

STUDY ON FACTORS INFLUENCING FEMALE CONSUMER PREFERENCES OF FOUR WHEELERS IN PANCHKULA CITY OF HARYANA STATE, INDIA.

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***Abstract:** India, second most populous country in the world has tremendous scope to convert prospective consumer to potential one. In the era of globalization and liberalization the shift from a local to a global economic paradigm had enlarged the role of consumers which may not be neglected in these global economies in India. The study is to focus on huge transformation in the shopping practices of four wheeler, disposable income and increasing number of in the youth. The attitudinal changes towards four wheelers refer a change from price to design, quality to trendiness. In this paper, the researcher studies various factors which impact on consumer preferences towards four wheeler. Such factors are divided into clusters for simplification. It is found that female customers of cars possess very high level of awareness regarding various brand names, product attributes as well as characteristics.*

***Keywords:** Consumer Behavior, Market trends, consumer preferences, Behavioral factors.*

Introduction

Comfortable Communication along with social status is a vital need of daily life. To accomplish personal and professional responsibilities, successful operation of both two wheeler and four wheeler is a must. Business in a global economy need to be more conscious about consumer behavior in different societies to enable effective marketing of their products and services. Consumer is the king of market. In the era of globalization and liberalization the shift from a local to a global economic paradigm had enlarged the role of consumers which is not possible to neglect. India, second most populous country in the world has tremendous scope to convert prospective consumer to potential one. There is a huge transformation in the shopping practices of four wheeler, disposable income and increase in the young generation.

Consumer behavior

"The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

Consumer behavior is concerned with purchase activities: how consumers acquire products and services, and all the activities leading up to a purchase decision, including information search, evaluating goods and services and payment methods. use or consumption activities: concerns the who, where, when and how of consumption, disposal activities: concerns the way that consumers dispose of products and packaging; may also include reselling activities such as eBay and second-hand markets.

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Objectives of study

1. To study consumer awareness and need to switch to buy the four wheeler.
2. To examine relationship between consumer preferences and product attributes.

Review of Literature

Bijapurkar, Rama. (2013) Explores the arena of consumerism in India and the strategies that are developed to please the consumer. In this book, the author tries to give readers some information about the environment in which consumers live; the way they think, their heterogeneous nature and their transformation is discussed. India being an emerging market in the world, there are a lot of business opportunities. The author tries to teach readers how to be ready to grab these opportunities and use them. A Never before World contains major inferences needed to evaluate the business opportunities and figure out the current market strategy. As an overall result of various changes, India is now in the third decade after liberalization. The structure of consumption and behavior of consumers is studied.

Kanojia, A.K. (2011) States that top 4 motorcycle segment control 93% market share. Hero Moto Corp controls executive segment, Bajaj has premium segment and Honda has the dominant position in scooter segment. The author studied about various factors responsible for Hero Moto Corp being able to sustain leadership like highest network penetration, highest customer satisfaction with one of the fastest complaint resolutions.

Vijay, Kumar M; Chandra, Basha and Chand,S. (2015) Price is arguably the most vital and important influence on the positioning of the product and its growth and hence has a direct impact on the volume of the sale of the product and share in the market. If put to the right and thoughtful use, effective pricing can earn a business organization a major and sustained share in a given market. A marketing manager can also maintain resale price of his product, maximize profit and achieve the targeted return on investment. As we know, price of any product can directly influence the demand factor and other factors of production of a product directly. Price fixation of any product is not simple and it depends upon several factors like product cost, availability of substitutes, demand, market share, and geographic factors and so on. Keeping the fixation of price of a product in view, the manufacturer has to think over the price of the product at four levels .i.e. reasonable price, high price, low price and resale value of the product.

Methodology

Sampling method –This study used both primary data and secondary data .The primary data were collected by using structured questionnaire method. A questionnaire is framed with utmost care to fulfill the objective of the study. Secondary data were collected from books, newspapers, auto magazines, daily reports of dealerships of Panchkula city of Haryana state, India. The car customers are selected as a suitable setting to test the research model.

Sample Size and Design- Total 100 questionnaires were distributed to random female customers in the arbitrarily selected area, only 65 questionnaires were returned by the female respondents.

Data Analysis – The primary data collected from the consumers has been analyzed by using statistical analysis techniques to obtain the results relative to the objective of the study.

Factors influencing the female customer towards the purchase of cars – The researcher has clearly identified the type of fuel either diesel or petrol, reasons to buy car and factors influencing to convert prospective customer to potential customer in Panchkula city.

Data Interpretation –

	Cluster	
	1	2
Price	4.02	.46
Quality	1.73	.50
Mileage	2.81	.55
Comfort	2.31	.30
Seating capacity	3.33	.32
Less maintenance	3.52	.67

Source: Female Respondent Cluster analysis 1

The first cluster consists 72 with moderate influence of all these factors to purchase the cars. Therefore, this cluster is called as moderators. The second cluster with .23 of customers highly influenced by suitability and cost are said as sensitive customers. Similarly, same k means cluster analysis is applied on three factors comfort, cost and quality of service for brand selection reasons.

First cluster centers for cost factors, comfort, and maintenance factors reasons of brand selection

	Cluster Analysis	
	1	2
Design	.42	2.1
Fuel efficiency	.61	2.4
Price	.55	3.5
Seating capacity	.63	2.7
Brand name	.73	3.5

Source: Female Respondent Cluster analysis 2

Need of Integrated Marketing System & its realist approach in Panchkula City of Haryana state, India –There is a need to create the integrated marketing system in Panchkula city of haryana state to influence the female Consumer preferences to buy four wheeler.

An approach to create an unified and seamless experience for consumers to interact with the brand/enterprise; it attempts to mix all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, and social media, through their respective mix of tactics, methods, channels, media, and activities, so that all work together as an unified force. It is a process designed to ensure that all messaging and communication strategies are consistent across all channels and are centered on the customer. To convert the awareness of female and to make their mind diverted such system is crucial. This system is to provide a wide range of options which help marketers to connect with their target customers straightforwardly.

In Panchkula Markets and public places, there are several innovative ways to promote brands among customers such as newspaper inserts, hoardings and banners at the most strategic locations, pamphlets, brochures. Not only can this, through radio talks like AajkiGarahni women preferences could be switched. By way of advertisements, press releases, discount coupons especially car purchase of women can be influenced, particularly, CELERIO CAR DEALERS special focus on these women in PANCHKULA by way of special free rides, RACE COMPETITIONS among them can play significant role.

By focusing on loyalty clubs, membership clubs, kitty parties of women, easy accessible approach is possible. Women's group on social networking sites too can be focused to switch preference towards four wheeler more. Such ways ensures that the customer gets the right message at the right place and right time.

Conclusion

The study revealed that female customers of cars have very high awareness on various brands, product attributes and characteristics. The easy availability of loans, average of car, low maintenance cost, female friendly product attributes are the factors influencing the female car consumers. Extent of knowledge through internet makes customer more updated with rise in expectation and frequent change in customer attitude creates an urge of more new sale techniques and new ways required to satisfy customer to capture market to larger extent. Where, customer satisfaction of female car segment depends on the factors like cost orientation, attractive features, product quality, service expectation. If these factors are found satisfactory in their purchase of car then it clearly indicates that customer satisfaction exists.

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