



Emerging Paradigms in Multidisciplinary Research

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A STUDY OF CONSUMER PURCHASE BEHAVIOUR IN AUTOMOBILE INDUSTRY WITH SPECIAL REFERENCE TO CAR SEGMENT

J. Balaji **Bhuwan Gupta *Somnath Kolgiri*

**VIT Business School, Vellore Institute of Technology, Chennai Campus, Tamilnadu*

***Assistant professor, School of Business Management, IITM University Moradabad,
Uttar Pradesh*

****Associate professor, P G Moze College of Engineering, Savitribai Phule
Pune University, Pune*

INTRODUCTION

The automotive business is now the most lucrative sector. The high-volume vehicle categories are being pushed by increased disposable incomes in rural and urban areas, as well as affordable financing options. The entry of new businesses and well-known brands like as Porsche, Bentley, and Ferrari into the Indian market has led to an increase in competitive intensity. This research will help existing and upcoming Indian automobile manufacturers better understand the expectations of consumers and the opportunities presented by the industry. Knowing the shopping patterns of customers is essential to the success of marketers. To sketch the idea of consumer purchase behaviour in automobile industry with special reference to Car Segment, Disposable income was the most important factor in determining whether or not an individual decided to acquire a car, despite the fact that different segments of the Indian automotive industry each have their own unique customer trends. Price, safety, and driving comfort are the customer's top objectives, but the image of the brand is what decides the quality that is perceived.

Keywords: Purchase Behaviour, Automobile industry, Car Segment and customer trends

INTRODUCTION: THE BEHAVIOR OF INDIAN CONSUMERS

Studying the behaviours of one's target market may help marketers satisfy the needs of their customers. Marketers are required to do research on the cultural, socioeconomic, personal, and psychological elements that impact the behaviour of customers. The purchasing habits of customers have changed considerably in the automotive industry, especially as earnings have increased and more people have been able to purchase automobiles. Recent months have seen an increase in the size of the target market. Because of ever-increasing standards and the dissemination of new information, it is imperative that every organisation remain flexible in order to meet the ever-evolving requirements of its client. Tapas piplai (2001)

INDIAN PASSENGER CAR INDUSTRY

Up until the 1980s, Hindustan Motors' Ambassador Brand dominated the Indian passenger automobile business. Ambassadors were produced by Hindustan Motors. Maruti Udyog Limited first began producing compact automobiles in the year 1983. A revolution in the Indian automotive industry had its start in December 1983 when Maruti's facility in Gurgaon produced its very first vehicle. This event served as the starting point for the revolution. The Indian market for passenger cars is preparing for significant upheaval as a result of the recent deregulation that has allowed a variety of new competitors in the automobile manufacturing industry to enter the market. There are now three developments taking place in the industry that will almost certainly have an impact on all of the participants. A wide number of models are available from the many manufacturers, who are vying with one another in each market area. The capacity that was actually constructed has increased by as much as