

A Study on Factors Affecting the Purchase Behaviour of Maruti Suzuki WagonR

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Abstract: Consumer buying behaviour refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he or she is and the consumer in his or her decision-making process, in other words The behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs The objective of this research paper is to study factors affecting the purchase behaviour of Maruti Suzuki WagonR. Descriptive research design used for the study. The data in this research study has been analysed through various statistical tool such as KMO and Bartlett's Test and Factor analysis to find factors that affecting the purchase behaviour of Maruti Suzuki WagonR. The data collected were analysed using statistical software SPSS. This research is conducted in Bardoli region and the data was collected through a structured questionnaire from 70 randomly selected customer of Maruti Suzuki WagonR.

Keywords: buying behaviour, Maruti Suzuki WagonR, purchase behaviour.

1. Introduction

Today the automobile industry is the growing and profit generating industry. Due to increase in the disposable income of the people and easy finance available in the market, the sales of the passenger cars have increased. As the demand for vehicle like Maruti Suzuki WagonR continues to grow, it is crucial to understand the various factors that influence customer purchase behaviour towards the Maruti Suzuki WagonR. This study investigates factors affecting consumer buying behaviour.

"Customer buying behaviour is the sum total of a consumer's attitudes, preference, intentions, and decision regarding the consumer's behaviour in the marketplace when purchasing a product or services". The study of consumer behaviour draws upon social science disciplines of anthropology, psychology, sociology, and economics.

The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (money, time, and effort) on consumption-related items. It includes the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it, and how often they buy it.

The consumer behaviour or buyer behaviour is influenced by several factors or forces.

They are:

1. Internal or Psychological factors
2. Social factors
3. Cultural factors
4. Economic factors
5. Personal factors

2. Literature Review

Aishwarya Gokhale, Abinash Mishra, Dr.Ramar Veluchamy (2021): The Research Objectives for the study of factors influencing purchase decision and consumer behaviour in luxury cars is analysing the buying behaviour based on buying behaviour theory and purchase decision model, this research uses a quantitative approach the theoretical approach precedes the empirical study. The focus of the research is on identifying the attitude of customers of luxury automobiles and the factors affecting consumers in the choice of an appropriate brand the quantitative method of the analysis was a survey. The purpose of this analysis is to determine the contributing factors to the consumers' final purchasing decision the empirical findings. These results would help businesses formulate better marketing strategies to position their luxury car brand and communicate with targeted consumers.

V. K. Kaushik, Neeraj Kaushik (2008): The purpose of the research study is to investigate empirically customer's preference towards passenger car brand. Pre-purchase and post-purchase behaviour of the customers is evaluated and factors influencing the customers. Overall results indicate that in southwest Haryana region customers are more influences by friends and relatives than dealer and salespersons. Maruti dominates the market with three of its brands namely Maruti 800, Alto and Wagon-R. Brand name, fuel efficiency and price were found to be primary determinant for buying car in this region

Arpita Srivastava Mitu Matta (2014): This paper explores the consumer behaviour towards passenger cars in Delhi NCR. The objectives of this study are to identify different sources of information used by the buyers and their role while making a purchase decision the conclusion was made that There are four major classes of consumer behaviour determinants and expectations, namely, cultural, socio-economic, personal and

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psychological. Nitin, Mehta Hitesh (2015): The study was guided by specific objectives to determine the economic factors affecting consumer purchasing decisions in Kenya’s motor vehicle. The study revealed that there was a positive significant relationship between economic factors and purchasing decision. The study concludes that psychological factors, social-cultural factors, economic factors, as well as demographic factors affect consumer purchasing decisions in Kenya’s motor vehicle industry in Kenya.

RomiSainy (2018): The purpose of the research study is to consider the factors that affect consumers purchase behaviour before purchasing a car, The research paper is an attempt to discuss a managerial problem where the manager of an automobile company is worried about the change in buying behaviour of the consumers who are becoming environment conscious and accordingly, are deciding not to purchase automobiles. The study aims to identify along with other factors the importance of environmental factors affecting the car purchase of the consumers. In this paper they analysed to what extent consumers are willing to support public policies promoting energy- efficient cars.

N. Chithra (2020): This study aims to explore the factors influencing buying behaviour of consumers on Maruti Suzuki wagons and to study roughly the purchaser satisfaction and attitude on cars in Maruti Suzuki. It is the perception which answers what, why, how, when and wherever an individual makes buying as a result, the consequence of the shopper performance is the shopper’s decision. The complete buying method involves giving an awareness on what ought to be bought, from wherever or whom ought to the acquisition created, what time to purchase, how much to spent, how many time to buy and in what intervals. The existing study has also established that the customers are entirely gratified with Maruti’s positive efforts and are well responsive of the cars offered by Maruti.

R. Anantha Laxmi, A. Antony Selva Priya (2017): Studied factor influencing the consumers towards buying Maruti cars Thoothukudi district. Main objective is to study the factors influencing the consumers towards buying Maruti brand of cars and to analyse the brand preference and importance given to Maruti cars. They used convenience sampling method as research methods. KMO and Bartlett’s test was used as statistical technique. In this study, they found that the factor influencing the brand preferences of consumer can be grouped into two predominant factors Appearance & comfort and Cost efficiency.

3. Research Objective

The objective of the study was to identify and analyse the factors affecting purchase behaviour of WagonR.

4. Research Methodology

The problem statement for the study is on factor affecting purchase behaviour of WagonR. A descriptive research design has been adopted to conduct this research and the data has been collected through a structured questionnaire from 70 randomly

selected customer of Maruti Suzuki WagonR.

The sample size was 70. The sampling method used was simple random sampling method. Frequency distribution, KMO and Bartlett’s Test, Factor analysis, has been used to analyzed data

5. Data Analysis

The factor analysis has been used to determine the major factors affecting the purchase behaviour of WagonR. As the factor included in five-point Likert scale of questionnaire were 28. Out of which ten factors were extracted.

Table 1
Total variance explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.273	15.260	15.260	2.704	9.657	9.657
2	3.370	12.037	27.297	2.175	7.769	17.427
3	2.450	8.750	36.046	2.085	7.445	24.872
4	2.033	7.260	43.306	2.078	7.420	32.292
5	1.713	6.116	49.422	1.986	7.094	39.386
6	1.617	5.774	55.197	1.884	6.729	46.114
7	1.353	4.834	60.030	1.880	6.714	52.829
8	1.250	4.465	64.496	1.863	6.655	59.484
9	1.154	4.123	68.619	1.800	6.427	65.911
10	1.017	3.634	72.252	1.776	6.341	72.252
11	.917	3.274	75.526			
12	.853	3.048	78.574			
13	.787	2.812	81.386			
14	.728	2.601	83.987			
15	.620	2.213	86.200			
16	.503	1.797	87.997			
17	.486	1.735	89.732			
18	.434	1.549	91.280			
19	.416	1.486	92.766			
20	.359	1.284	94.050			
21	.334	1.193	95.244			
22	.328	1.171	96.415			
23	.258	.921	97.336			
24	.211	.752	98.088			
25	.176	.627	98.715			
26	.172	.615	99.330			
27	.110	.393	99.724			
28	.077	.276	100.000			

Extraction Method: Principal Component Analysis.

The Total Variance Explained table displays the total variance, percentage variance and cumulative percentage variance for both- unrotated and rotated components. The first half of the table shows details of rotated components. The cumulative variance for both the unrotated and rotated components is 72.252 per cent. However, for unrotated components, the first component explains the maximum variance, followed by declining variance of the second to eleventh components, whereas in rotated components, the variance is uniformly distributed. Component 1 accounts for 9.657 per cent of total variance, component 2 accounts for 17.427 per cent, component 3 accounts for 24.872 per cent of total variance, component 4 accounts for 32.292 per cent, component 5 accounts for 39.386 per cent of total variance, component 6 accounts for 46.114 per cent, component 7 accounts for 52.829 per cent of total variance, component 8 accounts for 59.484 per cent, component 9 accounts for 65.911 per cent of total variance, component 10 accounts for 72.252 per cent is the total variance in the model. The cumulative percentage of variance of unrotated as well as rotated components is always same.

Table 2
Rotated component matrix

Sr. No	Descriptions	Factor Loading
1	I buy as much as possible as sales prices	.817
	I believe that expensive car is better than cheaper car	.570
	I Prefer compact car with good exterior design	.618
2	I check resale value before purchase	.499
	I got influence by TV advertisement for the purchase of WagonR	.673
	I look for value of money while purchase of WagonR	.538
3	I will compare costs before making final decision to purchase WagonR	.732
	I look for after sales service facilities before purchase WagonR	.459
	I look for features before purchase of WagonR	.703
4	Price is most important factor for me while purchase for WagonR	.846
	I also look for availability of varieties of car at one roof	.726
	Place or location of the dealer shop matter to me	.631
5	Before making purchase decision I would like to gather all information about it	.732
	Before purchasing WagonR I look for instalment payment facility from that dealer	.516
	I will also compare price before purchase decision for WagonR	.816
6	Overall, I'm satisfied with my own car	.842
	I always discuss with family before purchasing a car	.775
	I look for better colour option before purchase of car	.606
7	To what extent do you see the WagonR only as transport tool	.475
	I prefer WagonR because it is pocket friendly car for me	.665
	I only use WagonR for my personal usage	.838
8	I look safety over price	.345
	I look for more interior space before purchasing car	.631
	I check for various brands of cars before making final decision	.776
9	Friends' suggestion regarding purchase of car is important to me	.802
	For me availability of service station is important	.686
10	To purchase a WagonR was a basic need	.695
	I'm satisfied with quality of service provided by the dealer	.771

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The above table shows the various components and the maximum value of each component being falling into each of the 10 factors extracted. Thus, the maximum value is being considered for grouping the factor.

Table 3
Names of new factors extracted

1.	Perception of luxury
2.	Value for money
3.	Product value
4.	Place
5.	Price
6.	Motivational
7.	Practicality
8.	Safety
9.	Social influence
10.	Customer satisfaction

6. Conclusion

Thus, he study was conducted with an objective of analyzing factors affecting purchase behavior of WagonR at Dhru Motors, Bardoli. The results of the study have identified ten factors that affect the purchase behavior of WagonR, which are Perception of luxury, Value for money, Product value, Place, Price, Motivational, Practicality, Safety, Social influence, and Customer satisfaction.

By Total Variance Explained table the results of 10 new extracted factors out of total 28 factors explaining is 72.252 % variance were found. These 10 components are first component accounts for Perception of luxury with 9.657% variance, component two accounts for Value for money with 7.769% variance, component three accounts for Product value with 7.445% of variance, component four accounts for Place with 7.420% of variance, component five accounts for Price with 7.094% of variance, component six accounts for Motivational with 6.729% of variance, component seven accounts for Practicality with 6.714% of variance, component eight accounts for Safety with 6.655% of variance, component nine comprise of Social influence with 6.427% of variance, component ten accounts for Customer satisfaction with 6.341% of variance.

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