Consumer Behavior in Purchasing New Cars: An Empirical Study in Delhi/ NCR

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Abstract

The automotive industry in India is one of the larger markets in the world and had previously been one of the fastest growing globally, but is now seeing flat or negative growth rates. India's passenger car and commercial vehicle manufacturing industry is the sixth largest in the world, with an annual production of more than 3.9 million units in 2011. The research is conducted for better understanding of the relationship between the customer satisfaction, brand image and information from mass media towards the Purchase evaluation at various stages of purchase decision. It is found that there are many personal and social factors that affect the purchasing decision. And purchase is influenced by the various kind of information available at the time of search and evaluation of alternatives.

Keywords: Passenger cars, SUVs, Buying Behaviour

INTRODUCTION

The Automotive industry is the key driver of any growing economy. A sound transportation system plays a pivotal role in a country's rapid economic and industrial development. The well-developed Indian automotive industry ably fulfils this catalytic role by producing a wide variety of vehicles. The automobile industry comprises automobile and auto component sectors. It includes passenger cars; light, medium and heavy commercial vehicles; multi-utility vehicles such as jeeps, scooters, motorcycles, three-wheelers and tractors; and auto components like engine parts, drive and transmission parts, suspension and braking parts, and electrical, body and chassis parts. An automobile, auto car, motor car or car is a wheeled motor vehicle used for transporting passengers, which also carries its own engine or motor. Most definitions of the term specify that automobiles are designed to run primarily on roads, to have seating for one to eight people, to typically have four wheels, and to be constructed principally for the transport of people rather than goods.

The term motorcar has also been used in the context of electrified rail systems to denote a car which functions as a small locomotive but also provides space for passengers and baggage. These locomotive cars were often used on

suburban routes by both interurban and intercity railroad systems.

It was estimated in 2010 that the number of automobiles had risen to over 1 billion vehicles, up from the 500 million of 1986. The numbers are increasing rapidly, especially in China and India.

PASSENGER CAR MARKET IN INDIA

The **automotive industry in India** is one of the larger markets in the world and had previously been one of the fastest growing globally, but is now seeing flat or negative growth rates. India's passenger car and commercial vehicle manufacturing industry is the sixth largest in the world, with an annual production of more than 3.9 million units in 2011. According to recent reports, India overtook Brazil and became the sixth largest passenger vehicle producer in the world (beating such old and new auto makers as Belgium, United Kingdom, Italy, Canada, Mexico, Russia, Spain, France, and Brazil), grew 16 to 18 per cent to sell around three million units in the course of 2011-12. In 2009, India emerged as Asia's fourth largest exporter of passenger cars, behind Japan, South Korea, and Thailand. In 2010, India beat Thailand to become Asia's third largest exporter of passenger cars.

SUV CARS IN INDIA

Utility vehicles are rapidly capturing the market due to its multifarious use. Utility vehicles are found in two kinds: - Sport Utility Vehicle or Sports Utility Vehicles (SUV) and Multi Utility Vehicles (MUV). SUV in India has a large market base, and the demand is growing exponentially with time. The spacious interior and sturdy exterior of a sport utility vehicle have made this category of utility vehicles one of the fastest selling vehicles in India. SUV is multi use vehicle, used to accommodate many passengers in one vehicle. No wonder, SUVs are preferred over other vehicles while going on a long trip with family members and friends. SUV in India, especially the sport utility van has always remained one of the most favorite family cars of the car owners in the country. The name sport utility vehicle itself suggests why SUV vehicles have a huge fan following all over the world. Their sporty attributes make them look truly appealing, and for everyone who has a thing for sporty cars in India, SUV cars are the foremost choice. Go through any sport utility review, and it will say the road performance and mileage of a sport utility wagon or a sport utility trailer is surely one the best amongst all vehicle categories.

The domestic market for sport utility vehicle is huge in India. There are many manufacturers of SUVs. To name a few manufacturers of SUV in India- Fiat India, Ford Motors, Force Motors, General Motors, Hyundai Motors, Hindustan Motors, Mahindra & Mahindra, Nissan, Porsche, Tata Motors, Toyota Motors etc. are the most well-known ones.

As per all industry sourced sport utility vehicle reviews, the all-time best sport utility vehicles of India are Tata Safari, Mahindra Scorpio, Maruti Suzuki Grand Vitara, Chevrolet Captiva, Ford Endeavour, and Mitsubishi Outlander. Porsche Cayenne, Mitsubishi Pajero, Honda CR-V, and Audi Q7 are few of the versatile new SUV vehicles that are also hugely favored by Indian car lovers. Recently crossover SUV vehicles are making great waves in the automobile scenario.

OBJECTIVES

- To study the purchasing behavior of customers in buying new cars.
- To identify different sources of information used by the buyers and their role in taking Purchase decisions.
- To analyze the external factors affecting purchase of passenger & SUV cars.
- To examine the factors influencing the brand choice and choice of dealership.

SCOPE OF THE STUDY

The study covers the passenger car & SUV car users only. It also covers the buying behavior of Passenger car & SUV car users in Delhi& NCR. The scope of the study is limited to certain important behavioral aspects like information search and evaluation, brand Preference and brand loyalty, factors of motivation. Understanding the customer's Satisfaction of the product will help the automobile manufacturers in developing their Products to meet customer's needs and designing the proper marketing programs and Strategy.

The research is conducted for better understanding of the relationship between the customer satisfaction, brand image and information from mass media towards the Purchase evaluation at various stages of purchase decision.

RESEARCH METHODOLOGY

SOURCES OF DATA COLLECTION

PRIMARY SOURCES

Primary sources are the first hand evidence left behind by participants or observers at the time of events. The research method chosen by us is questionnaire method and our plan is to carry out the research in Delhi /NCR region and to target 150 customers. The collected data will be selected by non-probability random sampling.

Secondary sources

- Books
- Research Papers
- Internet

Research design: Descriptive and experimental

SAMPLING TECHNIQUE

Convenience Sampling – This is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

Sample Size: 150

Area of the studied: Delhi-NCR

Technique for Data Analysis: Mean analysis, Regression analysis, Z Test, chi square test

Tools for Data Analysis: MS-Excel and SPSS

HYPOTHESIS

H0A: There is no impact of annual income on considering status symbol as a deciding factor in purchase of new car.

- H0B: There is no significant correlation between income of family and price of the car chosen.
- H0C: There is no significant correlation between satisfaction from after sales services by the car dealer and overall satisfaction of the consumer
- H0D: There is no significant correlation between the age of a consumer and consideration of family needs as a factor while purchasing a new car.

LITERATURE REVIEW

A Critic on Various Studies on consumer buying behavior towards passenger & SUV cars

Cooper (1993) noted that most new innovations come with high risks almost of them failed in the market creating the need for marketers to have a clear understanding of success factors in brand preferences. Customers brand preference is influenced by brand equity and marketing mix elements. Theories of customers' brand preference (Rogers, 1995; Tornasky and Klein, 1982; Mason, 1990; Cherney, 2003) emphasize on the importance of complexity, compatibility, observability, triability, relative advantage, risk, cost, communicability, divisibility, profitability, social approval, and product characteristics on brand preference. The relative importance of each factor depends on the nature of goods/services under consideration, culture and social characteristics of the consumers of the different brands. Li and Houston (1999) employed as ample of 1200 consumers in Taiwan to determine factors underlying preference of market innovations. Price level, product variety and marketing communications factors were identified as promoters of brand preference. Karjaluoto et al. (2005) examined the customer brand preferences in the context of the mobile phone industry in Finland. The major objective of the study is used to assess consumer motivations in mobile phone preference. Seven factors influencing mobile phone preference were identified like innovative services, multimedia, design, brand image, outside influence, price, and reliability and these accounted for about 70% of the total variance. Brand Equity plays a major influencing role in all the stages of decision making process. Brand equity creation process model developed by Yoo, Donthu and Lee (2000) explored the relationship between selected marketing mix elements and brand equity. Consumer learning and associated brand equity plays an important role in consumer decision making as analyzed by Erdem, Zhao and Valenzuela (2004). Brand equity is function of a brand and its main purpose is to provide convenience and clarity in decision making by providing a guarantee of performance and communicating a set of expectations thereby offering certainty and facilitating the buying process. On the emotional side, the function of a brand is to evoke a set of

associations and furthermore symbolize the consumer's persona through brand imagery.

(Sangho Choo & Patricia L. Mokhtarian 2003) The researcher reviewed the literature available and found that Most published studies of vehicle type choice concentrate on vehicle attributes, household and primary driver characteristics, and brand loyalty. There is little open literature on vehicle type choice focusing on travel attitude, personality, and lifestyle factors (there are doubtless numerous proprietary studies of the role of these factors in vehicle type choice). Nevertheless, the review of this topic is helpful in identifying the types of models that have been used in this area, and the explanatory variables that have previously been found to affect vehicle type choice.

Mandeep Kaur and Sandhu (2006) attempted to find out the important features which a customer considers while going for the purchase of a new car. The study covers the owners of passenger cars living in the major cities of the State of Punjab and the Union Territory of Chandigarh. The respondents perceive that safety and comfort are the most important features of the passenger car followed by luxuriousness. So the manufacturers must design the product giving maximum weight age to these factors. Chidambaram and Alfred (2007) postulates that there are certain factors which influence the brand preferences of the customers. Within this framework, the study reveals that customers give more importance to fuel efficiency than other factors. They believe that the brand name tells them something about product quality, utility, technology and they prefer to purchase the passenger cars which offer high fuel efficiency, good quality, and technology, durability and Reasonable price. Satya Sundaram (2008) analyzed how the competition makes the automobile manufacturer to launch at least one new model or a variant of the model every year. This survey also pointed out that diesel cars are becoming popular in India and the announcement of reductions in excise duties by the government has helped to some extent to boost the demand. Clement Sudhakar and Venkatapathy (2009) studied the influence of peer group in the purchase of car with reference to Coimbatore District. It was also found that the influence of friends is higher for the purchase of small sized and midsize cars. Brown et al (2010) analyzed the consumers attitude towards European, Japanese and the US cars. The country – of – origin plays a significant role in the consumers behavior. The brand name, lower price and distributor's reputation completely have a significant impact on the sale of passengers car. However, the present study differs from the above, in that, the buyer behavior in Namakkal in Tamil Nadu is sought to be analyzed here. The scope and the area of the study are unique in nature.

(Chidambaram and Alfreed 2007) The researcher found that Customers give more importance to fuel efficiency than other factors. They believe that the brand name tells represents product quality, utility, technology and they prefer to purchase the passenger cars which offer high fuel efficiency, good quality, technology, durability and reasonable price.

(Boston Analytics 2008) The study revealed that the nation's major automotive players, including Maruti Suzuki, Toyota and Hyundai have established their footprint in the Indian used cars market. Despite their growing presence, the survey tells that the Indian consumer clearly prefers a new car. An overwhelming 90% of the respondents prefer purchasing a new car.

(Balakrishnan Menon Dr. Jagathy Raj V.P.2012 v-2)The researcher evaluated various secondary studies conducted on the consumer behaviour of passenger cars by other researchers in the relevant area, in different countries, India and specifically in the State of Kerala. Sagar at al. (2004) discussed, as to how the Indian car industry has advanced technologically, driven by a confluence of factors such as intense competition, demanding consumer preferences, government policies (especially tightening emission standards), and the global strategies of the 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. Mukherjee and Sastry (1996) discuss that penetration of passenger cars in rural and semiurban areas is extremely low and could provide fresh markets. They opinion that new entrants will have to deal with uncertainty of demand, different and evolving customer needs, a relatively poor supplier base, a market crowded with competition and industry wide capacity shortages. They see the prospect of India emerging as a significant manufacturing base for exports. They conclude that in the highly price sensitive market, reduction of prices because of lower duties and taxes and progressive indigenization, and rising middle class incomes are likely to further increase industry growth rates.

Joseph and Kamble (2011) evaluated the behavioral pattern shown by passenger car customers in Dakshina Kannada district of Karnataka state. The study is based on the data collected from 525 passenger car owners consisting of professionals, employees of public and private sector, businessmen and agriculturist in Dakshina Kannada district. They found that one of the most important factors that

influence purchase of passenger cars in India is the availability of auto finance or consumer credit. Purohit (2009) identified that consumers are mainly satisfied by the company, durability, driving comfort, brand popularity, spare parts availability, travel convenience and overall look. Good product features led the consumers to purchase Maruti product than the others. Dongyan and Xuan (2008) conducted a study on Chinese consumers which revealed that they take "safety" as the most important characteristic and take "value for money" as the second most important and "riding comfort" as the third important characteristic when purchasing a car.

DATA TABULATION

Demographics of the Respondents

Demographics of the sample

- a) Gender : Among respondents 83.3 % are males and 16.7 % are females
- b) Occupation : 44.7% are businessman, 41.3 % are employees, 6% are housewives and 8% are students
- c) Income : 17.3 % have annual income less than 5 Lakhs, 43.3 % have annual income between 5-10 lakhs, 23.3 % have annual income 10-15 lakhs, and 16 % have annual income more than 15 lakhs

Role of Price of the car in decision of buying a new car

Mean was 4.00 and the std. deviation was .83595 and which shows price of the car is the key factor of influencing the buying behavior of customer.

Role of Suggestions from family members in decision making

Mean is 2.2933 and the std. deviation is .56219 and it also shows how suggestions of family members are helpful for purchasing the car.

Role of Family Needs in decision making

Mean is 1.8933 and the std. deviation is .62548 and it also shows family needs play important role to purchasing car.

Role of Status Symbol in decision making

Mean is 3.1267 and the std. deviation is .72627. and car is status symbol most of the customer are agreed.

Role of Brand name in influencing decision making

Mean is 1.8067 and the std. deviation is .68244 and it also shows brand name play important to purchasing car.

Role of Income Level of customer in decision making

Mean is 2.3400 and the std. deviation is .57731 and it also shows that income affects the buying behavior of the customer for purchasing the car.

Role of information about various Festival Season/Offers in Decision making

Mean is 2.3400 and the std. deviation is .65364 and it also shows that festival offers influence the consumer buying behavior positively.

Role of Special Family Programs/Events like Anniversary, Birthday in decision making

Mean is 1.8067 and the std. deviation is .68244 and it also shows how many consumer prefer buying a car in Special Family Programs/Events like Anniversary, Birthday.

Role of Family Members & Friend Circle in influencing the customer for purchase a car.

Mean is 2.7400 and the std. deviation is .70881 and it also shows how Family Members & Friend Circle play important role to purchasing car.

Role of Government Policies and Regulations in influencing the decision

Mean is 2.3600 and the std. deviation is .58252 and it also shows how Government Policies and Regulations influence the buying behavior of the customer.

Role of Import Duties Imposed by Government.

Mean is 2.1400 and the std. deviation is .79453 and it also shows Import Duties Imposed by Government affect the buying behavior of the customer.

Role of information by Advertisements and Promotions influencing decision

Mean is 1.9600 and the std. deviation is .50341 and it also shows how many people influence by Advertisements and Promotions for purchasing the car.

Role of information about after Sales Service which influence the behavior of customer

Mean is 1.4000 and the std. deviation is .49154 and it also shows After Sales Service influence the buying behavior of the customer.

Role of information about Installment Payment Facility

Mean is 1.9800 and the std. deviation is .63953 and it also shows Installment Payment Facility play important for purchasing a car.

Role of information of Insurance Facility

Mean is 2.3000 and the std. deviation is .56462 and it also shows Insurance Facility play an important for purchasing a car.

Role of information about the Location of the Car Dealer Shop.

Mean is 2.1933 and the std. deviation is .51418 and Location of the Car Dealer Shop is an important factor for purchasing a car.

Role of the Credit Card Acceptance in decision making

Mean is 2.4800 and the std. deviation is .58757 and Credit Card Acceptance is an important factor for purchasing a car.

Role of the information of provided by Salesperson.

Mean is 1.9867 and the std. deviation is .54325 and Information Provided by Salesperson play important role for purchasing car.

Role of the information of Home Delivery Facility

Mean is 1.9467 and the std. deviation is .61072 and Home Delivery Facility influences the buying behavior of customer

Role of the availability of variety of Cars under one roof.

Mean is 2.6400 and the std. deviation is .65825 and Availability of Variety of Cars under One Roof play important role for purchasing the car.

Role of the information of provided by Various Car Related Magazines.

Mean is 2.5667 and the std. deviation is .79779 and information provided by various car related magazines helps the customer for purchasing a new car.

Role of the information of Mileage is the key factor

Mean is 1.7000 and the std. deviation is .56462 and mileage is the key factor which influence the buying behavior of the customer.

Role of the looks of car in decision making

Mean is 1.3867 and the std. deviation is .48862 and looks is the key factor which influence the buying behavior of the customer.

Role of the information of safety factor in buying car

Mean is 1.3467 and the std. deviation is .47750 and safety is the key factor which influence the buying behavior of the customer.

Role of the availability Car Accessories with car in influencing decision

Mean is 1.7467 and the std. deviation is .54572 and car Accessories (music system, power staring etc.) influence the buying behavior of consumer.

Role of the information of Easy Availability of Spare Parts

Mean is 1.9933 and the std. deviation is .54952 and easy availability of spare parts influence the buying behavior of consumer.

Role of the information of Availability of Service Station

Mean is 1.8333 and the std. deviation is .57249 and availability of service station is the key factor which influence the buying behavior of the customer.

Role of the information of Technology

Mean is 1.4467 and the std. deviation is .59682 and technology is the key factor which influence the buying behavior of the customer

Hypothesis Testing

In order to test the research hypotheses, the Pearson Product Moment Correlation Coefficient, Regression as well as Chi-square tests were used. Based on the results obtained

from these tests, conclusions are drawn with respect to each hypotheses generated for the research undertaken in the automobile sector where the research was conducted.

Following are the four hypotheses undertaken to fulfill the objectives of the research:

Reliability test: To check reliability of questionnaire Cronbach alpha test was done and value is 0.864 which is more than 0.70. Hence questionnaire is reliable.

Income vs. status symbol

Hypothesis 1

H0A: There is no impact of annual income on considering status symbol as a deciding factor in purchase of new car. Correlation test was applied to check the hypothesis, Correlation is 0.303, with significant value of 0.000 which is significant at 99 % confidence level. Therefore null hypothesis is rejected which shows that there is a significant correlation between income and status symbol.

Income vs. price of car as factor for deciding purchase of car

Hypothesis 2

H0B: There is no significant correlation between income of family and price of the car chosen.

Correlation is 0.101, with significant value of 0.221 which is greater than 0.01 at confidence level of 99% therefore null hypothesis is accepted. There is no significant correlation between income of family and price of the car chosen..

After sales service vs. overall satisfaction

Hypothesis 3

H0C: There is no significant correlation between satisfaction from after sales services by the car dealer and overall satisfaction of the consumer

Z-TEST is applied Z value is 0.000 which is less than 0.01 at 99 % confidence level, hence Null hypothesis rejected and there is no significant correlation between satisfaction from after sales services by the car dealer and overall satisfaction of the consumer

Age vs. considering family for purchase decision

Hypothesis 4

H0D: There is no significant correlation between the age of a consumer and consideration of family needs as a factor while purchasing a new car.

Chi square test is applied to check the hypothesis, Significant value is 0.004 which is less than 0.01 at 99 % confidence level, therefore Null hypothesis is rejected. There is no significant correlation between the age of a consumer and consideration of family needs as a factor while purchasing a new car.

FINDINGS

- The study shows that there is very little correlation between the type of car preferred by the respondents and the level of satisfaction they get.
- The study points out that there is a significant correlation between income and status symbol.
- The study reveals that there is a significant impact of the income of the family on the car they prefer to buy.
- With the help of the study it is found that there is no impact of the age of respondent on the criteria for buying a new car.
- The study points out that there is no significant correlation between satisfaction from after sales services by the car dealer and overall satisfaction of the consumer.
- Most of the respondents trust on their previous knowledge while determining their choice of new car dealer.
- After sales services play a major role in determining the post purchase satisfaction level.

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Annexure 1 : SPSS Analysis sheet

A. Demographic Profile

Gender	Frequency	Percent
Male	125	83.3
Female	25	16.7
Total	150	100

Occupation	Frequency	Percent
Business men	67	44.7
Employee	62	41.3
House wife	9	6
Student	12	8
Total	150	100

Income Groups	Frequency	Percent
less than 5, 00,000	26	17.3
5, 00,000 - 10, 00,000	65	43.3
10, 00,000 – 15,00,000	35	23.3
above -15,00,000	24	16
Total	150	100

B) Descriptive statistics of various factors affecting the decision process

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Price of the car	150	1.00	4.00	1.7533	.83495

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
You take suggestions from your family members.	150 150	1.00	3.00	2.2933	.56219

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Family Needs	150 150	1.00	3.00	1.8933	.62548

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Status Symbol	150 150	1.00	4.00	3.1267	.72627

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Brand Name	150	1.00	3.00	1.8067	.68244

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Income Level	150 150	1.00	3.00	2.3400	.57731

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Festival Season/Offers	150	1.00	3.00	2.3400	.65364

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Special Family Programs/ Events Like Anniversary, Birthday	150	1.00	4.00	2.8933	.72489

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Family Members & Friend Circle	150	2.00	4.00	2.7400	.70881

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Government Policies And Regulations	150	1.00	3.00	2.3600	.58252

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Import Duties Imposed By Government	150 150	1.00	4.00	2.1400	.79453

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Advertisements And Promotions	150 150	1.00	3.00	1.9600	.50341

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Installment Payment Facility	150 150	1.00	3.00	1.9800	.63953

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Information Provided By Various Car Related Magazines	150 150	1.00	4.00	2.5667	.79779

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
After Sales Service	150 150	1.00	2.00	1.4000	.49154

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Insurance Facility	150 150	1.00	3.00	2.3000	.56462

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Location of The Car Dealer Shop	150 150	1.00	3.00	2.1933	.51418

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Credit Card Acceptance	150 150	2.00	4.00	2.4800	.58757

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Information Provided	150	1.00	3.00	1.9867	.54325
By Salesperson	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Home Delivery Facility	150	1.00	3.00	1.9467	.61072
	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Availability of Variety of Cars	150	1.00	4.00	2.6400	.65825
Under one Roof	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Mileage	150	1.00	3.00	1.7000	.56462
	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Looks	150	1.00	2.00	1.3867	.48862
	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Safety	150	1.00	2.00	1.3467	.47750
	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Car Accessories	150	1.00	3.00	1.7467	.54572
	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Easy Availability of Spare Parts	150	1.00	3.00	1.9933	.54952

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Availability of Service Station	150	1.00	3.00	1.8333	.57249

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Technology	150	1.00	3.00	1.4467	.59682
	150				

C) Hypothesis Testing

Hypothesis 1

Correlations

		Income	Status Symbol
Income	Pearson Correlation	1	.303**
	Sig. (2-tailed)		.000
	N	150	150
Status symbol	Pearson Correlation	.303**	1
	Sig. (2-tailed)	.00	
	N	150	150

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 2

Correlations

		Income	Price
Income	Pearson Correlation	1	.101
	Sig. (2-tailed)		.221
	N	150	150
Price	Pearson Correlation	.101	1
	Sig. (2-tailed)	.221	
	N	150	150

Hypothesis 3

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
After sales services	150	1.4000	.49154	.04013
Overall satisfaction	150	1.7400	.44010	.03593

One-Sample Test

	Test Value = 0					
	Z	Df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
After sales services	34.883	149	.000	1.40000	1.3207	1.4793
Overall satisfaction	48.422	149	.000	1.74000	1.6690	1.8110

Hypothesis 4

Cross tabulation

Count

		Suggestion from family			Total
AGE	1.00	1.00	2.00	3.00	18
		6	6	11	
	2.00	5	10	10	28
	3.00	6	18	8	42
	4.00	5	39	23	62
Total		19	71	52	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.018 ^a	6	.004
Likelihood Ratio	20.641	6	.002
Linear-by-Linear Association	.572	1	.449
N of Valid Cases	150		