondents 90 per cent are male and 10 per cent of the respondents are female. Most of the females are house wives. But now-a-day's women's education and employment are at increasing trend. Hence the need for the vehicle may increase in future.

It is understood from the age of respondent analysis that respondents fall in the age group 31 to 40 years constitute 41.67 per cent and 41 to 50 years take place 26.67 per cent and only 3.33 per cent of the respondents are above the age of above 61 years.

The educational background of the respondents reveals that 36.67 per cent of the respondents are school level and one third of the respondents are post graduates and only 30 per cent are degree holders. It is peculiar to note that all car owners are at school level as per this sample study.

The occupation of the respondents shows that two-third 63.33 per cent of the respondents are business people, one fifth of the respondents are private employee, and 10 per cent of the respondents are in finance business. Only 6.67 per cent respondents are Govt. Employees.

It is concluded that the majority of the respondents 63.33 per cent are business people.

Income level reveals that 38.33 per cent of the respondents' income level is Rs.10,000 to Rs.20,000 , one fourth (25 per cent) of the respondents' income level is Rs. 20,001 to Rs.30,000 and only 10 per cent of the respondents' income Level is Rs.30,001 to Rs 40,000.

Hence it can be concluded that, most of the respondents fall in the income group of Rs 10,001 to Rs 20,000.

The type of family depicts that the most of them 64 per cent are living as nuclear family and remaining 36 per cent are living as joint family.

The pre- purchase behavior reveals that majority of the respondents 45 per cent attracted by friends followed by television 36.67 per cent, News Paper 13.33 per cent and only 5 per cent of the respondents are by magazines.

Table No.1 Types of Brand owned by the respondents

Car Brand	No. of Respondents	Percentage
Ford	22	18.33
Tata	20	16.68
Maruti & Suzuki	40	33.33
Mahindra	12	10
Ambassador	16	13.33
Hyundai	10	8.33
Total	120	100

Source: Primary Data

It is inferred from the Table No.1 one third of the respondents 33.33 per cent have Maruti Suzuki brand cars followed by Ford 18.33 per cent. Minimum number of

respondents 8.33 per cent has Hyundai brand car for their use.

Table No.2 Respondents’ ranking for choosing their car

Particulars	I	II	III	IV	V	VI	Total	Weighted score	Rank
Price	46	24	16	6	16	12	120	522	I
Fuel consumption	10	50	18	16	14	12	120	470	III
Model	6	12	24	20	32	26	120	342	VI
Maintenance cost	14	12	22	16	16	40	120	352	V
Style	44	14	14	12	14	22	120	476	II
Smoothness	0	8	26	50	28	8	120	358	IV

Source: Primary Data

The ranking for choose his brand of cars the following six reasons were chosen for the analysis on the pilot study. They are price, fuel consumption, model, maintenance cost, style and smoothness. The respondents may choose a brand for more than one reason. It reveals that price is the main reason for choosing their brand and it is ranked first (522), followed by the reasons style (476), fuel consumption (470) model is ranked as the last (342).

Suggestions and Conclusion

- ✓ The age of respondents fall in the age group 31 to 40 years constitute 41.67 per cent.
- ✓ Educational background of the respondents shows that 36.67 per cent of the respondents are school level and one third of the respondents are post graduates.
- ✓ Among the respondents two-third 63.33 per cent of the respondents are business people.
- ✓ Most of the respondents fall in the income group of Rs 10,001 to Rs 20,000.
- ✓ One-third of the respondents 33.33 per cent have Maruti Suzuki brand cars.
- ✓ Price is the main reason for choosing brand and it is ranked first with high frequency 522.
- ✓ Preference is a scale, and brands move up, down and even off that scale with and without a vigilant brand management strategy.
- ✓ Pricing, promotional deals and product availability all have tremendous impact on the position of brand in the consumer’s preference set.
- ✓ The company can choose its markets better, develop better offerings, and execute better marketing planning. Every firm must organize a rich flow of information to its marketing managers. Competitive companies study their managers information needs and design marketing information system to meet this needs. Customers are the backbone of the company. So the Companies may give more importance to satisfy their customer’s level of satisfaction and to get more attraction.

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