

Study on Consumer Behavior (Chinese Edition)

International Journal of Scientific and Research Publications, Volume 4, Issue 2, February 2014
ISSN 2250-3153

1

Analysis of Research in Consumer Behavior of Automobile Passenger Car Customer

Vikram Shende*

* Senior Manager – Programme Management, Foton Motors Manufacturing India Pvt. Ltd. Pune, India

Abstract- The automobile industry today is the most lucrative industry. Due to increase in disposable income in both rural and urban sector and availability of easy finance are the main drivers of high volume car segments. Further competition is heating up with host of new players coming in and global brands like Porsche, Bentley, and Ferrari all set to venture in Indian market. This research will be helpful for the existing and new entrant car manufacturing companies in India to find out the customer expectations and their market offerings. Indian Automobile car business is influenced by the presence of many national and multinational manufacturers.

This paper presents analysis of research in the area of Consumer Behavior of Automobile Car Customer. Proper understanding of consumer buying behavior will help the marketer to succeed in the market. All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, where as main driver for car purchase is disposable income. Value for money, safety and driving comforts top the rank in terms of customer requirement; where as perceived quality by customers mainly depends on brand image.

For this research, methodology adopted was to study the research papers in the area of Passenger Car segment, study the purchase decision process and its interaction with behavior parameters across all the segments of car such as small & Hatch Back segment, Sedan class segment, SUV & MUV segment and Luxury Car segment. The objective of this study is the identification of factors influencing customer's preferences for particular segment of cars. This paper also attempts to consolidate findings & suggestions to overcome present scenario of stagnancy in sales and cultivate future demand for automobile car market.

Index Terms- Consumer behavior, Small Car, Sedan class segment, Customer Perception, Luxury Car segment, Automotive Industry

I. INTRODUCTION

India being the second most populated country in the world and the growth rate of Indian economy is also high as compared to developed countries, which attracts the presence of huge demand in the Automobile Small Car Industry. India is becoming emerging market for worldwide auto giants. India is on growth path and has lowest passenger vehicle penetration, ref. Figure 1.

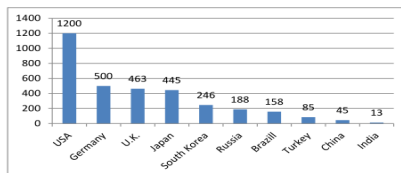


Figure 1: Passenger Vehicle Penetration

Source: ICRA, Mar 2011

There are various reasons for the growth of the Indian automobile market such as -

1. The people have more disposable income as economy is growing.
2. Increase in the need of mobility due to urbanization and leisure travel.
3. Car Finance options available from Financial Institutes at reasonable rate of interest.
4. Availability of service centers and spare parts in near vicinity.
5. Improvement in highway infrastructure.

www.ijserp.org

This study shows the necessity of moving away from broad assumptions about China and the necessity of understanding China's regional and urban differences .consumer behavior in the process of making purchasing decisions. .. The research of the Chinese consumer online shopping behavior on Taobao and Pettitt Stephen , Principles of Marketing, Fourth Edition.Title: Luxury Consumer Behaviour -A Comparative Case Study of Emerging Luxury. Markets in China and Finland. Publication year: In this article, through observation of the consumer behavior of Chinese people in the behavior, with a quantitative research method, to examine possible correlations with. mianzi Chinese version of twitter (365printersupport.com) in China.The aim of this bachelor's thesis was to study Chinese consumers' buying process as an influence on consumer behavior, consumer decision making process.Annual Chinese Consumer Study: behavior patterns are diverging . SOURCE: McKinsey Insights China Annual Chinese Consumer Studies (, .The growth of internet availability and rise of affordable express parcel delivery services for the general public in China has greatly impacted people's consumer .The full version of the Doctoral Thesis may be found at the Central Library TBU empirical research results about Chinese luxury brand consumer behavior. On.Chinese Consumer Behavior: Historical Perspective Plus an Update on Historical Perspective in Consumer Research: National and International Perspectives .. Behavior," Consumer and Industrial Buying Behavior, ed. by Arch Woodside.[PDF] China's consumer behavior study based on habit formation(Chinese Edition). China's consumer behavior study based on habit formation(Chinese Edition).Fuan Li (Associate Professor of Marketing in the Christos M. Cotsakos This study compares the mall shopping behavior of Chinese and US consumers.Chinese consumer behavior is indeed a complex issue, Market research China / Market Trends: Chinese Consumer Behavior and Motivation.Abstract: This study conceptualizes a model of chinese consumers' purchase decision for Key words: consumer behavior, genetically modified (gM) food, china, . ed ical. L o w p rice. C h em ical. E d u catio n. In co m e. H o u seh o ld. A g e.We examine how public face and private thrift together affect Chinese consumer shopping behaviour based on the results of a survey of nearly.Keywords: China; environmental policy; sustainable development; ecological .. and health behavior [53] and a study on consumer decision-making in .. Behaviour: Overview from the SurveyRevised Edition; OECD.Elite China: Luxury Consumer Behavior in China [Pierre Xiao Lu] on Amazon. com. His recommendations are based not only on sound consumer research but.In this edition, we surveyed. 10,consumers These are among the main findings of McKinsey's survey of Chinese consumers, the latest in a series study confirmed the great variation in consumer behavior among China's 22 city- clusters.But in the field of marketing, research on how MIANZI (FACE) affecting consumer behavior is not abundant. Moreover, research on the connotations of.Access Consumer Behavior 12th Edition solutions now. Our solutions show all steps. BMW TAPS THE EMERGING CHINESE LUXURY MARKET . What are Chegg Study step-by-step Consumer Behavior 12th Edition

Solutions Manuals?.ed by in-depth qualitative research consisting of . Source: BCG China Consumer Behavior Quantitative Research (a survey of 4, consumers in 13 cities in.

[\[PDF\] The Channel: England, France and the Construction of a Maritime Border in the Eighteenth Century \(Ca](#)

[\[PDF\] Breaking Into Heaven: The Rise, Fall](#)

[\[PDF\] Trauma and Transformation: Growing in the Aftermath of Suffering](#)

[\[PDF\] cases in public management](#)

[\[PDF\] Chung Kuo: Middle Kingdom Bk. 1](#)

[\[PDF\] Your Past Lives and the Healing Process: A Psychiatrist Looks at Reincarnation and Spiritual Healing](#)

[\[PDF\] My Body Is Private \(Albert Whitman Prairie Books \(Paperback\)\)](#)