

An empirical study of Car selection factors - A qualitative & systematic Review of Literature

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Abstract - India is one of the world's fastest growing automobile markets and is poised to become the third largest passenger's car market by 2020 (Philip, L. 2016, Economic Times). The recorded sales growth of 4 wheelers like passenger car & utility vehicle has also risen up to 7.87 % and 6.25% respectively during April-March 2016 (SIAM, 2015-16). But what makes a car maker like Japan's Maruti Suzuki and Korea's Hyundai enjoys more than 67% of market share while others like US car makers Ford India and General Motors combined market share is just 4-5%(Philip,L.2016,The Economic Times). Sales in the North & East region have evidenced only 5%of changes in the FY16 which is comparatively lower than the west & south region (Khan,A.N,2016, The Economic Times). The Japanese car makers(Honda, Hyundai, Isuzu Motors, Nissan &Toyota) achieved an average of 48.01% of growth till July 2016 having a better stand from the Indian car makers (Hindustan Motors, M&M,M&S, Tata & Force motors) i.e. 6.74% (Autocar Pro News Desk, July 2016). In this study the researcher explored the factors affecting the satisfaction of prospective car buyers and existing car users at dealer point and facilitate dealer to create a brilliant "moment of truth" (Pioneered by JanCarlzon) when a customer encounter with company.(Madge, Davidson & Beaujean, 2006)

Keywords : Consumer Brand preference Dealer satisfaction, Customer Satisfaction, Brand Image, Brand satisfaction

1.1 INTRODUCTION

With the total population of 1,210,569,573 In India (Censusinfo India 2011) the large buyers & their varied expectations are increased rapidly; from the products they consume or they ought to consume, hence the manufacturer need to sustain, survive & strategies to sale their products by adding more value (Singh, A.K & Agarwal, P.K, 2013), need to create right attitude for their manufactured products, developing brand loyalty (Goyal,A., 2014), the companies need to take adequate care about their marketing mix elements with special focus on distribution (Priyadarsini,S.A, 2014).

The companies need to focus on the family type and demographics segments like Gender (Kemal, Ç., Erkan, O., Muhsin, D. E., & Ömer, Ö. ,2015), age (Kemal, Ç., Erkan, O., Muhsin, D. E., & Ömer, Ö. ,2015 ; Reddy, B. V. K., & Kumari, M. P. B. P. ,2018), occupation, educational qualification, monthly ; (Saxena,M. & et al , 2012 ; Elanthiraiyan, A. M., & Balakrishnan, V. ,2012; Nirmala, S. G. ,2015; Doshi, V. Y., & Parmar ; Kemal, Ç., Erkan, O., Muhsin, D. E., & Ömer, Ö. 2015; Reddy, B. V. K., & Kumari, M. P. B. P., 2018) along with other variable like price, environmental concern, quality(Raghavendra,G.P & et al,2009), brand image, durability, convenience, product packaging (Raghavendra,G.P & et al,2009, Aggeman,C.M, 2014, Singh, A.K & Agarwal, P.K, 2013, Ghosh,M & Ghosh,A., 2013, Goel, P., 2013, Maheswari, M.U & et al, 2013, Saxena,M. & et al , 2012). The companies need to understand the current trends, choice color & buying attitudes of consumer (Dutt, R.2013).

It has proved that communications from the company to consumer across zones, cities, gender & age groups create positive attitude towards their product & the usage benefits (Singh, S et al). Popular Brand has also have effect on the consumer minds irrespective of gender who serves their customer to gain customer satisfaction (Lamba, B et al ; Ratnesh, K. , 2014, Ghosh,M & Ghosh,A., 2013), price is not having any effect on the preference of consumer's loyalty towards a particular brand (Ghosh,M & Ghosh,A., 2013) but while purchasing the brand consumers are more aware of the value offered by the marketer(Goel, P. , 2013).

Odisha the land of Lord Jagantah, is the Indian state on the subcontinent's eastern part having 3.46% (41,974,218) of total Indian population (Censusinfo India 2011) owns 56 & 43.5 percentage of 4 wheeler respectively in both urban & rural segment (CensusINFO India 2011, Houses, household amenities & assets) having their own values, beliefs and in the path to became successful and rapidly moving to became the smart state having all comfort to live & to communicate on road too. Most companies tapping these current trends of people & attracted prospects with many lucrative offers which made people confuse to get the right products for them, which fetch value to them (Singh, A.K & Agarwal, P.K, 2013). Till the date the current car registration in passenger vehicles segment is 182445 as on 2013 (Govt. of India Statistics of Registered Vehicles). The passenger vehicle category is growing 9.23% in April-March 2017 from the last year and sold 30,46,727 units during 2016-17 (Society of Indian Automobile Manufacturers, 2016-17) with the domestic market share of 14% in passenger vehicle segments(SIAM 2015-16).

1.2 RESEARCH GAP

Author Menon, B & et al 2013 found out many factors leading to purchase of car like purchase initiation , personal needs, convenience factor, comfort factor, car manufacturer/ Dealer , car model , external influence, Satisfaction Level for passenger car and product reliability, monetary factor, vogue on trendy appeal, sensitivity of maker to customer needs, trustworthiness, and product promotion for SUV/MUV vehicle but the study was conducted in the state of Kerala after selecting 5 different places like Cochin, Trichur, Kottayam, Calicut & Truvandrum . Another Indian author Vidyarthi, K 2012 too conducted similar study and found out Cost, safety, driving and seating comfort are the driving factors in passenger car segment but this study too conducted in the city of Chennai, Tamilnadu. In another similar study the author Srivastava, M.K & et al 2011 found brand, value for money, customer friendly, safety are the driving factors to purchase a 4 wheeler but this study too conducted in the pink city, Rajasthan.

Another interesting study was conducted by Makran 2015 and he found income level is one of the major driving factors for buying 4 wheelers with 61 respondents and the consumers were majorly from Patiala, Chandigarh,

Ludihana. Another Researcher Chandra, I 2014 havd conducted a study and explored Fuel choice, prestige, friends/family recommendation, finance are few of the factors for purchasing cars and the study was conducted at Lucknow with 250 sample size. Author Kaushal, S.K 2014 also researched in the same segment and found Safety & security, quality, performance, value and technology are the drivers for making a purchase decision but the study conducted at Uttar Pradesh with 200 respondents.

Lee, T.W & et al 2014 conducted a similar study at Malaysia with 171 sample size. Ying, W 2010 conducted a study on the automotive sectors at Sanghai , china. Fuel economy, comfort and convenience features, insurance information, specification & warranties and re-sale value are few other drivers for purchasing a car but the study has conducted at southkorea. W.MAnderson & et al 1999 conducted a study to found out the drivers lead to purchase decision but the study conducted abroad and on retail industry. C.Apte & et al August 2011 conducted their study at Newyork city to get his drivers for purchase. P.E.Rossi & et al 1996 ; T. Hsu & et al 2000 ; M. Setnes & et al, 2001 are other authors who researched on the same parameter to found out factors leading to consumer buying behavior but in different sectors. V. Jain & et al 2001 the Indian author also researched in the factors driving buying behavior but in other sector, hence the researcher decided to explore with the following objectives and an initial exploratory study also been conducted by the researcher and hypothesis being formulated on the basis of this.

Smith 1956, in his work product differentiation & Market segmentation as alternative strategies tries to differentiate between the strategies and the market segmentation with different criteria and they quoted that both are elements of marketing strategy and he suggested the marketer to adjust the strategy mix to achieve the target but clearly didn't cited any criteria for the market segmentation. Mccarthy, 1981 also in his work Basic marketing : A managerial approach has structured around the familiar 4ps but he didn't mentioned about anything or any category about the homogenous group. Najeemudeen, K. P & et al, 2014 explained various reasons for the growth of the Automobile industry and concluded that only "Disposable Income increase" in the rural & urban sector leads to growth in the industry and highlighted few factors that determine the growth of the industry but no sampling framework & design was mentioned in their work to measure the accuracy of their drivers. In the study by Lin,C.F 2002 "Segementing customer Brand preference : Demographic or Pscographic" had successfully identified different factors of both demographic & psychographic study but however the author didn't explained the concept "Traditional Demographic Segmentaion" coined by him.

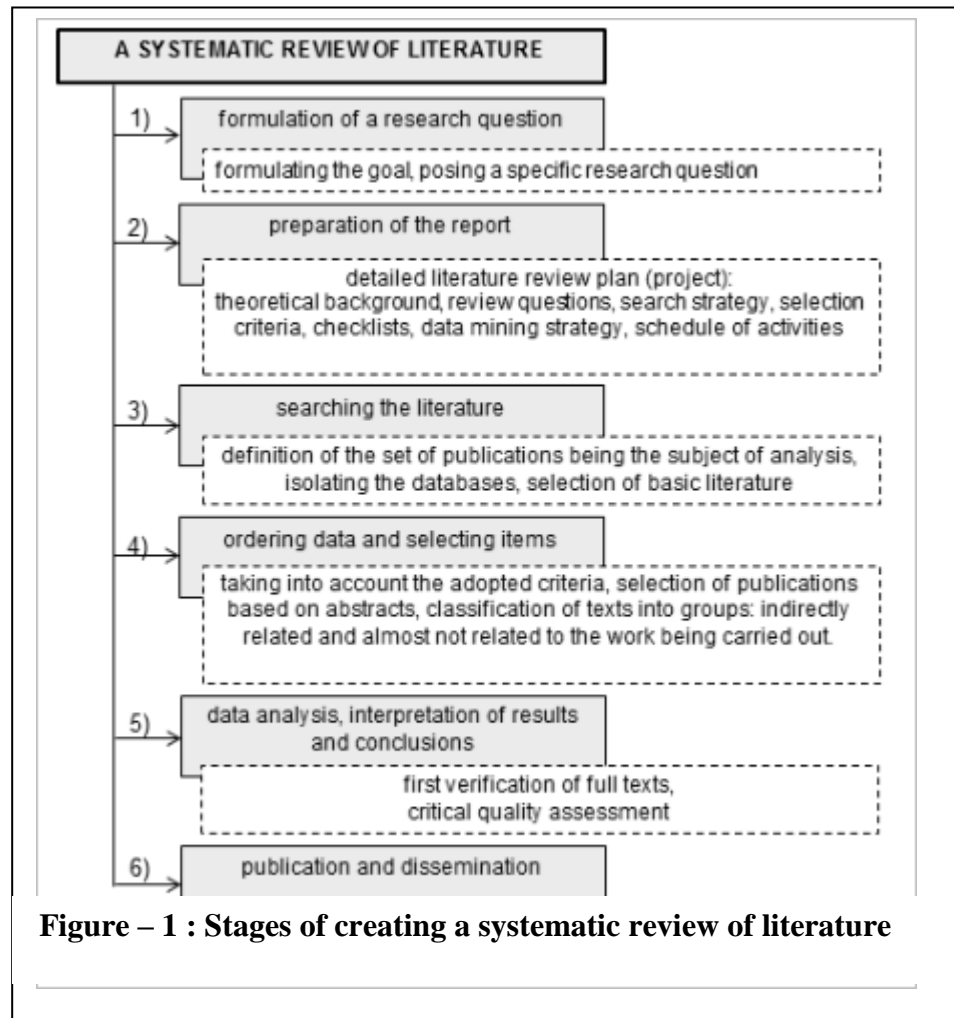
Studies by authors like Srivastava, M.K 2011 (Jaipur-Rajastahn) & et al, Vargheese, J, 2014 & et al, Biswas, A 2014 & et al (West Bengal) tries to identify gender as the main demographic factor and a major segment who influence on consumer buying behaviour ; However the Psychographic segmentation like Lifestyle & Personality and Personal Value system are very well defined by the respective authors but none of the study was conducted in Odisha with the effects of segmentation and the study result can't be generalised without the presence of effect size, hence the researcher decided to explore and framed the following research objective.

1.3 RESEARCH OBJECTIVE

- 1- To find out the research Gap in car selection factors in India
- 2- To analyze the factors that influences the purchase of cars.

1.4 RESEARCH METHODOLOGY

This paper is based on Literature review and the variables identified by the researcher need to be further studied. In particular, the consideration was focused on the new parameters of customer satisfaction. The following process were adopted from a similar study and followed here too.



1.5 LITERATURE REVIEW

Influencing factors like purchase initiation , personal needs, convenience factor, comfort factor (Salvi, P. D., & Prajapati, K. B. , 2015), car manufacturer/ Dealer , car model , external influence, Satisfaction Level are the major factors which influence consumer to purchase passenger car (Menon, B. (2012)). In SUV & MUV segment the major influencing factors are product reliability, monetary factor, vogue on trendy appeal, sensitivity of maker to customer needs, trustworthiness, and product promotion to buy a SUV/MUV.

An attempt has been taken by author to find out the factor influencing the purchase decision process and its interaction with behavior parameter in the passenger segment car. Cost (Srivastava, A., & Matta, M. ,2014), safety, (Liu, D., & Xuan, B. ,2008; Fariborz, K. ,2012) driving and seating comfort (Vidyavathi, K. (2012), Menon, B. (2012)), brand (Srivastava, M. K., & Tiwari,2011), value for money (Liu, D., & Xuan, B. ,2008; Fariborz, K. ,2012), customer friendly, safety (Salvi, P. D., & Prajapati, K. B. , 2015) are the few factors identified but the factors were not clearly researched across the segments as classified by SIAM (Shende, V. (2014)). In a different research the author find income level effect the car purchase decision.(Markan, R(2015)). Fuel choice, prestige, friends/family recommendation (Thomas, S. (2018), finance are some other factors which

consumer prefer in a car purchasing decision (Chandra, I. (2014)), however the author fail to indentify the main factor causes changing in buying behavior of the Indian middle class, fail to find out the key influences affect the purchase decision. Safety & security (Kaushal, S. K. ,2014 ; Swar, B. N. ,2018), quality, performance, value and technology are the key factors for consumer buying behavior (Kaushal, S. K. (2014). Vehicle's reliability, safety and price (Hoffer and Wetzell , 1982) have influenced the consumer to consider while buying a new vehicle (Lee, T. W., & Govindan, S. (2014).

Innovation feature (functional factors, car design, car brands (Bikash, R. D., & Pravat, S. K. ,2010; Menon, B. ,2013; Altaf, S. N., & Hashim, N. A. ,2016 ; Thirunarayanamy, M., & Rajavel, M. R. ,2016 Amir, A., & Asad, M. ,2017) and economic factors (Swar, B. N. , 2018) consumer variable (Individual sense of honour & income) , supporting facilities & services (after sales services & maintenance convenience) are the three important construct leading to purchase intention of eco friendly green car (Ying, W., & Ying, L. (2010, August). However the author has failed to mention the detail variables for each construct in the analysis. Fuel economy (Sedzro, K. M., Amewu, G., Darko, J., Nortey, E. N. N., & Dasah, J. B. ,2014), comfort (Liu, D., & Xuan, B. ,2008; Fariborz, K. ,2012) and convenience features, insurance information, specification & warranties and re-sale value is most important attributes on purchase decision (Byun, D. H. (2001).

The retailer / retail chain can collect information by grouping consumers in a cluster based on few common consumers' demographics or by clustering few similar characteristics. This method and system for gathering and analyzing customer and purchasing information process the retailer / retail chain the transactional information which involve large numbers of consumers and consumer products. The Product information can be collected by uniquely identifying specific product by type, manufacturer and it can be form a group in a generic product clusters. This information can be analyzed in terms of product and/or consumer clusters to find out relationships between the consumers and the products. (W. M. Andersen, D. Hargreaves, S. M. Hoellig, D. S. Johnson and B. D. Mischel, 1999). Targeting customers are basically depends on either customer characteristics or product characteristics. The interest of a customer on any product is depended on the product attributes of the product.

Marketers build Model to predict customer's response both for potentially as well as for the new customers for their offers are basically include the data of demographic and historic purchase. In a catalogue marketing process, customers for each mailing are basically selected using segmentation criteria (C. Apte, E. Bibelnicks, R. Natarajan, E. Pednault, F. Tipu, D. Campbell, and B. Nelson, August 2001) such as recency of last purchase, frequency of last purchase, number of purchases per year and monetary value spent over the last time periods in a specific product categories.

Clustering is a commonly used technique for customer segmentation and targeting. (W. M. Andersen, D. Hargreaves, S. M. Hoellig, D. S. Johnson, and B. D. Mischel, October 1999) group products into product clusters based on product information; and customers into customer clusters based on demographic information. A mapping between product clusters and customer clusters is used for determining the target customer set. Marketers have also used brand choice models (P. E. Rossi, R. E. McCulloch, and G. M. Allenby, 1996) with user heterogeneity to generate market segments in targeting.

Fuzzy techniques may be useful for well performance with uncertainty. Targeting and personalization area are best application for these kind of fuzzy techniques (V. Jain and R. Krishnapuram, July 2001). Fuzzy clustering techniques may also used for targeting customer (T. Hsu, K. M. Chu, and H. C. Chan, May 2000) to generate fuzzy clusters of customers based on their responses to survey and utilize them to find out the market structure

and tell the application of a supervised learning method supported by fuzzy clustering of customers to select target customer in direct marketing. (M. Setnes and U. Kaymak, 2001)

Gain curve characteristics may also be used as a criterion for collection of the most flattering customer feature to use for targeting and add customer features incrementally (I.V. Cadez, P. Smyth, and H. Mannila, August 2001) by using the EM algorithm to create a customer profile by using transaction data. Every customer is allocated a set of unique weights indicating the probability that the customer's transactions [modelled by number of items purchased in each category] are created by component of the "Component mixture model."

These approaches do not unambiguously take into account the customer's motive for making the purchase because only demographic data and purchase transaction data do not provide information about the objective behind the customer's purchase decision. In reality, the purchase decision of a customer rely on vivid factors which includes product attributes, the degree to which the product possesses the attributes relative to other products, the importance that the customer places on the attributes, timing of the purchase, the customer's level of experience with the product, etc.

As far back as the advertising idea was created, purchasing behavior of people has been the indispensable purpose of Marketing Theory and practices. The insistence on purchasing behavior of people increased restored quality after the adoption of modern marketing practices in 21st century (Babu, M. K., & Raghunatha, R. D. ,2004). These days extensive theoretical & empirical research was published in different academic journals of repute are dealing with various aspects of consumer buying behavior.

Rengandathan (2005) led an investigation on customer markets and purchasing practices of cars and found a large portion of the respondents are engaged towards 'mileage' (Meng, L. J., & Yun, C. T. , 2016) in a car. He additionally proposed that Hyundai autos ought to be composed such that the genuine fuel proficiency (Bikash, R. D., & Pravat, S. K. ,2010 ; Gupta, S. ,2013) got is the same as that being guaranteed. Individuals have appraised the evaluating to be sensible, however resale estimation of Santro is low when contrasted with different brands.

Chidambaram et al (2007) directed an investigation on brand inclination of passenger car with reference to Coimbatore city in Tamilnadu and presumed that the greater part of the respondents in Coimbatore city know about numerous well known brands of passenger cars . The clients give more significance to fuel proficiency (Yadav, G. ,2018) than different variables. They trust that the brand name reveals to them something about item quality, utility, innovation and so forth. The buyers want to buy the passenger car which offer high fuel proficiency, good quality, innovation, toughness (Salvi, P. D., & Prajapati, K. B. , 2015; Chaisamran, C. ,2016; Subhojit Banerjee, Rajesh K. Pillania 2009 ; Bhatt, S., & Bhatt, A. ,2015)[directly related to re-sale value] ; Yadav, G. ,2018) and sensible cost.

Rajan and Vijaya (2005) specified that less demanding and quicker versatility of goods & people; across region, nations and continents are treasured longing of humanity. The car business, especially the light commercial vehicles segment potential for encouraging this portability with reference to both passenger and cargo development is gigantic. Wheels of advancement over the globe would need to be controlled by this industry. Be that as it may, a consistent advancement of this industry crosswise over nations and landmasses alone will help in acknowledgment of this goal.

Hundal, B. S. and Grover, Saurabh,(2011) conducted a research to understand buying preferences of rural segment and also a comparison of rural segment and urban segment. The author collected 477 responses in and

around of Punjab and classified them into Rural(238 responses) and urban(239 responses) by applying convenience / judgmental sampling having cars and conducted conjoint analysis to understand preferences and identified 3 important attributes people choose while buying car they are brand of car, variance of fuel (Goyal, A., & Shiva, A. ,2016) and price range (SHRILATHA, S., & ARULAPPAN, A. ,2013; Goyal, A., & Shiva, A. ,2016) of different vehicle and researched that people give much importance to Hyundai brand having LPG fuel variant and price ranged > 8 lacs but rural people give less importance to fuel variance and urban area people give less importance to price however brand is crucial factors for both rural & urban area.

Menon, B and V.P. Raj, (2013), conducted a study on what factors influence passenger to buy car along with personal preferences with a sample size of 750 and run through CFA & SEM to get the factor and they mentioned that passenger prefer to buy car based on the need to suit social standings, peer pressure (Clement Sudhakar and Venkatapathy ,2009) from other family members having a car and social preferences from friends (Srivastava, A., & Matta, M. ,2014), Husband & wife decision on purchase (Nathan ,1997) , family members (Jeannette ,1998 ; Sengupta and Verma 2000 ; Chandawat and Gupta ,2002, Kapoor and Verma ,2003; Srivastava, A., & Matta, M. , 2014) children (Kaur and Singh ,2006) and neighbors are some social factors however other factors like interior design, exterior design (Chaisamran, C. ,2016 ; Colley, A., Häkkinen, J., Forsman, M. T., Pfleging, B., & Alt, F. ,2018) , advanced technology of the car model (Menon, B. ,2013 ; Gupta, S. ,2013) along with security features (Menon, B. ,2013; Sedzro, K. M., Amewu, G., Darko, J., Nortey, E. N. N., & Dasah, J. B. ,2014) and comfort (Menon, B. ,2013; Sreenivas, M. A., & Das, V. T ,2015 ; SUPEKAR, M. P. M. ,2017 ; Menon, B. , 2018) in driving are some other key factors for car buying.

Lee and Cho (2009) in his research tried to anticipate the demand for diesel passenger cars after taking into consideration of consumer preference and government policies in South Korea. The car models have room for governmental policies and different car preferred attribute to buy is price (Monga, N., Chaudhary, B., & Tripathi, S. ,2012; Yin Deyou. , 2015; Gupta, R. K ,2015) and engine efficiency (Salvi, P. D., & Prajapati, K. B. , 2015). The author conducted conjoint analysis to capture consumer preferences. During September 2003 ,the survey was conducted by “Dongseo Research (specialized research company) with a Sample size of 492 adult residents of Seoul, Korea and face to face interview was conducted to know more depth of the research in three different stages. The results showed that the consumer prefers to purchase diesel passenger cars rather than gasoline cars because of the relative advantage and less in the operation cost and they also recommended improving on few attributes like vibration levels, noise and comfort and with this the diesel passenger cars may enjoy a significant aggressive edge over gasoline type cars.

Peters, Anja, Gutscher, Heinz and Scholz, Roland (2011) explored psychological factors which are very effective in determining the change in behavior and facilitate in endorsing fuel-efficient cars (Goyal, A., & Shiva, A. ,2016). They proposed a Model which incorporated different psychological variables which explained the purchase of fuel-efficient vehicles by private consumers. The information was collected from 302 Swiss people who recently bought a brand new car after 2002. Structured equation modeling was used to validate the factors and to get a good model fit. They said that mindfulness of the actual problem or having complete awareness of the problem faced by customer, emblematic thought processes or symbolic motive of people, and reaction viability or how efficiently the car could able to respond to the customer problem impact the individual conduct in a roundabout way through influencing the immediate indicators. Results mirrored the striking nature of the decidedly esteemed highlights of new innovation and fuel alternative.

Subhojit Banerjee, Rajesh K. Pillania (2009) talked about in their investigation that India is one of the speediest developing markets. This paper is a multi-characteristic investigation of car buy conduct in the Indian setting. Eleven traits, including resale estimation of the car, were considered for the research. The combined examination technique was utilized to gather essential information, in light of which a ratio scale has been developed and validated utilizing the Turnstone Case V methodology. The scale demonstrated the significance of resale value in a car(Thirunarayanasamy, M., & Rajavel, M. R. ,2016) buy choice, which is one of a kind in creating economies. The research has essential ramifications for auto makers and retailers alike, who might want to investigate new purchaser fragments for positioning their products.

Cristina OPREA (2010) expressed in his research that as indicated by a current report by GFK (No 1 Market Research Institute) Romania, 55% of Romanians that intend to purchase an car, would purchase a second hand car. The paper has decided the cost of a car utilizing linear regression and the score of each kind of car, which, on a scale from 1 to 5, will demonstrate regardless of whether a car worth to be purchased. The outcomes acquired demonstrate a solid connection amongst cost (Chen, C., Hao, L., & Xu, C.;2017, May)and highlights of cars like class, number of kilometer run, and year of fabrication, ignitable/combustible, capacity of engine, statement of registration and emission class.

R.D. Bikash, S.K. Pravat and Sreekumar (2010) examined in their examination that an endeavors to discover the elements, which are critical for picking the progressive car Nano“ propelled by one of the main Indian vehicle industry called Tata Motors“. The paper considers 22 factors, which might be imperative in the client decision-making process. Two methodologies viz. Grey Relational Analysis and RIDIT investigation is utilized to rank the factors and formed three cluster based on his research like Firsthand overall perception of the vehicle, perception of performance promised and perception about real performance for selection of Tata NANO. The Autohor mentioned that Price, brand name of TATA, Fuel efficiency (Gupta, R. K , 2015 ; Menon, B. ,2017), color varriant, Style (Bhatt, S., & Bhatt, A. (2015 ; Meng, L. J., & Yun, C. T. ,2016)(Interior & exterior (Salvi, P. D., & Prajapati, K. B. ,2015) and financing option are few determinats of car selection Hundal, B. S. , Grover, and Saurabh (2010) examined in their investigation that Tata Nano was one of the longest anticipated and most discussed vehicle makes a big debuts in India. It is known as people’s car. It is a designing wonder to leave India as far as cost productivity (Clark, M., Lee, Y., Lin, Y. T., Madishetty, S., & Daim, T. , 2017), fuel effectiveness (Subhojit Banerjee, Rajesh K. Pillania ,2009) and space proficiency. This paper is an endeavor to contemplate the purchaser behavior and furthermore their perception towards auto in the post-launch period. 8 Factors that inspire purchasers to buy this car (Status symbol and Reference group, Risk & discomfort, Product performance, congestion and environmental issues, Product promotion, Market penetration, customer dissatisfaction and Running & maintenance cost (Fariborz, K. ,2012 ; Goyal, A., & Shiva, A. ,2016) and out of which status symbol & reference group and Risk & discomfort signifies more 70% variation. In a study SHRILATHA, S., & ARULAPPAN, A. (2013) found that Low maintainance cost (Salvi, P. D., & Prajapati, K. B. ,2015), facility to repair , spare parts availability easily (Yadav, G. ,2018) & everywhere, Price, Quality, models of the car (Menon, B. ,2018) and after sales service (Liu, D., & Xuan, B. ,2008; Fariborz, K. , 2012 ; Monga, N., Chaudhary, B., & Tripathi, S. , 2012; Menon, B. ,2018) and person having income ranging between 1 lakh to 2 lakh normally buy car with engine capacity of 1000-1500cc and family members (Block and Roering , 1976) influence to buy a car.

Goyal and Aggarwal (2008) endeavored to locate the relative significance of different variables that pull in the clients while choosing a specific car from the different segment. For the said reason, the survey was produced and respondents were chosen by non probability-convenience sampling. 277 respondents were chosen from Ludhiana city incorporating 67 respondents with cars from luxury segments and 117 with cars from small segments. Different strategies like factor Analysis, mean, standard deviation and bi-variate relationship had been applied. The examination uncovered on account of procurement of luxury cars, the elements like luggage capacity, horsepower, model, accessories and availability of finance are important; on account of medium cars; after-sales services, accessibility of extra parts, model, shape and engine capacity were essential; and on account of small cars, the components like accessories, after-deals services (Malhotra, G., Nandi, A., & Mukherjee, A., 2012; SHRILATHA, S., & ARULAPPAN, A., 2013; Menon, B., 2013; Altaf, S. N., & Hashim, N. A., 2016; Amir, A., & Asad, M., 2017), engine capacity and cost (Menon, B., 2013; John, B., & Pragadeeswaran, S., 2013; Altaf, S. N., & Hashim, N. A., 2016; Goyal, A., & Shiva, A., 2016; Amir, A., & Asad, M., 2017; Bikash, R. D., & Pravat, S. K., 2010; SHRILATHA, S., & ARULAPPAN, A., 2013; Thirunarayanasamy, M., & Rajavel, M. R., 2016; Menon, B., 2018) were major contemplations. Along these lines, it was prescribed that the auto manufacturer needed to legitimately comprehend the relative significance of different properties for the diverse fragments of autos.

Kaushik and Kaushik (2008) examined exactly customer's inclination towards passenger car marks in South West Haryana locale. They likewise considered pre-buy and post-buy behavior and factors affecting the brand inclination of passenger car. During Pre buy majority of people depends on their friends/ relatives/spouse and advertisement Judgmental sampling technique was finalized and responses were collected from Bhiwani and Mahendragarh locale of Haryana amid June- August 2007. Cross tabulation and multi dimensional scaling procedures were utilized. It was watched that Maruti 800, Alto and Wagon-R were most loved in that area furthermore, clients were more affected by friends and relatives instead of salesperson of dealer point. Brand name, fuel efficiency (Malhotra, G., Nandi, A., & Mukherjee, A., 2012) and cost were observed to be essential determinants for purchasing cars in that area. Capacity, looks and style are the secondary influencing factors.

Menon, B. (2017) in his research mentioned that mentioned model, price (Singla, V., 2009; Kathuria, L. M., & Singla, V., 2012; Mathew, B. T., 2007; Bhatt, S., & Bhatt, A., 2015), advanced technology (Menon, B., 2013; Bhatt, S., & Bhatt, A., 2015; Menon, B., 2017; Menon, B., 2018) used in the car, market re-sale value (Menon, B., 2013; Menon, B., 2018), security (Menon, B., 2017) & safety features (Chaisamran, C., 2016; Menon, B., 2018; Yadav, G., 2018) and driving comfort of the car, willing to purchase for higher fuel efficiency, value for money (John, B., & Pragadeeswaran, S., 2013; Sedzro, K. M., Amewu, G., Darko, J., Nortey, E. N. N., & Dasah, J. B., 2014), interior design (Bikash, R. D., & Pravat, S. K., 2010; Sedzro, K. M., Amewu, G., Darko, J., Nortey, E. N. N., & Dasah, J. B., 2014; Menon, B., 2018), easy availability of finance and car quick availability in market were the solid factor for selection of a particular model. Reference group (opinion of colleagues, relatives, parents) plays a dominating role in selection of a particular brand.

Swar, B. N. (2018) in his examinations recognized 4 central points which are basically culpable for preference of one car over other. They are Economic factors, Security factors (Sedzro, K. M., Amewu, G., Darko, J., Nortey, E. N. N., & Dasah, J. B., 2014; Doshi, V., & Parmar, C., 2016), Safety (Malhotra, G., Nandi, A., & Mukherjee, A., 2012; John, B., & Pragadeeswaran, S., 2013) and Artistic factors of a car. Shailesh K. Kaushal (2014) in their investigation in India distinguished five measurements of car purchasers' intention and marked as

wellbeing and security, quality (SHRILATHA, S., & ARULAPPAN, A. , 2013; Amir, A., & Asad, M. ,2017), execution, Technology & Value. K. Anandh and K. Shyama Sundar (2014) found that value, agreeableness/comfortability (Swar, B. N. ,2018), proficiency, accessibility, aspiration, and need are the components influencing Indian purchaser's preference of any car brand in small segments. As per the examination led by Sangeeta Gupta (2013) on passenger car Fragment in New Delhi uncovered that qualities like cost and fuel effectiveness impact customers' purchasing choice. In another investigation on little auto customer inclination in Pune city, Beena John and S. Pragadeeswaran (2013) found that awareness of value a brand gives, cost and quality are the imperative elements which impact cars of small segments purchase. Prieto and Caemmerer (2013) led a review in the Europeans car major market; France uncovered that monetary, individual and family unit attributes affect car fragment decision. Ideally in a European setting, car financing mode impacts on car acquiring choices. Australian purchasers additionally lean toward newest in-car technology, for example, the eco-accommodating and the high-performance vehicle (Nayeem, 2012).

Narteh, Odoom, Braimah and Buame (2012) broke down that the choice of branded cars in Ghana depends on an assortment of variables, with some specifically ascribed to the brands while others are outside signals related with the brands, for example, style, outline, solace, and safety (Sedzro, K. M., Amewu, G., Darko, J., Nortey, E. N. N., & Dasah, J. B. ,2014). Gunjan Malhotra, Abhishek Nandi and Amitava Mukherjee (2012) directed an examination on shopper conduct towards small auto segments in the Indian market and found that after-deals benefit, fuel productivity, well-being/safety highlights and support cost are the most vital elements for thought in car-buy for Indian clients. Car price (Malhotra, G., Nandi, A., & Mukherjee, A. ,2012), latest in-car technology and capacity of the engine are the following most vital components for thought. The minimum noteworthy highlights for acquiring a small car segment that surfaced in the exploration are installed the In-car audio system, the perception of the public, accessible to marketing plans and availability of brand. They likewise watched that environment agreeableness is one of the minimum critical components which demonstrate that Indian buyers are not yet ecologically cognizant like their Western partners where the environment is of most extreme significance. C. Dharmaraj and J. Merciful Sudhahar (2010) showed that reliability on the car features (Uggla, 2004 ; Kuksov, 2004; Russell and Taylor, 2006; Narteh, B., Odoom, R., Braimah, M., & Buame, S. , 2012), safety measures provided by car manufacturers, super technology, Value for money, highest resale value (Salvi, P. D., & Prajapati, K. B. ,2015), high mileage, reasonable maintenance cost, quality, solaces, sturdiness, and so on., was the conclusive factor for preferring a particular brand for customers while purchasing cars. Dongyan and Xuan (2008) found that safety, high value for money and solace while riding are the most critical components that impact the obtaining choice of the Chinese customers towards purchasing cars. Chidambaram and Alfred (2007) suggested that there are surely some factors which impact brand preference of any customers. Their examination uncovered that car buyer give more significance to fuel efficiency than some other factor and trust that brand name illuminates them about product quality, its utility functions, and latest technology; they like to buy passenger cars which offer high fuel proficiency, great quality, up-to-date technology, durability (Srivastava, A., & Matta, M. ,2014) and sensible cost. Suresh and Raja (2006) found in their investigation that business bolster (sales support), vehicle design (Raja and Suresh , 2006), support during the purchase process, cost of proprietorship and delightful elements of customer service are the considerable factors for buying small cars. Mithras (2005), in his investigation, recommended that price of the car (Satia, J. K., & Thomas, P. S. ,1989), brand image of the product (Gupta, R. K , 2015), product features itself (Gupta, R.

K , 2015), performance of the vehicle, launching of new car model (Girish and Richard, 1983 ; Chaudhary, B., & Tripathi, S. , 2012), distribution network, after-deals support and accessibility of significant value added after-deals support are the variables that decide competition between different brands in the Indian passenger car industry and furthermore found that interest for cars relies upon various factors, for example, fuel costs, costs of cars (Monroe and Petroschius , 1987), per capita income of people (Yin Deyou. , 2015), frequency and introduction of new models (SHRILATHA, S., & ARULAPPAN, A. , 2013), taxes & duties, the nature of road infrastructure and its accessibility, and cost of buyer financing.

1.6 LITERATURE REVIEW OUTCOME

Factors for car selection		
<ul style="list-style-type: none"> - Maintaince cost - Mileage - Cost - Fuel Efficiency - Repair Facility - Fuel Variant - Low Operational Cost - Enginee efficiency - Price Range -Spare Parts Availaibility - Economical Value - Value for Money - Security Features - Advanced Technology - Brand's innate ability 	<ul style="list-style-type: none"> - Car Color - Safety Features - Dealer's Sensibility - Free Service Promise - After Sales service - Pick-Up - Dealer Offer - Experiene in Test Drive - Exterior Look - Toughness / Durability - Brand Relaiability - Power Steering - Power Break - Problem Awareness by the seller 	<ul style="list-style-type: none"> - Car Models - Comfort - Car Performance - Car Brands - Modern Look - Car Quality - car Features - Innovation - Interior design - Symbolic Motive - recommendation - Resale Value - Showroom Experience - Dealer inflluence on me - Social acceptance - WOM

Figure 2 - Source: Authors Extensive Literature Review

1.7 RESULTS AND DISCUSSIONS

45 variables identified here after extensive literature review and this factors may be taken care by the dealer salesperson to showcase the car to customers and highlighting these benefits for acceptance and deal closure. The purchases of 4-wheelers accommodate all stages of buying process.

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