

Factors Affecting Buyers Decision at Auto Expo

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Abstract—The demand of cars are increasing day by day in spite of the high prices and taxes of cars. Sales of passenger vehicles increased by 16.7 per cent to 258,000 units in August 2016. Sales of commercial vehicles grew by 1.53 per cent to 52,996 units. The income of people have increased and personality has also emerged. Consumer Behaviour has changed dramatically in the past decades. Today, customers can order online many products ranging from sneakers to computers. Many have replaced their daily newspapers with customized online editions of media. Students choosing a university no longer rely on mailed catalogues; instead they have online access to all the pertinent information about the university courses and professors. A consumer is satisfied only when a product performs according to his expectation and dissatisfied when his expectations are not met. “Consumer behaviour refers to the actions and decision processes of people who buy goods and services for personal consumption”. When applied traits’ theory people are giving more importance to materialism and innovativeness. Now days every person wants at least a safe car for his family which means cars with airbags and other safety features. Consumers are learning from various resources such as internet, car portals and blogs. Because of excellent banking facilities in terms of loan, emi consumers are motivated to get their own cars. People are becoming more extrovert. After seeing the Maslow’s hierarchy of needs people have been more focusing on safety needs.

Keywords: Traits’ theory, Maslow’s hierarchy, Materialism, Innovativeness, Safety

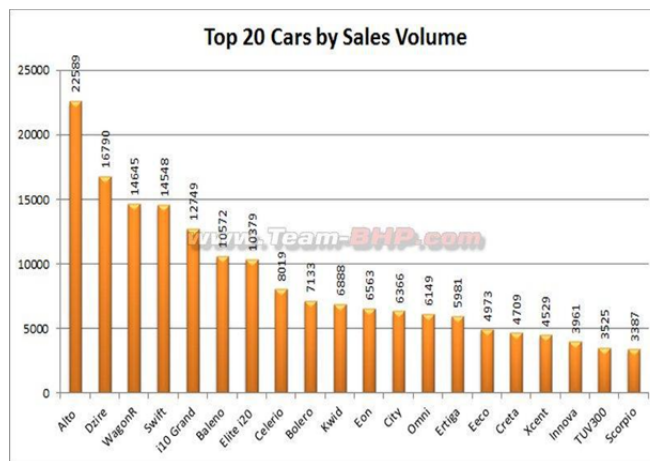
1. INTRODUCTION

Consumers are displaying a very different behaviour in today’s transition market. Transition is happening as marketers are moving to digitalization of business and consumers are becoming more individualistic in their choices. They are exerting numerous choices that can be understood in terms of colour, technology, fuel mileage and types of model in selecting their automobile brand. Marketers are constantly trying to increase their market share by working on marketing strategies (4P’s) and brand visibility. Although consumers display distinctive personality but term “personality” refers to unique psychological characteristics depicting consistent and lasting responses to one’s own environment.

According to Latest report of Forbes India, currently Indian automotive sector is \$ 74 bn and by 2026 it will be of \$300 bn, clocking a CAGR (Cumulative Annual Growth Rate) of

15%. In order to boost the automobile sector, Government planned ten year AMP (Automotive Mission Plan) in 2006-16. It emphasized on economic growth, passenger comfort, sustainability, quality and cost competitiveness. Automobile industry is contributing 7.1% of GDP. Marketers are trying to woo the consumers by launching new models and better technology in Auto expo. Auto expo is organized jointly by the Automotive component Manufacturer association (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM) at the gap of two years.

Table 1



2. STATEMENT OF THE PROBLEM

In this study it was examined the factors responsible for purchasing automobile. Consumer personality, Brand personality, Product personality and Self- Images are main factors for researching the study. Increase in disposable income, focused for quality life and innumerable choices existing in automobile industry is making the marketer and consumer dynamics more vibrant.

3. REVIEW OF THE LITERATURE

Marketers have meticulously differentiated their brands from other brands. Earlier these brand-personality strategies used to

emphasize on products or services and their respective functional or utilitarian benefits. In recent decades, however, the number of brands has proliferated and competition has intensified, making it difficult for managers to differentiate brands on the basis of functional attributes alone. As a result, symbolic meanings increasingly form a basis for brands' positioning and differentiation. There are frequent efforts by marketers to create meaningful and distinctive brand personalities in the minds of consumers.

The relationship concept is defined as the interaction between consumers' personality toward the brand, and the brand's personality toward the consumer. It is argued that the development of a successful consumer-brand relationship depends crucially on the consumer's perceptions of the brand's personality. It is a common experience, however, that neither of these adequately represents the totality of a brand's relationship with the consumer.

There is significant empirical evidence that many consumers purchase a brand that matches well with their own values and personalities (Kim, Lee & Lee, 2008; Ko et al., 2008). Thus personality of consumers is a significant feature in finalizing the selection of a brand and represents the self-concept.

4. CONSUMER PERSONALITY

Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting responses to one's own environment. Numerous personality theories have been developed over the years to explain the process and development of human behaviour. Among these personality theories, the trait theory tends to place a great emphasis on exploring the basic structure of personality. Trait theory assumes that people possess broad predispositions that cause them to behave in a particular way. There has been growing agreement among personality researchers that there are five basic dimensions of personality as depicted below:

- a) **Traits theory**
1. Innovativeness
 2. Materialism
 3. Need for cognition
 4. Frugality
 5. Self-consciousness

A consumer selects their brands according to their inclination towards any of the feature mentioned in trait theory.

Consumer's Personality and Brand Personality

Empirical research in the fields of consumer psychology and marketing had propounded that by purchasing and utilizing certain brands, consumers are inclined to consume brands according to social approval of certain aspects of self-concept as depicted mentioned below (Govers & Schoormans, 2005; Hayes et al., 2006; Kim, Lee & Lee, 2008; Lee & Tai, 2006; Moon, 2007; WYSONG et al., 2002).

b) Self-Images

1. Actual self-image
2. Ideal self-image
3. Ideal social self-image
4. Social self-image
5. Expected self-image

Consumers try to select the product from these kinds of self-images that depends on the situation. Similarly there are brand and product personality factors also effects the brand choices.

c) Brand personality factors

1. Sincerity
2. Competence
3. Sophistication
4. Ruggedness
5. Excitement

d) Product personality factors

1. Colour
2. Geography
3. Gender

5. NATURE OF THE STUDY

The present study is an empirical as well as analytical in nature and based on survey method.

6. DATA COLLECTION METHODS

The total survey consisted of 10 respondents among which 9 met the target group criteria set for the study. The data was collected in Auto Expo 2016, Greater Noida, UP. Quantitative analysis was used to transform raw data collected into easily understandable and interpretable format by rearranging, ordering and manipulating the data to provide a descriptive output. The data collection modes used were direct interaction, Customer intercepts survey using printed questionnaires and observation.

7. DATA ANALYSIS

Traits theory was applied to identify the selection procedure adopted by customers at auto expo. Customers were analysed on the basis of their self-images and other factors such as innovativeness, materialism, need for cognition, frugality, self-consciousness.

8. SAMPLING TECHNIQUE

Sampling technique adopted in the present study was systematic simple random sampling. A total of 10 questionnaires were issued, filled up and collected. A scrutiny of these questionnaires led to the rejection of 1 questionnaire on account of incomplete responses. The rejection rate was

only 1 per cent. Thus 9 completed questionnaires were used for the present study.

9. THE RESEARCH OBSERVATIONS ARE AS FOLLOWS:

Table 2

Name	Brand Name	Consumer Personality	Brand Personality	Product Personality
Respondent 1	Indica Vista	Extrovert, Verbalizer, Traits theory – Need for cognition, frugality. Ideal Social Self Image	Ruggedness, Competence	Geography
Respondent 2	Honda City	Influencer, Social Self Image. Traits theory – Self Consciousness, Materialism	Sophistication, Competence	Color
Respondent 3	Audi A3	Decision Maker, Purchaser, Visualizer, Verbalizer. Traits theory innovatiness & materialism. Excepted Self Image	Excitement & Sophistication	Geography & Color
Respondent 4	Maruti Ertiga	Information gatherer, Decision Maker, Extrovert, Actual Self Image	Sincerity & Recognition	Geography
Respondent 5	Hyundai i20	Visualizer, traits theory – innovatiness & materialism, Excepted Self Image	Excitement	Color

Name	Brand Name	Consumer Personality	Brand Personality	Product Personality
Respondent 6	Maruti Alto	Traits theory – frugality & need for cognition, actual self-image	Sincerity	Geography
Respondent 7	Hyundai i20	Visualizer, traits theory – innovatiness & materialism, Excepted Self Image	Excitement	Color, Geography

Respondent 8	Renault Duster	Social self-image, Materialism, Self-consciousness,	Ruggedness & Excitement	Geography
Respondent 9	Maruti Swift	Ideal Social Self Image, Materialism, Innovatiness	Competence & Sincerity	Color

10. CONSUMER NARRATIVES:

- Respondent 3: - he owns an Audi a3 and is very passionate about riding cars. Firstly he told that he is going to change sedan class to suv because once he was going to a village area for attending marriage. In the village there were many potholes and highly elevated speed breakers and because this his hit with ground and stones many a times. Due to this he is unable to go to Ghats and faraway places. Hence is going to buy Audi SUV. He also said that he is not concerned with the mileage when I asked him about fuel efficiency.
- In this way his needs were changed from hedonic to hedonic + utilitarian needs. Product personality identified here is geography.
- He has now changed self-image from expected to actual self-image.
- Respondent 2: Mrs. ria- She is playing a role of user as well as feedback provider. Whereas her husband is a purchaser. She is owning a Honda city. She told me that once she was going from highway and if she met with an accident in Honda city then at that time there was no ABS,AIRBAGS and other security measures in that car. This could lead to serious health injuries. Now she is going to take Mercedes c class which has all that safety measures recommended.
- We can see from above that her needs has been changed. According to Maslow’s hierarchy she has changed from physiological needs to safety needs.
- Also when applied traits theory self-consciousness is being seen. Product personality identified here is gender.
- Respondent 7 is a doctor, she plays role a user while the purchase decision is taken along with her husband. She owns a Hyundai i20. She told me that she uses her car mostly for her professional use rather than private use as a doctor she receives urgent medical assistance calls from her patients, so her car helps to attend the patient on time. She prefers to have a luxurious car that provides comfort, mileage, looks and modern features

- We can see her needs have changed from physiological needs to esteem according to Maslow's hierarchy
- When traits theory is applied, need for uniqueness can be observed.
- Respondent 9 is Anshay a btech final year student. He plays the role of user and feedback provider. His father plays the role of purchaser. He owns a maruti swift a car most middle class families of India have. He told me he cares about mileage, looks and features in a car. He wanted special benefits such as GPS, Sensors, Camera and automatic AC in car which are provided by the most luxurious car manufacturers. He said he use his car for family outing.
- We can see his needs have changed from utilitarian to hedonic needs
- He has now changed self-image from actual self-image to expected self-image.

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12. CONCLUSION

The study indicates that marketers try to high their brand personality for attracting different consumer personalities by working on features, technology and aesthetic sense. The above findings can help marketers in designing their strategies to attract consumers. These factors help the consumers in deciding their choice of product whereas it also becomes easy for marketers to retain their consumers. Based on the data collected it can be stated brand personality factors such as sincerity, competence, ruggedness, excitement have more influence on consumers than product personality factors such as colour, gender and geography.

For an older man, sincerity is seen in his behaviour while buying product. On the other hand for service class people, competency is identified as the factor while buying product and teenage boys/girls show excitement in their behaviour before buying a product.

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