Factors Influencing the Purchase of Hatchback Cars: An Empirical Study in Ahmedabad

Shahir Bhatt* and Amola Bhatt**

ABSTRACT

With the rapid growth experienced in the Automotive market in India, it becomes imperative for car manufacturers and dealers to understand the buying process followed by consumers and the factors which the consumers weigh while making purchase of a car, which is a capital decision for individuals. With the advancement in technology, these factors also keep on changing. Hence, identifying these factors on a periodic basis becomes important for improving the sales figures. Moreover, there is a dearth of such studies in the context of Ahmedabad city in Gujarat. Given that Ahmedabad is a growing market as indicated by various reports, it makes a case to undertake the present research.

KEY WORDS: Hatchback Cars, Automotive Market.

PURPOSE: The study indicates the factors for the purchase of hatchback cars and to examines the relationship between these factors and demographics.

DESIGN/METHODOLOGY/APPROACH: The data is collected using a self administered questionnaire. The sample size for the study is 300 respondents. The focal product for the study is hatchback cars in Ahmedabad district of Gujarat State. Analysis is done by using multivariate technique like Factor Analysis followed by Annova and Independent Sample t test.

FINDINGS: Five factors, namely, Brand promise, Features, Reach, Promotions, Perceived Quality and Price/Make influenced consumer's purchase of hatchback cars. Additionally, it is also found that there is a relationship between brand promise and age, monthly income and educational qualification. Also there exists a relationship between reach and monthly income, features and age, and price/make and marital status.

RESEARCH LIMITATIONS/ IMPLICATIONS: A key limitation of this study is the sampling frame. Future studies should replicate this study in different contexts.

INTRODUCTION

Automotive Industry, globally, as well in India, assumes significance in the economy. The Indian Automotive Industry which consists of the automobile and the auto component sectors has recorded considerable growth following the de-

***Shahir Bhatt**, Assistant Professor, National Institute of Cooperative Management, Gandhinagar, Gujarat, India.
Email: shahirbhatt@gmail.com

****Amola Bhatt**, Assistant Professor, L. J. Institute, MBA Program, Ahmedabad, Gujarat, India.
Email: amolamba@gmail.com

licensing and opening up of the sector to FDI in 1993. As per the report by Deloitte (February 2014) titled "Driving through the consumer's mind: Considerations for Car purchase", India stands as one of the top ten automotive markets in the world and is likely to scale-up to third position by 2020, thanks to the expanding middle-class population with buying potential. According to the Society of Indian Automobile Manufacturers (SIAM), annual vehicle sales are projected to increase to 5 million by 2015 and more than 9 million by 2020. By 2050, the country is expected to top the world in car volumes with approximately 611 million vehicles on the nation's roads. The small car automotive market in India is increasing by leaps and bounds. The marketplace for small cars currently occupies a considerable share of around 70% of the annual car production in India. Most players within the small car automotive industry are trying to out-do one another in terms of style, innovation, pricing, and technology, so as to achieve increased market share in India.

The Indian hatchback market is maturing. Any car maker looking for significant volume has to have a hatchback. The financial year 2010-2011 has seen good growth among hatchbacks in the country. A hatchback is a car body configuration with a rear door that swings upward to provide access to a cargo area. Hatchbacks may feature fold-down second row seating, where the interior can be flexibly reconfigured to prioritize passenger vs. cargo volume. Hatchbacks may feature two or three-box design.

According to a study by IPSOS Business Consulting (November 2013) titled "India's Hatchback Market: The Big Business of Small Cars", India is expected to become the world's third largest automobile market by 2030, behind the US and China. This confidence roots from factors like low vehicle ownership within India, anticipated high levels of economic growth, substantial government investments in infrastructure and an increasingly upwardly mobile middle class. Maruti Suzuki, India's largest automobile manufacturer having 50% market share in the industry is having a strong presence in this segment of passenger cars. Maruti Suzuki's Alto, Swift, Wagon R is amongst the three highest selling cars (as of September 2013). Other Major market players in the Hatchback segment are Hyundai, Tata, Chevrolet, Ford, Volkswagen, Renault-Nissan, Honda and Toyota. Thus, it seems necessary for every company to have one or more offering in the hatchback segment to earn profits in good volumes.

LITERATURE REVIEW

A car buying process may involve few steps which include collecting the information about attribute, feature and quality of different vehicles, narrowing the choices and test-driving vehicles, selecting vehicle and collecting additional information for comparison, obtaining prices of the selected car, comparing the financing options to get a pre-approved loan and lastly, closing the deal (Center for Advancing Health, 2009). Sagar et al. (2004) discussed as to how the Indian car industry has advanced technologically, driven by a confluence of factors such as fierce competition, demanding consumer preferences, government policies, and the global strategies adopted by various players. They elaborate 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. As per the research conducted by Kotwal (2009), buyers now prefer to have cars with the space, comfort and luxury of a mid size saloon or sedan. With the growing affluence and technological advancement, there develops a certain maturity in taste, as evidenced by the growing popularity of the Indian Hatchback market.

Rao and Kumar (2012) revealed from the study that majority of customers are satisfied with the safety, dealer service, customer relationship and availability of spares, etc. Another study by Alamgir, Shamsuddoha, Nasir & Nedelea (2010), also found out in their research that brand plays a dominant role in the buying process of any consumer. Gaedebe (2007) identified brand name, pricing and distributor's reputation as the most important factors to determine brand equity of different models of cars. As per the research carried out by Yee, San & Khoon (2012), instead of brand, consumers focused more on perceived quality for the product which includes reliability, durability and maintenance factors. Chidambaram and Alfred (2007) proposed that there are certain factors which influence brand preferences of customers. The study revealed that customers give more importance to fuel efficiency than any other factor and believe that brand names inform them about product quality, utility and technology. They prefer to purchase cars which offer high fuel efficiency, good quality, technology, durability and reasonable price. Features of a car were highlighted as important attributes and must fulfill

the criteria of visibility, adjustability and accessibility (Zhan & Vrkljan, 2010).

As per the research of Liu Dongyan & Bai Xuan (2008), consumers mostly prefer safety over price & comfort. The study also showed that value for money is one of the major aspects that consumers consider. The researchers also found that preferences changed with the change in demographic factors of the samples. John and Pragadeeswaran (2013) revealed that demographic factors like age, gender, education, status influenced the buying process. The hatchbacks are mostly preferred by the age group of 31-40 years. Value consciousness and price quality are the major factors which also influence the process. Mousavi (2006) in their study also showed that at present, factors such as income and its changes, occupation, gender affect the purchase of Iran khodro cars more than any other variable under study.

With the rapid growth experienced in the automotive market in India, it becomes imperative for car manufacturers and dealers to understand the buying process followed by consumers and the factors which the consumers weigh while making purchase of a car, which is a capital decision for individuals. With the advancement in technology, these factors also keep on changing. Hence, identifying these factors on a periodic basis becomes important for improving the sales figures. Moreover, there is a dearth of such studies in the context of Ahmedabad city in Gujarat. Given that Ahmedabad is a growing market as indicated by Socio-Economic Review 2013-14, it makes a case to undertake the present research.

RESEARCH OBJECTIVES

- To explore the factors influencing the purchase of hatchback cars.

- To examine the relationship between the factors brought out from the study and demographics.

RESEARCH METHODOLOGY

The research design for the study is descriptive in nature and the sampling unit was consumers possessing hatchback cars. The respondents belonged to Ahmedabad district of Gujarat State and the duration of survey was from January 2014 to April 2014. The questionnaire constructed for the study included several questions which were continuous and categorical in nature. A scale was constructed with five point Likert type statements in which respondents were asked to indicate their level of agreement (1 = strongly agree to 5 = strongly disagree). The questionnaire for the study was based on the scale developed by Raj, Sasikumar and Sriram (2013) consisting of 20 items. The sampling technique used for the study was multi stage convenient sampling. Four major car manufacturing companies were identified based on their market share, namely, Maruti, Hyundai, Ford and Chevrolet and then at the next stage, two dealers of each of the selected companies based on their market share in Ahmedbad market were identified. Reponses were obtained from 300 respondents who visited these identified dealerships and possessed hatch back cars. SPSS 19 was used to analyze the data. Factor Analysis and One Way ANOVA were used to analyze the data collected.

DATA ANALYSIS

The breakup of the sample on demographic variables is provided below.

TABLE 1
DEMOGRAPHICS

	Categories	Frequency	Percentage (%)
Age	Below 25	9	3
	25-35	104	34.7
	35-45	127	42.3
	Above 45	60	20
Gender	Male	277	92.3
	Female	23	7.7
Marital Status	Unmarried	57	19
	Married	243	81
Education	Undergraduate	22	7.3
	Graduate	181	60.3
	Post graduate	85	28.3
	Others	12	4
Occupation	Private Service	141	47
	Govt. Service	45	15
	Business	104	34.7
	Other	10	3.3
Monthly Income	Less than 25000	18	6
	25000-35000	104	34.7
	35000-45000	139	46.3
	More than 45000	39	13

(Source: Primary Data collected through questionnaire)

As shown in table 1, demographics of respondents who purchase hatchback cars were classified according to their age, gender, marital status, education, monthly income and occupation. Out of the total respondents, 92.3% were males & the rest were females. Majority of respondents were graduates (60.3%) & 42.3% respondents belonged to the age group between 35 to 45 years. 46.3% of respondents had their monthly income in the range of Rs. 35000 to 45000 and most of the respondents were engaged in private service (47%) or were self-employed (34.7%).

FACTORS INFLUENCING THE PURCHASE OF HATCHBACK CARS

To determine the important factors influencing purchase of Hatchback Cars, the Principal Component Factor Analysis (PCA) with varimax rotation was performed for the 20 items measuring perceptions of consumers. The result indicated that the Bartlett's Test of Sphericity (Bartlett, 1954) was significant (Chi-Square 2045.289, p-value < 0.0001). The Kaiser-Mayer-Olkin (KMO) measure of sampling adequacy was high at 0.779. This KMO value of 0.779 was excellent since it exceeded the recommended value of 0.6 (Kaiser, 1974). The two results of (KMO and Bartlett's) suggested that the data is appropriate to proceed with the factor analysis procedure (Malhotra, 2010). The respondents were asked to rate 20 variables using a 5-point Likert scale, which ranged from 'strongly agree' to 'strongly disagree'. The inter-item consistency reliability of these 20 variables was tested before factor analysis was carried out. The result for Cronbach's Alpha test was 0.803, and no item deletion significantly increased the result. The closer the reliability coefficient gets to the value of 1.0, the better is the reliability of the measures (Cronbach, 1951).

Exploratory Factor Analysis (EFA) was performed and only those factors were retained which had an Eigen value more than 1 since they are considered significant. The result was that there were a total of 6 factors, which explained for 65.273 % of the total variance. The below mentioned table shows the rotated component matrix dimensions along with the cronbach alpha value for better understanding the factors.

TABLE 2
FACTORS INFLUENCING PURCHASE OF HATCHBACK CARS

	Factor Loadings						Cronbach Alpha
	1	2	3	4	5	6	
Factor 1: Brand Promise							0.836
Event sponsorship	0.527						
Service effectiveness and efficiency	0.561						
Resale value	0.646						
Trustworthiness of bra nd makers	0.875						
Brand makers ability to listen to your needs	0.847						
Uniqueness of the brand	0.74						
Factor 2: Promotions							0.748
Celebrity Endorsement		0.652					
Price promotion		0.809					
Frequency of non -price promotions		0.794					
Factor 3: Reach							0.742
Network of Showrooms			0.806				
Store Image			0.728				
Ad frequency			0.658				
Factor 4: Perceived Quality							0.612
Word of Mouth				0.714			
Brand name				0.802			
Quality of Product				0.631			
Factor 5: Features							0.604
Style & Design					0.695		
Technical and product features					0.809		
Product reliability and durability					0.674		
Factor 6: Price / Make							0.669
Country of origin						0.545	
Price						0.804	

(Source: Primary Data collected through questionnaire)

Factor 1 loaded on six variables could be labeled as **Brand Promise** as it comprises dimensions related to sensitivity of the maker to customer needs, credibility of the brand, service effectiveness and resale value. The items received a mean of 2.63 on a scale of 1 to 5 where majority agreed that brand commitment is an important dimension while making a purchase decision for a car. Raj et al. (2013) lend support that there is a strong and positive relationship between brand promise and customers perception towards purchase of cars. **Factor 2** loaded on three variables could be labeled as **Promotions** as it comprises dimensions like celebrity endorsement, price and non price promotions. The items received a mean of 3.13 on a scale of 1 to 5 where majority had a neutral opinion towards promotions, driving them towards purchase of hatchback cars. **Factor 3** consisting of three variables could be labeled **as Reach** as it contains variables like network of showroom, store image and ad frequency. The items received a mean of 3.12 on a scale of 1 to 5 where majority had a neutral opinion towards store image. **Factor 4** consisting of three variables could be labeled as **Perceived Quality**. The items received a mean of 1.74 on a scale of 1 to 5 where majority agreed that quality is the most important parameter for making a purchase of hatchback car. Yee, San & Khoon (2012) also opined that perceived quality is the key driver towards making a purchase decision. **Factor 5** consisting of three variables could be labeled **as Features**. Zhan & Vrkljan (2010) highlighted that features are the most

important parameter for purchase of a car. The items received a mean of 1.69 on a scale of 1 to 5 where majority agreed that features is the most important parameter for making a purchase of hatchback car. **Factor 6** consisted of two variables related to price and country of origin, and hence it can be labeled as **Price/Make**. The items received a mean of 2.44 on a scale of 1 to 5 where majority had a neutral opinion towards price and make. Brown et al (2007) analyzed the consumers' attitude towards European, Japanese, and the US cars and stated that the country - of - origin plays a significant role in the consumers' behavior. Few studies cite that price is the most important parameter, but on the contrary this study states that price is not the most important factor for the purchase of the car.

HYPOTHESIS

Ho: There is no significant relationship between factors influencing the purchase of the hatchback car and demographics.

H1: There is significant relationship between factors influencing the purchase of the hatchback car and demographics.

One Way ANOVA (Analysis of Variance) / **Independent sample t test** (for gender) is used to test the hypotheses. Data is normally distributed and homogeneity of variance is checked using Levene's Statistic which can be seen in the following table. Post-hoc tests (Tuckey/Games Howell) are also used to further analyze the data wherever significant relationship is established.

TABLE 3
RELATIONSHIP OF FACTORS WITH DEMOGRAPHICS

		Age	Gender	Marital Status	Educational Qualification	Occupation	Monthly Income
Brand Promise	Levene Statistic (Sig)	0.006	0.542	0.413	0.006	0.550	0.042
	Anova/Welch/t Statistic	11.073	-0.250	0.488	3.679	1.706	5.961
	Significance	**0.000**	**0.803**	**0.485**	**0.02**	**0.166**	**0.001**
Promotions	Levene Statistic (Sig)	.042	0.338	0.068	1	0.222	0.502
	Anova/Welch/t Statistic	0.408	0.793	0.383	0.229	0.49	0.746
	Significance	**0.748**	**0.428**	**0.536**	**0.876**	**0.689**	**0.525**
Reach	Levene Statistic (Sig)	.688	0.109	0.434	0.994	0.193	0.083
	Anova/Welch/t Statistic	2.339	1.300	0.022	1.452	0.298	3.013
	Significance	**0.074**	**0.194**	**0.883**	**0.228**	**0.827**	**0.03**
Perceived Quality	Levene Statistic (Sig)	.005	0.142	0.158	0.772	0.025	0.006
	Anova/Welch/t Statistic	1.22	1.641	0.135	0.339	0.454	0.393
	Significance	**0.323**	**0.102**	**0.714**	**0.797**	**0.716**	**0.758**
Features	Levene Statistic (Sig)	.871	0.087	0.96	0.707	0.376	0.027
	Anova/Welch/t Statistic	3.471	0.408	0.701	0.723	0.839	2.664
	Significance	**0.017**	**0.683**	**0.403**	**0.539**	**0.473**	**0.056**
Price/Make	Levene Statistic (Sig)	.043	0.275	0.17	0.632	0.421	0.238
	Anova/Welch/t Statistic	1.482	-0.233	6.318	1.596	1.731	2.395
	Significance	**0.235**	**0.816**	**0.014**	**0.19**	**0.161**	**0.068**

(Source: Primary Data collected through questionnaire)

BRAND PROMISE - AGE

The assumption of homogeneity of variance is violated; therefore, the Welch F ratio is reported. There is a statistically significant difference between groups as determined by Welch (F (3, 38.239) = 11.073, p = .000). Hence null hypothesis is rejected. The Games-Howell post-hoc test does not rely on homogeneity of variance and so this was chosen. This test reveals that brand promise is statistically lower for 25-35 years bracket (2.04 ±.619, p = .000) than for

above 45 years (2.89 ± .573). For other age categories there are no statistically significant differences. We can say that there is a relationship between brand promise and age of hatchback car consumers. Thus, trust towards brand is more important for youngsters in comparison to above 45 years age bracket.

BRAND PROMISE - EDUCATIONAL QUALIFICATION

There is a statistically significant difference between groups as determined by Welch (F (3, 37.708) = 3.679, p = .02). Hence null hypothesis is rejected. The Games-Howell post-hoc test reveals that brand promise is statistically lower for post graduates (2.44 ±.797, p = .047) than for under graduates (3.08 ± .702). For other categories there are no statistically significant differences. We can say that there is a relationship between brand promise and educational qualifications of hatchback car consumers. Thus, commitment towards brand is more important for post graduates in comparison to under graduates.

BRAND PROMISE - MONTHLY INCOME

There is a statistically significant difference between groups as determined by Welch (F (3, 64.062) = 5.961, p = .001). Hence null hypothesis is rejected. The Games-Howell post-hoc test reveals that brand promise is statistically lower for 35000-45000 monthly income bracket (2.47 ±.764, p = .001) than for above 45000 (2.96 ± .646). For other categories there are no statistically significant differences. We can say that there is a relationship between brand promise and monthly income of hatchback car consumers. Thus, Trust towards brand is more important for

Rs. 35000-45000 monthly income bracket than for consumers having monthly income above Rs. 45000.

REACH - MONTHLY INCOME

There is a statistically significant difference between groups as determined by one-way ANOVA (F (3,296) = 3.013, p = 0.03). We can reject the null hypothesis here. As discussed in the factor analysis, majority of the consumers have neutral opinion towards reach as a factor influencing the purchase of hatchback car. A Tuckey post-hoc test reveals that reach is statistically lower for 35000-45000 bracket (3.03 ± .696, p = .021) than for above 45000 income bracket (3.38 ± .767). For other income categories there are no statistically significant differences. Hence, by applying the test, we can conclude that for the given data there is a relationship between reach and monthly income. It can be said that for higher income people, reach is not very essential as they probably buy high-value cars from exclusive showrooms or are prepared to wait longer for the hatchback car of their choice.

FEATURES - AGE

There is a statistically significant difference between groups as determined by one-way ANOVA (F (3,296) = 3.471, p = 0.03). We can reject the null hypothesis here. A Tuckey post-hoc test reveals that features is statistically lower for 35-45 years bracket (1.64 ± .474, p = .041) than for above 45 years bracket (1.84± .473). For other age categories there are no statistically significant differences. We can conclude that for the given data there is a relationship between features and age. It can be said that younger

consumers emphasize more on features in comparison to older consumers.

PRICE/MAKE - MARITAL STATUS

There is a statistically significant difference between groups as determined by Welch (F (1, 75.753) = 6.318, p = .014). Hence null hypothesis is rejected. Post- hoc tests are not applied as there are two categories only. From the descriptive statistics, it can be inferred that married people (2.29 ± .636) lay more emphasis on price and make of the car than unmarried people (2.54 ± .762).

LIMITATIONS

The study has been conducted based on the data acquired from the consumers of Ahmedabad District of Gujarat state and the findings may not be applicable to other states of India because of socio-cultural differences. Future studies can be replicated with larger sample size in different context.

CONCLUSION

The Indian Automotive industry is becoming pertinent in the modern days, as the purchasing power of the ever-growing middle-income segment is increasing. This will help India to scale up to the third position from its current tenth position world-wide as illustrated in the report by Deloitte (February 2014) titled "Driving through the consumer's mind: Considerations for Car purchase". In this scenario, car manufacturers need to understand the factors which influence the consumers while buying cars. Hatchback cars hold a prominent place in the automobile segment, and hence, the present study has been carried out

for the same. Consumers using hatchback cars were interviewed in the Ahmedabad district of Gujarat and responses were analysed using statistical software's.

The Exploratory Factor Analysis revealed the existence of six factors which significantly influenced the purchase behavior of consumers for hatchback cars, namely, Brand promise, Features, Reach, Promotions, Perceived Quality and Price/Make. Brand promise described the elements which consumers associated with a particular brand like comfort, service and trustworthiness. Features denoted the style and technical features of the cars while reach suggested the distribution network and store image. Promotions dealt with the various communication initiatives taken up by the car manufacturers. Quality and the price were separately identified as important factors of the buying process. Further, it was found that age and brand promise as well as features were related. Post-hoc tests revealed that consumers belonging to age group of 25-35 years of age were more conscious of brand as well as features of the cars. Moreover, monthly income and brand promise as well as reach were related. It was further found that people in the income bracket of Rs. 35000-45000 were more concerned about brand and reach as compared to higher income brackets. It was additionally found that consumers with higher education gave more importance to brand promise and married consumers were more price/make conscious. Hence, the above findings are indicative of the varied needs to be addressed while looking at consumers belonging to different demographics.

REFERENCES

1. Axford, J.C. (2007). What constitutes success in Pacific island community conserved areas? (Doctoral dissertation, University of Queensland, 2007). Retrieved from http://espace.library.uq.edu.au/view/UQ:158747

2. Barlett, M.S. (1954). A note on multiplying the factors for various chi square approximations. Journal of the Royal Statistical Society, 16 (Series B): 296-298.

3. Beena John, S. Pragadeeswaran. (2013). Study of small car consumer preference in Pune city, TRANS Asian Journal of Marketing & Management Research Vol.2 Issue 3-4.

4. Center for Advancing Health. (2009). Consumer Reports: Car buying guide. Retrieved December 22,2012,from http://www.cfah.org/file/Getting_Tools_Used/consumer.pdf

5. Chidambaram and Alfread. (2007). A Study on Brand Preference of Passenger Car with Reference to Coimbatore City, Indian Journal of Marketing, Vol.34, No.9, p.30.

6. Chronbach, L.J. (1951). Coefficient Alpha and the Internal Structure of Tests. Psychometrika, 22(3), pp 297-334.

7. Deloitte (2014). Driving through the consumer's mind: Considerations for Car purchase

8. Dongyan, X. (2008). Car Purchasing Behaviour in Beijing: Beijing: University of Umeå.

9. Dovrat-Meseritz, Adi (16 August 2011). "Boycott who? China kept car market share". Haaretz.

10. Erlanger, Steven (2007, August 17). "China to Get $30 Billion". The New York Times.

11. Gaedebe R (2007), Consumer Attitude Toward s Cars made in Developing Countries?, Journal of Retailing, 49, (summer), pp13-24.

12. Galea, L.A., Uban, K. A., Epp, J.R., Brummelte, S., Barha, C.K., Wilson, W. L. et al. (2008). Endocrine regulation of cognition and neuroplasticity: Our pursuit to unveil the complex interaction between hormones, the brain, and behaviour. Canadian Journal of Experimental Psychology/Revue canadienne de psychologie expérimentale. 62, 247-260.

13. Harlow, H. F. (1983). Fundamentals for preparing psychology journal articles. Journal of Comparative and Physiological Psychology, 55, 893-896.

14. http://newage/automobile industry/graphs

15. http://nocamels.com/2013/03/how-india-becoming-the-world-leader-in-automobile-technologies/

16. http://www.globes.co.il/serveen/globes/docview.asp?did=1000135652&fid=942

17. http://www.nfc.co.il/archive/001-D-47094-00.html?tag=7-43-05

18. IPSOS Business Consulting (2013). India's Hatchback Market: The Big Business of Small Cars.

19. Jacqueline J. Brown, C. Dvid Light and Gregory M. Gazda (2007), "Attitude towards European, Japanese and US Cars", European Journal of Marketing, 21 (5), pp.91 - 100.

20. Kaiser, H.F. (1974). An Index of Factorial Simplicity. Psychometrica, 39, 31-36.

21. Katz, Yaakov (2007, March 30). "'Arrow can fully protect against Iran'". The Jerusalem Post.

22. Kotler, P (2000), Marketing Management. The Millennium Edition, Upper Saddle River, Prentice Hall.

23. Kotwal, Shapur., (2009, February, 12), the automobile segment is all poised for steady growth, Auto Focus, The Hindu, p 5.

24. Lisiak, Agata Anna, and Steven Tötösy de Zepetnek. (2010). Bibliography of Siegfried J. Schmidt's Publications. CLCWeb: Comparative Literature and Culture 12.1

25. Liu, Dongyan & Xuan, Bai (2008). Car Purchasing Behaviour in Beijing: An Empirical Investigation, Umea School of Business and Economics, University of Umea, Thesis paper pp. 10-17.

26. M. Prasanna Mohan Raj, Jishnu Sasikumar, S. Sriram (2013). A Study of Customers Brand Preference in SUVS and MUVS: Effect on Marketing Mix Variables. International

27. Malhotra Naresh (2010). Marketing Research: An Applied Orientation, New Delhi, Pearson Education.

28. Mellers, B. A. (2000). Choice and the relative pleasure of consequences. Psychological Bulletin, 50(2), 49-52.

29. Mohammed Alamgir & Tasnuba Nasir & Mohammad Shamsuddoha & Alexandru Nedelea. (2010). Influence Of Brand Name On Consumer Decision Making Process- An Empirical Study On Car Buyers. The Annals of the "Stefan cel Mare" University of Suceava. Fascicle of The Faculty of Economics and Public Administration, "Stefan cel Mare" University of Suceava, Romania, Faculty of Economics and Public Administration, vol. 10(2(12)), pages 142-153, December.

30. Mousavi, N. (2009). Investigation of the effective cultural factors on decision making for buying cars, M.A thesis, Shahid Beheshti University, Tehran.

31. Rao, V. R., & Kumar, R. V. (2012). Customer Satisfaction towards Tata Motors. South Asian Journal of Marketing and Management Research 2(4), 127-150.

32. Referred Research Journal, 4(1), 48-58, Jan 2013.

33. Sagar, Ambuj, D., & Chandra, Pankaj., (2004), Technological Change in the Indian Passenger Car Industry, BCSIA Discussion Paper 2004-05, Energy Technology Innovation Project, Kennedy School of Government, Harvard University.

34. Schafer, J.L. & Kang, J. (2008). Average causal effects from nonrandomized studies: A practical guide and simulated example.

Psychological Methods. 13, 279-313.

35. Sheehan, L. R. (2007). Destination management organizations: A stakeholder perspective. Retrieved from Proquest Digital Dissertations. (AAT NR25719).

36. Shtrasler, Nehemia (2007, May 16). "Cool law, for wrong population". Haaretz.

37. SIAM (2006). The Indian Automobile Industry: Statistical Profile 2005-06. Society of Indian Automobile Manufacturers, New Delhi.

38. Skenderian, J, Siegel, J. T., Crano, W.D., Alvaro, E.E. & Lac, A. (2008). Expectancy change and adolescents' intentions to use marijuana. Psychology of Addictive Behaviors. 22, 563-569.

39. Tötösy de Zepetnek, Steven. (2001). Bibliography of Contextual (Systemic and Empirical) Approaches in the Study of Literature and Culture (to 1998). CLCWeb: Comparative Literature and Culture 3.3.

40. Yee, C.J., San, N.C. & Khoon, C.H. (2011). Consumers' Perceived Quality, Perceived Value and Perceived Risk Towards Purchase Decision on Automobile. American Journal of Economics and Business Administration, 3(1), 47-57.

41. Zhan, J., & Vrkljan, B. (2010). Exploring factors that influences vehicle purchase decisions of older drivers: Where does safety fit? Retrieved February 2, 2013, from http://drivingassessment.uiowa.edu/sites/default/files/DA2011/Papers/016_ZhanVrkljan.pdf

✛✛✛✛

QUOTES

Enthusiasm is the sparkle in your eyes, the swing in your gait. The grip of your hand and the irresistible surge of will and energy to execute your ideas.
Henry Ford, Founder, Ford Motor Company

If you do the things that are easier first, then you can actually make a lot of progress.
Mark Zuckerberg, Facebook

Think big, it takes the same energy as thinking small!
Nandan Nilekani, Co-founder, Infosys