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## PERSONALITY FACTORS INFLUENCING THE BUYING BEHAVIOR TO CAR PURCHASE



Mr. Osama Tariq and Dr. Richa Sinha

### ABSTRACT :

**P**ersonality and related factors are important for marketers, but what is personality? Well, one definition says "a person who makes it unique properties and behavior of all internal." Another says that "there is a visible aspect of the characters." The bottom line is, are part of a person's personality and his / her "uniqueness" with related components. They are related to others who come to us through heredity and personal experience. In India, four wheeler (car) is one of the wildest increasing markets in present scenario in the automobile sector, because the customer's observation has changed for purchasing car. In this growing market, Company's launching different types of brand in India, this is doing well in rural and urban Indian market. Due to different brand available in market different customers can have different behavior.

**KEYWORDS :** Personality, Behavior, Car, Brand.

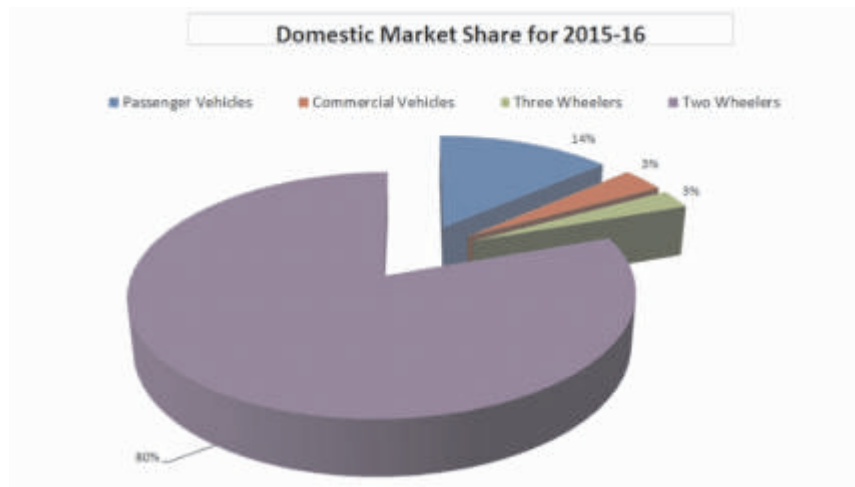
### INTRODUCTION:

Car Business is the most profitable industry today. The availability of land and urban parts of discretionary cash flows and so easy money are the primary drivers of the auto sector, the excess quantity. Support is growing among new players, coming forward and helped Porsche, worldwide to lift the Bentley and Ferrari brands in the Indian market. The result will be useful for organizations that participate in the current and new customers' wishes and auto-correction in their purification market. The effect of auto trading by many national and multinational car manufacturers in the geographical realm of this article, Customer behavior research in Automobile presents a car for customers to explore. Buyers will help advertisers to buy the right understanding of behavior to promote the market. Indian auto business has examined the civilian car industry and found that all units have different needs in each section of the purchase, where the fundamental driver is required to buy additional cash care cash, skill driving and complete customer rank; Although the customer is largely dependent on brand image or surveillance to focus on quality, focus on checking documents, purchasing selection process from passenger car area And the operation of some components of the Auto's package, for example, and its relation with the small children's back section, part Sedan square, SUV and luxury car parts and part of the MUV.

The Indian four-wheeler (CAR) industry is the world's largest industry. In the industry, passenger vehicle (PV) division is only 14 percent market share. A two-wheeler segment with market share of 80 percent is the leader of the Indian automobile market. India has the fifth largest passenger vehicle and commercial vehicle market in the world.

Sometimes you ask yourself the question: Do you go for a brand new car, or a used car? What does it do? What should we consider? Or, whom do you listen to? These questions are part of a never-ending debate that

hinders customer behavior and decision making. There is no exception these are the some buying car problems facing by the customer.



Source: [http://www.spareaze.com/indian-four-wheeler-industry/#\\_edn1](http://www.spareaze.com/indian-four-wheeler-industry/#_edn1)

#### Four Wheeler Manufacturing Hubs in India:

1. Bengaluru-Chennai and Hosur in the Southern India
2. Mumbai-Pune-Aurangabad and Nasik in Western India
3. Kolkata and Jamshedpur in Eastern India
4. Gurgaon-Delhi and Gurgaon in Northern India

#### There are different reasons for the growth of Indian Auto Market...

1. For four wheelers (car) the road should be good and in India now a days the highway infrastructure are improved well.
2. To purchase a car financial position should be good but now days in India car financial option are available from different financial institution and in some cases the car organization are providing the financial option with minimum rate of interest.
3. As Indian economy is growing very fast along with that people's income source or the financial condition is also growing it means people have more disposable income as economy is growing.
4. Automobile industry is growing very fast which make the effect on service, now a days each and every company is trying to provide good customer service, due to that people are thinking about the availability of service center and spare parts in nearby area.
5. Also increases the need of mobility due to urbanization and holiday travel.

#### RELATED LITERATURE REVIEW:

When the market starts to become customer-centric, customer behavior can be seen rapidly. Customers pay close attention to the market from the perspective of finding, buying, using, evaluating, and disposing outside of product or service to meet their needs. This study of customer activity is called the behavior of the customers. Despite various types of products or services, ideally, the differences in purchasing some similarities and causes, decision-making process and buying behavior.

Prasanna Mohan Raj, studied the factors that affect customer preferences of SUVs and MUVs. Data has been collected through data interaction and customer intercept survey using the questionnaire. Descriptive analysis has been used to understand the data change and to use factor analysis to identify the factors that affect the customer's preference. Based on the findings of the study, the priority of a given brand can be explained on

the basis of six factors such as product credentials, monetary factors, transgenic appeals, frequency of non-pricing advertisements offered, credibility and customer sentiment or organization of brands. While simulating the products in the SUV segment in the automobile market, market needs to be considered in order to consider these factors.

Venkatesan (1996) has proved that people make a buying decision when the buying decision made high value, high participation product. It is important to know that automobiles are physically rotated and trying to remember, that it is important to know what factors affect the people before making purchasing decisions of a car.

Rumita Verma, Shubhaktana Rathod studied the luxury car segment. Research and studies have shown that the luxury car market is growing at a fast pace of 25% because landing cars have entered the Indian car market. Luxury cars are preferred by HNI (High Net Worth Individuals) HNI wants to separate itself from the crowd for various reasons. Price has been raised on the increase in customer's account, especially design, quality and happiness for the sudden movements of India's luxury car market.

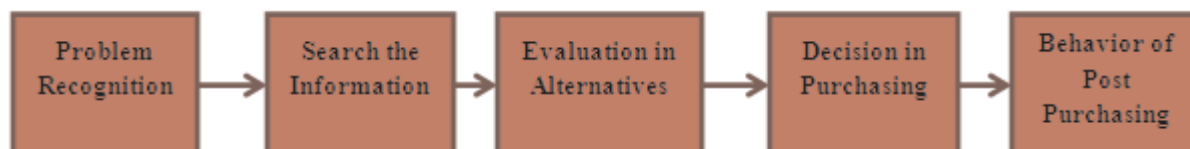
### SEGMENTS OF INDIAN CARS:

In present days Indian car industry is on the high level and largest car manufacturing industry in the world. The growth is of 4.16 percent in April-March 2017 as compared to the same period last year that is April-March 2016. As India is a developing economy with relatively low GDP per capita, the Indian Automobile industry is dominated by 2-Wheelers which comprise of 77% of the overall market. Passenger (car) vehicles are the 2nd largest segment of the industry with a share of 15% and commercial and three wheelers comprise of 8% of the market share. Following are the classification of car vehicle...

- Passenger Car
- Micro Car
- Mini Car
- Compact
- Super Compact
- Premium
- Executive
- Premium
- Couple
- Luxury
- Utility Vehicle

### PROCESS OF PURCHASING/BUYING DECISION

In case of buying the car every human being always consider the buying process, it may be knowingly or unknowingly and it is important to get an insight into the process of buying/purchasing itself. It is different stages process of customer's decision to purchase a car or any product. It's fairly complex behavior of vehicle purchasing or buying, as compare to buying motorcycle (bike) buying a car implies a great close of social and or emotional or psychological involvement. Due to that the customer will passage each stage of buying/purchasing decision making process.



**1. Problem Recognition:** In this process the customer buying behavior start when customer realize the problem or the need of buying the car or any product. When customer find out the different between actual requirement and the desire requirement of buying/purchasing a car then we say the problem is recognized and when we

realize the problem we use to try to resolve the problem. Once we recognize the problem then next question is how to resolve.

**2.Search the Information:** when the customer recognize the problem then customer will try to collect more information about the car or any product he/she want to purchase. Collecting the information is nothing but to learn more about the purchasing car brand and other competitive or compared car or product brand that compete the market and their features and characteristics. This information may include search external or internal source information. External search means collecting information from sources such as sources and books, magazines, automobile goods, vendors, dealerships, friends and test-drives. Customers may also use your long-term memory or internal information search. In fact, customers consider purchasing a true car; they have to deal with information from advertisements, television programs and articles. According to Abramson and Desai, the purchase of a car is so important that customers are constantly sending messages about the car, as a result, at the time of actual research, the customer does not pay extra attention to the car's information. Moreover, Abramson and Desai found that the purchase of the car is a high-level action; real-time research behavior is shown with little effort.

**3.Evaluating in Alternatives:**How do customers process brand branded competitive brand information and evaluate value? Unfortunately all customers have not had any single, simple evaluation process implemented by a customer in all circumstances of the purchase. An effective approach, however, is to make knowledgeable movement and rationalization in the evaluation process. In this view, a customer is trying to solve the problem and finally meets his needs. In other words, he / she will find solutions to solve the problem through the product. Customers look at products with products of specific features that deliver such benefits. In this way, the customer inspects the bundle of attributes with different levels of ability to solve problems for each item to meet its needs. Differences between needs, benefits and attributes are very important. A useful way of organizing relationships between three people is the graded one. From financial properties, the price of a purchase is the first factor in which the customer has to take into consideration when buying a car. Borgsteady and Van Tatannhave (2004) are saying that customers define the fixed price range in which they have the right to own the car. More specifically, the client determines the maximum price for advance money because the car can not be purchased. This maximum price determines which type of vehicles the customer will choose. The price of the purchase will be irrelevant to those customers who earn a large amount of money while choosing cars. Another important criterion is the operating cost. Operating expenses include maintenance cost and fuel costs. According to OIVO (2004), fuel consumption is a very important factor in the car because they were found that during the purchase of a car, the cost of fuel consumption is based on the comparison of certain types of vehicles to the consumption of fuels between certain types. Price analysis per kilometer Importantly, the idea of fuel costs will be taken into consideration not only due to environmental issues but also for fuel costs.

**4.Decision in Purchasing:**Now the stage comes to take the decision to buy the car or require product. To actually implement the purchase decision, though, a customerwishes to select both which he has decided where to buy that brand so that he can solve the problem. There are, in fact, three ways these decisions can be made: 1) simultaneously; 2) item first, outlet second; or 3) outlet first, item second. In many situations, customersinvolve in a simultaneous selection process of stores and brands. Once the brand and outlet have been decided, the customer moves on to buying the car.

**5.Post Purchase Evaluation:**Post-purchase evaluation processes directly affect the type of decision-making decision process. Here is the level of participation involved in purchasing directly related customers. Purchase purchases are often called "concerns of purchase or level of coverage", and how broadly the customer determines how much information is made in making a purchase decision. Purchase participation is seen as consistency (at least high), it is helpful to consider two extreme cases here. Let's buy a specific product brand (buy all). There is a very low buying position for him / her to buy, and he / she is not likely to find and evaluate the detailed information of the product. In such cases, customers limit buying and selling prices in addition to buying and / or disposing of the cost of buying and selling, and generally retain the motivation of high level repetition purchases.

#### CUSTOMER BEHAVIOR CLASSIFICATION:



Customer behavior is a combination of Economic, Technological, Political, Cultural, Demographic and natural factors as well as his own characteristics which is reflected by his attitude, motivation, perception, personality, knowledge and lifestyle. Marketers can rationalize their existence only when they are able to understand Customer behavior. From study it was envisaged to classify these behavior parameters under broad categories – Economic, Social, Demographic, Geographic, Psychological, and Product & Technology. The four types of customer buying behavior are:

**1. Regular Response / Programmable Behavior** - Low-cost items were bought by purchasing less associated; Very little research and decision making is needed; Almost bought automatically.

**2. Limited decision-making** - Rarely purchase a product. When you need to get information about unfamiliar brands in a familiar product range, maybe a moderate amount is needed to collect information. Examples are clothing - product categories but not brands.

**3. Comprehensive decision-making / compiled** high participation, unfamiliar, costly and / or repeatedly purchased products financial / performance / high degree of mental risk. Examples spend a lot of time searching for information and making decisions, including cars, homes, computers, education.

**4. Impulse buying, no conscious planning.**

Based on the analysis it is clear that the increase in disposable income seems to be the most important reason to buy a car. This trend shows the growth of per capita income and the resulting Indian automobile industry growth. Similarly, growing family needs working partners, family size increase, status etc. Adding the purpose of buying a car. At the same time, a particular segment of affordable car rental is the most important factor in buying a car.

Customer Behaviours of various Car sections are as defined below...

#### Mini Car Segment:

It is the second largest basement in the car market, which includes 2-3 significant players of 2 products. The presence of relatively few players in this section is due to extremely sensitive customers. Enabling competitive low-cost products, high volume and thus larger networks are needed. Maruti Suzuki and Hyundai are the major players in the sub-division as they were early accessors and had lower productivity. This segment car is the first car buyer to be the first decision-maker. The M 800, Suzuki Alto, Zhen, Wagon R, Sandro, Spark is the segment car.

#### Compact Car Segment:

This is the largest pervasion in passenger car since 13 companies and 20 products are among the most crowded sectors. But due to the low-cost quality car manufacturing capacity, there are two players in the market - Maruti Suzuki and Hyundai - 50% of the shares are market based on a combined market base. Maruti Suzuki, Hyundai and Tata were the first to enter the sub-region, while Honda became the third-largest player in the eastern suburbs. This has happened because of Honda's high brand equity and competitive pricing. Swift, i10, Jazz, Vista, Beat, Figo, Polo, Micro, Live, Kin, Punto, Pulse etc.

#### Micro Car Segment:

This is the least expensive part, only with the Tata Nano car, although the cheapest car was a serious problem of its initial quality, which damaged its brand image and customer trust. As a result, this segment will get priority for city-wide traffic congestion in which the road is better than two-wheeler.

#### Super Compact:

"Super Compact", is the largest sub-segment, Sedance is included, and 3 box cars have been introduced in the segment. This sub-division is under the domination of Maruti Suzuki and the most affordable carpet Swift Dior has developed on its most compact hatchback car platform. Maruti Suzuki is in the sub-division of the category. In the travel car market, "mid-size" is the fourth largest sub-segment in the market. Also, there are more divider subdivision distributing 14 companies with 11 products. Most players in this segment offer a

product with a compact sub-division or a platform offering a global product. Hyundai is a key component of both engine options such as gasoline and diesel due to the product's competitive pricing in this segment.

#### Executive and Premium Class Segment:

Due to low subdivision blocks, most companies offer global products made using CKDs. The executive and premium category departments are the customer who has Hyundai and Toyota among the leading players in the region; Most of them buy the car before the car, the customer has developed an attitude for the car. An evaluation based on earlier or current experience in this section is evaluated. This customer is the best product performance for the charming style, brand image, acceleration, maximum speed and high horse power. These customers show personality, leadership to the brand for business purposes because most customers prefer this section for business purposes. Car prices, fuel efficiency, and expense of spare costs are secondary. Car interior style such as IP size and end, touch-point of all customers, seat, and steering door handles etc. It is of high importance. Also the exterior style, full appearance, complete paint and security and driving facilities are important in this priority.

#### Luxury and Coupe sub-segment:

These are relatively retail segments, less than 1% of the passenger car market. Almost all the products in these sub-segments are provided with the help of the CBU route (fully built utility), because at least the volumes do not support any localization or local membership. Audi, BMW, Jaguar, Mercedes, Lexus, Porsche, Rolls Royce, have a high-end luxury car as these volumes are known as luxury. The average car price for this segment is Rs. 35 lakhs and 20% Y-O-Y is increasing at an average rate. According to the World Wealth report by CapeGarnini and Merrill Lynch Wealth Management, most countries in the world have increased their HNI (Hi-Net-Value Equative) numbers. So, India has more than doubled - the world's highest compared to any other country. HNI customers are celebrities, business leaders and corporate giants, politicians in urban and rural India. Their views are "Got it? Flant", "Power show", "Image and Extilment" is the common driving factor for this segment of the highest social status in the experienced brand image. The most preferred packages are high quality performance, class quality and high end and customized features.

#### SUV and MUV Segment:

This section is actually based on the length and pricing dimensions in utility segments next to UV1, UV2, UV3 and UV4. In the UV segment, there are Sumo, Safari, Arya, Bolero, Scorpio, XUV500, Zelo, Innova. High-height UV market is limited to Fortune, Prado, Landscaperi, Pajero etc. Economy customers and high end SUVs mainly show the difference in the price of vehicle costs, spare costs and serviceability. The main driving factor of this section is fun, while the presence of roads, egoistic relations. India's economy class SUV has been a good option for rural areas because the product's image is coarse, muscular, rugged and difficult it is related to bad roads. High-end SUV customers are celebrities, business entrepreneurs, politicians who want to be used as car accessory. Due to driving, the entire structure and the exterior style, this segment has high understanding of the car's customers.

#### CONCLUSION:

The customer conduct comprises all human behavior which is to be decided earlier and to purchase. Understanding the emergence of a sudden market can be a comprehension. The client's understanding gives the advertiser the power to take the showcasing option that meets his customer needs. Through study, consumer behavioral determinants and desires, especially financial, mental, political, geographic, statistics and various important sections of the production and technology are. In the advance group of human beings in the primary category, auto manufacturers will be able to adapt their client's behavior to the client's Code of Conduct at the same time. While taking small amounts of auto, customers are thinking about toll, but this piece, as well as the need to redistribute their needs and increased cash pricing, is more likely to be discharged for the purchase of Suzuki Swift 120. Size Fragment Client Center is for comfort, driving and consolation of the meeting.



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