An Analytical Study on Customer-Based Brand Preference for Global and Bhartiya Car Brands in Bharat

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Abstract -This study investigates how customer purchasing behavior in the automobile industry is impacted by various factors like price, sustainability, quality, technological advancements, etc. The study finds that, when consumers are deciding between Global and Indian car brands in the Indian market, there is a considerable difference in the major criteria determining brand selection. This demonstrates the different tastes and factors that buyers take into account when comparing domestic and international car alternatives. The study shows that future trends in brand choices for both international and Indian vehicle brands in the Indian market are significantly influenced by shifting customer preferences, market dynamics, and changing economic situations. This emphasizes how dynamic the automobile sector is and how flexible solutions are required to keep up with changing customer demands and market dynamics.

Index Terms - Automobile Industry, Domestic and International car alternatives, Technological advancements, Market dynamics, Brand selection criteria.

I. INTRODUCTION

The dynamic Indian automotive industry is a monument to the constantly changing tastes of consumers, which are influenced by a wide range of variables such as economic changes, cultural subtleties, and technical breakthroughs. For both manufacturers and marketers, it is critical to comprehend the complex dynamics of brand choices between multinational behemoths and domestic mainstays in this changing environment. This analytical study sets out to identify the fundamental factors influencing consumer decisions in the Indian car industry.

India's automotive sector has grown at a rate never seen before because to urbanization, growing disposable incomes, and an unquenchable need for personal mobility. This explosion has created an abundance of options, ranging from well-known international brands like Toyota, Hyundai, and Volkswagen to domestic giants like Maruti Suzuki, Tata Motors, and Mahindra & Mahindra. In the middle of this real rainbow of choices, maintaining a competitive edge depends on comprehending the subtle nuances of consumer preferences.

This study aims to distinguish the many aspects of brand preference in the Indian setting by contrasting the global appeal with the inherent value of Bharatiya (Indian) brands. The main goals include a thorough investigation of the elements that influence brand preference, an evaluation of perceived quality in relation to reliability, a sophisticated comprehension of customer segmentation based on psychographics and demographics, and an estimation of future trends in the face of fluctuating consumer preferences, market dynamics, and economic ups and downs.

II. LITERATURE SURVEY

Sagar, Ambuj, and Chandra (2004) discussed in their paper about how the Indian car industry has advanced technologically driven by a confluence of factors such as intense competition, demanding consumer preferences, government policies and the global strategies of various players. They observed that cars manufactured in India are based on designs, incorporating advanced technologies, that are often comparable with those available globally and Indian car exports are also growing.

Ravichandran. K and Narayanarajan. S (2004) studied factors determining the brand preference of consumer durables. They concluded that the study that brand preference of consumer durables is largely influenced by a number of factors such as advertisement, price, quality, performance, availability of spares, and after-sales service. Moreover, these factors play a vital role in the decision- making process and in the brand preference.

Clement Sudhakar and Venkatapathy (2009) observed that the significance of peer group in the purchase behavior of car pertaining to Coimbatore District. It also revealed the impact of friends which is bigger for the purchase of small sized and midsized cars.

Mandeep Kaur and Sandhu (2006) found the important features a customer considers while purchasing a new car. The respondents perceive that safety and comfort are the most important features of the passenger car followed by luxuriousness.

Brown et al (2010) found that the country of origin plays a significant role in the consumers buying behaviour. The brand name, lower price and distributor's reputation completely have a significant impact on the sale of passengers' car.

III. OBJECTIVES

- How to identify brand preference factors: Identify the key factors that influence the brand preference of customers when choosing between global and Indian automobile brands in the Indian market.
- Perceived Quality Study: Assessing customer perceptions of quality and reliability of global and Indian automobile brands and their influence on brand preference.
- To understand customer segmentation: Segment the Indian automobile market based on demographics, psychographics and preferences to identify specific customer groups with unique brand preferences.
- Predict Future Trends: Predict future trends in brand preferences, taking into account changing consumer preferences, market dynamics, and changing economic conditions

IV. RESEARCH METHODOLOGY

Descriptive research design is used in the study, which integrates primary and secondary data sources. A structured questionnaire was used to collect primary data, while a variety of journals, and magazines were used to collect secondary data. This methodology makes use of both primary insights and previously published literature to enable a thorough analysis of the research issue.
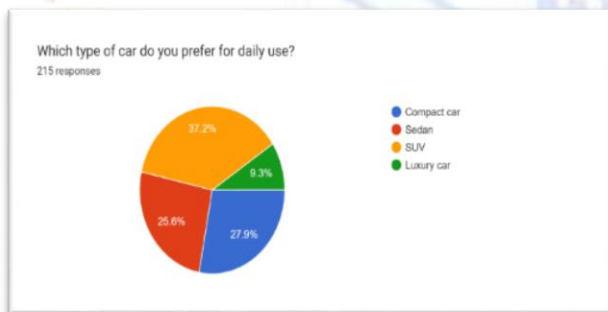
IV.1 RESEARCH DESIGN

The research design for this study employs both primary and secondary sources of data used for conducting the research. Primary data was collected from a sample of 215 respondents from diverse socioeconomic backgrounds and different regions of the National Capital Region using a structured questionnaire sampling method. The study was conducted by examining 215 samples using a well-designed questionnaire. The researcher selected 215 samples from different age groups ranging from 18 to 60 years and surveyed them using a well-constructed online Google Docs questionnaire. Secondary data on the automotive industry was collected from reports and publications of government agencies, industry associations, and industry organizations. These sources provided data on industry trends, regulations, and market statistics. Approximately 50-53 research papers, reviews, and articles were used as secondary data sources

IV.2 DATA COLLECTION

The research involves collecting data from 215 participants. Participants were carefully selected to reflect diverse socioeconomic backgrounds and geographic areas in the National Capital Region. The data collection process included a structured approach that used both quantitative surveys and qualitative interviews to gain detailed insights into consumer behavior. The study examined various factors that influence consumers' purchasing decisions, including product quality, sustainability practices, pricing strategies and brand loyalty. Through this multi-faceted approach, the study aimed to gain an in-depth understanding of the dynamics that shape consumer behavior in the automotive sector, thereby helping industry players make informed decisions.

Daily Car Preference   **Ranking of Preference for a Car Preference**

IV.3 DATA ANALYSIS

H1: There is a significant difference in the key factors that influence brand preference among customers when choosing between global and Indian automobile brands in the Indian market.

H2: Customer perceptions of quality and reliability significantly influence brand preference between global and Indian automobile brands in the Indian market.

H3: Demographics, psychographics, and preferences play a significant role in segmenting the Indian automobile market into distinct customer groups with unique brand preferences.

H4: Changing consumer preferences, market dynamics, and changing economic conditions significantly impact the prediction of future trends in brand preferences for global and Indian automobile brands in the Indian market.

Hypothesis Testing

Cross-Tabulation Chi-square test result as perform in SPSS					
	X^2	df	p	Signi- Level (p-value)	Result
Hypothesis 1	5.363^a	4	.252	> 0.05	**Rejected**
Hypothesis 2	3.541^a	4	.472	> 0.05	**Rejected**
Hypothesis 3	0.102^a	1	.749	> 0.05	**Rejected**
Hypothesis 4	4.084^a	6	.665	> 0.05	**Rejected**

Table (1) Test Result

Hypothesis 1: The chi-square test result ($X2 = 5.363$, $p = 0.252$) indicates that that there isn't a significant difference in the key factors influencing brand preference between global and Indian automobile brands in the Indian market. This suggests that customers may prioritize similar factors regardless of whether they choose global or Indian brands. Therefore, this hypothesis is rejected.

Hypothesis 2: The chi-square test result ($X2 = 3.541$, $p = 0.472$) suggests that customer perceptions of quality and reliability don't significantly influence brand preference between global and Indian automobile brands in the Indian market. This implies that quality and reliability may not be the primary drivers of brand preference in this context. Hence, this hypothesis is rejected.

Hypothesis 3: The chi-square test result ($X2 = 0.102$, $p = 0.749$) indicates that Demographics, psychographics, and preferences do not play a significant role in segmenting the Indian automobile market into distinct customer groups with unique brand preferences. This suggests that these factors may not strongly differentiate brand preferences among Indian consumers. Therefore, this hypothesis is rejected.

Hypothesis 4: The chi-square test result ($X2 = 4.084$, $p = 0.665$) suggests that there is no significant association between changing consumer preferences, market dynamics, changing economic conditions, and the prediction of future trends in brand preferences for global and Indian automobile brands. Hence, this hypothesis is rejected.

V. CONCLUSION

According to the survey, Indian buyers have different tastes when it comes to international and domestic auto brands. International brands are perceived as sophisticated and affluent, whereas Indian brands arouse pride in the country and bolster the regional economy. Customers weigh price against brand image; therefore, quality and dependability are critical for both kinds of companies. Price also plays a significant role. Brand choices are also influenced by design, customer happiness, geographical ties, and environmental effect.

The study emphasizes that Bharatiya vehicle companies enjoy significant brand loyalty because of their safety features, technology, and emotional connections. It highlights the distinctions in the standards used to choose Bharatiya and worldwide brands, highlighting particular factors to take into account while contrasting local and foreign possibilities.

The study is constrained, though. Because the car business is dynamic and subject to changing consumer tastes, economic fluctuations, and emerging market trends, the results might vary. Although the study uses preferences to classify the Indian automotive industry, it emphasizes the importance of creating unique marketing strategies for various client segments.

In summary, the study offers insightful information on the intricate realm of customer preferences in the Indian auto industry. The dynamic nature of the business necessitates adaptable tactics to satisfy shifting consumer demands, underscoring the significance of ongoing innovation to prosper in the dynamic automotive environment.

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