

Impact Of Demographic Variables On Country Of Origin -An Analysis

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Abstract

The empirical investigation was carried out using a theoretical model as its foundation. The goals of the study were achieved analyzing buying behaviour based on buying behaviour theory and the purchasing decision model; determining the primary factor causing changes in Indian middle class buying behaviour; highlighting important influences that affect Indian middle class purchase decisions; and determining what changes in purchase decision have been responsible for Indian middle class migration from one manufacturer to another. To help the reader better grasp the empirical findings, the sample's demographic characteristics such as age group, gender, and salary have been defined. The most important factors influencing a person's intention to buy a car are price, style, social factors, fuel economy, achievement, safety, space, and brand, according to this survey. These findings will aid companies in developing more effective marketing plans to place their high-end car brand and interact with their target market.

Keywords: Purchase Decisions, Cars, Brand, Companies, Market.

Introduction

Almost 49% of India's Manufacturing GDP comes from the automobile sector, according to all industry reports. For the past 25 years, this industry serves as one of the main engines of the Indian economy. This industry, which makes up about 7.5 percent of the GDP, is thought to be the engine of economic growth. Following a two-year epidemic, the Indian automotive sector had significant development in the fiscal year 2021–2022. According to car sales figures, the CAR industry in India saw a 26.4 percent

increase in August 2022 compared to August 2021. This rise will undoubtedly peak towards the end of the year and continue during India's festive seasons. Indian customers will keep buying vehicles even as the global trend is moving towards shared mobility. Indians' decisions to buy cars vary depending on their age, gender, education level, and occupation. Buying a car was regarded as a luxury in India twenty years ago. But in top 1, top 2, even tier 3 cities nowadays, a car is practically a must for every family and has become one of the most important family members. There are other factors at play, but the primary one is the rising cost of living for youth. Compared to a few decades ago, this young generation would rather acquire a car before returning home. The abundance of simple lending options with reasonable interest rates is the second most significant factor. In these places, the percentage of working women is also rising, and when they travel by automobile as opposed to public transportation such as City bus, the Metro, the OLA/UBER rental alternatives, they feel safer and more at ease.

Significance of the study

The motive of the study is to show the Influence of country origin cars on consumer purchase decisions in TamilNadu.

Statement of the problem

Country origin cars are available in low rates, Maintenance cost is low compared to non-country origin cars, After sales service are good and affordable, Availability of parts of cars is easy to avail, 24*7 services available for country origin cars, Indian raw material is always available, Insurance can be claimed easily for country origin products, Country origin cars are specially designed for Indian roads and standards, Quality and price will be perfect when it comes to country origin cars, Marketing cost of the cars will be less compared to country origin cars, as these many perceptions has been viewed in this study.

Objective of the study

To study the Influence of country origin cars on consumer purchase decisions in TamilNadu.

Hypotheses

H01: There is no significant difference between Influence of country origin cars on consumer purchase decisions and Age of the respondents.

H02: There is no significant difference between Influence of country origin cars on consumer purchase decisions and Income of the respondents.

Research Methodology

The process of enumeration, as well as the correct recording of outcomes, is referred as data collection. The proper data is critical to the success of an investigation; the study comprises assessing the respondent's Commitment influence in various aspects, as well as the researcher employ the current study was carried out in a practical world situation.

Sample Design

The approaches of samples were used to get the main data. Questionnaire was used to perform a field survey. The employees participating in the trial is using convenient sampling technique, with 300 as sample size.

Statistical Tools

The ANOVA, Descriptive, and Simple percentage analysis has been used to analyze the connection towards Influence of country origin cars on consumer purchase decisions.

Reviews of Literature

Kumar (2014), The study's goal is to identify the variables influencing consumers' decisions to buy cars. Today's automotive industry is very competitive because of the proliferation of domestic and international brands as well as rising consumer pre- and post-purchase expectations. The northern states of Punjab, Haryana, Himachal Pradesh, Delhi, and Chandigarh are the locations of the study. For the objective of the study, all 250 customers who had acquired cars from Volkswagen, Hyundai, Maruti, and Honda were called. Primary as well as secondary information form the study's foundation. Kruskal-Wallis testing has been done to know the significant variations among the respondents according to several factors of purchasing. The p-value of 0.05 has been assumed when applying the test. Statements with a p-value of less than 0.05 are deemed significant,

while those with a p-value greater than the presumptive value are deemed unimportant. It has been discovered that the consumer was forced to choose and purchase the car due to factors like safety, appearance, form, and amenities as well as pre- and post-sale policies. Compared to other manufacturers, Hyundai and Volkswagen are becoming particularly strong brands in the region.

Komaladewi (2017), The Low Cost Green Car, or LCGC for short, has been a successful addition to Indonesia's car sales since its 2013 launch. Purchasing a car involves a significant financial commitment and careful consideration of numerous factors. In Indonesia, LCGC is a preferred option because to its fuel economy and affordable cost. But even though the LCGC is targeted at the lower middle class, the higher middle class also favours it. Through the use of questionnaires given to LGCC customers in the West Java region of Indonesia, this study examines the relationship between pricing and the reference group while determining whether or not to buy LCGC. As a result, consumers' decisions to buy LCGC are significantly influenced by both price and the reference group. This study also demonstrates that when consumers purchase LCGC, reference group influence matters more than price.

Supriyanto (2021) This study sought to ascertain how price and advertising affected consumers' decisions to buy cars from PT Encar Daihatsu in Lubuklinggau City. There were 138 people in the study's population, and 58 people made up the sample. Regression analysis, correlation coefficient analysis, t analysis, determination coefficient analysis, and F analysis are the methods used for data analysis. With a tcount of 5.074>, price results (X1) have a considerable impact on purchase decisions (Y). 1.673 importance 0.000 < 0.05 is the t-table result. Purchase decisions (Y) are significantly impacted by promotion results (X2), as indicated by a tcount of 4.499> the value of the t of 1.673 substantial 0.000 < 0.05. On the Purchase Decision (Y), Price (X1) and Promotion (X2) have a considerable impact, as seen by the value of Fcount (27.461)> Ftable (3.18) significant 0.000 < 0.05. The conclusion indicates that at PT Encar Daihatsu in Lubuklinggau City, promotions and prices have a partial or simultaneous impact on decisions about car purchases.

Nerurkar (2023), According to earlier research on the subject, this study aims to comprehend consumer preferences with respect to

various demographic aspects when making a decision to buy a car based on the features the vehicle offers and price consciousness factors that customers primarily take into account. For this study, the judgmental survey approach was employed to gather data utilising a standardised, non-disguised questionnaire. To determine the validity and reliability of the instrument, a total of two hundred participants were contacted; however, only 143 responded to the pilot survey. Around 72% of the responders who were approached responded.

Demographic Profile:

Table 1 Income of the Respondents

S.No	Age of the Respondents	No. of Respondents	Percentage
1	Upto 1,00,000	50	16
2	1,00,001 to 3,00,000	120	40
3	3,00,001 to 5,00,000	50	16
4	5,00,001 to 7,00,000	35	13
5	7,00,001 and above	45	15
Total		300	100

Source: Primary Data

Table 1 shows that it can be noted that out of total respondents 300 investigated in the study in that 40 percent of the respondents are having income level of 1,00,001 to 3,00,000, followed by 16 percent of the respondents are under both category that is Upto 1,00,000 and 3,00,001 to 5,00,000, followed by 15 percent of the respondents are 7,00,001 and above and at least 13 percent of the respondents are 5,00,001 to 7,00,000.

Table 2 Age of the Respondents

S.No	Age of the Respondents	No. of Respondents	Percentage
1	10 or 25 years	150	50
2	26-40 years	58	19
3	41-55 years	52	18
4	Above 55 years	40	13
Total		300	100

Source: Primary Data

The table 2 shows that the most of the respondents out of 300, 150 that is 50 percent belong to the age category of 10 to 25 Years, followed by 19 percent of the respondents belong to 26-40 Years category, followed by 18 percent of the respondents belong to 41 to 55 Years and above 55 Years are 13 percent.

Table 3 Rank the Influence of Country Origin Cars on Consumer Purchase Decisions

S. No.	Sources	5	4	3	2	1	Total
1	Country origin cars are available in low rates.	80	68	47	63	42	300
		27	22	16	21	14	100
2	Maintenance cost is low compared to non-country origin cars.	92	68	80	40	20	300
		31	22	27	13	7	100
3	After sales service are good and affordable.	88	102	60	30	20	300
		29	34	20	10	7	100
4	Availability of parts of cars is easy to avail.	72	108	47	40	33	300
		24	36	16	13	11	100
5	24*7 services available for country origin cars.	110	98	25	42	25	300
		37	33	8	14	8	100
6	Indian raw material is always available.	75	120	45	40	20	300
		25	40	15	13	7	100
7	Insurance can be claimed easily for country origin products.	123	57	55	35	30	300
		41	19	18	12	10	100
8	Country origin cars are specially designed for Indian roads and standards.	150	33	47	45	25	300
		50	11	16	15	8	100

9	Quality and price will be perfect when it comes to country origin cars.	75	90	63	47	25	300
		25	30	21	16	8	100
10	Marketing cost of the cars will be less compared to country origin cars.	117	63	45	45	30	300
		39	21	15	15	10	100

Sources: Primary Data

Table 3 shows that out of 300 respondents, 80 respondents that is 27 percent ranked as 5 that Country origin cars are available in low rates, Maintenance cost is low compared to non-country origin cars as ranked as 4 by 22 percent of the respondents, followed by After sales service are good and affordable as stated by 10 percent with rank of 2, followed by Availability of parts of cars is easy to avail as 11 percent of the respondents ranked 1, 24*7 services available for country origin cars as 33 percent of the respondents ranked 4, Indian raw material is always available as 15 percent of the respondents ranked 3, Insurance can be claimed easily for country origin products as 12 percent ranked as 2, followed by Country origin cars are specially designed for Indian roads and standards as 50 percent of the respondents ranked 5, 30 percent of the respondents ranked 4 for Quality and price will be perfect when it comes to country origin cars and 10 percent of the respondents ranked 1 for Marketing cost of the cars will be less compared to country origin cars.

Table 4 Age and Influence of Country Origin Cars on Consumer Purchase Decisions

Variables	Age	N	Mean	S.D.	F Value	Sig.
Country origin cars are available in low rates.	10or 25 years	150	3.21	0.86	2.890	0.045*
	26-40 years	58	4.36	0.75		
	41-55 years	52	3.21	1.02		
	Above 55 years	40	4.02	1.20		

	Total	300	4.25	0.99		
Maintenance cost is low compared to non-country origin cars.	10or 25 years	150	3.22	0.87	2.596	0.028*
	26-40 years	58	2.19	0.93		
	41-55 years	52	3.89	1.00		
	Above 55 years	40	1.15	0.94		
	Total	300	3.11	0.98		
After sales service are good and affordable.	10or 25 years	150	2.94	0.71	.960	0.065
	26-40 years	58	2.06	0.90		
	41-55 years	52	1.74	0.15		
	Above 55 years	40	1.77	0.17		
	Total	300	3.94	0.00		
Availability of parts of cars is easy to avail.	10or 25 years	150	2.26	0.98	.887	0.077
	26-40 years	58	1.84	0.04		
	41-55 years	52	2.90	0.44		
	Above 55 years	40	1.67	0.08		
	Total	300	2.89	0.15		
24*7 services available for country origin cars.	10or 25 years	150	2.29	0.86	.968	0.089
	26-40 years	58	1.74	0.28		
	41-55 years	52	2.81	0.35		
	Above 55 years	40	2.78	0.43		
	Total	300	1.84	1.12		
Indian raw material is always available.	10or 25 years	150	4.47	0.70	4.046	0.003*
	26-40 years	58	4.37	1.00		

	41-55 years	52	4.39	0.82		
	Above 55 years	40	4.95	0.89		
	Total	300	4.23	0.91		
Insurance can be claimed easily for country origin products.	10or 25 years	150	3.77	0.90	3.258	0.027*
	26-40 years	58	4.09	0.82		
	41-55 years	52	4.05	1.02		
	Above 55 years	40	4.32	0.82		
	Total	300	4.10	0.89		
Country origin cars are specially designed for Indian roads and standards.	10or 25 years	150	3.46	0.84	2.710	0.049*
	26-40 years	58	3.67	1.06		
	41-55 years	52	4.15	0.97		
	Above 55 years	40	3.85	1.04		
	Total	300	3.95	1.01		
Quality and price will be perfect when it comes to country origin cars.	10or 25 years	150	4.01	1.06	4.369	0.005*
	26-40 years	58	4.09	1.00		
	41-55 years	52	4.30	1.93		
	Above 55 years	40	4.21	1.86		
	Total	300	4.10	0.98		
Marketing cost of the cars will be less compared to country origin cars.	10or 25 years	150	4.42	0.96	6.963	0.001*
	26-40 years	58	4.76	1.30		
	41-55 years	52	4.87	1.11		
	Above 55 years	40	3.97	1.18		
	Total	300	3.87	1.21		

Based on Primary Data * Sig.@5%

Table 4 shows that F value of the respective variables (2.890, 2.596, 4.046, 3.258, 2.710, 4.369 and 6.963) of the Influence of Country Origin Cars on Consumer Purchase Decisions has been significant at the five per cent level of significance and follows Marketing cost of the cars will be less compared to country origin cars and Country origin cars are specially designed for Indian roads and standards, Hence, there is significant difference between Influence of Country Origin Cars on Consumer Purchase Decisions and Age of the respondents, the stated null hypothesis is rejected. However, the F value for after sales service are good and affordable, Availability of parts of cars is easy to avail and 24*7 services available for country origin cars (0.960, 0.887 and 0.968) which is not significant. Therefore, the stated null hypothesis is accepted. The ANOVA test results of age and Influence of Country Origin Cars on Consumer Purchase Decisions are significant at 5% level. Hence, the stated null hypothesis is rejected.

ANOVA Test of Influence of Country Origin Cars on Consumer Purchase Decisions and Income Level of the Respondents

Table 5

Variables	Cadre in years	N	Mean	S.D.	F Value	Sig.
Country origin cars are available in low rates.	Upto 1,00,000	50	2.65	0.42	3.859	0.009*
	1,00,001 to 3,00,000	120	3.38	0.80		
	3,00,001 to 5,00,000	50	3.03	0.13		
	5,00,001 to 7,00,000	35	3.39	0.92		
	7,00,001 and above	45	3.73	1.45		
	Total	300	4.25	0.99		

Maintenance cost is low compared to non-country origin cars.	Upto 1,00,000	50	3.95	1.57	3.255	0.008*
	1,00,001 to 3,00,000	120	4.26	0.81		
	3,00,001 to 5,00,000	50	4.01	1.06		
	5,00,001 to 7,00,000	35	3.80	0.91		
	7,00,001 and above	45	4.46	1.00		
	Total	300	4.11	0.98		
After sales service are good and affordable.	Upto 1,00,000	50	3.30	0.66	3.275	0.008*
	1,00,001 to 3,00,000	120	2.06	0.84		
	3,00,001 to 5,00,000	50	2.68	0.06		
	5,00,001 to 7,00,000	35	1.17	0.97		
	7,00,001 and above	45	1.49	0.64		
	Total	300	3.94	1.00		
Availability of parts of cars is easy to avail.	Upto 1,00,000	50	3.25	1.33	2.392	0.038*
	1,00,001 to 3,00,000	120	2.69	1.03		
	3,00,001 to 5,00,000	50	2.36	1.29		
	5,00,001 to 7,00,000	35	3.31	1.91		

	7,00,001 and above	45	3.02	1.17		
	Total	300	3.89	1.15		
24*7 services available for country origin cars.	Upto 1,00,000	50	3.00	1.97	2.747	0.033*
	1,00,001 to 3,00,000	120	2.77	0.30		
	3,00,001 to 5,00,000	50	2.75	0.98		
	5,00,001 to 7,00,000	35	3.14	1.95		
	7,00,001 and above	45	3.10	1.00		
	Total	300	3.84	1.12		
Indian raw material is always available.	Upto 1,00,000	50	3.75	1.00	4.818	0.005*
	1,00,001 to 3,00,000	120	4.69	1.83		
	3,00,001 to 5,00,000	50	4.49	0.85		
	5,00,001 to 7,00,000	35	4.14	1.94		
	7,00,001 and above	45	4.27	1.31		
	Total	300	3.33	0.91		
Insurance can be claimed easily for country	Upto 1,00,000	50	1.20	0.01	.982	0.071
	1,00,001 to 3,00,000	120	2.06	0.81		

origin products.	3,00,001 to 5,00,000	50	2.15	0.88		
	5,00,001 to 7,00,000	35	2.09	0.01		
	7,00,001 and above	45	2.56	0.78		
	Total	300	2.10	0.09		
Country origin cars are specially designed for Indian roads and standards.	Upto 1,00,000	50	1.50	0.51	2.094	0.022*
	1,00,001 to 3,00,000	120	2.91	0.84		
	3,00,001 to 5,00,000	50	1.92	1.11		
	5,00,001 to 7,00,000	35	2.87	1.17		
	7,00,001 and above	45	2.29	1.10		
	Total	300	2.95	1.01		
Quality and price will be perfect when it comes to country origin cars.	Upto 1,00,000	50	3.65	0.94	2.112	0.025*
	1,00,001 to 3,00,000	120	2.24	0.99		
	3,00,001 to 5,00,000	50	3.41	0.97		
	5,00,001 to 7,00,000	35	2.11	0.92		
	7,00,001 and above	45	2.66	0.91		
	Total	300	3.10	0.98		

Marketing cost of the cars will be less compared to country origin cars.	Upto 1,00,000	50	1.15	0.49	2.080	0.025*
	1,00,001 to 3,00,000	120	3.12	1.15		
	3,00,001 to 5,00,000	50	2.11	1.20		
	5,00,001 to 7,00,000	35	2.11	0.31		
	7,00,001 and above	45	2.20	1.25		
	Total	300	3.88	1.21		

Based on Primary Data * [Sig.@5%](#)

Table 5 shows that F value of the respective variables (3.859, 3.255, 3.275, 2.392, 2.747, 4.818, 2.094, 2.112 and 2.080) of the Influence of Country Origin Cars on Consumer Purchase Decisions has been significant at the five per cent level of significance and follows Quality and price will be perfect when it comes to country origin cars and Availability of parts of cars is easy to avail, Hence, there is significant difference between Influence of Country Origin Cars on Consumer Purchase Decisions and Income of the respondents, the stated null hypothesis is rejected. However, the F value for Insurance can be claimed easily for country origin products (0.982) which is not significant. Therefore, the stated null hypothesis is accepted. The ANOVA test results of income and Influence of Country Origin Cars on Consumer Purchase Decisions are significant at 5% level. Hence, the stated null hypothesis is rejected.

Findings of the study

1. The study shows that 120 respondents that is 40 percent of the respondents earn an income of Rs. 1,00,001 to 3,00,000.
2. The study finds that 50 percent of the respondents are in the age group of 10 or 25 years.

3. The study finds that Country origin cars are specially designed for Indian roads and standards as 50 percent of the respondents that is 150 respondents ranked 5.
4. The study shows that the F value for Insurance can be claimed easily for country origin products (0.982) which are not significant.
5. The study concludes that Country origin cars are specially designed for Indian roads and standards; hence, there is significant difference between Influence of Country Origin Cars on Consumer Purchase Decisions and Age of the respondents.

Suggestions of the study

1. Buying cars is the new way of promoting the social status, but it depends upon the individual income level and preference of transportation mode.
2. The luxury car influences the customers towards the new and high-end cars through creating fake trends and electronic gadgets not considering the use and geographical location of the consumer.
3. The cars are high in spreading various cultural habits but making us too busy in technological and highly dependable products and making us to depend upon the cars for daily transportation and made us believe as a significant asset.

Conclusion

Both product involvement and product knowledge have an impact on a purchase choice. This outcome is consistent with the research, which shows that product involvement and understanding all greatly influence consumers' decisions to buy. Product knowledge has a strong and significant association with purchase decisions. This is consistent with the finding that product knowledge greatly influences consumers' decisions to buy. There is a considerable association between product involvement and a negligible impact on purchasing decisions. As a result, the student's decision to buy clothes online was greatly influenced by the product. The automotive sector is currently the most alluring one. Passenger car sales have been rising as a result of the financial institutions' easy financing options and the steadily rising disposal income in both the rural and urban sectors. It encourages researchers to find and

examine the variables influencing consumers' decisions to buy cars.

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