

**FACTORS INFLUENCING PURCHASE DECISION OF CONSUMERS
WHILE BUYING A CAR**

An Internship Report for
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by
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Under the Mentorship of

ASST. PROF. JICK CASTANHA

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Management Studies



GOA UNIVERSITY
गोंय विद्यापीठ

GOA UNIVERSITY
DATE: MAY 2024



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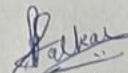
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DECLARATION BY STUDENT

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, "**Factors Influencing Purchase Decision Of Consumers While Buying A Car**" is based on the results of investigations carried out by me in the Discipline of Management Studies at Goa Business School, Goa University, under the mentorship of Asst. Prof. Jick Castanha and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities/College will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work.

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Seat Number: 22P0280069


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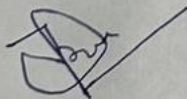
COMPLETION CERTIFICATE

This is to certify that the internship report "**Factors Influencing Purchase Decision Of Consumers While Buying A Car**" is a bonafide work carried out by **Mr. Suyash Sunil Falkar** under my mentorship in partial fulfilment of the requirements for the award of the degree of **Master of Business Administration** in Marketing in the Discipline of Management Studies at the Goa Business School, Goa University.

Date: 4/5/2024.


Jick Castanha

Project Guide



Signature of Dean of School/ HoD

Date: 04/05/2024

Place: Goa University



School Stamp

ACKNOWLEDGEMENT

I take this opportunity to sincerely acknowledge and gratefully thank the HR manager, officers, staff and all those who helped me in providing necessary assistance, valuable guidance and requisite information to complete my final internship.

I would like to thank Gigi Fernandes our HRmanager, Mr. Akshay Tanawade our sales manager, Mr. Vibhav Naik, trainer at Alcon Hyundai for guiding me and reviewing my report and motivating me for completing my final internship Project.

I am grateful to the Officers, Managers and employees who spend their valuable time with me and gave their responses during my interaction with them while collecting the data. I would also like to thank my parents for their unwavering support and encouragement throughout this journey.

Last, but not least, A Special appreciation is reserved for Asst. Prof. Jick Castanha, Goa Business School, Goa University, Department of Financial Services Taleigao, Goa for his consistent mentorship and guidance, which ensured the timely completion of my internship project.

OFFER LETTER



INTERNSHIP ACCEPTANCE LETTER

This is to inform that your internship stands confirmed from the 15th of January 2024 to 4th of May 2024.

You are requested to Report to our Sales Trainer and also to the HR Department for any kind of support in completion of your project.

For Counto Automobiles Pvt. Ltd.

A handwritten signature in blue ink, appearing to read 'Gigi'.

Gigi Fernandes
Sr. HR Officer



Place: Porvorim— Goa.

Date: 19/01/2024

INTERNSHIP COMPLETION CERTIFICATE



TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Suyash Sunil Falkar student of MBA from Goa Business School, Goa University has undergone his internship in the Sales department from 15/01/2024 to 04/05/2024 at Alcon Hyundai, Porvorim— Goa.

He was found to be sincere and hardworking during his tenure.

For Counto Automobiles Pvt. Ltd.

A handwritten signature in blue ink, appearing to read 'Gigi Fernandes'.

Gigi Fernandes

Sr. HR Officer



Place: Porvorim— Goa.

Date: 04/05/2024

Table of Contents

1.1 CHAPTER 1 : HYUNDAI MOTORS INDIA	2
1.1.1 BIRD EYE VIEW.....	2
1.2 ALCON HYUNDAI (DEALER).....	2
1.2.1 BIRD EYE VIEW.....	2
1.2.2 PRODUCTS / SERVICES:.....	3
1.2.3 DEPARTMENTS WITHIN THE ORGANISATION:.....	5
1.3 CHAPTER 2 : BACKGROUND OF THE STUDY:	6
1.4 LITERATURE REVIEW	7
1.5 RESEARCH GAP	19
1.6 RESEARCH QUESTION	19
1.7 RESEARCH OBJECTIVE	20
1.8 METHODOLOGY	20
1.9 DATA ANALYSIS	22
1.9.1 DEMOGRAPHICS	22
1.9.2 Factor Analysis	37
1.9.3 Reliability Test	40
2.0 FINDINGS.....	40
2.1 CONCLUSION	42
2.2 MANAGERIAL IMPLICATIONS / SUGGESTIONS.....	43
2.3 CHAPTER 3 : TASK HANDLED	44
2.4 CHAPTER 4 : LEARNINGS.....	45

2.5	CHAPTER 5 : CHALLENGES.....	46
2.6	REFERENCES.....	I
2.7	ANNEXURE.....	III

LIST OF TABLE

TABLE 1: PRODUCTS OFFERED.....	3
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EXECUTIVE SUMMARY

Hyundai Motors India Limited (HMIL) has established a strong presence in India with a comprehensive network of sales and service locations, offering 13 car models that cater to diverse consumer preferences. Alcon Hyundai, a dealership in Goa, plays a pivotal role in delivering these cars and providing exceptional customer service, with a focus on maintaining high standards. The factors influencing car purchase decisions among Goan consumers were explored through a comprehensive survey, focusing on demographic characteristics and key purchase factors such as price, brand perception, car-specific attributes, and after-sales services. The survey revealed that consumers prioritize safety, comfort, and aesthetics in car-specific attributes, with pricing and brand reputation also playing significant roles. Effective after-sales services are crucial for customer satisfaction and brand loyalty. The reliability of the data analysis, indicated by a Cronbach's alpha of 0.939, supports the robustness of these findings. Managerial implications suggest that dealers should emphasize safety and comfort in marketing efforts, offer promotions to enhance affordability, and prioritize excellent after-sales services to ensure customer satisfaction. Additionally, challenges such as securing survey responses and manager unavailability were addressed, highlighting the importance of flexibility and adaptation in research. Overall, the insights from this study offer valuable guidance for Hyundai and its dealerships to tailor their strategies to meet consumer needs effectively and maintain a strong market position in Goa's automotive industry.

1.1 CHAPTER 1 : HYUNDAI MOTORS INDIA

1.1.1 BIRD EYE VIEW

The South Korean Hyundai Motor Company established Hyundai Motor India Limited on May 6, 1996. The Hyundai brand was essentially unknown in India in 1996 when Hyundai Motor Company made its debut in the country's car industry. There were just five significant automakers in India in 1996 when Hyundai made its debut: Maruti, Hindustan, Premier, Tata, and Mahindra. Ford, Opel, and Honda had entered the Indian vehicle industry less than a year prior, whilst Daewoo had just joined with Cielo three years prior.

The first company in India to offer smart mobility solutions is Hyundai Motor India Ltd. (HMIL), a fully owned subsidiary of Hyundai Motor Company (HMC). Hyundai's worldwide brand goal of 'Progress for Humanity' offers transportation solutions with cutting-edge technology, paving the way for a sustainable future for future generations. HMIL now has a strong network of 1,366 sales locations and 1,548 service locations throughout India.

Thirteen automobile models in all, including the Grand i10 NIOS, i20, i20 N-Line, aura, exter, venue, venue n-line, verna, creta, alcazar, tucson, kona Electric, and all-electric SUV IONIQ 5, make up the robust product lineup. Modern, fully integrated HMIL manufacturing facility close to Chennai with exceptional production, quality, and testing capabilities. Along with being a vital component of HMC's worldwide export base, Hyundai Motor India Ltd. exports to 88 countries in Africa, the Middle East, Latin America, Australia, and Asia Pacific.

1.2 ALCON HYUNDAI (DEALER)

1.2.1 BIRD EYE VIEW

Alcon Hyundai, a Goan approved sales and service dealership, has been in operation since 2006. We have quickly established ourselves as a reputable brand in Goa. Since the beginning, we have made sure to uphold the highest standards when it comes to providing for our visitors.

We satisfy every need that a person might have about four-wheel drive automobiles. In addition to guaranteeing these cars' sales, the store provides after-sale services. The sales team listens carefully to what the prospective customers need and offers recommendations based on their understanding of the features, costs, and specs of the cars. We also provide original Hyundai parts and accessories for sale.

The main asset of ALCON has always been its workforce. The reason ALCON has effectively navigated its transition from a modest engineering unit to its current diverse portfolio of five business verticals construction, hospitality, manufacturing, trading, and infrastructure logistics is its workforce. Because ALCON upholds these core values, company has successfully navigated several business hurdles over the past 20 years. An organization's Core Values are its fundamental, unwavering characteristics that are upheld in the pursuit of the organization's vision and goal. In their devoted service to the company, employees should exhibit a set of desirable attributes or characteristics that are articulated in the organization's values.

- VISION: We aspire to be pioneering leaders and the most trusted business conglomerate
- MISSION: We create and deliver superior products and services to enrich the ‘quality of life’ of our customers.

1.2.2 PRODUCTS / SERVICES:

PRODUCTS OFFERED:

Table 1: Products offered

PRODUCTS	FUEL TYPE AND VEHICLE TYPE
I10	Petrol and CNG, hatchback

I20	Petrol and diesel, hatchback
Exter	Petrol and CNG, crossover
Aura	Petrol and CNG, sedan
Venue	Petrol and diesel, compact SUV
Creta	Petrol and diesel, SUV
Verna	Petrol and diesel, sedan
Tucson	Petrol and diesel, SUV
Kona electric	Electric
IONIQ 5	Electric

This car company offers a wide range of products to suit different tastes. From the gasoline, diesel and CNG-optional small hatchbacks like the i10 and i20 to the gasoline and CNG-optional crossover Exter and sedans like the Aura and Verna. The Venue, Creta, and Tucson are SUVs in the lineup that come with both petrol and diesel options. In keeping with their dedication to innovation, they offer electric choices as well, such as the Kona Electric and IONIQ 5, which embrace sustainability.

SERVICES OFFERED

- **SALES:** The sales department has a large selection of Hyundai cars and can help clients locate the ideal automobile for their needs by offering professional advice and support
- **SERVICE:** The service staff, supported by qualified experts and original components, guarantees that the Hyundai car remains in excellent condition with expert maintenance and repair services.

- **H PROMISE (pre owned cars):** With the assurance of quality and dependability provided by H Promise, the pre-owned vehicle programme, buyers can buy certified used Hyundai vehicles with confidence.
- **INSURANCE (new and renewal):** The extensive insurance services not only help with new car insurance but also with renewals, giving Hyundai owners ongoing coverage and peace of mind.
- **ACCIDENTAL REPAIRS (denting and painting):** With accuracy and care, the committed team of accident repair specialists can return the Hyundai automobile to its pre-accident state through denting and painting services.

1.2.3 DEPARTMENTS WITHIN THE ORGANISATION:

- **SALES/MARKETING DEPARTMENT:** The Sales Section of the Hyundai dealership is the energetic centre where client happiness is prioritised. Every customer who enters the doors has an outstanding experience, thanks to the hard work of the devoted sales staff. The Sales Section is passionate about providing exceptional customer service and making sure that clients drive away in their ideal Hyundai. It is done by exhibiting the newest Hyundai models and providing test drives that are customised to each individual's tastes.
- **ACCOUNTS/FINANCE DEPARTMENT:** At the Hyundai dealership, the Accounts Section is essential to preserving openness and stability in the finances. The exacting and focused accountants oversee financial transactions with accuracy, making sure that all documentation is correct and current. The Accounts Section manages budgets, pays

bills, and promotes efficient financial operations in order to contribute to the overall success of the dealership while upholding fiscal responsibility.

- **HUMAN RESOURCE DEPARTMENT:** The HR team is dedicated to finding, nurturing, and keeping elite talent, so the dealership is filled with qualified and driven people. The Human Resource Section of Hyundai is committed to fostering an open and dynamic work environment where each team member may flourish and contribute to the dealership's success. This includes planning training programmes and fostering employee well-being.

1.3 CHAPTER 2 : BACKGROUND OF THE STUDY:

Since I am doing my internship in Alcon Hyundai, the topic chosen by me is factors influencing purchase decision of consumers while buying a car. For the study I have taken minimum of 20 articles relating to my topic. The articles taken were between from the period 2003 to 2023. While doing the summer internship, I came across problems faced by the dealer which they stated that their digital marketing was bad and also, they wanted to increase the sales of one of their cars. A number of elements are taken into consideration when buying an automobile, all of which are crucial in deciding the vehicle's overall appropriateness and level of happiness. Pricing and promotional offers have a direct impact on value and affordability, which greatly influences the decision-making process. Trust in the selected car is ensured by the sales representatives' knowledge and the brand's reputation, which offer assurance and direction. Determining the kind of car whether or not it's a demo helps determine its likely lifetime and state of repair. Furthermore, utility and after-sale support are essential components of the total ownership experience, influencing convenience and maintenance expenses. Word-of-mouth and prior experiences provide insightful information that shapes expectations and guides choices. Taking into account all of these variables enable's people to make well-informed

decisions that are catered to their requirements, tastes, and financial situation, which eventually results in a joyful and fulfilling car-buying experience.

1.4 LITERATURE REVIEW

The article by (Choudhury et al., 2018) provides a thorough examination of the many aspects that influence customers' choices of vehicles across various market groups. This study demonstrate the importance of variables like brand name, fuel efficiency, safety features, cost, and comfort in influencing consumers' preferences across a range of automobile segments. The literature emphasises how important it is for automakers to understand how important these characteristics are to various customer categories, offering useful information that will help the sector efficiently adapt to changing consumer needs.

The article by (Meena et al., 2021) makes use of previous studies that look at the complex factors influencing people's preferences for owning cars. It's possible that earlier research in the area examined how sociodemographic elements like home structure, work, and education affect judgements about owning an automobile. Furthermore, psychological aspects that influence an individual's choice for owning a car, such as views towards environmental sustainability, comfort levels, and the impact of peers and outside influences, are likely to be covered in literature. It's possible that academics have looked at the nuances of using public transit and how it affects the possibility of having a car. It emphasises the necessity of a thorough model that incorporates psychological and demographic factors in order to improve our comprehension of the complex decision-making processes associated with young people' automobile ownership.

The study by (Domarchi & Cherchi, 2024) looks at how alternative fuel vehicles (AFVs) are adopted in the automotive industry, with a special emphasis on how different fuel types and vehicle segments interact. To ascertain household preferences for AFVs, the authors adopt a cross-nested logit model based on revealed preferences data from multiple UK sources. Their results, which show substantial relationships within segments and smaller links across various segments sharing the same fuel type, highlight the interconnectedness of fuel type and vehicle segment selections. The study highlights the importance of costs as an impediment to the adoption of AFVs, showing that the impact of operating costs is far greater than that of purchase pricing. The market shares of petrol, diesel, battery electric, plug-in hybrid, and hybrid cars are examined in the suggested policy simulations together with the implications of fuel taxes, energy rebates, and improvements to the charging infrastructure. The report also emphasises how critical it is to address the second-hand auto vehicle sector and advocates for a thorough comprehension of the decision-making processes involved in automobile purchasing. The study adds important new information to the continuing conversation about sustainable transportation and legislative initiatives to encourage the use of AFVs.

The article by (Schroter et al., 2022) examines attitudes and behavioural intention towards electric automobiles, or "e-cars," in relation to the Sustainable Behaviour Change model and mindfulness practices. Previous studies have repeatedly shown that people prefer to expressly score e-cars higher than traditional automobiles; this tendency is sometimes linked to social desirability bias in light of the rising environmental concerns. Implicit sentiments, however, do not always coincide with stated desires. On the link between mindfulness and attitudes, however, the study that has already been done shows mixed results, which calls for caution and more investigation. The literature also emphasises how important sociodemographic characteristics, personal norms, and perceived utility are in determining attitudes and

behavioural intentions about e-cars. Contributing to the understanding of the complex interactions between explicit and implicit attitudes, mindfulness, and predictors within the SSBC model, the study aims to integrate and integrate these disparate research streams. This will help to inform theory and guide practical interventions.

The study by (Hafner et al., 2017) contributes to the understanding of factors influencing decision-making in vehicle choice. Additionally, by highlighting the significant influence of both image and emotion in decision-making a departure from previous quantitative surveys the research advances dual-process theories. The inclusion of studies demonstrates the significance of emotive aspects, social identity, and symbolic qualities in automobile culture and harmonises the results with the body of empirical research already in existence. The literature review emphasises how crucial it is to employ a variety of approaches in order to effectively depict latent motives that conventional surveys could miss. The paper also calls for a more thorough investigation of the apparent disparity between past survey results on environmental factors and the real behaviour shown in the sales of low-carbon vehicles. Overall it integrates past research, identifies gaps, and provides a foundation for the comprehensive investigation of decision-making processes in car purchases.

The article by (Monga & Tripathi, 2012) discusses the complex decision-making process involved in purchasing a car, emphasizing the role of consumer perceptions, brand image, and post-purchase evaluations. The decision-making process involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision implementation, and post-purchase evaluation. The study delves into consumer preferences within the automobile industry, highlighting factors such as brand image, safety parameters, fuel efficiency, and dealer-related considerations. The results indicate that consumer

recommendations and loyalty are significantly influenced by brand perception. The article also emphasises how dealers play a critical role in determining consumer happiness and brand reputation. In light of the changing nature of the automobile market, the conclusion highlights the difficulties encountered by automakers in balancing consumer preferences with brand identity and the necessity of ongoing efforts to comprehend and shape customer impressions.

The literature review of the above article done by (Dhanabalan et al., 2018) reveals a comprehensive exploration of factors influencing consumers' car purchasing decisions in the Indian automobile industry. The research utilises a range of academic viewpoints to provide light on the complex process of consumer decision-making. First, the conversation revolves on how design has changed over time, showing how it has gone from being a functional feature to a crucial link between business and the arts. The attempts of designers to balance these domains highlight the dynamic interaction between imagination and pragmatism in determining customer choices. The literature also emphasises how important human factors engineering is to product design and how it may improve both functional and financial enjoyment. Moving on to the idea of utility, the report quotes Sharp's viewpoint on how supply and demand are changing, highlighting how customers are becoming more logical and prioritising utility above pure excellence. Remarkably, the evaluation incorporates Sharp's three categories of product benefit: relationship value, product value, and brand value. The basis for comprehending how customers assess items in terms of brand identification, quality, and the interpersonal components of their contacts with the business is laid forth by this conceptual framework. Perceived value is shown as a dynamic factor that affects loyalty and satisfaction. The ensuing conjectures integrate these heterogeneous threads into a logical research structure, ultimately resulting in a methodologically robust empirical investigation that authenticates the connections among product characteristics, perceived worth, and buying choices.

The article under consideration of (Nerurkar et al., 2023) delves into the impact of demographic characteristics, such as age, gender, education, and employment, on the choice to buy an automobile. It specifically examines two crucial factors: the car's features and pricing considerations. The results indicate that, in contrast to earlier research, gender had no effect on the regression score for feature- or cost-consciousness-based automobile purchase choices. In a similar vein, there are no discernible variations in the effect of age groups, educational attainment, and professional backgrounds on choices to buy cars. The study disproves preconceived notions by showing that buyers have comparable preferences for automotive features and financial concerns independent of demographic characteristics. The article highlights how consumers are evolving, prioritising fashion and environmental awareness over financial concerns. In order to attract a broad spectrum of consumers, the data suggest that firms would be better served by prioritising environmentally friendly activities and creative features instead of customising plans based on traditional demographic characteristics.

The article by (Mirzaei & Ruzdar, 2004) includes a number of research that look at various elements impacting consumer behaviour when it comes to decisions about buying cars. This research highlights important elements that influence the decision-making process for Iran Khodro goods, including sales quality, order respect, and services. In his exploration of cultural influences, it highlights the importance of age, gender, family size, geography, income, and occupation with a particular focus on swings in income as key factors influencing Iran Khodro automobile customers. The research examines how marketing and environmental cues affect customer behaviour, highlighting the crucial roles played by both outside motivators and marketing tactics. According to the research, consumer behaviour and perceived social responsibility are positively correlated. The evaluation of vehicle attributes and their

favourable link with market demand are outlined in Price-Benefit Plan Model. The research highlights the importance of social acts' relevance dimension as a crucial component in improving customer behaviour. When taken as a whole, these studies add to the theoretical framework and deepen our understanding of the social, cultural, and psychological factors that influence customers' decisions in the car market.

The supplied article's research analysis by (Hartoyo et al., 2023) highlights the importance of admiration-based segmentation in the automobile sector, with the goal of elucidating the complex factors that influence customer behaviour. The writers prove, based on body of research, that customers' emotional attachments to car brands have a significant influence on their preferences and purchasing decisions. They highlight the shortcomings of conventional demographic-based segmentation and push for a more sophisticated strategy that takes into account things like preferred automobile brands, current ownership, communication methods, and current ownership. The research divides customers into three groups: Dreamers, Family Oriented, and Working for Success. Each group has its own traits and driving forces. Influencers' impact is a recurrent issue in all categories, highlighting the modern role that social media plays in influencing customer opinions. The authors contend that it is critical to match consumer ideals with brand values, especially when it comes to self-image. Value for money, consistency in disposable income, and family perspectives are also noted as important aspects, providing information that may direct product development and marketing initiatives. The final section of the literature review emphasises the larger applications of admiration-based segmentation, not just as a tool for focused marketing but also as a way to understand the psychological foundations of customer behaviour in the ever-changing automotive sector.

The aforementioned article's literature analysis by (Bhat et al., 2024) centres on how prospective purchasers embrace electric cars (EVs), especially in developing countries. The research expands upon previous studies concerning the Unified Theory of Acceptance and Use of Technology (UTAUT), taking into account psychographic elements as anxiety, perceived advantages, social impact, performance expectancy, effort expectancy, and enabling circumstances. The authors stress the need of having a thorough awareness of the various aspects affecting consumers' choices to purchase electric vehicles. Previous research emphasises how adoption behaviour is impacted by both technological and environmental excitement. Additionally, the study incorporates demographic variables such as age, gender, education, experience, and knowledge, revealing their significant influence on different latent factors. The research aims to contribute to the limited body of literature on EV adoption in developing nations, providing insights for policymakers and planners to formulate effective strategies for encouraging widespread acceptance of electric vehicles.

The article's literature review by (Zhan et al., 2013) explores the variables influencing older individuals' decisions to buy cars. The study examines senior drivers' viewpoints and focuses on how they see the safety features of modern vehicles. Respondents generally believe that contemporary cars are safe overall, citing technologies like anti-lock brakes and seatbelts as examples. As a result, while making a purchase, their attention is diverted to other considerations, such as cost and fuel economy. Important factors to take into account are visibility, adjustability, and accessibility, which represent the concerns of older drivers on design features that address age-related physical limitations. The evaluation highlights participants' displeasure with dealership contacts while noting their reliance on a variety of resources, including as internet forums, family and friends, and test drives. The body of research highlights the lack of knowledge that older customers have about safety features,

underscoring the necessity for focused initiatives like enhanced New Car Assessment Programmes (NCAP) communication. Furthermore, the study exposes myths regarding car safety, especially in relation to airbags and cutting-edge technologies, pointing to the necessity for more concentrated teaching initiatives. The literature analysis underscores the intricate interaction of factors that impact the car purchasing decisions of older persons, underscoring the need of making well-informed decisions in this population.

The decision-making processes of consumers have been well investigated in the marketing literature of the article by (Professor Mohammed ALAMGIR et al., 2010) , especially when it comes to buying durable items like cars. Academics frequently draw attention to the fact that making decisions involves a number of steps, beginning with the identification of a problem and ending with the final purchasing decision. The study emphasises the need of problem awareness and stresses that customers start this process when they see a big disparity between their actual situation and their ideal one. The degree of engagement and information seeking changes depending on the product cost, with more participation for more costly things. Notably, while high-involvement items require a longer review period, heuristics and mental shortcuts can play a role, speeding up decision-making. Classifying people according to their wealth, employment, and level of education is known as social class, and it plays a crucial role in consumer behaviour. According to the research, socioeconomic status has a big impact on consumer behaviour and shapes preferences and choices. Additionally, ostentatious consumerism delves into the ways in which members of upper social strata flaunt their riches by acquiring and putting on display pricey, status-significant items. This relates to the idea that brands may act as status symbols, which is an issue that this study looks at. Finally, the literature admits that customer decisions are influenced by brand perception. The research highlights how crucial brand recognition, advertising, and prior experiences are in shaping customers'

intentions to buy. It highlights the construction of a brand universe by consumers based on available information.

The offered article's by (Putz & Dopler, 2023) literature analysis highlights the urgent environmental issues facing Europe, especially the transport sector's substantial contribution to CO₂ emissions. The European Green Deal, a comprehensive project aiming for carbon neutrality by 2050, is introduced in the introduction to set the scene. The report highlights the pressing need for radical green logistics decarbonisation, acknowledging the critical role played by the transport sector, which contributes 25% of Europe's CO₂ emissions. The literature assessment highlights the European Commission's ambitious target of reducing transport emissions by 90% by 2050, given that the automobile sector is a significant contributor to emissions and a key consumer market. The research then places itself in the larger framework of sustainable consumption trends, emphasising the growing role that consumer purchasing behaviour has in influencing the green gtransition. The focus of the empirical study's aims and hypotheses is the dearth of research on customers' attitudes about green transportation while buying vehicles. All things considered, the literature review offers a thorough foundation, connecting the European Green Deal, the environmental effect of the transportation industry, and the necessity of comprehending consumer attitudes in relation to sustainable automobile purchases.

The article's literature analysis by (Danish et al., 2018) centres on the value of brand loyalty in the context of the automotive sector, primarily in South Asia and with a concentration on Bahawalpur, Pakistan. The writers draw attention to how competitive the contemporary corporate environment is, and how important a role brands play in shaping customer decisions. In addition to highlighting the significance of brands as intangible assets, the analysis delves

into the symbolic meaning that brands have for consumers with regard to social class and position. There is discussion of a number of elements that influence brand loyalty, such as price, quality, brand name, and awareness. The investigators expand upon the scope of earlier investigations by including particular factors associated with the automotive sector. The study notably seeks to comprehend the connection between customer purchase intentions and brand loyalty. The research highlights how important it is for companies to build and preserve brand loyalty in order to improve client retention and promote repeat business. Furthermore, the writers present the idea of brand loyalty as a factor that influences customers' choices in the car industry. The literature evaluation identifies gaps that the study attempts to fill and provides a theoretical framework, which sets the stage for the next research.

The articles analysis by (A/P Jaswent Singh et al., 2023) explores the complex idea of brand loyalty in relation to customer attitudes towards Honda vehicles. The research, which draws on influential studies, concludes that behavioural, emotive, cognitive, and conative aspects are essential to brand loyalty. The observations highlight the significance of value, cost, and brand quality in determining brand loyalty and highlight the possibility of disenchanting devoted customers with subpar brand components. According to the premise, customer buying behaviour and brand loyalty are positively correlated. The study technique that has been selected entails the distribution of a digital survey via widely used social media channels, which guarantees broad participation and adaptability within the continuing epidemic. The study examines demographic characteristics and measurements by utilising IBM SPSS Statistics to analyse data from 160 individuals. Regression analysis is then used to support hypotheses. The findings clarify the complex dynamics of brand influence in the automobile sector and confirm the major influence of service quality and brand loyalty on customer purchase behaviour. The literature review contributes to our understanding of the critical role that brand loyalty plays in

influencing customer decisions, especially when it comes to Honda automobiles, by providing a theoretical frame work for the examination of empirical evidence that follows.

The reviewed literature for the study on the factors influencing customers' intention to buy vehicles in the City by (Phuong et al., 2020) incorporates previous studies on consumer behaviour related to car purchases. Previous research highlights the complex interplay between several aspects such as brand perception, quality, technology, performance, and value for money that impact customers' decision-making processes. Interestingly, the importance of brand image becomes clear people tend to trust and be loyal to well-known businesses. Additionally, quality and technology are highlighted heavily, emphasising the rising significance of cutting-edge features in modern cars. Additionally, the findings is consistent with a larger body of research that examines how sociocultural and economic variables influence decisions to buy cars. While the research builds upon existing knowledge, it contributes new insights by focusing on the Vietnamese market, providing a nuanced understanding of the factors influencing consumers' intentions to buy cars in this unique context.

The literature study by (Gokhale, 2021) explores the changing consumer behaviour of India's middle class and its revolutionary impact in the automobile sector. The investigation highlights a significant shift in consumer behaviour towards premium brands, which stand for distinction and personal expression. The study offers valuable perspectives on the influence of consumer personality traits, specifically with regard to "closet consumers" who dabble with luxury goods while retaining a middle-class perspective. The review makes the argument that luxury purchases frequently result from a desire to live up to the lives of the wealthy, drawing on Maslow's hierarchy of wants. The investigation of customer behaviour in the automobile sector

by American researchers adds to our knowledge of change dynamics and brand loyalty. Regression analysis is used in the descriptive and quantitative research methods to determine the impact of price, style, and social aspects on the intentions of luxury automobile buyers. The results underscore the importance of these variables and provide marketers with useful information for developing strategies that effectively cater to the tastes of the middle class in India.

The article's research analysis by (Lalujan et al., 2016) emphasises the importance of perceived quality, perceived price, and brand image in influencing customer purchasing decisions, especially when it comes to the automotive sector and low-cost green cars (LCGC). The study, which emphasises the influence of a favourable brand image in influencing consumers' perceptions of product quality, builds on earlier studies. It talks about how consumers make decisions based on perceived pricing, highlighting how it affects perceived value and buy intents. The analysis also emphasises how important perceived quality is, particularly when it comes to expensive purchases like cars, when buyers want to reduce the risks involved with making large financial commitments. The literature sets the foundation for the research, providing a theoretical framework to understand the interplay between these variables and their implications for the LCGC Astra Toyota Agya in the Indonesian market, specifically in Manado.

The literature study done by (Abu-Alkeir, 2020) offers a comprehensive analysis of the decision-making process of consumers, highlighting the complexity of variables influencing the desire to acquire electric automobiles in Arab nations. It explores the phases of decision-making, including issue identification, information gathering, assessment of options, choice to buy, and behaviour after the purchase. The assessment emphasises how important it is for

elements like fuel efficiency, pricing, attitude, brand image, and manufacturer reputation to shape customer intentions. The article explores how favourable attitudes, impacted by brand image and pricing considerations, lead to stronger purchase intentions by drawing on well-established ideas. The literature also emphasises how important it is for marketers to match their tactics with customer preferences and how ecologically friendly solutions, like electric automobiles, are becoming more and more important. Overall, by offering a strong theoretical framework and basis for comprehending the major factors influencing customer intentions towards electric automobiles in the Arab market, the literature review prepares the ground for the empirical investigation.

1.5 RESEARCH GAP

Despite numerous studies conducted between 2003 and 2023 on the factors influencing the purchase decisions of consumers while buying a car, there exists a population gap. The earlier research paper had a sample size of 160 respondents, whereas in my research, I have a sample size of 200 respondents. Most existing research has been carried out in Malaysia, and there is a notable population gap in understanding how these portrayals affect the Goan population. Furthermore, there is a contextual gap in the need for research that employs culturally specific methodologies to explore the factors influencing the purchase decisions of consumers while buying a car in Goa, considering the diverse cultural, social, and economic factors unique to Goa.

1.6 RESEARCH QUESTION

1. Is it possible to identify the consumers who have purchased the car?

2. What are the key factors influencing consumers' decision-making process when purchasing a car, and how do these factors vary across different demographic segments and market conditions?

1.7 RESEARCH OBJECTIVE

- 2.31 To study demographics characteristics of customers buying cars.
- 2.32 To identify the factors considered by consumers while purchasing the car.

1.8 METHODOLOGY

This study employs a quantitative approach to investigate the relationship of price, service quality, perceived usefulness and brand loyalty towards customers of Hyundai India. The survey, directed at a sample size of 140 respondents, was meticulously designed to consider the varying experiences of individuals with or without prior usage of Hyundai cars, thereby ensuring a comprehensive exploration of consumer perspectives. This sample size allows for meaningful analysis while remaining manageable within the constraints of time and resources. Data will be collected using a structured questionnaire administered electronically through online survey (Google forms). The questionnaire will be structured to measure car specific, price, brand name, after sales service, previous experiences towards customers in the literature review. Response options will be provided on a 5-point Likert scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The questionnaire was taken from (Lien et al., 2015) and (A Bi-Annual Journal Published by Rajalakshmi Institutions, 2014). Additionally, for my survey the target audience will be Hyundai as well as non-Hyundai customers. Data analysis will

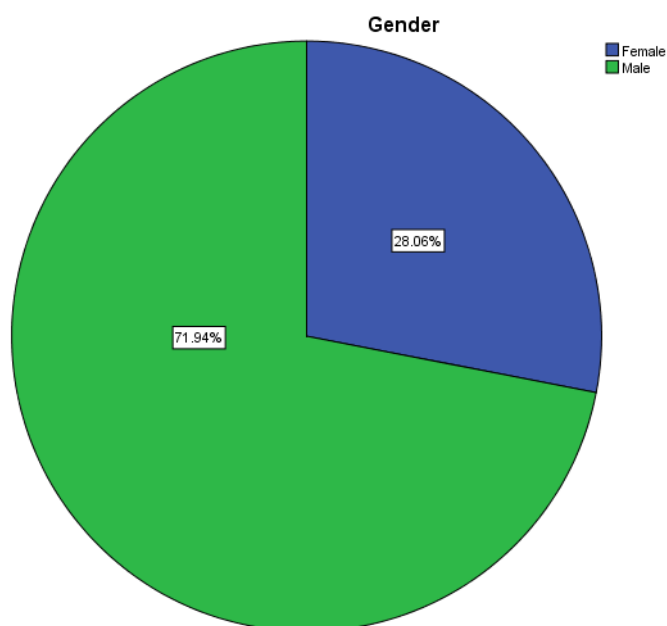
involve the use of the Statistical Package for the Social Sciences (SPSS) software, with anova and f test, descriptive statistics, correlation analysis, factor analysis and regression analysis conducted to examine relationships between variables. Validity and reliability tests will be conducted using SPSS to ensure the robustness of the data analysis.

1.9 DATA ANALYSIS

1.9.1 DEMOGRAPHICS

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Female	39	28.1	28.1	28.1
Valid Male	100	71.9	71.9	100.0
Total	139	100.0	100.0	

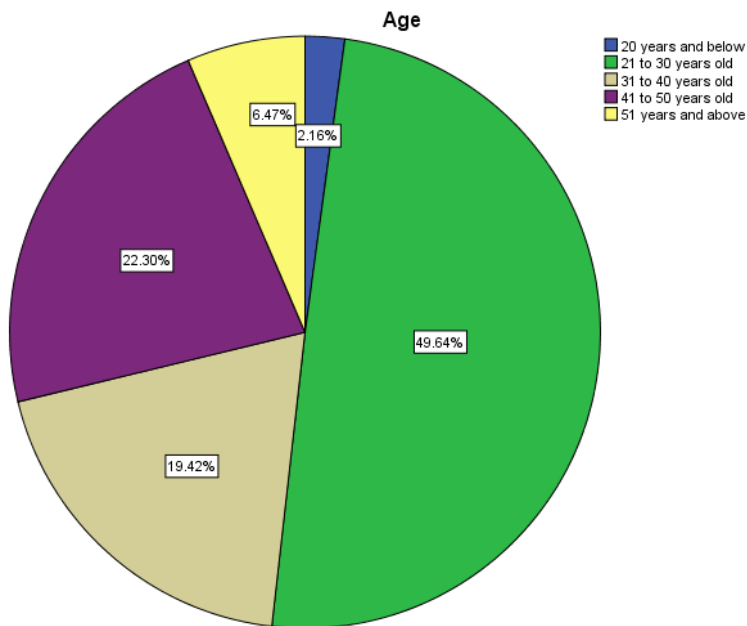


The gender distribution of 139 people is shown in the provided table. One hundred are men, making up seventy-one percent of the total. However, 39 people are female, making up 28.1% of the overall population. There are no missing values in this collection, as shown by the

proportions in the "Cumulative Percent" and "Valid Percent" columns. Thus, with about three times as many men as women in this category, we might deduce that men comprise a sizable majority of the population.

Age

	Frequenc y	Percent	Valid Percent	Cumulative Percent
20 years and below	3	2.2	2.2	2.2
21 to 30 years old	69	49.6	49.6	51.8
31 to 40 years old	27	19.4	19.4	71.2
41 to 50 years old	31	22.3	22.3	93.5
51 years and above	9	6.5	6.5	100.0
Total	139	100.0	100.0	

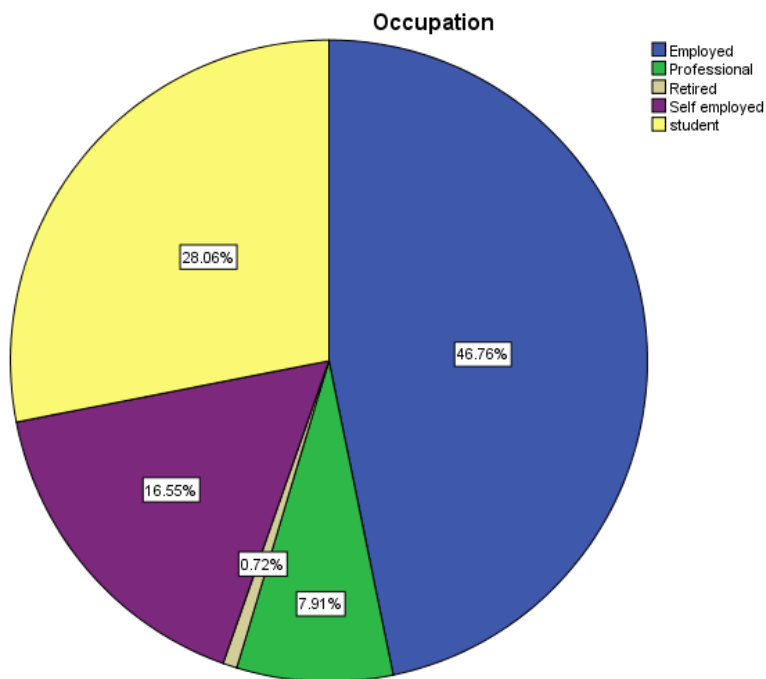


The age distribution of the 139 people in this group is seen in this table. The age group of 21 to 30 years old comprises the biggest section, consisting of 69 persons and representing 49.6% of the overall population. The second-largest group, consisting of 31 persons or 22.3%, is the 41 to 50-year-old demographic. There are 27 people in the 31 to 40 age bracket, or 19.4% of the total. Nine people, or 6.5% of the group, are 51 years of age or older, while three people, or 2.2% of the group, are 20 years of age or younger. In general, the distribution indicates that most people are between the ages of 21 and 50, with the age group between 21 and 30 having the largest concentration.

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Employed	65	46.8	46.8	46.8
Professional	11	7.9	7.9	54.7

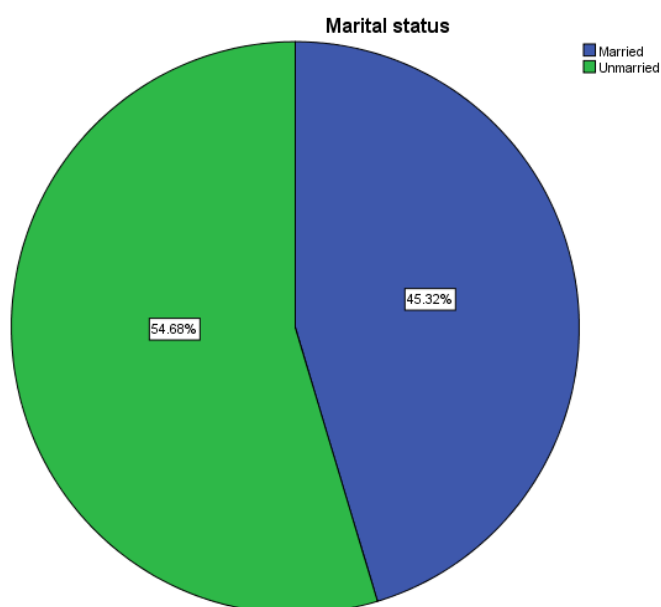
Retired	1	.7	.7	55.4
Self employed	23	16.5	16.5	71.9
student	39	28.1	28.1	100.0
Total	139	100.0	100.0	



An summary of the 139 people's occupational status is given in the table. Of the group, the biggest number is made up of 65 working persons, or 46.8% of the total. Students make up the next largest category, with 39 persons, or 28.1%. Of all persons, self-employed people make up 16.5%; there are 23 such individuals. There are 11 people in the professionals category, or 7.9%. Last but not least, one retiree makes up 0.7% of the total. All told, the data shows that about half of the group works in traditional settings, and that a sizable fraction of those workers are students. The remaining workers are distributed among several professions, including retired, professional, and self-employed.

Marital status

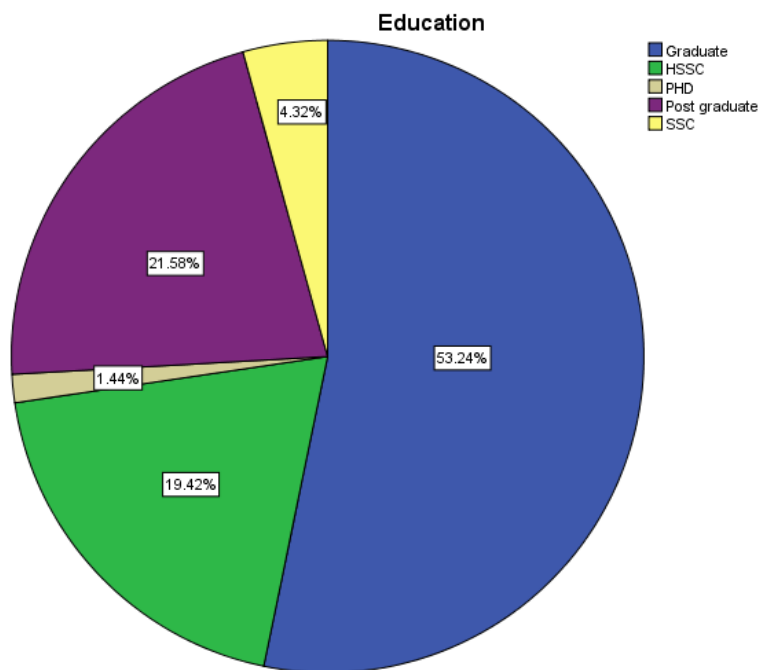
	Frequency	Percent	Valid Percent	Cumulative Percent
Married	63	45.3	45.3	45.3
Unmarried	76	54.7	54.7	100.0
Total	139	100.0	100.0	



The marital status of 139 people is shown in this table. The group's composition is significantly more skewed towards singles, with 76 members accounting for 54.7% of the total. On the other hand, 63 people, or 45.3% of the total, are married. As a result, a little majority of the persons in this dataset are single, with over half of them being unmarried and slightly under half being married. This suggests a reasonably balanced distribution.

Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Graduate	74	53.2	53.2	53.2
HSSC	27	19.4	19.4	72.7
PHD	2	1.4	1.4	74.1
Post graduate	30	21.6	21.6	95.7
SSC	6	4.3	4.3	100.0
Total	139	100.0	100.0	

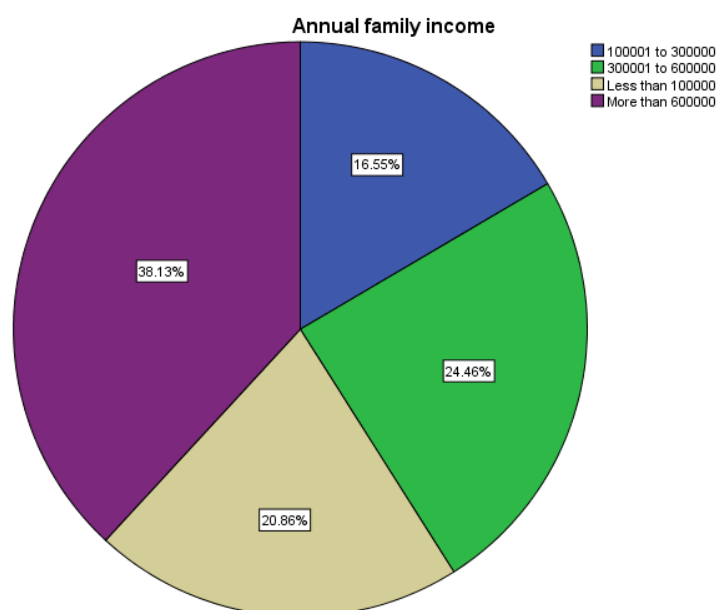


The educational attainment of 139 people is broken out in this table. Graduates make up the largest category, accounting for 74 persons or 53.2% of the total. With 30 individuals, or 21.6%

of the total, postgraduates make up the second-largest category. After that, 27 persons, or 19.4% of the total, have Higher Secondary School Certificates (HSSC). There are six people in the category of Secondary School Certificates (SSC), making up 4.3% of the total. Finally, two people, or 1.4% of the total, have PhDs. The cumulative percent shows that we can achieve about three-quarters of the overall group by adding the counts of graduates and above. According to the data, a sizeable proportion of the individuals own at least an undergraduate degree, and a noteworthy proportion hold postgraduate credentials

Annual family income

	Frequency	Percent	Valid Percent	Cumulative Percent
100001 to 300000	23	16.5	16.5	16.5
300001 to 600000	34	24.5	24.5	41.0
Valid Less than 100000	29	20.9	20.9	61.9
More than 600000	53	38.1	38.1	100.0
Total	139	100.0	100.0	

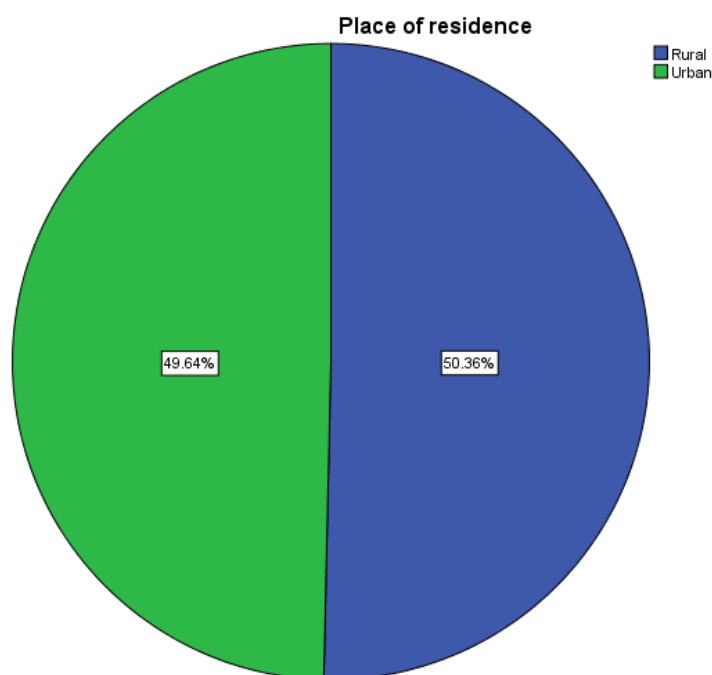


The distribution of 139 people's yearly family income is seen in this table. 53 people, or 38.1% of the total, make up the majority of the group and have incomes of more than 600,000. The second biggest group, with 34 individuals and accounting for 24.5% of the total, is the 300,001–600,000 range. Those with salaries under \$100,000 make up the next category, which is made up of 29 people, or 20.9% of the total. The smallest group, consisting of 23 people and accounting for 16.5% of the total, has yearly salaries between \$100,000 and \$300,000. All things considered, the data indicates that a sizable fraction of the group has greater family incomes, with over half making over \$300,000 each year

Place of residence

	Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid Rural	70	50.4	50.4	50.4

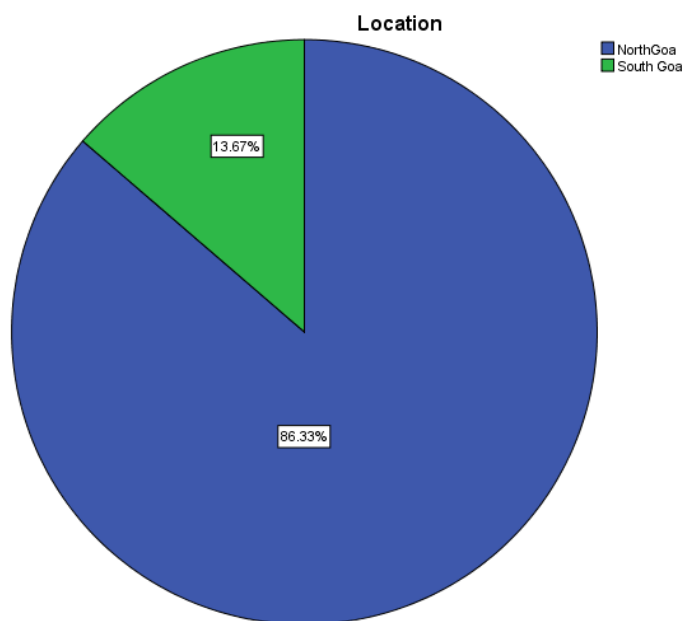
Urban	69	49.6	49.6	100.0
Total	139	100.0	100.0	



The table displays the distribution of 139 people's places of residence. The group's distribution across rural and urban areas is almost equal. In particular, 70 people or 50.4% of the total live in rural regions. In contrast, 69 people, or 49.6% of the group, reside in urban regions. This very even distribution shows that people from both urban and rural origins are well represented, with a small majority of those from rural areas. The cumulative percent verifies that there are no missing data points and that the total number of people is split equally between the two types of residences.

Location

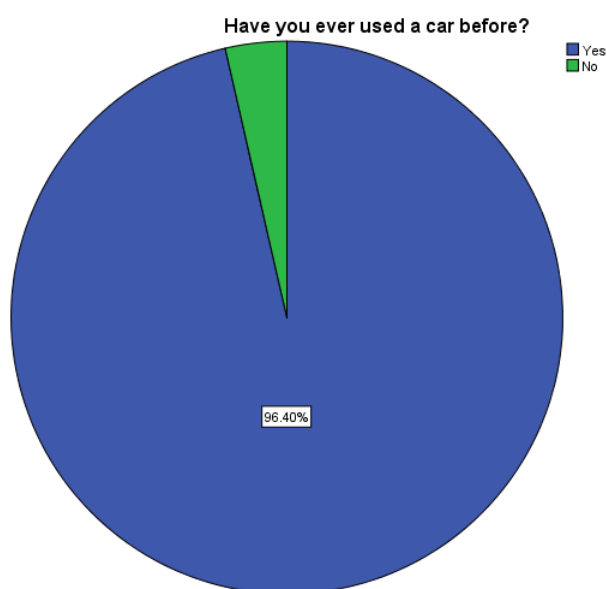
	Frequency	Percent	Valid Percent	Cumulative Percent
NorthGoa	120	86.3	86.3	86.3
Valid South Goa	19	13.7	13.7	100.0
Total	139	100.0	100.0	



The distribution of people in Goa by place is shown in the table. One hundred and twenty of the 139 persons, or 86.3% of the total, are residents of North Goa. 19 people, or 13.7% of the group, reside in South Goa, on the other hand. Given that the majority of the population is concentrated in North Goa, this suggests a notable lean towards that region.

Have you ever used a car before?

	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	134	96.4	96.4	96.4
Valid No	5	3.6	3.6	100.0
Total	139	100.0	100.0	

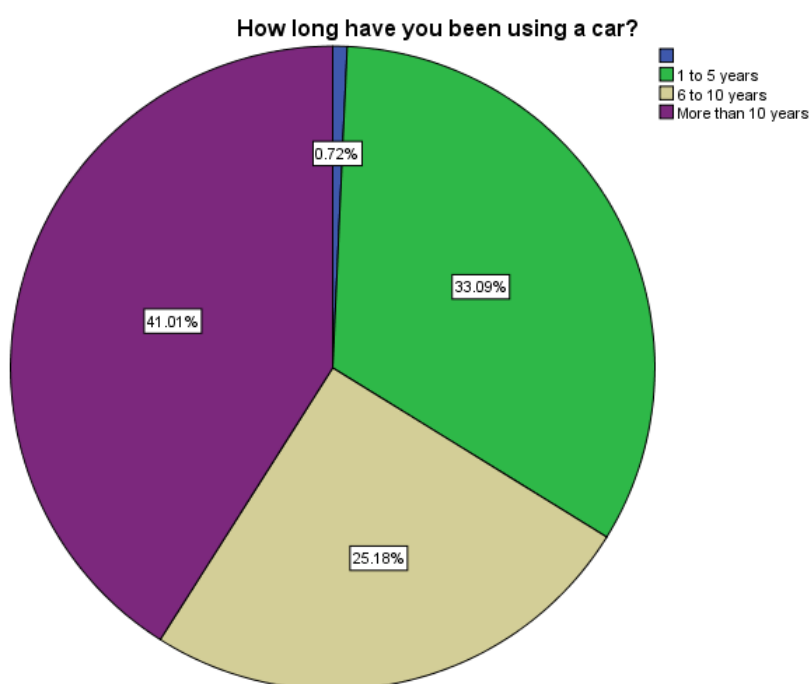


The table gives details about the number of cars used by 139 people. 134 people, or 96.4% of the total, have driven an automobile at some point in their lives. On the other hand, just 5 people, or 3.6% of the group, have never driven a car. This suggests that just a tiny percentage of this people do not own a car. Instead, automobile ownership is rather popular among them.

How long have you been using a car?

	Frequency	Percent	Valid Percent	Cumulative Percent
	y		Percent	Percent

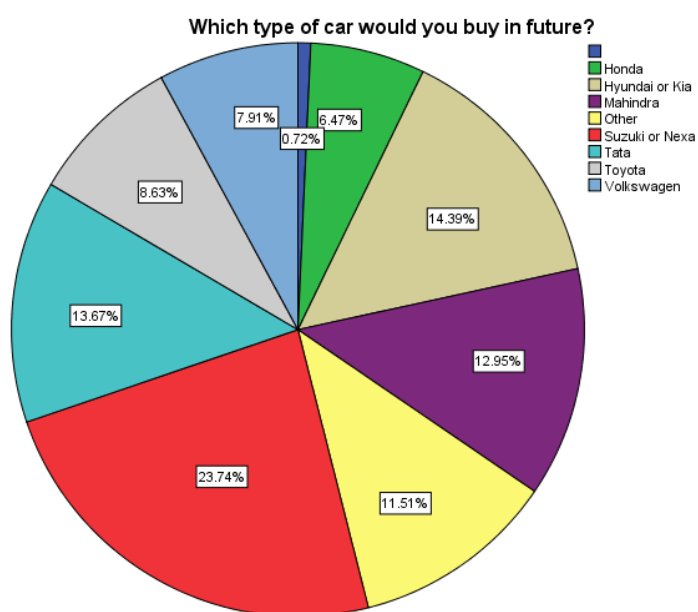
	1	.7	.7	.7
Valid 1 to 5 years	46	33.1	33.1	33.8
6 to 10 years	35	25.2	25.2	59.0
More than 10 years	57	41.0	41.0	100.0
Total	139	100.0	100.0	



The duration of automobile ownership for a group of 139 people is displayed in this table. Of the total, 41.0% are the 57 people who have been driving for more than ten years, making up the largest group. With 46 users, or 33.1%, the second-largest group has been driving for one to five years. Thirty-five persons, or twenty-five percent of the group, had driven a car for six to ten years. Lastly, one person, or 0.7% of the total, has recently begun driving.

Which type of car would you buy in future?

	Frequency	Percent	Valid Percent	Cumulative Percent
	1	.7	.7	.7
Honda	9	6.5	6.5	7.2
Hyundai or Kia	20	14.4	14.4	21.6
Mahindra	18	12.9	12.9	34.5
Other	16	11.5	11.5	46.0
Suzuki or Nexa	33	23.7	23.7	69.8
Tata	19	13.7	13.7	83.5
Toyota	12	8.6	8.6	92.1
Volkswagen	11	7.9	7.9	100.0
Total	139	100.0	100.0	



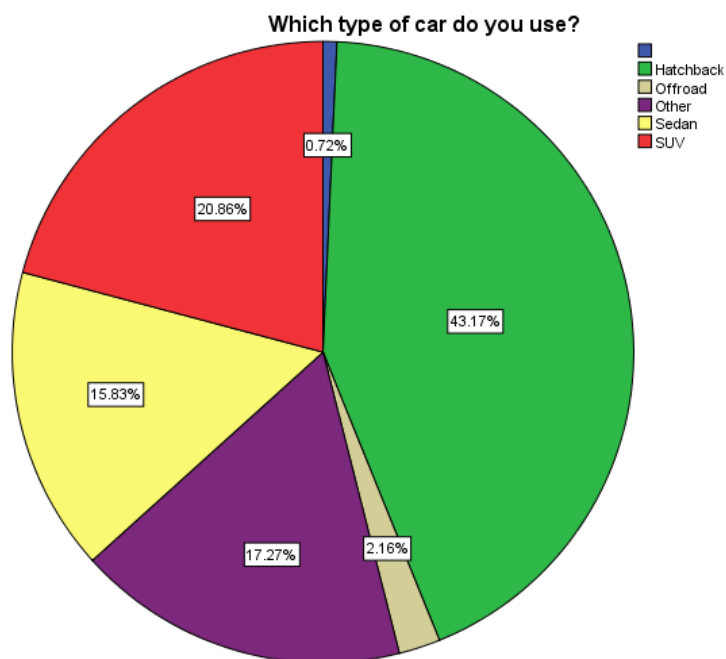
The table displays the future automobile manufacturers that 139 people would want to drive. With 33 people choosing Suzuki or Nexa representing 23.7% of the total this is the most popular option. With 20 respondents, or 14.4%, Hyundai or Kia is the second most popular option. Mahindra ranks third with 18 people, or 12.9% of the total, closely followed by Tata (19 people, or 13.7%) in second place. Toyota is selected by 12 people, or 8.6% of the total, although Honda and Volkswagen are selected by 9 and 11 people, or 6.5% and 7.9%, respectively, less frequently. The "Other" category, which encompasses brands that are not explicitly listed, represents 16 persons, or 11.5% of the whole group.

0.7% of the population has a different choice, represented by one person. When the most popular brands are taken into account, the cumulative percent indicates that over half of the respondents have already stated their choices. Overall, a wide range of preferences among different automobile brands point to Suzuki or Nexa as the most preferred option.

Which type of car do you use?

	Frequency	Percent	Valid Percent	Cumulative Percent
Hatchback	1	.7	.7	.7
Valid Sedan	60	43.2	43.2	43.9
Offroad	3	2.2	2.2	46.0
Other	24	17.3	17.3	63.3

Sedan	22	15.8	15.8	79.1
SUV	29	20.9	20.9	100.0
Total	139	100.0	100.0	



The distribution of automobile types driven by 139 people is displayed in the table. With 60 cars, or 43.2% of the total, being hatchbacks, this is the most popular automobile type. SUVs are the second most common category, with 29 vehicles, or 20.9% of the total. Next, with 22 people, or 15.8%, are sedans. There are 24 people in the "Other" category, making up 17.3% of the total. There are 3 participants in the off-road category, or 2.2%.

Finally, there's one individual who has a different type of car, representing 0.7% of the group.

The cumulative percent shows that the majority of individuals use either hatchbacks or SUVs.

Overall, the table indicates a preference for smaller, more compact cars like hatchbacks, with a smaller but significant portion using SUVs or sedans.

1.9.2 Factor Analysis

Component Matrix^a				
	Component			
	1	2	3	4
The car which i purchased has good safety ratings (4 or 5 stars)	.729			
Interior and Exterior of the car should be attractive.	.734			
Car should be comfortable to drive even for long journey.	.678			
Fuel efficiency of the car is more important than its appearance.	.615			
The car is having latest features (Power windows, Airbags, Adaptive cruise control etc.)	.816			
The car is reasonably priced.		.794		
The car is affordable to buy.		.772		
I saved money through car offers while purchasing the car.		.809		
Brand has 2w become a status symbol. Do you 2?			.633	
The car brand is reliable and trust worthy.			.818	
The car brand has a good reputation.			.820	
I am satisfied with the after sales services provided by the car brand.				.826
The staff was willing to help the customers regarding the after sales service.				.829

The after sales service was handed effectively.				.792
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

Factor Analysis Interpretation: Understanding Car Purchase Preferences

Component 1: Car Specific

Consumers prioritize specific attributes and qualities of the car itself when making purchasing decisions. The strong loadings on statements such as "The car which I purchased has good safety ratings (4 or 5 stars)" and "Interior and Exterior of the car should be attractive" indicate that safety ratings and aesthetic appeal are crucial considerations. Additionally, the emphasis on comfort for long journeys and the importance of advanced features like power windows and airbags suggest that consumers value comfort and modern technology in their vehicles. Furthermore, the moderate loading on the statement regarding fuel efficiency highlights that while consumers prioritize features and aesthetics, they also consider the practical aspect of fuel economy.

Component 2: Price

Price emerges as a significant factor influencing consumers' car purchasing decisions. The strong loadings on statements such as "The car is reasonably priced" and "The car is affordable to buy" underscore the importance of affordability. Furthermore, the statement "I saved money through car offers while purchasing the car" indicates that consumers are actively seeking deals and discounts, emphasizing the role of pricing promotions in influencing their buying behavior.

Component 3: Brand

Consumers exhibit distinct preferences and attitudes towards car brands. The moderate loading on the statement "Brand has become a status symbol" suggests that for some consumers, the brand's image and status are influential factors. Moreover, the strong loadings on statements such as "The car brand is reliable and trustworthy" and "The car brand has a good reputation" highlight the significance of brand perception in shaping purchasing decisions. Consumers prioritize brands with a reputation for reliability and trustworthiness, indicating that brand image and reputation play a crucial role in their decision-making process.

Component 4: After Sale Services

After-sale services offered by the car brand significantly impact consumers' overall satisfaction and purchase decisions. The strong loadings on statements such as "I am satisfied with the after sales services provided by the car brand" and "The staff was willing to help the customers regarding the after sales service" indicate that consumers value effective and responsive after-sales support. Additionally, the emphasis on effective handling of after-sales services underscores the importance of a seamless and efficient customer service experience. Overall, positive after-sales experiences contribute to consumer satisfaction and brand loyalty.

In conclusion, the factor analysis reveals that consumers consider various factors, including car-specific attributes, price, brand perception, and after-sale services, when making car purchasing decisions. Understanding these preferences is essential for car manufacturers and marketers to tailor their products and services to meet consumer expectations effectively.

1.9.3 Reliability Test

Case Processing Summary

		N	%
Cases	Valid	138	99.3
	Excluded ^a	1	.7
	Total	139	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.939	15

The Cronbach's alpha coefficient of 0.939 suggests that the scale used to measure reliability is reasonably reliable. Generally, a Cronbach's alpha value above 0.70 is considered acceptable for most research purposes. Therefore, the internal consistency among the items in the scale is reliable, indicating that they are measuring a similar underlying construct reliably.

2.0 FINDINGS

The data reveals that car purchasing decisions are driven by a combination of four major factors: car-specific attributes, pricing, brand perception, and after-sales services.

Car-Specific Attributes emerge as a crucial factor, with consumers giving significant weight to safety ratings, comfort, and aesthetic appeal. Cars that have strong safety ratings (4 or 5 stars) and attractive interiors and exteriors are favored, suggesting that both functionality and appearance are critical in guiding consumer choices. Moreover, the comfort level during long journeys is essential, indicating that consumers are looking for cars that offer a pleasant driving experience even for extended periods. Advanced features, like power windows and airbags, are also valued, signaling that technology plays a role in the purchasing process.

Pricing significantly impacts consumer choices. The affordability of a car, reflected by a reasonable price, is a key consideration for many buyers. Consumers actively seek deals, with a substantial number indicating that they saved money through car offers while purchasing their vehicle. This behavior underscores the importance of price sensitivity among consumers and suggests that promotions and discounts can sway purchasing decisions.

Brand Perception is another critical factor. Consumers place a high value on the reliability and trustworthiness of a car brand, indicating that a brand's reputation strongly influences their choice. This reliability extends to the brand's reputation for quality and consistency, pointing to the fact that brand image matters in the car-buying process. Additionally, some consumers view brands as status symbols, suggesting that the perceived prestige and recognition of a brand can be a deciding factor.

After-Sales Services play a significant role in customer satisfaction. Effective and responsive after-sales support contributes to consumer loyalty, with customers placing a premium on the willingness of staff to help with after-sales issues. The seamless handling of after-sales services

indicates that a positive customer service experience can drive brand loyalty and encourage repeat business.

Overall, these four factors form a comprehensive framework for understanding what influences car purchasing decisions. The high Cronbach's alpha score of 0.939 suggests that the data used to analyze these factors has a strong internal consistency, providing confidence in the reliability of the findings. Understanding these drivers allows car manufacturers and marketers to focus on areas that matter most to consumers, ultimately leading to improved customer satisfaction and brand loyalty.

2.1 CONCLUSION

The analysis of the data provides valuable insights into the factors that drive car purchasing decisions. It is clear that consumers make their choices based on a combination of car-specific attributes, pricing, brand perception, and after-sales services.

Consumers prioritize safety, comfort, and aesthetics when evaluating cars, emphasizing the need for manufacturers to focus on these features. Advanced technological features also play a role, indicating that modernity and convenience are important. Pricing is another critical factor, with many consumers seeking reasonably priced options and taking advantage of promotional offers.

Brand perception significantly influences consumer choices. A reputable brand with a strong track record of reliability and trustworthiness is likely to attract more customers. The idea that some consumers view car brands as status symbols implies that marketing efforts should consider brand prestige and recognition to appeal to these customers.

Finally, after-sales services play a crucial role in customer satisfaction and brand loyalty. Consumers value brands that provide responsive and effective customer support. Companies that excel in this area are more likely to retain customers and encourage repeat business.

Overall, car manufacturers and marketers should focus on these key areas to meet consumer expectations. By prioritizing safety, comfort, aesthetics, affordability, brand reputation, and excellent after-sales services, they can create a positive buying experience that leads to increased customer satisfaction and brand loyalty. The high reliability of the findings, indicated by the Cronbach's alpha score, supports the validity of these conclusions, offering a solid foundation for future strategies in the automotive industry.

2.2 MANAGERIAL IMPLICATIONS / SUGGESTIONS

Given the demographic information on location, gender, age, and employment, the dealer can modify their strategy to fit the unique requirements of various clientele groups. For instance, younger consumers could place more value on contemporary features and technology, whereas older consumers might be more concerned with comfort and dependability. To maximise appeal, they should think about developing tailored marketing efforts for various age groups, professions, and geographic areas.

One more thing the dealer can do is that in their marketing and sales pitches, dealers must try to emphasise the importance of car-specific characteristics like comfort and safety ratings, as they are key determinants of consumer choice. Make sure airbag counts, crash test findings, safety ratings, and comfort-enhancing features are all clearly visible.

The significance of after-sales services suggests that dealers should prioritize providing excellent customer support after the purchase. Implement effective after-sales service systems, with well-trained staff who are responsive to customer needs. Offer extended warranties, maintenance packages, and free check-ups to enhance customer loyalty and satisfaction. A seamless after-sales experience can lead to repeat business and positive word-of-mouth.

2.3 CHAPTER 3 : TASK HANDLED

When we came to know that the social media account of Alcon Hyundai wasn't engaging with the audience, we showed them why social media is so important for digital marketing. We created content that would appeal to their audience and used tools to see which posts got the most attention. By posting regularly, running fun campaigns, and using popular hashtags, we helped the dealer connect with their audience and grow their online presence. We also used social media ads to target specific groups of people, which increased traffic to their website and brought in new leads. This approach not only increased their online presence but also established social media as a cornerstone of their digital marketing efforts.

My task involved visiting other car dealerships to gather information on the promotions and deals that they, or rival companies, were offering. This required me to take a close look at their current marketing strategies, noting any special discounts, financing options, or unique incentives they provided to attract customers. I observed how they positioned their deals, whether through special events, seasonal promotions, or exclusive benefits like extended warranties or free maintenance. Additionally, I paid attention to how these dealerships engaged with customers whether they offered test drives, giveaways, or personalized experiences to entice buyers. This research was vital in helping my team understand the competitive landscape and identify opportunities to improve our own offerings. By comparing the deals and incentives from various dealerships, we could find ways to create more compelling promotions, ensuring that our dealership remained attractive and competitive in a crowded market.

I conducted a survey to understand the key factors that customers consider before purchasing a car. The survey included a diverse group of participants to ensure a broad perspective. I designed the questionnaire to cover various aspects of car buying, such as safety, price, brand reputation, fuel efficiency, and after-sales services. Respondents were asked to rank the importance of each factor and provide additional comments on what influenced their buying

decisions. Through this survey, I gathered valuable insights into customer priorities, preferences, and concerns when buying a car. The findings revealed a mix of practical considerations, like price and fuel efficiency, alongside emotional factors, such as brand loyalty and aesthetic appeal. The survey results offered a comprehensive understanding of what drives car purchases, enabling the dealer to tailor marketing strategies to meet customer expectations and address their primary considerations effectively.

2.4 CHAPTER 4 : LEARNINGS

Internship at Alcon Hyundai provided me with valuable hands-on experience in the automotive industry, allowing me to apply marketing concepts in a real-world scenario. I learned how to reach a larger audience and engage with customers by promoting products on social media platforms such as Facebook and Instagram. This included creating targeted campaigns, analysing data, and optimising ads for improved performance.

I also learned how things go in a workplace, like how people have to manage their work in the given period of time. I also learnt how the sales employees has to deal with the customers and convince them to buy the car.

Working at Alcon Hyundai gave me insights into the automotive industry. I learnt about the market trends, customer preferences, vehicle features, and dealership operations, which is valuable for any future role in the sector.

Overall, the internship provided valuable hands-on experience in Digital Marketing which will help me to apply to future industry career opportunities. Working in a professional environment has allowed for the development of important soft skills such as communication, teamwork, and time management, all of which are essential for success in the early stages of a career.

2.5 CHAPTER 5 : CHALLENGES

1. Getting Survey responses

In my project, obtaining survey responses proved to be more difficult than anticipated.

Despite my efforts, securing adequate participation from respondents posed a challenge due to factors such as availability and engagement. To address this, we explored various strategies, including incentivizing participation and refining the survey design to enhance its appeal and accessibility.

2. Unavailability of Manager

The unavailability of manager at critical junctures hindered decision-making processes and slowed down progress of my project. Without timely guidance and approval, tasks were often delayed, impacting project timelines.

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2.7 ANNEXURE

FACTORS INFLUENCING PURCHASE DECISION OF CONSUMERS WHILE BUYING A CAR

Greeting to everyone.

I am Suyash Sunil Falkar, student of Goa University, MBA Part 2 conducting a survey regarding the factors influencing purchase decision of consumers while buying a car in Goa. I request you to please co-operate in this survey by giving your responses. I promise that your responses will be kept confidential and will be used only for academic purpose. The google form is divided into 2 sections. I kindly request you to spare few minutes of your valuable time in giving your response to the survey. Thank you.

OBJECTIVE 1 : to study demographic characteristics of customers buying cars.

Gender

Male

Female

Other:

Age

20 years and below

21 to 30 years old

31 to 40 years old

41 to 50 years old

51 years and above

Occupation

Employed

Self employed

student

Professional

Retired

Marital status

Married

Unmarried

Education

SSC

HSSC

Graduate

Post graduate

PHD

Annual family income

Less than 100000

100001 to 300000

300001 to 600000

More than 600000

Place of residence

Rural

Urban

Location

North Goa

South Goa

Have you ever used a car before?

Yes

No

How long have you been using a car?

1 to 5 years

6 to 10 years

More than 10 years

Which type of car do you use?

Hatchback

Sedan

SUV

Offroad

Other

Which type of car would you buy in future?

Suzuki or Nexa

Hyundai or Kia

Tata

Volkswagen

Mahindra

Toyota

Honda

Other

OBJECTIVE 2 : the factors influencing purchase decision while buying a car.

CAR SPECIFIC

CAR SPECIFIC	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The car which I purchased has good safety ratings (4 or 5 stars)					
Interior and Exterior of the car should be attractive.					
Car should be comfortable to drive even for long journey.					
Fuel efficiency of the car is more important than its appearance.					
The car is having latest features (Power windows, Airbags, Adaptive cruise control etc.)					

PRICE

PRICE	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The car is reasonably priced.					
The car is affordable to buy.					
I saved money through car offers while purchasing the car					

BRAND NAME

BRAND NAME	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Brand has now become a status symbol. Do you agree?					
The car brand is reliable and trust worthy.					
The car brand has a good reputation.					

AFTER SALES SERVICE

AFTER SALES SERVICE	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

I am satisfied with the after sales services provided by the car brand.					
The staff was willing to help the customers regarding the after sales service.					
The after sales service was handed effectively.					