IDENTIFYING INFLUENCING FACTORS AFFECTING CONSUMER BEHAVIOR IN PURCHASE OF A PASSENGER CAR

MEDHA TADPATRIKAR

PURSUING PHD,
TILAK MAHARASHTRA UNIVERSITY,
PUNE, MAHARASHTRA,
INDIA.

ABSTRACT

Understanding the consumer behaviour when they purchase the car is very essential for the manufacturers in today’s economic scenario. This has been truer when the car sales have been steadily declining in last couple of years due to various reasons. Most car manufacturing companies do conduct their own internal research but the collective study of all brands of cars along with the consumer behaviour has been very limited. My paper addresses to identify the factors that affect the consumer behaviour while purchasing of particular brand of passenger cars. Specifically in my paper I will be looking at what factors are important for customers according to three segments of car namely segment A(small car) segment B (sedan), segment C( luxury cars). This paper will reveal which factors are most important for consumers and those that can be of lesser importance.

“In conclusion, this paper closely examines the influencing factor that will shed new light on the consumer behaviour of all three segments of cars.

KEYWORDS: consumer behaviour, Indian auto industry, Indian consumer, Pune consumer behaviour.