



CONSUMER BEHAVIOUR OF SUV'S & MUV'S IN INDIAN MARKET

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ABSTRACT

The car business in the present business situation can be positioned among the most lucrative ones around, inferable from the expansion in the extra cash of both the country and additionally the urban groups of the general public. This has been made conceivable because of the simple accessibility of fund and the rising populace. Encourage another reason that adds fuel to this rising flame is the warmed rivalry in this industry, with host of new players entering and worldwide brands like Porsche, Mercedes and Audi that have just begun to tweak their offering according to the requirements and likings of the Indian market, to make it more alluring to the new arrangement of target gathering of people. This exploration work contains the investigation of the Consumer Behavior of Automobile Customer. Understanding the psyche of the potential shopper would help us in understanding their outlook when obtaining autos. Every one of the fragments in the Indian car industry has been considered and the investigation demonstrates that purchasers have diverse needs set concerning each section, where the main consideration remains the extra cash or the incentive for cash. Wellbeing and driving solaces approach the discretionary cash flow factor; the examination likewise demonstrates that the apparent nature of the item depends mostly on the brand picture of the item. For this investigation, the zone picked was traveller autos and the examination papers in the zone of Passenger Cars portion were eluded, to comprehend the purchasing choice process over every one of the sections of traveller autos, for example, little and Hatch Back fragment, Sedan class portion, SUV and MUV portion and Luxury Car fragment. The primary goal of this investigation was to comprehend the variables that assume an urgent part in affecting the client's inclinations for specific portion of autos.

The changing conduct of buyers towards different car marks in a specific portion is the consequence of different components which are a piece of their purchasing choice. The goal of this investigation is to distinguish and comprehend the variables impacting client's image inclinations towards the SUV and the MUV section. The feelings related with a specific brand in the SUV and the MUV car portion were mulled over. A sum of 200 respondents are incorporated among which 98 met the objective gathering criteria set for the investigation

INTRODUCTION

This study which contains the recognizable proof of the advertising blend and the related brand value that accompanies the car mark from singular client's point of view. It is imperative to comprehend this since it proposes that procedures, strategies and territories where research can be valuable in administrative basic leadership to expand client inclination for SUV'S. The Indian car industry has the crown of being one of the biggest car producers on the planet. Already it was a quickly developing

worldwide market, has now turned into a level or negative development encountering market. In 2014-15, India rose as Asia's fourth biggest exporter of traveller autos, surpassing Thailand to end up plainly third in 2014. Starting at 2014, India has been home to 40 million traveller vehicles. More than 3.7 million automotives have been delivered in India in 2014 (ascent of 33.9%), in this way making India the second quickest developing car showcase on the planet (after China). India's traveller auto and business vehicle fabricating industry as of late outperformed Brazil to end up noticeably the 6th biggest on the planet, with a yearly creation measurement of more than 3.9 million units in 2014. From 2015 to 2017, the industry grew 16-18%, offering around three million units. According to the Society of Indian Automobile Manufacturers, the yearly vehicle deals are estimated to increment to 4 million by 2015 and not 5 million as beforehand anticipated. The information has been gathered through direct communication and study of clients utilizing polls. A clear Analysis has been utilized to change information into an effortlessly justifiable organization and factor examination has been utilized to distinguish the elements that impact client inclination. Friedman's test is utilized to distinguish the noticeable feelings clients related to the utility vehicle. In the examination six variables have been recognized that impact mark inclination.

REVIEW OF LITERATURE

2.1 Sumesh Kumar, Dr.Gurbachan kaur Bhatia 2014.

The automobile is the prevailing player in India as well as in the economy of the world. Because of its forward and in reverse linkages with a few key sections of the economy, the industry has a solid multiplier impact of mechanical development. The business has been advancing throughout the years, addressing up with difficulties as fluctuated as advances, unions and rebuilding and consequently adjusting to the new market condition. The present paper measures the monetary execution of two noteworthy car organizations of Indian birthplace, Tata Motors and Maruti Suzuki after the arrangement of progression and uncovers the similar money related quality of both the organizations under investigation on the premise of liquidity, productive utilization of advantages, benefit and so forth.

2.2 Dr. John Chaco & B. Ebel& M. Hofer 2015.

From 1970 to 1984, automobiles were seen as an indulgence stock in India that less segments of the overall population could oversee. Traveller auto purchasing and even vehicle creation procedure had its obstacles. The gathering of vehicles was approved with quantitative restrictions on imports and even an impose structure was planned to restrain the business segment. Back then, the Indian auto business was overpowered with models from Tata, Ashok Leyland, Mahindra and Mahindra, Hindustan Motors, Premier Automobiles and Bajaj Auto. Between 1985 to 1995, some Indian associations collaborated with Japanese producers to enter the four and bicycle segments independently e.g. Maruti Udyog and Hero Honda. While quantitative imprisonment continued with post the money related advancement in 1991, the Indian auto industry saw the de-authorizing of its traveller auto part. A couple of overall auto associations entered the traveller auto advertise from 1995 to 2000 and began placing assets into the organization framework to help up-keep of road vehicles. In the year 2000, the Indian government revealed a couple of enhancements to the notable point procedure, hailing the finish of the quantitative repressions with the execution of 100 % Foreign Direct Investments (FDI) through modified course. Vehicles were made in the family market and tolls got an assistance

2.3 Jambhale, M., Manel, V., Kale, J., And Saraf, M. 2012

The Indian auto industry today stays as the most vivacious, introduces day and lively market on the planet and is the present concentration of wander for all intents and purposes each driving vehicle producer on the planet. New varieties propelled in Indian business are tried by augmenting it with particular sensors and running it on showing ground and open avenues and further acknowledged in the lab. These practices might be gotten from the business part needs and driving case of that territory and endeavouring to get for Indian condition. The driving properties procured from various markets may not address Indian driving illustrations. Basically Indian vehicle creator moreover need to know upgraded driving qualities, which is all that much unique and changing with new kind of boulevards/driving inclination et cetera.

Paper examines the response of vehicle structure and sub-systems to the Indian driving case. It researches an extensive estimation and examination of key parameters of differing vehicle and sub-structure which could be used for arriving at rules required for vehicle change for target advertises. To address this need of car industry, broad data gathering and examination on vehicles around India, which address Indian conditions, is finished. The principles thus got from honest to goodness data will be profitable for making, surveying and streamlining the vehicle system/sub-structure for Indian road conditions.

2.4 Haas-Kotzegger, Ursula And Schlegelmilch, Bodo B. And Ambos, Björn 2013.

This cautious examination inspects the troubles stood up to by Ford Motor Company, one of the world's most prominent auto manufactures. In 2007, after Ford revealed a standout amongst the most perceptibly awful setbacks in the association's history, the firm is in the midst of a revamping system. The "Way ahead Initiative", started by Bill Ford should bring the association go into the speedy way. The case offers establishment information on the association and its particular divisions. It gives the peruser data on the middle markets of Ford with exceptional focus on Europe, on the various levelled structure of the association and the examples and challenges for the auto business. For the association these request are basic: How can Ford meet the challenges coming to fruition due to the troublesome state of economy? What part will Ford of Europe play in bringing the association go into advantage?

Sangeeta Gupta 2015.

The Automobile piece in India particularly Sports utility Vehicle (SUV'S) area saw various changes ensuing to its introduction with the section of outside makers. The makers of SUV's have gotten the grip on the hearts of Indian purchasers due to their high designing and in vogue looks. Regardless of the way that the hatchbacks have a more imperative quality in the Indian market, however future may unfurl for SUV's as potential customers of vehicles moving over to buy the SUV's. In any case, with different choices open, an Indian auto purchaser has shown an enormous change in auto securing conduct. In this manner it is significant for the sponsors to orchestrate their promoting mix keeping pace with customer tilted presentation. This paper tries to think about the effect of exhibiting mix on auto purchasing slant identifying with the brand slant. Moreover inquires about the essential acquiring goals of SUV's auto obtaining purchasers. The investigation is driven using a solace inspecting strategy. An aggregate of 180 respondents were fused among which 164 met the objective group criteria set for the examination. The data gathering was made through prompt joint effort and customer catches audit using printed surveys. Unmistakable Analysis was used to change data into reasonable design .The component examination was used to fathom the displaying mix effect and rate examination was used to research central buying manners of thinking of auto buyers .The outcome show a strong connection between thing

eccentricities, esteem and brand slant. Furthermore the excited obtaining expectation plays an essential resolute behind any purchase that is mark unwavering quality.

RESEARCH METHODOLOGY

Research Problem

Analysis of consumer behaviour of suv’s & muv's in Indian market situation and finding the various factors responsible for success of industry which need to be worked on.

Objectives of the Study

- To analyze the consumer behaviour of suv’s & muv's in Indian market.
- To understand the marketing strategies of Suvs and Muvs segment in India market.
- To analyze the market conditions and marketing mix strategies of Suvs and Muvs in India market.
- To find out the customer demand and supply in Indian marketing for SUVs’ and Muv’s.

Research Design

Conducting the research

The research was conducted by the use of questionnaires, referring to various research papers written on the topic over the years, talking to people around us about their views and talking to the automobile dealers.

Data Collections Methods:

Primary Data:

Collection of data – Structured questionnaires.

Secondary Data:

Newspaper, magazines, company websites

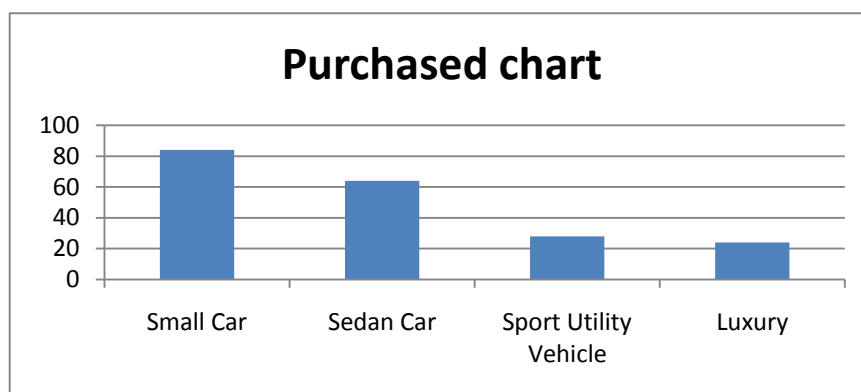
Sample frame: New Delhi - NCR.

Sample size : 200

Data analysis and Interpretation

Table 4:1: Table showing which is the last segment of car purchased by consumer?

Particular	No. of Respondents	Percentage
Small Car	84	42 %
Sedan Car	64	32%
Sport Utility Vehicle	28	14 %
Luxury	24	12 %
Total	200	100 %



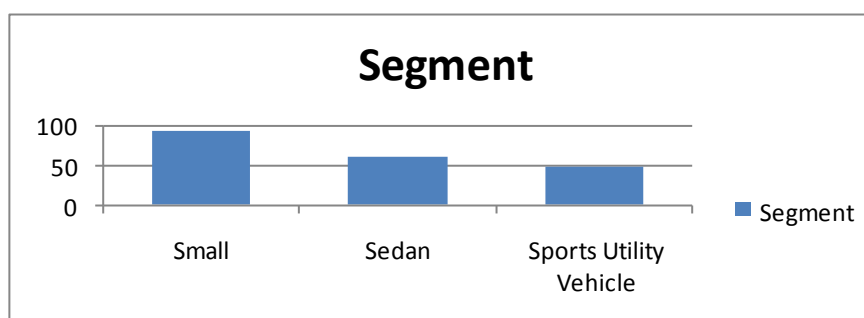
Graph No.4.1

Graphical Data Interpretation

As per above graph, there are 42% purchasing small cars by consumer while 32% Sedan Car and rest are Sport Utility Vehicle i.e. 14% and rest are of luxury cars only 12%.

Table 4:2: Segment of car customer like to purchasing of SUVs or MUVs cars?

Particular	No. of Respondents	Percentage
Small	92	46%
Sedan	60	30%
Sports Utility Vehicle	48	24%
Total	200	100%



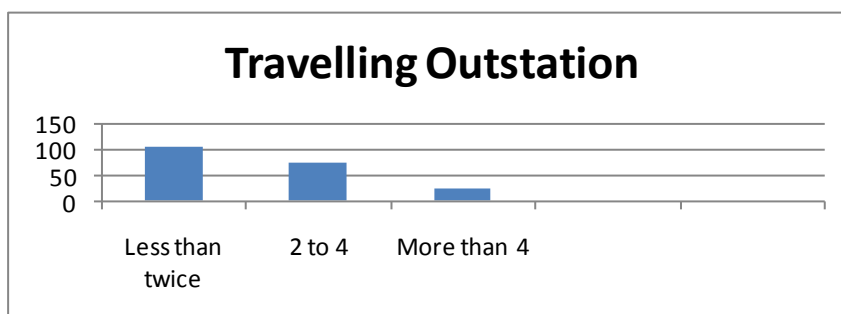
Graph No.4.2

Graphical Data Interpretation

As per above graph, it is found that small car consumer has 46% which Sedan and sports Utility Vehicle customers are 30% and 24% respectively.

Table 4.3: Showing the customer travelling outstation in a month by cars?

Times	No. of Respondents	Percentage
Less than twice	104	52%
2 - 4	72	36%
More than 4	24	12%
Total	200	100%



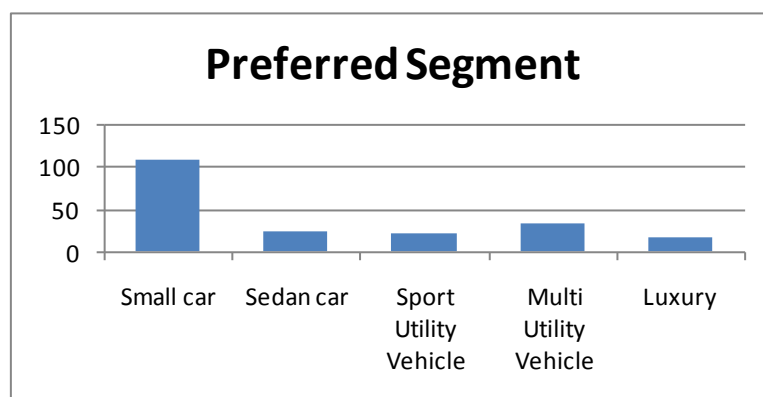
Graph No.4.3

Graphical Data Interpretation

As per above graph, there are 52% respondents travelling outstations in a month by car and rest 2-4 times i.e. 36% while rest are of more than 4 i.e. 12% only.

Table 4.4: Showing the segment of SUVs or MUVs car preferred the most?

Particular	No. of Respondents	Percentage
Small car	108	54%
Sedan car	24	12%
Sport Utility Vehicle	20	10%
Multi Utility Vehicle	32	16%
Luxury	16	8%
Total	200	100%



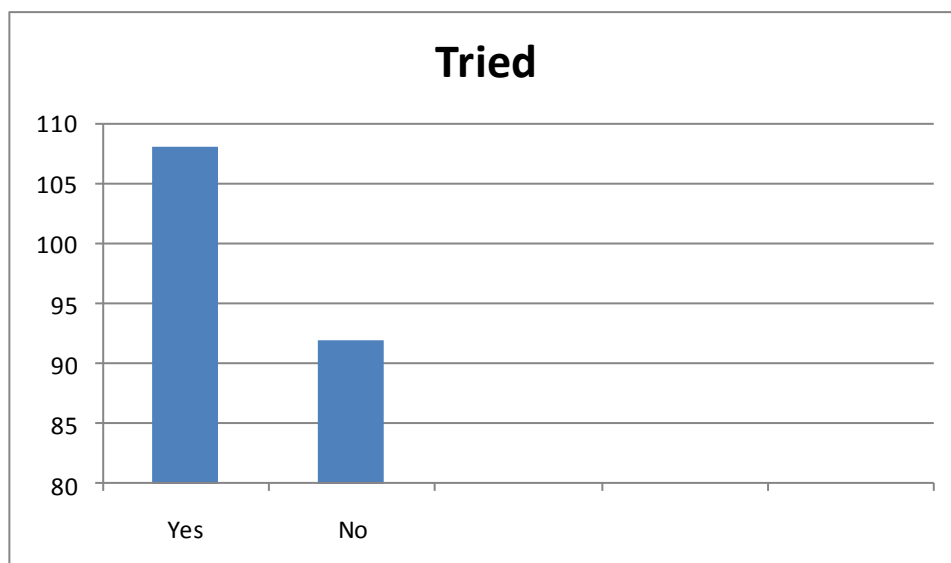
Graph No.4.4

Graphical Data Interpretation

As per graph, there are 54% respondents are preferred small car while 12% preferred Sedan Car while 16% MUVs and 10% preferred SUVs rest are of luxury cars.

Table 4.5: Tried different segments of car towards SUVs / MuVs?

Particulars	No. of Respondents	Percentage
Yes	108	54%
No	92	46%
Total	200	100 %



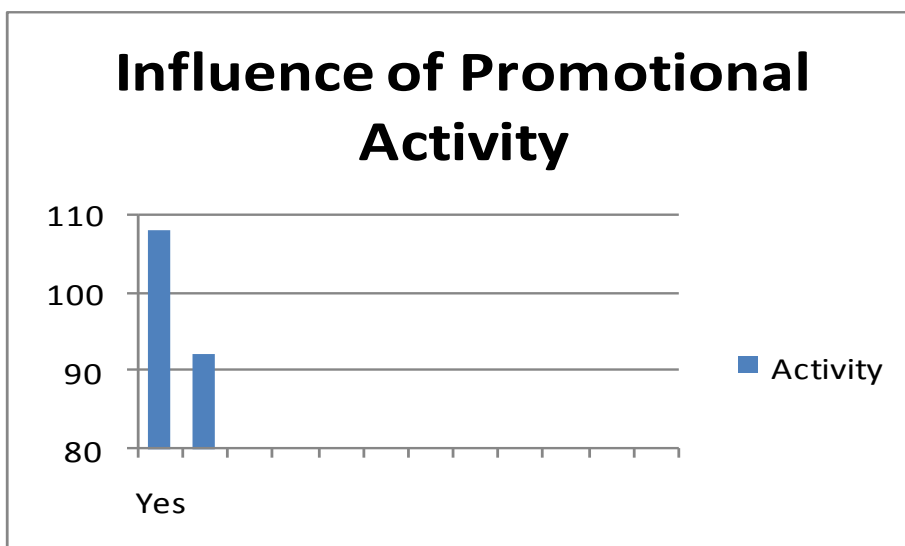
Graph No.4.5

Graphical Data Interpretation

As per above graph, there are 54% respondents said that influence of promotional activities towards SUVs / MuVs and rest said 'no'.

Table 4.6: Table showing influence of promotional activities towards SUVs / Muvs?

Particular	No. of Respondents	Percentage
Yes	108	54%
No	92	46%
Total	200	100%



GraphNo.4.6

Graphical Data Interpretation

As per above graph, there are 54% respondents said that influence of promotional activities towards SUVs / MuVs and rest said 'no'.

Table 4.7: Rise in price of your preferred segment make you switch over to other segment?

Particulars	No. of respondent	Percentage
Yes	96	48%
No	104	52%
Total	200	100%



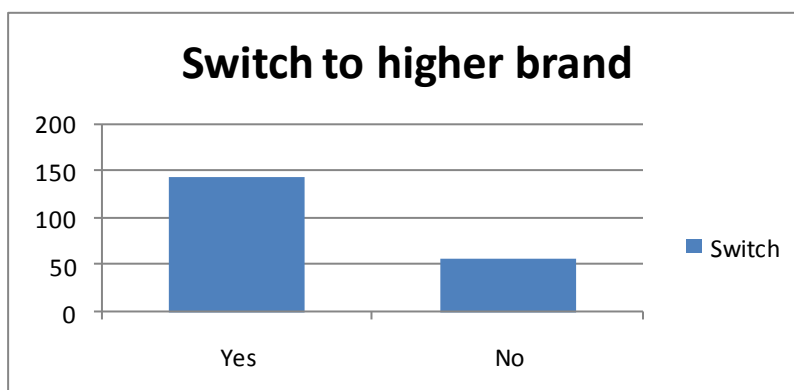
Graph No.4.7

Graphical Data Interpretation

As per above graph, there are 48% respondents assume that rise in price and proffered segment switch over to other segment while rest are said 'no'.

Table 4.8: If income increases will you switch over to higher brand/segment of SUVs or MUVs?

Particular	No. of respondent	Percentage
Yes	144	72%
No	56	28%
Total	200	100%



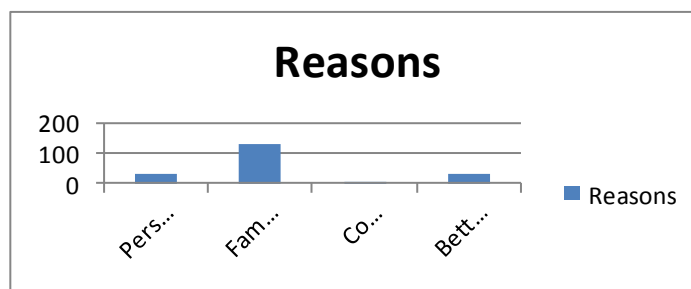
Graph No.4.8

Graphical Data Interpretation

As per above graph, there are 72% respondents assume that income increases will switch over to higher brand / segment of SUVs or MUVs and rest said 'no'.

Table 4.9: Reasons for purchasing a particular SUVs or MUVs car?

Particular	No. of respondent	Percentage
Personal/Personality	30	15%
Family	130	65%
Commercial	6	3%
Better safety on road	34	17%
Total	200	100%



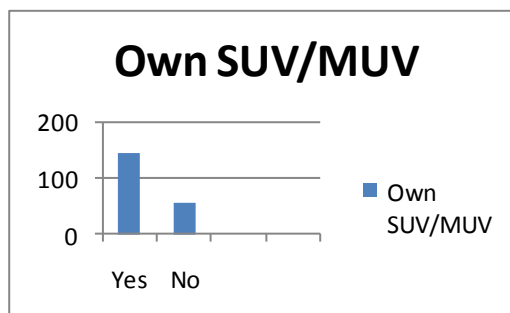
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Graphical Data Interpretation

As per above graph, there are 65% respondents said reasons for purchasing a particular SUVs or MUVs for family, which 15% personal or personality reason, 3% for commercial purpose while rest purchasing a particular SUVs or MUVs due better safety on road.

Table 4.10: Do you own a Sport Utility Vehicle/ Multi Utility Vehicle?

Particular	No. of respondent	Percentage
Yes	144	72%
No	56	28%
Total	200	100%



Graph No.4.10

Graphical Data Interpretation

As per above graph, there are 72% respondents has own Sport Utility Vehicle or Multi Utility Vehicle and rest has not SUVs or MUVs.

Findings & Analysis

- It is found that 42% purchasing small cars by consumer while 32% Sedan Car and rest are Sport Utility Vehicle i.e. 14% and rest are of luxury cars only 12%.
- It is found that small car consumer has 46% which Sedan and sports Utility Vehicle customers are 30% and 24% respectively.
- It is found that 52% respondents travelling outstations in a month by car and rest 2-4 times i.e. 36% while rest are of more than 4 i.e. 12% only.
- It is found that 54% respondents are preferred small car while 12% preferred Sedan Car while 16% MUVs and 10% preferred SUVs rest are of luxury cars.
- There are 54% respondents said that influence of promotional activities towards SUVs / MuVs and rest said 'no'.
- It is found that 54% respondents said that influence of promotional activities towards SUVs / MuVs and rest said 'no'.
- there are 48% respondents assume that rise in price and proffered segment switch over to other segment while rest are said 'no'.
- It is found that 72% respondents assume that income increases will switch over to higher brand / segment of SUVs or MUVs and rest said 'no'.
- It is found that 65% respondents said reasons for purchasing a particular SUVs or MUVs for family, which 15% personal or personality reason, 3% for commercial purpose while rest purchasing a particular SUVs or MUVs due better safety on road.
- It is found that 72% respondents has own Sport Utility Vehicle or Multi Utility Vehicle and rest has not SUVs or MUVs.

The six factors are identified as key determinant factors that influence customers buying behavior of economy segment of SUV's

Conclusion

It is reasoned that according to my thesis report is done to distinguish the elements impacting brand inclination of economy fragment SUVs and MUVs in the economy section of SUVs and MUVs. This paper surveyed the components that impact shoppers' selection of brands in the fragment of Automobile market and capacity of brand value on item decision. In light of study discoveries, the inclination of a given brand can be clarified regarding six factors in particular Product unwavering quality, fiscal factor, in vogue claim, recurrence of non-value advancements offered, dependability and client feeling or relationship towards mark. There is requirement for advertisers to think about these variables while creating item advancements in the SUV section of Automobile showcase.

According to my examination work demonstrates that fulfilled shopper will make higher deals for the business and thusly decidedly impact different purchasers. The present examination has been led to investigation the customer investigation in Delhi. The examination is completed in "Delhi". Buyers are happy with the business procedures of "Suv's and Muv's". Like every other section is additionally confronting a few difficulties in the market condition. There are a few requests by the purchasers for that organization is additionally dealing with it. Makers are dependably vigilant for skilled individuals to join its group. Industry offers a casual and formal work environment in the association and in the market, flexibility of choices and a multi-disciplinary ordeal opportunity with a decent value structure. This is a reason that purchasers of Suv's stay with their brands for a more extended period. Numerous representatives here need to working with this association for long time. Representatives by and by feel that it's an exceptionally solid association and with time it has demonstrated its brilliance. What's more, with time there are many changes been done and this progressions and advancement are as yet proceeding.

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