CHAPTER No. 5

Data Analysis and Interpretation

5.1 Hypothesis testing 1

5.2 Hypothesis testing 2

Chapter – 5

DATA ANALYSIS & INTERPRETATION

In this process the data have been tabulated, averages and measures of dispersion have been computed for the major variables. In order to go for additional finding the researcher had also applied some advanced statistical techniques and decision models under research guide's directions. The study is based on primary data obtained through a well designed questionnaire The questionnaire is administered to small car users consist of 200 respondents. The questionnaire will try to attain five major objectives besides two assumptions The crucial dimensions of the study are as follows

1. Impact of Integrated Marketing Communication Mix and its impact
2. Need analysis process in small car buying
3. Consumer decision making process in small car buying
4. Factors motivating in purchasing small cars
5. Competitive strength of automobile industry in small car segment
6. Sales promotional activities being creative
7. Personal selling activities being honest

The respondents were requested to mark their responses for each statement on the Likert scale. Purposive sampling method is used for data collection The analysis of the data is made with charts & tabulation The researcher has used chi-square as a statistical tool in the study. The study is limited to SATARA Taluka considering the time factor

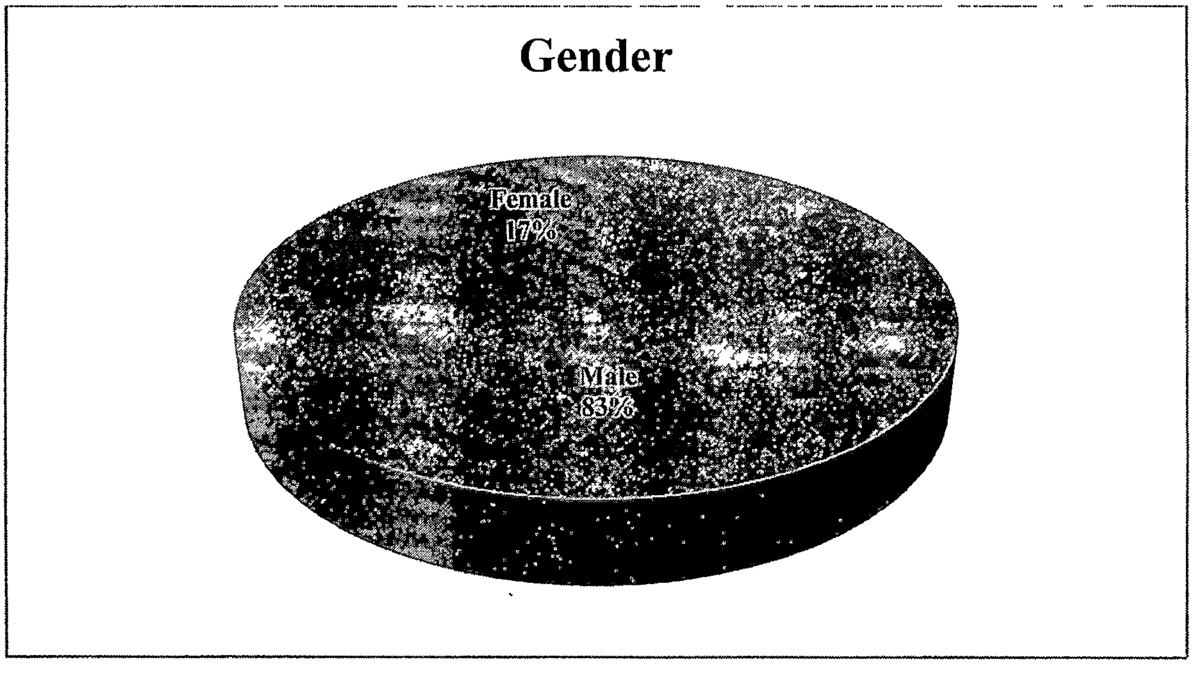
Table No. 5.1

Gender wise classification of respondents:

Sr. No.	Gender	Respondents
1	Female	34
2	Male	166

For further analysis above data have been presented graphically as follows

Graph No. 5.1



Interpretation- From Graph No **5.1**, it is apparent that 83% respondents are male whereas 17% respondents are female

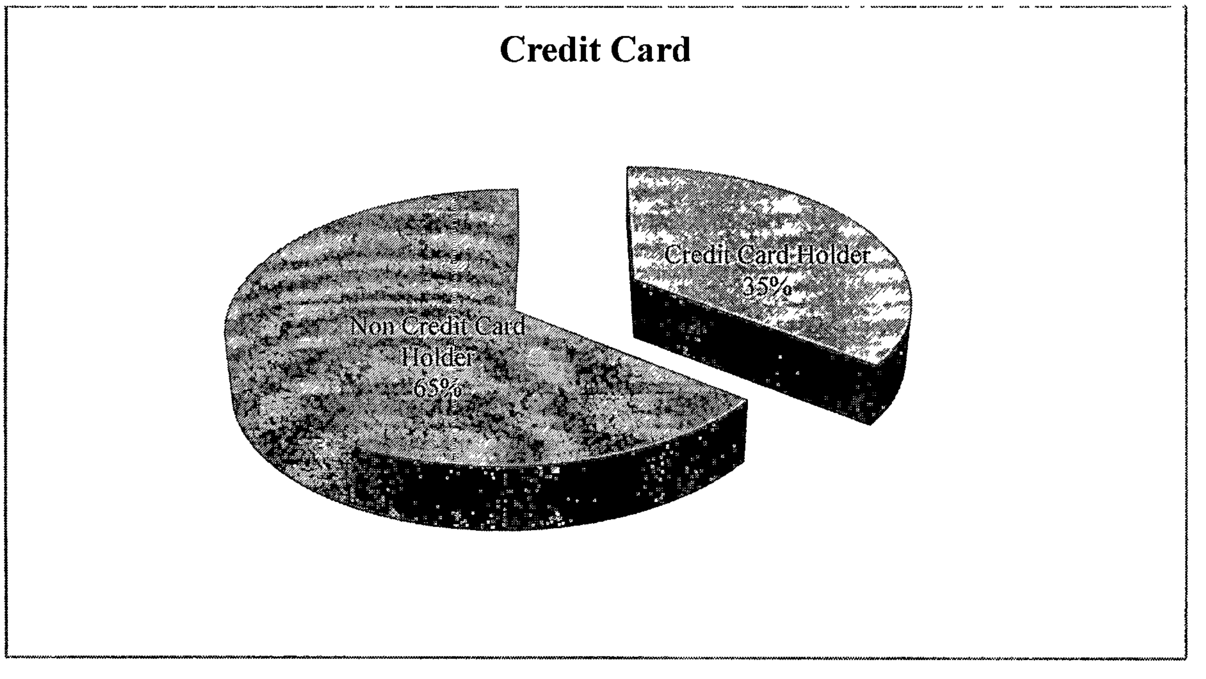
Table No. 5.2

Credit card holder wise classification of respondents

Sr. No.	Credit card	Respondents
1	Yes	71
2	No	129

For further analysis above data have been presented graphically as follows

Graph No. 5.2



Interpretation- From Graph No **5.2**, it is clear that out of total number of respondents, 35% respondents hold a credit card of some banks while remaining 65% respondents don't have any credit card.

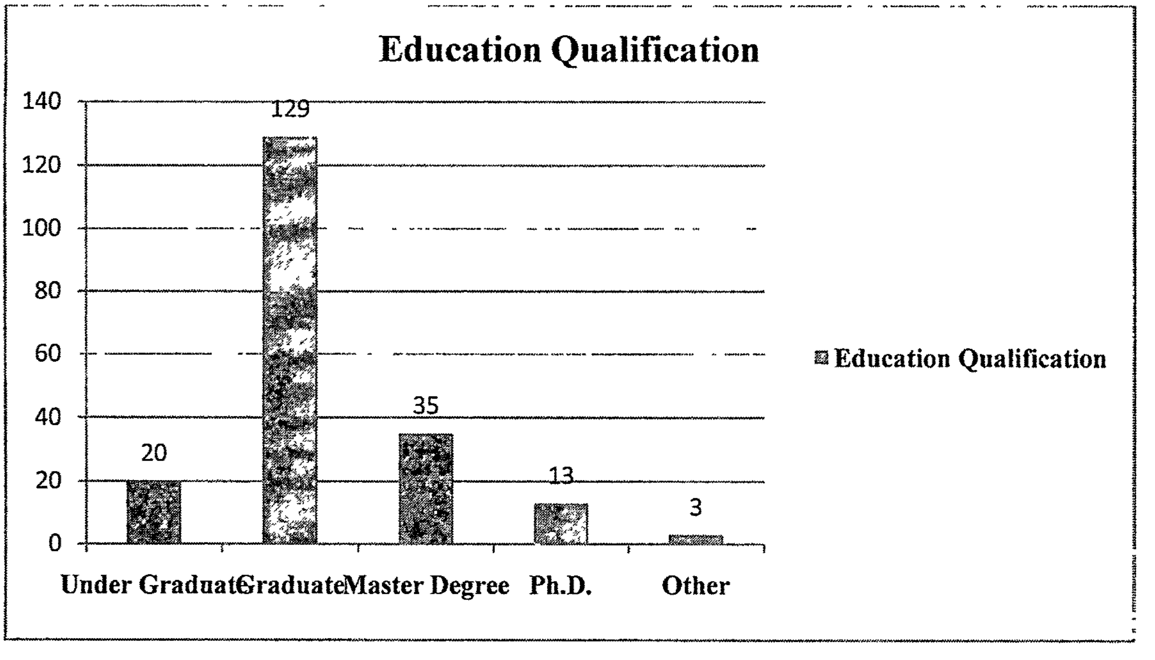
Table No. 5.3

Educational qualification wise classification of respondents

Sr. No.	Education Qualification	Respondents	Percentage
1	Under Graduate	020	10%
2	Graduate	129	65%
3	Master Degree	035	17%
4	Ph D.	013	06%
5	Other	003	02%

For further analysis above data have been presented graphically as follows

Graph No. 5.3



Interpretation- Graph No. **5.3** clearly reveals that 65% of respondents are graduates while there is a significant difference between the percentages of graduates to that of respondents who have master degree

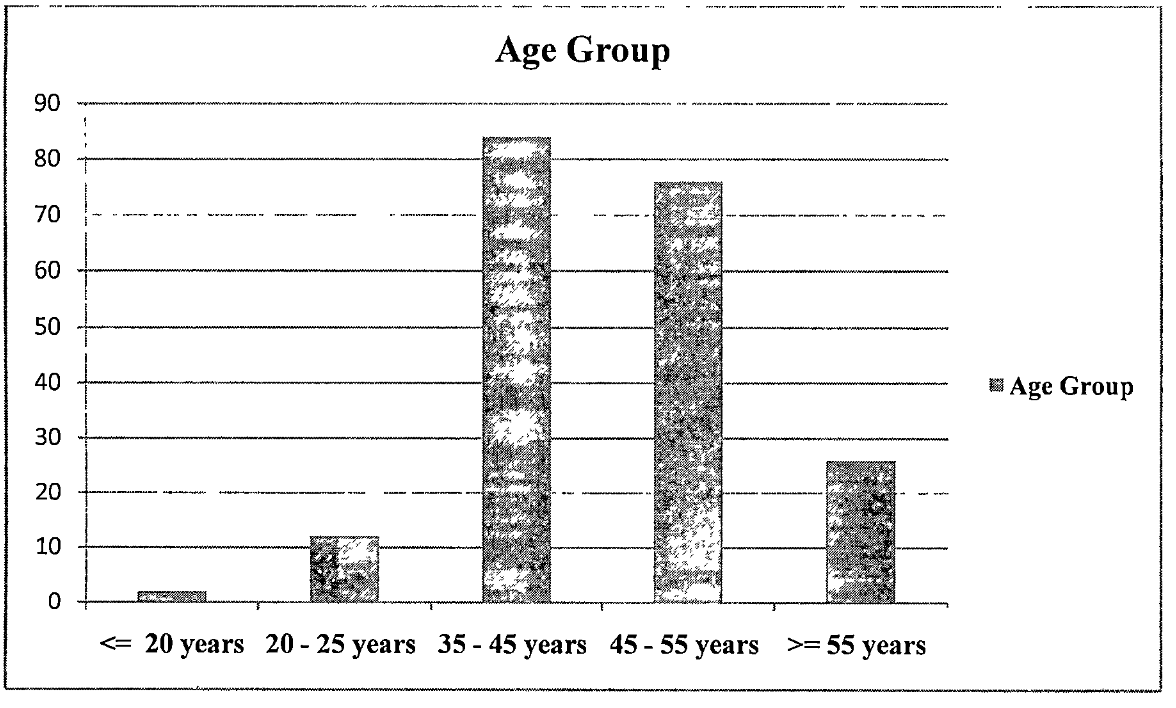
Table No. 5.4

Age group wise classification of respondents

Sr. No.	Age Group	Respondents	Percentage
1	<= 20 years	02	01%
2	20 - 25 years	12	06%
3	35 - 45 years	84	42%
4	45 - 55 years	76	38%
5	>= 55 years	26	13%

For further analysis above data have been presented graphically as follows

Graph No. 5.4



Interpretation- From Graph No **5.4,** we can conclude that most respondents were .i e almost 42% and 38% in the age group of 35-45 years and 45-55 years respectively. The percentage of respondents in the age group of less than 20 years is the least (only 1%)

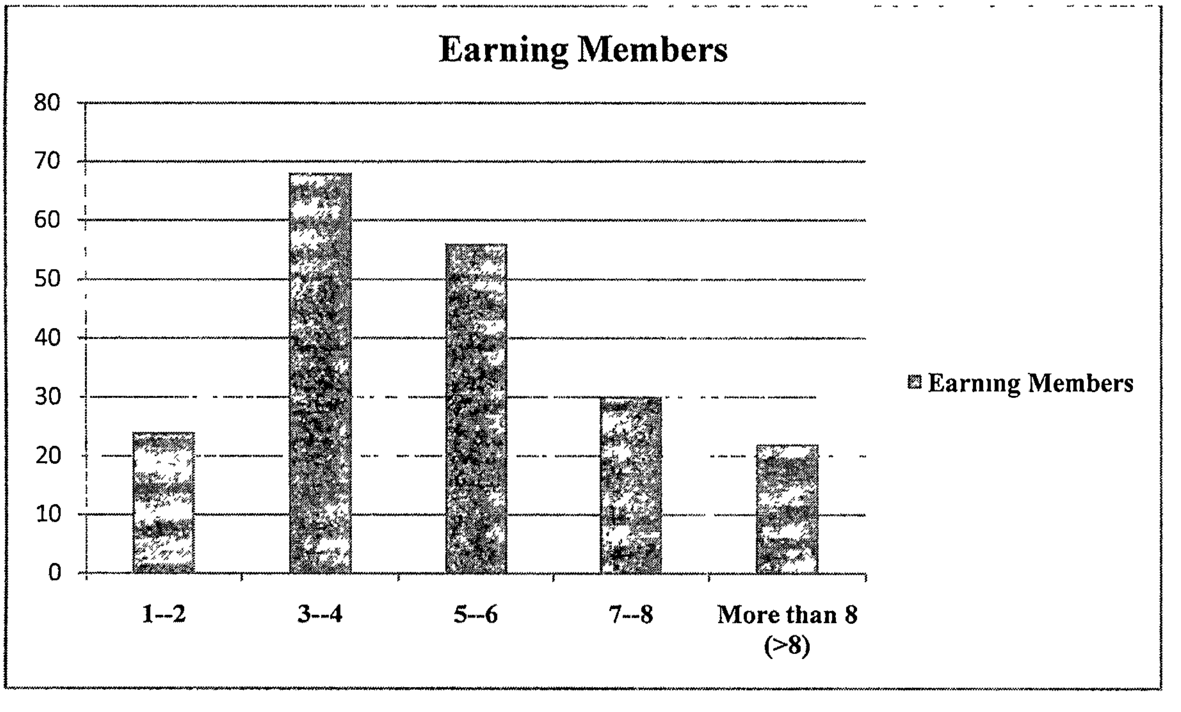
Table No. 5.5

Classification of data based on earning members in a family

Sr. No.	Age Group	Respondents	Percentage
1	1-2	24	12%
2	3-4	68	34%
3	5-6	56	28%
4	7-8	30	15%
5	More than 8 (i.e >8)	22	11%

For further analysis above data have been presented graphically as follows

Graph No. 5.5



Interpretation- From Graph No.**5.5**, it is apparent that 34% respondents have 3-4 earning members in their family which may lead them or must have made them buy a car 28% respondents have 5-6 earning hands in the family Thus more the number of earning hands in family, more easy owning a car.

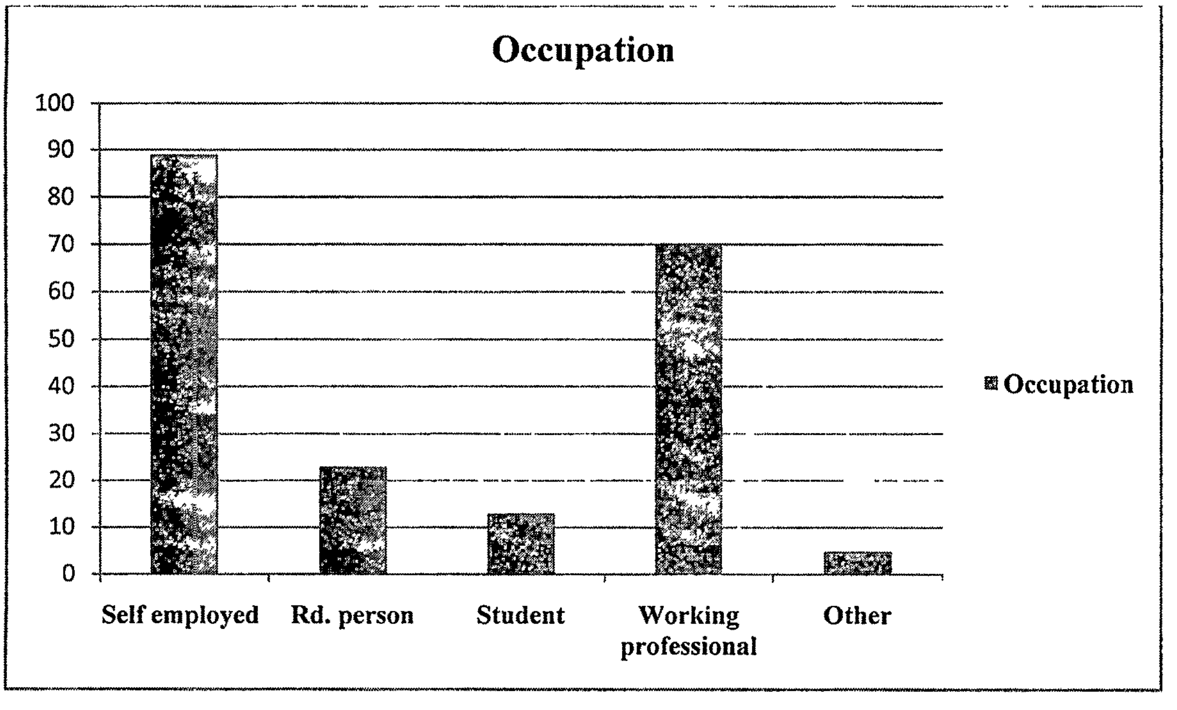
Table No. 5.6

Occupation wise classification of respondents:

Sr. No.	Occupation	Respondents	Percentage
1.	Self employed	89	45%
2.	Rd. Person	23	12%
3.	Student	13	06%
4.	Working professional (Salaried)	70	35%
5.	Other	05	02%

For further analysis above data have been presented graphically as follows

Graph No. 5.6



Interpretation- From Graph No **5.6**, it can be concluded that self employed and working professionals were more in number which are 45% and 35% respectively.

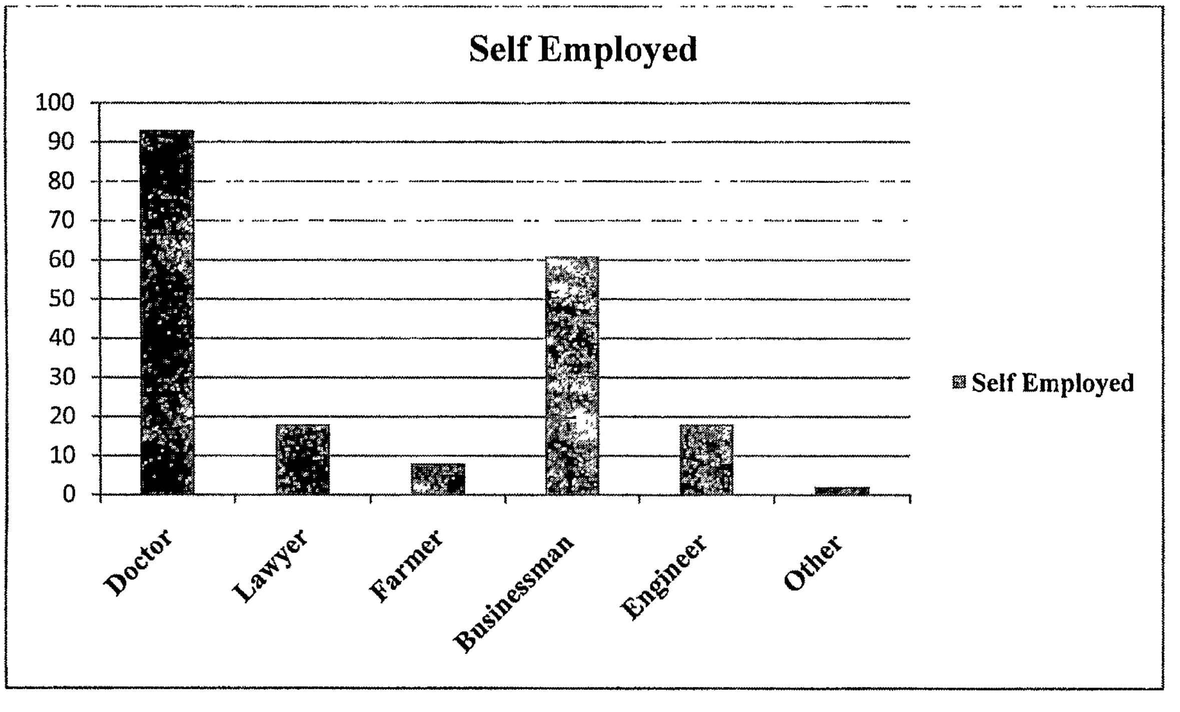
Table No. 5.7

Classification of respondents based on type of employment

Sr. No.	Occupation	Respondents	Percentage
1.	Doctor	93	47%
2.	Lawyer	18	09%
3.	Farmer	08	04%
4.	Businessman	61	30%
5.	Engineer	18	09%
6.	Other	02	01%

For further analysis above data have been presented graphically as follows

Graph No. 5.7



Interpretation- From Graphs No. 5.7, it is clear that more number of doctors use cars i.e. 47% followed by businessman i e. 30%

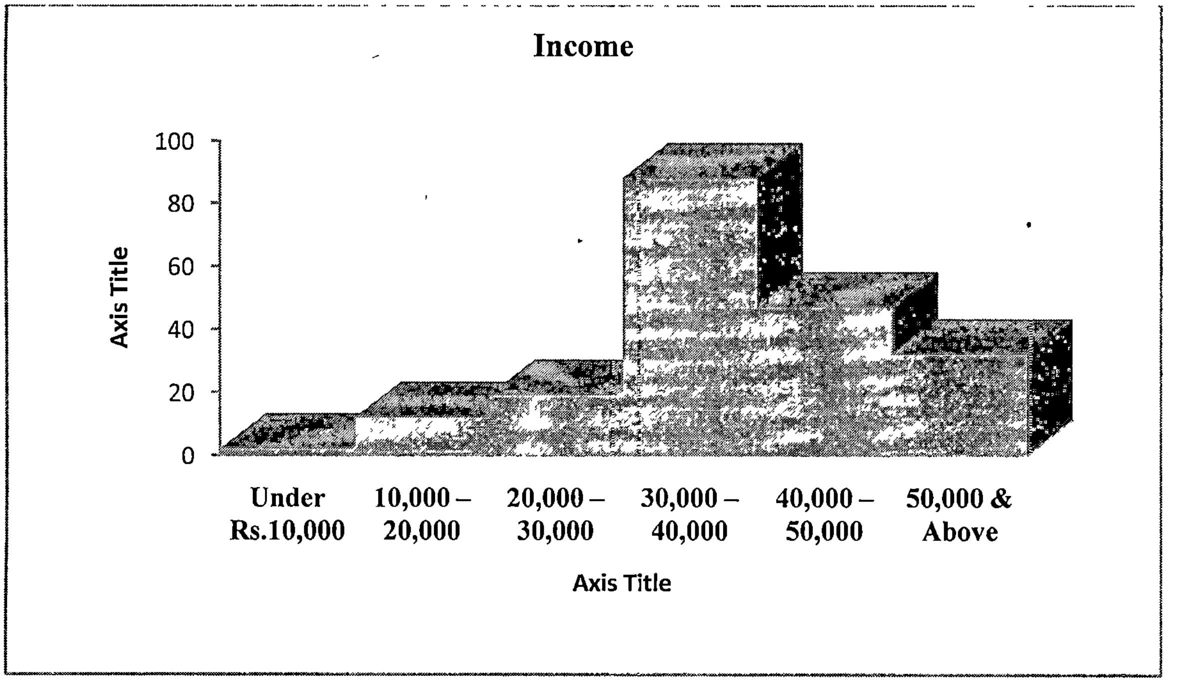
Table No. 5.8

Income wise classification of respondents

Sr. No.	Income/Month In Rs.	Respondents
1.	Under Rs 10,000	02
2.	10,000 – 20,000	12
3.	20,000 – 30,000	19
4.	30,000 – 40,000	43
5.	40,000 – 50,000	88
6.	50,000 & Above	36

For further analysis above data have been presented graphically as follows

Graph No. 5.8



Interpretation- From Graph No **5.8**, it is apparent that majority of respondents i.e. 44% are in the income group of 30,000 & 40,000 It is interesting to see that 16% respondents are in the higher income group. Though 6% respondents are in lower income group, they have owned the car.

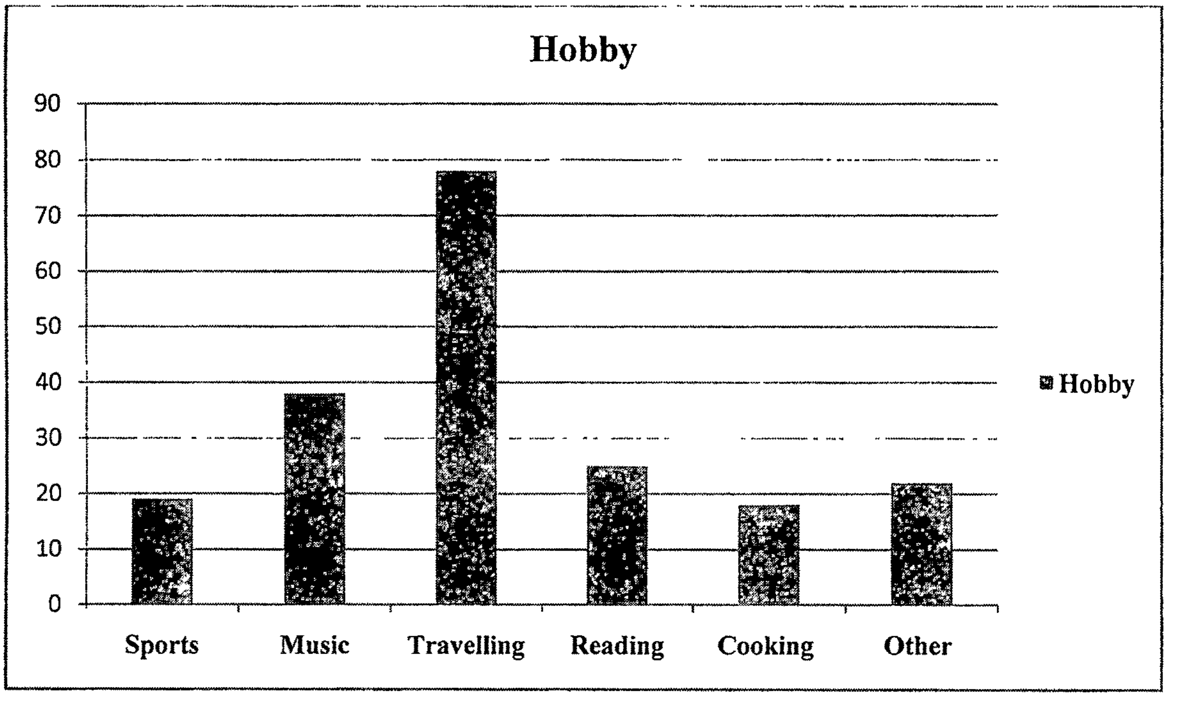
Table No. 5.9

Classification based on hobbies of respondents

Sr. No.	Hobby	Respondents	Percentage
1.	Sports	19	09%
2.	Music	38	19%
3.	Travellıng	78	39%
4.	Reading	25	13%
5.	Cooking	18	09%
6.	Other	22	11%

For further analysis above data have been presented graphically as follows

Graph No. 5.9



Interpretation- From Graph No.5.9, it ıs clear that most respondents have a hobby of travellıng (ı e. 39%) following music (ı.e. 19%) and reading (ı e. 13%).

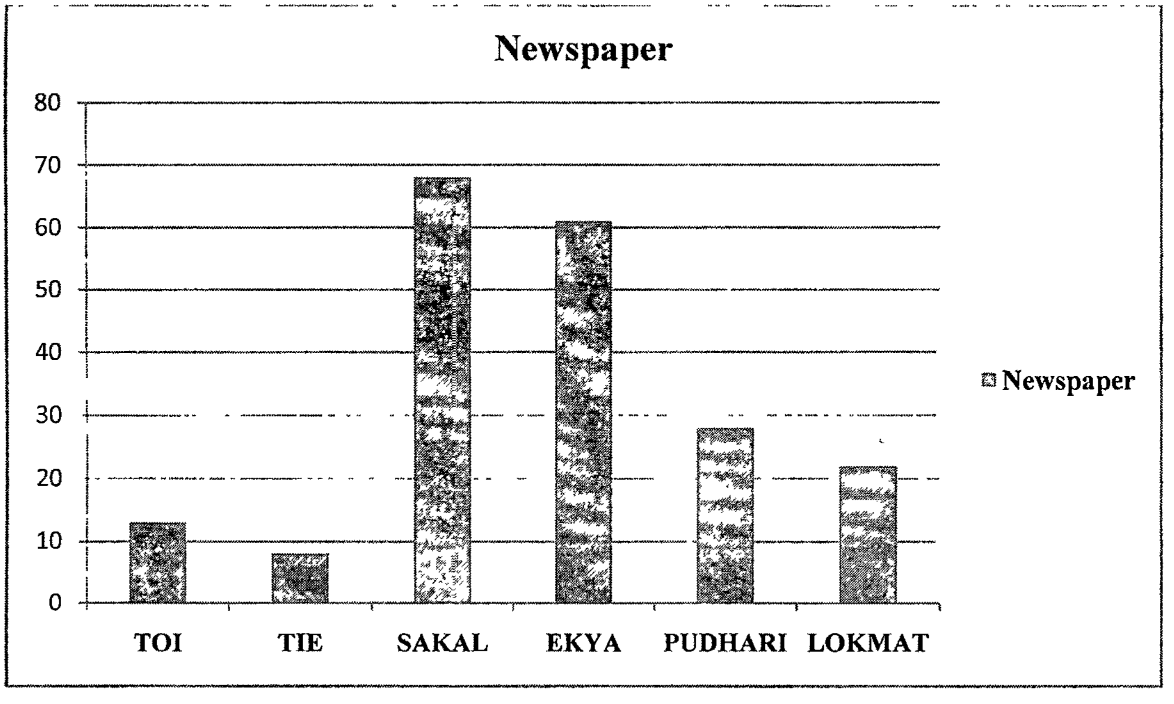
Table No. 5.10

Classification of respondents based on newspaper they read

Sr. No.	Newspaper	Respondents	Percentage
1.	TIMES OF INDIA	13	07%
2.	INDIAN EXPRESS	08	04%
3.	SAKAL	68	34%
4.	EKYA	61	30%
5.	PUDHARI	28	14%
6.	LOKMAT	22	11%

For further analysis above data have been presented graphically as follows

Graph No. 5.10



Interpretation- It is apparent from above Graph No. **5.10**, that the preferred brand of newspapers read were SAKAL (34%) followed EKYA (30%). Hence dealers also find newspapers as a very potential way of advertising to the local people

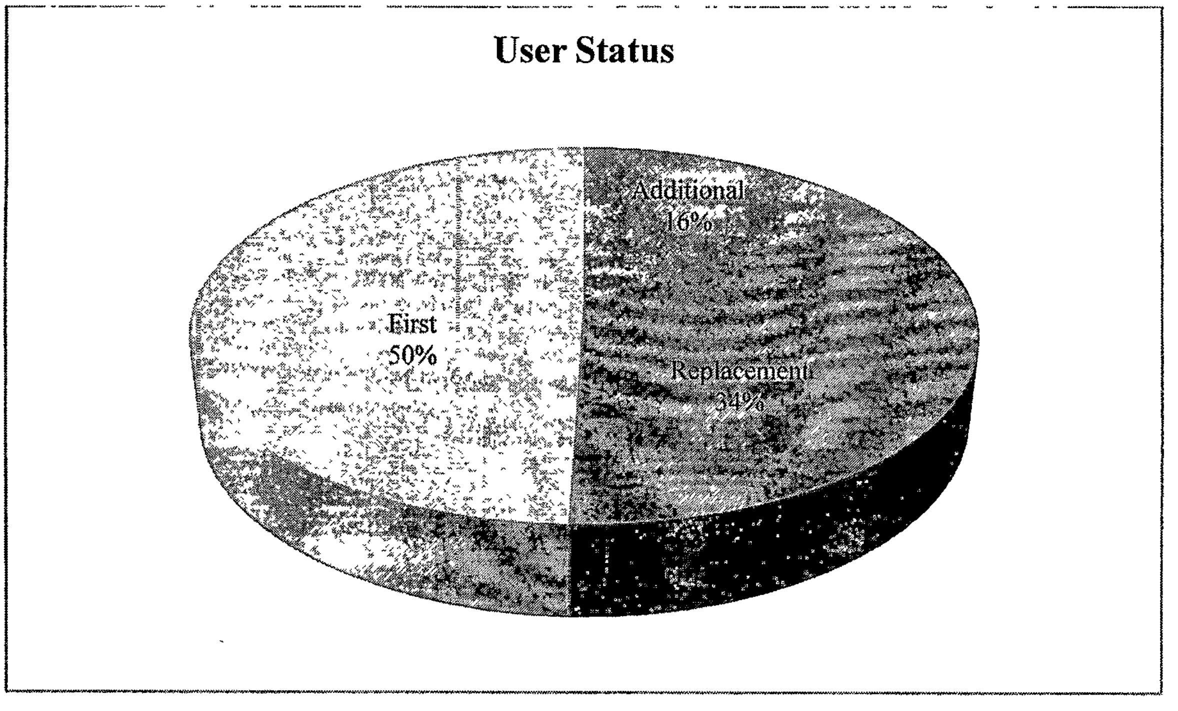
Table No. 5.11

Classification of respondents based on user status

Sr. No.	Bought car was	Respondents
1.	Additional	32
2.	Replacement	69
3.	First	99

For further analysis above data have been presented graphically as follows

Graph No. 5.11



Interpretation- Graph No. **5.11**, reveals that 50% respondents have bought the car for the first time, whereas 34% have bought it as a replacement to old one There are only 16% respondents who wish to buy an additional car.

Table No. 5.12

Companies and number of respondents

Showing the sample size and customers of different automakers for data collection

Sr. No.	Companies	No. of Respondents
1.	MARUTI UDYOG LTD	25
2.	TATA MOTORS	25
3.	HONDA MOTORS	25
4.	FIAT MOTORS	25
5.	HYUNDAI MOTORS	25
6.	NISSAN MOTORS	25
7.	TOYOTA MOTORS	25
8.	CHEVROLET	25

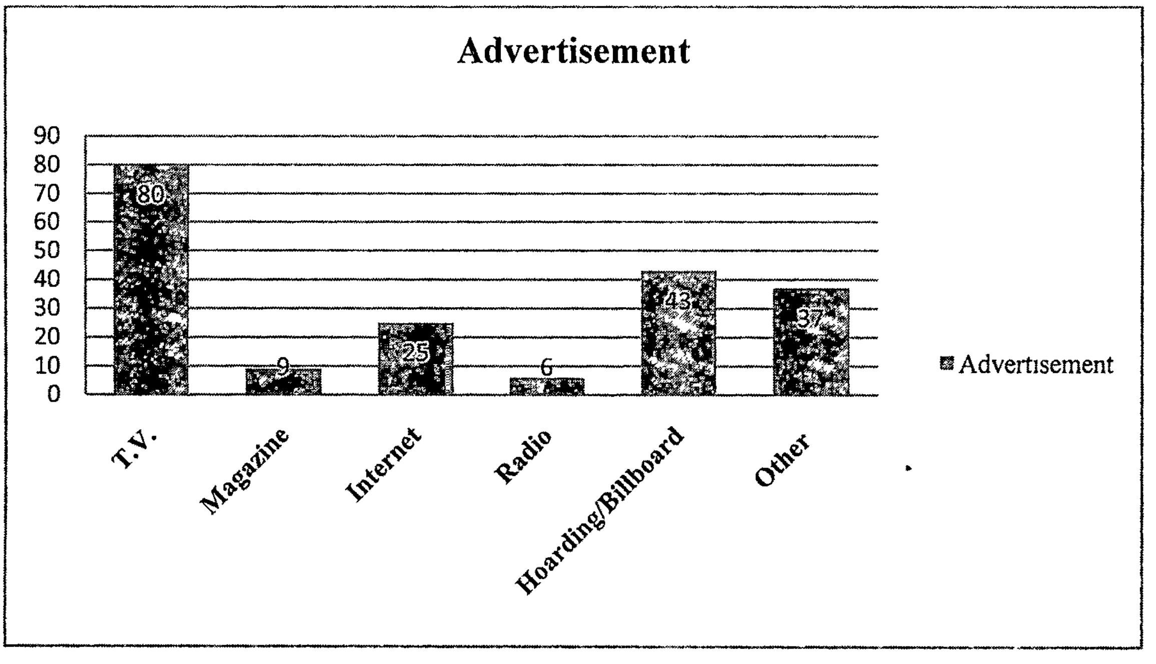
Table No. 5.13

Advertisements that struck an idea of buying a car

Sr. No.	Advertisement	Respondents
1.	T V. Advertisement	80
2.	Ads in Magazine	09
3.	Ads on Internet	25
4.	Radio Advertisement	06
5.	Hoardings/Billboards	43
6	Other	37

For further analysis above data have been presented graphically as follows

Graph No. 5.12



Interpretation- From Graph No. **5.12**, we can conclude that most respondents i.e 40% strike an idea of buying a car from T.V advertisement followed by hoarding and billboard. It seems that radio as a tool of advertisement is losing its popularity Consumers don't refer to magazine since only respondents' strikes an idea of buying from reading a magazine. Internet has got moderate contribution according to 12% respondents

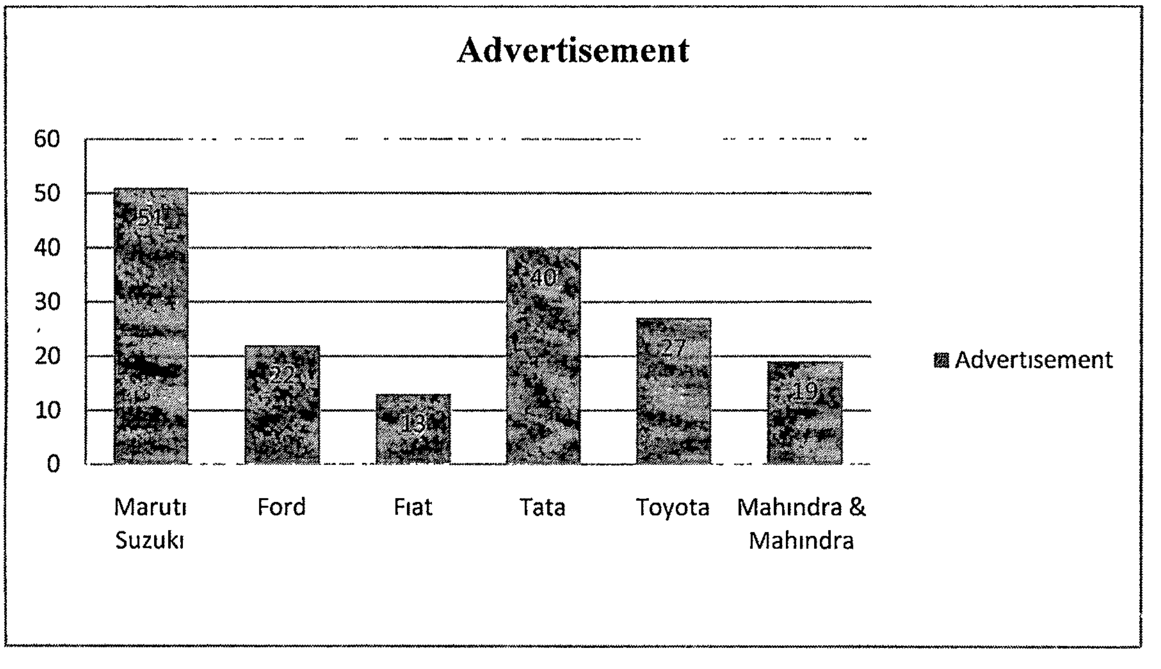
Table No. 5.14

Appealing Ads

Sr. No.	Car producer	Respondents
1.	Maruti Suzuki	51
2.	Ford	22
3.	Fiat	13
4.	Tata	40
5.	Toyota	27
6.	Mahindra & Mahindra	19
7.	Hyundai	21
8.	Other	07

For further analysis above data have been presented graphically as follows

Graph No. 5.13



Interpretation- From Graph No **5.13**, it is apparent that when it comes to introduce more appealing advertisements, Maruti Motors and Tata lead the list. Respondents find advertisements of Maruti Motors more appealing followed by Tata and Toyota. Fiat Motors comes at the end in the list.

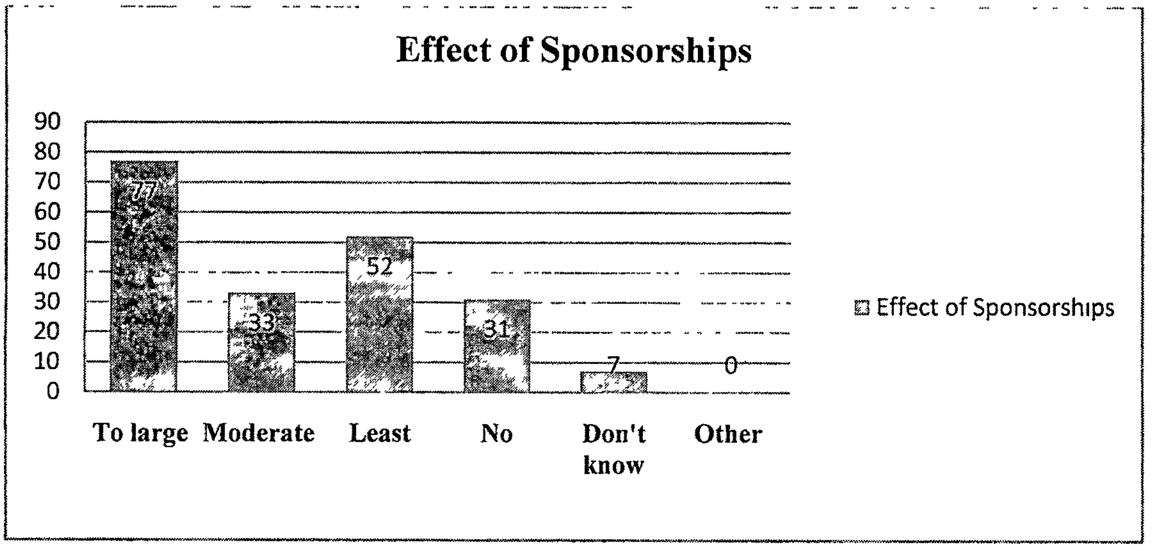
Table No. 5.15

Effect of sponsorships

Opinion	To Large Extent	Moderate	Least	No	Don't Know	Other
Respondents	77	33	52	31	7	0

For further analysis above data have been presented graphically as follows

Graph No. 5.14



Interpretation- Graph No. **5.14**, exhibits that sponsorship to events and forum to have a strong effect on the choice of a car. More than 38% respondents believe that sponsorships create awareness and positive impact on the customer and this may lead further to modify their behavior. There are very least number of respondents i e. 15% who believe that sponsorships will not help modify the behavior of consumers

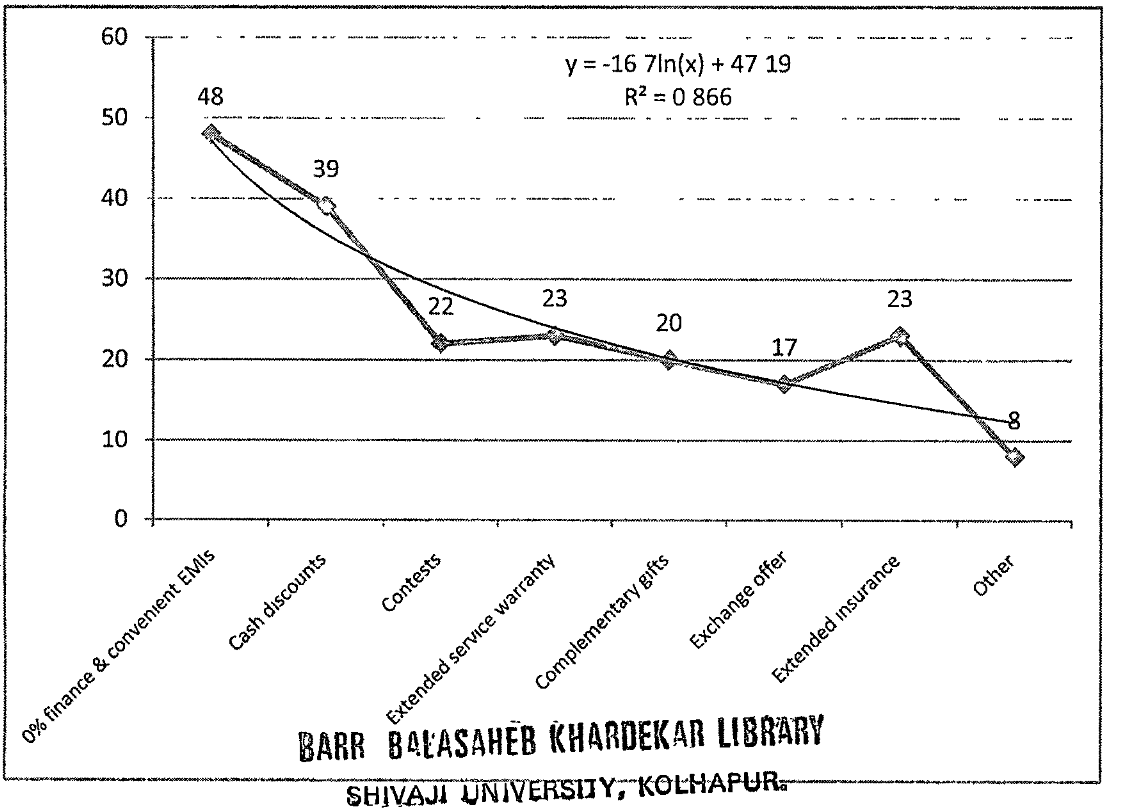
Table No. 5.16

Sales promotional activities and their level of influence

Sr. No.	Sales promotion schemes	Respondents
1.	0% finance & convenient EMIs	48
2.	Cash discounts	39
3.	Contests	22
4.	Extended service warranty	23
5.	Complementary gifts	20
6.	Exchange offer	17
7.	Extended insurance	23
8.	Other	08

For further analysis above data have been presented graphically as follows

Graph No. 5.15



Interpretation- From Graph No **5.15**, we can conclude that 24% respondents are of the opinion that 0% finance and convenient EMIs is the most favored promotional scheme followed by cash discounts and service warranty. Exchange offer receives the least response with the percentage of respondents 9% only.

We have set logarithmic trend line to above data and also calculated logarithmic trend line equation and R^2 value. Above graph reveals R^2 value is greater than or equal to 0.80, hence R2 value is 0 8669 which is best over data. Using logarithmic trend line equation we can forecast the future trends.

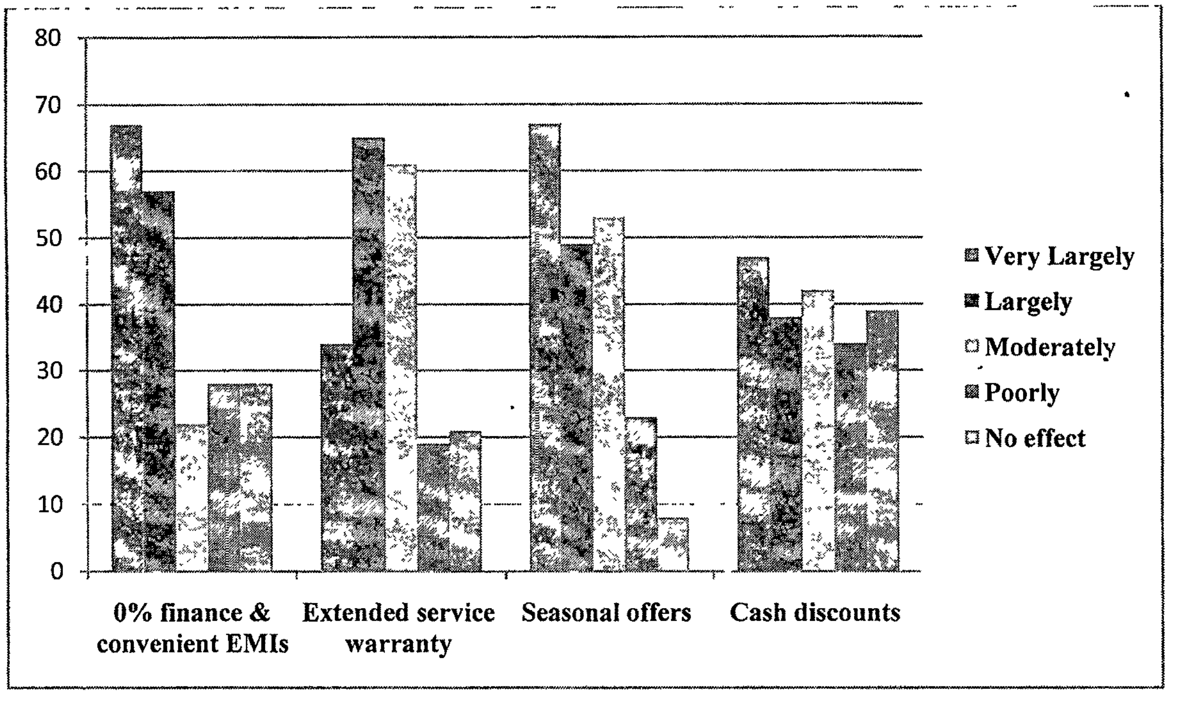
Table No. 5.17

Influence as per each promotional scheme

Promotional Activity	Very Largely	Largely	Moderately	Poorly	No Effect
0% finance & convenient EMIs	67	57	22	28	26
Extended service warranty	34	65	61	19	21
Seasonal offers	67	49	53	23	8
Cash discounts	47	38	42	34	39
Complementary gifts	28	22	56	66	28
Contests	39	60	61	19	21
Exchange offers	70	53	49	20	8
Other	-	-	-	-	-

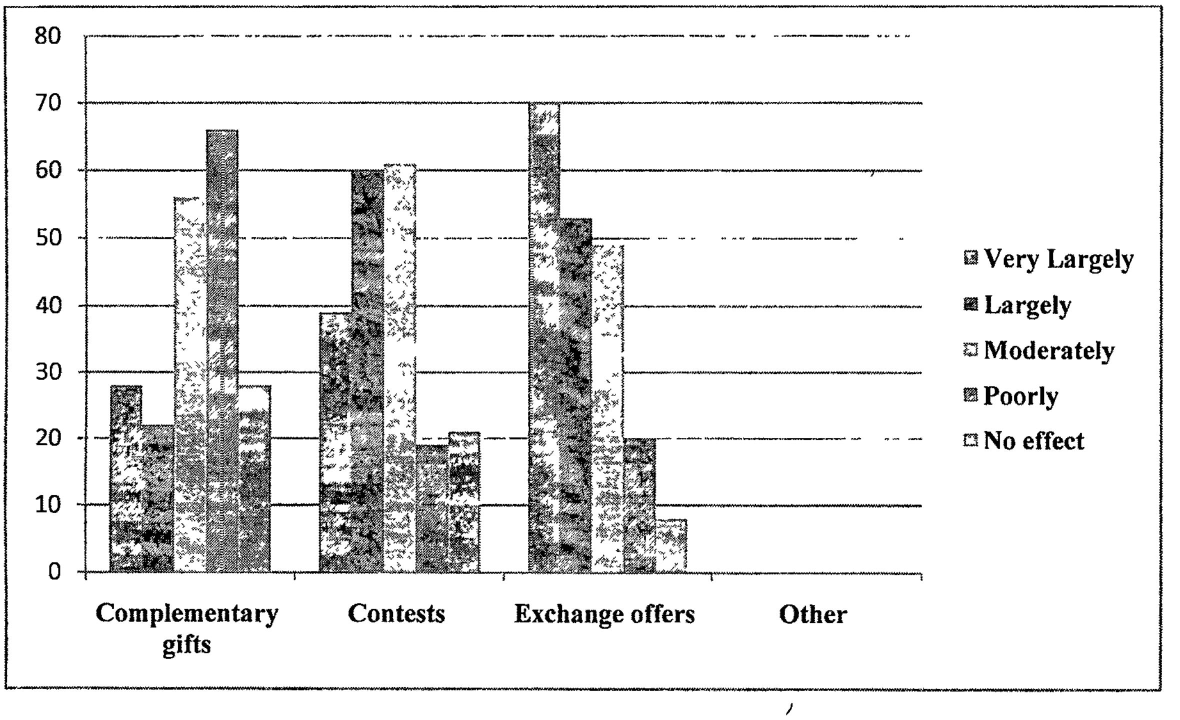
For further analysis above data have been presented graphically as follows

Graph No. 5.16



For further analysis above data have been presented graphically as follows

Graph No. 5.17



Interpretation- From Graph No **5.16** & **5.17**, it can be concluded that while assessing each individual scheme, respondents believe that 0% finance and convenient EMIs creates the largest influence according to 33% respondents. Interestingly seasonal and exchange offers do have a great deal of ınfluence according to 32% and 35% respondents Companıes do offer complementary gifts to attract more number of consumers but thıs activity receıves least response as per the opınıon expressed by 14% respondents

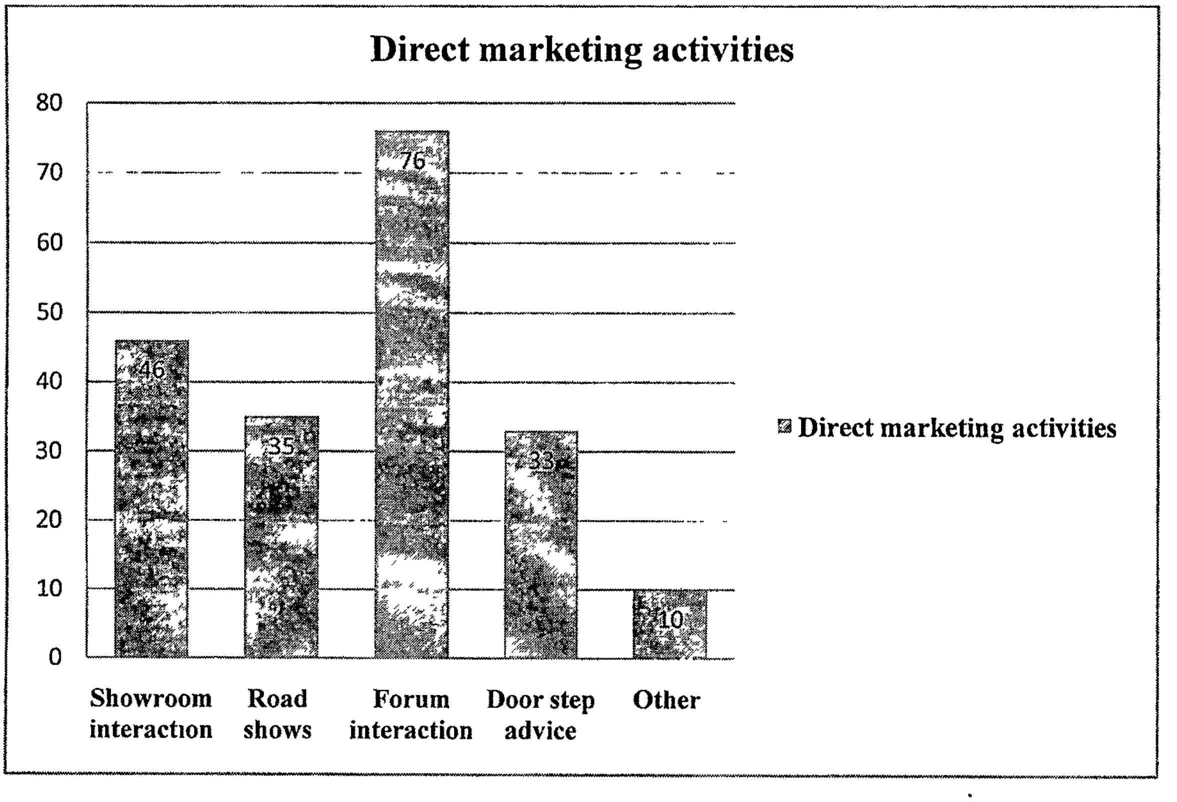
Table No. 5.18

Most appealing direct marketing activity

Sr. No.	Direct Marketing Activity	Respondents
1.	Interaction wıth company representatıve at showroom	46
2.	Road shows	35
3.	Interactıon at forum	76
4.	Door step (face to face ınteractıon)	33
5.	Other	10

For further analysis above data have been presented graphically as follows

Graph No. 5.18



Interpretation – From Graph No **5.18,** we can conclude that 38% respondents believe that interaction at forums help them gain more information which causes to lead them to final purchase decision. Customers interact with company representatives at show room too which is the second most appealing direct marketing activity according to 23% respondents. Face to face interaction made by company employees receives least response with number of respondents only 11%

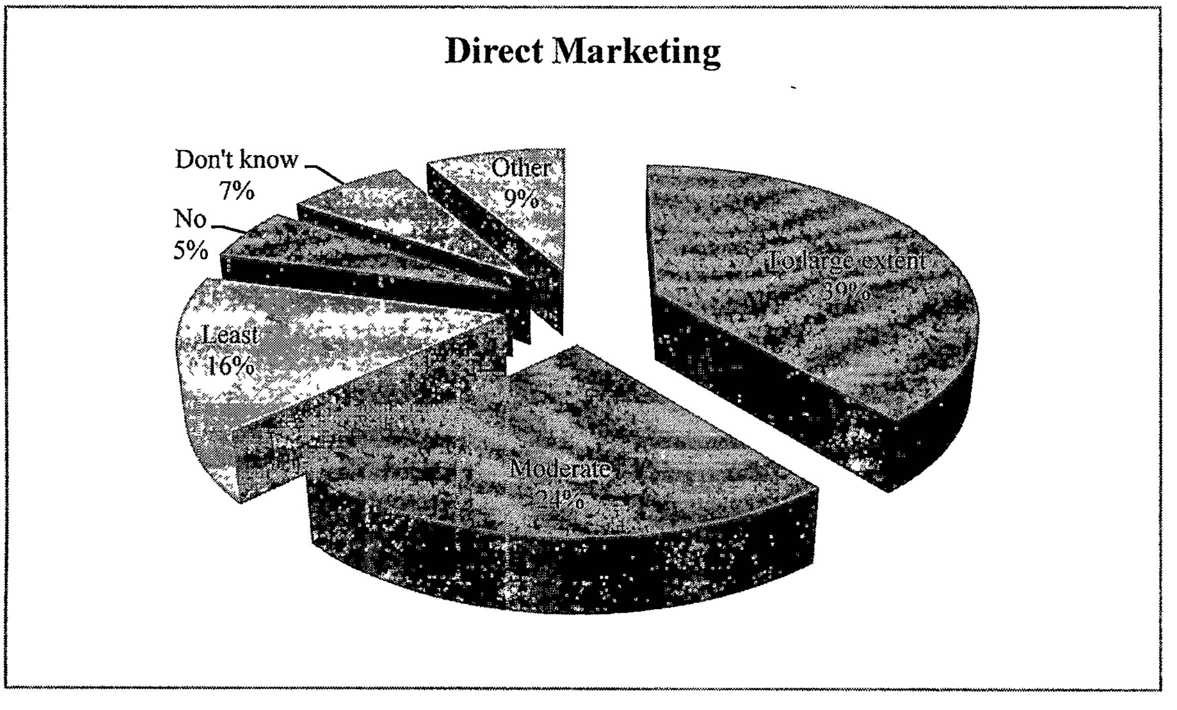
Table No. 5.19

Direct marketing activities and their relative influence on choice

Opinion	To Large Extent	Moderate	Least	No	Don't Know	Other
Respondents	78	48	32	11	14	17

For further analysis above data have been presented graphically as follows

Graph No. 5.19



Interpretation- Graph No. **5.19** reveals that 39% respondents strongly believe that direct marketing activities have an effect on the choice of a car 16% respondents say there is least influence of direct marketing activities whereas only 5% have an opinion that there is no direct influence of direct marketing activities and buying choice made by consumers. There is a moderate influence of direct marketing activities according to 24% respondents.

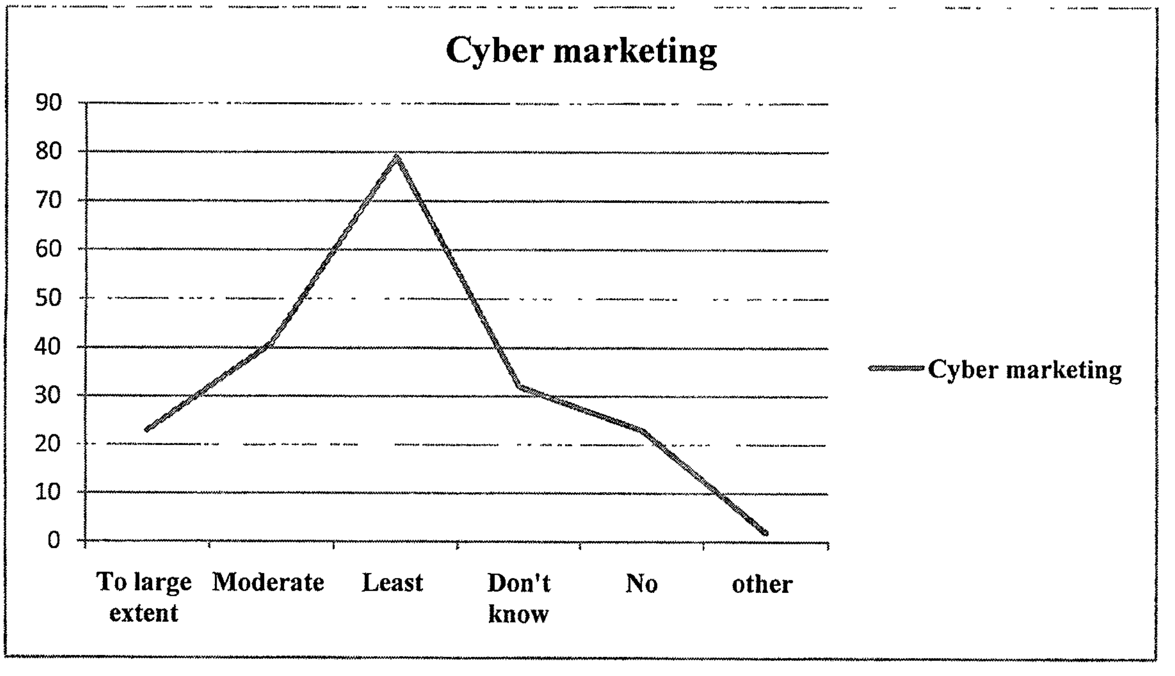
Table No. 5.20

Cyber marketing activities and their relative influence on choice of a car

Opinion	To Large Extent	Moderate	Least	No	Don't Know	Other
Respondents	23	41	79	32	23	2

For further analysis above data have been presented graphically as follows

Graph No. 5.20



Interpretation- Graph No **5.20** shows that cyber marketing activities have the least influence on the choice of car as per the opinions expressed by 39% respondents. 20% respondents say, it can have a moderate influence whereas only 12% respondents are of the opinion that there is strong connection between introduction of cyber marketing activities and modification of buying choice

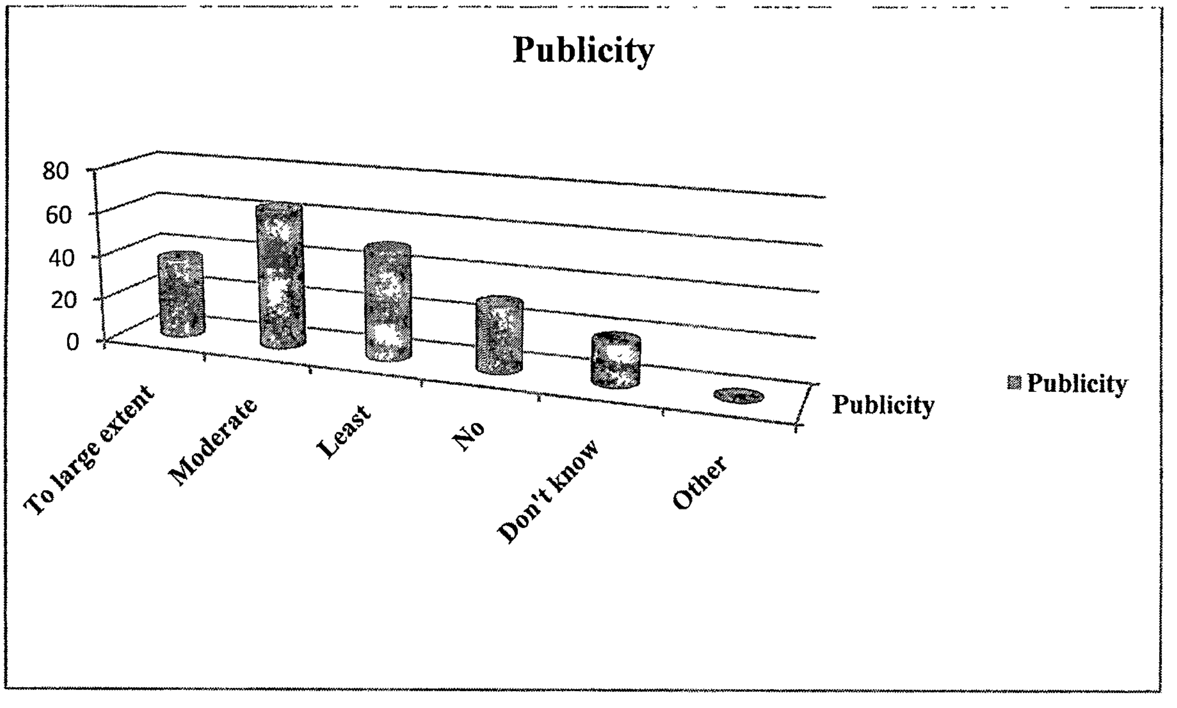
Table No. 5.21

Publicity and its relative influence on choice of a car

Opinion	To Large Extent	Moderate	Least	No	Don't Know	Other
Respondents	37	64	50	30	19	0

For further analysis above data have been presented graphically as follows

Graph No. 5.21



Interpretation- Graph No.**5.21** shows that 32% respondents believe that publicity can have moderate influence on the choice of a car On the other hand 25% respondents have an opinion that publicity will not have an effect on the consumers' choice of a car There are only 18% respondents who confirm that it's the publicity which can create strong impact on the choice of a car.

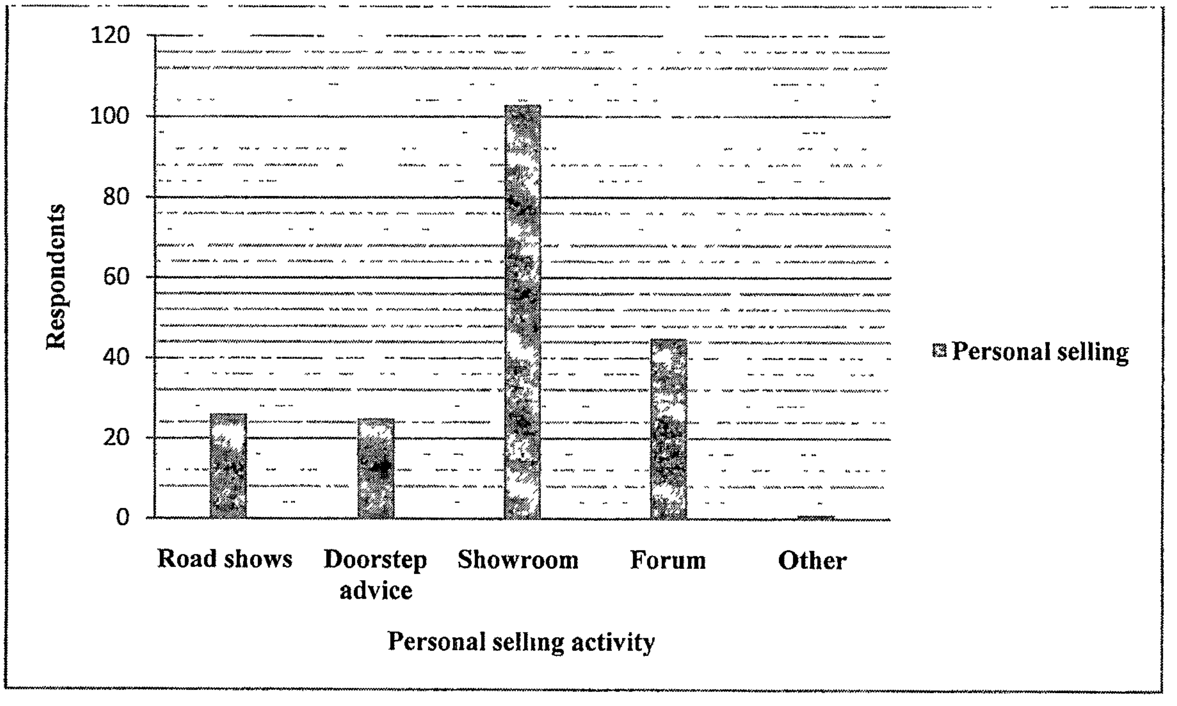
Table No. 5.22

Personal selling activities

Sr. No.	Personal selling activity	Respondents
1.	Interaction at road shows	026
2.	Doorstep advice	025
3.	Interaction at showroom	103
4.	Interaction at forums	045
5.	Other	001

For further analysis above data have been presented graphically as follows

Graph No. 5.22



Interpretation- From Graph No. **5.22**, it can be concluded that when it comes to personal selling activities consumers do get influenced by them. More than 51% respondents agree that interaction with sales staff at showroom has created greatest influence on buying decision of a car. More than 22% respondents confirm that their interaction at forum with company employees can exert a great deal of influence on buying decision.

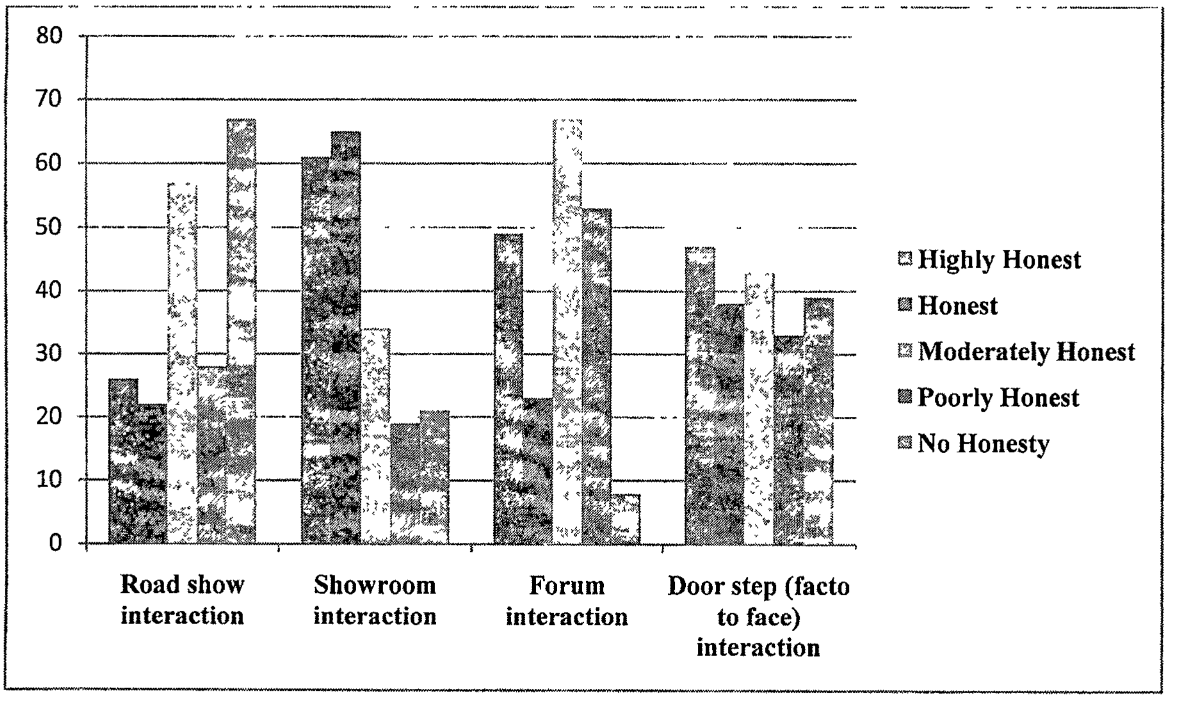
Table No. 5.23

Trustworthiness of personal selling activities

Personal Selling Activity	Highly Honest	Honest	Moderately Honest	Poorly Honest	No Honesty
Interaction at road shows	26	22	57	28	67
Interaction at showroom	61	65	34	19	21
Interaction at forums	49	23	67	53	8
Doorstep advice	47	38	43	33	39
Other	-	-	-	-	-

For further analysis above data have been presented graphically as follows

Graph No. 5.23



Interpretation- From Graph No.**5.23**, it is clear that more than 33% respondents think that road show interaction doesn't show any honesty. Respondents (more than 30%) are of the opinion that they gain confidence through interaction held at showroom with company representatives Respondents have mixed feelings when asked about how they evaluate the trustworthiness of door step approach by company employees. Forum interaction is also considered moderately trustworthy by respondents with percentage number of respondents 25%

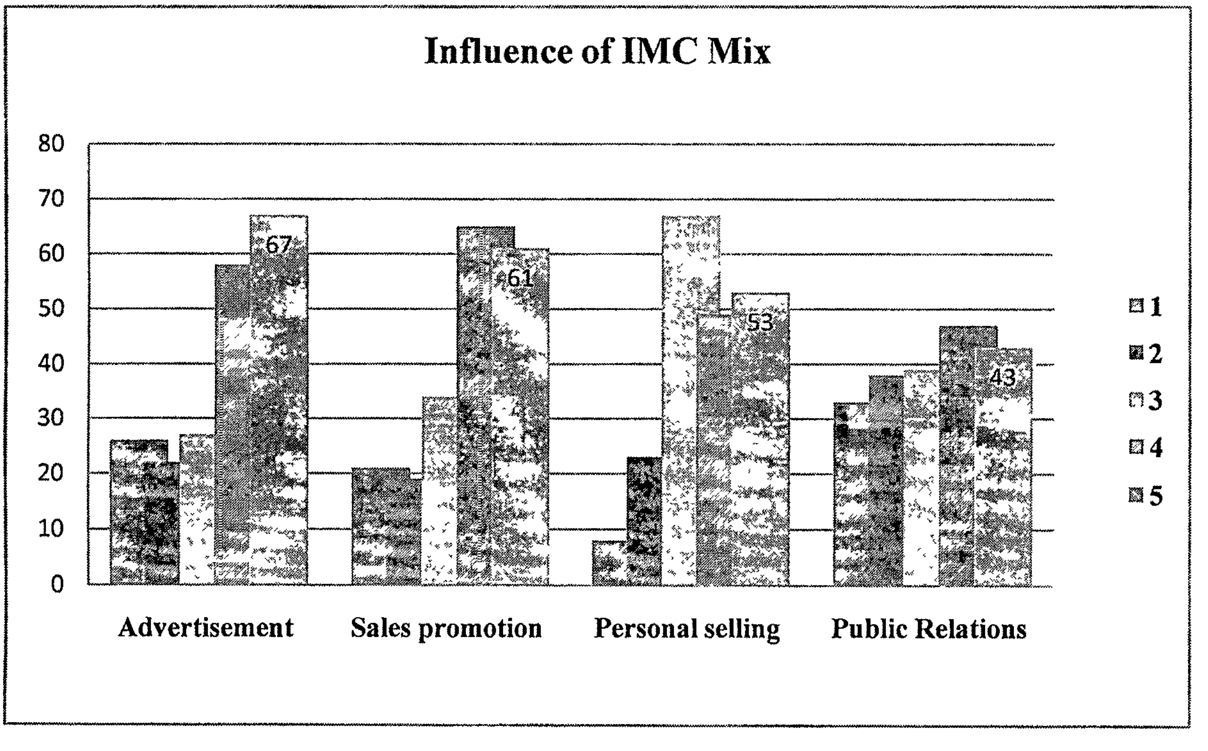
Table No. 5.24

Influence of IMC Mix in total [1- Mınımum, 5- Maximum]

Promotional Activity	**1**	**2**	**3**	**4**	**5**
Advertisement	26	22	27	58	67
Sales promotion	21	19	34	65	61
Personal selling	08	23	67	49	53
Public Relations	33	38	39	47	43
Publıcıty	20	25	30	55	70
Dırect marketing	32	40	39	42	47
Sponsorships	08	67	53	49	23
Cyber marking	53	48	39	37	23
Other	-	-	-	-	-

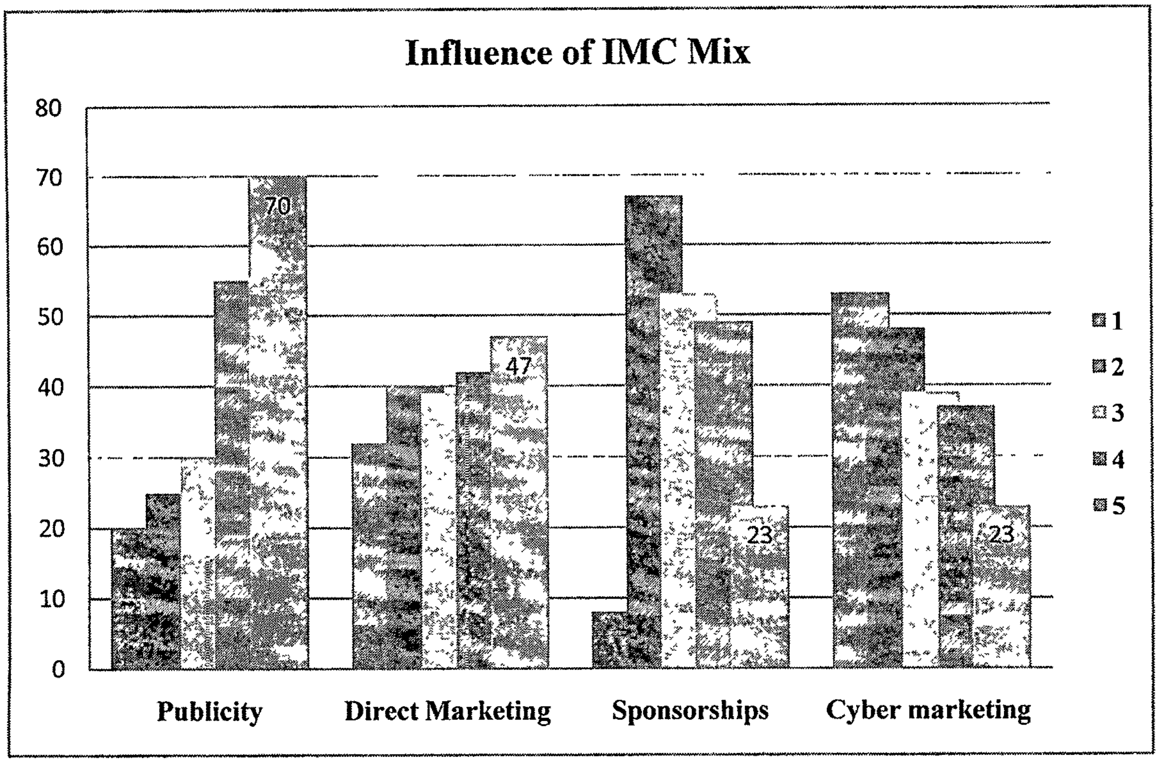
For further analysis above data have been presented graphically as follows

Graph No. 5.24



For further analysis above data have been presented graphically as follows

Graph No. 5.25



Interpretation- Graph No.**5.24** & **5.25**, exhibit that there is a substantial influence of IMC Mix activities in total. More than 30% respondents confirm that advertisement, sales promotion and publicity have a great deal of influence on the choice of a car or their decision making process More than 20% respondents are of the opinion that personal selling, direct marketing and public relations do have moderate influence on the buying decision. It is interesting to see that only 12% respondents affirm that cyber marketing and sponsorships don't contribute much in the process of modification of consumer decision while buying a car.

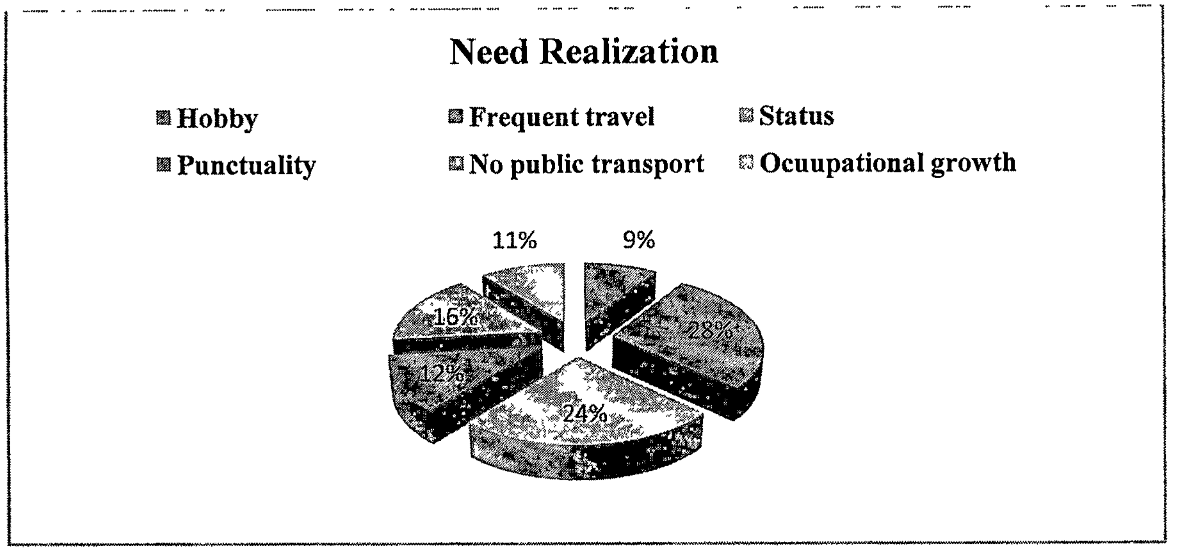
Table No. 5.25

Need recognition

Factors	Hobby	F.T	Status	IoP	No PT	O.G
Respondents	9%	28%	24%	12%	16%	11%

For further analysis above data have been presented graphically as follows

Graph No. 5.26



Interpretation- Graph No.**5.26**, uncovers that when it comes to buying a car, 28% respondents claim that frequent travel has made them realize the need of having a own personal vehicle i.e. a car According to 24% respondents status in the society has made them realize the need to think of buying a car. 16% and 12% respondents confirm that lack of public transportation and importance of punctuality made them realize the need to have their own personal vehicle. Occupational growth and hobby don't contribute much to the process of need realization.

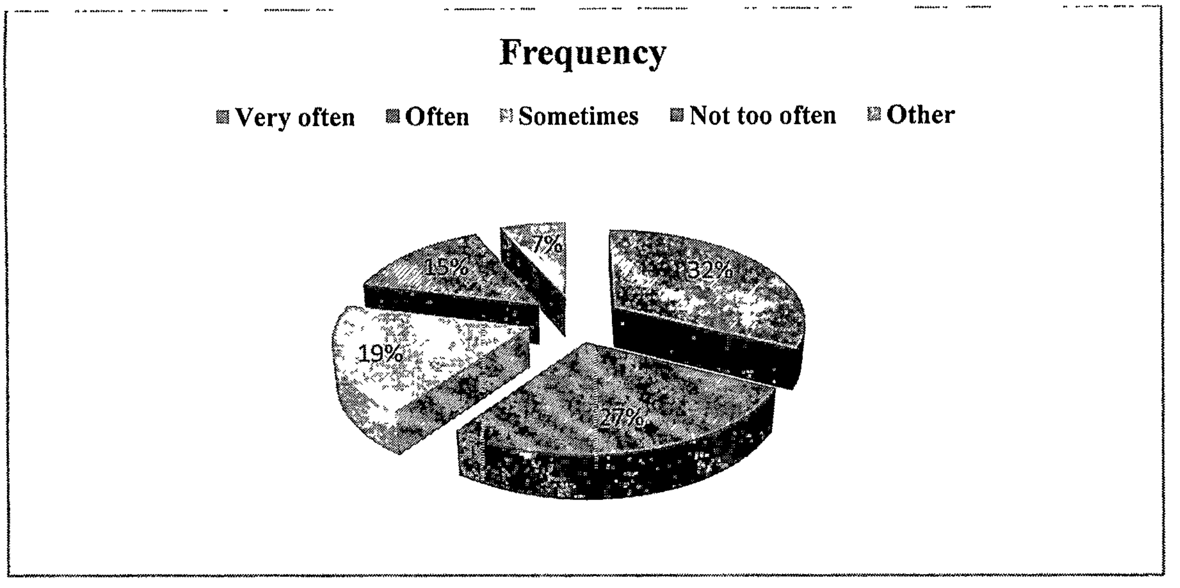
Table No. 5.26

Frequency with which chosen option push towards the product

Frequency	Very Often	Often	Sometimes	Not Too Often	Other
Respondents	32%	27%	19%	15%	07%

For further analysis above data have been presented graphically as follows

Graph No. 5.27



Interpretation- From Graph No **5.27**, we can conclude that most respondents buy the car since their need pushes them toward the product and keep them obsessed about the same according to 32% respondents. According to 27% respondents often obsess about buying a car since their need pushes them towards buying that particular product. 19% respondents say that need pushes them toward product sometimes whereas only 7% respondents confirm that need doesn't push them to buy a specific product.

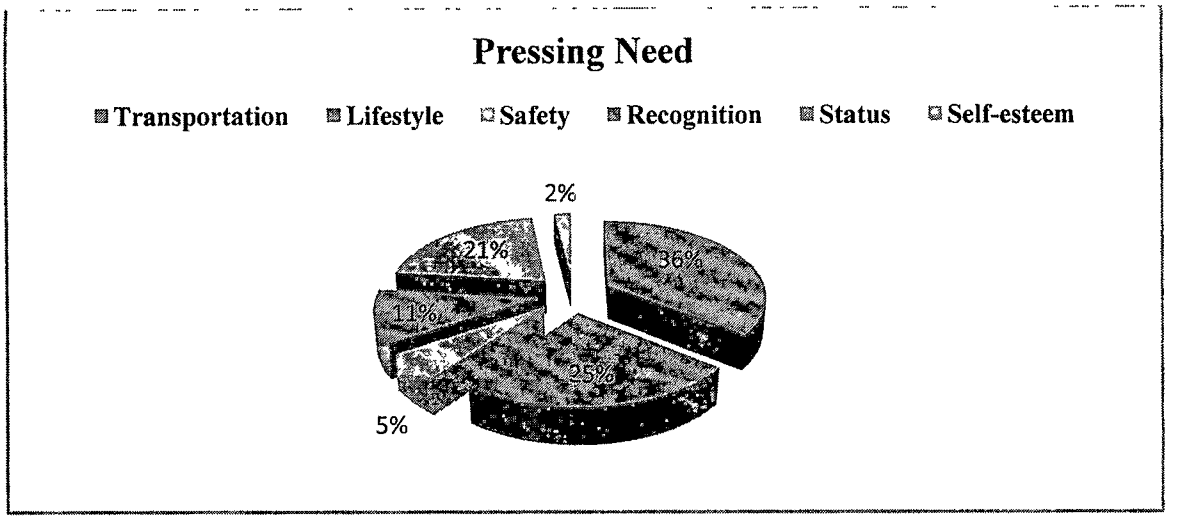
Table No. 5.27

Pressing need to satisfy with purchase of car

Pressing Need	Transportation	Lifestyle	Safety	Recognition	Status	Self-esteem
Respondents	36%	25%	5%	11%	21%	2%

For further analysis above data have been presented graphically as follows

Graph No. 5.28



Interpretation- Graph No **5.28**, proclaims that 36% respondents buy the car to satisfy the need of transportation 25% respondents buy the car to satisfy the need of lifestyle People often buy product which reflect their status in the society, according to 21% respondents lifestyle contributes in the process of satisfying the need. Recognition in the society is also a factor to be considered according to 11% respondents following safety and self esteem

Table No. 5.28

Influence of stimuli in creating awareness and pushing towards product

Stimuli	Largely	Very Largely	Moderately	Poorly	No effect
T V Ads	103	64	28	5	0
Radio Ads	23	41	55	43	38
Newspaper Ads	82	21	18	48	31
Magazine Ads	54	35	64	43	4
Hoardings/ Billboards	34	55	69	35	7
Pamphlet/Leaflet	23	31	53	89	4
Transit Ads	45	65	43	26	21
Internet Ads	29	23	43	60	45
Mobile Ads	27	11	23	91	48

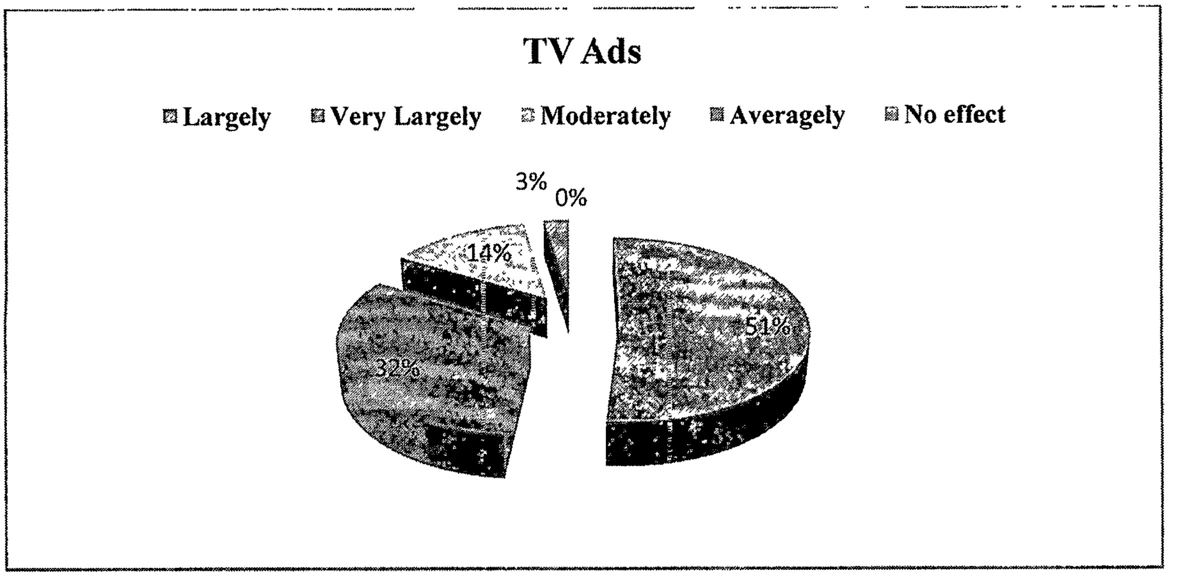
Table No. 5.29

T.V. Ads

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
T.V. Ads	32%	51%	14%	03%	0%

For further analysis above data have been presented graphically as follows

Graph No. 5.29



Interpretation- From Graph No **5.29**, it is clear that 51 respondents affirm that advertisement on television has largely influenced their awareness about the product and managed to push them toward it. According to 32% respondents television advertisement has very largely exerted the influence in creating awareness. Only 14% and 3% respondents claim that the influence of television advertisement is moderate and average respectively.

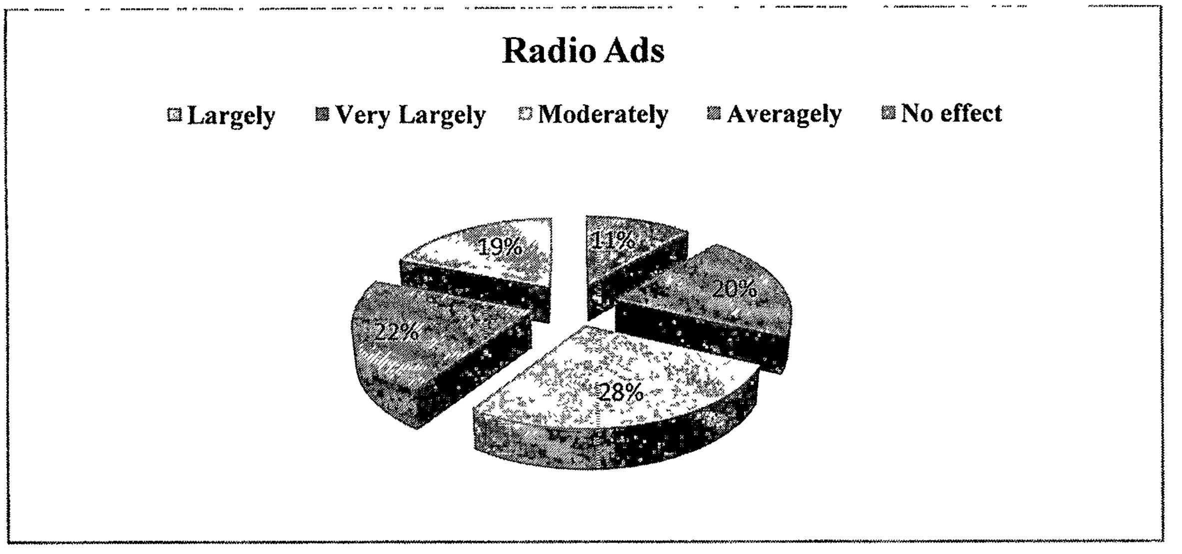
Table No. 5.30

Radio Ads

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
Radio Ads	20%	11%	28%	22%	19%

For further analysis above data have been presented graphically as follows

Graph No. 5.30



Interpretation- From Graph No.**5.30**, it is clear that 20% respondents affirm that advertisement on television has very largely influenced their awareness about the product and managed to push them toward it According to 11% respondents, television advertisement has largely exerted influence in creating awareness Only 28% and 22% respondents claim that the influence of television advertisement is moderate and average respectively. 19% respondents have an opinion that the influence of radio advertisement is almost nil in creating awareness and pushing them towards products

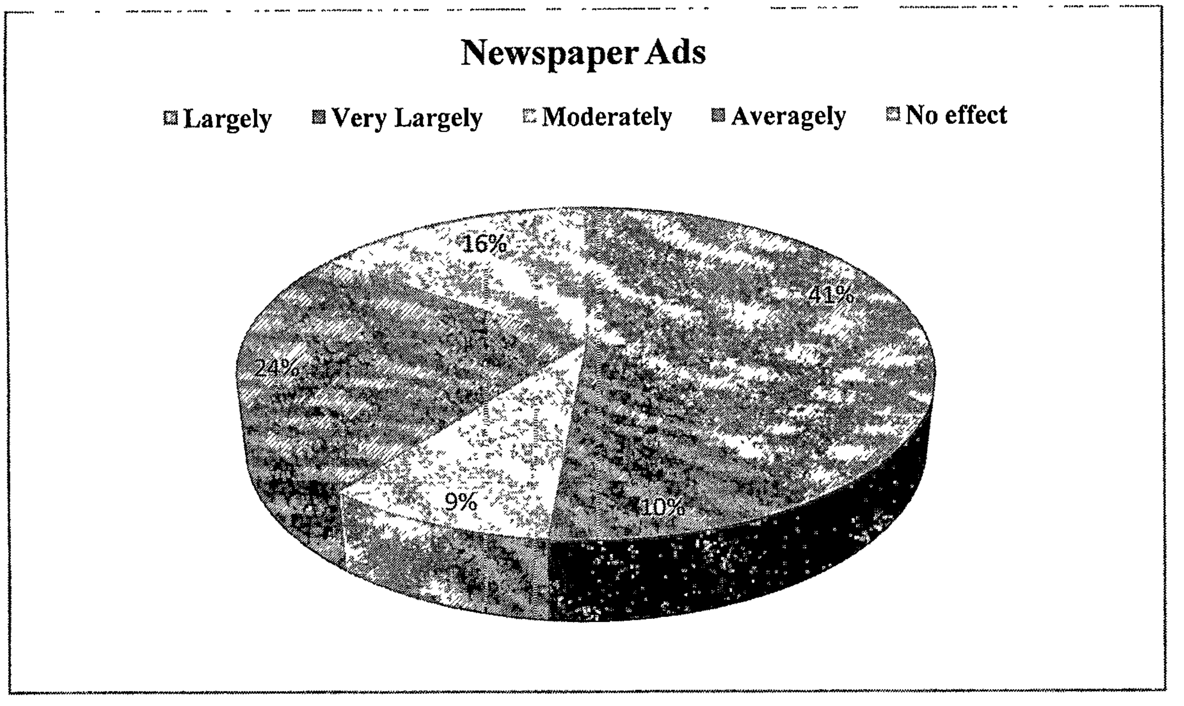
Table No. 5.31

Newspaper Ads

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
Newspaper Ads	10%	41%	09%	24%	16%

For further analysis above data have been presented graphically as follows

Graph No. 5.31



Interpretation- From Graph No **5.31,** we can conclude that newspaper is a very vital tool used by manufacturers to promote their products. When asked about impact of newspaper ads 41% respondents agreed that as stimuli it can create large influence There are only 10% respondents who agree that newspaper as stimuli has created very large influence on their choice of a car 9% respondents have an opinion that newspaper creates moderate level of awareness and pushes them toward the products. Interestingly, there are 24% respondents affirm that newspaper doesn't have an influence on creating awareness There are 16% respondents who say there no direct effect of newspaper on creating awareness and pushing them toward product.

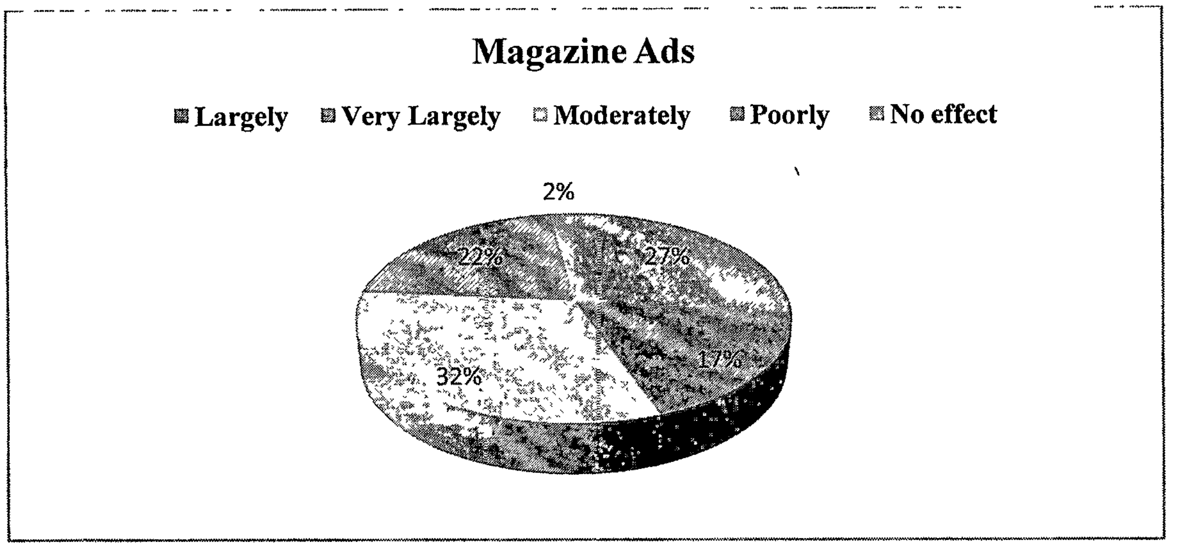
Table No. 5.32

Magazine Ads

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
Magazine Ads	17%	27%	32%	22%	02%

For further analysis above data have been presented graphically as follows

Graph No. 5.32



Interpretation- From above graph (No. 5.32) it is clear that magazine advertisement is a very vital tool used by manufacturers for advertising their products When asked about impact of magazine ads, 27% respondents agreed that as stimuli it can create large influence. There are only 17% respondents who agree that magazine ads as stimuli have created very large influence on their choice of a car 32% respondents have an opinion that magazines create awareness and push them toward the products. Interestingly, there are 22% respondents, affirming that magazine ads have poor influence on creating awareness There are only 02% respondents who say there is no direct effect of magazine ads on *creating awareness* and pushing them toward product.

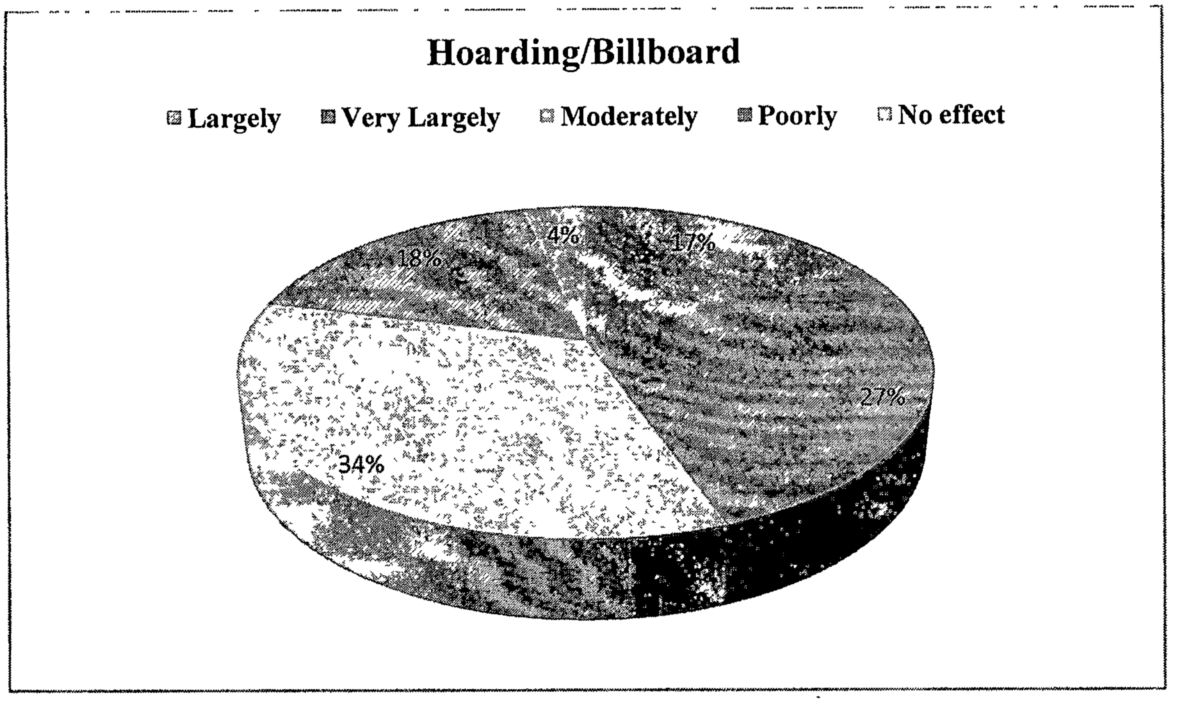
Table No. 5.33

Hoarding/Billboard

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
Hoarding/Billboard	27%	17%	34%	18%	04%

For further analysis above data have been presented graphically as follows

Graph No. 5.33



Interpretation- From above graph (Graph No. **5.33**) it is obvious that hoarding and billboard advertisement are gaining popularity day by day and it's a very crucial tool used by manufacturers for advertising their products. When asked about impact of hording or billboard ads, 17% respondents agreed that as stimuli it can create large influence There are only 27% respondents who agree that billboard or hoarding ads as stimuli have created very large influence on their choice of a car. 34% respondents have an opinion that hoardings and billboards create awareness and push them toward the products. Surprisingly, there are 18% respondents, affirming that billboard or hoarding ads have poor influence on creating awareness. There are only 04% respondents who confirm that billboards and hoardings don't have an effect on creating awareness and pushing them toward product.

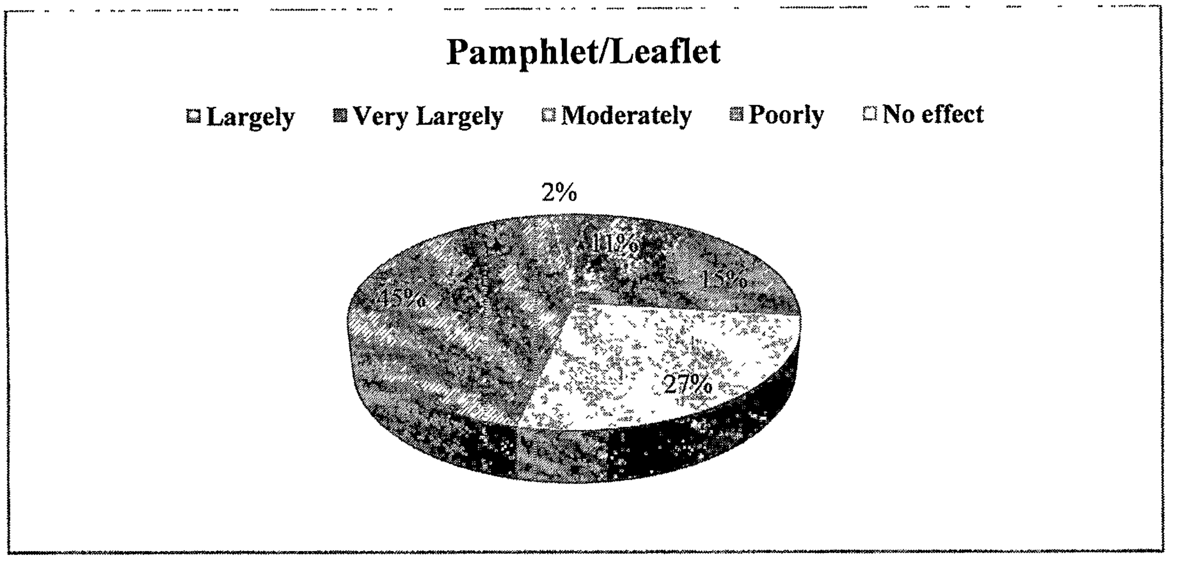
Table No. 5.34

Pamphlet/Leaflet

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
Pamphlet/Leaflet	15%	11%	27%	45%	02%

For further analysis above data have been presented graphically as follows

Graph No. 5.34



Interpretation- From above graph (Graph No. **5.34**) ıt is obvious that pamphlet and leaflet advertısement are not widely used tool by manufacturers for advertising theır products When asked about impact of pamphlet or leaflet ads, 11% respondents agreed that as stimulı ıt can create large influence. There are only 15% respondents who agree that pamphlet or leaflet ads as stimulı have created very large influence on their choıce of a car. 27% respondents have an opınion that pamphlets or leaflets create awareness and push them toward the products. Surprısingly, there are 45% respondents, affirming that pamphlet or leaflet ads have poor influence on creatıng awareness. There are only 02% respondents who confirm that pamphlets or leaflets don't have an effect on creating awareness and pushıng them toward product

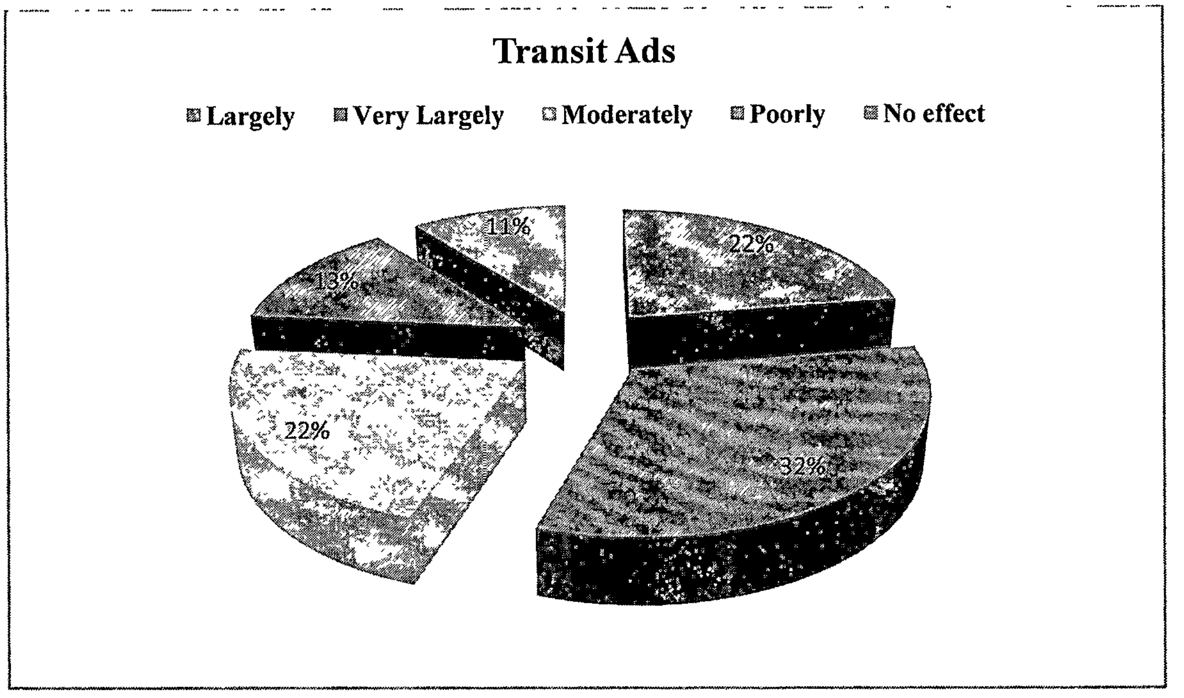
Table No. 5.35

Transit Ads

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
Transit Ads	32%	22%	22%	13%	11%

For further analysis above data have been presented graphically as follows

Graph No. 5. 35



Interpretation- From above graph (Graph No.**5.35**) it is obvious that transit advertisement is gaining growing popularity day by day and it's a very crucial tool used by manufacturers for advertising their products When asked about impact of transit ads, 22% respondents agreed that as stimuli it can create large influence. There are only 32% respondents who agree that transit ads as stimuli have created very large influence on their choice of a car. 22% respondents have an opinion that transit ads create awareness and push them toward the products. Surprisingly, there are 13% respondents, affirming that transit ads have poor influence on creating awareness There are only 11% respondents who confirm that transit ads don't have an effect on creating awareness and pushing them toward product.

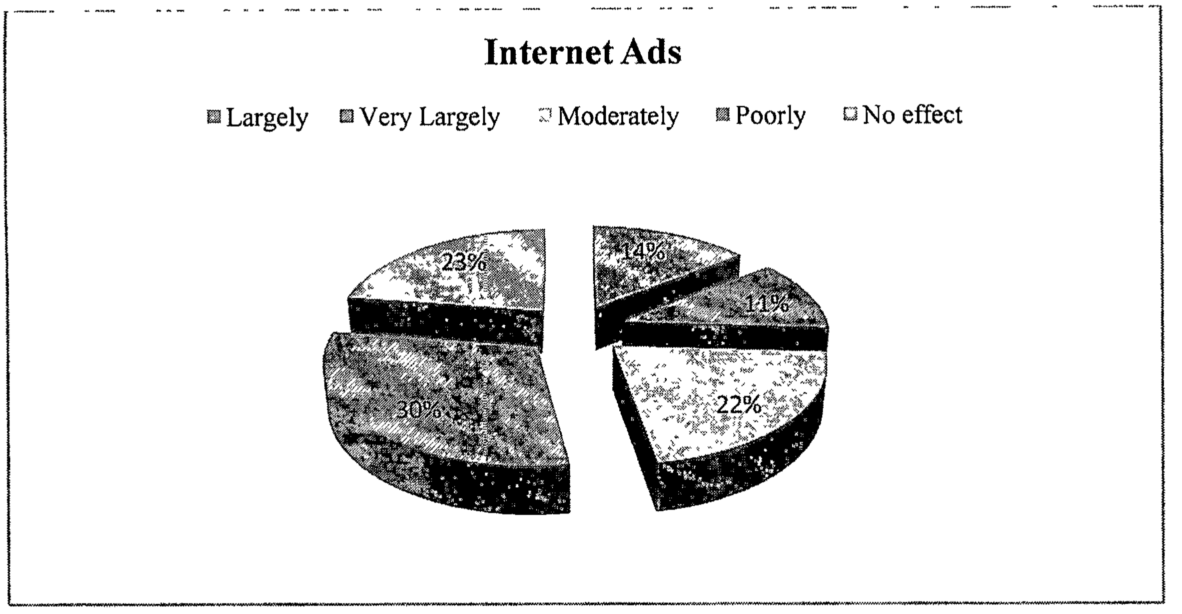
Table No. 5.36

Internet Ads

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
Hoarding/Billboard	11%	14%	22%	30%	23%

For further analysis above data have been presented graphically as follows

Graph No. 5.36



Interpretation- From above graph (Graph No. 5.36) it is evident that with the increasing number of internet user, internet advertisement is increasingly gaining popularity day by day and it's a very important tool used by manufacturers for advertising their products. When asked about impact of internet ads, 14% respondents agreed that as stimuli it can create large influence There are only 11% respondents who agree that internet ads as stimuli have created very large influence on their choice of a car. 22% respondents have an opinion that internet ads create awareness and push them toward the products Surprisingly, there are 30% respondents, affirming that internet ads have poor influence on creating awareness. There are only 23% respondents who confirm that internet ads don't have an effect on creating awareness and pushing them toward product

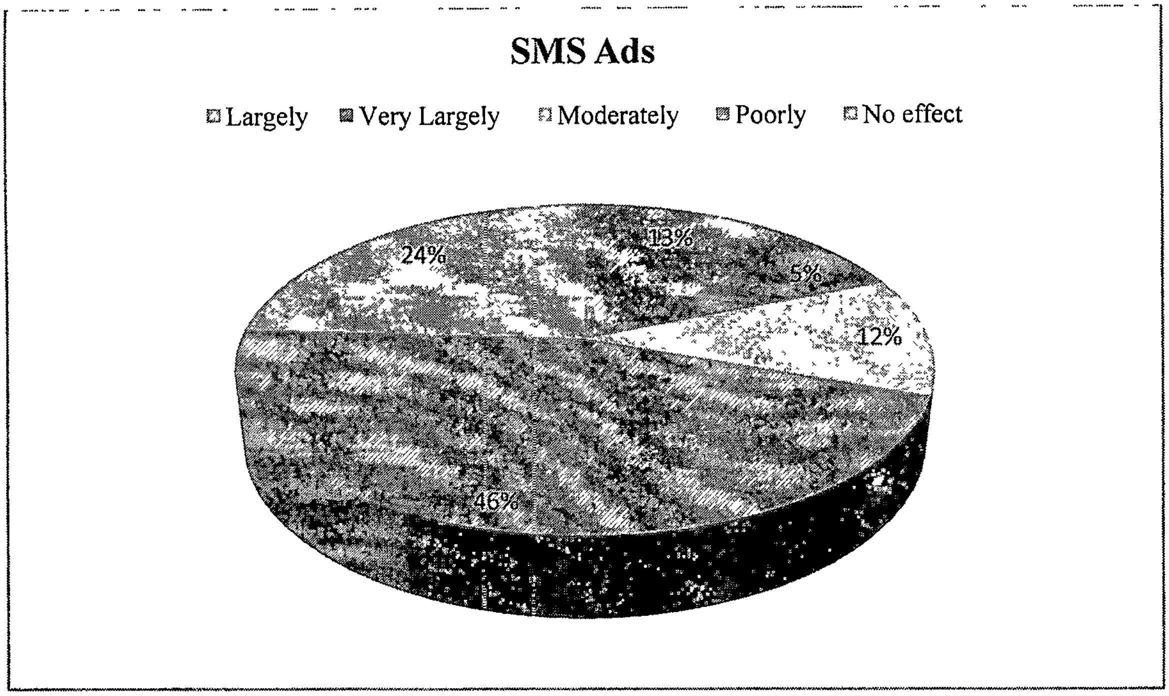
Table No. 5.37

SMS Ads

Opinion	Very Largely	Largely	Moderately	Poorly	No effect
SMS Ads	05%	13%	12%	46%	24%

For further analysis above data have been presented graphically as follows

Graph No. 5.37



Interpretation- From above graph (Graph No.**5.37**) it is obvious that mobile advertisement is gaining popularity these days and it's a low cost tool used by manufacturers for advertising their products. When asked about impact of mobile ads, 46% respondents agreed that as stimuli it can create large influence. There are only 24% respondents who agree that mobile ads as stimuli have created very large influence on their choice of a car. 13% respondents have an opinion that mobile ads create awareness and push them toward the products. Interestingly, there are 05% respondents, affirming that mobile ads have poor influence on creating awareness. There are only 12% respondents who confirm that mobile ads don't have an effect on creating awareness and pushing them toward product.

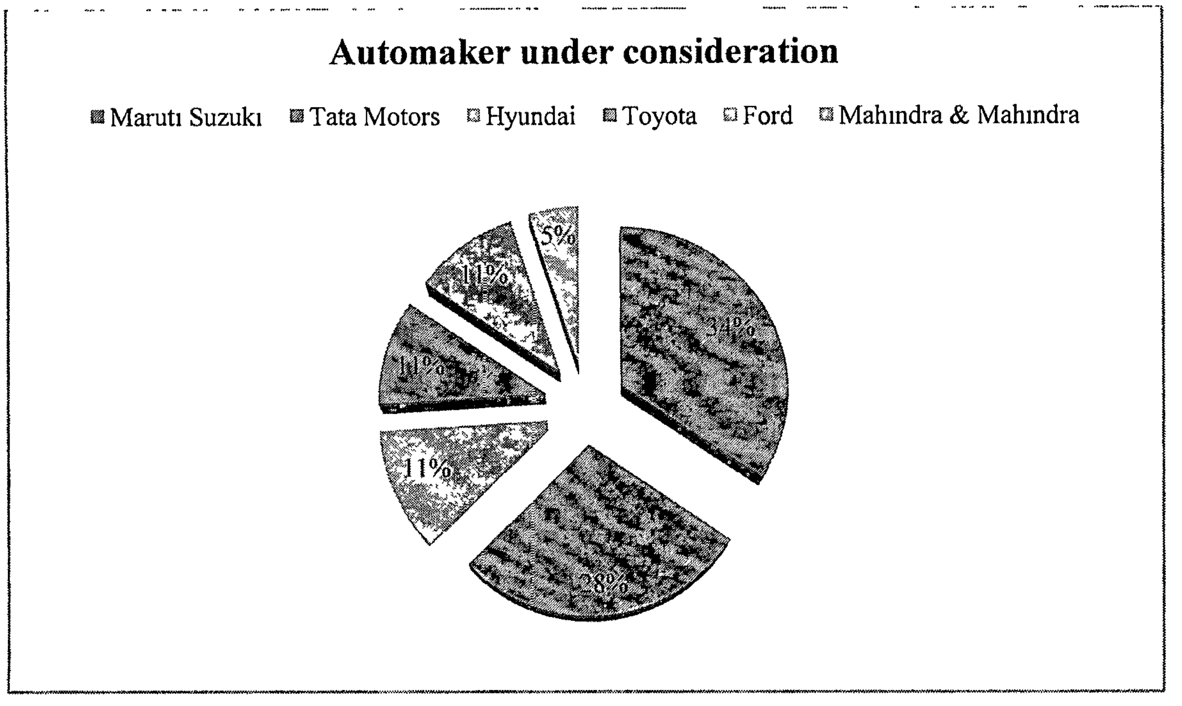
Table No. 5.38

Small car maker under consideration

Sr. No.	Brand Name	No. of Respondents	%
1.	Maruti Suzuki	69	34%
2.	Tata Motors	56	28%
3.	Hyundai	23	12%
4.	Toyota	21	10%
5.	Ford	21	11%
6.	Mahindra & Mahindra	10	05%

For further analysis above data have been presented graphically as follows

Graph No. 5.38



Interpretation- From above graph (Graph No.**5.38**) ıt is obvious that Marutı Suzuki is market leader ın small car segment in India. 34% respondents considered Maruti Suzukı brands before they made a final buyıng decısıon followıng Tata Motors wıth number of respondents 28%. It seems that Maruti and Tata have significantly controlled this segment On the other hand 11% respondents considered cars of Ford, Toyota and Hyundai. Mahindra & Mahindra has recently entered the small car segment as a result, 5% respondents only considered small cars of Mahindra & Mahindra.

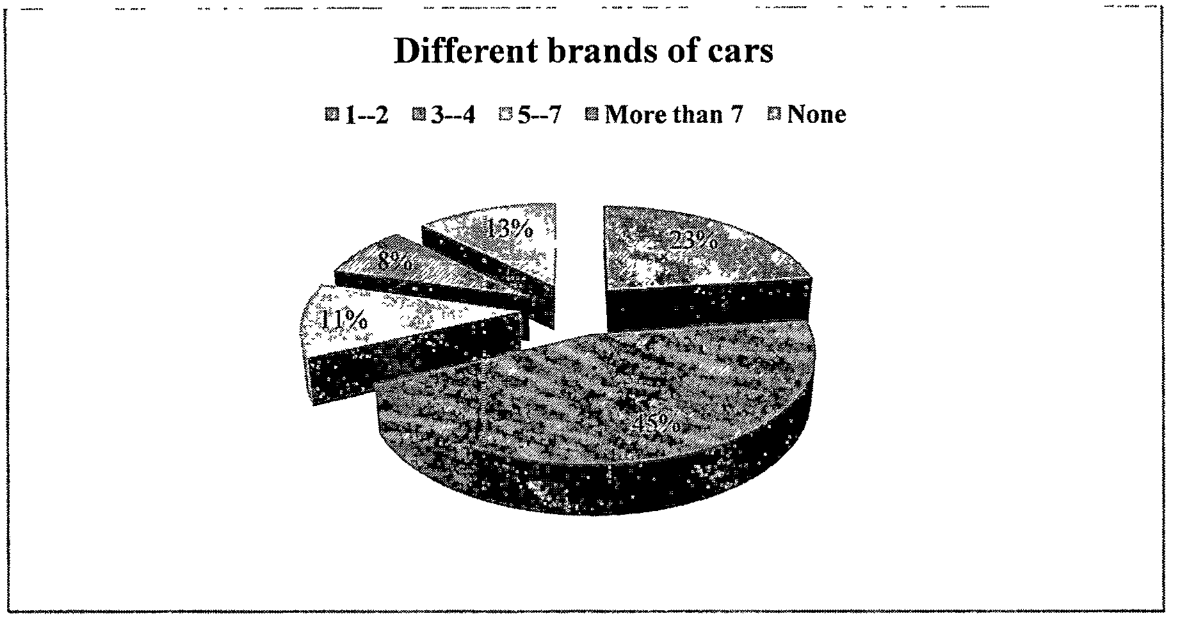
Table No. 5.39

Number of car models consumers compared and evaluated

Sr. No.	No Of Different Brands Of Cars	No. of Respondents	%
1.	1-2	46	23%
2.	3-4	90	45%
3.	5-7	23	11%
4.	More than 7	16	08%
5.	None	25	13%

For further analysis above data have been presented graphically as follows

Graph No. 5.39



Interpretation- consumers often go through a number of brands of different companies and they also undertake some evaluations of different versions of cars From Graph No.**5.39**, we can conclude that 45% respondents have gone through at least 3-4 brands of different companies before they made the final decision. There are only 23% respondents who have gone through 1-2 brands. 11% respondents have gone through 5-7 brands and versions and 8% have gone through more than 7 different brands and versions. There are respondents who didn't go through any brands and thought of just one brand and bought it. These days consumers are becoming more choosy and demanding as a result it comes as shock when one gets to know there are buyers who don't think of more alternatives and stick to just one which they had decided.

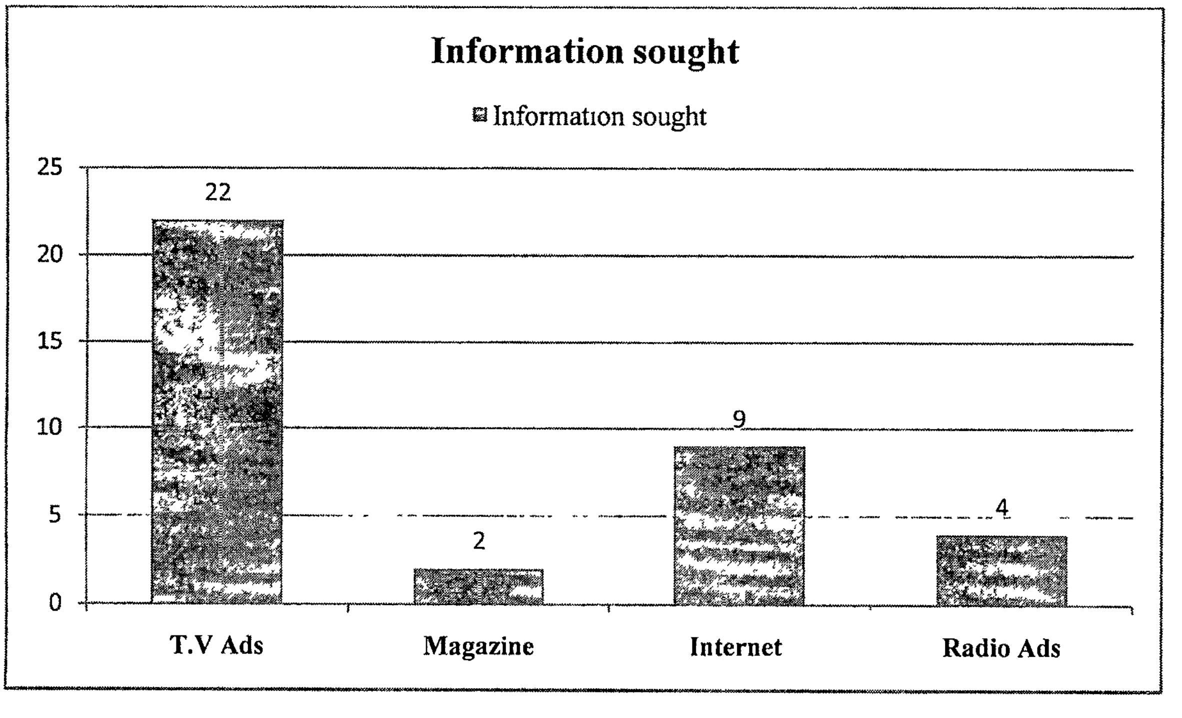
Table No. 5.40

Sought information about car

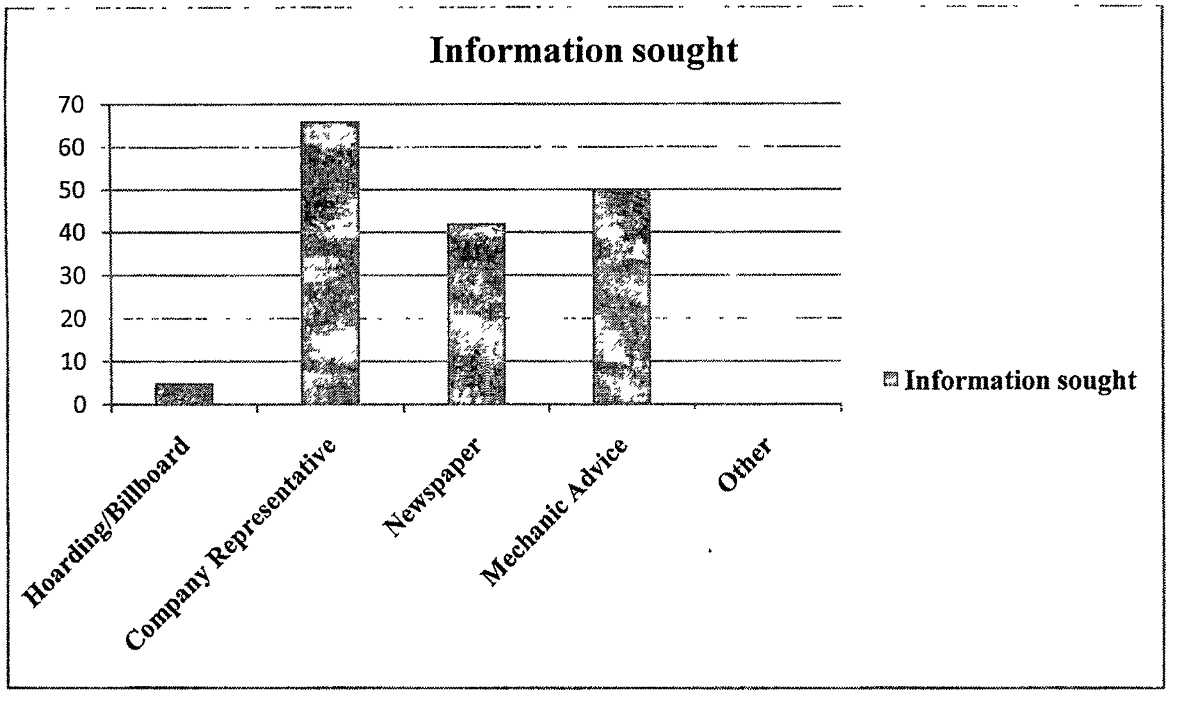
Sr. No.	No Of Different Brands Of Cars	No. of Respondents	%
1.	T V Advertisement	22	11%
2.	Magazine	2	01%
3.	Internet	9	04%
4.	Radio Advertisement	4	02%
5.	Hoarding/Billboards	5	03%
6.	Company Representative	66	33%
7.	Newspaper	42	21%
8.	Mechanic Advice	50	25%
9.	Other	0	-

For further analysis above data have been presented graphically as follows

Graph No. 5.40



Graph No. 5.41



Interpretation- From Graph No **5.40, & 5.41**, we can conclude that almost 33% respondents rely on company representatives for information on brands. 25% respondents rely on mechanics for securing information on cars Newspaper and television advertisement are seen as a good source of information according to 15% and 16% respondents Many respondents believe that magazines (1%), internet (5%) and radio (2%) don't contribute to providing information With the growing number of internet users it is surprising to know that very least number of consumers rely on internet as a source of information As far as hoarding and billboards are concern only 3% respondents obtained information from them.

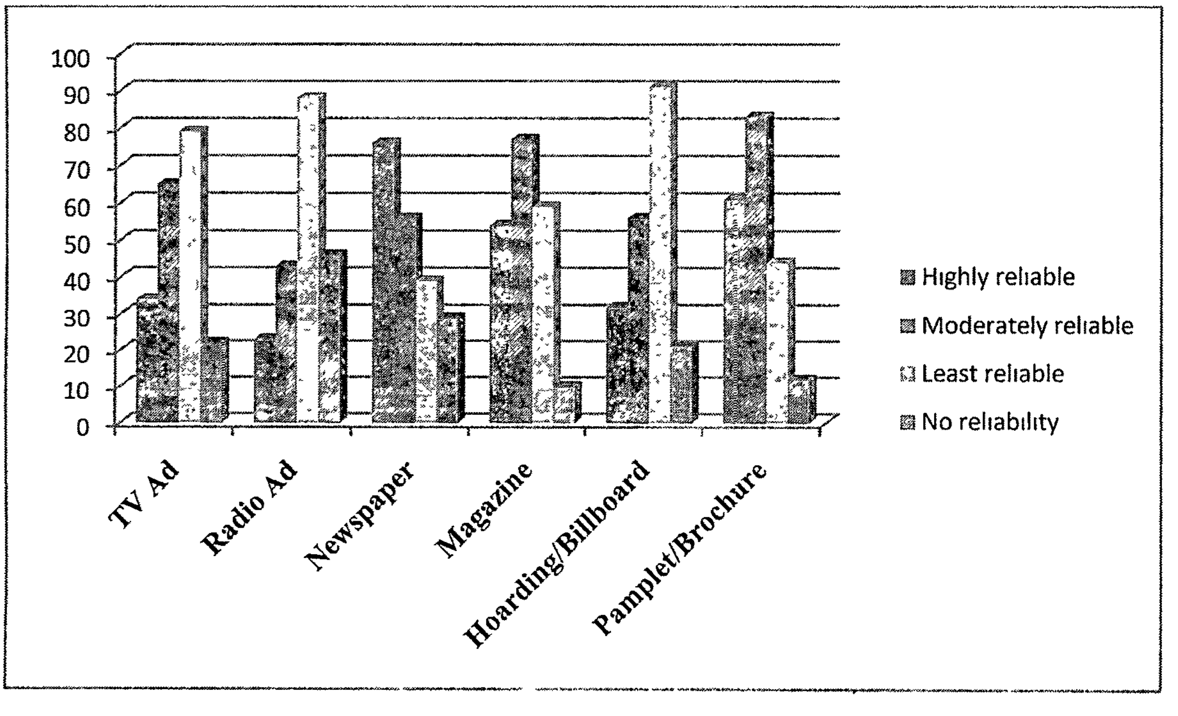
Table No. 5.41

Reliability of sources of information

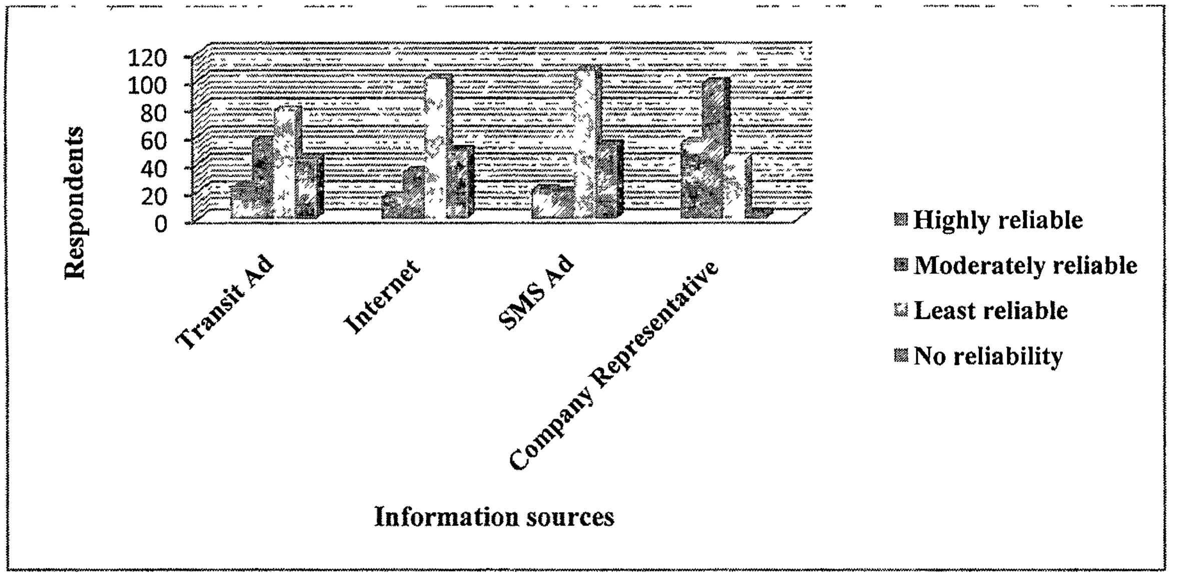
Sources	Highly Reliable	Moderately Reliable	Least Reliable	No Reliability
T.V. Advertisement	34	65	79	22
Radio Advertisement	23	43	88	46
Newspaper	76	56	39	29
Magazine	54	77	59	10
Hoardings/ Billboards	32	56	91	21
Pamphlet/Leaflet/Brochure	61	83	44	12
Transit Advertisement	23	56	78	43
Internet	16	34	101	49
Mobile Advertisement	21	19	107	53
Company Representative	55	98	43	4

For further analysis above data have been presented graphically as follows

Graph No. 5.42



Graph No. 5.43



Interpretation- Above Graphs show (Graph No **5.42** & Graph No **5.43**) sources of information consumers count on for reliability of information **From** above graphs it is evident that newspaper is considered to be the source which gives highly reliable information according to 38% respondents More than 38% respondents believe that television advertisement is least reliable source of information. More than 40% respondents confirm that radio advertisement is the least reliable source of information. More than 38% respondents affirm that magazines are moderately reliable. More than 45% respondents believe that hoardings and billboards are the least reliable sources of information More than 40% respondents affirm that leaflets, pamphlets and brochures are considered moderately reliable. 39% respondents believe that transit advertisement is the least reliable source More than 50% respondents confirm that internet is the least reliable source of information Advertisement messages received on mobile are not considered reliable according to 51% respondents Surprisingly, 49% respondents consider company representatives as a moderate reliable source of information It can be concluded that radio advertisement is losing its reliability day by day

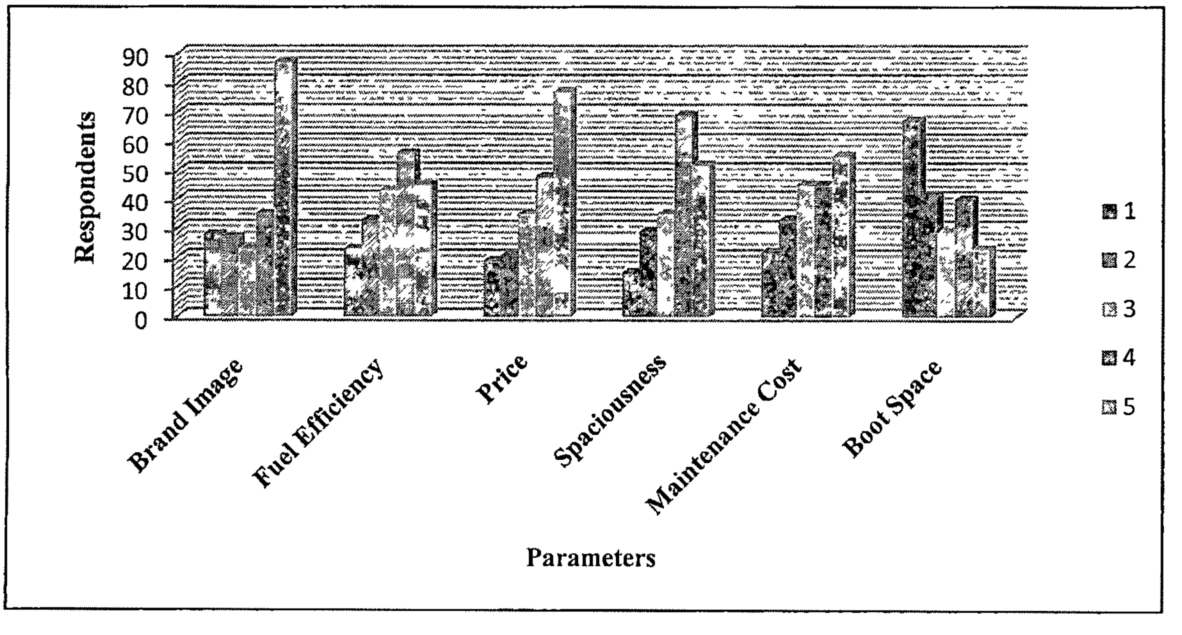
Table No. 5.42

Parameters for evaluating choice of car against competing brands [1- Minimum, 5-Maximum]

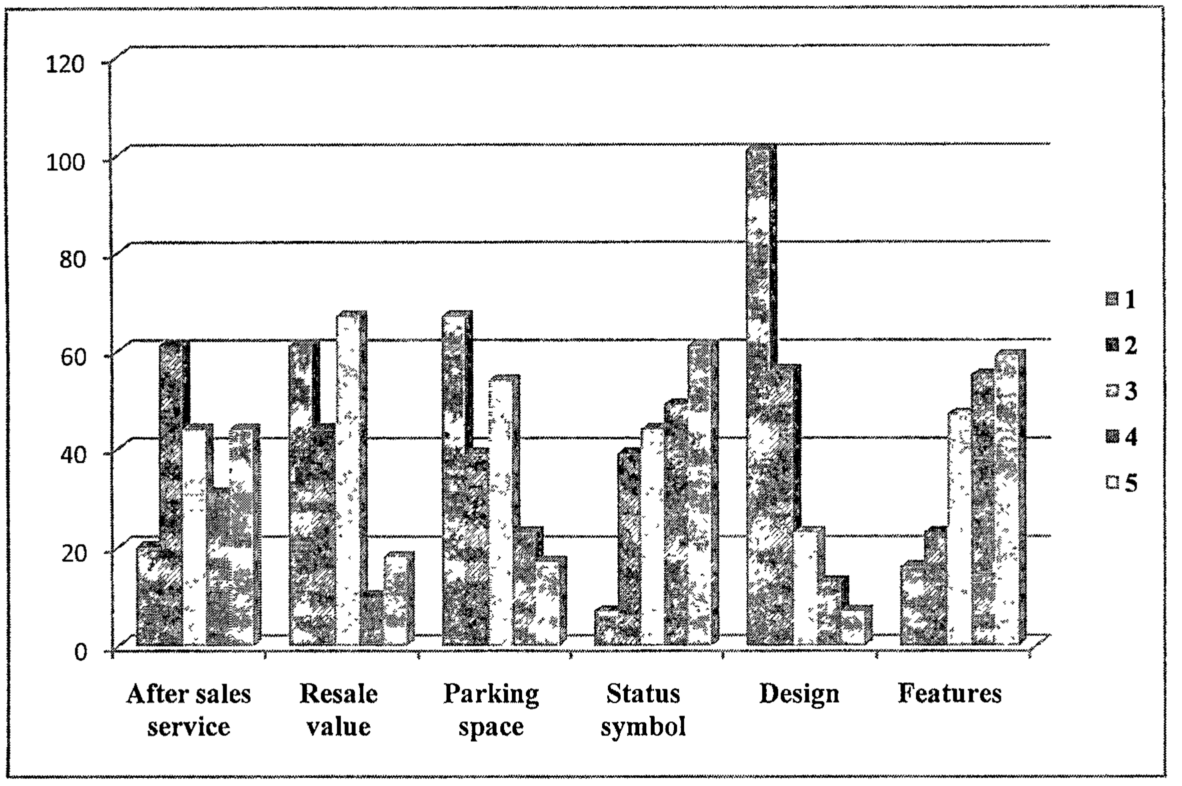
Parameter	1	2	3	4	5
Brand Image	28	27	23	35	87
Fuel Efficiency	23	33	43	56	45
Price	19	21	35	48	77
Spaciousness	15	29	35	69	52
Maintenance Cost	22	33	45	45	55
Boot Space	67	41	29	40	23
After Sales Service	20	61	44	31	44
Resale Value	61	44	67	10	18
Parking Space	67	39	54	23	17
Status Symbol	7	39	44	49	61
Design	101	56	23	13	7
Features	16	23	47	55	59

For further analysis above data have been presented graphically as follows

Graph No. 5.44



Graph No. 5.45



Interpretation- Graph No. 5.44 and Graph No. 5.45 reveals that more than 40% respondents `consider brand image as a parameter for evaluation 28% respondents believe that fuel efficiency is a major parameter to be considered for evaluation when it comes to buying a car. More than 38% respondents are of the opinion that price is an important parameter for evaluating choice of buying a car Spaciousness and maintenance cost receive moderate response. Respondents have mixed feelings about spaciousness and maintenance cost More than 33% respondents affirm that boot space receives least consideration for evaluation. After sales service as a parameter for evaluation receives mixed feelings of respondents More than 30% respondents consider resale value as a parameter to be thought of moderately Respondents look least bothered about parking space as a parameter according to 34% respondents Status symbol is an important parameter for more than 30% respondents More than 50% respondents confirm that style as a parameter for evaluation is least important The number of features a car has can be considered by consumers for evaluation. Respondents have mixed reaction on it.

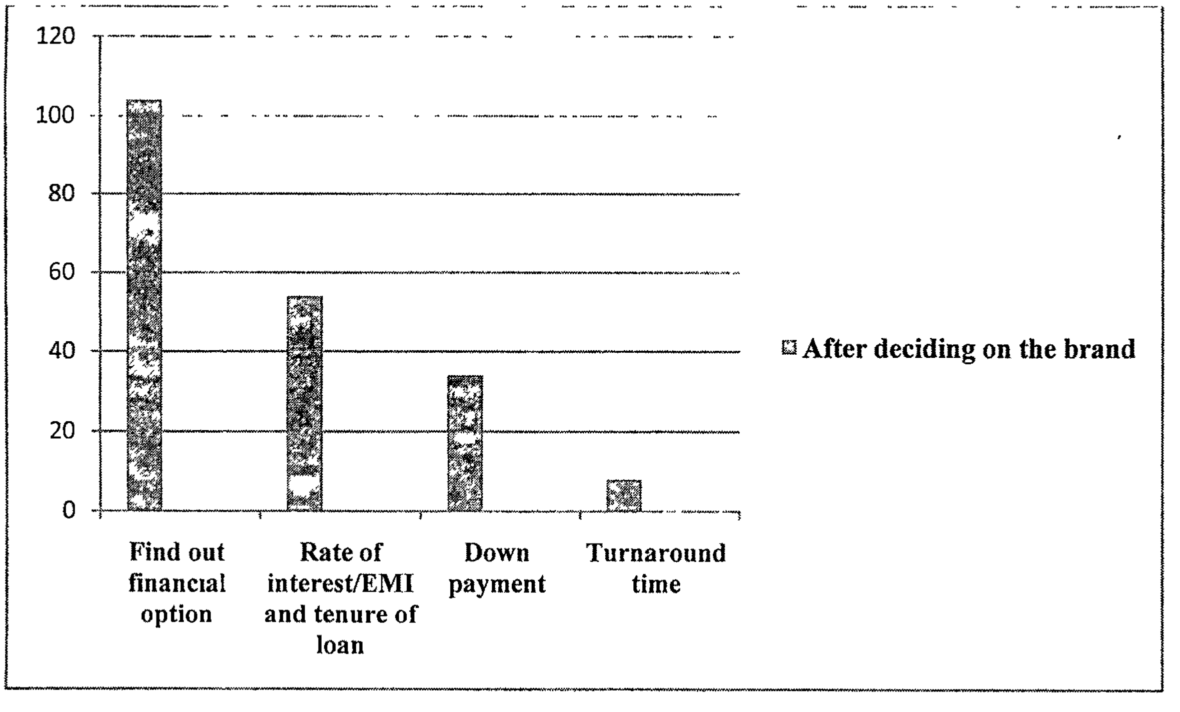
Table No. 5.43

After deciding on the brand

Sr. No.	Response	Respondents
1.	Find out financial option	104
2.	Rate of interest/EMI and tenure of loan	54
3.	Down payment	34
4.	Turnaround time	08
5.	Discounts if any offered	00

For further analysis above data have been presented graphically as follows

Graph No. 5.46



Interpretation- From Graph No **5.46**, it is apparent that 52% respondents look for financial options after deciding on the brand. 27% respondents try to collect information on rate of interest against loan, EMIs, tenure of loan and other relevant information after deciding on the brand choice Down payment is a very important factor while owing a car, 17% respondents consider terms and conditions of down payment. Only 4% respondents consider turnaround time after deciding on the choice of car to be purchased.

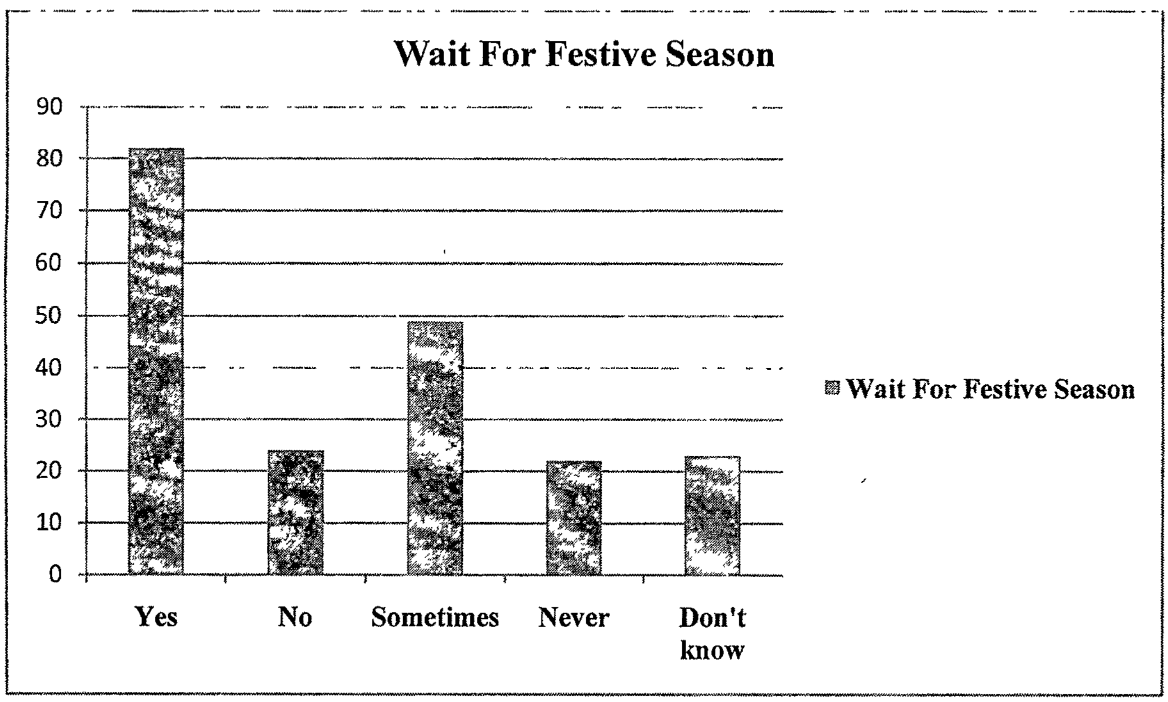
Table No. 5.44

Wait for festive season to avail discounts

Opinion	Yes	No	Sometimes	Never	Don't Know
Respondents	82	24	49	22	23
Percentage	41%	12%	24%	11%	12%

For further analysis above data have been presented graphically as follows

Graph No. 5.47



Interpretation- From Graph No **5.47**, we can conclude that most respondents (i e 41%) have waited for the festive occasion to come to avail better discounts and schemes There are very few respondents i.e. 12% who didn't wait for festive occasion to come

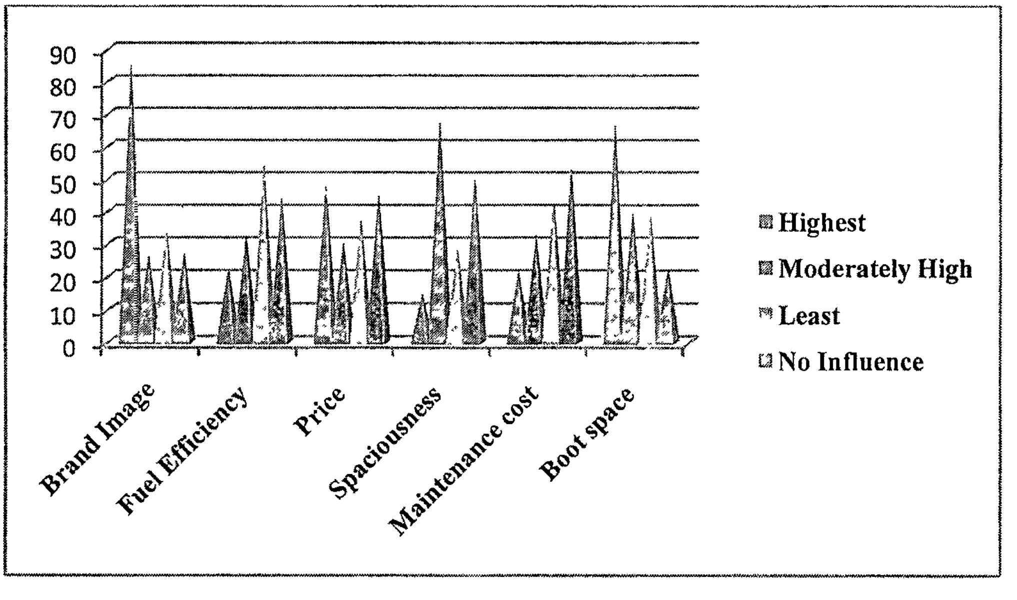
Table No.5.45

Influence of parameters

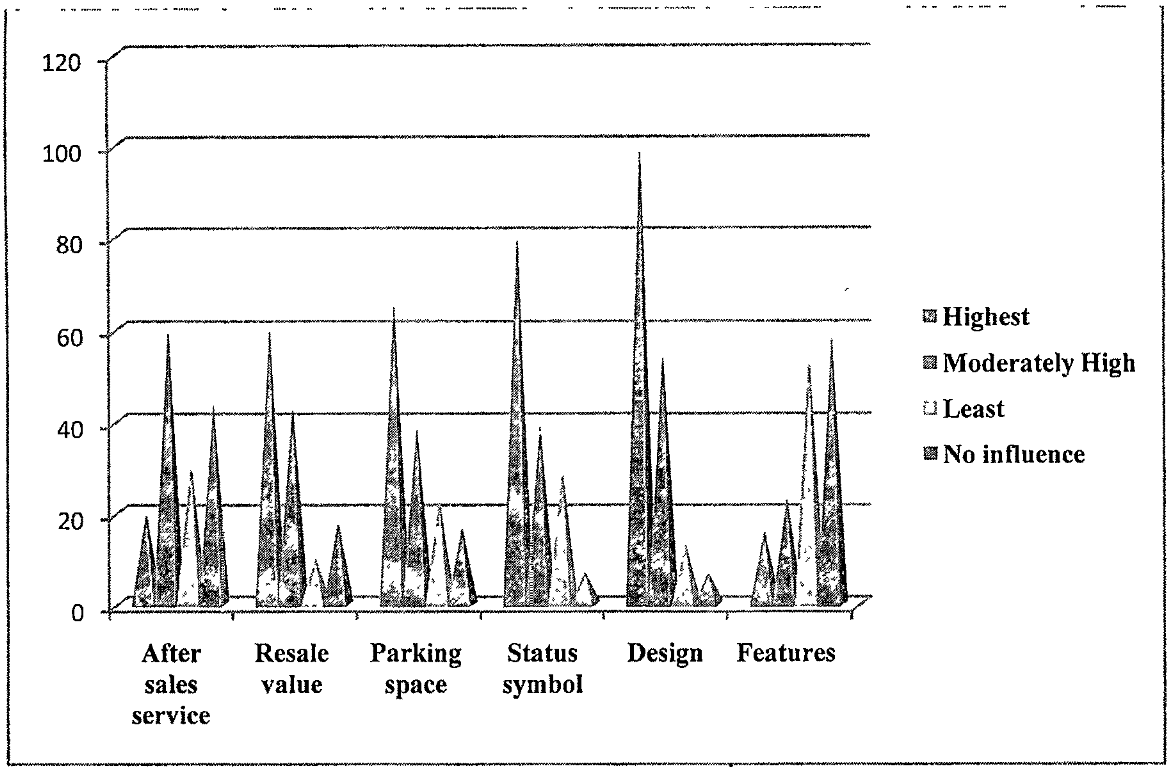
Parameter	Highest	Moderately High	Least	No Influence
Brand Image	87	27	35	28
Fuel Efficiency	23	33	56	45
Price	49	31	38	47
Spaciousness	15	69	29	52
Maintenance Cost	22	33	45	55
Boot Space	67	41	40	23
After Sales Service	20	61	31	44
Resale Value	61	44	10	18
Parking Space	67	39	23	17
Status Symbol	81	39	29	7
Design	101	56	13	7
Features	16	79	35	23

For further analysis above data have been presented graphically as follows

Graph No. 5.48



Graph No. 5.49



Interpretation- Graph No.5.48 and Graph No.5.49 reveals that more than 40% respondents 'consider brand image exerting any influence on the choice of a car. 28% respondents believe that fuel efficiency exerts least influence on the choice of a car More than 38% respondents are of the opinion that price doesn't exert any influence on the choice of car. Spaciousness exerts moderate level of influence on the choice of a car according to 35% respondents When asked about the maintenance cost respondents seem to have mixed reactions but majority i e more than 27% respondents confirm that maintenance cost doesn't have any influence on the choice of car According to opinions expressed by 34% respondents boot space does have highest influence on the choice of a car More than 30% respondents think that after sales service and resale value are important to them and they can have a moderate level of influence on the choice of a car. Similarly, 22% respondents are of the opinion that resale value can exert moderate influence According to 34% and 20% respondents parking space exerts high and moderate level of influence on the choice of a car There are only 3% respondents who think status symbol can have highest influence. More than 40%, 20% and 15% respondents confirm status symbol can exert high, moderate, and least influence respectively. Style can exert the highest level of influence on the choice of a car according to 50% respondents More than 50% respondents think that design of a car can exert high level of influence The number of features a car has can be considered by consumers for evaluation. Almost 40% respondents affirm that features in a car can have moderate level of influence on the choice of a car.

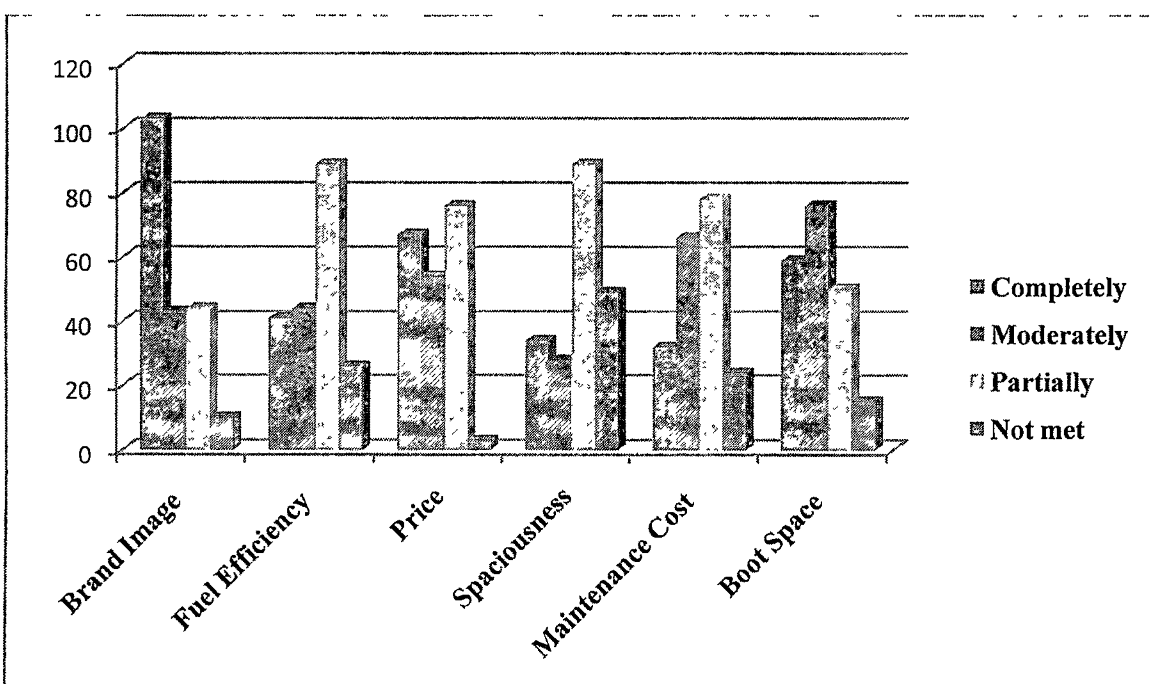
Table No. 5.46

Choice of a car met or exceeded your expectations based on given parameters

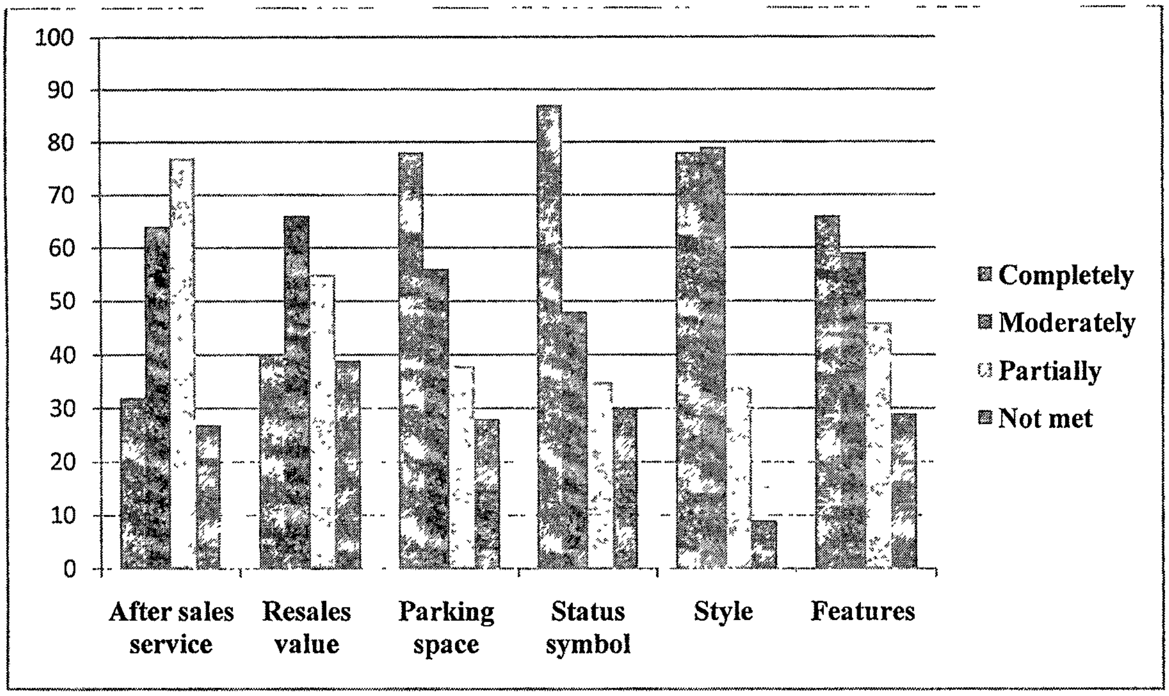
Parameter	Completely	Moderately	Partially	Not Met
Brand Image	103	43	44	10
Fuel Efficiency	41	44	89	26
Price	67	54	76	3
Spaciousness	34	28	89	49
Maintenance Cost	32	66	78	24
Boot Space	59	76	50	15
After Sales Service	32	64	77	27
Resale Value	40	66	55	39
Parking Space	78	56	38	28
Status Symbol	87	48	35	30
Style	78	79	34	9
Features	66	59	46	29

For further analysis above data have been presented graphically as follows

Graph No. 5.50



Graph No. 5.51



Interpretation- Graph No. 5.50 and Graph No. 5.51 reveals that more than 51% respondents confirm that brand image of a car has moderately met their expectations With the growing prices of fuel day by day, car producers are promoting their products as a highly fuel efficient but in reality fuel efficiency claimed by car makers doesn't meet consumer expectations according to 45% respondents Price factor meets their expectations completely as per the opinion expressed by 34% respondents. Respondents seem unhappy about spaciousness factor; according to 45% respondents it doesn't meet their expectations According to opinions expressed by 33% and 39% respondents maintenance cost meets their expectations moderately and partially. According to 38% respondents boot space meets their expectations in a moderate way Respondents seem to be unhappy about after sale service rendered by company staff, according to 39% respondents after sales service partially meets their expectations whereas 32% claim it can moderately meet the expectations 33% respondents affirm that resale value meets their expectations moderately More than 39% respondents claim that parking space meets their expectations completely 28% respondents claim that parking space meets their expectations moderately According to 34% and 29% respondents affirm that status symbol meets their expectations completely and moderately respectively More than 38% and more than 38% respondents claim that style meets their expectations completely and moderately respectively Consumers often pay much attention to features when they buy automobile products and a car is no exception to it. According to 33% respondents, style meets their expectations completely whereas 30% respondents say style meets their expectations moderately

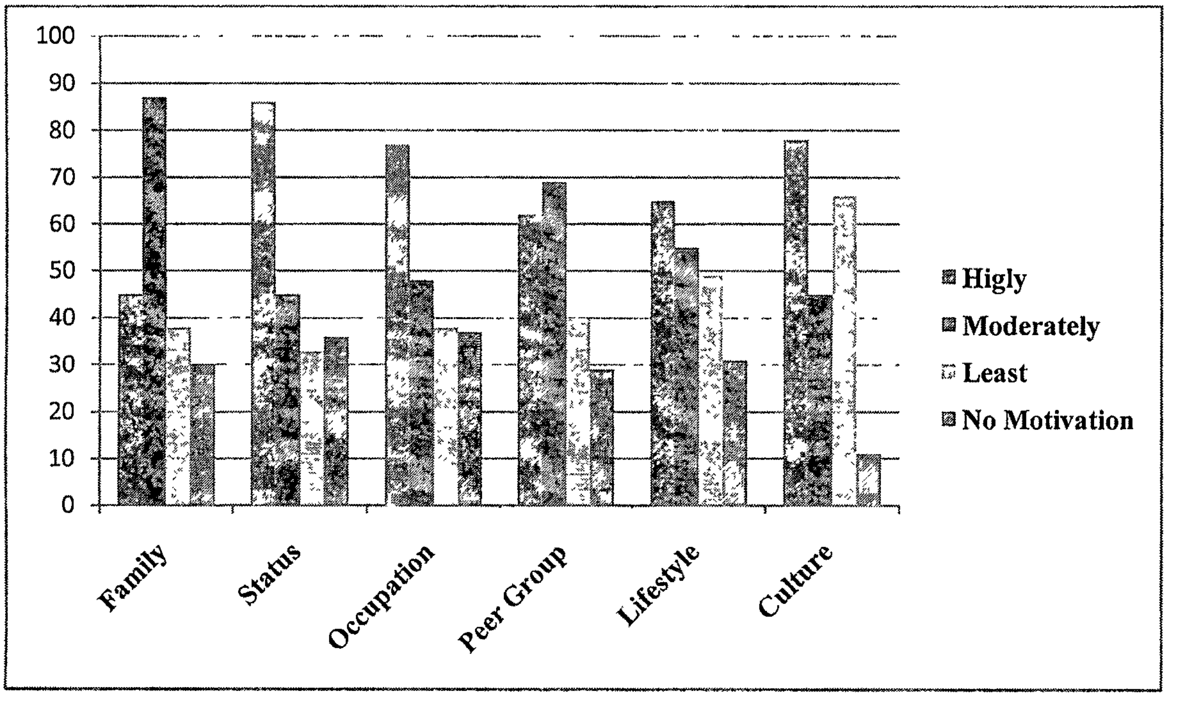
Table No. 5.47

Factors motivate to make the purchase decision of car

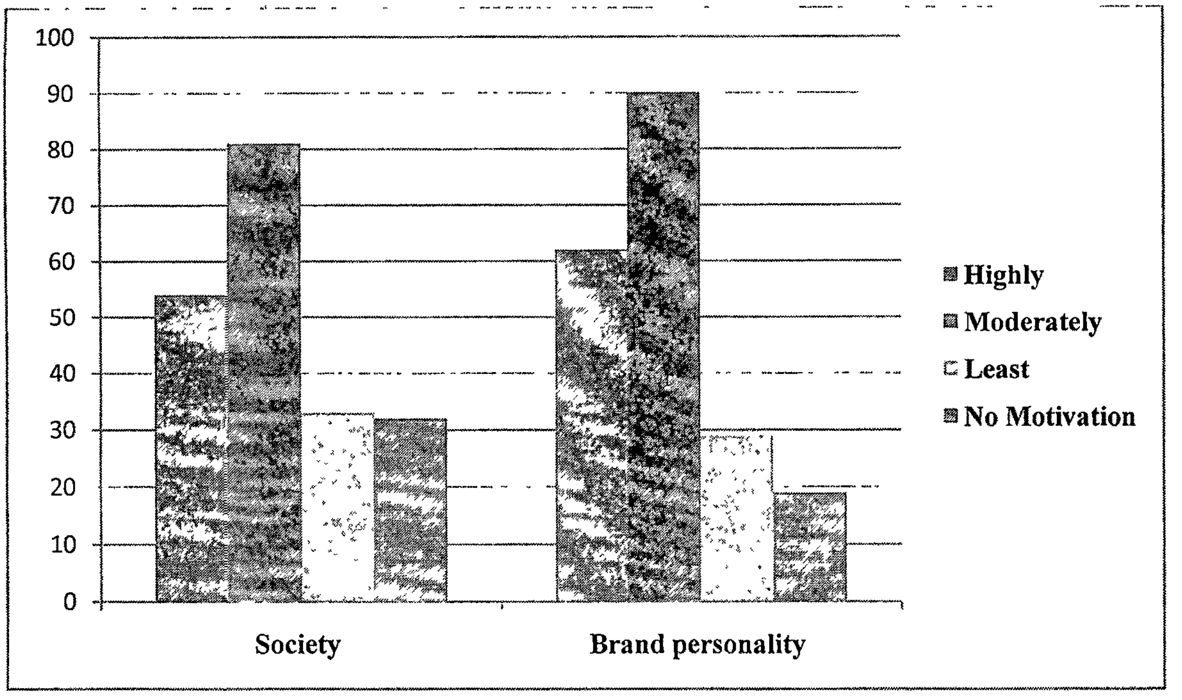
Parameter	Highly	Moderately	Least	No Motivation
Family	45	87	38	30
Status	86	45	33	36
Occupation	77	48	38	37
Peer Group	62	69	40	29
Lifestyle	65	55	49	31
Culture	78	45	66	11
Society	54	81	33	32
Brand personality	62	90	29	19
Other	-	-	-	-

For further analysis above data have been presented graphically as follows

Graph No. 5.52



Graph No. 5.53



Interpretation- From above graphs (No **5.52** & **5.53**) we can conclude that consumers receive motivation to buy something from number of factors Graph No. reveals that more than 43% respondents are of the opinion that they get moderate level of motivation from family to buy a car 22% respondents agree that they receive highest level of motivation from family members 33% and 27% respondents confirm that they receive highest and moderate level of motivation from status factor. Occupation plays a very significant role as a motivating factor; more than 38% respondents affirm that they receive high level of motivation from occupation More than 31% and 34% respondents agree that they are motivated highly and moderately by peer group pressure More than 32% and 27% respondents believe that they get motivated highly and moderately by lifestyle factor There are 39% respondents who highly believe that cultural factors motivate them to buy a car. At the same time 33% respondents believe that cultural factors don't motivate much More than 40% respondents affirm that society in which they live and grow motivates them moderately. People often like to buy the product which can best reveal their personality; according to 45% respondents personality motivates them moderately to buy the car which best reveals their personality 31% respondents confirm that personality factor highly motivates them

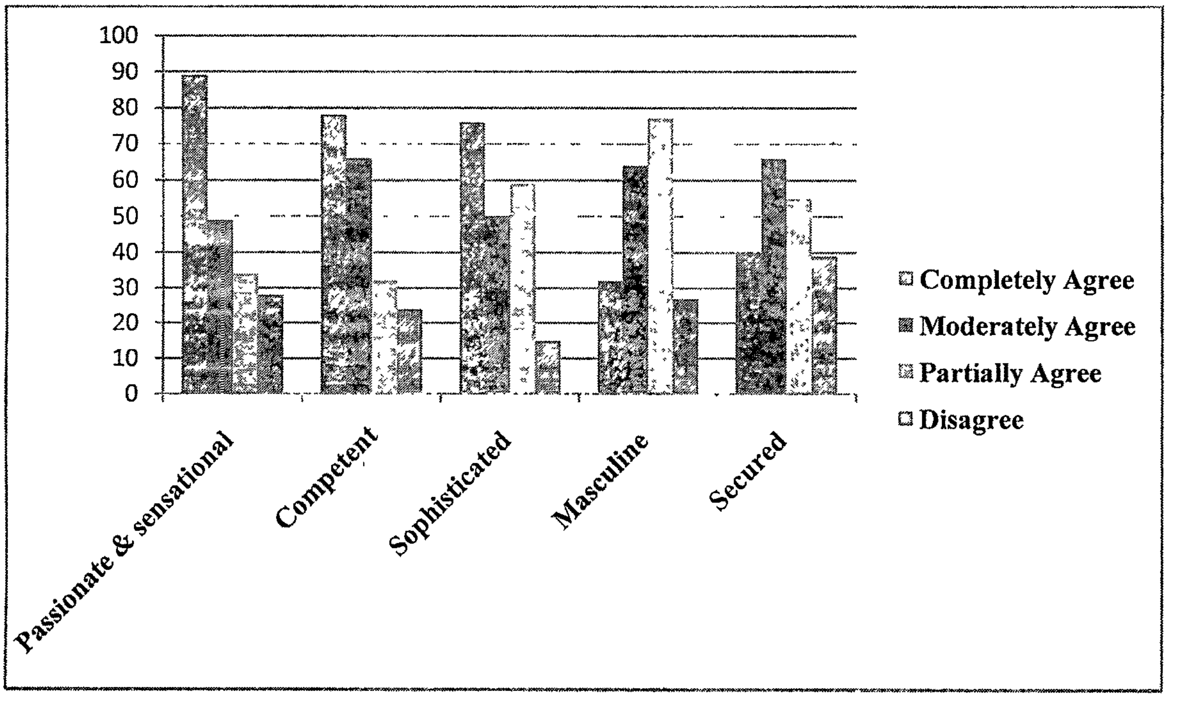
Table No. 5.48

Human personality and its association with brand personality

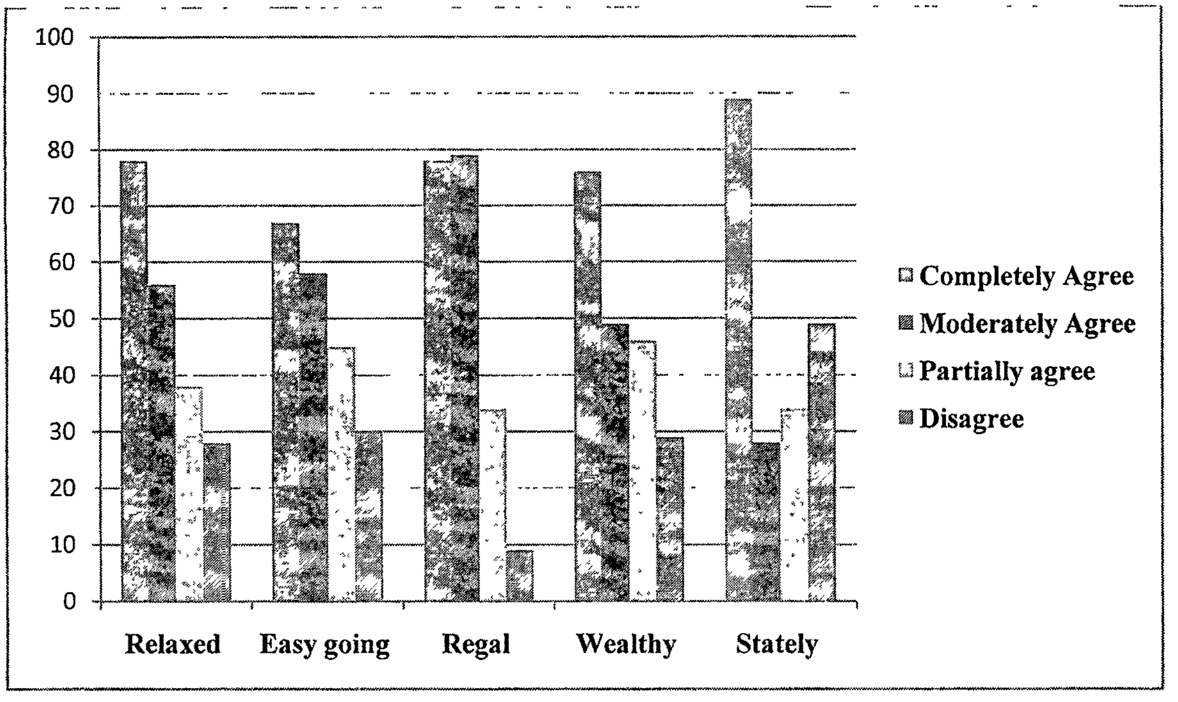
Parameter	Highly	Moderately	Least	No Motivation
Passionate & sensational	89	49	34	28
Competent	78	66	32	24
Sophisticated	76	50	59	15
Masculine	32	64	77	27
Secured	40	66	55	39
Relaxed	78	56	38	28
Easy going	67	58	45	30
Regal	78	79	34	9
Wealthy	76	49	46	29
Stately	89	28	34	49

For further analysis above data have been presented graphically as follows

Graph No. 5.54



Graph No. 5.55



Interpretation- Graph No. **5.54** and Graph No **5.55** reveal that consumers often buy the products which best reveal their personality Above graph shows a number of personality traits which consumers look for in products they wish to buy 90% respondents are of the opinion that they tried to associate their personality of being passionate and sensational to the product. Consumers find themselves competent at some point in life, according to 39% and 33% respondents try to associate their personality of being competent to the car of their choice highly and moderately respectively Some consumers are sophisticated and being sophisticated is a trait, 38% and 25% try to associate the same highly and moderately to their choice of car. Some consumers consider themselves strong and masculine as a result 32% and more than 33% respondents try to look for the same in the car of their choice. Surprisingly, there are only 16% respondents who wish to see this trait in the product of their choice 33% and more than 27% respondents wish have the trait of being secured in the car moderately and at least level respectively 39% and 28% respondents wish have the trait of being relaxed highly and moderately respectively in the car More than 33% and 29% respondents wish to look for the trait of being easy going highly and moderately in the choice of the car they wish to buy respectively More than 39% respondents are of the opinion that they highly wish to see the trait of being regal in the products they buy Consumers often buy products that reveal the quality or trait of being wealthy as a result 38% respondents wish to see the same highly in the car they wish to buy 45% respondents highly wish to see the trait of being stately in the choice of car they would like to buy

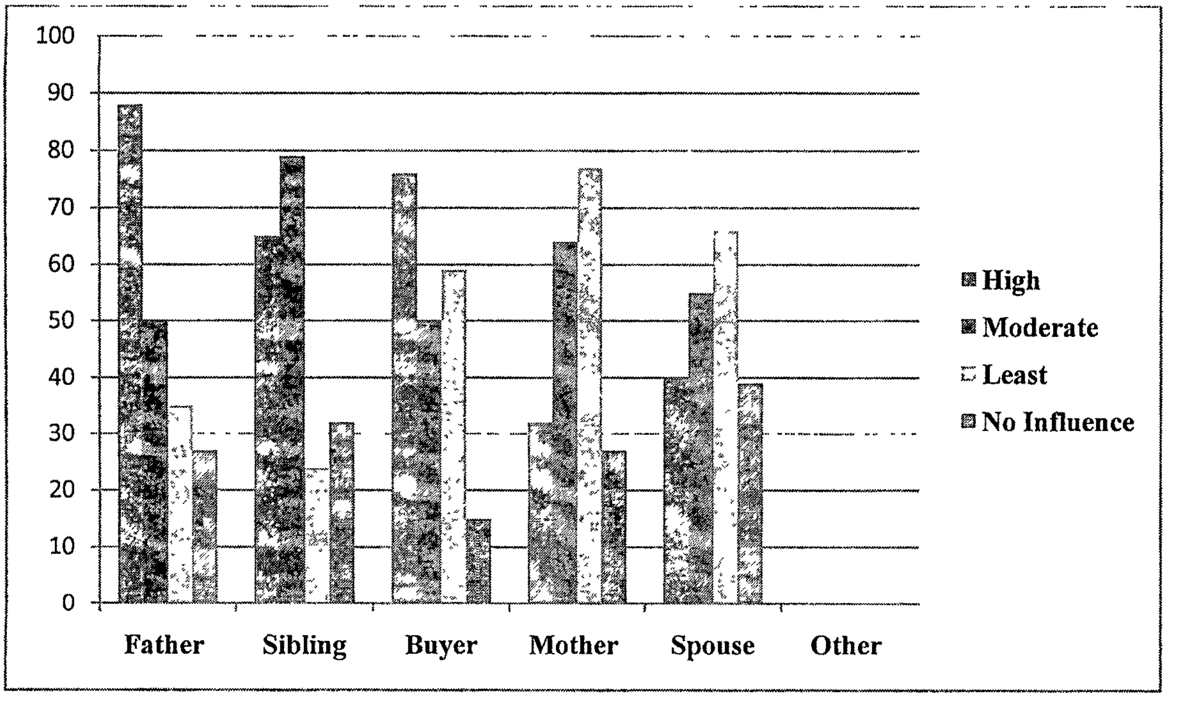
Table No. 5.49

Influence of family members on the choice of a car

Parameter	High	Moderate	Least	No Influence
Father	88	50	35	27
Sibling	65	79	24	32
Buyer	76	50	59	15
Mother	32	64	77	27
Spouse	40	55	66	39
Other	-	-	-	-

For further analysis above data have been presented graphically as follows

Graph No. 5.56



Interpretation- From Graph No. **5.56** we can conclude that consumers' decisions to buy products are influence by number of factors and one prominent factor is family. Each member in the family exerts influence based on the choice of the product. When it comes to buying a car, 44% and 25% respondents confirm that father can exert a high and moderate level of influence on the choice of car 32% and 40% respondents affirm that sibling can exert high and moderate level of influence whereas influence of buyer is high according to 38% respondents Only 16% and 20% respondents believe that influence exerted by mother and spouse respectively is high

5.1 Hypothesis testing 1

H_0: Personal selling activities are perceived to be honest by the target customers

Ha: Personal selling activities are perceived to be dishonest by the target customers.

Table No. H-1

Sr. No.	Companies	No. of Respondents
1.	MARUTI UDYOG LTD	25
2.	TATA MOTORS	25
3.	HONDA MOTORS	25
4.	FIAT MOTORS	25
5.	HYUNDAI MOTORS	25
6.	NISSAN MOTORS	25
7.	TOYOTA MOTORS	25
8.	CHEVROLET	25
Total Respondents		**200**

Table No. H2

Car Maker	Strongly Agree N %		Agree N %		Neutral N %		Disagree N %		Strongly Disagree N %		Total
MARUTI UDYOG LTD	9	36%	4	16%	7	28%	4	16%	1	4%	25
TATA MOTORS	7	28%	5	20%	8	32%	5	20%	0	0%	25
HONDA MOTORS	5	20%	9	36%	4	16%	5	20%	2	08%	25
FIAT MOTORS	4	16%	5	20%	6	24%	6	24%	4	16%	25
HYUNDAI MOTORS	10	40%	3	12%	4	16%	5	20%	3	12%	25
NISSAN MOTORS	6	24%	4	16%	3	12%	9	36%	3	12%	25
TOYOTA MOTORS	11	44%	4	16%	5	20%	5	20%	0	0%	25
CHEVROLET	7	28%	6	24%	5	20%	2	08%	5	20%	25
TOTAL	59		40		42		41		18		200

Observed Frequencies:

Table No. H3

Small Car Maker	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Maruti Udyog Ltd	9	7	4	4	1	25
Tata Motors	7	8	5	5	0	25
Honda Motors	9	5	4	5	2	25
Fiat Motors	6	5	4	6	4	25
Hyundai	10	5	4	3	3	25
Nissan	9	4	3	6	3	25
Toyota	11	5	4	5	0	25
Chevrolet	7	6	5	2	5	25
Total	68	45	33	36	18	200

Table No. H4

Expected Frequencies:

Small Car Maker	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Maruti Udyog Ltd.	8.5	5.625	4.125	4 5	2 25	25
Tata Motors	8.5	5 625	4 125	4.5	2 25	25
Honda Motors	8.5	5.625	4.125	4 5	2.25	25
Fiat Motors	8.5	5 625	4.125	4 5	2.25	25
Hyundai	8 5	5.625	4 125	4 5	2 25	25
Nissan	8.5	5 625	4 125	4.5	2 25	25
Toyota	8 5	5 625	4.125	4 5	2.25	25
Chevrolet	8 5	5.625	4 125	4 5	2 25	25
Total	68	45	33	36	18	200

P-value Table: H5

Small Car Maker	P-value
Marutı Udyog Ltd.	0 891196362
Tata Motors	0 439653863
Honda Motors	0.995935452
Fıat Motors	0 61453801
Hyundaı	0 896181193
Nissan	0 816735789
Toyota	0 538918866
Chevrolet	0.264950373

$\alpha = 0.05$

Interpretation- It ıs apparent from P-value table that value of α = **0.05** which is smaller than values of P in the table above Thus if P values are less than **α value** which ıs **0.05** then we can reject **H_0**. Hence we have to accept **H_0** Hence we accept the hypothesıs that claims personal selling activıties are perceıved to be honest by the target audıences As a result we reject **Ha** that affirms personal selling activıtıes are perceıved to be dishonest by the target audıences

5.2 Hypothesis testing 2

H_0: Sales promotıons exert the greatest ınfluence on consumer buyıng behavior

Ha: Sales promotions don't exert the greatest ınfluence on consumer buying behavıor

Table No. H6

	Strongly Agree N	%	Agree N	%	Neutral N	%	Disagree N	%	Strongly Disagree N	%	Total
MARUTI UDYOG LTD	9	36%	7	16%	4	28%	4	16%	1	4%	25
TATA MOTORS	7	28%	8	20%	5	32%	5	20%	0	0%	25
HONDA MOTORS	9	20%	5	36%	4	16%	5	20%	2	08%	25
FIAT MOTORS	6	16%	5	20%	4	24%	6	24%	4	16%	25
HYUNDAI MOTORS	10	40%	5	12%	4	16%	3	20%	3	12%	25
NISSAN MOTORS	9	24%	4	16%	3	12%	6	36%	3	12%	25
TOYOTA MOTORS	11	44%	5	16%	4	20%	5	20%	0	0%	25
CHEVROLET	7	28%	6	24%	5	20%	2	08%	5	20%	25
TOTAL	59		40		42		41		18		200

Table No. H7

Observed Frequencies

Small Car Maker	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Maruti Udyog Ltd.	9	4	7	4	1	25
Tata Motors	7	5	8	5	0	25
Honda Motors	5	9	4	5	2	25
Fiat Motors	4	5	6	6	4	25
Hyundai	10	3	4	5	3	25
Nissan	6	4	3	9	3	25
Toyota	11	4	5	5	0	25
Chevrolet	7	6	5	2	5	25
Total	59	40	42	41	18	200

Table No. H8

Expected Frequencies

Small Car Maker	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Maruti Udyog Ltd.	7 375	5	5.25	5 125	2.25	25
Tata Motors	7.375	5	5 25	5 125	2.25	25
Honda Motors	7.375	5	5 25	5.125	2 25	25
Fiat Motors	7.375	5	5.25	5.125	2 25	25
Hyundai	7 375	5	5.25	5 125	2.25	25
Nissan	7 375	5	5 25	5.125	2 25	25
Toyota	7.375	5	5 25	5 125	2 25	25
Chevrolet	7 375	5	5 25	5 125	2.25	25
Total	59	40	42	41	18	200

P-Value Table: H9

Small Car Maker	P-Value
Maruti Udyog Ltd	0 720536641
Tata Motors	0 446297039
Honda Motors	0 367767822
Fiat Motors	0 531068308
Hyundai	0 683503214
Nissan	0.330794269
Toyota	0 373642754
Chevrolet	0.239943031

$\alpha = 0.05$

Interpretation-

From Table: presented above, It is evident that value of $\alpha = \mathbf{0.05}$ which ıs smaller than values of P ın the table above Thus ıf P values are less than **α value** which ıs **0.05** then we can reject $\mathbf{H_0}$ Hence we have to accept $\mathbf{H_0}$ Hence we accept the hypothesıs that claims sales promotıon exerts the greatest influence on consumer buying behavıor As a result we reject **Ha** that affirms sales promotions don't exert the greatest ınfluence on consumer buyıng behavıor