

CUSTOMERS PERCEPTION TOWARDS USED CARS OF REGISTERED CAR SELLERS IN COIMBATORE CITY

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Abstract

The automobile sector has been booming with the effectiveness of the liberalized economy policy of Indian Government. The automobile consultancies are providing two types of choices to their consumers such as new cars and used cars. In Coimbatore, the cars sellers are categorized into two groups namely registered and unregistered second hand car sellers. The researcher has taken the registered used car sellers to analyze the perception of customers in the study. The current research work has adopted descriptive and exploratory research and it was based on primary data. The researcher utilized the questionnaire to collect data from users of second hand cars in Coimbatore city. There 100 sample respondents have chosen for analyze the perception level on user cars in the research work. More analytical tools have utilized to fulfill the objectives of the study like percentage analysis, descriptive study and regression analysis. Hence, the research work offers more knowledge about the second hand users and it helps to purchase the used cars from the registered car sellers in Coimbatore city.

Keywords: Automobile Sector, Customers Perception, Used cars, Regression Analysis.

1. INTRODUCTION

The automobile sector has been booming with the effectiveness of the liberalized economy policy of Indian Government. The automobile consultancies are providing two types of choices to their consumers such as new cars and used cars. Today, the transport facilities are an essential to travel from one to another place. The rapid industrial growth and economic growth was enhanced the standard of living of the people. The decision makers of the family are selecting and purchasing cars based on the personal influencing factors like income, ability to pay, family size and residential area of them. The customers are also paying and buying car for luxury life with high investment amount and getting loans. Alternatively, the consumers are mostly purchasing used cars with convenient and cheaper price than its new counterpart from the car consultancies. In Coimbatore, the cars sellers are categorized into two groups namely registered and

unregistered second hand car sellers. The researcher has taken the registered used car sellers to analyze the perception of customers in the study.

2. LITERATURE REVIEW

The researcher has reviewed more similar literature studies related to perception and other factors of other products and second hand car users in the study. Some of the studies have utilized to frame the objectives and analytical purpose in the current study. Srinivasan & Elangovan (2000) have represented the consumer perception on vegetable and fruits products. The income of the samples has influenced the purchase of products which increased the purchase of products. The study has 500 respondents and utilized convenience sampling method for selecting samples. The consumers are mostly preferred the natural vegetable items for health conscious of family members. Shyamala (2006) has discussed the perception level of international and domestic customers of car in India. The researcher has also identified the perception on different brands in markets. The customers are mostly preferred the domestic car brand with higher level of perception in the study. Johnson (2011) has utilized the interview schedule for the data collection from the 150 used car buyers in Chennai. The random sampling utilized for the research work and the local car producers have preferred by the customers to purchase the vehicles in the study area. Lee & Santhi (2014) have measured the issues in the selection of cars and Malaysian buyer's perception on the automobile companies. The 171 samples have chosen for the research with the questionnaire in Kuala Lumpur. The price and car features have significantly influenced the car user perception and behaviour in the study. Shivashankar (2016) has examined the Indian used car user's behavior and the preference on organized and unorganized seller market. It utilized 50 samples and data collected from Mysore used car sellers by the questionnaire. The study revealed that the organized sellers have actively participated in the Indian car makers. The buyers have more perception and good behaviour on the purchase of cars in Mysore.

3. STATEMENT OF THE PROBLEM

In India, the used car business has developed through more intermediaries like registered and unregistered second hand cars sellers. In particular, the registered car sellers have fulfilled the customer's requirements through their services with branded cars. Most of the customers have different perception level and faced more problems on the purchase of the used cars in Coimbatore city. So, the researcher has taken effort to find out the customers awareness and perception level on the purchase of used vehicles in the present study.

4. OBJECTIVES OF THE STUDY

The main objectives of the present study are:

1. To examine the awareness of the used car users in Coimbatore city.
2. To identify the perception level of customers on used cars in the current study.
3. To check the association between the customers perception and socio-economic variables of the second hand car users in Coimbatore.

5. METHODOLOGY

The current research work has adopted descriptive and exploratory research and it was based on primary data. The researcher utilized the questionnaire to collect data from users of second hand cars in Coimbatore city. There 100 sample respondents have chosen for analyzing the perception level on used cars in the research work. More analytical tools have utilized to fulfill the objectives of the study like percentage analysis, descriptive study and regression analysis.

6. SIGNIFICANCE OF THE STUDY

In present era, the people have been purchasing more luxurious products and cars for their transportation. The car sellers have also advertising more branded cars for the buyer's attraction. It creates more good perception on the used cars with more satisfaction in Coimbatore. This study has unique features to fulfill the customer's requirement on car purchases. It also provided the customers perception level on the user cars in the study. It offers more knowledge about the second hand users and it helps to purchase the used cars from the registered car sellers in Coimbatore city.

7. RESULTS AND DISCUSSION

The socio-economic profile of the respondents in the present study as follows:

Table – 1 Socio-Economic Profile of the Respondents in the Study

Variables	Particulars	No. of Respondents	Percent
Age	Below 30 years	23	23.00
	30 – 60 years	46	46.00
	Above 60 years	31	31.00
Sex	Male	72	72.00
	Female	28	28.00
Marital Status	Single	34	34.00
	Married	66	66.00
Family Type	Joint	54	54.00
	Nuclear	46	46.00
No. of Family Members	Below 3 Members	23	23.00
	3-6 Members	52	52.00
	Above 6 Members	25	25.00
Monthly Income	Below Rs.10,000	21	21.00
	Rs.10,000 - Rs.20,000	17	17.00
	Rs.20,000 - Rs.30,000	19	19.00
	Above Rs.30,000	43	43.00
Literacy Level	SSLC/HSC	23	23.00
	UG/ PG Degree	46	46.00
	Others	31	31.00
Occupation	Employed	52	52.00
	Business	26	26.00
	Retired	9	9.00
	Others	13	13.00
	Total	100	100.0

Source: Primary Data

Table-1 reveals that the socio-economic profile of the customers of used car sellers in the present study. Here, the male respondents under 30-60 age group have good perception on the used cars. From the majority of joint family members who have married respondents with 3-6 members. The respondents have more perception under employed category with above Rs.30,000 and having UG/ PG degree in the study.

Table-2 Customers Awareness of Used Car Owners in Coimbatore

Source of Awareness	No. of Respondents	Percentage
Advertisement	27	27.00
Friends and Relatives	18	18.00
Agent	44	44.00
Personal decision	11	11.00

The customers of registered used car sellers have different source of awareness to know the availability of branded cars in Coimbatore. In this research work, the customers who have more knowledge about used cars through agents in the study area.

Table-3 Customers Perception on the Utilization of Used Cars in Coimbatore

Perception Level	No. of Respondents	Percentage
Poor	30	30.00
Fair	23	23.00
Good	47	47.00

Source: Primary Data

Table-2 declared that the customers have good perception on the used cars in Coimbatore city. It defines the routine usages of used cars and the customers have been purchased more second hand cars often for their business and family.

Table – 4 Regression Analyses – Association between Socio-Economic Profile and Customers Perception on Used Cars in the Study

	Sum of Squares	t-value	Sig.	Result
(Constant)	2.971			
Age	-.001	-.006	.995	NS
Sex	.133	.513	.003	S
Marital_Status	.127	.379	.005	S
Family_Type	-.368	-1.477	.143	NS
Family_Members	-.041	-.293	.770	NS
Monthly_Income	-.024	-.230	.001	S
Literacy_Level	.060	.949	.345	NS
Occupation	-.144	-1.596	.114	NS
R-Value: 0.580		R Square Value: 0.230		
ANOVA Sig. 0.023				

Dependent Variable: Perception Score

Table-4 identified the significant association between the customer's perception and some demographic variables like sex, marital status and monthly income in the study. Here, it clears that the male category has been purchasing the used cars by their monthly income in Coimbatore City.

8. CONCLUSION

The automobile industry has been developing with more efforts of manufacturers, agents and registered sellers in India. The buyers of used cars have been purchasing the second hand cars for their business and family transportation in Coimbatore. The male category have purchased more used car with their monthly income for the joint family members. The customers have decided to purchase the used cars based on the requirements and conveniences. So, the users of second hand car have good perception on used car sellers in Coimbatore City.

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