

SOCIO ECONOMIC BACKGROUND OF CONSUMERS USING FOUR WHEELERS IN THOOTHUKUDI DISTRICT

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Abstract : In India, after independence, the government has shown keen interest in the establishment of a powerful automobile manufacturing industry in the country. Consumer purchasing decisions and buying behaviour are influenced by various factors including personal, social, and situational issues. The personal influences on consumers are important determinants of their needs and wants. Such factors as age, income, family status, and chosen lifestyle are strongly related to the types of products people buy and the specific brands they select. This paper helps to focus the Socio Economic background of consumers using Four Wheelers in Thoothukudi District. The sample size of the study is Sixty respondents from Thoothukudi District. This study helps to analyse the consumer's socio – economic status, Buying behaviour and Attitudes in Buying Four Wheelers using primary Data.

Keywords: Consumer, Socio- Economic Status, Buying Behaviour

I. INTRODUCTION

Consumer purchasing decisions and buying behaviour are influenced by various factors including personal, social, and situational issues. The personal influences on consumers are important determinants of their needs and wants. Such factors as age, income, family status, and chosen lifestyle are strongly related to the types of products people buy and the specific brands they select. The automobile industry occupies a vital place in the industrial sector of any nation irrespective of the level of economic development.

1.2 STATEMENT OF THE PROBLEM

In previous research ownership of the car is an indicator of affluence due to the costs associated with buying and maintenance. Many households from the most affluent postcodes are car-less due to their Economic Status. The ownership in terms of the types of car or model owned is likely to be associated with affluence or the socio-economic characteristics of the consumers.

1.3 OBJECTIVES OF THE STUDY

The objectives of the study are

1. To study the predicting behavior of the consumer using four wheelers.
2. To understand the perception of the consumer in different brands of cars.
3. To study the cause that influences the consumer towards buying Maruti brand of cars.

1.4 HYPOTHESES

The following are the hypothesis of the study

1. Predicting behavior of the consumer is not associated with the selecting a particular brand of cars.
2. Perception of the consumer is not associated with the purchasing of Maruti brand of cars.
3. The different cause influencing the purchase of car is not associated with the buying Maruti brand of cars.

1.5 METHODOLOGY

This study is conducted with the help of both primary and secondary data. The following research methodology is adopted in the study.

1.6 RESEARCH DESIGN

Since the present study has its own predetermined objectives and methodology, it is both descriptive and analytical in nature. The study has made an attempt to explain socio-economic background of the consumer using four wheelers.

1.7 SAMPLING DESIGN

By adopting convenience sampling method, respondents were selected from various parts of Thoothukudi. The sample size of this study is 60. A structured questionnaire was used to collect the relevant data. Questionnaires were distributed among the consumers in Thoothukudi District.

1.8 FRAMEWORK OF ANALYSIS

The selection of statistical tools was based upon the nature of data used and objectives. The data were analysed by using the Statistical Package for the Social Science (SPSS) software package version 20. The applied statistical analysis and its conduct of application are summarized below. One Way Analysis of Variance, Correlation, Regression, Chi-Square Analysis were used

II RESULTS AND DISCUSSION

Table 3.1
Respondents Monthly Income and Possession of cars

Monthly Income		Possession of cars			Total
		1	2	Above 4	
Up to Rs.15,000	Respondents	11	1	0	12
	Monthly Income	91.7%	8.3%	0.0%	100.0%
	Possession of cars	20.4%	20.0%	0.0%	20.0%
Rs.15,000 to Rs.25,000	Respondents	23	0	1	24
	Monthly Income	95.8%	0.0%	4.2%	100.0%
	Possession of cars	42.6%	0.0%	100.0%	40.0%
Rs.25,000 to Rs.35,000	Respondents	16	0	0	16
	Monthly Income	100.0%	0.0%	0.0%	100.0%
	Possession of cars	29.6%	0.0%	0.0%	26.7%
Above Rs.35,000	Respondents	4	4	0	8
	Monthly Income	50.0%	50.0%	0.0%	100.0%
	Possession of cars	7.4%	80.0%	0.0%	13.3%
Total	Respondents	54	5	1	60
	Monthly Income	90.0%	8.3%	1.7%	100.0%
	Possession of cars	100.0%	100.0%	100.0%	100.0%

Source: Primary data

Table 3.1 shows the relationship between monthly income of the respondents and possession of cars. Out of 60 respondents, 40% of the respondents, monthly income is Rs.15,000 to Rs.25,000. In it, 95.8% possess one car and 4.2% possess more than four cars. Further, 26.7% of the respondent's monthly income is Rs.25,000 to Rs.35,000 and all of them possess only one car. Next, 20% of the respondents' income is up to Rs.15,000. In it, 91.7% possess one car and 8.3% possess two cars. Further, 13.3% of the respondent's income is above Rs.35,000. In it, 80% possess two cars and 7.4% of the respondents possess one car.

Table 3.2
Association of Monthly Income and Possession of cars

Factor	Value	df	Sig. value
Pearson Chi-Square	23.194	6	0.001*

*Significant at 5% level.

Table 3.2 shows the association between monthly income of the respondents and possession of cars. As per rejection of null hypothesis $p=0.001$ ($p<0.05$), monthly income is associated with the possession of cars. Therefore, monthly income of the respondents influences the number of cars possessed by the respondents. Hence, it is concluded that monthly income of respondents impacts on the number of cars possessed by the respondents.

Table 3.3

Correlation on basic factors in buying a car

Reasons		Need or Want	Price	Time saving	Family travel
Need or Want	Pearson Correlation	1	.500**	.191	-.015
	Sig. value		.000	.145	.912
	Respondents	60	60	60	60
Price	Pearson Correlation	.500**	1	.317*	.172
	Sig. value	.000		.014	.189
	Respondents	60	60	60	60
Time Saving	Pearson Correlation	.191	.317*	1	.097
	Sig. value	.145	.014		.463
	Respondents	60	60	60	60
Family Travel	Pearson Correlation	-.015	.172	.097	1
	Sig. value	.912	.189	.463	
	Respondents	60	60	60	60
**. Correlation is significant at the 0.01 level (2-tailed).					
*. Correlation is significant at the 0.05 level (2-tailed).					

Table 3.3 shows the relationship between need or want, price, time saving and family travel using Pearson product moment correlation co-efficient. In this analysis, there exists a relationship among all the variables. The result shows that there exists a strong positive relationship between the variables Need or want and price($r = 0.500, p > 0.01$).

The factors having inter correlation with positive values are

1. Need or Want positively correlates with price (0.500)
2. Price positively correlates with time saving (0.317)
3. Price positively correlates with family travel (0.172)
4. Need or Want positively correlates with time saving (0.317)

Table 3.4

Correlation on convenient factors in buying a car

Reasons		Position in the society	Convenience and comfort	Style and design
Position in the society	Pearson Correlation	1	.846**	-.005
	Sig. value		.000	.968
	Respondents	60	60	60
Convenience and comfort	Pearson Correlation	.846**	1	.045
	Sig. value	.000		.733
	Respondents	60	60	60
Style and design	Pearson Correlation	-.005	.045	1
	Sig. value	.968	.733	
	Respondents	60	60	60
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 3.4 shows the relationship between position in the society, Convenience and comfort and Style and design of the car using Pearson product moment correlation co-efficient. In this analysis, there exists a relationship among all the variables. The result shows that there exists a strong positive relationship between the variables Position in the society and Convenience and comfort ($r = 0.846, p < 0.01$).

The factors having inter correlation with positive values are

- 1) Position in the society positively correlates with Convenience and comfort (0.846)
- 2) Convenience and comfort positively correlates with style and design (0.045)
- 3) Position in the society positively correlates with style and design (-0.05)

Table 3.5

Multiple Regression on reasons for buying a car

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig. value
	B	Std. Error	Beta		
(Constant)	.880	.719		1.223	.227*
Price	.205	.099	.232	2.061	.044

Time saving	-.081	.146	-.064	-.556	.580
Family Travel	.511	.093	.583	5.506	.000
Style and design	.136	.088	.171	1.543	.129
Dependent Variable: Convenience and comfort					
Independent variable : Style and design, Price, Family travel, Time saving					
Multiple R:0.643					
R square:0.414					
Adjusted R square: 0.371					
F statistics (4,55) : 9.713					

*Significant at 5% level

Table 3.5 reveals the multiple regression used to access the ability of four control measures (Price, Time saving, Family travel and Style and design) that predicts its impact on the convenience and comfort provided by the car.

R^2 value (0.414) indicates the amount of variability explained by independent variables of Price, Time saving, Family travel and Style and design for 19% of variance in the dependent variable of convenience and comfort i.e., the remaining 81% is by some other unknown variable and the problem is not taken into account.

Adjusted R^2 indicates whether there any insignificant factor. It should always be less than or equal to R^2 . Here R^2 (0.191) and adjusted R^2 (0.160) are very close to each other. This indicates a good model.

$p = 0.062$ (above 0.05) shows there is no statistically significant difference and indicates all the independent variables Price, Time saving, Family travel and Style and design have no significance on convenience and comfort of the car.

Table 3.6
Convenience and Comfort for buying a car and Monthly Income of the respondents

Monthly Income	N	Mean	Std. Deviation
Up to Rs.15,000	12	3.50	0.522
Rs.15,000 to Rs.25,000	24	3.75	0.737
Rs.25,000 to Rs.35,000	16	4.31	0.479
Above Rs.35,000	8	4.63	0.518
Total	60	3.97	0.712

Source: Primary data

Table 3.6 shows the mean and standard score of convenience and comfort for buying a car to different monthly income of the respondents. The highest mean score value is above Rs.35,000 (4.63), followed by Rs.25,000 to Rs.35,000 (4.31), Rs.15,000 to Rs.25,000 (3.75) and Upto Rs.15,000 (3.50). Hence, majority of the respondents earn above Rs.35000 and buy car for its convenience and luxury.

Table 3.7
Oneway ANOVA for Convenience and Comfort for buying a car and Monthly Income of the respondents

Sources of variation	Sum of Squares	df	Mean Square	F Value	Sig. value
Between Groups	9.121	3	3.040	8.180	0.000*
Within Groups	20.812	56	0.372		
Total	29.933	59			

*Significant at 5% level

Table 3.7 shows the one way ANOVA that explores the influence of monthly income and convenience and comfort for buying a car. There is a statistically significant difference between groups as disclosed by the value of $F(3, 56) = 8.180$ where the p values is 0.000 ($p < 0.05$) and this indicates that the null hypothesis is rejected. Therefore, monthly income influences convenience and comfort for buying a car. Hence, it is concluded that monthly income plays an important role for considering convenience and comfort as a main reason for buying the car.

Findings, Suggestions and Conclusion

Monthly income plays an important role for considering convenience and comfort as a main reason for buying the car. Price, Time saving, Family travel and Style and design have no significance on convenience and comfort of the car. Companies should give proper training to dealers, as some people were not satisfied by their dealers' service and this could lead the people to shift to other brands. The companies

should try to introduce loyalty and service level improvement programs. Launching more information exchange programs between car manufacturer, dealer, wholesaler and showroom owners could be done. Maruti cars cover all the aspects and expectation of the consumers.

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