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FACTORS INFLUECING POST PURCHASE BEHAVIOUR OF PASSENGER CAR CUSTOMERS OF HYUNDAI

Tejaswi Velampalli[1], Dr. N. Bindu Madhavi[2]

[1]Student, MBA (Final), KLU Business School, K L University, Green fields, Vaddeswaram, Andhra Pradesh, India.

[2]Assistant. Professor, KLU Business School, K L University, Green fields, Vaddeswaram, Andhra Pradesh, India.

ABSTRACT

Consumer post purchase behaviour towards automobile user that is four wheeler. Post purchase behaviour is not only the study of what company offers to the buyer after the purchase, but also the study of what the consumer expects from the company. According to post purchase behaviour theory, there is a tendency for individuals to seek benefits for their purchase made. When any problem occurs, some change must be made in order to eliminate this problem. It is most likely that the company will change to accommodate the need. The objective of this study to know the post purchase behaviour of the customers, to ascertain the satisfaction level and its influencers, to measure the impact of sales in future , to suggest suitable recommendations for improving the level of customer satisfaction. In order to accomplish the objectives of the study, a quantitative study was conducted at Kusalava Hyundai by means of a self-administered questionnaire. A sample of 250 respondents was asked questions pertaining to the study. Conclusions and recommendations were thereafter drawn from the literature and the findings of the study. The results of this study show what company offers to the customer and how it treats the customer after sales.

Keywords: Automobile industry, Customer Satisfaction,

INTRODUCTION

One of the fastest growing industries in the world is automobile industry. This automobile industry even has its influence on the Indian market. Probably automobile industries occupy a large market share in the worlds market as well as in the Indian market. Nearly 18% of the total national income is being incurred from the automobile industry. From this we can estimate how important the automobile industry in the improvement of GDP of a country is. In India automobile industry has a growth rate is at the average of 10-12%.

Indian Automobile Industry Since 1947: It's fascinating drive through history, which begins as a story of isolation and missed opportunities to one of huge potential and phenomenal growth. India's fixation with socialism and planned economies had a crippling impact on the automotive industry in its formative years.

Post-purchase behavior involves all the consumers' activities and the experiences that follow the purchase. Usually, after making a purchase, consumers experience post- purchase dissonance. In other words, they regret their purchase decision. The reasons for high post-purchase dissonance can be attractiveness and performance of forgone alternatives, difficult purchase decision, large number of alternatives, etc,. A high level of post-purchase dissonance is negatively related to the level of satisfaction the consumer draws out of product usage. While experiencing post- purchase dissonance, consumers become acutely aware of the marketers' communication. To reduce post-purchase dissonance, consumers may sometimes even return or exchange the product. Marketers, therefore, can use these opportunities to reduce consumers' risk perception by way of good return/exchange policies and reduce their post-purchase dissonance by messages targeted at this segment of their consumers. Consumers' store selection behavior depends on - store image despite post-purchase dissonance, many consumers proceed with consumption of the product. How consumers use the products is an important knowledge source for marketers, as they can offer better products and reach more consumers based on these consumer usage patterns. In some cases, however, consumers initially use the product but after a period of time fail to do so. Marketers, therefore, should not consider a product purchased as a product consumed. A non-used product is also more likely to affect the repurchase pattern of the consumers negatively.

OBJECTIVE OF THE STUDY

The present study namely "Factors Influencing Post Purchase Behavior Of Automobile User A Case Study on Kusalava Motors Private Limited" is conducted with the following objectives-

1. To study the post purchase behavior of the customers.
2. To measure the impact of post purchase behavior on future performance.
3. To identify the factors influencing the satisfaction levels of customers.

HYPOTHESIS

There is significant difference between the consumer behavior towards Hyundai service department with respective demographic factors

SCOPE OF STUDY

This study is intended to help the company know the tastes and preferences of consumers which are these days a company and its products can survive only if they can effectively satisfy the consumer expectations, as the consumer is the king of the market. Post purchase is an important factor to maintain relationship with the customers and to improve the sales. Customers mind will always change hence a survey is conducted on post purchase behavior of consumers to know what the customers want and to know the quality of service.

REVIEW OF LITERATURE

Dr. Reshma Nasreen (2014) has published an article entitled The Empirical Study of Relationship between Post Purchase Dissonance and Consumer Behavior. The main objective of the study is to know the relationship between post purchase dissonance and consumer behavior. significant association between authority to make decisions and post purchase Dissonance. The fear of being blamed in case of product's faulty functioning often makes the customer fall prey to higher degrees of post purchase dissonance. The study also revealed that the impulse purchases create more dissonance as against the planned purchases.

Dr.T.Vetrivel (2012) has published an article entitled on "Pre-Purchase and Post-Purchase Behaviour of Customers With Reference To Tvs Motors in Erode District, Tamilnadu". The main objective of the research article was to- To study the pre-purchase and post-purchase behaviour of customers of TVS Motors in Erode District. To study the factors affecting the purchase behaviour of customers. TVS is

one of the largest automobile industries in India. It has created a notable place in the minds of the people. Its growth has created a milestone changes in the preference for two wheelers.

S. N. Mahapatra and Jitender Kumar (2010) has published an article entitled Consumer satisfaction, dissatisfaction and post-purchase evaluation: an empirical study on small size passenger cars in India .The goal of the present study is to evaluate the consumers' satisfaction over a period of time in using their durable product small passenger cars and the relationship between the satisfaction in post purchase product performance and consumer's future purchase decision. Consumer satisfaction is important because of its role in creating competitive advantage and it has received significant attention in marketing. On the other hand dissatisfied customers are likely to stop purchasing the offerings to provide unfavourable word-of-mouth advertising and to complain, return and boycott.

Mu-Chen Chen (2010) has published an article entitled the effect of service convenience on post-purchasing behaviours. The main objective of the research article is to higher the level of service convenience experienced by customers the higher the level of customer satisfaction with the business. Decision convenience addresses consumers' perceptions concerning the time and effort they have expended to make service purchases or use decisions. The study contributes to a conceptual model that, reflecting the mediating role of customer-perceived service value and the moderating role of customer-perceived service guarantee strength, indicates the effect of service convenience on customers' post-purchasing behaviours.

Dr. Para Subbaiah (2010) has published an article entitled a study on consumers' perception towards the purchase decision of two wheeler motorcycles in Nellore district, Andhra Pradesh .The main objective of the research article was to identify the relationship between the current brand of motorcycle being used by respondents and demographic characteristics of consumers. Therefore producers and marketers should pay more attention on those factors which connect to the buyer and influence their purchase decision, consumers give importance to Style, Promotional offers, Price, Capacity of engine, Manoeuvrability, Fuel economy, Service Availability, Maintenance Cost, Brand Ambassador.

RESEARCH METHODOLOGY:

The study focuses on finding out the post purchase behaviour of passenger cars of Hyndai. The secondary sources of data are articles, journals, research papers, internet, thesis, books. A detailed questionnaire is prepared for the purpose of data collection. The research has been conducted in Vijayawada and Guntur where Simple random sampling method is adopted and the questionnaire was distributed to 300 customers out of whom 250 customers have been taken for the research purpose. Statistical tools like percentage analysis, graphical method; chi-square test has been used to analyze the data. For analyzing such data the software that has been used is SPSS to determine the solitary purpose of the study.

Table1: Service of Hyundai department

		F Frequency	P Percent	VValid Percent	CCumulative Percent
Valid	a) Excellent	70	28.0	28.0	28.0
	b) Good	140	56.0	56.0	84.0
	c) Fair	34	13.6	13.6	97.6
	d) Poor	6	2.4	2.4	100.0
	Total	250	100.0	100.0	

When asked how you feel about Hyundai service department through questionnaire 56% of the respondents said good, 28% reacted excellent and 13% responded fair and finally only 2.4% respondents said poor.

Table 2

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	94.041[a]	12	.000
Likelihood Ratio	30.413	12	.002
N of Valid Cases	250		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .05.

As the chi-square value of Hyundai service department are 0.000 and 0.027 which is less than or equal to 0.05 so we accept H_1 and reject H0. Therefore there is significant relation between Hyundai service departments with age.

Table: 3 -Receive any intimation through calls or mails for the service

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Yes	210	84.0	84.0	84.0
	b) No	39	15.6	15.6	99.6
	Sometimes	1	.4	.4	100.0
	Total	250	100.0	100.0	

If asked whether you receive any intimation through calls or mallforthes, 84% of the respondents said yes and 16% said no. as it can identify from the responses' given by the respondents to the questionnaire.

Table4

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.212[a]	8	.000
Likelihood Ratio	27.961	8	.000
N of Valid Cases	250		

a. 9 cells (60.0%) have expected count less than 5. The minimum expected count is .01.

As the chi-square value of the intimation regarding service received through calls or mails is 0.000 which is less than or equal to 0.050,we accept H_1 and reject H_0.Therefore there is significant relation between consumer behavior towards intimation regarding service received through calls or mails with age.

Table: 5 -Service charges and repair charges were reasonable

		Frequency	Percent	Valid Percent	Cumulative Percent
	a) Yes	197	78.8	78.8	78.8
	b) No	50	20.0	20.0	98.8
Valid	May be	1	.4	.4	99.2
	No they cost millions of dollars	2	.8	.8	100.0
	Total	250	100.0	100.0	

The service charged by the company is reasonable; it can know this as 78% respondents said yes when asked "do you feel the service charges and repair charges were reasonable". And 20% of respondents said no.

Table 6

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.758a	3	.000
Likelihood Ratio	17.520	3	.001
N of Valid Cases	250		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .23.

As the chi-square value of reasonability of service and repair charges are 0.000 and 0.000 which is less than or equal to 0.050,we accept H_1 and reject H_0.

Therefore there is significant relation between consumer behaviour towards reasonability of service and repair charges with gender and income.

Table: 7 Solutions for queries or problems encountered by customers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	a) Excellent	1	.4	.4	.4
	a) Yes	201	80.4	80.4	80.8
	b) No	47	18.8	18.8	99.6
	Sometimes	1	.4	.4	100.0
	Total	250	100.0	100.0	

From the above table it can identify that customers can find there solution for their query very easily as 80% of the respondents opted yes when asked and only 20% opted no.

Table 8

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.570a	3	.000
Likelihood Ratio	20.344	3	.000
N of Valid Cases	250		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .23.

As the chi-square value of customer service is 0.000 which is less than or equal to 0.050, we accept H_1 and reject H_0. Therefore there is significant relation between consumer behavior towards customer service with respective gender.

RESULTS

1. It is fund that the customer are between the age group of 32-38 that is wring individuals, the company is much attracting to job holders and this is because the job holders identify the service is offered at its best. It is suggested to the company that it has to identify the interest of the youth and start attracting the youth and make interacting changes that attract youth.

2. It is seen that the customer are between 2-10 lakhs of income. The company couldn't attract people of high income much. It is suggested that the company has to take measure to attract people with high income and which in turn increases the brand image and value.

3. It is seen that most of the customer are male and jobholders. It is suggested that the company has to take measures to attract much of female customers also as the purchase ratio among female is as equal to male.

4. It is found that the customer feel ease in making service appointments for their vehicles but there are a class of people who feel it difficult the company has to take measures for making it easy for that small class of people also. The company has to take proper measures for making it easy for that small class of people for making appointments.

5. It is identified that the customers receive calls from the service center to remind them about the service appointments and get their vehicle for servicing. It is suggested that company has to remind them before 7days or 10days prior so that they can make arrangements

6. From the graph we can observe that the respondents aren't much satisfied with the water and foam wash service, the rating was average. It is suggested that the company has to improvise its water and foam wash service to retain customers.

CONCLUSION

This project work titled "Factors Influencing Post Purchase Behaviour Of Passenger car customers A Case Study on Kusalava Motors Private Limited" is study that the study contributes to a conceptual model that, reflecting the mediating role of customer-perceived service value and the moderating role of customer-perceived service guarantee strength, indicates the effect of service convenience on customers' post-purchasing behaviours (i.e. customer satisfaction and loyalty). Therefore, the service convenience-related constructs combine to offer service managers at workshops important information about managing and improving service quality in the automobile service.

This paper discusses the impact of online reviews on consumer buying behaviour. The results show that the influential factors of online reviews on consumer buying behaviour include positive reviews, description rating, picture reviews, additional reviews and cumulative reviews. The four factors, moderate reviews, negative reviews, service star rating and logistics star rating, are not significant in this research. Therefore, the sellers can take the incentives for consumers to make positive reviews and high quality reviews in the sales process. For example, cash, coupons, member points are good incentive to encourage consumers to post additional reviews and show pictures actively. So the sellers must also improve the quality of their goods in order to increase comment information. The conclusion of this paper can help consumers make decisions quickly based on online reviews in a short time. It can also help sellers to grasp the importance of online reviews, correct deficiencies timely and provide a reference for the adjustment of marketing strategy. Besides, this is a cross-sectional study and it fails to investigate the longitudinal effect of reviews on consumer purchase behaviour.

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