

IMPACT OF SOURCES OF INFORMATION ON CONSUMER BUYING BEHAVIOUR WITH REFERENCE TO PREMIUM CARS IN HYDERABAD CITY

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ABSTRACT

Marketing pivot on understanding and creating a customer. What consumer would buy it – is no easy task. This would be evident from the fact that though several marketing scholars have spent enormous time and effort on this subject and analysed it from different angles and under different premises, there is no unified, tested and universally established theory of buyer behaviour. What we have is only collection of ideas that have taken from economics, psychology and sociology. There are several factors contributing to the consumer behaviour, one among them is sources of information, which include different variables.

The present study examines the influence of sources of information on consumer buying behaviour towards premium cars in Hyderabad City. Anova test was used to test the hypotheses of this study. Findings of the research show that different variables of information influence buying behaviour. The findings indicate that most of the variables influence the consumer buying behaviour towards premium cars and few do not.

KEYWORDS

Consumer, Behaviour, Information, Variable, Anova etc.

INTRODUCTION

Indian automobile industry has grown leaps and bounds since 1898, a time when a car had touched the Indian streets for the first time. At present, it holds a promising tenth position in the entire world with being # 2 in two wheelers and # 4 in commercial vehicles. Withstanding a growth rate of 18% per annum and an annual production of more than 2 million units, it may not be an exaggeration to say that this industry in the coming years will soon touch a figure of 10 million units per year. Automobile industry is one of the fastest growing industries of the world. With more than 2 million new automobiles rolling out each year, on roads of India, the industry is set to grow further. Automobile industry made its silent entry in India in the nineteenth century. Since the launch of the first car in 1897, India automobile industry has come a long way.

The automobile industry in India is world's third largest, with the country currently being the world's seventh largest commercial vehicle manufacturer. Two-wheelers dominate the industry and had a 79 per cent share in the automobile production in FY17. Two-wheeler sales are expected to grow 8-10 per cent in FY18. Indian automobile industry has received foreign direct investments (FDI) worth US\$ 17.39 billion between April 2000 and June 2017.

The central focus of marketing is consumer. In order to develop successful marketing plans, it is necessary to examine target market characteristics and needs life-style and purchase processes and structure, product distribution, promotion and price decision accordingly. Consumer means "One who or that which consumes; one who uses a commodity or service". Behaviour means, "manner of behaving or acting; the action or reaction of any material under given circumstances". Consumer Behaviour is simply a subsection of the longer field of human behaviour. "Human behaviour refers to the total process by which individuals interact with the environment". Engle, Blackwell and Kollat have defined consumer behaviour as "The act of individuals directly involved in obtaining and using economic goods and services, including the decision process, that precede and determined these acts". Schiffman and Kanuk stated that "consumer behaviour is the behaviour that consumer display in searching for, purchasing, using, and evaluating product and services and ideas which that they expect will satisfy their needs."

Consumer behaviour is influenced by the individuals, socio cultural factors namely the culture, subculture, religion, social class and family life-cycle, personal factors namely the culture, subculture, religion, social class and family life-cycle, personal factors namely age, sex, marital status, education, occupation, income and psychological factors namely the motivation, perception, learning, personality, attitude, lifestyles. These factors highly influence the individuals in arriving at making decisions regarding the products and services.

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OBJECTIVES OF STUDY

Primary Objective

To evaluate the factors influencing consumer buying behaviour towards premium cars in Hyderabad City.

Secondary Objective

To evaluate the role of Sources of Information influencing consumer buying behaviour towards premium cars in Hyderabad City.

Hypothesis

Primary Hypothesis

H₀: Consumer buying behaviour towards premium cars is not influenced by varied factors in Hyderabad City.

H₁: Consumer buying behaviour towards premium cars is influenced by varied factors in Hyderabad City.

Secondary Hypothesis

H₀: Sources of Information negatively influence consumer buying behaviour towards premium cars in Hyderabad City between different age groups.

H₁: Sources of Information positively influence consumer buying behaviour towards premium cars in Hyderabad City between different age groups

Sampling Design

Sampling Plan

The sample plan consists of premium car users in the geographical region Hyderabad of Telangana state. Further, the total size and composition of customers of different demographical areas form the base for prescribing no. and size of respondents.

Sample Size

It is a proportional representation of the customer density at a given location, gender levels. These form the base for fixing the sample size of 450 for Hyderabad city of Telangana state.

Sampling Technique

The process of drawing sample respondents from the sample universe is known as sampling technique, among many techniques available Stratified sampling is employed for the purpose since it is more appropriate as the sample respondents are distributed in different places as stratified groups at different hierarchical levels of the firms.

Sample Unit

Sample unit defines the single unit of the sample, in the pre-decided sample, which is to be drawn from the selected geographical region, a respondent who finds a place will be a male, or female, in the age group 30 to > 60 yrs., with any occupational title, and with the income level presupposed.

Data Collection

The data collected for the present study comprises of both primary and secondary sources.

Primary Data

Data Collected from respondents through questionnaire. The respondents were interviewed and asked to fill the questionnaire. The first part deals with their behavior towards luxury cars and factors influencing in making decisions. The second part of the questionnaire contains the questions concern to the respondents profile in terms of their age, sex, occupation, educational background and income.

Secondary Data

In order to fulfil the objectives of the study, secondary data were collected. The secondary data pertaining to Hyderabad city were collected from various government publications and records the major source of secondary data being Census of India 2001, 2011 (provisional results), District Statistical Centre and Collectorate. The secondary data has been collected from various magazines, journals, daily newspapers, survey reports and reference books etc.

Statistical Design

Data Analysis

The data was analyzed giving thought to the main hypothesis to find relationships between, different motivational factors. Each assessment was looked at individually and descriptive statistics were computed for each. Frequency reports on the specific questions were run to determine agreement within the measures. All assessments were also correlated with one another to find existence of any relationships between the variables. The scale used in the Questionnaire was from 1 to 5, 5 being the very high score and 1 being the very low for each question.

Statistical Tools Applied

The following tests were performed to explore different relationships: ANOVA.

DATA ANALYSIS AND INTERPRETATIONS

Sources of Information and Age Group

Table-1: ANOVA on Sources of Information Influence Consumer Buying Behaviour between Age Groups

Sources of Information	Age	Sum of Squares	D.f.	Mean Square	F	Sig.
T.V. Advertisements	Between Groups	1.421	3	.449	5.012	.003
Newspapers	Between Groups	.989	3	.346	3.819	.025
Magazines	Between Groups	.121	3	.038	.398	.034
Friends	Between Groups	.507	3	.187	1.843	.021
Family members	Between Groups	.185	3	.054	1.081	.002
Internet / E-mails	Between Groups	.212	3	.058	1.821	.028
Websites	Between Groups	.854	3	.202	3.287	.031
Radio	Between Groups	.579	3	.247	.589	.112
Brochures / Printed Displays	Between Groups	.874	3	.341	.658	.224
Wall Writing / Bill Board	Between Groups	.743	3	.479	1.209	.355
Demos / Test Rides	Between Groups	.891	3	.540	1.854	.014
Road Shows	Between Groups	.698	3	.872	1.248	.010
Showroom Visit	Between Groups	.981	3	.741	2.354	.001
Expert Opinions	Between Groups	.549	3	.951	1.254	.003
Sales Person	Between Groups	.628	3	.843	1.298	.004

Sources: Calculations from Sources of information data through SPSS

From table 1, it has been observed that the 'f' value and 'p' value at 3 degrees of freedom for T V advertisements is 5.012 and 0.003, Newspaper is 3.819 and 0.025, Magazines is 0.398 and 0.034, Friends is 1.843 and 0.021, Family members is 1.081 and 0.028, Internet / E-mails is 1.821 and 0.028 and for Websites is 3.287 and 0.031 respectively at 5% level of significance. Here the computed 'p' value of the above variables is less than the acceptable statistical significance (0.05). Hence, the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variables influences consumer buying behaviour towards premium cars in Hyderabad City among the different age groups.

Further, it is observed from the above table that the 'f' value and 'p' value at 3 degrees of freedom for Radio is 0.589 and 0.112, Brochures / Printed Displays is 0.658 and 0.224 and for Wall Writing / Bill Board is 1.209 and 0.355 respectively at 5% level of significance. Here the computed 'p' value of the above variables is greater than the statistical significance (0.05). Hence, the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variables *negatively* influences consumer buying behaviour towards premium cars in Hyderabad City among the different age groups.

Sources of Information and Gender

H₀: Sources of Information negatively influence consumer buying behaviour towards premium cars in Hyderabad City between Gender groups.

H₁: Sources of Information positively influence consumer buying behaviour towards premium cars in Hyderabad City between Gender groups.

Table-2: ANOVA on Sources of Information Influence Consumer Buying Behaviour towards Premium Cars in Hyderabad City between Gender Groups

Sources of Information	Gender	Sum of Squares	d.f.	Mean Square	F	Sig.
T.V. Advertisements	Between Groups	.076	1	.076	.829	.025
Newspapers	Between Groups	.368	1	.368	3.127	.049
Magazines	Between Groups	.014	1	.014	.049	.035
Friends	Between Groups	.018	1	.018	.096	.047
Family Members	Between Groups	.062	1	.062	.876	.045
Internet / E-mails	Between Groups	.053	1	.053	1.235	.031
Websites	Between Groups	.121	1	.121	1.781	.023
Radio	Between Groups	.233	1	.233	.841	.510
Brochures / Printed Displays	Between Groups	.354	1	.354	.871	.641
Wall Writing / Bill Board	Between Groups	.952	1	.952	.659	.548
Demos/Test rides	Between Groups	1.359	1	1.359	.977	.652
Road Shows	Between Groups	.587	1	.587	.892	.611
Showroom Visit	Between Groups	.689	1	.689	.414	.029
Expert Opinions	Between Groups	.982	1	.982	.522	.023
Sales Person	Between Groups	1.025	1	1.025	.855	.041

Sources: Calculations from Sources of Information data through SPSS

From table 2, it has been observed that the calculated 'p' value for T V advertisements, Newspaper, Magazines, Friends, Family members, Internet / E-mails and for Websites is less than the table value 0.05. Hence, the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variables influences consumer buying behaviour towards premium cars in Hyderabad City among gender groups.

Further, it is observed from the above table that the 'p' value for Radio, Brochures/Printed Displays, Wall Writing / Bill Board, Demos / Test rides and road shows is more than the statistical significance (0.05). Hence, the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variables *negatively* influences consumer buying behaviour towards premium cars in Hyderabad City among the different gender groups.

Sources of Information and Education

H₀: Sources of Information negatively influence consumer buying behaviour towards premium cars in Hyderabad City between Education groups.

H₁: Sources of Information positively influence consumer buying behaviour towards premium cars in Hyderabad City between Educations groups.

Table-3: ANOVA on Sources of Information Influence Consumer Buying Behaviour towards Premium Cars in Hyderabad City between Education Groups

Sources of Information	Education	Sum of Squares	d.f.	Mean Square	F	Sig.
T.V. Advertisements	Between Groups	.426	2	.524	1.248	.028
Newspapers	Between Groups	.098	2	.042	.589	.049
Magazines	Between Groups	.012	2	.006	.658	.021
Friends	Between Groups	.142	2	.071	.584	.289
Family Members	Between Groups	.106	2	.053	1.191	.032
Internet / E-mails	Between Groups	.007	2	.004	.107	.036
Websites	Between Groups	.394	2	.197	3.359	.041
Radio	Between Groups	.387	2	.174	2.358	.251
Brochures / Printed Displays	Between Groups	.954	2	.547	2.145	.275

Wall Writing / Bill Board	Between Groups	.487	2	.149	1.471	.217
Demos/Test rides	Between Groups	.982	2	.479	2.587	.017
Road Shows	Between Groups	.457	2	.874	.981	.025
Showroom Visit	Between Groups	.258	2	.357	.847	.003
Expert Opinions	Between Groups	.541	2	.008	.921	.035
Sales Person	Between Groups	.513	2	.047	.657	.023

Sources: Calculations from Sources of Information data through SPSS

From table 3, it has been observed that the calculated 'p' value for T V advertisements, Newspaper, Magazines, Friends, Family members, Internet / E-mails is and for Websites is less than the table value 0.05. Hence, the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variables influences consumer buying behaviour towards premium cars in Hyderabad City among education groups.

Further, it is observed from the above table that the 'p' value for Radio, Brochures / Printed Displays, Wall Writing / Bill Board, Demos / Test rides and road shows is more than the statistical significance (0.05). Hence, the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variables *negatively* influences consumer buying behaviour towards premium cars in Hyderabad City among the different education groups.

Sources of Information and Occupation

H₀: Sources of Information negatively influence consumer buying behaviour towards premium cars in Hyderabad City between Occupation groups.

H₁: Sources of Information positively influence consumer buying behaviour towards premium cars in Hyderabad City between Occupation groups.

Table-4: ANOVA on Sources of Information Influence Consumer Buying Behaviour towards Premium Cars in Hyderabad City between Occupation Groups

Sources of Information	Occupation	Sum of Squares	d.f.	Mean Square	F	Sig.
T.V. Advertisements	Between Groups	.214	4	.053	.586	.028
Newspapers	Between Groups	.548	4	.251	.658	.021
Magazines	Between Groups	.491	4	.123	1.448	.017
Friends	Between Groups	.681	4	.514	1.982	.039
Family Members	Between Groups	.610	4	.358	2.601	.031
Internet / E-mails	Between Groups	.146	4	.036	1.074	.036
Websites	Between Groups	.304	4	.076	1.282	.027
Radio	Between Groups	.394	4	.157	2.011	.309
Brochures / Printed Displays	Between Groups	.622	4	.620	.998	.312
Wall Writing / Bill Board	Between Groups	.246	4	.061	.661	.620
Demos/Test rides	Between Groups	.952	4	.079	.512	.033
Road Shows	Between Groups	.863	4	.216	1.796	.012
Showroom Visit	Between Groups	.283	4	.071	1.588	.017
Expert Opinions	Between Groups	.584	4	.078	1.002	.004
Sales Person	Between Groups	.852	4	.159	1.204	.009

Sources: Calculations from Sources of Information data through SPSS

From table 4, it has been observed that the calculated 'p' value for T V advertisements, Newspaper, Magazines, Friends, Family members, Internet / E-mails and for Websites is less than the table value 0.05. Hence, the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variables influences consumer buying behaviour towards premium cars in Hyderabad City among occupation groups.

Further, it is observed from the above table that the 'p' value for Radio, Brochures / Printed Displays, Wall Writing / Bill Board, Demos / Test rides and road shows is more than the statistical significance (0.05). Hence, the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variables *negatively* influences consumer buying behaviour towards premium cars in Hyderabad City among the different occupation groups.

Sources of Information and Income

H₀: Sources of Information negatively influence consumer buying behaviour towards premium cars in Hyderabad City between income groups.

H₁: Sources of Information positively influence consumer buying behaviour towards premium cars in Hyderabad City between income groups.

Table-5: ANOVA on Sources of Information Influence Consumer Buying Behaviour towards Premium Cars in Hyderabad City between Income Groups

Sources of Information	Income	Sum of Squares	d.f.	Mean Square	F	Sig.
T.V. Advertisements	Between Groups	.978	4	.245	2.738	.028
Newspapers	Between Groups	.851	4	.289	1.998	.014
Magazines	Between Groups	.547	4	.652	1.478	.025
Friends	Between Groups	.628	4	.458	.992	.036
Family Members	Between Groups	.534	4	.133	3.038	.017
Internet / E-mails	Between Groups	.040	4	.010	.292	.047
Websites	Between Groups	.217	4	.054	.912	.045
Radio	Between Groups	.419	4	.105	1.133	.340
Brochures / Printed Displays	Between Groups	.322	4	.081	.947	.437
Wall Writing / Bill Board	Between Groups	.720	4	.180	1.493	.203
Demos/Test rides	Between Groups	.258	4	.189	1.022	.036
Road Shows	Between Groups	.854	4	.851	1.078	.041
Showroom Visit	Between Groups	.541	4	.752	.582	.040
Expert Opinions	Between Groups	.620	4	.024	.323	.004
Sales Person	Between Groups	.563	4	.011	.524	.001

Sources: Calculations from Sources of Information data through SPSS

From table 5, it has been observed that the calculated 'p' value for T V advertisements, Newspaper, Magazines, Friends, Family members, Internet / E-mails and for Websites is less than the table value 0.05. Hence, the null hypothesis is rejected and alternate hypothesis is accepted. This signifies that above specified variables influences consumer buying behaviour towards premium cars in Hyderabad City among income groups.

Further, it is observed from the above table that the 'p' value for Radio, Brochures / Printed Displays, Wall Writing/Bill Board, Demos / Test rides and road shows is more than the statistical significance (0.05). Hence, the null hypothesis is accepted and alternate hypothesis is rejected. This signifies that above specified variables *negatively* influences consumer buying behaviour towards premium cars in Hyderabad City among the different income groups.

FINDINGS

It is found that T V advertisements, Newspaper, Magazines, Friends, Family members, Internet / E-mails and for Websites influences consumer buying behaviour towards premium cars in Hyderabad City among occupation groups.

Variables like Radio, Brochures / Printed Displays, Wall Writing / Bill Board, negatively influences consumer-buying behaviour towards premium cars in Hyderabad City among the different occupation groups.

SUGGESTIONS

It is suggested that manufacturers should focus on increasing the effectiveness of other sources of information, which have low influence on consumers buying behaviour.

CONCLUSIONS

It is concluded that sources of information have wider influence on the buying behaviour of the consumers towards premium cars in Hyderabad city, which need to be sustained by the manufacturers.

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