



# A STUDY ON PERCEPTION AND BUYING BEHAVIOUR OF VARIOUS BRANDED CARS WITH SPECIAL REFERENCES TO COLLEGE STUDENTS IN COIMBATORE CITY

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**Abstract:**

This study delves into the intricate dynamics of perception and buying behavior exhibited by college students towards different branded cars in Coimbatore City, a bustling urban center in Tamil Nadu, India. With the automotive industry witnessing rapid evolution and diverse consumer preferences, understanding the nuanced perspectives of this demographic segment holds paramount importance for car manufacturers and marketers.

**Keywords: perception, marketing, consumer behaviour**

**INTRODUCTION**

One of the most significant factors in the acquisition of any product is the purchasing behavior of the consumer. Economic and social psychological elements have a significant influence on consumer purchasing behavior, and managers must be aware of these factors in order to properly plan marketing campaigns. Buying motives are the factors behind consumers' purchases of specific brands or products. Advertisement, fashion, education, and customer habits all have an impact on these perceptions. The demand for commodities is influenced by factors such as occupation, education, religion, income, race, and climate. Thus, the seller's job is to satisfy the customers' need for his goods by controlling the variables that affect the customers' motivations. By understanding a consumer's

preferences and opinions regarding the automobiles on the market as well as potential new competitors, it is possible to analyze their purchasing behavior with regard to cars.

## OBJECTIVES OF THE STUDY

- 1.To find out the awareness of branded cars among the college students.
2. To analyse the consumer buying preference towards various brands of car.
3. To examine the factors influencing the consumer for buying preference.
4. To study the problems faced by the consumers of car in Coimbatore District.

## RESEARCH METHODOLOGY

### TYPE OF RESEARCH

The current research falls under the heading of "Descriptive study." When a researcher wants to know the traits of a certain group, evaluate behavior, make predictions, or figure out how z or more factors relate to each other, they conduct descriptive studies.

### SOURCES OF DATA

To evaluate Coimbatore district, Tamilnadu, consumers' preferences and perceptions of several car brands. There was use of both primary and secondary data. Primary data are gathered through questionnaires and in-depth conversations with respondents. Secondary data was gathered from numerous websites, books, and journals.

### AREA OF THE STUDY:

The area of study was detained to Colleges in Coimbatore City, the second largest urban center in Tamil Nadu. Coimbatore began to witness the introduction of cars during the early to mid-20th century. Emergence of Dealerships With the growing demand for cars, several automobile dealerships began to establish their presence in Coimbatore. These dealerships offered a wide range of car brands, catering to diverse consumer preferences.

### SAMPLE SIZE

The sample size of the study is to be 100 respondents.

## FINDINGS AND RESULT

**TABLE NO. 1 GENDER OF THE RESPONDENTS**

GENDER	FREQUENCY	PERCENT
Male	76	76.0
Female	24	24.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The above table reveal that the Gender of the respondents. Out of 100 respondents 76 respondents were Male and rest 24 were Female.

**TABLE NO. 2 YEAR OF STUDY**

YEAR OF STUDY	FREQUENCY	PERCENT
1 <sup>st</sup> UG	4	4.0
2 <sup>nd</sup> UG	14	14.0
3 <sup>rd</sup> UG	19	19.0
1 <sup>st</sup> PG	6	6.0
2 <sup>nd</sup> PG	57	57.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The table shows that the respondents year of study. From this 4 of them were 1<sup>st</sup> Year UG, 14 of the respondents were 2<sup>nd</sup> UG, 19 of them were 3<sup>rd</sup> UG, 6 of the respondents were 1<sup>st</sup> PG and rest majority more than 50 respondents i.e. 57 were 2<sup>nd</sup> PG.

**TABLE NO. 3 WHICH OF THE FOLLOWING BRANDED CAR DO YOU USING CURRENTLY**

BRAND OF CAR	FREQUENCY	PERCENT
Maruthi Suzuki	16	16.0
Toyota	17	17.0
Volkswagen	15	15.0
Honda	12	12.0
Others	40	40.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

From the above table it reveals that the brand of car currently using of the respondents. Out of 100 respondents 16 of them were using Maruthi Suzuki brand car, 17 of the respondents were using Toyota brand, 15 were using Volkswagen, 12 of them were using Honda Cars and rest 40 of the respondents were using various branded cars like KIA, Hyundai, Nissan and so on.

**TABLE NO. 4****STATE THE REASON TO PREFER THE BRANDED CAR**

REASON FOR PREFERRING	FREQUENCY	PERCENT
Style and Look	27	27.0
Trusted Brand	44	44.0
Economically Friendly	25	25.0
Other Specification	4	4.0
<b>Total</b>	<b>100</b>	<b>100.0</b>

The table reveals that the Reason for preferring this particular brand. 27 of the respondents were preferring for this brand for the Style and Look of the car, 44 of the respondents were preferring for the Trusted Brand of the car, 25 of the respondents were preferring for the Economically friendly usage and rest 4 of the respondents were preferring for the other specification.

**TABLE NO. 5 FACTOR INFLUENCED YOU TO PURCHASE THE BRAND CHOICE**

FACTORS INFLUENCED TO PURCHASE	FREQUENCY	PERCENT
Purchase Decision of New Car	25	25.0
Decision of the Budget	26	26.0
Test Drive	17	17.0
Price Bargaining	8	8.0
Collecting Information about Brand and Model	24	24.0
Total	100	100.0

The above shows that the factors influenced the respondents to buy this brand. Out of 100 respondents 25 of the respondents were influenced with Purchase Decision of New Car, 26 of the respondents were influenced by the Decision of the Budget, 17 of them were influenced by Price Bargaining, 24 of the respondents were influenced by collecting information about Brand and Model of the car.

**TABLE NO. 6**  
**ASSOCIATION BETWEEN GENDER AND BRAND OF CAR**  
**CURRENTLY USING**

H0 = There is a Significant relationship between Gender and Brand of Car Currently Using.

H1 = There is a No Significant relationship between Gender and Brand of Car Currently Using.

GENDER	MARUTHI SUZUKI	TOYOTA	VOLKSWAGEN	HONDA	OTHERS	TOTAL
MALE	13	16	11	9	27	76
FEMALE	3	1	4	3	13	24
<b>TOTAL</b>	<b>16</b>	<b>17</b>	<b>15</b>	<b>12</b>	<b>40</b>	<b>100</b>

Chi-Square Tests			
	Value	df	Asymp. Sig. (2sided)
Pearson Chi-Square	4.951 <sup>a</sup>	4	.292
Likelihood Ratio	5.827	4	.212
Linear-by-Linear Association	3.157	1	.076
N of Valid Cases	100		

The P-value is less than 0.05. Hence the null hypothesis is rejected at 1% level of significance. Therefore, there is a no significant association between Gender and Brand of car Currently using and also 27 Male respondents were using Others brand of cars.

**TABLE NO. 7**  
**ANALYSIS OF VARIANCE TOWARDS GENDER WITH OTHER FACTORS FOR PREFEREING**  
**VARIOUS BRANDED CARS**

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
State the reason to prefer the branded car	Between Groups	.114	1	.114	.165	.685
	Within Groups	67.526	98	.689		
	Total	67.640	99			
Importance of having a car in your personal life	Between Groups	.140	1	.140	.170	.681
	Within Groups	80.860	98	.825		
	Total	81.000	99			
Owning a car gave separate status in society	Between Groups	.305	1	.305	.470	.495
	Within Groups	63.735	98	.650		
	Total	64.040	99			
Main specification that is Not Available in your car	Between Groups	3.200	1	3.200	3.530	.063
	Within Groups	88.840	98	.907		
	Total	92.040	99			
Manufacturing defect in your vehicle	Between Groups	.202	1	.202	.904	.344
	Within Groups	21.908	98	.224		
	Total	22.110	99			

The above table indicates that the ANOVA test is applied to compare the mean values of Gender with various factors. State the reason to prefer the branded car ( $F = 0.165$ ) ( $P = 0.685$ ) Importance of having a car in your personal life ( $F = 0.170$ ) ( $P = 0.681$ ), Owning a car gave separate status in society ( $F = 0.470$ ) ( $P = 0.495$ ), Main specification that is Not Available in your car ( $F = 3.530$ ) ( $P = 0.063$ ) and Manufacturing defect in your vehicle ( $F = 0.904$ ) ( $P = 0.344$ ). The p – value in the ANOVA table is less than 0.05; there is a statistically significant relationship between the variables at the 95.0% confidence level. Hence Main specification that is Not Available in your car have insignificant relation; all other variables have significant relationship.

**TABLE NO. 8**  
**GARRETT RANKING.**

**FACTORS INFLUENCED YOU TO BUY THIS CAR**

Factors Included you to Buy this car	Mean Rank	Rank	Inferential Statistics
Desires	6.00	1	$N = 100$ $\chi^2 = 129.87$ $Df = 7$ $P = 0.000^*$ Significant
Aspiration	5.44	2	
Mileage	4.84	4	
Reliability	5.30	3	
Transmission	4.20	5	
Comfort	3.27	7	
Status	3.80	6	
Resale value	3.16	8	

\* $p < 0.01$

In the above table, it can be found that there exists a significant difference towards the Factors influenced to buy this car ( $p$ -value  $< 0.01$ ). It can also be found that the high-ranking factor is “Desires” having a mean rank of 6.00 followed by Aspiration (5.44), Reliability (5.30), Milage (4.84), Transmission (4.20), Status (3.80), Comfort (3.27) and Resale Value (3.16). Hence, it is concluded that the first three ranks to Desire, Aspiration, Reliability and there are the three major factors influenced to buy this car.

## CONCLUSION

Acknowledging the significance of the automotive sector in the current financial landscape, the investigator has examined consumer perceptions and purchasing inclinations about different automobile brands. It is true that today's comforts are yesterday's luxuries and tomorrow's necessities are today's comforts. The car is therefore no longer a luxury in this digital age. All human characteristics are reflected in the preferences and perceptions of consumers while making purchases. Comprehending the purchasing inclinations and perceptions of consumers empowers marketers to make judgments that align with the demands of their target audience. Although precise predictions about customer buying preferences and perceptions are impossible, consumer research activities can aid to some degree in this regard. Therefore, it is sincerely desired that the recommendations made in the study would be taken into account by the authorities. Additionally, the researcher is adamant that if automakers and dealers implement all of the recommendations, they might rise to the top of the automotive industry.

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