

**A STUDY ON
FACTOR INFLUENCING THE PURCHASE DECISION
OF MID-SEGMENT PASSENGER CARS WITH PARTICULAR
REFERENCE TO COIMBATORE**

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A PROJECT REPORT

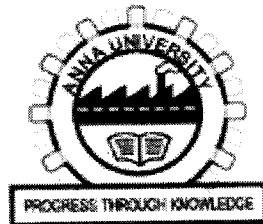
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Certificate

BONAFIDE CERTIFICATE

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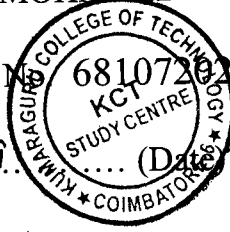
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Abstract

ABSTRACT

Different companies say Maruthi , Hyundai , Fiat , Ford , Chevrolet , Honda etc are producing a large and variety number of Mid-segment passenger cars in the market to increase their revenue and to promote their brand among people. In Coimbatore almost 24 Retail four wheeler outlets are available to sell their product in a efficient way. Since Coimbatore is a developing city and also the standard of people is becoming high , which results in more number of four wheelers especially Mid-segment cars started dominating the market.

Different products available in Automobile industry in terms of four wheeler(Mid – Segment) by different brands are Maruthi-Swift , Hyundai – i20 , Ford – ikon , Chevrolet – Uva , Fiat – palio etc which seems to sell in more numbers rather than other products in the market.

Basically the need of this project is too see what are motivating or driving factors of an individual to buy an Mid-segment cars . To know at what percentage the mid cars are sold compared to luxury cars. Features and specifications attracting the customers to buy their product in large numbers and to acquire the Coimbatore automobile industry in four wheelers. Choice will differ between each individual(Consumer), so to analyze what are they and how they are?

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Introduction

1.1 RESEARCH BACKGROUND

COMPANY PROFILE:

Different companies say Maruthi , Hyundai , Fiat , Ford , Chevrolet , Honda etc are producing a large and variety number of Mid-segment passenger cars in the their revenue market to increase and to promote their brand among people.In Coimbatore almost 24 Retail four wheeler outlets are available to sell their product in a efficient way..Since Coimbatore is a developing city and also the standard of people is becoming high , which results in more number of four wheelers especially Mid-segment cars started dominating the market.

PRODUCT PROFILE:

Different products available in Automobile industry in terms of four wheeler(Mid – Segment) by different brands are Maruthi-Swift , Hyundai – i 20 , Ford – ikon , Chevrolet Uva , Fiat – palio etc which seems to sell in more numbers rather than other products in the market.

1.2 NEED FOR THE PROJECT

Basically the need of this project is too see what are motivating or driving factors of an individual to buy an Mid-segment cars.To know at what percentage the mid cars are sold compared to luxury cars.

Features and specifications attracting the customers to buy their product in large numbers and to acquire the Coimbatore automobile industry in four wheelers. Choice will differ between each individual(Consumer), so to analyze what are they and how they are?

1.3 SCOPE OF THE PROJECT

Similar to two wheelers , four wheelers are playing the major role in everyone family, especially low-level or mid-level passenger cars that provides all the features of a cars resulting in growth of an individual .There are some factors that tends to consumers to differentiate each cars and to see its features and specifications that promotes to buy the Mid-segment passenger cars. The study is also made to find which brand dominates the Coimbatore market and what kind of strategy do they follow or adopt in their product to reach maximum sales. This project would be important for the company/brand in knowing its area to be developed, strengths, opportunities to acquire the market and other influencing factors of its Competitors.

1.4 OBJECTIVES OF THE PROJECT

PRIMARY OBJECTIVE

To study the factors(Money ,comfort ,brand image ,style)that motivates the consumers to buy mid-segment passenger cars.

SECONDARY OBJECTIVES

To identify the rough statistical count of Mid-segment car users .To find which brand dominates the Coimbatore market in Mid-level cars' .To ascertain the difference and advantages between high segment and mid segment passenger cars,.

Literature Survey

REVIEW OF LITERATURE

Those were the days when small and mid segment people use to buy small cars and to feel proud to have one standing outside their door. But now the time has changed, people who can easily go for BMW, Mercedes, Honda CRV, and Skoda are also moving towards the small cars. In fact these are the first one in the race to go, see, consult and finally buy the Small Cars. Big shots really like these mid /small segment cars!!! . So still the question stands that do these Small Cars meant for small/mid Segment or for everyone? . Having a Car of their own is every average income persons dream but now it has become passion of each individual to have one personally.

Those were the days when mid segment Cars in India meant the grand old Ambassador not long ago. Now you have a clutch of cars competing in this mid segment - From Ford Ikon - the modern well built Sedan to the Fiesty Ford Fiesta to the Japanese breed of Honda City, Toyota Corolla, Maruti SX4, Swift and the ageing Esteem - not to mention our Tata stable cars - Indigo. Chevrolet has Optra and Aveo in this segment while Fiat has Palio Stile.

Talking about small cars there are India's biggest car manufacturers which are fighting pitched battles over positioning of their hatchbacks. Maruti Suzuki and Hyundai Motors which have the most successful small cars of the country are locked in a war of words. The new war apparently sparked off after the launch of Maruti Suzuki Ritz. The pricing of the car currently places it in between Hyundai i10 and i20.

While Maruti offers eight small cars, Hyundai Motors offers four hatchbacks - Getz Prime, Santro, i10 and i20. Apart from these new premium hatchbacks like the Honda Jazz, Fiat Grande Punto and Skoda Mini car are making their entry into the

country. The gap between any two models is shrinking fast and the car manufacturers are forced fall into such rivalry to highlight their differences. The battle between the biggest brands is only the beginning of a new trend in the auto industry. On the other hand Tata just launched NANO and figures shows that people has gone crazy for this small wonder and you will be surprised to know that out of front line buyers most of them are Richie Rich. The mid-size car has been the foundation of the American family for years and is commonly referred to as the "family sedan". In general, a mid-size car can seat four adults comfortably and carry their belongings in a comfortable manner. Mid-size cars have always been the staple of the auto industry. As the most competitive car class for manufacturers, there are a wide variety of excellent mid-size cars for you to choose from.

One of the factors that have characterized the impressive growth of Indian automobile market has been the dramatic and positive changes that have earmarked the Indian car landscape. From old Ambys to a range, color and design of Marutis, Opels, Tatas, Hyundais and Toyotas, the Indian car market is surely something to watch on. And here too, the growth of the mid sized cars and the plethora of opportunities in this segment reveal a big, bright future ahead for the Indian mid sized cars . No wonder, the manufacturers of mid sized cars are seizing upon the opportunity and coming up with one new mid sized car model after another. Generally speaking, a mid sized car has six cylinder powerful engines. The specifications vary from one region to another with Europe insisting on a length of 4700 mm while in the US and Canada, it is more than 4800 mm long. In Europe mid sized cars are called " Large Family Cars " while the Australians term them as "Mid Sized Cars." Talking of the Indian mid sized car scene,

some of the popular names include Ford Monedo, Tata Indigo, Hyundai Accent, Maruti Esteem, Opel Astra, Ford Ikon and the like.

The mid sized cars are one of the popular segments in the Indian car sector today. While the entry of Maruti Esteem led to the restructuring of the mid sized car segment followed by the entry of Hyundai's Accent, Opel's Astra and Ford's Ikon, an important development deserves to be illustrated. The customer got a new choice; a mid sized car provided a fine balance between the small car and a big car while taking care of the budget of the customer too. In view of the usual requirements of a typical Indian household that needs more people to be accommodated in the car, a mid sized car gained immediate popularity. The increasing sale of the car models of this segment such as the Esteem, Indigo, Accent, Ikon and Astra is indicative of the development. The quality, fuel efficiency and interiors of the mid sized cars too have undergone significant changes that act as a positive pointer to the future of Indian car market. For more information on Mid Sized Cars please click on the following links:

These days' small cars are gaining huge attention by consumers in India. The entry of various small cars in the recent years witnesses the flourishing small car market. Various factors have catalyzed in pushing the segment popularity. The rise in the fuel price is one such reason. As these cars are affordable and fuel efficient, they easily lure the middle class population of the country. Presently, the market is flooding with small cars like Tata Indica, Maruti Suzuki Alto, Maruti Suzuki Wagan R, Hyundai Santro Xing, Hyundai Santro i10, Chevrolet Spark and more. The small car segment is the most

competitive car segment currently in India. The car manufacturers launch new models on regular basis to surpass each other and capture the Indian market.

Tata Motors cheapest car, the Nano, expected to cost Rs 1 lakh has created a sensation the car industry with its debut in the auto expo 2008. The car is designated as the cheapest car in the world. Many global auto manufacturers are also planning to enter the small car market segments. The coming year will witness a flourishing growth in the small car sectors with the intrusion of auto majors like the Fiat, Ford, General Motors, Honda, Skoda, and Volkswagen. The car industry at present is in the way of investing over Rs 70,000 crore in India and 65% of which is aimed towards small car production sector.

Why small cars are preferred in India?

- Two wheeler users or secondhand car users generally opt for small cars as they are affordable.
- These cars are much fuel efficient when compared to mid-size or luxury cars. The ever-increasing fuel price has affected the manufacturer as well as buyers. When car manufacturers are trying to attract more customers, the consumers are looking for fuel efficient cars. Small cars being a solution to this crisis getting more attention.
- India is famous for congested roads and small lanes, where driving big cars is a hassle. Thus Indian buyers choose small cars for commuting.
- Small cars are more compact and can be maintained pretty well when compared to the other segment cars. They are much reliable in terms of life and also resale value.

India had seen a constant blooming small car market. Now, with the present protuberance of the Nano, India might fortunately become the 2nd largest car market for small cars worldwide. Last year there were around 192,745 passenger cars exported from India. Interestingly, the percentage of small cars exported was higher than the percentage shared in production. Subsequently, there has been a tremendous development in the small car market in India. Hyundai is planning to make India the primary manufacturing centre for the i10 model. Even Maruti Suzuki has plans to set a main centre in India for the manufacture and export of its 'A Star' model, whereas Nissan has proclaimed its intention to make India an export base. In future India has every possibility to be known as the small car hub in the world.» Read more Articles On Maruti Suzuki

» Read more Articles On Small Car

Demand

The demand for cars in the past was supply driven as demand did not match supply. This led to high premium and long waiting periods for the cars. But change in government policies coupled with aggressive capacity additions and upgradation of models by MUL in the early nineties led to increase in supply and subsequently reduced the waiting periods for economy cars. The demand for cars was suppressed by various supply constraints. The demand for cars increased from 15,714 in FY60 to 30,989 in FY80 at a CAGR of only 3.5%. The entry of Maruti Udyog Ltd (GoI-Suzuki JV) in 1983 with a "peoples" car and a more favorable policy framework resulted in a CAGR of 18.6% in car sales from FY81-FY90.

After witnessing a downturn from FY90 to FY93, car sales bounced back to register 17% growth rate till FY97. Since then, the economy slumped into recession and this affected the growth of the automobile industry as a whole. As a result car sales remained almost stagnant in the period between FY97 and FY99. CAGR recorded during the FY94-FY99 period was 14.4%, reaching sales of 409,624 cars in FY99. However, during FY2000, with the revival of economy, the segment went great guns posting a sales growth of 56%yoy. The demand for cars is dependent on a number of factors. The key variables are per capita income, introduction of new models, availability & cost of car financing schemes, price of cars, incidence of duties and taxes, depreciation norms, fuel cost and its subsidization, public transport facilities etc. The first four factors viz, increase in per capita income, introduction of new models, availability & cost of car financing have positive relationship with the demand whereas others have an inverse relationship with demand for cars.

The demand for cars in the future can be estimated with the help of making use of macro economic variables like growth in GDP, per capita income etc. or house hold penetration technique. An attempt is made to estimate the potential demand for passenger cars based on the household penetration level of passenger cars as explained in Annexure 4 of the report. The demand for cars in the future is expected to come predominantly from the existing two-wheeler owners who will be upgrading to a four-wheeler, due to rising income and necessity of car for personal transportation purposes. Therefore, excluding the owners of mopeds, the potential demand for cars in the next fifteen to twenty years can be taken as 50% of the existing two-wheeler population of around 28mn units.

But with the release of new models in the higher end of the economy segment, the supply of second hand economy cars is expected to increase substantially, which will be costing just about two times the price of premium range two-wheelers. This could affect the demand for first hand/new cars. Also, with cross demand from utility vehicles, availability of finance and other factors the above mentioned potential for cars will be difficult to realize. Growth in the segment thus is expected to hover around 15-20%yoy. The dominance of economy segment will continue in the future as it will provide large volume to Indian car industry. This is because a majority of customers for cars will graduate from two-wheelers. The demand for mid-sized and premium cars is expected to rise as new models enter the market, income levels rise and present car owners upgrading from the economy segment to higher end cars.

Supply

The supply of cars in Indian industry till 1991, was dependent upon the production capacity of individual players. The production of cars has increased from 42,475 units to 181,420 units from 1981 to 1991 respectively. The growth in production of cars has varied in the last three decades from just 1% in 1970-80 to 21% in 1980-90 and above 15% in 1991- 96. The table below gives the production numbers of passenger cars in the past few years.

Source : SIAM (excludes the figures related to Daewoo and Honda Siel)

The major increase in production of cars in the 80's was due to the entry of MUL in 1983, which helped increase car production by 20,000 to 30,000 cars per annum till the early nineties. With the entry of MUL, the face of the passenger car industry changed forever. Existing producers who had operated in a protected, high margin environment faced the prospect of not just diminishing market share, but a shift in focus from producing vehicles to selling them. But MUL made use of the opportunity open to its technologically superior product and increased its capacity from 100,000 cars in FY90 to 240,000 cars in FY96 and 350,000 cars in FY98. The opening of economy in 1993, attracted world majors who joined hands with existing auto majors, to start their operations at the earliest. The first ones to enter the field were Mercedes Benz in joint venture with Telco to manufacture E220, E250D models, Peugeot in JV with PAL to manufacture Peugeot 309L, Fiat in JV with PAL to manufacture Fiat Uno. This has helped in increasing the number of models available to the customer from 8 to 30 and hence provided a wide choice to him. This has also helped in reducing the average waiting period and premium on cars, which were a part and parcel of car cost in the eighties.

Source : SIAM

MUL has lost market share during the past two years. From a high of around 80%, it has now come down to 62.2% in FY2000. Offerings from new players like Ford, Hyundai, Daewoo and Telco have captured a substantial market share from MUL. PAL Peugeot and Fiat India, which have commanded a good part of the market in FY97, have

now fallen back on hard times. During FY2000, the passenger car rally was as usual headed by the economy cars. Maruti which is facing a constant threat from Hyundai (Santro) and Daewoo (Matiz), came out with Japan's largest selling model Wagon R. Also, the mid sized segment saw some action signifying its growth potential. The car market which had witnessed a flurry of new launches in the economy segment in FY99, was now party to sleek entrants in the mid sized segment from Hyundai (Accent), Ford India (Ford Ikon), Daewoo (Nexia) and Fiat India (Siena). Also MUL (Baleno) and GM (Opel Corsa) belonging to the higher end mid sized segment also hit the ramp. The constantly escalating competition in the economy segment forced the players into further price cuts. Recently, Maruti lowered the prices of its economy cars by as much as Rs40,000.

RESEARCH GAP :

The major research gaps that were present during the study of literature were, neither of the studies focused on the comparison among the brands of cars , ie high end model cars , low end model cars etc . And the focus of the study was directed towards mid-range cars in specific. This study is being carried out with reference to the factors influencing the mid segment passenger cars in Coimbatore while the major literature survey were made on the mid – segment passenger cars based on their style , comfort , mileage , cost and brand . This is about an research made on the factors influencing the customer to go for mid-segment passenger cars than choosing an high end or high range passenger cars

Methodology

METHODOLOGY

3.1 Type of Project

This is a Descriptive Study where it describes the study on factors influencing the purchase decision of mid – segment passenger cars with reference to Coimbatore. The survey has been made among certain range of people regarding mid-segment cars like UVA, Swift, Getz, Palio, Ikon and the decisions to purchase those cars are described on various aspects.

3.2 Target respondents

The scope of this study is to analyse the factors influencing the purchase decision of mid-segment passenger cars. The study is to be carried out in five sections of the CAR companies such as MARUTHI SUZUKI, FIAT, HYUNDAI, CHEVROLET AND FORD located in Coimbatore. The cars identified by these companies are,

- Maruthi Suzuki - SWIFT
- Chevrolet – UVA
- Hyundai – GETZ
- Fiat –PALIO
- Ford – IKON

3.3 Limitations of the Study

This study is restricted to only Mid-Segment passenger cars and not among all segments. The study may not reveal real facts, since it is being conducted with smaller sample size rather than exhaustive survey and its unique character of every human being to form their favourites. The respondents (samples) were chosen based upon their availability.

3.4 PROPOSED METHODOLOGY

Primary data collected through questionnaires ,Magazines, journals, service rules and regulation annual reports etc, will be utilized for research to carry out the project report . This study is DESCRIPTIVE (Survey type) in nature. The study on Factors such as “Cost, Comfort , Image on the Brand , Word of Mouth etc.,.” that motivates the consumers to go for Mid-Segment passenger cars like SWIFT, GETZ, PALIO, U-VA, IKON and to bring out the statistical collection of data. Research work will be carried out by the use of Questionnaires. The study will be focused on identifying the effectiveness of Human Resource Development practices in the organization. A sampling size of 200 respondents will be taken for this research among all the categories of employees. Since purposive selection of particular units will be involved, deliberate sampling may be used. Convenient sampling may be used for selecting the samples.

The collected data will be classified, analyzed and tabulated. The following statistical tools which will be applied for the analysis:

Percentage

Chi-square

3.5 Method of Data Collection

A specially designed questionnaire is to be employed for gathering information from the targeted respondents which includes the Mileage , Maintenance Cost , Styling and Appearance , Performance of the vehicle (handling and breaking) , Cost of Ownership(initial cost), and Comfort and Luxury ..

3.6 Tools for Analysis

PERCENTAGE ANALYSIS

Percentage refers to special kind of ratio; percentages are used for making comparison between two or more series of data. Percentages are used to describe relationships and are used to compare the relative terms which are distributed into two or more series of data.

CHI-SQUARE TEST

Chi-Square test is one of the simplest and widely used non-parametric tests in statistical work. The quantity of chi-square describes the magnitude of discrepancy between theory and observations. It enables us to conclude whether more than two population proportions can be equal or not. If we classify a proportion into several categories with respect to two attributes, then they are independent of each other or not

Data Analysis &

Interpretation

DATA ANALYSIS & INTERPRETATION

4. Data Analysis

Data analysis is carried out for transforming data with the aim of extracting useful information and facilitating conclusions. The data collected from different sources for the present study is analyzed in this chapter by recording the data and using the appropriate tools.

4.1 Personal profile of the respondents

This section deals with the factors in the personal profile. They are the age, marital status, monthly income of the respondents

4.1.1 Classification of respondents based on Age

Age	Frequency	Percent
18-25 years	81	40.5%
25 - 35 years	101	50.5%
35-45 years	18	9.0%

Inference,

40.5% of the respondents are of the age group Between 18-25 Years, 50.5% belong to 25 – 35 Years and remaining 9% to 35 – 45 Years.

4.1.2 Classification of respondents based on Marital Status

Marital Status	Frequency	Percent
Married	140	70%
Unmarried	60	30%

Inference,

30% of the respondents were Unmarried customers and rest 70% was married.

4.1.3 Classification of respondents based on Monthly Income

Income	Frequency	Percent
10000 - 20000	65	32.5%
20001 - 30000	104	52.0%
30001 - 40000	31	15.5%

Inference,

32.5% of the respondents belong to the income group of 10000 – 20000, 52% to 20001 – 30000 and 15.5% to 30001 – 40000

4.2 Job profile of the respondents

This section deals with the factors recorded in the job profile. They are the type of students , IT employees , Business people .

4.2.1 Classification of respondents with the Type of Customers

Customers	Frequency	Percent
Students	25	12.5%
Software	98	49.0%
Business	77	38.5%

Inference,

Out of the total respondents 12.5% were students, 49% were Software Sector and 38.5% were business people .

4.2.2 Classification of respondents with various brands / cars .

Brand	Frequency	Percent
Swift-Maruthi	60	30.0%
i-20-Hyundai	20	10.0%
Ikon-Ford	40	20.0%
U-va-Chevrolet	35	17.5%
Getz-Hyundai	20	10.0%
Palio-Fiat	25	12.5%

Inference,

30 % of the respondent were using swift, 10% were using i-20,20% were using ikon , 17.5% were using U-va , 10% were using Getz and 12.5% were using Palio .

4.2.3 Classification of respondents based on the factors influencing

Factors	Frequency	Percent
Cost	40	20.0%
Brand	35	17.5%
Style	25	12.5%
Mileage	60	30.0%
Comfort	40	20.0%

Inference,

20% of the respondents seems to get influenced by the factor cost , 17.5% by brand, 12.5% by style,30% by mileage and 20% by comfort .

4.3 Level of Factors influencing the customers on Rating

The level of factors was studied with a set of 6 questions specific to cars in a 5 point scale ranging as Excellent, Good, Satisfactory, Not Satisfactory , Poor . The score was given as 5 for Excellent, 4 for Good,3 for Satisfactory, 2 for Not Satisfactory and 1 for Poor. With the total score obtained from customers with the score ranging from 5-10 were identified to be Low level satisfaction, 11-20 as medium level satisfaction and above 20 to be high level satisfaction. With the total score obtained customers. The statements for this are provided in the appendix. The tabulation of this classification is given below.

4.3.1 Satisfaction Level of the customers

Level of Satisfaction	Number of Respondents	Percentage
High Level	60	30.0%
Medium Level	105	52.5%
Low Level	35	17.5%

Inference,

From the above tabulation, it has been inferred that 30.0% of the respondents were in high level satisfactory, 52.5% with medium level and the remaining 17.5% with low level of satisfaction.

Relationship between the types of cars and the Type of factors.

ANOVA is used for carrying out the analysis to identify if the level of factors varies with the type of the Mid-segment cars.. Since there is a change in the different factors such as cost , brand , style , mileage differs for each cars.

The Six different type of cars follows different factors attributing the customers to go for purchasing mid-segment cars. Taking these factors into consideration ANOVA study is carried out to identify if there is a change in the types of cars and the type of factors. The hypothesis is set as

Null Hypothesis (H0): There is no significant difference in the types of cars and the type of factors .

4.3.2 Level of factors influencing Vs Type of Mid-segment cars

Degree of Freedom	Mean Square	F Value	Significance
25	.472	.944	.502

Inference

The calculated F value .944 is less than the critical value 1.70. Hence Null hypothesis is accepted.

Thus it is inferred that there is no significant difference in the types of cars and the type of factors.

4.4 Reasons for factors influencing

The reasons of factors basically influencing the customers to go for Mid-segment cars are by Cost , Comfort , Price , Mileage , Brand. Different cars from different images have their own style of coming up with their products but some of the basic features of cars are same such as fiat engine which is available on almost of all the cars mentioned above.

Relationship between the Reasons of Factors and the Type of Cars.

The reasons for factors can differ with the mid-segment since the different follow a different design pattern of production. ANOVA study is being carried out to identify if

the reasons of factors which has more influence varies among the different car with the hypothesis being set.

Null Hypothesis (H0): There is no significant difference in the effect of factors over the customers looking for different mid-segment cars.

4.4.2 Reasons for factors Vs Type of Cars.

Degree of Freedom	Mean Square	F Value	Significance
4	.011	.21	.999

Inference

The calculated F value .21 is less than the critical value 3.32. Hence Null Hypothesis is accepted and inferred that there is no significant difference in the effect of factors over the customers looking for different mid-segment cars.

5.0 Relationship between the Demographic Profile and the factors for consumer to buy cars.

Chi Square test is being carried out to identify the relationship between the factors in the demographic profile such as Age, Income and Marital Status has influence over the consumers to go for Mid-segment passenger cars.

Null Hypothesis (H0): There is no significant difference in the Demographic Profile and the factors for consumer to buy cars.

5.0.1 Demographic Profile Vs factors influencing

Factors	Degree of Freedom	χ^2 Value	Result
Age	4	22.719	Rejected
Income	4	24.451	Rejected
Marital Status	2	13.4	Rejected

Inference

Based on the above analysis it has being inferred that the null hypothesis has been rejected in the case of Age, Income and Marital status. It shows that the Demographic Profile and the factors for consumer to buy cars.

5.0.2 Classification level of different factors from Respondents:

Factors	Respondents	Percentage
Cost	45	22.5%
Comfort	26	13%
Style	29	14.5%
Brand	22	11%
Mileage	78	39%

Inference

Based on the above analysis it has inferred that 22.5% were influenced by Cost, 13% by Comfort, 14.5% style, 11% by brand and in the top where Mileage is the most driving factor that influences the customer around 39%.

Conclusions

CONCLUSION

The present study “Factors influencing the consumers to buy Mid-segment passenger cars” was carried out to study What is the major factors influencing such as Cost , Comfort , Brand , Mileage , Cost/Price that motivates the consumer to look for cars like U-va , Ikon , Getz , palio , Swift , i-20 in Coimbatore. The data was collected with the help of a specially designed questionnaire circulated to the consumers selected

From the data collected, the level of factors was studied individually and a comparison was made between the different factors. With which it was identified that consumers in all sectors experience different level of factors influencing the different type of customers where “Mileage” is the most driving factor for most of the customers to look for Mid-segment passenger cars where it percentage hits the table about 39%.

The reasons for the factors were identified as the parameters such as Age , marital status, Income. The effects were studied completely and the research is done.

Study also showed that there are also some of the basic factors where every consumer is looking in Mid-segment passenger cars and interested in purchasing it which includes the personal interest also

Based on the above findings, and Result are provided which helps the consumer to know the major factors influencing them and also for the manufacturer to implement this market strategy in the competitive market.

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Appendix

APPENDIX

Study on Factors influencing the consumer to purchase Mid-segment cars like (GETZ,SWIFT,U-VA,IKON,I-20,PALIO):

A) Name:

B) Age:

C) Gender: Male / Female

D) Educational Qualification:

E) Annual Family Income :

Less than 2 lakhs _ 2 to 4 lakhs _ 4 to 6 lakhs _ Above 6 lakhs _

F) Do You Own A Four Wheeler: _ Yes _ No If Yes Specify Make & Brand

G) How many Kilometers do you commute per month : _____

Tick the Following features (From options given) based on your perception on car:

1) What do you feel about the Mileage (in Kms for on full charge)?

Excellent _ Good _ satisfactory _ Not satisfactory _ Poor _

2) What do you feel about the Maintenance Cost?

Very Costly _ Costly _ Affordable _ Value for money _ Under Priced

3) What do you feel about the Styling and Appearance of the Vehicle?

Excellent _ Good _ satisfactory _ Not satisfactory _ Poor _

4) What do feel about the Performance of the E-Vehicle (Handling & Braking)?

Excellent _ Good _ satisfactory _ Not satisfactory _ Poor _

5) What do you feel about Cost of Ownership (Initial Cost)?

Very Costly _ Costly _ Affordable _ Value for money _ Under Priced

6) What do you feel about Comfort and luxury of your vehicle?

Excellent _ Good _ satisfactory _ Not satisfactory _ Poor _

Will you recommend these E Vehicles to others

Yes _ No _ If Yes Why: _____