

# Factors influencing on buying behaviour of customers

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**Abstract** - In Present Marketing Scenario, the Study of Consumer Behavior has become essential. Consumers are the kings of markets. Without consumers no business organization can run. All the activities of the business concerns end with consumers and consumer satisfaction. Customer behaviour study is based on consumer buying behavior, with the customer playing the three distinct roles of user, payer and buyer. Consumer buying behaviour has become an integral part of strategic market planning. In order to develop a framework for the study consumer behavior it is helpful to begin by considering the factors which impacts on consumer buying behaviour as well as the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline. As described in this article, a set of dimensions can be identified in the literature, which can be used to characterize and differentiate the various perspectives on consumer research. The objective of the research endeavour is to achieve a better understanding of consumer behaviour with the factors influence consumer buying processes. This article aims to identify different streams of thought that could guide future consumer research. This research paper mainly focuses on Automobile (Four wheeler) Customers and their buying behaviour in Greater Noida city. Descriptive type research design used in the study. Sample size is 250 Customers who own a four wheeler. Convenience sampling technique is used in the research. Data is collected through structured questionnaire. Data is analyzed through using Excel and various statistical tools. Findings are derived from the data analysis and required suggestions are given. **Keywords:** Consumer Buying Behaviour, Traditional Perspectives, Rational Perspectives, Cognitive, Traits.

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## Introduction

Consumer behaviour has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers. Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioral sciences in order to understand, predict, and possibly control consumer behaviour more effectively. This Research Paper describes the importance of various factors including lifestyle and its impact on the consumer buying behavior. The main purpose of this article is to identify different streams of thought that could help and guide for future consumer researchers.

## Objective

- To study the Consumer Buying Behaviour
- To Study different factors impacting on Buying behaviour of four wheeler pattern
- To study impact of Media impact on buying behaviour factors
- To Study effect of Product attributes on buying behaviour of four wheeler customers.

## Scope

Geographical Scope of the research is Pune city.

Functional Scope includes Consumer Buying Behaviour in automobile customers , Buying Process amongst automobile customers , to study on factors impacting on buying behaviour and Product features role in buying behaviour.

## Hypothesis

**H<sub>1</sub>**:- Internet is a major influencer in Buying Behaviour of Four wheeler Buyer

**H<sub>2</sub>**:- Product (four wheeler) Attributes Impacts on buying behavior.

## Review of Literature

"Consumer perceptions & Behavior"& concluded that consumer behavior consists of all human behavior that goes in making purchase decisions .An understanding of the consumer behavior enables a marketer to take marketing decisions which are compatible with its consumer needs. These are four major classes of consumer behavior determinants & expectations, namely,

cultural, socioeconomic, personal & psychological. The socioeconomic determinants of consumer behavior consist of age, marital status, occupation, education, income, family size etc. Realizing the important of passenger car industry in the present economic situation research has analyzed the perceptions & behaviors of consumers related to this product. It is said that yesterday’s luxuries are today’s necessities. Hence in this digital world, car is longer a luxury. There are certain attributes of the product which are identified as influencing the purchase decision of & satisfying the consumers.

Veena A & Venketesha,HR (2008) studied dealers performance & venketesha HR (2008) studied dealers performance & customers preference in passenger car marketing in India & concluded that, Indian automobile industry is in cross roads. Stagnation of global automobile giants & their strategies to outsource key components have given Indian automobile dealers & space parts manufacture both an opportunity as well as a challenge under these conditions. The demand in domestic market plays a key role. Indian market for car segment is expanding.

Bhattacharya S,Mitra S (2010) studied the impact of brand on consumer behavior of 100 male & 100 female inhabitants in Kolkata city, After detailed investigation they observed that, the impact of brand on consumer behavior is more significant among the female group than that of the male group. Brand name, Brand loyalty & symbolic meaning were the reasons behind the difference as opined by the respondents selection of products & shopping experience were more predominant among the female group than that of the male group, it was also concluded that the less the monthly income of the family the more the impact of brand on consumer behavior.

Pandey A C & Pandey MK (2013) studied impact of lifestyle on brand preference of buyer behavior & concluded that same of the factors have major role in the changing of buyers behavior. There was a significant relationship between gender & insistence on specific brand by consumers for consumer durables at every purchase, secondly there was no significant relationship between gender & place of purchasing consumer durable.

**Research Methodology**

**Type of Research:** - Descriptive Research

**Research Area:** - Greater Noida City

**Sampling Technique:** - Convenience Sampling

**Sample Size:** - 250

**Data Collection:-**

**Primary Data:** - Through Structured Questionnaire

**Secondary Data:** - By using earlier surveys, magazines, books and websites.

**Data Analysis**

Motivating Factors (Table :- 1.1)

Sr. No.	Factors motivates you for purchase of the car	% No	% Yes	Mean	SD
1	Need of Family	28.68	70.32	0.71	0.45
2	Friends/Associates	65.18	34.82	0.35	0.67
3	Your Status in Society	52.45	47.55	0.48	0.43
4	Image of the company in Market	58.59	41.41	0.41	0.49
5	Price	34.20	65.80	0.66	0.47
6	Colors/Fabric	70.86	29.14	0.29	0.71
7	Any other	93.25	6.75	0.07	0.73

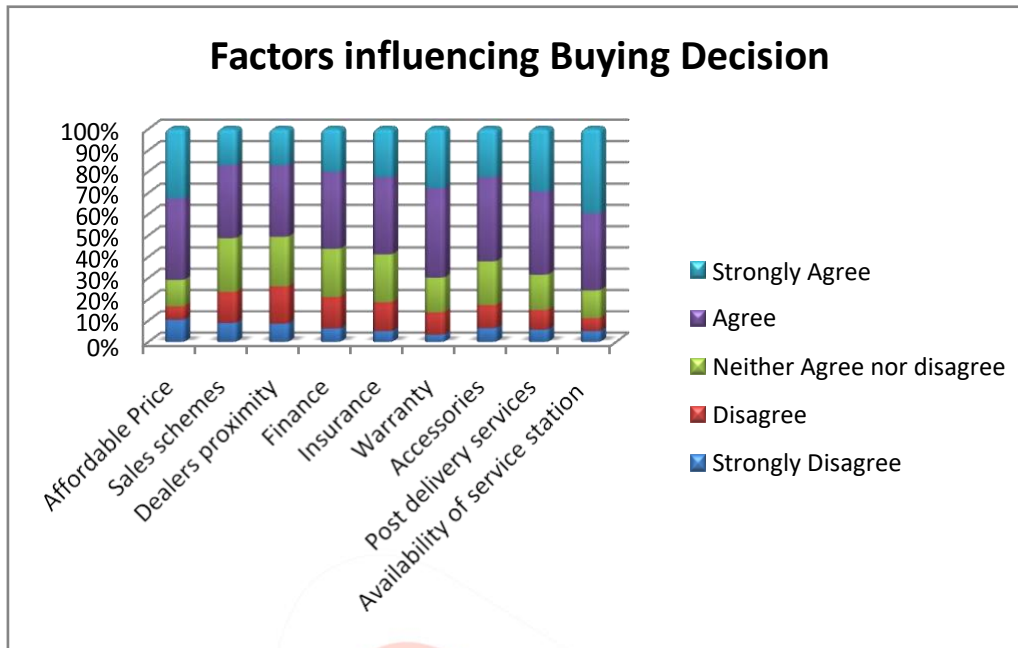
**Interpretations :-** From above statistics it is observed that Family need, Status in Society, Company Brand Image and Price impacts on Buying Decision when Consumer buy a car.

**Factors influences on Buying Decision**

Descriptive Statistics

Sr. No.	Factors influences your Buying Decision	Low	Neutral	High	Mean	SD
1	Affordable Price	16.72	12.42	70.86	3.76	1.26
2	Sales schemes	23.47	25.31	51.23	3.36	1.18
3	Dealers proximity	26.07	23.31	50.61	3.33	1.20
4	Finance	21.17	22.55	56.29	3.49	1.15
5	Insurance	18.71	22.39	58.90	3.58	1.13
6	Warranty	13.96	16.26	69.79	3.80	1.06
7	Accessories	17.33	20.55	62.12	3.61	1.14
8	Post delivery services	15.03	16.56	68.40	3.77	1.14
9	Availability of service station	11.20	13.04	75.77	3.99	1.11

Table :- 1.2



**Interpretation**

Factors influencing Buying Decision are affordable price, warranty, accessories, post delivery services and availability of service station/

**Influence of Media (Table 1.3)**

H<sub>1</sub>: Internet is a major influencer in Buying Behaviour of Four wheeler Buyer

Sr. No.	Media important/influences while buying a car	Low	Neutral	High	Mean	SD
1	Newspaper	20.86	31.44	47.70	3.37	1.12
2	Television	11.50	24.08	64.42	3.73	1.02
3	Auto expo	21.32	22.09	56.60	3.55	1.25
4	Internet	9.05	17.79	73.16	3.97	1.02
5	Radio	38.04	25.00	36.96	2.91	1.31

**Interpretation:** - Media influences while buying a car are Television and internet

Here Amongst five media, Internet is the major media which has greater impact on buying behaviour of customer. Its mean is 3.97 and Standard Deviation is 1.02 which shows that **Hypothesis 1 is accepted.**

**Product Attributes:-**

H<sub>2</sub>: Product (Four wheeler) Attributes Impacts on buying behavior.

**Descriptive Statistics (Table 1.4)**

	Attribute	Low	Neutral	High	Mean	SD
1)	Name / Brand	8.13	16.56	75.31	4.10	1.06
2)	Logo	17.79	24.85	57.36	3.58	1.14
3)	Design	11.20	20.09	68.71	3.92	1.08
4)	Build quality	10.28	17.79	71.93	3.96	1.07
5)	Longevity	14.42	24.08	61.50	3.71	1.12
6)	Technology	10.58	15.18	74.23	4.07	1.08
7)	Safety	5.83	9.66	84.51	4.35	0.93
8)	Price	13.50	16.10	70.40	3.94	1.19
9)	Fuel efficiency	14.11	15.80	70.09	3.94	1.19
10)	Spare Parts	16.72	18.87	64.42	3.77	1.21

**Interpretation**

Preferred attributes of the respondents in the descending order are safety with 84.51%, brand name 75.31%, technology with 74.23%, build quality with 71.93%, price and fuel efficiency with 70%, and design with 68.71%.

It shows that product attributes influences the buying decision of the Four Wheeler. Hence

Hypothesis 2 is accepted.



## Findings

- In Personal Factor Family Need, and Status in Society impacts on buying behaviour.
- In external factor Company Image and Price impacts on buying Behavior.
- In Car related aspects Factors influencing Buying Decision are affordable price, warranty, accessories, post delivery services and availability of service station.
- Specially Price plays an Important role in buying decision as 70% and above respondent says that Price is very important factor which impacts on buying decision.
- In media perspective, 73% Respondent says that Internet influences mostly on buying behaviour than any other media followed by Television advertising.
- Newspaper and Auto expo are not that much effective media as Internet and Television.
- Radio has least impact on car buying decision.
- Product attributes also plays an important role in buying decision.
- Preferred attributes of the respondents in the descending order are safety with 84.51%, brand name 75.31%, technology with 74.23%, build quality with 71.93%, price and fuel efficiency with 70%, design with 68.71%.
- The least preferred attribute in car is the spare parts, longevity and the logo

## Suggestion

- Automobile companies should remember the buying behavior pattern and influencing factors while making the strategies for a product.
- As Indian customers are price conscious, so pricing strategy will have a greater influence in buying behavior. So Automobiles Companies should apply pricing strategy carefully.
- Automobile companies especially Indian automobile companies should focus on safety features as Indian customers started to give high importance to safety features in a car.
- This is the age of Internet where it impacts a lot on buying behaviour. So Automobile companies especially Indian automobile companies should use social medias to approach the target customers.
- Brand factor impacts on buying behavior. Automobile companies should do such marketing programmes which makes a distinct position in to the mind of customers.

## Limitation

- The scope of study was to pune city only.
- Respondent's Unwillingness to respond the questionnaire.
- Due to time and financial reason the research was not conducted across thr Maharashtra state which would have given more result.

## Conclusion

In automobile industry as there is tough competition, Conditions of competition are changing rapidly and companies that strategize and react to these changes promptly and quickly are the most successful. Due to technological developments, physical differences of products have decreased. Differentiation should be made on the meanings products bear instead of on their physical features. The buying process of consumer behaviour is of more importance to marketing practitioners than the consumption process. From a practitioners perspective consumer research is pertinent so as to enable him to understand Factors influencing on buying decision, consumer needs, wants, and motivations and thereby devise the most appropriate mix for his market. Research methodology moves beyond positivism to naturalism (ethnography, semiotics, literary criticism, and historicism) in order to achieve a broader understanding of the impact of consumption on the consumer without any particular intent to change or influence the process. While some outcomes may be significant to marketing practice the overall goal of such research endeavour is to achieve better understanding of consumer behaviour.

The research reveals the factors which impacts on customers buying decision while he purchase or buys a car. Even customers give more importance to the brand, Safety, Price and Product attributes factor while they buy the car. Suggestions for further research include in the area of consumer behavior and brand equity of buying different brands of cars. Especially Indian brands need to focus on various areas like more safety features, advanced technology, and advance communication strategies

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