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Research Article

Effect Of Consumer Awareness On Consumer Buying Behavior Towards Automobiles

***U.Premkumar**

Research scholar, Department of Business Administration

Annamalai University-chidabaram.

****Dr.S.Shanmugasundaram**

Assistant Professor, Department of Business Administration,

Government Arts & Science College-Gudalur.

ABSTRACT

The consumers make a purchase of several types of goods as well as services which have the capacity of fulfilling their expectations. The consumers form the biggest economic group in any country. Nearly all the economic activities are carried on keeping the consumers in mind. Hence, it is rightly said that all types of business activities should be carried out with the main aim of satisfying the consumers. All the aforesaid facts apply to all types of business including the automobiles sector. The current study has been carried out with the aim of exploring the influence or the effect of the awareness of the consumers on their buying behavior regarding the purchase of automobiles. The study has been done among the consumers who purchase automobiles in Chennai. The respondents for the study are selected through S and the sample size of the study is 100. The data needed for the study has been collected through a questionnaire and the analytical part of the study is done with the help of regression. The findings of the analysis show that.

KEYWORDS: Consumer Awareness, Consumer Buying Behavior, Automobiles

INTRODUCTION

The Indian automobile sector has been observed to grow at a fast mode. The people tend to make the purchase of luxury things including automobiles due to the increase in the level of per capita income.

In recent times, the development of the automobiles sector has changed the life of the people as well as improved the economy of the country. To be clear, the automobiles unit has made its entry into the race for technology and innovation. It has been mentioned by several scholars and researchers that the automobile sector plays the major role in expanding the GDP of the nations. The Indian automobile sector is one among the largest sector in the globe and contributes nearly 7.1% of the gross domestic product. When the income of a person moves to an upward trend, the first preference of that person will be to buy and own an automobile for the self. The current market has been

dominated and motivated by the customers and hence the customer is referred to as the king. The customers of the automobile sector of India exhibit a fast change as far as the technology and market awareness are concerned. Most of them go in purchase for an automobile product only after gathering a detailed package of information regarding the product. They get aware of the pros and cons of purchasing the specific automobile product and then take a step ahead in their buying behaviour. The present study is in the context of how far the awareness of the consumers affect their buying behaviour towards the purchase of automobiles.

Consumer awareness

According to Azrina et al. (2011), consumers are defined as the persons of the households who utilize goods as well as services that are produced inside the nation. Several studies had exhibited that the knowledge and awareness of the consumers have got to have a noteworthy influence over several forms of effective behaviours of the consumers (McEachern andWarnaby 2008; Donoghue and de Klerk, 2009; Thomas and Mills 2006; Chartrand 2005; Coulter et al. 2005). The term awareness refers to a component which is seen to exit in the automatic process of human beings. This automatic process may comprise of conscious or an unconscious course of activities (Chartrand 2005). The process of awareness involves automatic process, environmental features and the result. Knowledge and awareness had turned out to be an essential component to change the behaviour and attitude of the consumers regarding the product. This ultimately is needed for making the market growth. Many researches had reported the effect of awareness, knowledge, behaviour and attitude of the consumers on the product purchase in developed as well as developing nations. Several authors had also opined that this knowledge and the awareness of the consumers and even the product consumption is high in developed nations.

Consumer buying behavior

The concept of consumer behaviour means the behaviour which the consumers exhibit while they go in search for a product, in purchase, in utilizing, in assessing and in disposing the products, ideas as well as the services which they expect would fulfil their requirements. The study of the consumer behaviour refers to the study of the manner in which the persons arrive at a decision for spending their existing resources of effort, time and money regarding the items related with consumption. The study of consumer behaviour comprises of what they purchase, the reason for purchase, mode of purchase, time of purchase, place of purchase and frequency of such a purchase. Even though the main idea of consumer behaviour study is to explore the mode and reason of the purchase decision of the consumers, in recent times, the research regarding consumer behaviour goes far beyond the fundamental elements of consumer behaviour. The study of consumer behaviour in recent times also focuses on the utilities of the goods purchased by the consumers and their assessments of such products after usage. Further, the researchers of consumer behaviour also are keen in observing the way in which the persons make a disposal of their products after usage.

Objectives

The purpose with which this study has been undertaken is to explore and analyze the influence of consumer awareness on the consumer buying behavior regarding the automobiles.

REVIEW OF LITERATURE

Suraiya Ishak and Nur Faridah M. Zabil (2012) explored the effect of the knowledge and awareness of the consumers on the effective behaviour of the consumers. In other words, the paper investigated the relation of the knowledge and awareness of the consumers with the effective

behaviours of the consumers. The author had made use of the survey method to assess three variables of the behavior, knowledge and awareness of the consumers. The study had been done in the context of Malaysian consumers. The proposes association amidst the study variables was evaluated with the help of correlation and the independent group analysis through t-tests were applied to analyse the level of education, location and gender of the consumers. These analytical results exhibited noteworthy relationships amidst the effective consumer behaviour and the awareness. The findings explained that effective behaviour of the consumers appears after the awareness of the consumers and on the other hand, unawareness paved the way to the ignorance and the decrease in the individual capability to protect and uphold the rights of the consumers against the expropriations of the sellers. However, the awareness of the consumers differed in a significant way amidst the locations where the dwellers of the urban areas exhibited low level of awareness when compared with the dwellers of the lesser urban locations.

Manveer Kaur and Dr. Ambika Bhatia (2018) studied the effect of the consumer awareness on the purchase behaviour of the consumers purchasing green products. The awareness of the consumers regarding the green, organic or so-called eco-friendly products is essential to guide them towards their buying intention of such products as well as motivates their purchase behaviour. The current study was done to explore the effect of the environmental concern of the consumers, their awareness regarding the green products and the brand image on their purchase decision of the green products. The firms try to manufacture the green products for meeting the satisfaction and needs of the individuals. The main elements which affect the consumer's awareness and also makes them to purchase the green products included income, safety, knowledge, ecological concern, gender, age, values, attitude, brand labelling, value, packaging and so many. It was concluded through the study that the consumer awareness of the consumers in India is less when compared with the consumers of the other developed nations, regarding the environmental facts.

Kanika Mittal and Ranu Kumar (2021) explored the buying behaviour of the consumers regarding the four-wheeler vehicles. The automotive sector of the current world is considered as the most profitable one. The main drivers which promote the purchase of automobiles are the increase in the income of rural as well as the urban residents and the easy accessibility to finance. The consumers are referred to as the kings of the market and hence it becomes essential for understanding the behaviour of the consumers by the marketing teams. The dealers of cars make continuous efforts for attracting the customers and also make regular advertisements for the purpose of making repeated sales. They make varied forms of advertisements, like radio, television, print and WOM communication. The authors had explored that it becomes complex in convincing the consumers for becoming and staying loyal to a specific brand. During the period of COVID 19, the automobile sector has gained demand for cars because of the lesser frequency of the public transport. The authors of this study had examined the purchase behaviour of the consumers regarding the four-wheeler vehicles.

METHODOLOGY

The independent variables of the knowledge and awareness is referred to as the level to which the consumers are aware are and possess knowledge regarding the products they ought to purchase.The dependent variable of consumer buying behaviour refers to the proper action which is expected to be undertaken by the customers in specific situations according to the rules and regulations. The current research study examines the effect of awareness and knowledge of the consumers on the buying behaviour of the consumers. The primary data needed for the study through

interviews, observations, questionnaires and directly questioning the respondents. The secondary data of the study is collected from the previous studies and articles.

. The study has been done among the consumers who purchase automobiles in Chennai. The respondents for the study are selected through simple random sampling and the sample size of the study is 100. The data needed for the study has been collected through a questionnaire and the analytical part of the study is done with the help of regression.

ANALYSIS

R	R Square	Adjusted R Square	F	Sig.
0.823(a)	0.677	0.653	27.598	0.000(a)

a Predictors: (Constant), Awareness

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.273	.307		4.149	.000
I always follow TV advertising up.	.137	.049	.194	2.782	.007
I try to do best deal.	.277	.042	.457	6.570	.000
I always compare the prices between two stores.	.149	.044	.206	3.392	.001

Choosing “Generic brands” is a good way for catching benefits.	-.211	.036	-.388	-5.886	.000
Social media advertising can effect on my purchase decision.	.128	.038	.240	3.338	.001
I always share my information about products to my close friends.	.114	.047	.170	2.446	.016
I always compare some products before making my purchase decision.	.103	.050	.134	2.050	.043

Dependent Variable: Buying behaviour

Findings show that all statement of consumer awareness on buying behaviour was significant. The table also shows a positive coefficient, which means that between all the statements, all statements were influence on the buying behaviour in Chennai. There was a relation found between the dependent variable and the consumer awarness. The analysis done through regression exhibits that among seven factors, six factors was highly influence over the buying behaviour. The coefficient value, R2, was found to be 0.677through multiple regressions, which shows that 66.7% of the independent variables had an influence on the buying behaviour of Chidambaramautomobile buyers. In order to examine whether the value of coefficient (R2) is significant or not, ANOVA was executed. The F value so got was 27.598which means $p<0.000$. This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that consumer awareness was seen to predict buying behaviour. Findings show that the buying behaviour of the automobile is highly influenced by their awareness.

FINDINGS

It has been explored from the analysis of the study that the awareness of the consumers about various facets regarding the purchase of automobiles affect their buying behavior. More information makes them to make more evaluation and buy the best product. On the other hand, low level of information regarding automobiles makes them to take a long period of time to think and purchase the product.

CONCLUSION

The conclusions which the scholar has arrived at during the course of the study has been shown in the section. The conclusion has been arrived at by examining the varied theories. In the existing situations of the market, the study regarding the buying behaviour of the consumers is important because of the extensive competition in the sector of automobiles. Consumers of the current world are regarded to be the king of market. The firms should be aware of the perceptions of the consumers for the goods as well as the services. Without this awareness of the perceptions of the consumers, no business can operate smoothly. The demands of the consumers are dynamic is essential for each and every firm to remain competitive in the market. All the activities of the business should be done by keeping in mind the satisfaction of the consumers. The satisfaction of the consumers is an essential element which has got the potential to impact the goodwill and financial position of the firm. The buying behaviour of the consumers has got an important role to play in the sales of the goods and services. The purchase behaviour has turned out to be essential component for the long-time planning.

The behaviour of the consumers comprises of all the behaviours of an individual which is undertaken by the individual for making pre and post purchase decisions.

FUTURE SCOPE

The current study has been done only regarding the consumer buying behavior towards automobiles. The same can be done in sectors of textiles, food substances and so. In the same way, the current study has been done only in the context of Chennai city. similar studies can be carried out in other cities in the country.

LIMITATION

The limitation of the study is that, the respondents of the study are only the residents of Chennai, which limits the information regarding the residents in other areas.

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