

Impact of Promotional Activities, After Sale Services, Mileage and Resale Value on the Purchase Decision- A Consumer Behaviour Study in Automobile Industry

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Abstract

In this research paper an attempt has been made to know the Impact of Promotional Activities, After Sale Services, Mileage and Resale Value on the Purchase Decision. The research will help the manufacturers of four wheelers intaking suitable decisions regarding Promotional Activities, After Sale Services, Mileage and Resale Value. It will further help the manufacturerto make necessary changes in their Promotional Activities, After Sale Services, Mileage and Resale Value. The study was carried out in Himachal Pradesh state. The researcher has used both primary and secondary data for this research. The researcher has collected primary data from the owners of four wheeler. Consumer behaviour is the process whereby, individuals decide whether, what, when, where, how, and from whom to purchase goods and services. The automobile industry today is the most lucrative industry. Due to the increase in disposable income in both rural and urban sector and easy finance being provided by all the financial institutes, the passenger car sales have been significantly increased.

Key Words: *Consumer Behaviour, Promotional Activities, After Sale Services, Mileage and Resale Value.*

1. INTRODUCTION

Consumers make purchase decisions in each and every aspect of their life. Thus studying consumer behaviour becomes more vital. All marketing decisions & activities are based on assumptions about consumer behavior. Consumer behaviour deals with the behaviour that consumer displays in the consumption of goods right from purchasing, using, evaluating & disposing them. Each step in the consumer decision making process is highly influenced by both internal and external factors. The internal factors include the individual's own motivation, personality, perception, learning attitude and his own past experience in addition to the internal influencing factors, the external factors like the company's marketing efforts, ideas/opinions of friends, relations, family members and reference group members also have profound impact on the

purchase decision of individuals. Consumer is the focus of all the marketing activities. Knowledge of his activities and behaviour is one of the most important aspects of the marketing. The consumers buy the goods to satisfy a number of needs and drives. Human wants are unlimited and varying time to time; from place to place and man to man. The study of consumer behaviour holds great interest for us as consumers, as students and scientists, and as marketers. As consumers, we need insights into our own consumption related decisions: what we buy, why we buy, and how we buy. The study of consumer behaviour makes us aware of the subtle influences that pursued us to make the product or service choices we do. Consumer behaviour is a rapidly growing discipline of study. It means more than just how a person buys products. It is a complex and multidimensional process and reflects

the totality of consumer's decisions with respect to acquisition, consumption and disposal activities. There are number of reasons why the study of consumer behaviour developed as a separate marketing discipline. Marketing scientists had long noted that consumer did not always act or react as economic theory would suggest. The various reasons why the study of consumer behaviour developed as a separate marketing discipline are shorter product life cycles, increased interest in consumer protection, growth in marketing services, growth of international marketing, development of computer and information technology and increasing competition.

2. REVIEW OF LITERATURE

Joseph D. Brown (1972), studied both the degree of loyalty and the factors appearing to affect it were studied in this project, which was based on interviews with 198 shoppers in the Muncie, Indiana, metropolitan area. Both methodology and procedures were well covered in the report. It was found that one-third of food shoppers were completely loyal to one store; 81 percent purchased at least one private brand; one-third of the shoppers were loyal purchasers of private levels; store loyalty appeared to be a minor factor in explaining loyalty to private brands; between the two most important loyalty factors-price and quality, price tended to be more important.

London, E. Laird (1974), the present study presents pre-purchase support for a self concept/purchase intention link and also indicates that some subjects predominantly match product-image with self-image while others tend to match product-image with ideal self-images.

Olashavsky, Richard W. and Donald H. Granbois (1979), studied consumers pre-purchase behaviour and suggested that a substantial proportion of purchase did not involve decision making, not even in the first purchase. The heavy emphasis in current research on decision making might discourage investigation of other important kinds of consumer behaviour.

Palan, Kay M. and Robert E. Wilkes (1997), the study presents a classification of both adolescent influence strategies and parental response strategies, developed from in-depth interviews with adolescents, mothers and fathers. In addition, the perceived effectiveness of adolescent influence strategies is examined, revealing that adolescents are most successful in their influence attempts when they emulate adult strategies. Implications of these findings for future research are discussed.

Bagozzi, Richard P. (2000), purpose of his study was to encourage research on the social aspects of consumer behaviour, particularly as found in groups of consumers and manifested through group action. Based on work by leading contemporary philosophers, a new concept of social facts is presented that is grounded in the way members of a group see themselves and the implications of this for group action. Group action, in turn, is shown to require different conceptual schemes than commonly used for individual action or interpersonal and macro social perspectives. Among other ideas, the notion of what it means for a group member to intend that the group act and how individual intentions are contributory to group action are discussed.

Battolio, Raymond C., Edwin B. Fisher (2005), study describes the general structure of controlled economic environment and reports the results of a series of experimentally induced price changes on consumer behaviour is one such environment. The experimental results demonstrate the suitability of controlled economic environments as laboratories for the experimental analysis of consumer behaviour and add to our understanding of consumer behaviour, particularly with report to the continuing effects of temporary price change on the composition of consumption.

Adval, Rashmi (2012), study reveals that participants experiencing positive or negative affect

judged products described by brand and attribute information. Four studies using parameter-estimation and reaction-time procedures determined whether the impact of affect on brand name was the result of its influence on (a) participant's perception of its evaluative implications at the time of encoding or (b) the importance they attached to it while integrating it with other information to compute a judgment. Results showed that positive affect increased the extremity of the brands evaluative implication rather than the importance that participants attached to it. A fifth experiment demonstrated the implications of these findings for product choices made 24 hours after affect was induced.

3. OBJECTIVES OF THE STUDY

1. To know the Impact of Promotional Activities, After Sale Services, Mileage and Resale Value on the Purchase Decision of four wheeler.
2. To help the manufacturers of four wheeler in taking suitable decisions regarding Promotional Activities, After Sale Services, Mileage and Resale Value.

4. HYPOTHESIS

Null Hypothesis- H_0 : There is no Impact of Promotional Activities, After Sale Services, Mileage and Resale Value on the Purchase Decision of four wheeler.

Alternative Hypothesis- H_1 : There is Impact of Promotional Activities, After Sale Services, Mileage and Resale Value on the Purchase Decision of four wheeler.

5. RESEARCH METHODOLOGY

The present study has been conducted with the help of primary and secondary data to understand the consumer behaviour towards Four Wheeler. The primary data for the study has been collected with the help of interviews, personal observation, pilot survey and questionnaire. The secondary data has been

collected from the books and journals, research reports, dealers, magazines, articles from newspapers and websites. The complete Himachal Pradesh acts as the universe and every consumer who has four wheeler of any company in the state under study is the population for the study. Keeping in view the time factors for the completion of the present study only a sample of 1000 consumers has been selected. The sample constitutes proportionately all major brands of four-wheeler sold by different companies in the state under study. Further, designing a sample, due care has been taken to cover all demographic variables like age, sex, income, education, background of consumers, etc. in order to make the sample more representative. Multiple-stage sampling has been used: **Stage One:** At this stage, using cluster sampling, the whole area of Himachal Pradesh has been divided into four groups, taking three districts in each group. **Stage Two:** At this stage, by using judgment-cum-convenience sampling each group has been divided into rural & urban area. **Stage Three:** At this stage, by using quota sampling, a sample of 1,000 consumers has been taken proportionately from rural and urban population keeping in view the number of four wheeler sold in rural & urban areas. **Stage Four:** At this stage, the ultimate sample was selected on the basis of convenient-cum-judgment sampling. For data analyzing and interpretation percentage and chi-square methods have been used.

6. DATA ANALYSING AND INTERPRETATION

Impact of Promotional Activities, After Sale Services, Mileage and Resale Value on the Purchase Decision:

Here, we made an attempt to know whether the promotional activities, after sale services, mileage and resale value affects the purchase decision of consumer or not. The research depicted that promotional activities, after sale services, mileage and resale value highly affects the purchase decision of consumer. This chapter will help the manufacturers in the preparation of their promotional strategies. Manufacturers of various brands can access the quality of their after sale services, mileage and resale value.

Table 1
Sex of Consumer and Affect of Promotional Activities on the Purchase Decision

Sex	Effect Promotional Activities on Purchase Decision				Total
	High Impact	Moderate Impact	Low Impact	No Impact	
Male	531 (63.8)	301 (36.2)	-	-	832 (100.0)
Female	98 (58.3)	70 (41.7)	-	-	168 (100.0)
Total	629 (62.9)	371 (37.1)	-	-	1000 (100.0)

$\chi^2=1.805$
P<0.05

Note: Figures in parenthesis depicts the percentage
Source: Data collected through questionnaire.

Table 2
Education of Consumer and Affect of Promotional Activities on the Purchase Decision

Education	Promotional Activities Affect Purchase the Decision				Total
	High Impact	Moderate Impact	Low Impact	No Impact	
Below Middle	58 (46.0)	68 (54.0)	-	-	126 (100.0)
Middle to Plus Two	208 (68.2)	97 (31.8)	-	-	305 (100.0)
Graduation & above	363 (63.8)	206 (36.2)	-	-	569 (100.0)
Total	629 (62.9)	371 (37.1)	-	-	1000 (100.0)

$\chi^2=19.226$
P<0.05

Note: Figures in parenthesis depicts the percentage
Source: Data collected through questionnaire.

It is clear from the table 4 that promotional activities of Hyundai, Maruti and Tata Motors are very good, promotional activities of Mahindra & Mahindra are average and promotional activities of Toyota Motors and other brand are poor. So, it is suggested to Mahindra & Mahindra, Toyota Motors and other brand of four wheeler companies to improve the level

Table 3
Background of Consumer and Affect of Promotional Activities on the Purchase Decision

Sex	Effect Promotional Activities on Purchase Decision				Total
	High Impact	Moderate Impact	Low Impact	No Impact	
Rural	406 (64.2)	226 (35.8)	-	-	632 (100.0)
Urban	223 (60.6)	145 (39.4)	-	-	368 (100.0)
Total	629 (62.9)	371 (37.1)	-	-	1000 (100.0)

$\chi^2=1.322$
P<0.05

Note: Figures in parenthesis depicts the percentage
Source: Data collected through questionnaire.

Table 4
Brand of Four heeler and Rating of Promotional Activities

Brand	Rating of Promotional Activities				Total
	Excellent	Very Good	Good	Poor	
Maruti Suzuki	132 29.3%	235 52.2%	83 18.4%	-	450 100.0%
Mahindra & Mahindra	40 20.0%	65 32.5%	58 29.0%	37 18.5%	200 100.0%
Tata Motors	60 60.0%	40 40.0%	-	-	100 100.0%
Hyundai Motors	60 60.0%	40 40.0%	-	-	100 100.0%
Toyota Motors	-	-	40 80.0%	10 20.0%	50 100.0%
Any Other*	-	10 20.0%	10 20.0%	30 60.0%	50 100.0%
Total	284 28.4%	430 43.0%	209 20.9%	77 7.7%	1000 100.0%

$\chi^2=505.733$
P<0.01

Note: Figures in parenthesis depicts the percentage.
Source: Data collected through questionnaire.
Any other*: Fiat, Ford, Skoda, Honda, Chevrolet etc.

of their promotional activities. After applying χ^2 test its value (505.733) is found greater than table value at 1% level of significance. So null hypothesis is rejected and alternative hypothesis is accepted. Thus, it can be concluded that there is significant relationship between brand of four wheeler and rating of promotional activities.

It is evident from the table 5 that males are higher in percentage who are strongly agreed with the statement that after sale services affect the purchase decision of consumer. Female consumers are higher in percentage who are moderately agreed with the statement that after sale services affect the purchase decision of consumer. While χ^2 test is applied its value (9.052) is found greater than table value at 5% of level of significance which further supported the above analysis.

The table 6 depicts that the consumers whose income level is higher they are strongly agreed with the argument that after sale services affect the purchase decision and the consumer whose income level is low they are not strongly agreed with the

Table 5
Sex of Consumer and Affect of After Sale Services on Purchase Decision

Sex	After Sale Services Affects the Purchase Decision			Total
	Strongly Agree	Moderately Agree	Disagree	
Male	596 (71.6)	206 (24.8)	30 (3.6)	832 (100.0)
Female	101 (60.1)	57 (33.95)	10 (6.0)	168 (100.0)
Total	697 (69.7)	263 (26.3)	40 (4.0)	1000 (100.0)

$\chi^2=9.052$
 $P<0.05$

Note: Figures in parenthesis depicts the percentage.
Source: Data collected through questionnaire.

above said argument. They are either moderately agreed or disagreed with the argument that sale services affect the purchase decision of consumer. While χ^2 test is applied, it is found that there is significant difference in the opinion of different income level of consumers over the affect of after sale services on the purchase decision.

Table 6
Income of Consumer and Affect of After Sale Services on Purchase Decision

Income	After Sale Services Affects the Purchase Decision			Total
	Strongly Agree	Moderately Agree	Disagree	
Low Income	29 (50.0)	20 (34.5)	9 (15.5)	58 (100.0)
Middle Income	269 (66.3)	127 (31.3)	10 (2.5)	406 (100.0)
High Income	304 (78.1)	76 (19.5)	9 (2.3)	389 (100.0)
Super High Income	95 (64.6)	40 (27.2)	12 (8.2)	127 (100.0)
Total	697 (69.7)	263 (26.3)	40 (4.0)	1000 (100.0)

$\chi^2=51.332$
 $P<0.01$

Note: Figures in parenthesis depicts the percentage.
Source: Data collected through questionnaire.

It is obvious from the table 7 that consumers are highly satisfied with after sale services of Maruti, moderately satisfied with after sale services of other brand and unsatisfied with after sale services of Mahindra, Tata Motors, Toyota Motors and Hyundai. The above discussion is also supported by χ^2 test, whose value is found greater than table value at 1% level of significance.

It is evident from the table 8 that unmarried consumers have strongly supported the statement that mileage affects the purchase decision. While χ^2 test is applied, it also supported the above discussion.

It is evident from the table 9 that 82.8% rural consumers and 83.2% urban consumers have opined

Table 7
Brand of Four Wheeler and Rating of After Sale Services

Brand	Rating of After Sale Services					Total
	Excellent	Very Good	Good	Poor	Very Poor	
Maruti Suzuki	150 (33.3)	235 (52.2)	56 (12.4)	9 (2.0)	-	450 (100.0)
Mahindra & Mahindra	-	20 (10.0)	63 (31.5)	98 (49.0)	19 (9.5)	200 (100.0)
Tata Motors	-	-	19 (12.7)	110 (73.3)	21 (14.0)	150 (100.0)
Hyundai Motors	-	-	40 (40.0)	50 (50.0)	10 (10.0)	100 (100.0)
Toyota Motors	-	-	10 (20.0)	30 (60.0)	10 (20.0)	50 (100.0)
Any Other*	-	20 (40.0)	20 (40.0)	10 (20.0)	-	50 (100.0)
Total	150 (15.0)	275 (27.5)	208 (20.8)	307 (30.7)	60 (6.0)	1000 (100.0)

Note: Figures in Parenthesis depicts the percentage. Source : Data Collected through questionnaire.
Any Other*: Fiat, Ford, Skoda, Honda, Chevrolet etc.

$\chi^2 = 776.867$
 $P < 0.01$

Table 8
Marital Status of Consumer and Affect of Mileage on Purchase Decision

Marital Status	Mileage Affects the Purchase Decision of Consumer			Total
	Yes	No	Can not Say	
Married	636 80.8%	101 12.8%	50 6.4%	787 100.0%
Unmarried	193 90.6%	20 9.4%	-	213 100.0%
Total	829 82.9%	121 12.1%	50 5.0%	1000 100.0%

Note: Figures in Parenthesis depicts the percentage. Source : Data Collected through questionnaire. $\chi^2 = 17.116$ $P < 0.05$

that mileage affects the purchase decision. With χ^2 test is applied, its value (.452) found less than table value. So, it can be concluded that there is no significant difference in the opinion of different background of consumers over the affect of mileage on the purpose decision.

The table 10 indicates that there is a significant relationship between income of consumer and opinion

on the statement that mileage affects the purchase decision. The consumers whose income level is lower, they strongly supported the statement that mileage affects the purchase decision and the consumers whose income level is higher they have not strongly supported the above statement. After applying χ^2 test, it is found that there is significant difference in the opinion of different income of consumers over the affect of mileage on the purchase decision.

Table 9
Background of Consumer and Affect of Mileage on Purchase Decision

Back Ground	Mileage Affects the Purchase the Decision			Total
	Yes	No	Can not Say	
Rural	523 (82.8)	79 (12.5)	30 (4.7)	632 (100.0)
Urban	306 (83.2)	42 (11.4)	20 (5.4)	368 (100.0)
Total	829 (82.9)	121 (12.1)	50 (5.0)	1000 (100.0)

Note: Figures in Parenthesis depicts the percentage. Source : Data Collected through questionnaire. $\chi^2 = 0.452$ $P < 0.05$

Table 10
Income of Consumer and Affect of Mileage on Purchase Decision

Income	Mileage Affects the Purchase Decision			Total
	Yes	No	Can not Say	
Low Income	58 (100.0)	-	-	58 (100.0)
Middle Income	346 (85.2)	40 (9.9)	20 (4.9)	406 (100.0)
High Income	310 (79.7)	59 (15.2)	20 (5.1)	389 (100.0)
Super High Income	115 (78.2)	22 (15.0)	10 (6.8)	147 (100.0)
Total	829 (82.9)	121 (12.1)	50 (5.0)	1000 (100.0)

Note: Figures in Parenthesis depicts the percentage. Source : Data Collected through questionnaire. $\chi^2 = 19.790$ $P < 0.05$

The table 11 depicts that consumers are highly satisfied with the mileage of Maruti Suzuki and Hyundai Motors, moderately satisfied with the mileage of Toyota Motors and less satisfied with the mileage of Mahindra & Mahindra, Tata Motors and other brands of four wheeler. While χ^2 test is applied, it is found there is significant relationship between brand of four wheeler and rating to its mileage.

The table 12 reveals that males are higher in percentage who have strongly supported the statement resale value affects the purchase decision of consumer, whereas females and higher in percentage who either moderately agreed with the statement or disagree with the statement. While χ^2 test is applied, its value (28.174) is found higher than table value at 5% level of significance which further supports the above discussion.

It can be observed from the table 13 that consumers whose income level is low and the consumers whose income level is very high majority of them have accepted that resale value moderately affects the purchase decision but the consumers belonging to remaining groups have accepted that resale value highly affects the purchase decision. While χ^2 test is applied, it is found that there is significant difference in the opinion of different income group consumers over the affect of resale value on the purchase decision of consumer.

It observed from the table 14 that consumers have rated the resale value of Maruti as very good, resale value of Tata Motors as average and resale value of Mahindra, Hyundai and other brand as poor. After applying χ^2 test, it is found that there is significant difference in the opinion of consumers over the rating of resale value.

Table 11
Brand of Four Wheeler and Rating of Mileage

Brand	Rating of Mileage					Total
	Excellent	Very Good	Good	Poor	Very Poor	
Maruti Suzuki	113 (25.1)	225 (50.0)	112 (24.9)	-	-	450 (100.0)
Mahindra & Mahindra	-	58 (29.0)	100 (50.0)	42 (21.0)	-	200 (100.0)
Tata Motors	-	18 (12.0)	110 (73.3)	22 (14.7)	-	150 (100.0)
Hyundai Motors	70 (70.0)	30 (30.0)	-	-	-	100 (100.0)
Toyota Motors	-	20 (40.0)	30 (60.0)	-	-	50 (100.0)
Any Other*	-	10 (20.0)	10 (20.0)	20 (40.0)	10 (20.0)	50 (100.0)
Total	183 (18.3)	361 (36.1)	362 (36.2)	84 (8.4)	10 (1.0)	1000 (100.0)

Note: Figures in Parenthesis depicts the percentage. Source : Data Collected through questionnaire.
Any Other: Fiat, Ford, Skoda, Honda, Chevrolet etc.*

$\chi^2 = 771.521$
 $P < 0.01$

Table 12
Sex of Consumer and Affect of Resale Value on Purchase Decision

Sex	Sex of Consumer and Affect of Resale Value on Purchase Decision			Total
	Strongly Agree	Moderately Agree	Disagree	
Male	446 (53.6)	324 (38.9)	62 (7.5)	832 (100.0)
Female	59 (35.1)	79 (47.0)	30 (17.9)	168 (100.0)
Total	505 (50.5)	403 (40.3)	92 (9.2)	1000 (100.0)

Note: Figures in Parenthesis depicts the percentage. Source : Data Collected through questionnaire. $\chi^2 = 28.174$ $P < 0.05$

7. CONCLUSION

It is observed from the study that majority of consumers have accepted that promotional activities affect the purchase decision of consumers. It is evident from the study that there is no significant difference in the opinion of different background of consumers over the effect of promotional activities on the purchase decision. It is clear from the research that promotional activities of Hyundai, Maruti and Tata Motors are very good, promotional activities of Mahindra & Mahindra

are average and promotional activities of Toyota Motors and other brand are poor. So, it is suggested to Mahindra & Mahindra, Toyota Motors and other brand of four wheeler companies to improve the level of their promotional activities. It is evident that males are higher in percentages that are strongly agreed with the statement that after sale services affect the purchase decision of consumer. The study further indicates that after sale services affect the purchase decision of consumer. The consumer whose education level is

Table 13
Income of Consumer and Affect of Resale on Purchase Decision

Income	Resale Value Affects the Purchase Decision			Total
	High Impact	Moderate Impact	No Impact	
Low Income	19 (32.8)	29 (50.0)	10 (17.2)	58 (100.0)
Middle Income	205 (50.5)	140 (34.5)	61 (15.0)	406 (100.0)
High Income	228 (58.6)	140 (36.0)	21 (5.4)	389 (100.0)
Super High Income	53 (36.1)	94 (63.9)	-	147 (100.0)
Total	505 (50.5)	403 (40.3)	92 (9.2)	1000 (100.0)

Note: Figures in Parenthesis depicts the percentage. Source : Data Collected through questionnaire. $\chi^2 = 80.392$ $P < 0.01$

Table 14
Brand of Four Wheeler and Rating of Resale Value

Brand	Rating of Resale Value					Total
	Excellent	Very Good	Good	Poor	Very Poor	
Maruti Suzuki	112 (4.9)	262 (8.2)	76 (6.9)	-	-	450 (100.0)
Mahindra & Mahindra	-	30 (5.0)	71 (35.5)	88 (44.0)	11 (5.5)	200 (100.0)
Tata Motors	-	45 (30.00)	46 (30.7)	59 (39.3)	-	150 (100.0)
Hyundai Motors	-	-	30 (30.0)	60 (60.0)	10 (10.0)	100 (100.0)
Toyota Motors	-	-	-	50 (100.0)	-	50 (10.00)
Any Other*	-	10 (20.0)	20 (40.0)	20 (40.0)	-	50 (100.0)
Total	112 (11.2)	347 (34.7)	243 (23.3)	277 (27.7)	21 (2.1)	1000 (100.0)

Note: Figures in Parenthesis depicts the percentage. Source : Data Collected through questionnaire. $\chi^2 = 670.026$
Any Other*: Fiat, Ford, Skoda, Honda, Chevrolet etc. $P < 0.01$

lower, have not supported the statement strongly that after sale services affect the purchase decision. The study also depicted that the consumers whose income level is higher they are strongly agreed with the argument that after sale services affect the purchase decision and the consumer whose income level is low they are not strongly agreed with the above said argument. It is obvious from the paper that consumers are highly

satisfied with after sale services of Maruti, moderately satisfied with after sale services of other brand and unsatisfied with after sale services of Mahindra, Tata Motors, Toyota Motors and Hyundai. It is evident from the study that unmarried consumers have strongly supported the statement that mileage affects the purchase decision. It is evident from research that majority of consumers have opined that mileage affects

the purchase decision. There is a significant relationship between income of consumer and opinion on the statement that mileage affect the purchase decision. The consumers whose income level is lower, they strongly supported the statement that mileage affects the purchase decision and the consumers whose income level is higher they have not strongly supported the above statement. The study further depicted that consumers are highly satisfied with the mileage of Maruti Suzuki and Hyundai Motors, moderately satisfied with the mileage of Toyota Motors and less satisfied with the mileage of Mahindra & Mahindra, Tata Motors and other brands of four wheeler. It is

observed that majority of consumers have opined that resale value affects the purchase decision. It can be concluded from the table that whether consumers belong to rural areas or urban areas more that 90% have agreed that resale value affects the purchase decision. But consumers of urban area are higher in percentage who strongly opined that resale value affects the purchase decision. It observed from the study that consumers have rated the resale value of Maruti as very good, resale value of Tata Motors as average and resale value of Mahindra, Hyundai and other brand as poor. ○

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