EXPLORING FOCUS AREA OF CAR DEALERS AND CONSUMERS REGARDING 4C'S

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ABSTRACT

Udaipur city, over the years has become quite a fertile ground as a four wheeler market; more so, after it set foot on becoming a smart city. Cleaner, wider roads, growing consumerism, growing trade with the incoming of multiple brands in the city and the presence of almost all brands of car manufacturers has led to an increase in number of car owners and potential four wheeler customers in Udaipur. The number of registered cars in Udaipur city has increased from 2017 in the year 2002-03 to 6450 in the year 2015-16, approximately at a rate of 219%. Almost all major brands of car manufacturers have their showrooms in Udaipur including Tata, Hyundai, Maruti Suzuki, Ford, Toyota, Chevrolet, Honda, Mahindra, Nissan, Datsun, Audi, Skoda, and Renault and recently BMW has also inaugurated its showroom in the city. The present study seeks to study the consumer behaviour in respect to the marketing mix of four wheelers and study the perception of the dealers of four wheelers, towards their marketing mix and assess the degree of integrity between the 4c's of four wheeler marketing and its level of success in satisfying the consumers in the in Udaipur city. For this purpose the correlation and multiple regressions analysis is being used. The results have shown the variables for which the positive and significant correlation were found between dealers and customers and the variables behind the purchase of the four wheelers in the Udaipur city.

Keywords : Consumer Behaviour, Four wheeler, Marketing Mix, Car Manufacturers

INTRODUCTION

The Indian auto industry is one of the largest in the world. The industry accounts for 7.1 per cent of the country's Gross Domestic Product (GDP). The Two Wheelers segment with 81 per cent market share is the leader of the Indian Automobile market owing to a growing middle class and a young population. Moreover, the growing interest of the companies in exploring the rural markets further aided the growth of the sector. The overall Passenger Vehicle (PV) segment has 13 per cent market share.

India is also a prominent auto exporter and has strong export growth expectations for the near future. In April-March 2016, overall automobile exports grew by 1.91 per cent. PV, Commercial Vehicles (CV), and Two Wheelers (2W) registered a growth of 5.24 per cent, 16.97 per cent, and 0.97 per cent respectively in April-March 2016 over April-March 2015.* In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the 2W and Four Wheeler (4W) market in the world by 2020.

The sales of PVs, CVs and 2Ws grew by 9.17 per cent, 3.03 per cent and 8.29 per cent respectively, during the period April-January 2017. In order to keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry has attracted Foreign Direct Investment (FDI) worth US\$ 15.79 billion during the period April 2000 to September 2016, according to data released by Department of Industrial Policy and Promotion (DIPP). India's automotive industry is one of the most competitive in the world. It does not cover 100 per cent of technology or components required to make a car but it is giving a good 97 per cent. Leading auto maker Maruti Suzuki expects Indian passenger car market to reach four million units by 2020, up from 1.97 million units in 2014-15.

Buying a car was chosen for the study context for several reasons. First, buying a new car is an important decision for most consumers. Consumers' perceived risk and uncertainty are likely to be relatively high. Prior research suggests that, when faced with performance or quality uncertainty, consumers are more likely to use price as a cue in forming performance expectations (Urbany et al., 1997). In addition, relatively high product prices enhance the likelihood that perceived fairness in marketing mix design may be an important issue. Therefore, this context provides us with an opportunity to examine the influence of price fairness

perceptions on satisfaction judgments. Second, an automobile purchase is a complex process, involving price negotiation, interaction with service people, selection of different option packages for the car, signing a purchase contract, as well as the car delivery process. The purchase process usually is made up of a sequence of clearly distinguishable individual episodes typically occurring in a similar order for most auto buyers. These different events provide an opportunity to separate consumers' satisfactions with different encounters within the entire purchase transaction procedure.

Udaipur city, over the years has become quite a fertile ground as a four wheeler market; more so, after it set foot on becoming a smart city. Cleaner, wider roads, growing consumerism, growing trade with the incoming of multiple brands in the city and the presence of almost all brands of car manufacturers has led to an increase in number of car owners and potential four wheeler customers in Udaipur. The number of registered cars in Udaipur city has increased from 2017 in the year 2002-03 to 6450 in the year 2015-16, approximately at a rate of 219%. Almost all major brands of car manufacturers have their showrooms in Udaipur- Tata, Hyundai, Maruti Suzuki, Ford, Toyota, Chevrolet, Honda, Mahindra, Nissan, Datsun, Audi, Skoda, and Renault and recently BMW has also inaugurated its showroom in the city. Hence this provided scope to study the current prevailing potentialities of the four wheeler market, through a study of the consumer and dealer behaviour in the city. The present study seeks to study the consumer behaviour in respect to the marketing mix of four wheelers in Udaipur city. In addition it seeks to study the perception of the dealers of four wheelers, towards their marketing mix and assess the degree of integrity between the 4c's of four wheeler marketing and its level of success in satisfying the consumers in the city.

Though consumer behaviour studies seem to be age-old and repetitive in nature, but it is the very fact that one cannot apply the rule of thumb on human nature. It requires continuous monitoring and gauging. Reviews show that such a study has not been conducted in the city of Udaipur. So this study will provide an insight into the mechanisms of the four-wheeler market of the city. The study will attempt to elucidate the elements of marketing mix being used by the dealers in the city and how is it being practiced in terms of 4c's. The study will help to understand how do the local demographics of a place affect the marketing mix and how do the dealers tune their perceptions to the preferences of the consumers living in the city

THE OBJECTIVES OF THIS PAPER ARE AS UNDER:

1. To study the factors influencing the perceptions of dealers and buyers of four-wheelers.

2. To assess the inter-relationship in dealers' and buyers' perception about (4cs) with respect to four-wheeler marketing.

REVIEW OF LITERATURE

Kumar (2015) researched into the marketing mix of four wheeler dealers in Himachal Pradesh, to know the Impact of Promotional Activities, After Sale Services, Mileage and Resale Value on the Purchase Decision of four wheelers. It used a well-defined multi-stage sampling technique to collect a sample of 1000 consumers, of possibly all major brands of four-wheelers across Himachal Pradesh and covered all demographic variables to design the sample. Using chi-square method for data analysis the research depicted that promotional activities, after sale services, mileage and resale value highly affects the purchase decision of consumer.

Rana and Lokhande (2015) studied the consumer preferences and attitude towards passenger cars of Maruti Suzuki and Hyundai Motors in Marathwada region of Maharashtra. Based on a sample of 500 consumers, collected through convenience sampling, the study compared the prices and consumer satisfaction of the auto products of Maruti and Hyundai companies. It was found that, as far as Maruti vehicles are concerned, the respondent preferred Maruti cars on vital parameters like fuel efficiency, better after sales service, comfort and convenience, exterior, availability of spare parts .In case of Hyundai Motors it was noticed that, the respondents preferred Hyundai cars because of comfort and convenience, interior, exterior, fuel efficiency. This study too reveals consumer inclination towards parameters like fuel efficiency, comfort and convenience, price and well-integrated after-sale service strategy of the dealer.

Doshi and Parmar (2016) surveyed which factors influence buyer's decision while purchasing hatchback cars in Saurashtra (Gujarat). The purpose of this study was to identify the components which influencing consumers brand preference for hatchback cars in Saurashtra, Gujarat region. The analysis report shows that majority of customers in this region preference is towards Maruti Suzuki brand in hatchback models. Implementing random sampling technique, the sample data and information have been collected from 200 consumers through online structured questionnaire. In order to understand the behaviour aspect of consumer for hatchback cars and the brand preference the

frequency and percentage analysis have been used. Exploratory Factor Analysis shows safety, performance, aesthetic and value are positively influencing the consumer's overall satisfaction for hatchback cars. Therefore, hatchback car manufactures need to focus on value added activities such as consumers have better perception for the quality of brand, features and facilities.

Lakshmi and Suryadarshini (2016), revolved around, finding the preferences of households in Udamalpet, for light vehicles. It explained that, considering the increase in road usage, traffic congestion and accidents, households showed greater preference towards light vehicles. The study attempts to identify the order of preference for light vehicles, most influencing factor leading to the purchase of light vehicles, frequency of usage and its impact on environment. Primary data has been collected adopting structured questionnaire from a sample of 125 respondents. Statistical computations were made using percentage analyses, five point scaling technique (highest scale was assigned the highest score and lowest scale was assigned the lowest score), rank analysis, chi-square test and regression analyses. Analyses of the preference for light vehicles among households revealed that, brand, look/style and comfort influenced purchase of light vehicles. Motor cycle was the most preferred vehicle as the mean score was 4.74 in the 6 point scale. More than half of the households had more than one type of light vehicle. Convenience in mobility, greater mileage and moreover ease of purchase, explains why every household owns at least one light vehicle, whereas owning a car was a major family decision.

Vervaeke & Calabrese (2015) have shown that the abilities of the automotive industry to design new eco-friendly vehicles (Beaume and Midler, 2009; Calabrese, 2012; Freyssenet 2009, 2011). Experiments as Bluecar and Autolib in Paris are giving signs that certain projects are oriented toward sustainable targets. The Bluecar and Autolib, an electric car sharing system, is the outgrowth of an historical process. Instead of studying this system of mobility as an innovation in its final state, this article analyses this sharing system as a product service process (Manzini and Vezzoli, 2003). This paper discusses the issue of industrial design in the product development process for the automotive sector. Then it presents some iconic electric concept cars and the first trial rental sharing systems. Finally, the Bluecar and the Autolib electric car sharing system illustrate how the activities of the industrial designers were involved in the development process that ended in a new product and service.

Gautier & Zenou (2010) have shown that how initial wealth differences between low-skilled minorities and white workers can generate differences in their labor-market outcomes. This even occurs in the absence of a taste for discrimination against ethnic minorities or exogenous differences in distance to jobs. Because of the initial wealth difference, minorities cannot afford to buy a car while whites can. Car ownership allows whites to reach more jobs per unit of time, which gives them a better bargaining position in the labor market. As a result, in equilibrium, ethnic minorities end up with both higher unemployment rates and lower wages than whites. Furthermore, we also show that it takes more time for minorities to reach their jobs even though they travel less miles when employed. Those predictions are consistent with the data. Better access to capital markets or better public transportation will reduce the differences in labor-market outcomes.

Boll (2014) focused a ten-month ethnography of a tax audit process led by the Danish Tax and Customs Administration. The tax audit concerns a number of shady car dealings from which taxable income is not reported. This article focuses on the process whereby the tax administration succeeds in making some of these car dealings visible. This article draws inspiration from interpretative tax studies that consider taxation as an organisational, institutional, social and cultural phenomenon. Complementing those studies' approaches, the present study draws both on Latour's concept of the oligopticon and on Foucault's notion of the panopticon. The analysis shows that tax inspectors produce oligoptic and panoptic visions when they account for taxpayers' economic activities and that tax inspectors' visions are received differently by the represented taxpayers. Some taxpayers fall out of sight, whereas others are highly visible and are interrogated in detail. Using the concepts of the oligopticon and the panopticon to analyse the tax audit process is significant for interpretative tax and accounting studies, because this theoretical approach represents an original method of conceptualising taxation in practice and the work implied in tax administration. Furthermore, due to its detailed ethnography of the tax audit process, this study makes a significant methodological contribution.

Zhan et.al, (2013) revealed that safe driving in older adulthood depends not only on health and driving ability, but also on the driving environment itself, including the type of vehicle. However, little is known about how safety figures into the older driver's vehicle selection criteria and how it ranks among other criteria, such as price and comfort. For this purpose, six focus groups of older male and female drivers (n = 33) aged 70–87 were conducted in two Canadian

cities to explore vehicle purchasing decisions and the contribution of safety in this decision. Themes emerged from the data in these categories: vehicle features that keep them feeling safe, advanced vehicular technologies, factors that influence their car buying decisions, and resources that inform this decision. Results indicate older drivers have gaps with respect to their knowledge of safety features and do not prioritize safety at the time of vehicle purchase. To maximize the awareness and uptake of safety innovations, older consumers would benefit from a vehicle design rating system that highlights safety as well as other features to help ensure that the vehicle purchased fits their lifestyle and needs.

Phang et.al, (1996) examined the policy processes behind Singapore's car quotas. The policy, when filtered through the market mechanism, had a number of unintended consequences. The public's unhappiness with certain features and 'loopholes' of the system resulted in many changes to the rules. The effects of recent measures to curb speculation on quota premiums are evaluated. Problems with Singapore's Weekend Car Scheme are also discussed. The lesson for transport policy makers elsewhere is that in attempting to deal with the road congestion problem through car ownership policies, an asset market for vehicles should be taken into account.

Larson et.al, (2014) revealed that as electric vehicles (EVs) become more readily available, sales will depend on consumers' interest and understanding. A survey of consumer attitudes on electric cars was conducted in Manitoba from late 2011 to early 2012. It utilizes two price assessment methods. The van Westendorp price sensitivity method (PSM) shows the acceptable price range for EVs to be $22,000–27,500. This range closely matches average price range for sales of conventional cars during the same period. The willingness-to-pay method reveals consumers are unwilling to pay large premiums for EVs, even when given information on future fuel savings. A consumer group with experience or exposure to EVs is somewhat different. Nearly 25% of these people are willing to pay a premium of up to $10,000. Different interpretations can be drawn from these responses, calling for further research. An apparent policy opportunity involves consumer education to enhance knowledge and facilitate EV purchase decisions. Survey results also support the hypothesis that EV rollout has focused too much on technology, and not enough on consumers.

Lines et.al, (2008) proposed a hydrogen rental-car strategy for transitioning from fleets to consumers in Orlando, Florida. Orlando is the No. 1 tourist destination in the United States, but most car renters visit only a few destinations. A hydrogen rental-car fleet serving this cluster of destinations could provide visitors with a positive first exposure to hydrogen vehicles with minimal commitment, creating hydrogen advocates and potential early adopters in their home regions. The rental-car business combines the logistical advantages of a fleet operation with outreach to many consumers. A hydrogen-powered rental-car fleet at the Orlando International Airport could provide guaranteed demand, supporting an initial rollout of refueling stations. We surveyed 435 rental-car customers in Orlando to understand the idea from the consumer point of view. We analyzed the bundles of destinations visited by the respondents and found that only three stations—an existing station at the Orlando International Airport plus new stations near the theme parks and in downtown Orlando scould serve 64% of renters. Half of all respondents indicated a willingness to pay more to rent a hydrogen car, and this subset of customers ranked the ability to use a pollution-free car as the most important factor in their decision. We then identify the major barriers to a hydrogen rental-car business model from the corporate point of view and propose a number of potential solutions. The most significant barrier appears to be the fleet purchase costs, which we think can be offset by the benefits of free media coverage and contained by beginning with converted internal-combustion vehicles and converting eventually to fuel-cell vehicles. We also outline possible synergies with NASA, Disney, refueling stations, manufacturers and state government.

Sprei & Karlsson (2013) presented their views as technological developments that increase energy efficiency result in net energy-saving benefits, provided the increased efficiency is not offset by enhanced consumer amenities. This paper analyzes the technology development/consumer amenities trade-off for new cars sold in Sweden between 1975 and 2010. We combine lessons learned from the policies in place and interviews with key actors in the car-purchasing process with statistical modeling of trends in vehicle attributes and technological development. Until 2007, consumer amenities were continuously enhanced, offsetting most of the efficiency gains of technological development; there was no strong policy push toward energy efficiency. In recent years, two major shifts have occurred. First, there has been a shift in the majority of new cars sold, from gasoline-powered engines to diesel engines. Flex-fuel vehicles have also contributed to a decline in the sales-share of pure gasoline engines. The observed shift of fuels, especially to flex-fuels, has been encouraged by policies. Second, after 2007 there have been major technological

improvements, while attributes related to consumer amenities have remained flat, reversing the trends so that 77% of the technological development resulted in actual reduction of specific fuel consumption. EU targets, tax reforms, and consumer awareness have contributed to this trend change.

RESEARCH METHODOLOGY

The research methodology accounts for this research work includes the following points:

Data Source: The data for the current research paper was collected by using questionnaire to obtain responses from the customers using cars of 14 companies i.e., Tata, Hyundai, Maruti Suzuki, Ford, Toyota, Chevrolet, Honda, Mahindra, Nissan, Datsun, Audi, Skoda, and Renault and BMW Company in Udaipur city.

Type of sample: The sample includes 250 customers and 20 dealers residing in the geographical of Udaipur district of Rajasthan state in India

Universe of study: The total numbers of car owners and dealers in Udaipur are included in the universe of the current study but due to various limitations sampling method was used to conduct current study.

Sample size: For the purpose of current study a health sample of 250 car owners and 20 car dealers were selected on the basis of the convenient sampling method.

Data analysis Tools: The statistical tools & techniques used during the study include correlation analysis and multiple regressions regarding perception of car buyers related with 4C's were used.

Table-1: Description of customers

Criteria	Values	Percent	Criteria	Values	Percent
Age	< 25 years	53.6	Gender	Male	58.4
	25 -35 years	41.6		Female	41.6
	35 -45 years	4.8	Occupation	Private / Govt	53.2
	45 and above	Nil		Business	46.8
				Agriculture	Nil
Education	Undergraduate or lower	69.6	Marital Status	Single	42.9
	Master's	30.4		Married	57.1
Your Location Type	Urban	2.8	Family Income	1 -2 LPA	17.2
	Rural	33.2		2 -5 LPA	22.0
	Semi -urban	24		>5 LPA	60.8

DATA ANALYSIS

Inter –Relationship among 4Cs dimensions between Customers and dealers

Dimension of 4Cs	R -Value (Correlation)	Sig.
I always search for uniqueness of design	0.749	0.000
I always prefer buying well - known brands	0.856	0.000
A well -known brand means good quality	0.150	0.527
I always search for quality product	0.467	0.038
I make a special effort to choose the very best quality product	0.787	0.000
I always prefer to purchase latest model	0.546	0.013
I consider price first	0.540	0.014
I compare prices to find the lower - priced product	0.008	0.973
I associate cost with the quality of car	0.800	0.000

I give importance to Cost of Service	0.936	0.000
There are many easy car financing schemes	0.655	0.002
Quick delivery of cars is desired	0.840	0.000
Dealer are providing company authorized service center	0.608	0.004
Car insurance service is easily available	0.702	0.001
Only motive is of targeting people to buy the car	0.724	0.000
Motive is to spread awareness of the car.	0.917	0.000
Motive is of showcasing the functional Specifications of the car.	0.659	0.002
Show that this car is for people like you.	0.659	0.002
Show that car is perfect for my lifestyle	0.697	0.001

To analyse the above hypothesis multiple regression analysis for all 4 parts of Product related attributes, Price related attributes, Place/availability related attributes, Promotion related attributes and finally on After Sales services were conducted separately and the result were provided as under:

Descriptive Statistics				
Variables	4C's	Mean	Std. Deviation	N
Uniqueness_design_C	Customer Value	3.2960	.95710	250
Buying_brands_C		3.9440	1.43566	250
brand_quality_C		4.3240	.46894	250
Quality_product_C		4.3240	.46894	250
effort_to_choose_C		4.6480	.47855	250
Latest_model_C		4.3240	.46894	250
price_first_C	Cost	4.3520	.47855	250
Compare_prices_C		4.3520	.47855	250
cost_with_quality_C		3.6200	1.26253	250
Cost_Service_C		4.0000	.80660	250
Financing_schemes_C		3.9280	.42371	250
Quick_delivery_C	Convenience	2.3800	1.26253	250
authorized_service_C		3.6760	1.23333	250
Car_insurance_C		3.0280	1.40682	250
Targeting_people_C	Communication	2.6480	.93788	250
spread_awareness_C		3.0280	1.40682	250
Specifications_C		3.6760	.46894	250
Car_forYou_C		3.6480	.47855	250
Prefered_lifestyle_C		2.6560	.91048	250

Table-4: Multiple Regression analysis

Perception from	Variable	Constant/beta Value	Adjusted r square	ANOVA	Sig.
Customer Value	(Constant)	2.610	.379	152.953	.000[a]
	Uniqueness_design_C	.502			
Cost	(Constant)	8.632	.379	152.953	.000[a]
	price_first_C	-1.004			
Convenience	(Constant)	4.704	.377	76.380	.000[b]
	Quick_delivery_C	-.434			
	authorized_service_C	.161			
Communication	(Constant)	.603	.379	152.95	.000[a]
	Car_forYou_C	1.004			

DISCUSSIONS AND CONCLUSION

Comfortable Family travel and Time saving with Luxury and Social Status are the basic reasons behind the purchase of the car for people residing at Udaipur. Further, the result shown below clearly shows that there are different set of predictors related with the perception of car owners for different 4 C's including after sales services. Regression model resulted from the data analysis of present a model with many predictors. The Model is having good R2 Value that specifies the factors identified can explain less percent but a healthy percent of variance in training satisfaction, not only this the overall model fit measure i.e., ANOVA is also significant and thus the regression model is found to be fit for developing the conclusion . Variables like A well-known brand means good quality and I compare prices to find the lower-priced product are now considered by all the respondents and having significant correlation with the car buyers perception as shown by the correlation analysis.

Further the variable I always search for uniqueness of design (Uniqueness_design_C) is showing the Customer Value in the satisfaction (adjusted r square value .379 and ANOVA 152.953, p<0.05), I compare prices to find the lower-priced product (price_first_C) is showing the Cost in the satisfaction adjusted r square value .379 and ANOVA 152.953, p<0.05), Quick delivery of cars is desired (Quick_delivery_C) and Dealer are providing company authorized service centre (authorized_service_C) are showing the Convenience in the satisfaction adjusted r square value .377 and ANOVA 76.380, p<0.05)and Show that this car is for people like you (Car_forYou_C) is showing the Communication in the satisfaction (adjusted r square value .379 and ANOVA 152.95, p<0.05). This means that as far as the cutomer values are concern their satisfaction is based upon the variables like they always search for uniqueness of design, they compare prices to find the lower-

priced product, Quick delivery of cars is desired and Dealer are providing company authorized service centre with car is for people like me. These variables must be considered by the dealers and companies for marketing their car. Thus we can say that the above results can be used by the companies for the purpose of selling the car in the Udaipur city.

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