Consumer behavior of women towards purchasing decision on passenger cars

DR. MAHESH V.J.[1], DILIP KUMAR.[2]

[1]Associate Professor, Saveetha School of Management, Saveetha Institute of Medical and Technical Sciences, Saveetha University, Chennai, Tamil Nadu, India.
[2]MBA Student Saveetha School of Management, Saveetha Institute of Medical and Technical Sciences, Saveetha University, Chennai, Tamil Nadu, India.
Email ID: mahesh.ssm@saveetha.com, dilipkumar24mvm@gmail.com

Abstract: The present study focuses on the purchasing behaviour of women towards cars. The study examines the factors which influence women buyers while purchasing a car. Women are prone to various factors while purchasing any automobile, such as driving comfort, performance, after sales service, opinion from their friends, parents, partner, and colleagues. The survey has been conducted in analyzing women consumers preferences on purchasing a car. Data collected among 100 women respondents from different fields. This study attempts to understand the buying decision process of women individually or in group. The main aim of the study examines the preferences of women while purchasing a car. This survey will be helpful for the automobile industry and others who like to study the purchasing behaviour of women consumers.

Keywords: purchasing behaviour, women consumers, buying decision, preferences, innovation

INTRODUCTION

The Indian automobile industry is the fourth biggest in the world with a yearly turnover of $100 billion and utilizes 32 million individuals. The bike business in India is the biggest on the planet. India is additionally the biggest farm truck maker and the eight biggest business vehicles producer on the planet. The car segment as of now contributes around 50 percent of the assembling total national output (GDP) in India, 26 percent of the business GDP and 7.1 percent of by and large GDP, up from 2.7 percent in 1992-93. The area contributes roughly 13 percent of extract income to the government. The all-out interest in this part is around $40 billion in the most recent decade. The time of 2001-2010 saw a compounded yearly sales development of 15.67 percent, which included 10 percent exports. The yearly development of exports was 23 percent from 2000 to 2015 because of steady government support. In 2019-20, in any case, the area confronted inconveniences in keeping up deals and benefit numbers on quarterly and even yearly premises. In August 2019, there was a 35.9 percent drop in homegrown deals for market pioneer Maruti Suzuki with 94,728 units being sold because of quelled market certainty, slow monetary development and emergency in the non-banking money related organizations (NBFCs). During march 2020 numbers showed the impact of lockdown because of the COVID-19 pandemic. The recent month of the financial year is typically the exact time frame for stock clearance for the industry.

The rapid growth in employment among women to a far more extent of women are employed in less good paid divisions, yet women are making advances in the higher echelons of business and as entrepreneurs. Uniqueness stays the extent that paces of pay for women are concerned, yet Key Note has recognized patterns and report discoveries that help the view that women are increasing a far more noteworthy portion of the advantages because of a wide scope of factors. The women need to set up freely and gain their own benefits at a youthful age. They have such a large number of requests on their time and continually shuffle clashing needs; work, home, and family. Scarcely any organizations have reacted to their requirement for efficient arrangements or for items and administrations planned explicitly for them. The fact that women control spending in many classifications of buyer products, an excessive number of organizations carry on as though they had no state over buying choices.

Factors influencing the purchasing behaviour of women are brand and cost. Naturally, every brand is perceived differently by each woman consumer. Before picking a brand, women assess the brand as far as its market reputation, reliability, fabricate quality, mechanical advancements, proprietorship issues, etc. Safety is one of the primary worries that women need an addressal of with regards to choosing a vehicle to buy. Women are happy to try and pay somewhat more if the highlights give better confirmation of safety, as against one that doesn't. Women are very much aware that performance is the main factor of a simpler, smoother and more fun driving experience. Be it the performance, force, durability or fuel efficiency, women take into the consideration of all those significant factors.

Value for money is a need for women in such choices. In the event that the vehicle is justified, despite all the trouble, they wouldn't mind spending some additional cash on the buy. In any event, with regards to buying a used model, women usually prefer dealerships and don't over quote pointlessly. In such cases, they are bound to purchase a vehicle that falls inside their financial plan, and has adaptable installation plans and reasonable vehicle financing alternatives. Indeed, these reasons have prompted women being considered as more normal purchasers than men who will in general act indiscreetly during such circumstances.

Women around the globe are presently very much familiar with luxuries like programmed transmission, GPS route, Anti-lock braking, rear parking camera, run flat tires, and voyage control, among others. Along these lines, women focus in on a vehicle upon an inside and out exploration of and constant study of their ideal highlights, rather than simply the outside.It's implied, yet style is among the significant integral components for women with regards to a car buy. So as to settle on an educated choice, women try to know not just about wellbeing, cost-adequacy, features, and performance, yet additionally vehicle models and colours. Women are exceptionally specific about the sellers' believability and the notoriety they hold with regards to a vehicle buy. In specific cases, women might be searching for exchange choices wherein they could sell their recently possessed vehicle to fund the one they need to purchase. Through such all-around educated choices and style in the driver's seat, women are effectively achieving an adjustment in the overall standpoint with such spirit. Our research idea is based on the rich knowledge acquired by our peer teams across the university.(A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiqc, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014) This study tried an attempt to have a focus on the purchasing behavior of women towards cars and the following objectives are considered; study the purchasing pattern, factors influencing them to purchase a car and decision making.

REVIEW OF LITERATURE
Giligan made a study to establish there is a difference in factors between men and women in buying a vehicle. This research theorizes that women have a better communication style in purchasing vehicles compared to men (Giligan, 1982). Punj and Staelin discovered from their study that fulfilment was impacted more by cost saving than by the substance of the inquiry cycle (Punj and Staelin, 1983)

Chodorow concluded a study and found that the purchasing process of a vehicle involves a high level of communication. This research theorizes that women have a better communication style in purchasing vehicles compared to men (Chodorow, 1989). Calás and Smircich tried an attempt to carry attention to the constraints and absence of objectivity in techniques for research that are designed chiefly for male examples of conduct and neglected to represent sexual orientation as a variable (Calás and Smircich, 1989)

Widgery and McGaugh found from their study that women are more concerned about safety, fuel economy, warranty and service (Widgery and McGaugh, 1993). Triplett concluded from his study findings that women have more salient features to choose a product especially in automobile than men such as reliability, warranty, length and fuel consumption (Triplett, 1994). Ayres and Siegelman concluded from their study that it is a result of individual inclination with respect to those selling the vehicles that the women pay more (Ayres and Siegelman, 1995)

Goff et.al., found that a client orientated selling approach expanded for first-class buyers like vehicles, and expanded fulfillment with the sales representative expanded the fulfillment with the seller, the vehicle, and the manufacturers (Goff et al., 1997). Dernovsek said that research have highlighted that women are more salient than men in factors such as reliability, warranty length, and fuel consumption (Dernovsek, 2000).

Popcorn and Marigold concluded from their study that women focus more on few standardised reputations like the trustworthiness, honesty, moral behaviour, and people group give-back to purchase some. The details never make a difference if a proper relationship is not set up first (Popcorn and Marigold, 2001)

Srivastava et.al., stated from their study that women are equally shining up in their profession as men. So, purchasing decisions also had been changed. Women's influence on purchasing has become a vital part (Srivastava and Anderson, 2010). Thiripurasundari and Natarajan did a study with an objective to portray the estimating models of Brand Equity pertinent to the Car Industry. The after effects of the study indicated that brand inclination and brand dependability assumed a significant part in making brand value (Thiripurasundari and Natarajan, 2011). Aravinth had done a study and found that in Coimbatore city, the clients only consider the trading of old products to the new merchandise. The study additionally inferred that clients were generally pulled in by the celebration season offers (S and Aravinth, 2012)

Aarti discovered from a study that organizations spent an enormous sum on promotions.. The outcome demonstrated that there was a critical connection among promotions and the decision of the brand (Aarti, 2013).

Kumar and Others led a review-based exploration in northern conditions of India to know the significance of fascination while purchasing a vehicle. This exploration affirmed that wellbeing, looks, shape, highlights and inside picture generally impact the purchasing choice of vehicle purchaser (Kumar and Others, 2014)

Lee and Govindan, found that vehicle's dependability factors execution of vehicle, save parts and brand unwavering quality most significant factor which impact the purchasing choice of vehicle. Their discoveries show that vehicle's client in Kuala Lumpur generally lean toward the low value vehicle while they settle on buy choice (Lee and Govindan, 2014)

Rajireddy and Ravinder, their study additionally affirms that training, capability and sexual orientation emphatically impact the brand inclination of vehicles (Rajireddy and Ravinder, 2016).

Pooja et al., in their study on the buy disposition of metropolitan working ladies. It was found from the investigation that there was a huge distinction in the purchasing conduct of working ladies relying upon the kind of association they worked (Pooja et al., 2018)

RESEARCH METHODS

The descriptive research design is used in this study. Sampling techniques used in this study is convenience sampling. The data collection method used in this study is a questionnaire method. The items in the questionnaire are measured using a five-point Likert scale. The data was collected from 100 respondents. The collected data is analysed using SPSS version 23. The collected data were classified, tabulated, analysed with some of the statistical tools such as frequency analysis, mean, ANOVA and regression analysis.
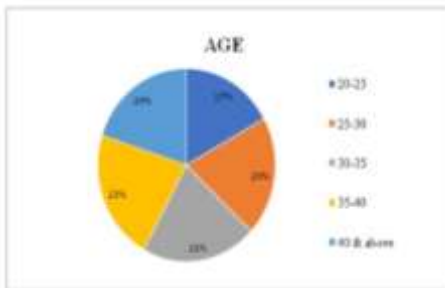
FREQUENCY ANALYSIS

Figure 1 shows age of respondents. 22% age group lies between 35-40, 21% between 30-35, 20% are belong to 40 and above, 20% between 25-30 and 17% are between 20-25.
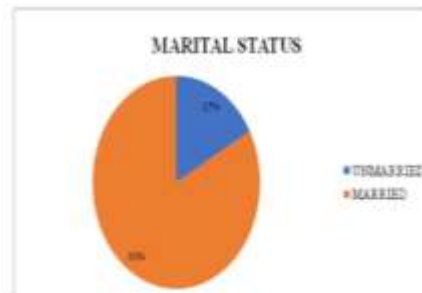

Figure 2 shows marital status of respondents. 83% respondents were married and 17% respondents were unmarried.
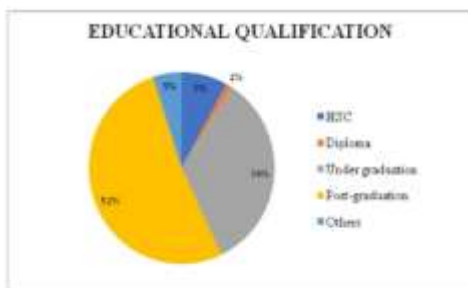

Figure 3 shows educational qualification of respondents. 52% respondents were Post Graduates, 34% respondents were under Graduates, 8% government employee, 5% respondents were diploma and 1% respondents were others.
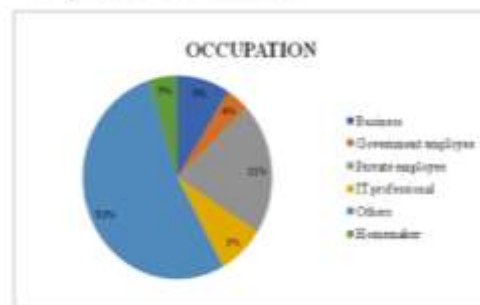

Figure 4 shows occupation of respondents. 53% respondents were IT professionals, 21% respondents were private employees, 9% respondents were business women, 8% respondents were government employees, 5% respondents were home maker and others 4%.
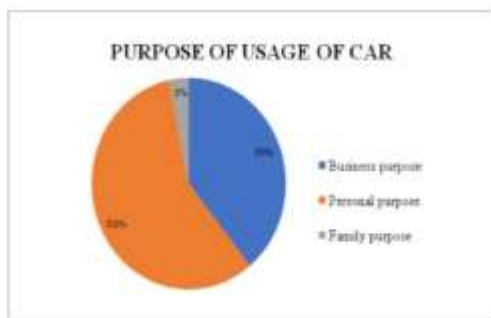
Figure 5 shows purpose of usage of car. 58% respondents use car for family purpose, 25% respondents use car for Personal purpose & 17% respondents use car for business purpose.
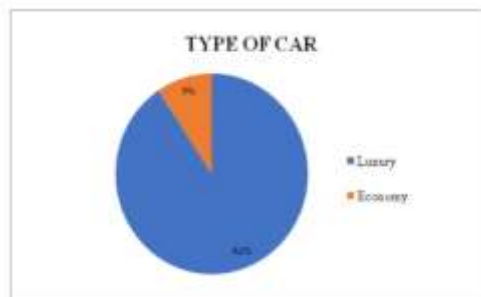
Figure 6 shows type of car used by the respondents. 69% respondents prefer economy type cars and 31% respondents prefer luxury type cars.
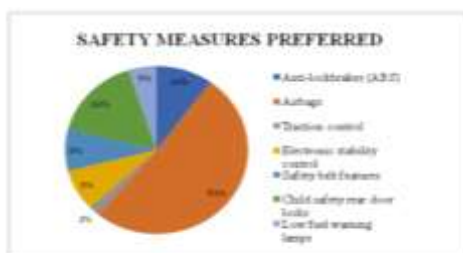

Figure 7 shows safety measures preferred by the respondents. 51% respondents prefer airbags, 16% respondents prefer child safety rear door locks, 10% respondents prefer followed by anti-lock brakes, 8% respondents prefer electronic stability control and safety belt features, 5% respondents prefer Low fuel warning lamps and 2% respondents prefer traction control.
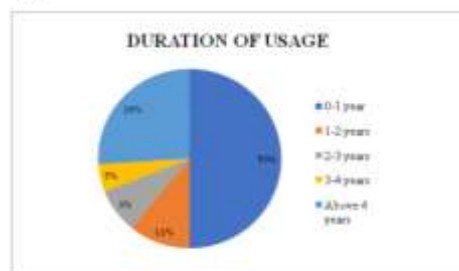
Figure 8 shows duration of usage of car by respondents. 50% of respondents car usage lies between 0-1 year, 26% of respondents car usage lies above 4 years, 11% of respondents car usage lies between 1-2 years category, 8% of respondents car usage lies between 2-3 years and 5% of respondents car usage lies between 3-4 years category.

Figure 9 shows price range of cars preferred by respondents. 29% respondents prefer a price range of 2.5–4.5 lakhs, 27% respondents prefer a price range of 4.5-6.5 lakhs, 19% respondents prefer a price range of 6.5-8.5 lakhs, 15% respondents prefer a price range Above 10.5 lakhs and 10% respondents prefer a price range of 8.5-10.5 lakhs.
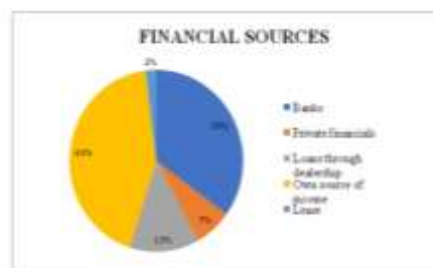
Figure 10 shows financial sources adopted by respondents for purchasing car. 43% respondents are adopting their own source of income, 35% respondents choose banks, 13% respondents adopt loans through dealership, 7% respondents adopt private financials, and 2% respondents adopt lease.

Table 1: Mean Analysis on factors influencing on purchasing behavior of women

S.NO	Factors	MEAN	RANK
1	Availability of spare parts	4.18	5
2	Driving comfort	4.51	1
3	Performance	4.29	3
4	Fuel consumption	4.37	2
5	After sales service	4.20	4
6	Advanced Technology	4.00	6
7	Resale value	3.70	7
8	Your partner	3.44	9

9	Friends	3.63	8
10	Daughter / son	3.02	11
11	Parents and relatives	3.06	10
12	colleagues	2.54	12

It is noticed from table 1 it is evident that the component driving comfort variable possesses the highest mean value followed by other variables such as performance, fuel consumption, availability of spare parts, after sales service, advanced technology, resale value, partner, friends daughter/son, parents and relatives, and colleagues. So it is implied that purchasing behaviour of women mostly influenced based availability of spare parts and driving comfort followed by other factors.

Table 2: ANOVA ANALYSIS

S.NO	FACTORS	F-VALUE	SIGNIFICANCE
1	Purchase source vs age	1.788	0.138
2	Purchase behaviour vs age	2.265	0.068
3	Purchase source vs occupation	1.421	0.224
4	Purchase behaviour vs occupation	1.186	0.322

Table 2 shows the one-way ANOVA analysis of age vs purchase source and purchase behaviour and one-way ANOVA analysis of occupation vs purchase source and purchase behaviou. From the analysis it is clear that both the 'p' values of purchase source (0.138) and purchase behaviour (0.068) are greater than 0.05. It is interpreted that there is no significant difference among age with respect to purchase source and purchase behaviour.So age of women doesn't influence the purchasing behaviour of women towards car and also from the analysis it is clear that both the 'p' values of purchase source (0.224) and purchase behaviour (0.322) are greater than 0.05. It is interpreted that there is no significant difference among occupations with respect to purchase source and purchase behaviour. So, the occupation of women doesn't influence the purchasing behaviour of women towards car.

REGRESSION ANALYSIS

Table 3: Model Summary

MODEL	R	R SQUARE	ADJUSTED R SQUARE	SIGNIFICANCE
1	0.320[a]	0.103	0.093	0.01

The above table 3 provides the R and R^2 values. The R value represents the simple correlation and is 0.320[a] ("R" column), which indicates the degree of correlation. The R^2 value (the "Rsquare" column) indicates how much of the total variation in the dependent variable can be explained by the independent variable. The adjusted R square value 0.093which indicates 9.3% of the variance in dependent variable has been explained by independent variables.

Table 4: Anova Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.529	1	4.529	11.206	0.01[a]
	Residual	39.609	98	0.404		
	Total	44.138	99			

The above table 4 indicates that the regression model predicts the dependent variable significantly well. Here the 'p' value (0.01) which is lesser than
0.05. (i.e., it is a good fit for the data).

Table 5: Regression Analysis

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.045	0.345		8.836	.000
	Purchase source	0.361	0.108	0.320	3.348	.001

The above table 5 indicates regression analysis with B & Beta value for the independent and dependent variables which are assumed. As a rule of thumb, we say that a b coefficient is statistically significant if its p-value is lesser than 0.05. From the analysis it is found that purchase source(0.320) has a positive linear relationship with the purchase behaviour.

RESULTS AND DISCUSSION

The respondents of this study preferes economical cars and few prefer luxury cars, depending on the purpose of usage. Those who prefer to have a vehicle on a daily basis prefer to buy economical cars and those who would like to use cars occasionally, prefer to buy luxury cars. Some respondents buy luxury cars for their comfort when

traveling long distances. Niklas.et.al., said that specific characteristics were noticed for the usage of premium cars like more frequent long distance travel, higher frequency of usage of cars etc (Niklas et al., 2019). For safety measures preferred by the respondents shows that the majority of the respondents are preferring airbags, child safety rear door locks, anti-lock brakes and electronic stability control and safety belt features ath the most other than by Low fuel warning lamps and traction control. According to David & Bhanumathi, consumers were more focused on technical features, performance of a car during purchase (David and Banumathi, 2014). It is evident from mean analysis table that the purchasing behaviour of women depends highly on the components such as driving comfort which possess highest mean value followed by other variables such as performance, fuel consumption, after sales service, availability of spare parts, advanced technology, resale value, partner, friend's daughter/son, parents and relatives, and colleagues. Triplett concluded from his study findings that women have more salient features to choose a product especially in automobiles than men such as reliability, warranty, length and fuel consumption (Triplett, 1994).

CONCLUSION

The results discussed above show the perception of women consumers towards cars. Accordingly, it was found that the purchasing behaviour of women is based on their preference, decision making and satisfaction in purchasing a car according to their standards. The variables like purchase source, safety factors, comfortability factors tend to influence the preference of women consumers on their approach towards buying a car. Moreover, the satisfaction of women consumers depends on product aspects and value-added benefits provided for the women for the product they purchase. It can be concluded that our analysis provides important insight on the purchasing behaviour of women. Their purchase behaviour of cars is driven by different factors such as preference, decision making, safety factors, comfortability factors and satisfaction of women consumers. Thus, the result of this study emphasized and further supported the importance of perception of women consumers as an important element of women purchase decisions.

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