

# Consumer Behaviour on Automobile Products

Varakala Yashwanth<sup>1</sup> and Dr. Aravinda Muddasani<sup>2</sup>

Research Scholar, Chaitanya Deemed to be University, Hanamkonda<sup>1</sup>

Assistant Professor, Commerce and Business Management, Chaitanya Deemed to be University, Hanamkonda<sup>2</sup>

**Abstract:** *The automobile industry of India is one of the largest in the world and growing steadily each year. With the ease of availability of automobile loans, the rise in salary structures and higher buying capacity of the middle income class, there has been a spurt in cars plying on roads. The present paper indulges in studying the buying behavior of cars in India. Apart from the literature review of the concurrent facts and figures, a questionnaire survey was conducted to understand the various factors that influence the decision in purchasing cars in India. A questionnaire survey was designed in Google forms and sent to people using different tools like e-mail, WhatsApp, Facebook, etc. For those who were not well versant with these tools a hard copy of the questionnaire was provided to them for filling up. The results of the survey were analyzed statistically and are presented here.*

**Keywords:** Consumer Behaviour, Automobile Product, automobile industry, income class.

## REFERENCES

- [1]. Ahmad, M.F.B., Khedir, M.H.A.M., Wei, C.S., Nor, N.H.M., Hassan, M.F. and Hashim, F.B., 2017. Comparative Study of Critical Attributes towards Purchasing Decision between National and Foreign Car in Malaysia. In Proceedings of the 3rd International Conference on Industrial and Business Engineering, 6-9.
- [2]. Ahmed, S., 2014. Bangladeshi Consumers' Purchase Intention toward Global Brands over Local Brands. Journal of Developing Country Study, 4(26), 1.
- [3]. Aldmour, R., Hammdan, F., Dmour, H., Alrowwad, A.A. and Khwaldeh, S., 2017. The effect of lifestyle on online purchasing decision for electronic services: the Jordanian flying e-tickets case. Asian Social Science, 13(11), 157-169.
- [5]. Alom, R. 2020. Interview of Marketing Manager. 16 May 2020. Pragoti Industries Limited.
- [6]. Amron, A., 2018. The influence of brand image, brand trust, product quality, and price on the consumer's buying decision of MPV cars. European Scientific Journal, ESJ, 14(13), 228.
- [7]. Anderhofstadt, B. and Spinler, S., 2019. Factors affecting the purchasing decision and operation of alternative fuel-powered heavy-duty trucks in Germany—A Delphi study. Transportation Research Part D: Transport and Environment, 73, 87-107.
- [8]. Bento, A., Roth, K. and Zuo, Y., 2018. Vehicle lifetime trends and scrappage behavior in the US used car market. The Energy Journal, 39(1).
- [9]. Bhalla, P., Ali, I.S. and Nazneen, A., 2018. A study of consumer perception and purchase intention of electric vehicles. European Journal of Scientific Research, 149(4), 362-368. BIDA. 2019. Sector Profile: Automobiles, Motorcycle & Parts Industries. Available at: [bida.gov.bd/wp-content/uploads/2019/08/Sector-Profile-Motorcycle-Parts.pdf](http://bida.gov.bd/wp-content/uploads/2019/08/Sector-Profile-Motorcycle-Parts.pdf). Accessed 3 June 2020.
- [10]. Brand, C., Cluzel, C. and Anable, J., 2017. Modeling the uptake of plug-in vehicles in a heterogeneous car market using a consumer segmentation approach. Transportation Research Part A: Policy and Practice, 97, 121-136.
- [11]. Chitra, S. and Malarvizhi, M., 2018. A study on Consumer Reaction on Passenger Car Tyre Selection in Theni. International research journal of management, IT and social sciences, 5(2), 64-68.
- Chowdhury, M., Salam, K. and Tay, R., 2016. Consumer preferences and policy implications for the green car market. Marketing Intelligence & Planning.