

# Consumer Brand Preferences toward Sedan Cars in Chennai

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**Abstract:** - The Automobile industry has one of the most frequently pre-owned by superior and middle class society. In advance of 20 years only little industrialists and superior persons have automobile then after industry receive huge size of middle class society has been increased. At now a day's automobile sector they bring has a mandatory one to people, According to this research consumer taste and satisfaction level about the sedan cars in Chennai. And 153 of sample size of respondents has collected through by questionnaire to ready analyze the new data. The collected new information has be analyzed by percentage analysis method, ANOVA Method and chi-square method, Are these tools has been applied by using SPSS software.

**Key Words:** — Automobile industry, Consumer taste, Sedan cars, SPSS software, ANOVA Method, Chi-square method.

## I. INTRODUCTION

The automobile mass produce industry has come through India at 1948, On that time there be three major production passenger cars, In India major automobiles industry is located in Mumbai, so far Hindustan motors situated at Kolkata and standard motors was producing all over India and it is located in Chennai. At the starting stage the Indian industry sees many problems several likewise many obstacles like blocking the road likewise many issues has been faced by automobile industry and tariff composition licensing with limited expansion with dues heavily opposition initially cars prices extremely highly due to the purchasers it increases rates with short period of time, previous to Independence India has imported vehicles during the period at 1950s appearance of Mahindra, Bajaj Auto, Tata motors these sectors has increased the top level production in India. At the period of 1953 the government of India has a private control sector that has a huge efforts with an automotive component with various configure manufacturing has the huge number of supply of car manufacturing at the year of 1970s they have minor changes in manufacturing industry. Car industry has grown in 1970 this growth has mainly operate by commercial vehicle, the government of India at 1983 India made a contract with Suzuki Motor corporation has Japan manufacture low cost of cars with India.

Maruthi has been planned the straighten the manufacturing with Maruthi and udyog has year December 1983 Indian car manufacture has placed a huge role in market sector so it has get feedback through by consumers. Liberalization has played a various role in India they had been opened the gates at the period of 1993 the Indian government followed liberalization estimate the expenditure duty on Automobile components.

## II. OBJECTIVES OF THE STUDY

- To understands the various preferences of sedan car in Chennai District.
- To know the factors, why the consumer choose the specific brand.
- To view the customer need and fidelity about sedan car towards Chennai District.
- To review about customer fulfilment level using SEDAN cars in Chennai region.

## III. REVIEW OF LITERATURE

- In sagar Ambuj Chandra (2004) in his article he talk about the technology growth has played a heavy role in car manufacturing industry in that period government has driven a major role of policies strategies has been decided by government In that Indian car manufacturing has made strong design and various highly in technology growth so India can easily tie up with huge exports with other countries.
- In Ravinchandran. K and Narayanrajan.S (2004) in his paper he talk about the brand type of durables the study of consumer preferences has a strong opinion

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in advertising a brand, services of company price and perfection of quality has been looked far.

- In the report of Mandeep Kaur and Sandhu (2006) he talk about the new features has applied in car so far the people they are looking for safety preferences and main and important features that had been compare to normal and highly branded cars.
- In the report of Brown et al (2010) he said about country has want to have a big infrastructure the name of the country it depends the reputation changes big impact in car manufacturing.
- In the report Clement Sudhakar and Venkatapathy (2009) he talk about the small sized and midsized cars like mini cars it has giving some importance to middle class people it's very comp active to them
- In report As per Kotwal (2009) in his report he talks about the luxury car and mid-size cars like sedan model. According to the period of growth now a day's technology has grown high level so the population of Indian preferring sedan type model.

#### IV. STATEMENT OF THE PROBLEM

The Automobile part has highly grown prospective in India, Market place has huge and less possible factor at day to day end so the income of useful way to be penetrated in very levels.

The Indian industry has combine variable sector through all economic demand has National level Board has research (NCAER) it plays an important factor through perceptions. The study shows the levels of preferences towards in sedan cars.

- What is the purpose of that consumer choose to buy the sedan car?
- What are the elements that determine purchasing the sedan car?
- Will the customer is true to the specific brand?

#### V. RESEARCH METHODOLOGY

##### A. Descriptive Method

Research in common refers to an enquiry for knowledge. Research methodology may be thanks to systematically solve the research problem. It's going to be understood as science of studying how research is completed scientifically.

*Method of sampling:*

Simple random sampling

##### *Sample Design*

The sample design which is employed within the study is convenience sampling. Respondents from Chennai were selected on the idea of convenience.

##### *Sample Size:*

Sample size taken for the study is 153 respondents.

##### *Sources of data:*

The data is collected through in two ways.

##### *Primary data:*

The first data was collected freshly and thus it had been original in character. It's been collected through questionnaire. The questionnaire was given to the respondents once they visited respective show rooms and consumers.

##### *Secondary data:*

Secondary data are data which own already been collected by someone. Its main sources are Journals, Newspaper, magazines, and Internet etc.

Table.1. Source of information regarding purchasing a car.

PARTICULARS	NO OF RESPONSE	PERCENT AGE
Friends/Relatives/colleagues	62	40.5
TV/Radio/Newspapers/Magazines	24	15.7
Car exhibition	16	10.5
Recommended by sales person	16	10.5
Internet	35	22.8
Total	125	100

The content of table explains the respondents of Friends/Relatives/colleagues has 62 number of respondents and 24 of the respondents for TV/Radio/Newspaper/Magazines, 16 of the respondents for

Table.2. Purpose of buying the sedan car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Travelling to office everyday	43	28.1
Fun weekend trip	26	17
General city commute	64	41.8
Long distance driving	20	13.1
Rental car	0	0
Total	153	100

car exhibition, 16 of the respondents recommend by sales person, 35 of the respondents for Internet.

From the above table it is interpreted that the number respondents of Travelling to office every day is 28.1%, Fun weekend trip is 17%, General city commute is 41.8%, Long Distance driving is 13.1%, Rental car is 0%.

Table.3. How far you satisfy with sedan car

PARTICULARS	NO OF RESPONSE	PERCENTAGE
Highly satisfied	13	8.5
Satisfied	98	64.0
Neutral	37	24.2
Dissatisfied	5	3.3
Total	153	100

From the above table it is interpreted that the number of respondents for highly satisfied is 8.5%, Satisfied 64.1%, Neutral 17.6%, and Dissatisfied 10%.

**B. Anova Analysis**

Table-1

*Null hypothesis (H0):*

There is no significant difference between the occupation of the respondents and the satisfy with fuel consumption of car.

*Alternative hypothesis (H1):*

The respondents rating about the satisfy with fuel consumption of car and various occupation of respondents.

Table-1:

**ANOVA**

Fuel Consumption	Sum Of Squares	Df	Mean Square	F	Sig.
Between Groups	.669	3	.223	.660	.578
Within Groups	50.389	149	.338		
Total	51.059	152			

*Interpretation*

From the above ANOVA analysis it's inferred that there's a big difference between the occupation of respondents and also the satisfy with the fuel consumption of car and therefore the P value of the factor are greater than the many value of 0.05 except the satisfy of the sedan users and p value 0.578 than the many value, that it's said that the respondents rating about the satisfied with fuel consumption of car.

Table-2

*Null hypothesis (H0):*

The no significant difference between the occupation respondents the satisfy with fuel consumption of car.

*Alternative hypothesis (H1):*

The respondents rating about the satisfy about the sedan car will differ across various occupation of respondents.

**ANOVA**

Satisfy With Sedan Car	Sum Of Squares	Df	Mean Square	F	Sig.
Between Groups	.268	3	.089	.214	.886
Within Groups	62.176	149	.417		
Total	62.444	152			

*Interpretation:*

From the above ANOVA analysis it's inferred that there's a major difference between the occupation of respondents and therefore the satisfy about the customer using sedan cars of and the way far they satisfy about the sedan because the P value of the factor are greater than the numerous value of 0.05 except the satisfy of the sedan users and P value 0.886 than the many value, then it's said that the respondents rating about the satisfied about the customer using sedan cars.

**VI. RECOMMENDATIONS**

- The recommended of the manufacturer has contemplate various level of design technology it covers the customers.
- The pattern of replacement of car it want to be safety and contemplate features want to be there.
- The advice of the consumer try to search out service while purchasing car want to good, and after purchasing same services excepting from them.

## VII. CONCLUSION

The manufacturers of sedan cars are the foremost participant within the car division has heavy opposition with Hyundai, Maruti Suzuki, Ford, Tata, Honda etc. they approve that salesperson has doing many things to do increasing the sales work. According to the study shows the sedan car gives the satisfaction controlling factors act on purchase decision. So that many of the buyers they satisfied with their services and giving comfort feel to them mainly they choose Mahindra brand due to its Ability.

## REFERENCES

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- [5]. In Joseph and Kamble (2011) he judge that behavioural design has motive to attract the customers.
- [6]. In Mandeep Kaur and Sandhu (2006) establish that they talk about consumer appraises it seems to pick a Luxury car.
- [7]. In Sagar, Ambuj and Chandra (2004) they talk about the car industry has technology plays a big role now a days it increases competitors.
- [8]. In Ravichandran.K and Narayanarajan.S in his report they talk about according to the brand taste people like to prefer.
- [9]. In White (2004) he told that consumers have budget plan according to that they prefer brands and type of car with their preferable budget.