

A SURVEY ON CONSUMER PERCEPTION OF HONDA CARS IN BHUBANESWAR

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ABSTRACT

Car purchasers in India, they are evolving. The criteria utilized by new-vehicle purchasers in their shopping procedure have gotten strikingly extraordinary among the different locales of the nation. This paper investigates the customer buying behavior towards Honda passenger cars in Bhubaneswar. The extent of the work is restricted to certain significant components that clients search while purchasing Honda cars. It also considers the perception of the Honda car owners. Understanding the customer's brain and assessing what they see about the product, will help the vehicle producer in building up their products to address customers needs and planning the best possible marketing strategy. In this paper factors such as price, mileage, easy maintenance, space, seating comfort, braking system, safety features, interior, exterior, blue tooth, music system have been considered. 12 questions were asked to each of the 53 customers. They have answered on a scale of 1 to 7 (1 = completely agree, 7 = completely disagree). Factor analysis technique is used to determine the variables which are to be considered.

KEYWORDS: *Buying behavior, Customer needs, Marketing strategy, Factor analysis*

INTRODUCTION

India turned into the fifth biggest auto market in 2019 with sales coming to 3.81 million units. It was the seventh biggest producer of commercial vehicles in 2019. The two-wheeler segment rule the market as far as volume attributable to a developing middle class and a youth population. Besides, the developing enthusiasm of the organizations in investigating the rural market additionally supported the growth of the segment. Bikes and passenger vehicles dominate the Indian auto market. Passenger vehicle deals are dominated by small and midsized cars. Bikes and Passenger cars

represented 80.8 percent and 12.9 percent of the pie, individually, representing a joined offer of over 20.1 million vehicles in FY20.

Car purchasers in India, they are evolving. The criteria utilized by new-vehicle purchasers in their shopping procedure have gotten strikingly extraordinary among the different locales of the nation, as indicated by the J D Power Asia Pacific 2013 India Escaped Shopper Study (ESS). Almost 57 percent of purchasers in the Eastern India purchase new cars. Alluring design and styling has progressively become the most persuasive purpose behind vehicle determination among purchasers. Now new-vehicle purchasers much of the time state great fuel efficiency as an explanation behind their buy.

Internet use for research during the vehicle-shopping process has expanded. Data on technical details, vehicle highlights or accessories, vehicle cost, vehicle leaflets/pictures, warranty/guarantee, spare parts information are progressively being looked for on the web as customers set up their first-cut shopping list. In this paper factors such as price, mileage, easy maintenance, space, seating comfort, braking system, safety features, interior, exterior, blue tooth, music system have been considered.

LITERATURE REVIEW

The car business in India is one of the bigger markets on the planet. It had recently been one of the quickest developing business all around, however is at present encountering level or negative development rates.

Mandeep Kaur and Sandhu (2006) endeavored to discover the significant highlights which a client considers while going for the acquisition of a new vehicle. The investigation covers the proprietors of passenger vehicles living in the significant urban areas of the State of Punjab and the Union Territory of Chandigarh. The respondents see that safety and comfort are the most significant

highlights of the passenger vehicle followed by luxuriousness. So the makers must plan the products giving greatest weightage to these components.

Chidambaram and Alfred (2007) proposes that there are factors which impact the brand inclinations of the clients. Inside this system, the investigation uncovers that clients give more significance to fuel efficiency than different components. They accept that the brand name discloses to them something about product quality, utility, innovation and they like to buy the cars which offer high fuel efficiency, great quality, innovation or high end technology, toughness and sensible cost.

Satya Sundaram (2011) dissected how the competition makes the vehicle producer to launch in any event one new model or a variation of the model each year. Sudhakar and Venkatapathy (2009) contemplated the impact of close companions in the acquisition of vehicle concerning Coimbatore District. It was likewise discovered that the impact of companions is higher for the acquisition of small and midsized vehicles.

Brown et al (2010) had investigated the consumers mentality towards European, Japanese and the US made cars. The nation of origin assumes a noteworthy factor in the consumers decision. The brand name, lower cost and distributor's goodwill totally significantly affect the sale of passengers' vehicle.

In any case, the current examination varies from the above mentioned, in that, the owner's perception in Bhubaneswar is tried to be investigated here. The scope and the area of the research are novel in nature.

OBJECTIVE OF THE STUDY

Attempt has been made in this study to identify different factors which are significant for customers for purchasing Honda cars and reducing the large number of factors into a reasonable small numbers so that it will be easy for the manufacturer to focus on them while designing the product.

1. To identify factors significant for customers buying Honda cars

2. To know customer perception about Honda cars

RESEARCH METHODOLOGY

Sample size – Data is collected from 53 respondents with a structured questionnaire. 7 point likert scale is used to collect their opinion (1= completely agree, 7= completely disagree).

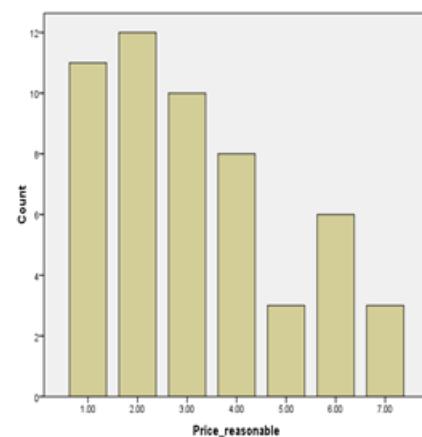
Technique Used – Factor analysis is used to determine the variables, which are to be considered significant for customers for buying Honda cars.

Tools Used – SPSS

DATA ANALYSIS AND INTERPRETATION

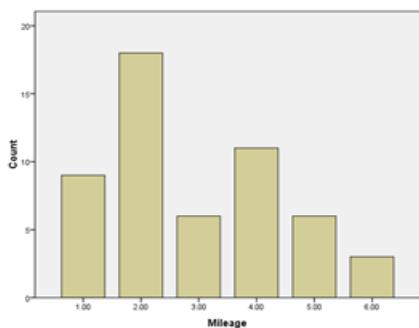
Keeping in mind the objectives the data which was collected from 53 respondents was analyzed and the following information has been received. Bar graphs are used to see the perception of respondents on a 7 point likert scale. Factor analysis has been used to reduce the number of variables into a reasonable small number.

Graph-1



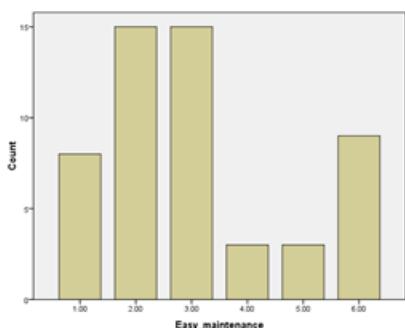
Graph-1 represents number of customers assigning different numbers in the scale of 1 to 7 for the factor reasonable pricing of Honda cars. In the scale of 1 to 7 here 1 = completely agree and 7= completely disagree. It can be seen in graph-1 that majority of the respondents give Honda cars 1,2 and 3 in the scale of 1 to 7. This indicates more customers perceive that Honda cars are reasonably priced.

Graph-2



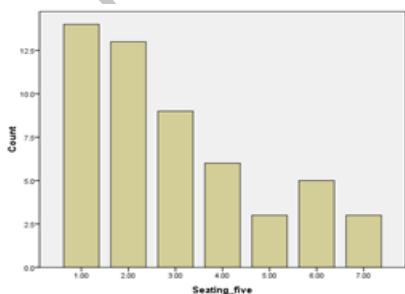
Graph-2 shows number of customers assigning different numbers in the scale of 1 to 7 for the factor mileage of Honda cars. In the scale of 1 to 7 here 1 = completely agree and 7= completely disagree. It can be seen in graph-2 that majority of the respondents give Honda cars 1,2 and 3 points in the scale of 1 to 7. This indicates more customers perceive that Honda cars show very good mileage.

Graph-3



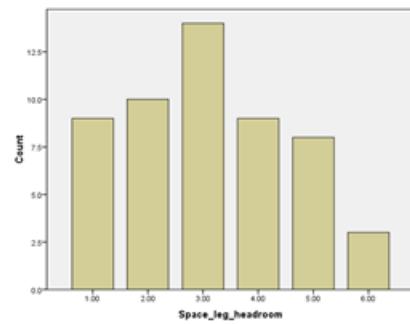
Graph-3 shows number of customers assigning different points in the scale of 1 to 7 for the factor easy maintenance of Honda cars. In the scale of 1 to 7 here 1 = completely agree and 7= completely disagree. It can be seen in graph-3 that majority of the respondents give Honda cars 1,2 and 3 points in the scale of 1 to 7. This indicates more customers perceive that Honda cars are easy to maintain.

Graph-4



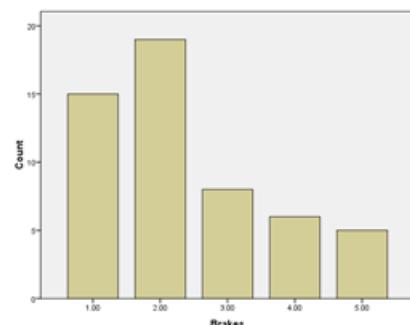
Graph-4 depicts number of customers assigning different points in the scale of 1 to 7 for the factor “five people can seat comfortably” in Honda cars. It can be seen in graph-4 that majority of the respondents give Honda cars 1,2 and 3 points in the scale of 1 to 7. This indicates more customers perceive that Honda cars are quite comfortable for five people to seat.

Graph-5



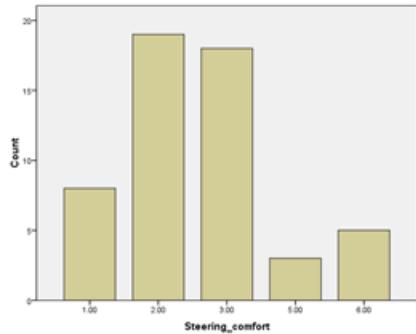
Graph-5 represents number of customers assigning different points in the scale of 1 to 7 for the factor “leg space and head room space” in Honda cars. It can be seen in graph-5 that majority of the respondents give point which is close to complete agree for this factor. This indicates more customers perceive that Honda cars are quite comfortable for leg room and head room.

Graph-6



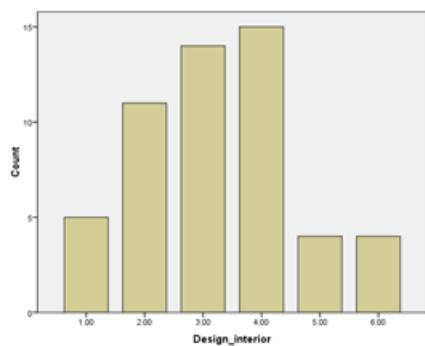
Graph-6 shows number of customers assigning different points in the scale of 1 to 7 for the factor “effective braking system” in Honda cars. It can be seen in graph-6 that majority of the respondents give 1and 2 points which is close to complete agree for this factor. This indicates more customers perceive that Honda cars have effective braking system.

Graph-7



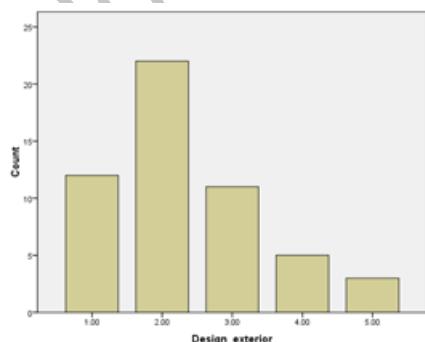
Graph-7 shows number of customers assigning different points in the scale of 1 to 7 for the factor “steering comfort” in Honda cars. It can be seen in graph-7 that majority of the respondents give 1,2 and 3 points which is close to complete agree for this factor. This indicates more customers perceive that Honda cars have comfortable steering.

Graph-8



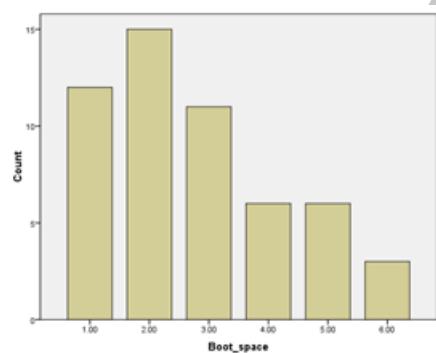
Graph-8 depicts number of customers assigning different points in the scale of 1 to 7 for the factor “interior design” in Honda cars. It can be seen in graph-8 that majority of the respondents give 1,2,3 and 4 points which is close to complete agree for this factor. This indicates more customers perceive that Honda cars have very good interiors.

Graph-9



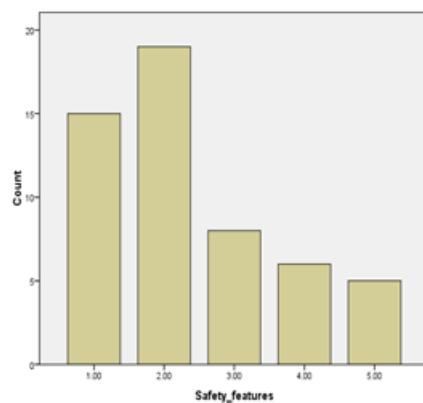
Graph-9 depicts number of customers assigning different points in the scale of 1 to 7 for the factor “exterior design” in Honda cars. It can be seen in the graph that majority of the respondents give 1,2 and 3 points which is close to complete agree for this factor. This indicates more customers perceive that Honda cars have very good exterior also.

Graph-10



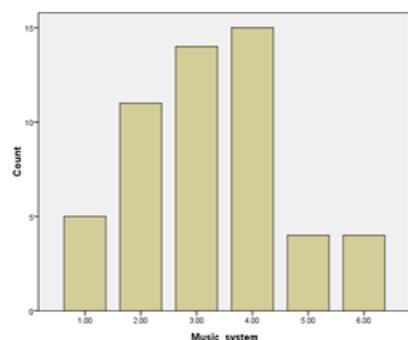
Graph-10 shows number of customers assigning different points in the scale of 1 to 7 for the factor “boot space” in Honda cars. It can be seen in the bar graph that majority of the respondents give 1,2 and 3 points which is close to complete agree for this factor. This indicates more customers perceive that Honda cars have very good boot space.

Graph-11



Graph-11 depicts number of customers assigning different points in the scale of 1 to 7 for the factor “safety features” in Honda cars. It can be seen in graph-11 that majority of the respondents give 1 and 2 points which is close to complete agree for this factor. This indicates more customers perceive that Honda cars are safe to drive.

Graph-12



Graph-12 shows number of customers assigning different points in the scale of 1 to 7 for the factor "music system" in Honda cars. It can be seen in graph-12 that majority of the respondents give 1,2,3

and 4 points which is close to complete agree for this factor. This indicates more customers perceive that Honda cars have very good music system.

Table-1

Total Variance Explained

Com pone nt	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.224	35.203	35.203	4.224	35.203	35.203	3.686	30.713	30.713
2	3.430	28.583	63.786	3.430	28.583	63.786	3.319	27.659	58.371
3	1.906	15.880	79.666	1.906	15.880	79.666	2.555	21.295	79.666
4	.977	8.145	87.811						
5	.714	5.953	93.764						
6	.311	2.594	96.358						
7	.280	2.334	98.692						
8	.086	.720	99.412						
9	.057	.474	99.886						
10	.014	.114	100.000						
11	3.201	2.668E-15	100.000						
12	6.735	5.612E-16	100.000						

Extraction Method: Principal

Component Analysis.

In the above Table-1 it can be seen that the three factors extracted together account for 79.66% of the total variance. This is a pretty good bargain because instead of 12 factors, it has been reduced to only 3 and only 20.4% is the loss here.

Table-2

 Rotated Component Matrix^a

	Component		
	1	2	3
Price_reasonable	.840	.115	.017
Mileage	.961	.106	.080
Easy_maintenance	.932	-.013	-.194
Seating_five	-.237	-.006	.852
Space_leg_headroom	.076	-.147	.890
Brakes	.047	.921	.003
Steering_comfort	.121	.593	-.181
Design_interior	-.228	-.629	-.573
Design_exterior	-.229	.652	.551
Boot_space	.975	.087	-.005
Safety_features	.047	.921	.003
Music_system	-.228	-.629	-.573

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Table-2 shows the rotated component matrix. It can be noticed in the table that variables Price_reasonable, Mileage, Easy_maintenance and Boot_space have loadings of 0.840, 0.961, 0.932 and 0.975 on factor 1 respectively. This suggests that factor 1 is a combination of these four variables. All these variables indicate towards "economy". So we can name factor 1 as "Economy". Variables Brakes and Safety_features have loadings of 0.921 and 0.921 on factor 2 respectively. This suggests that factor 2 is a combination of these two variables. These variables indicate towards "safety". Hence we can name factor 2 as "Safety". Variables Seating_five and Space_leg_headroom have loadings of 0.82 and 0.890 on factor 3 respectively. This indicates that factor 3 is a combination of these two variables.

These variables suggest "space". So we can name factor 3 as "Spacious".

CONCLUSION

Attempt has been made in this study to identify different factors which are significant for customers for purchasing Honda cars and reducing the large number of factors into a reasonable small numbers so that it will be easy for the manufacturer to focus on them while designing the product. It can be concluded that All 53 respondents have the opinion that Honda cars are very good in all these aspects of price, mileage, easy maintenance, space, seating comfort, braking system, safety features, interior, exterior, blue tooth, music system etc. Also

in this study all theses 12 variables are reduced to only 3 factors such as “Economy”, “Safety” and “Spaciousness”. While manufacturing the product the manufacturer can focus on these 3 dimensions only. Keeping in mind these three aspects “Economy”, “Safety” and “Spaciousness” they can develop as much tools or accessories as they can to satisfy their customers. Also they can have a greater market share as well.

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