

Customer Purchase Intention and Brand Preference towards Maruti Car with Special Reference to Chennai City

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ABSTRACT

The research article aims to create a deeper consideration of what influence a customer to purchase a preferred brand. When people go for purchasing, choose the products between different brands, especially private vehicle like car. In today's time customers are very deeply connected to the brands. When they purchase any product like a car, mobile, items of daily need, brand name influence the consumer's choice. The study reveals that branded cars have a great place in consumer mind, when customers go for purchasing a car, they prefer to purchase a well known branded car. Customers do not want to try new or unknown branded cars because they have not much information about the lesser known brand. Percentage analysis, ANOVA and correlation are the statistical tools were used for the study.

Keywords: Purchase intention, Brand Preference, Car.

INTRODUCTION

Purchase intention is the disguised undertake to one's self to buy the product again whenever one makes next trip to the market. This is a multi-step process firstly the consumer collect the information about the desired brand then evaluate its attributes by using the product if it suits with the intentions of the buyer after that they start thinking to make purchase decision when he/she make one purchase attempt of the specific brand, this consumer have experienced personally now they would have complete product knowledge about the product if the consumer is satisfied from the particular brand they would absolutely think again or to show interest to purchase again the particular brand this is called "purchase intention. Purchase intention is positively inclined by some independent variables i.e. brand image, product quality, product knowledge, product involvement, product attributes, brand loyalty. Consumer plays a vital role in the economic system as he pays to buy the goods or services produced. If consumer demand is not there producers will lose the motivation to produce and it will affect the economic system. Purchase intention means to plan to buy a good or attain a service. It refers to the desire of a customer to buy a particular product of a certain brand.

Consumers sometimes buy on their gut feelings and the decision is made at the store. This type of decision can be categorized into an unplanned buying decision. Partially-planned buying means that consumers decide the product category before going to the store, and decides about the brand after arriving at the store. Then comes the fully planned buying decision, it means the consumer decides about the product and the brand before entering the store.

A brand is a name, term, symbol, design or combination of them which is intended to signify the goods and services of a seller or a group of sellers and to differentiate them from those of competitors".[American Marketing Association].There are two important dimensions on which a brand base that are physiological and psychological dimensions. Brand is 'perception' too. This is the cognitive relationship of a consumer with the product. Image and perception derive value. Perceptions of the consumers are shaped by few guidelines like functional and emotional experiences. Thus, if the most worthy recognition in the world occupies the correct corner of the mind of a consumer, it becomes a brand. "Physiological nature of a brand is its logo or symbol that will help create a lasting impression in the minds of consumers". In today's time customers are very deeply connected to

the brands. When they purchase any product like a car, mobile, items of daily need, brand name influence the consumer's choice. Some customers purchase the specific branded things just due to the brand name. Customers believe that brand name is a symbol of quality.

The study shows that branded cars has a great place in consumer mind, when customers go for purchasing a car, they prefer to purchase a well known branded car. Customers do not want to try new or unknown branded cars because they have no much information about the lesser known brand. Most of the customers prefer to buy a branded product because they know this product has been developed by maintaining the protocols, like from the health and environmental prospective, quality etc. Most successful companies prefer customer preferences and obtain customers input through marketing research. Some companies introduce a latest technology in new product according to customers demand and requirements e.g. introduction of camera in cell phone, cell phone holder, charger in current edition of branded cars etc. They also use latest machinery for improving the product quality, shape, design, use of computer graphics in labelling of the products etc.

Profile of Maruti Suzuki India ltd.

Overview of Maruti Suzuki India limited Maruti Suzuki India Limited (MSIL, formerly known as Maruti Udyog Ltd) is a subsidiary of Suzuki Motor Corporation, Japan. Maruti Suzuki has been the leader of the Indian car market for over two and a half decades. It is largely credited for having brought in an automobile revolution to India. Maruti Suzuki India Limited accounting for nearly 50 percent of the total industry sales. In terms of number of cars produced and sold, the company is the largest subsidiary of Suzuki Motor Corporation, cumulatively; the company has produced over 10 million vehicles since the roll out of its first vehicle on 14th December, 1983. Maruti Suzuki is the only Indian company to have crossed the 10 million sales mark since its inception. Maruti Suzuki offers 16 brands and over 150 variants ranging from people's car Maruti 800 to the latest Life Utility Vehicles, Ertiga. Maruti Suzuki's portfolio includes Maruti 800, Alto, Alto K10, A-Star, Estilo, Wagon-R, Ritz, Swift, Swift Dzire, SX4, Omni, Eeco, Kizashi, Grand Vitara, Gypsy and Ertiga.

Objectives the study:

- 1. To study the factors influencing purchase intention of customers in Chennai City.**
- 2. To analyse the customers brand preference towards Maruti cars in Chennai City**

Hypothesis

- **Ho – There is no association between occupation and factors influencing Purchase intention.**
- **Ho - There is no relationship between qualification and brand preference in selection of Maruti Car.**

Limitations of the study:

Because of time constraint only 50 respondents was selected for the study. The study is conducted in Chennai city only. Since the study was confined to only preferred brand of maruthi cars. The findings of the study were solely based on the information provided by the respondents. The data is collected through questionnaire method. The accuracy of findings was limited by the statistical tools used for analysis. This may have an impact and will affect the survey.

Review of literature:

The study is descriptive in nature and only secondary data has been used in it. The secondary data consists of the books and various research journals. This section attempts to review the literature of the major concepts and theories of purchase intention of customers towards maruthi cars. A review of these studies is important so as to develop relevant approaches towards the study.

The most recognized consumer purchase intention model was presented by Engel, Blackwell and Miniard, 1995. This model describes the purchase process in five stages: 1. Identification of the problem; 2. Searching Information; 3. evaluating the substitutes 4. Making Decision and 5. Behaviour after Purchase Engel, et al. divides the purchase intention into "Unplanned buying, partially-Planned buying and Fully Planned buying".

Ashutosh Nigam (2011), in his article “Impact of brand equity on customer purchase decision: An empirical investigation with special reference to Hatch back car owners in central Haryana”

Identified that the light on various factors of brand equity marketers much focus onto attract and Retain their prospective and existing customers. The author suggested that strong brand equity allows the companies to retain customer’s better, service their needs more effectively and Increasing profit.

Imran Khan, Zillur Rahman – 215: This study scrutinizes the importance of the experiential marketing approach to the Indian passenger car market from the customer’s perspective. Further this study shows that all the structural experiential modules are affecting the customer purchase intention in the automobile (passenger car) market, where feel, think and sense experiences have a strong influence on customer purchase intention. The findings of the study can be useful for passenger car companies in developing better marketing strategies

Dr. P. Natarajan & Thiripurasundari U. (2010), in their paper Brand Preference on ‘B’ Segment Maruti Cars, emphasized that strong brands quality increase trust in intangible products enabling customers to better visualize and understand them. The Brand Preference towards Maruti B Segment cars is studied by administering structured interview schedule to 150 customers in Pondicherry city While the customer gets satisfaction and is able to improve his/her standard of living and quality of life, the marketer profits from the brand experience that the customer gets and is able to generate a surplus after ensuring satisfaction to the consumer.

Dr. P. Natarajan & U. Thiripurasundari (2010), these studies observe that consumer preference of global brands vs. local brands in the Indian car industry. Consumer brand perceptions have substantial implications in Marketing. The customers’ preference towards local and global brands is studied by administering structured interview schedule with 150 customers in Pondicherry city. The findings of the study advised that the consumers who possessed global car brands, preferred their car brands due to factors such as global presence, worldwide reputation and quality of being a foreign made. Consumers made favourable perceptions the country, wherein they tend to associate factors such as superior quality, technical

advancements, modernization etc. to the country from which the brand had taken its origin

Pandey A C and Mithilesh Kumar Pandey (2013), in his article “Impact of life style on brand Preference of buying behaviour” identified that the life style of the buying changes due to some of the factors such as age, income, education, social class and some other factors. And also observed in changing the life style of the consumers are price, place, attributes, advertisement, favourite programs attributes preferred by the consumers, The author suggested that to taken into the account the needs of not only urban consumers life style but look the change in rural consumers life style, because consumers is basic foundation of every business.

Rumit Kumar Sahu et al. (2017). Conducted a study to analyze the preference of customers for purchasing the car. And also to ascertain the major factors of a customer preference of purchasing a light motor vehicle. The study found that facilities, self esteem, performance, publicity and service orientation influencing the customer overall preference about light motor vehicle cars, the more factor loading is associated with the self esteem factor. The author suggested from the study that the car manufacturers should emphasize on self esteem factors which consist of comfort, style and model variants as by and of itself customers will have a superior recognition of aspect of the brand. The author concluded that there is tough competitions in the market so it is must to always studied and launch the cars according to the customer’s preference.

Ms.Roshni P Sawant (2012), in her article” Impact of advertising on brand awareness and Consumer preference (with special reference to men’s wear)” identified that if the consumers experience dissonance or discomforts owing to their purchase decision, then advertisement Reduce this feeling of discomforts provided information on the product attributes and it was an Impact of the advertisements of rival brands. The author suggested that the advertising is Presented in an inspired and efficient manner it creates a perpetual notion on the consumers Mind about brands and more consumers to be drawn into their field of influence and advertising in dubitable plays a momentous role in their pursuits.

Shailesh K. Kaushal (March 2014), analysis the buyer behaviour in reference to car purchase Intentions and automobile marketing strategies in Uttar Pradesh (2). The paper identified

Five dimensions of car buyers' purchase objectives which are labelled as safety & security, Quality, performance, value and technology (2). The car buyers purchase intention Influenced by several factors (2). But from this study it will help the automobile Manufacturer and car dealers to understand the buyers buying behaviour and help them to Make their marketing strategies accordingly on the following factors (2)

Research Design:

A research design can be defined as the blue print specifying every stage of action in the course of research. Research design is the arrangement of conditions for collection and analysis of data in the manner that aims to combine relevance to the research purpose with economy in procedure. Descriptive research design was adopted for the study.

Statistical tools used for Analysis:

Statistical tools constitute an integral part of research analysis. Hence, an analysis of data compiled should be subjected to relevant analysis so that meaningful conclusions could be arrived at. The following are statistical tools are applied for this study.

- Percentage analysis
- ANOVA
- Correlation.

Percentage analysis:

It is a univariate analysis where the percentage of a particular with categories is calculated in order to get a fair idea regarding the sample. These are used in making comparisons between two or more series of data.

$$\text{Percentage of Respondents} = \frac{\text{No. of respondents} \times 100}{\text{Total no. of respondents}}$$

ANOVA analysis:

Professor R. A. Fisher was the first man to use the term 'Variance' and in fact; it was he who developed a very elaborate theory concerning ANOVA expanding its usefulness in practical field.

Thus through ANOVA technique one can in general, investigate any number of factors which are hypothesized or said to influence the dependent variable.

Correlation analysis:

Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables (e.g. height and weight). This

particular type of analysis is useful when a researcher wants to establish if there are possible connections between variables.

Analysis and interpretations:

Analysis and interpretation are central steps in the research process. The aim of the analysis is to organize, classify and summarize the collected data so that they can be better comprehended and interpreted to give answers to the questions that triggered the research.

Table: 1. SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

FACTORS	CATEGORY	RESPONDENT	PERCENTAGE
GENDER	Male	33	33%
	Female	17	17%
AGE	25-35Yrs	06	6%
	35-45Yrs	14	14%
	45-55Yrs	29	29%
	Above 55Yrs	1	1%
QUALIFICATION	School	07	7%
	Diploma	12	12%
	UG	20	20%
	PG	09	9%
	Professional	02	2%
MARRITAL STATUS	Single	02	2%
	Married	48	48%
FAMILY TYPE	Nuclear	20	20%
	Joint	30	30%
FAMILY SIZE	2	01	1%
	3	16	16%
	4	15	15%
	More than 4	18	18%
	OCCUPATION	Business	19
Professional		03	3%
Pvt. Employee		15	15%
Govt. Employee		13	13%
MONTHLY INCOME	Below 25000	01	1%
	25000-	25	25%
	25000-	24	24%

	50000-1lakh		
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The above results indicate that the table specify the gender of the respondents 33% is males and 17% are female. In age the maximum group of the respondents 29% are from 45yrs to 55yrs and 1% is the minimum from the age group of above 55yrs. In educational the maximum respondents 20% are under UG and the minimum is professional consumer towards preferred brand of cars. The table reveals the fact that marital status of the respondents indicates 48% are married and 2% are unmarried. The above table found that family type 30% are from joint and 20% are nuclear family. The size of the indicates 18% are more than four numbers and that 1% are from 2 numbers. In occupation reveals that 19% are from business and 3% are from professional which influence the purchase intention of cars. The above specify the income also of respondents are 25% from 25000 to 50000 and 24 % are from 50000 to 100000.

(b) Association between Occupation and Purchase Intention:

Table: 2

Table showing the association between Occupation and Purchase Intention on Cars

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
total_10					
Between Groups	9.510	3	3.170	.382	.036
Within Groups	381.470	46	8.293		
Total	390.980	49			

From the above table, it is interpreted that the significant value is below 0.05. Hence, the hypothesis is rejected and null hypothesis is accepted. Therefore, there is a significant association between occupation and purchase intention on car with 0.036. Further, it is clear that among the other demographic profile like age, gender, income etc., the more influencing factor on purchase decision is Occupation.

Correlation

Qualification and Brand preference of a car

(c) Relationship between Qualification and Brand Preference of a Car.

TABLE: 3

Table showing the relationship between Qualification and Brand Preference of a Car

Correlations

		total_11	4.Qualification
total_11	Pearson Correlation	1	-.285*
	Sig. (2-tailed)		.044
	N	50	50
4.Qualification	Pearson Correlation	-.285*	1
	Sig. (2-tailed)	.044	
	N	50	50

Correlation is significant at the 0.05 level (2-tailed). From the Table 3, it is clear that the null hypothesis is rejected and the alternative hypothesis is rejected as the significance value is below .05 i.e. (0.044). Hence, there is a relationship between the qualifications of the respondent with the Brand Preference of a Car. Therefore, it is evident that, the qualification is highly correlated with the purchase intention and the brand preference on purchase of a car.

CONCLUSION

Brand has power; it defines the customer social class or status in the society. When consumers buy preferred brand, it shows that they are aware and up to date. The research also describes that many consumers are updated on their brands through TV, newspapers, magazines and internet. Further, the study also reveals that among the demographic variable qualification has a high influence on purchase intention of the car. Subsequently, occupation is highly significant towards the brand preference in purchase of car, when compared to other variables. Hence, it is concluded that customers with emotional relation with the brand, brings more confidence and loyal.

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