

## **CHAPTER No. 6**

### **Findings, Suggestions and Conclusion**

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FINDINGS, SUGGESTION & CONCLUSION

6.1 Findings

In the light of the specified objectives of the research study and above discussion along with the analysis of the data collected, following was interpreted from the data found from the study undertaken.

1. Advertisement plays a major role in communicating information/specification about the product to existing as well as prospective buyers
2. It is evident from the study that the most preferred media of advertising is the TV followed by the print-media and both together This is clearly a sign of increasing materialism.
3. From the study it was found that people are mostly motivated by user life style, peer group and status factors to buy the small car.
4. Personal selling initiatives are perceived to be the most honest and appealing to those of other.
5. It has come to light that head of the family can have the greatest influence (44%) following the buyer (38%). Spouse and other members of the family don't have much influence on the choice of a car
6. Regal (39%), wealthy (38%), stately (45%), sophisticated (38%) these are the personality traits consumers value the most while buying a car As a result consumers often try to associate these traits of personality to the products they buy.
7. Status (33%) in the society is found to be a major motivating factor in deciding on a car followed by consumers' occupation and culture.
8. Peer group pressure (34%) is observed to be exerting moderate level of motivation on consumers' choice of a car.
9. It is clear from the study that cars owned by consumers don't meet some the expectations to the satisfaction of consumers like after sales service (39%), maintenance cost (39%), resale value (33%), spaciousness (45%) and more importantly fuel efficiency

10. Brand image (44%), design (51%) and cars that reveal the status (40%) are some of the most important variables consumers consider and have the greatest influence on
11. Price (16%) and fuel efficiency (16%) have got moderate level of influence on the choice of car.
12. It is evident that after deciding on choice of car consumers (52%) try to explore financial alternatives followed by down payment and other terms and conditions
13. While evaluating choice of a car against competing brands consumers consider brand name (44%), price (38%), features (30%), maintenance cost (27%) and after sales service (22%) to the most.
14. While assessing the reliability of information consumers consider newspaper (38%) and company brochure (30%) as highly reliable sources of information following information given by company representatives.
15. T.V (40%) and Internet (50%) are considered to be the least reliable sources of information.
16. Most small car users have sought information from company representatives (33%) followed by mechanic advice (25%) and newspaper (21%)
17. Magazines (01%) and radio (02%) advertisements are the least referred sources of information by users of small cars. Significance of T V (11%) seems to be moderate in securing information by buyers of small cars.
18. Most consumers have collected and evaluated information on at least 3-4 (45%) car models
19. There are very least number of consumers who have collected information on more than 7 cars (8%), at the same time the number is significantly low who considered any brand before making a choice of a car.
20. Most car buyers tried to collect information on brands of Maruti Udyog Ltd (34%), who is a market leader in small car manufacturing followed by Tata Motors (28%) and Hyundai (12%).
21. SMS ads as a stimulus exert the least influence (46%) on the choice of a car.
22. Internet ads can exert moderate level (22%) of influence as a stimulus on the buying decision

23. It is evident from the study that transit ads can create significant influence (32%) on the choice and buying behavior as a stimulus
24. Pamphlet and leaflets have got very poor influence (45%) as a stimulus on the choice of a car
25. Hoarding and billboard can exert moderate level (34%) of influence as a stimulus on buying behavior and choice of a car
26. As a stimulus magazine (32%) and radio ads (28%) too exert moderate level of influence on buying behavior.
27. Newspaper (41%) and T V ads (51%) create larger influence as a stimulus on the choice of a car.
28. Most consumers buy a car to satisfy the need of transportation (36%) followed by lifestyle (25%) and status needs (21%) As a result the chosen need very often pushes consumers toward products.
29. Frequent travel (28%) and status (24%) in the society can make consumers realize their need to a larger extent.
30. In total advertisement, sales promotion and publicity can have larger influence on the choice of a car
31. Interaction brought about at forum (38%) and showroom (24%) is considered to be the most honest personal selling activity by the users of small cars
32. Publicity can have relative influence (19%) on the choice of a car

## 6.2 Suggestions

On the basis of the study, the following suggestions are made

- 1 Personal experience & word of mouth play a vital role in information search
- 2 The criteria that ultimately play a significant role in the consumer buying decision are, Advertisement,
3. Product features, Quality, after sales services, acceleration & makers reputation. People seek to spread opinion by word of mouth emphasis could be shifted from motivational to awareness advertising.
- 4 Advertiser should take care of the significant factors like impression, eye-catching, creative, and honest & visibility etc while designing and promoting the product
- 5 Success of some small car manufacturers assures that ad campaigns have a lot to do with their success People response definitely conveys that advertisement today definitely is a force to reckon with and utmost importance has to be given to them to assure success of a firm
- 6 When it comes to increasing reputation or creating brand image for a small car, TV should be given superiority than any other medium what so ever.
- 7 Small car manufacturers need to work on their advertisements. There should be billboard advertisements for more coverage to increase brand recall in the local market.
- 8 Small car manufacturers need to have a Brand Ambassador for every brand Everybody relates RANBIR KAPOOR with Nissan Micra, A R REHMAN with Toyota ETIOS Similarly every small car brand needs to have someone to relate to
- 9 Small car makers should work on their diesel model Consumers who are conscious about the rising petrol prices would prefer good diesel models. In the long run diesel models will be more profitable.
10. Large part of the promotion in the respective states should be taken care of by the Company. Extensive consumer promotion should be done by the dealers in order to ensure greater penetration into the local market Small car makers should employ mediums such as road shows and trade fairs.

### 6.3 Conclusion

Indian automobile sector is in full flow, which holds great future for an India. It has the potential to put India on the world map as a hub of global automobile activities. Standard of living of Indian people is increasing and more and more people find the need and demand for the four wheeler. Thus the sales of cars have been increasing in recent years in India. Foreign automobile companies find a good scope in Indian market. It is also important to satisfy all the needs and wants of customers. With these ideal conditions, it can be concluded on the basis of all the study conducted so far that Integrated Marketing Communication (IMC) plays a major role in promoting the various brands of small car manufactures among the customers. Advertising that distribute information to consumers can help them make well informed decisions as well as economic decisions than they would in absence of that. Information provides a positive economic service. Some advertising is more value than others along this dimension. Small car producers need to keep in mind the long term benefits consumers can draw out of their products instead of having narrow approach. Integrated Marketing Communication Mix is an extremely vital set of tools in the hands of car producers which has to be used for the benefit of car users and to society to a larger extent.