

**BUYERS BEHAVIOUR TOWARDS AUTOMOBILES
IN BHAIRAHAWA**

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July, 2024

RECOMMENDATION

This is to certify that the thesis

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IN BHAIRAHAWA**

*has been prepared as approved by this Department in the prescribed format of
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DECLARATION

I hereby declare that the work reported in this thesis entitled "**Buyers Behaviour Towards Automobiles in Bhairahawa**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (MBS) under the supervision of **Maya Chhantyal** of Shnaker Dev Campus, T.U.

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TABLE OF CONTENTS

	Page No
Recommendation	i
Viva-Voce Sheet	ii
Declaration	iii
Acknowledgment	iv
Table of Contents	v
List of Tables	viii
List of Figures	ix
Abbreviations	x

CHAPTER-I INTRODUCTION

1.1 Background of the Study	1
1.1.1 A Brief Introduction of Selected Automobiles	2
1.2 Focus of the Study	7
1.3 Statement of the Problem	7
1.4 Objectives of the Study	8
1.5 Significance of the Study	8
1.6 Limitation of the Study	9
1.7 Organization of the Study	9

CHAPTER-II REVIEW OF LITERATURE

2.1 Conceptual Review	11
2.1.1 Concept of Marketing	11
2.1.2 Concept of Consumer Behavior in Marketing	14
2.1.3 Consumer Satisfaction	14
2.1.4 Factors Influencing Consumer Behavior	15
2.1.5 History of Automobiles	26
2.1.6 Features of Cars	29
2.1.7 Classification of Cars	30
2.1.8 Reasons for Driving Cars	34
2.1.9 Types of Buying Decision	35
2.1.10 Consumer Involvement Theory	37

2.2 Review of Related Studies	38
2.2.1 Review of Journals and Articles	38
2.2.2 Review of Thesis	41
2.3 Research Gap	45

CHAPTER-III RESEARCH METHODOLOGY

3.1 Introduction	46
3.2 Research Design	46
3.3 Population and Sample	47
3.4 Nature and Source of Data	47
3.5 Data Collection Procedure	47
3.6 Method of Analysis	47

CHAPTER-IV DATA PRESENTATION AND ANALYSIS

4.1 Data Presentation and Analysis	49
4.1.1 Gender of Respondents	49
4.1.2 Education Level of Respondents	50
4.1.3 Current Occupation of Respondents	51
4.1.4 Age Group of Respondents	52
4.1.5 Income of Respondents	53
4.1.6 Perception towards Car	54
4.1.7 Perception Suite on Car	55
4.1.8 Information Sought on Car	56
4.1.9 Years of Usages	57
4.1.10 Brand Preference	58
4.1.11 Reason for Changing Brand	59
4.1.12 Marketing Strategy that Influences Consumer	60
4.1.13 Promotional Activities that Provide Relevant Information	61
4.2 Major Findings of the Study	62

CHAPTER-V SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary	64
5.2 Conclusion	65
5.3 Recommendations	65

Bibliography

Appendix

LIST OF TABLES

Table No.	Title	Page No.
4.1	Gender of Respondents	49
4.2	Education Level of Respondents	50
4.3	Current Occupation of Respondents	51
4.4	Age Group of Respondents	52
4.5	Monthly Income of Respondents	53
4.6	Perception towards Car	54
4.7	Perception suite on Car	55
4.8	Information Sought on Car	56
4.9	Years of Usages	57
4.10	Brand Preference	58
4.11	Reason for changing Brand	59
4.12	Marketing Strategy that Influences Consumer	60
4.13	Promotional Activities that Provide Relevant Information	61

LIST OF FIGURES

Figure No.	Title	Page No.
4.1	Gender of Respondents	49
4.2	Education Level of Respondents	50
4.3	Current Occupation of Respondents	51
4.4	Age Group of Respondents	52
4.5	Monthly Income of Respondents	53
4.6	Perception towards Car	54
4.7	Alternative of Car	55
4.8	Information Sought on Car	56
4.9	Years of Usages	57
4.10	Brand Preference	58
4.11	Reason for Changing Brand	59
4.12	Marketing strategy that influences consumer	60
4.13	Promotional Activities that Provide Relevant Information	61

ABBREVIATIONS

%	:	Percentage
&	:	And
A.D.	:	Anno Domini
Etc	:	Et Cetera
i.e.	:	That is
JMP	:	Jagat Motors Pvt. Ltd.
No.	:	Number
S.L.C	:	School Leaving Certificate
SAUPL	:	Safal Auto united Pvt. Ltd.
T.U.	:	Tribhuvan University
VMPL	:	Varun Motors Pvt. Ltd.
www	:	World Wide Web

CHAPTER-I

INTRODUCTION

1.1 Background of the Study

As human civilization developed, all the amenities needed for an increasingly comfortable lifestyle became available to them on their own. Thanks to the creation and progress of ever-improving and cutting-edge technology, we may now find ourselves in a very comfortable environment wherever we are in the globe. Without a question, the majority of these technologies have sped up and eased life.

One of the most important innovations for human life was the car, which was created in 1886 AD. Therefore, every effort is being made to improve the features and specifications of cars.

All vehicle lines, whether they are trucks, tractors, buses, vans, jeeps, or cars, consistently provide services to the public in accordance with their unique features and development goals.

There are two active aspects of automobiles that are promoting economic growth. The business of automobiles itself is one dimension, and the safe, dependable, and practical conveyance of people and things from one location to another is another. As a result, it now plays a significant role in both society and the wider globe.

In the race for automobiles, the car has evolved into an indispensable component of modern, hectic lives. Due to their fast-paced lifestyle, Nepalese people are also keen to get a private family vehicle. Upon observing and investigating the various demands of the Nepalese populace, neighboring and third-world countries are more inclined to manufacture and export automobiles that are appropriate for our nation's roads and family lifestyle. Thus, it is evident that the same thing is taking on in Nepal. Public and private vehicles are increasing in number on Nepalese highways.

Thus, it is evident that vehicles are becoming more and more necessary for people's social and professional life. It has sped up and eased daily living. With competitive

technological features and competitive pricing, Korean and Japanese automakers are increasingly gaining ground in the Nepali auto industry. These automakers also integrate advanced safety engineering.

It is believed that consumer purchasing behavior is an integral component of marketing. The study of how people, groups, and organizations purchase and discard things, services, concepts, or experiences to fulfill their needs and desires is known as consumer purchasing behavior (Kotler, 2011:11).

The purchasing habits of end consumers—individuals and households—who purchase products and services for their own use are referred to as consumer buying behavior. The consumer market is made up of all of these end consumers. All individuals and families that purchase goods and services to fulfill their own needs and desires are included in the consumer market. Depending on how well the target market and the customers who make up that segment are understood, there may be distinct consumer markets or sub-markets for various sorts of consumers (Shrestha & Neupane, 2016: 71).

Based on the aforementioned, businesses must adjust to the changing demands and wishes of their customers in order to stay competitive. it does influence the choice of a specific automobile manufacturer and model. But these kinds of study habits. In our nation, consumer purchasing behavior is important. An effort has been undertaken to investigate customer behavior in relation to the decision-making process involved in buying an automobile in Bhairahawa City.

1.1.1 A Brief Introduction of Selected Automobiles

Introduction of Kia Motors

The South Korean automaker Kia Motors is based in Seoul. Kia Motors claims that the name "Kia" means "arise or come up out of Asia" or "rising out of Asia" and is derived from the Sino-Korean terms ki ("to come out") and a (which stands for Asia).

On June 9, 1944, Kia, the oldest vehicle company in South Korea, was founded as a manual manufacturer of steel tubing and bicycle parts. It has served as one of the country's Chaebols ever since. In 1951, Kia began producing complete bicycles.

Kyungsoong Precision Industry was renamed as Kia in 1952. The firm began manufacturing motorbikes in 1957, cars in 1974, and trucks in 1962. The Sohari plant was established as the company's first integrated vehicle assembly plant in 1973. Kia manufactured the little Brisa range of automobiles until 1981. However, Kia was compelled to stop producing passenger vehicles and focus entirely on light trucks as a result of Chun Doo-hwan, the new military dictator, pushing industrial consolidation.

Beginning with just 26 vehicles produced in 1986 and increasing to nearly 95,000 the following year, Kia returned to the automotive business in collaboration with Ford. Kia built a number of cars based on the Mazda platform for exportation as well as local sales in South Korea. These vehicles included the Avella, which was marketed as the Ford Festiva and Ford Aspire in North America and Australia, and the Kia Pride, which was based on the Mazda 121.

US-based Kia Motors America was formed in 1992. February 1994 saw the sale of the first Kia-branded automobiles in the US from four dealerships in Portland, Oregon. Kia has since carefully grown, one area at a time. The Sport age was added to the United States range a few years after dealers began selling the Sephia in 1994. More than a hundred Kia stores were operating in thirty states by 1995, when a record 24,740 cars were sold.

But in 1997, Kia filed for bankruptcy due to the Asian financial crisis; in 1998, Hyundai Motor Company outbid Ford Motor Company, which had held a stake in Kia Motors since 1986, to buy 51% of the business. Subsequent divestitures have left Hyundai Motor Company with less than half of the business. Since 2005, Kia has concentrated on the European market and has recognized design as its "core future growth engine." As a result, Peter Schreyer was hired in 2006 to serve as Chief Design Officer, and he went on to create the "Tiger Nose," a new corporate grille (<https://www.companieshistory.com>).

Introduction of Isuzu Motors

Originally conceived as a diversification initiative, the Tokyo Ishikawajima Shipbuilding and Engineering Company founded Isuzu Motors in 1916. The corporation was founded to construct large ships on Ishikawajima Island, close to

Tokyo, during the Meiji Restoration in an effort to protect itself against periodic downturns in the shipbuilding sector. With the help of Tokyo Gas and Electric Industrial Company, which possessed the engineering know-how required to design automobiles, Tokyo Ishikawajima launched the business. Actually, Tokyo Gas used engines from Tokyo Ishikawajima to construct the Type A truck, which was the company's first automobile, in 1918. Under license from the English company Wolseley, the collaboration produced a range of designs, one of which was the model AC automobile, which was put into production in Japan in 1922. The business was established independently as Ishikawajima Automobile Manufacturing, Ltd. in 1929.

In 1934, the business created an air-cooled diesel engine. In the 1930s, the automobile firm became a leader in diesel technology because to its innovative work in this field. As a result of its connections to Tokyo Ishikawajima and Tokyo Gas, the business started providing goods to the military. The automobile businesses of Tokyo Ishikawajima and Tokyo Gas were legally combined into a new firm called Tokyo Motors in 1937 as part of a government mobilization plan. That year saw the start of the air-cooled diesel engine's mass manufacturing.

Tokyo Motors started manufacturing trucks in 1938 under the new brand Isuzu, which is Japanese for "50 bells."Tokyo Motors made even another advancement in its diesel technology in 1939 when it unveiled the DA40, a new diesel model. However, because of their competing interests in Asia, the US and Britain were at war with Japan by 1942. Tokyo Motors stayed in business as a frame maker but started making engines again in 1943.

The business unveiled the TX80, a brand-new diesel truck, in 1946.In 1949, the business renamed itself as Isuzu Motors, Ltd. Isuzu returned to supplying the military, but this time its client was the American army, much like many other Japanese businesses that had survived the war. The business grew to be a valuable asset to the United States, especially in the latter half of 1950.Isuzu debuted the Elf, a new two-ton N-series truck, in 1959. An effort to install a tiny diesel engine in an Isuzu car was made in 1961 after that. Isuzu established a new facility in Fujisawa in 1962. The business debuted the Bellett vehicle in 1963 and the Florian model in 1967 after increasing its production capacity.

Despite being acknowledged as a pioneer in the truck industry, Isuzu was financially vulnerable due to its quick development of new models. Bankers for the company started negotiating with rivals when it seemed that the market would not sustain Isuzu's new product line. Their goal was to set up a merger of Isuzu with a more solid corporation. Despite likely approaching firms including Toyota Motor Corporation, Mitsubishi Corporation, and Fuji Heavy Industries, General Motors emerged as the company most interested in Isuzu. General Motors acquired 34.2 percent of Isuzu in 1971. Due to the Asian economic crisis, the company's future was unclear as of 1998. In November 1997, Isuzu closed its Thai facility that had manufactured 120,000 trucks in 1996 due to poor sales in Japan and limited markets in Thailand. Isuzu's business relies heavily on truck sales in Asia, thus the region's economic unrest posed a serious danger to the corporation.

Sport utility vehicles, pickup trucks, and diesel engines are also produced by Isuzu Motors, Ltd., the world's largest manufacturer of medium- and heavy-duty trucks. Isuzu entered the passenger vehicle business in the 1980s, but it left in 1991 as a result of significant losses incurred by the firm from its passenger line. Isuzu got back to profitability with the aid of its 37% owner, General Motors, mostly by focusing on its robust truck and diesel engine capabilities. Isuzu, which had become a sort of GM manufacturing affiliate, augmented its robust sales in Asia by producing small vehicles and parts that GM would distribute. According to www.referenceforbusiness.com, Isuzu cars were driven in over 100 countries worldwide as of 1998.

Introduction of Hyundai Motors

The Hyundai Engineering and Construction Company was established in 1947 by Chung Ju-Yung. Later, in 1967, Hyundai Motors Company was founded. 1968 saw the introduction of the Cortina, the company's debut model, in collaboration with Ford Motor Company. Hyundai engaged George Turnbull, a former British Leyland managing director of Austin Morris, to help them build their own vehicle. He then employed five more elite British auto engineers. The team consisted of body designer Kenneth Barnett, engineers John Simpson and Edward Chapman, chassis engineer John Crosthwaite (ex-BRM), and chief development engineer Peter Slater. In 1975, the first Korean car, the Pony, was unveiled, featuring styling by Giorgio Giugiaro of

Ital Design and power train technology from Mitsubishi Motors in Japan. The next year saw the start of exports to Ecuador and the Benelux nations shortly after. The firm achieved technological independence in 1991 when it developed its first in-house gasoline engine and gearbox, the four-cylinder Alpha.

Hyundai shipped the Pony to Canada in 1984, but not to the US as it did not meet US pollution regulations. It was formerly the best-selling vehicle in Canada, with sales there much exceeding projections. Comparing the Pony to the Eastern-bloc imports at the time, the lowest priced vehicle sector offered a far greater level of quality and refinement.

Due in significant part to its reasonable price, Fortune magazine named the Excel as "Best Product 10" when Hyundai started selling automobiles in the United States in 1986. In 1988, the business started manufacturing models using its own technology, starting with the midsize Sonata.

Hyundai Motor India Limited was founded in 1996 and has its manufacturing facility located at Irungattukottai, close to Chennai, India. In an effort to position itself as a top brand, Hyundai started rebranding in 1998. In 1999, Chung Ju Yung gave his son, Chung Mong Koo, full control of Hyundai Motor. Hyundai Motor Group, the parent business of Hyundai, has made significant investments in the long-term research, design, production, and quality of its automobiles. It started an intensive marketing effort and gave automobiles sold in the US a 10-year or 100,000-mile (160,000-kilometer) guarantee.

Hyundai was placed second in "initial quality" in a J.D. Power and Associates survey/study conducted in 2004. Currently ranked among the top 100 most valuable brands globally is Hyundai. Hyundai has furthermore been an official global sponsor of the FIFA World Cup since 2002.

Suspecting Chung Mong Koo of corruption, the South Korean authorities opened an inquiry on his actions as chairman of Hyundai in 2006. Chung was detained and accused of embezzling 100 billion South Korean won (about US\$106 million) on

April 28, 2006. Consequently, he was succeeded as CEO of Hyundai by Kim Dong-jin, Vice Chairman (<https://www.companieshistory.com>).

1.2 Focus of the Study

The city is home to several showrooms, retail outlets, wholesalers, and supermarkets that sell a variety of brands of goods. Any business's ability to succeed or fail is solely dependent on how customers respond to its products and services. Therefore, in today's dynamic and cutthroat business climate, it is imperative that the market or producer of the products and services understand the buying habits of the consumers.

In this day of intense advertising, several auto dealers are working really hard to get a buyer's attention toward their products. They run various, alluring programs to entice customers to buy their own goods. In light of this, an attempt has been made to investigate the factors that influence decision-making while purchasing an automobile in Bhairahawa City. recognizing that consumers were growing more intricate and sophisticated every day. Investigation and research of customers must be ongoing initiatives.

With their own automobile, people have altered their interests, social standing, and way of life. There are many different types of automobiles on the market, but in Bhairahawa city, Kia, Isuzu, and Hyundai are the top options. The study focuses on automobile features, car classifications, car driving motivations, car purchase decision types, and the characteristics of Bhairahawa City's Kia, Isuzu, and Hyundai owners.

1.3 Statement of the Problem

According to studies on consumer behavior, companies aim to satisfy their customers' demands through their products and services to maintain their satisfaction and brand loyalty. This indicates that we live in a society where the wants of the consumer are paramount. Therefore, understanding consumer behavior demands an impeccable grip.

- What attitudes and purchasing patterns do Bhairahawa residents have when it comes to buying cars?
- Which brands are there, and how well-known are they in the eyes of the public?

- Which marketing techniques are being used by the car industry in the research area?

1.4 Objectives of the Study

From a corporate standpoint, these kinds of consumer buying research and inquiry are either too uncommon or nonexistent in Nepal. Under these conditions, an effort has been undertaken in this work to examine customer decision-making in the context of buying a car in Bhairahawa City. The following lists the study's particular goals.

- To investigate how consumers in Bhairahawa perceive and use products while buying cars.
- To ascertain the degree of brand awareness as well as people's perceptions and attitudes regarding various brands.
- To assess the marketing tactics used by the car industry in the research region.

1.5 Significance of the Study

The car industry in Nepal has experienced significant transformation since its inception. Consumer attitudes about four-wheelers have evolved significantly and become more dynamic over time. The creation of an efficient marketing plan and strategy to influence a potential customer to select a certain brand and product is the focus of marketers. This study is probably going to provide the groundwork for future fundamental research on Bhairahawa City consumers' purchasing habits for high involvement items. The firm gains an understanding of the different effects that customer behavior has on sales and marketing tactics thanks to this study. Due to the lack of independent agencies that give objective information and the low level of consumer understanding in Nepal, this goal becomes even more crucial than it is in industrialized nations. Policymakers may create more consumer-friendly models by taking into account the degree to which customers seek information prior to making purchases and the criteria they use to make decisions.

1.6 Limitations of the Study

Unexpected issues prevent any research initiatives from moving forward smoothly. The issues come from limitations on the study's scope, funding, and time. The cert as

in issue was also encountered by the present project. The following are a few of the issues that arose during the research.

- Although there are many various types of automobiles readily accessible on the market, the researcher has chosen to focus on only three brands: Hyundai, Isuzu, and Kia.
- The study was totally based on the opinion views and replies of the respondent. Future changes may be brought about by consumer value and taste.
- Secondary data is gathered from showroom records and retrieved from office files, newspapers, yearly reports, and websites.
- The study can only be used to partially meet the requirements for a master's degree in business studies. A great deal of work has gone into improving the accuracy of this study.
- Since the study only looked at a small portion of the Bhairahawa city, it's possible that the results might not accurately represent the situation of all Nepalis.

1.7 Organization of the Study

There are five primary chapters that make up the entire research. They are listed in the following order:

Chapter - I: Introduction

The study encompasses several elements such as the overall context, organization overview, problem description, research objectives, relevance, study constraints, and study organization.

Chapter - II: Review of Literature

The conceptual framework and a survey of relevant material, including books, dissertations, articles, brochures, booklets, journals, reports, and periodicals, are presented in this chapter. Finally, this chapter also mentions the research gap.

Chapter - III: Research Methodology

This chapter covers the research methods that will be used to meet the study's objectives. It includes of the sample and population, the study design, the data gathering process, the techniques, and the data analysis tools.

Chapter - IV: Presentation and Analysis of Data

This chapter is the most significant and is essential to the study. Data presentation, analysis, and interpretation are covered in this chapter. Several statistical and accounting methods and instruments have been used to evaluate and interpret this gathered data. Major study findings are also included.

Chapter - V: Summary, Conclusion and Recommendations

This chapter provides a concise synopsis of the whole study report together with its findings. Additionally, it offers interested parties some helpful suggestions and recommendations. The study begins with the presentation of the table of contents, recommendation sheet, viva voce sheet, acknowledgement, list of tables and figures, and abbreviations. The study concludes with the presentation of the bibliography, appendices, and research plan.

CHAPTER-II

REVIEW OF LITERATURE

A review of the literature is a crucial component of any study. It is a great method to learn what other studies in the field related to our issue have found. It usually appears as the second chapter in research or study papers that are arranged. Their understanding of literature is fundamental to the study and serves as its cornerstone. The conceptual review and the research review are the two sections of the literature review that have been completed. Attempts have been made to reevaluate the study's theoretical component in the conceptual review. Attempts have been made to reevaluate the pertinent research studies that have already been completed under the research review.

2.1 Conceptual Review

2.1.1 Concept of Marketing

Managing lucrative client connections is marketing. Marketing's dual objectives are to increase and retain present clients by providing satisfaction and draw in new ones by offering higher value (Kotler & Amstrong, 2012:4).

According to Kotler and Amstrong (2012), marketing is the process by which businesses add value for their clients and cultivate enduring relationships with them in order to obtain value from them in return.

According to Boone and Kurtz (2013), marketing is defined as a "set of instructions, and processes for creating, communicating, delivering, and exchanging offering that have value for customers, clients, partners, and society at large."

An organizational role and a collection of procedures for managing customer connections in a way that benefits the company and its stakeholders as well as for developing, conveying, and providing value to customers (Ferrell and Hartline, 2010:.8).

Organizational operations have been led, and still are, by six orientations (philosophical) notions to the market place:

- The Production Concept
- The Product Concept
- The Selling Concept
- The Marketing Concept
- The Social Marketing Concept
- The Holistic Marketing Concept

i. The Production Concept

Out of all the business concepts, this one is the oldest. It contends that pricey, readily accessible items will be preferred by customers. The goals of managers who focus on this idea include mass distribution, cheap costs, and great production efficiency. It is assumed that the availability of products and their low pricing are the main concerns of customers. In poor nations, where consumers are more concerned with getting the goods than with its characteristics, this perspective makes sense.

ii. The Product Concept

According to this perspective, buyers will go toward goods with the best quality, functionality, or novel characteristics. Supervisors that adhere to this idea focus on producing outstanding goods and continuously improving them. They make the assumption that consumers can evaluate performance and quality and appreciate well-made goods. These managers occasionally lose sight of what the market wants because they are too enamored with their product. The "better-mouse trap" fallacy might be committed by management, which holds that a better mouse trap will entice individuals to beat a path to its entrance.

iii. The Selling Concept

This is yet another typical corporate approach. It asserts that, given the chance, firms and customers won't typically purchase enough of the selling company's goods. Thus, the company has to launch a vigorous marketing and promotion campaign. This theory is predicated on the idea that buyers usually exhibit resistance or inertia and need to be persuaded to make a purchase. It also presumes that the business has a

vast array of powerful marketing and advertising instruments at its disposal to encourage greater sales. The selling idea is typically applied by businesses when they are overcapacity. Instead of producing what the market demands, their goal is to sell what they produce.

iv. The Marketing Concept

The three business orientations mentioned above are put to the test by this business philosophy. The 1950s saw the crystallization of its core beliefs. It maintains that the firm's ability to create, deliver, and communicate customer value to its chosen target consumers more effectively than rivals is the key to attaining its organizational goals (goals of the selling company). Target market, customer demands, integrated marketing, and profitability are the four pillars that support the marketing idea.

v. The Societal Marketing Concept

According to this theory, an organization's job is to identify the requirements, preferences, and interests of its target markets and then more effectively and efficiently than its rivals provide the needed satisfactions. This is the original marketing notion. It also maintains that everything mentioned above ought to be done in a way that protects or improves the welfare of society and consumers.

vi. The Holistic Marketing Concept

The idea behind this phrase is that in marketing, everything counts. It combines the social marketing idea with the modern marketing concept. To satisfy client demands, integrated marketing is employed. Creating enduring relationships with consumers is the goal of relationship marketing. The organization uses internal marketing to instill a customer-centric mindset in all of its personnel. The goal of social responsibility is to advance the wellbeing of society and consumers. To guarantee financial responsibility in terms of profit, performance marketing is used (Agrawal, 2016:19).

In marketing, holistic marketing acknowledges that "everything matters" and that an expansive, integrated viewpoint is frequently required. Relationship marketing, integrated marketing, internal marketing, social responsibility marketing, and performance marketing are the five elements of holistic marketing. International companies like Samsung and Apple Company, as well as Nepali organizations like

NCELL and Chaudhary Group, focus their marketing efforts on the holistic marketing idea (Shrestha & Neupane, 2016:11).

2.1.2 Concept of Consumer Behavior in Marketing

ultimate consumers' purchasing patterns, including those of families and individuals, who purchase products and services for their own use (Kumar, 2010: 218).

The user experiences will be the main areas of future study in CB. The main cause of this is the astounding rise in popularity of social media platforms like Weibo, WeChat, Instagram, Twitter, Facebook, and Watts App (Sheth, 2020:16).

Consumer buying behavior is the study of how individuals, groups, and organizations purchase and discard ideas, experiences, goods, and services to fulfill their needs and desires. It is regarded as an integral component of marketing (Kotler and Keller, 2011:11).

Because of the green shift and the strategic marketing tactics used by many businesses, there has been a significant improvement in the knowledge of consumer behavior toward green products across all consumer sectors (Durif et al., 2012:18).

2.1.3 Consumer Satisfaction

A person experiences satisfaction when they feel well-received or satisfied with a scenario. A customer's comparison of the anticipated and actual advantages from using a product after purchase determines their level of satisfaction. The consumer is not happy if the product does not live up to expectations in terms of performance or cost. The consumer is happy if the performance meets their expectations.

Customer satisfaction is therefore a product of expectations and performance. It is the customer's assessment of how well the product performs in comparison to their expectations. Past purchasing experiences, recommendations from friends and family, marketing promotions, and promises all shape the expectations of customers.

Clients ought to be content with what the business provides in terms of goods and services. Strong client loyalty is a direct result of excellent consumer happiness.

Customers develop an emotional connection to the brand as a result (Shrestha & Neupane, 2016:21–22).

The aim of marketing is to satisfy customers. Performance and expectations determine satisfaction. It is the way a client feels a product performs in comparison to their expectations. Complete client pleasure is what businesses should strive for. It is a result of the performance of the goods after purchasing. Expectations from customers are shaped by:

- Former purchasing encounters
- Guidance from family and friends
- Promotion, promises, and marketing (Agrawal, 2016:105)

2.1.4 Factors Influencing Consumer Behavior

A consumer's purchasing decisions are impacted by psychological, social, cultural, and personal aspects. Investigating each of these aspects can yield store ach and improve customer service.

Personal Factors

The most common factor influencing a consumer's taste and preference is their age. This is most frequently observed in the purchases people make for food, clothes, and leisure activities. Throughout their whole lives, people often purchase different things at different times of the life cycle. For instance, a person's current wants and preferences may not align with the perfume brand they used a year ago. As a result, preferences for what to buy alter often (Kotler & Keller, 2015).

Personal or demographic variables have significant influences on customers' purchasing decisions. It affects consumers' purchasing decisions either directly or indirectly. According to Shristha and Neupane (2016):75, the demographic characteristics include age, sex or gender, occupation, family size, and family lifecycle.

a) Age and Stage in the Life Cycle

An individual's age might have a direct or indirect impact on their purchasing decision. Customers' purchases of products and services vary based on their age. Children typically want toys, teenagers want food and sports equipment, young people choose trendy products, and senior citizens value value, longevity, and deals when purchasing goods and services (Shrestha & Neupane, 2016:75).

b) Occupation

The products and services a person purchases depend on their line of work. For instance, employees purchase inexpensive clothing to wear to work at the manufacturing. Academics, activists, managers, and other professionals purchase pricey gowns to wear to work. So, the occupation affects buying behavior of the consumers (Shrestha & Neupane, 2016:76).

c) Lifestyle

Customers from various socioeconomic classes, occupations, subcultures, and cultures have been seen to have diverse lives. The following activities, interests, opinions, and demographics (AIOD) data are taken into consideration when identifying lifestyles:

Activities: Work, leisure, sports, shopping, social gatherings, clubs, the neighborhood, and trips.

Interests: Media, accomplishments, food, fashion, family, and leisure.

Opinions: Regarding oneself, other people, politics, business, education, culture, and goods.

Age, education, income, employment, family size, city size, and life cycle stage are all considered demographic factors (Shrestha & Neupane, 2016:76).

d) Self-Concept or Self Image

Not every customer has the same self-concept. They buy based on how they want to be seen. For instance, one customer can present themselves as a hero, while another would present themselves as a villain or adversary. At this point, a customer who aspires to be a hero may want to purchase clothing that fits the hero, and an antagonist or villain may want to purchase clothing that fits the antagonist or villain and make the appropriate choice. The goals and requirements of each customer are to elevate the

symbolic items' reputation. Next, he or she will purchase the item, the representation of themselves. For instance, a wealthy individual could purchase a new automobile model not just out of necessity but also because it fits with their perception of themselves (Shrestha & Neupane, 2016:76).

e) Sex or Gender

The purchasing decisions made by men and women are not the same. Women take the longest to buy products, and advertisements have little effect on them. Instead, they place more focus on factors like pricing and quality. However, they place more value on the shop's reputation and brand than on its contents and cost. In a similar vein, guys are more susceptible to marketing and sales promotion. Their frequency of store visits is low (Shrestha & Neupane, 2016:76).

Economic Factors

An economic situation influences a product's choosing. Variations in the economy, such as depression, recession, and inflation, force marketers to adapt their approach to product development and relaunch.

a) Level of Personal and Family Income

The amount of disposable income determines one's capacity for spending. The items that are income-sensitive are largely chosen based on one's income level. In Nepal's joint family structure, each family member's salary contributes to the overall family income (Agrawal, 2016:116–117).

Every consumer cannot have the same income. A consumer's ability to purchase improves along with an increase in income. At this point, he or she will prioritize the opulent products and services. However, a consumer's purchasing power likewise declines when their income does. Then, rather than purchasing opulent things and services, he or she will prioritize meeting basic necessities (Shrestha & Neupane, 2016:77).

The customer is a family man. To control family expenses, total the income of all family members. When a customer belongs to a joint family, the family income—rather than the individual income—influences the buyer's behavior. It does not imply that individual income should be disregarded, as family income is the total of each

member's individual income. A change in one family member's salary might have an impact on the entire family's income. Therefore, the last factor influencing the purchasing habits of family members is the correlation between income and family size or requirements (Shrestha & Neupane, 2016:77).

b)Expected Future Income

The majority of the time, consumer behavior is determined by the consumer's expectations for their future income. The amount of present expenditure is determined by one's optimism or pessimism regarding income. He or she saves more and spends less today if future predicted income prospects are poor, and vice versa. It is irrelevant that the kind of consumer requirements determines the strength and vigor of an inclination to spend or conserve. When it comes to fundamental requirements, this inclination won't be strong enough to prevent any consumer from denying themselves the bare minimum of sustenance just because they have low hopes for their future income. However, if he anticipates poor future revenue creation, there may be a significant inclination to save rather than spend in the case of non-essential goods, and vice versa (Shrestha & Neupane, 2016:77).

c) Liquid Assets

Customers without a steady source of income could own liquid assets like stocks and gold. They provide customers power (Agrawal, 2016:116).

The liquid asset position of the customer is what drives their activity. Consumers' liquid assets are their holdings in cash or near-cash investment vehicles. Hard cash, bank balances, bank deposits, shares, debentures, bonds, and savings certificates are the greatest instances of this type. These funds are accumulated in order to pay for certain consumer durables or to cover unforeseen expenses or emergencies. A person spends his present or regular income more carelessly if he has more of these liquid assets (Shrestha & Neupane, 2016:77).

d) Savings, Debt and Credit Availability

All have an impact on the amount that consumers spend. Lower interest rates are the outcome of large savings. Bank credit availability is made more affordable by lowering interest rates. This raises the amount that consumers spend. Americans save

around 6% of their income, compared to 18% for Japanese people. According to estimates, Nepal's GDP savings rate in 2007 was 10% (Agrawal, 2016:116).

The ability or availability of consumer credit influences the purchasing decisions made by consumers. A market will issue consumer credit as a way for customers to defer paying for their purchases until a later time. There are several forms of consumer credit, including hire purchase agreements, installment purchases, and postponed payments. Simple access to finance encourages consumers to purchase durable goods that they otherwise may have put off. Additionally, it encourages him to spend his present money more freely (Shrestha & Neupane, 2016:78).

e) Economics Condition

Consumer desire to spend is influenced by business cycles, inflation, and economic growth stage. In terms of marketing, prosperity is good and recession is negative. Consumer behavior is impacted by the state of the economy (Agrawal, 2016:116).

f) Price Level

Customers' purchasing decisions are also influenced by the price level of the market since they will cease making purchases when the cost of products and services rises. In a similar vein, consumers will act quickly to make a purchase when prices drop (Shrestha & Neupane, 2016:78).

g) National Income

The national income is influenced by income tax laws and national per capita income. Additionally, this has an impact on customers' purchasing patterns both directly and indirectly. For instance, if the country adopts a liberal and advantageous tax structure, consumers will be encouraged to buy goods, and those with higher incomes would be required to pay taxes to the government. The country will then use such revenue to improve the welfare of the poorer classes. This will influence purchasing decisions favorably (Shrestha & Neupane, 2016:78).

Psychological Factors

Psychological elements encompass ideas, emotions, and more cognitive traits that impact an individual's mindset, conduct, and mental processes. Four main

psychological factors—motivation, perception, learning and belief, and attitudes—have an impact on an individual's purchasing decisions.

a. Perception

When presented with a scenario, a motivated individual is prepared to take action. Another psychological component is perception, which is the method by which a person chooses, arranges, and analyzes data to create a meaningful image of the outside world. Various people perceive the same product in various ways depending on their personal beliefs and attitudes. In order to draw customers' attention to their offers, marketers should thus make an effort to comprehend each person's behavior and attitude (Kotler & Keller, 2015:14).

The process by which individuals choose, arrange, and interpret data to create a meaningful image of the world is known as perception. Put another way, perception is the state of knowing, comprehending, or forming an opinion about anything or any circumstance. The process by which a person chooses, arranges, and analyzes information inputs to construct a meaningful image of the world is called perception. The mental process is called perception. It begins when stimuli are detected by the sense organs (skin, ears, nose, mouth, and eyes). The same object may appear differently to various people. Customers gather information through their senses—seeing, touching, hearing, smelling, tasting, etc.—and then create an opinion. Customers choose what to buy as a result. Understanding the three perceptual stages might be useful in forecasting customer behavior.

- **Selective Attention**

It implies that individuals only pay attention to things that pique their interest or are relevant to their requirements. Therefore, marketers should make an effort to communicate messages that are compelling enough to draw in potential customers.

- **Selective Distortion**

It's a process where the individual takes the information or message, bends it to fit his preferences, and then interprets it in light of his preconceptions.

- **Selective Retention**

Human memory is short and restricted, and individuals only retain information that confirms their thoughts and worldviews. In order to receive favorable and positive responses, state marketers provide messages that support the attitudes and beliefs of their target audience (Shrestha & Neupane, 2016:78).

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- b. Learning**

Consumer experiences lead to the learning process, which is then followed by action. Drives, stimuli, signals, reactions, and reinforcement all contribute to learning, thus if a consumer has a favorable purchasing experience, they are more likely to stick with the same brand in the future (Kotler & Keller, 2015).

Learning is the term used to characterize behavioral modifications brought about by experience. Most human behavior, according to learning theorists, is learnt. The interaction of desires, stimuli, cues, responses, and reinforcement results in learning (Shrestha & Neupane, 2016:79).

- c. Beliefs and Attitudes**

Customers often have a number of solid connections and knowledge about a company, which contributes to crucial brand knowledge. Customers associate brands with ideas and emotions, views and pictures, experiences, beliefs and attitudes. As a result, marketers need to make sure that customers have access to the goods and services, as well as experiences, that help them develop and retain the proper brand knowledge (Kotler & Keller, 2015).

Belief is the idea or notion that people have developed about any product, service, brand, individual, business, or organization. A person's descriptive thoughts about something are called beliefs (Shrestha & Neupane, 2016:79).

An acquired inclination to react consistently favorably or unfavorably to an item or collection of objects is known as attitude. An individual's generally constant opinions, sentiments, and inclinations toward a thing or concept are referred to as their attitude. People are influenced by their attitudes to either go toward or away from things, or to

like or dislike them. A person's attitude toward commodities is not predetermined by their birth. Attitude is shaped by perception and education. People's attitudes are shaped by the things they learn from society. A person with such an attitude chooses whether or not to purchase items. The following elements are included in attitude.

- **Learning**

Through the process of learning, attitudes change. Customers can get knowledge about products, for instance, through firsthand experience, information gathering, mass media, etc.

- **Consistency**

While attitude is mostly constant, it eventually changes. After a while, attitudes shift. Because circumstances have an impact on attitude as well, it may shift quickly.

- **Favorable or Unfavorable**

A consumer's perception of products or services might take on a positive or negative tone. It never stays impartial. Suman could therefore have beliefs like "Buy the best." "The world's greatest products are made by the Japanese," and "the most important things in life are creativity and self-expression." If this is the case, the Sony camera would go in nicely with his current outlook (Shrestha & Neupane, 2016:80).

d. Motivation

The degree of motivation influences consumers' purchasing decisions. Humans typically have a wide range of needs at any given time. Some needs are biogenic, resulting from physiological tensions like hunger, thirst, or discomfort, while other needs are psychogenic, resulting from psychological tensions like the need for acceptance, self-worth, or a sense of belonging. As a result, individuals will attempt to attend to the most pressing demand before moving on to the subsequent one (Kotler & Keller, 2015:16).

Every individual has wants, whether they are driven by psychological factors like the desire for acceptance, respect, or a sense of belonging, or by biological causes like hunger, thirst, or discomfort. A greater need turns into a driving force. An individual

feels compelled to take action in order to satisfy this increased demand. Hence, need is the foundation of motivation, and behavior aimed at achieving the goal will satisfy the need (Shrestha & Neupane, 2016:80).

e. Personality

A consumer's personality affects their purchasing decisions as well. According to Shrestha and Neupane (2016), personality refers to the distinct psychological traits that result in comparatively consistent and long-lasting responses to one's own environment.

Socio-Cultural Factors

Cultural Factors

The biggest and most profound impact on consumer behavior comes from cultural influences. The buyer's culture and subcultures have an important function that the marketer must comprehend (Shrestha & Neupane, 2016:81).

a. Culture

A society's symbols and artifacts that are passed down from generation to generation as guidelines and predictors of conduct are called its culture. The symbols might be material (i.e., tools, housing, products, works of art) or intangible (i.e., attitude, beliefs, values, language). Customers' purchasing attitudes are altered by all of these values. The fundamental source of a person's desires and actions is their culture. A kid in a culture picks up fundamental beliefs, values, desires, and actions from the family and other social institutions. Since cultures are ever-evolving, regional variations in cultural effects are also possible. To improve marketing outcomes, a marketer must make adjustments to the differences (Shrestha & Neupane, 2016:81).

b. Subculture

Subcultures are subsets of a culture that differ from other groups within that culture via the use of distinctive behavioral patterns. Every civilization has smaller subcultures, or communities of individuals with similar life experiences and circumstances that form their shared value systems. Subcultures encompass racialized groups, ethnicities, faiths, and geographical areas. Important market segments are made up of a variety of subcultures, and marketers frequently create goods and campaigns specifically to meet their demands. Examples of such important subculture

groups based on religion include Hindu, Muslim, Sikh, Christian, Buddhist, Jain and Parsi consumers in the subcontinent (Shrestha & Neupane, 2016:82).

Social Factors

A customer is impacted by social elements such as family, social roles and statuses, and reference groups in addition to cultural influences.

A. Family

A family consists of two or more individuals who live together in a household and are connected by blood, marriage, or adoption. Many people will belong to at least two families over their lifetimes: the family they were born into and the one they marry into. On the other hand, the married family has a greater direct impact on certain purchases.

For instance, family size matters when buying a car. Family members perform the following roles:

- Initiator: The one who recognizes the necessity to make the purchase.
- Influencer: The one who offers advice regarding a transaction.
- User: The person who uses the bought item most directly.
- Decider: The person with the last say over decisions (Shrestha & Neupane, 2016:82).

B. Reference Groups

Every individual in society belongs to a group or groups outside of their own family in addition to their own family. These teams may be referred to as reference teams. Groups of references can be used directly or indirectly as benchmarks or points of comparison to guide someone's actions or attitudes. People are frequently impacted by the reference group they aspire to be a part of. In general, when developing his or her conduct, a person consults any one of the following kinds of reference groups:

• Membership References Group

In this instance, the person evaluates their performance, attitudes, conduct, and self in relation to the other group members. As a result, if someone is wealthy than them or vice versa, they might feel impoverished.

- **Aspiration Reference Group**

In this case, the person mimics the actions of the group, including their purchasing habits, in an attempt to join it. Therefore, the group can be a cult or have a higher social rank.

- **Dissociative Reference Group**

In this case, a person can embrace the group's viewpoint without joining. To have the mindset and perspective of a professional athlete, one does not have to be a professional athlete. Certain civilians exhibit more behavior than do active duty members. Similar to this, a member of a minority group may embrace viewpoints and ideals that they intrinsically disagree with (Shrestha & Neupane, 2016: 83).

C. Opinion Leaders

Similar to reference groups, "opinion leaders" or "influencers" have a significant impact on how their followers behave while making purchases. Frequently, we encounter circumstances in which one individual, rather than a group, is referred to when defining their behavior pattern. The opinion leader is the one to whom such a reference is made by one or more people. In every given setting, people can follow the leader's ideas, preferences, actions, and behavior as they form a trend or pattern.

There is a reference person, an information group leader, in a very exclusive reference group. He is respected and looked up to by the group of followers. He or she is the group's inventor, testing out new concepts and goods before spreading them to their followers (Shrestha & Neupane, 2016: 83).

D. Role and Statuses

A person's status is determined by the function and position they have. One assumes the roles of a spouse, father, grandpa, son, etc. Individuals are supposed to fulfill these duties and maintain a status that reflects the overall regard that society bestows upon them. For instance, a family's spouse may have positions as club secretary and manager at his workplace. While holding his individual roles as a manager, secretary, or spouse, he will be displaying various buying behaviors and making various purchase decisions (Shrestha & Neupane, 2016:83).

E. Social Class

A society's social class is a rating that is established by its members. Social classes, whose members share comparable beliefs, interests, and behaviors, constitute society's comparatively stable and orderly dividend. In terms of structure, social class is a bigger group than intimate group. The income, authority, power, ownership, lifestyle, education, spending habits, occupation, kind, and location of residence of each individual member make up the constitution of a certain social class (Shrestha & Neupane, 2016:83).

This research is an effort to look at consumer behavior in this area, specifically with regard to automobile purchases in Bhairahawa City. The existing theoretical and historical research on consumer purchasing, brand choice, and the impact of promotions on cars has been studied in order to establish a framework for this study. The results are presented in the following headings of this chapter.

2.1.5 History of Automobiles

The car was initially developed and refined in Germany and France in the late 1800s, but in the early part of the 1900s, Americans swiftly took over the automotive industry. With the invention of mass-production processes by Henry Ford, the "Big Three" automakers—Ford, General Motors, and Chrysler—came to be recognized by the 1920s.

Following World War II, automakers diverted their resources to the armed forces, and as a result, car manufacturing surged in Europe and Japan to keep up with demand. By 1980, the industry had evolved from being essential to the growth of American metropolitan centers to a shared global business, with Japan emerging as the top carmaker. The car was invented in Germany and France at the end of the nineteenth century by individuals like Gottlieb Daimler, Karl Benz, Nicolaus Otto, and Emile Levassor, but it was to have its greatest social and economic influence in the United States. Wilhelm Maybach's 1901 Mercedes, created for Daimler Motoren Gesellschaft, is credited as being the first modern motorcar in every way. With a peak speed of fifty-three miles per hour, the thirty-five horsepower engine weighed only fourteen pounds per horsepower. Having the most advanced automotive plant in Europe by 1909, Daimler employed over 17,000 people to make less than a thousand

automobiles annually. The stark difference between this initial Mercedes model and Ransom E. Olds's one-cylinder, three-horsepower, tiller-steered, curved-dash Oldsmobile, which was essentially a mechanized horse buggy, from 1901 to 1906 best demonstrates the superiority of European design. However, the Olds was affordable for middle-class Americans, selling for about \$650, and its 5,508-unit manufacturing in 1904 exceeded all prior records for vehicle production. The main challenge facing automotive technology in the first ten years of the 1900s was balancing the sophisticated design of the 1901 Mercedes with the affordable pricing and low running costs of the Olds. For the most part, this would be an American accomplishment.

William Durant established General Motors in 1908, the same year that Henry Ford unveiled the Model T. The new businesses competed in an unparalleled seller's market for high-end consumer products. Europe did not require automobile mobility to the same extent that the United States did, given its smaller size and hinterland of dispersed and remote communities. Significantly higher per capita income and more fair income distribution than in European countries also guaranteed high demand. The demand for basic transportation the Model T had met tended increasingly in the 1920s to be filled from the backlog of used cars piling up in dealers' lots as the market became saturated.

By the time the Model T was taken out of production in 1927, 15 million of them had been sold, its price had dropped to \$290 for the coupe, and the concept of mass personal "automobility" had come of age. The other American automakers swiftly adapted Ford's mass manufacturing strategies. (They weren't used by European automakers until the 1930s.) The American industry's age of easy entrance and free-wheeling rivalry among several small manufacturers came to an end due to the greater capital outlays and bigger volume of sales that this required. The 1930s saw the introduction of the final two innovations: the automatic gearbox and drop-frame architecture. Furthermore, automobile manufacturing in the early 1950s was mostly unchanged from the 1920s, with a few notable exceptions.

During World War I, the automotive industry was vital to the production of military vehicles and supplies. Apart from producing millions of military cars, American

automakers also produced around seventy-five vital military products during World War II, the majority of which had nothing to do with automobiles. At \$29 billion in all, these materials represented one-fifth of the country's military output. During the war years, motor vehicle traffic drastically decreased since tires and fuel were heavily rationed, and vehicle manufacturing for the civilian market halted in 1942. Long after they were due to be junked, cars that had been cared for throughout the Depression were fixed up even more, creating a strong demand for new automobiles after the war ended.

In the postwar period, economy and safety were prioritized less than the dubious aesthetics of nonfunctional style. Additionally, the level of quality declined to the point that, by the middle of the 1960s, retail customers were receiving American-made automobiles with an average of twenty-four problems per unit, many of which had to do with safety. Moreover, the higher unit profits that Detroit made on gas-guzzling "road cruisers" were made at the social costs of increased air pollution and a drain on dwindling world oil reserves.

The federal standards of automotive safety (1966), pollution emissions (1965 and 1970), and energy consumption (1975) put an end to the era of the yearly restyled road cruiser. Additionally, rising gasoline prices after the oil shocks of 1973 and 1979 contributed to the decline of the popular road cruiser. Finally, the German Volkswagen "Bug," a modern take on the Model T, and Japanese fuel-efficient, well-built, and functionally designed small cars began to gain traction in the U.S. and worldwide markets.

Eighty-seven percent of American households had one or more cars in 1980; fifty-five percent owned multiple cars; and ninety-five percent of domestic automobile sales were replacements. Americans now genuinely rely on their cars. Despite the fact that almost everyone has a car, the car is no longer a progressive agent for change. The future is being mapped out by new forces, the most prominent of which are undoubtedly the robot, computer, laser, and electronic media. The American era known as the "Automobile Age" is giving way to the emerging "Age of Electronics" (<https://www.history.com/topics/inventions/automobiles>).

2.1.6 Features of Cars

i. Airbags

When an automobile crashes, the airbags will inflate to protect the driver and any occupants from common impact locations such as the steering wheel, dashboard, and vehicle sides. It would be difficult to locate a car without airbags, but when you are looking for a car, be sure the airbags have not been recalled. As airbags may be quite harmful when kids are not in the rear, look for safety measures that will disable the airbags if a youngster is placed in the front seat.

ii. Antilock Brakes

Antilock brakes prevent the wheels from locking when you hit the brakes quickly. On a slick surface, locked wheels might force the automobile to spin out, rendering steering impossible. An ABS system will use sensors on each wheel to pulse the braking system to each wheel during hard braking in order to prevent locking the wheels. This safety feature will help keep you in control, even when you have to hit the brakes hard.

iii. Electronic Stability Control

Electronic stability control, which employs sensors to stop sliding or skidding, is standard on all automobiles manufactured after 2012. These sensors pick up rotation, steering angle, sideways motion, and wheel speed, among other things. The system will apply brakes to one or more wheels to assist the driver in regaining stability if the vehicle deviates from the driver's desired direction. Although stability control systems are sometimes branded under different names, such as Advance Trac for Ford vehicles or Stabili Trak for Buick and GMC vehicles, they all function similarly in cars.

iv. Adaptive Headlights

After the sun sets, headlights enhance visibility, and adaptive headlights help visibility even more. These systems reduce glare for drivers approaching from behind by using sensors to track the car's height and improve road illumination. Adaptive headlights enhance visibility and make your automobile easier to see for other drivers, making them a crucial safety element.

v. Traction Control

Lastly, take traction control into consideration while thinking about auto safety measures. This electrical control system sets a maximum spin limit for the wheels during acceleration. This implies that even in slick or rainy weather, the wheels will have optimal traction. When one wheel spins too rapidly, traction control systems usually work in tandem with antilock braking systems to apply the brakes and transfer power to the other wheel to stop skidding.

vi. Sunroof

When a sunroof is deployed, a window in an automobile's roof is revealed, letting light and/or fresh air into the passenger cabin. Sunroofs come in a variety of forms, sizes, and designs and can be propelled by a motor or controlled manually. The word "moonroof" originally referred to fixed glass panes that were permanently installed in the roof panel over the passenger compartment; however, the phrase is now used generally to designate any glass panel in the roof. The glass panel of a moonroof is clear and typically colored. Sunshine Roof, Sliding Head, and Sliding Roof are some of the earlier names.

vii. 360-Degree Surround-view Camera Systems

These make use of the rearview camera and the grille, which are situated beneath the side mirrors on most cars. The devices make parking easier, let drivers check for children and items surrounding the car, especially while backing up, and provide a bird's-eye view of the vehicle as if from above (<https://www.calljacob.com>).

2.1.7 Classification of Cars

Different categories are used to classify cars based on a number of variables. A list of those categories may be found here.

i. Based on Body Style

Automobiles are divided into groups based on body style. This category includes, among other vehicles, minivans, crossovers, coupes, hatchbacks, and convertibles.

ii. Based on the Car Segment

Cars are grouped according to the components that they include. Examples in this type include muscle vehicles, luxury automobiles, small cars, green cars, and subcompact cars.

iii. Based on Size

These cars are divided into groups according to size. Examples of automobiles in this category include extra-large, mid-size, small, and micro cars.

iv. Based on Fuel

vehicles that are categorized according on the kind of gasoline they utilize. This group of vehicles includes, among others, gasoline, diesel, electric, and natural gas vehicles.

v. Based on Purpose

These cars are categorized based on the uses for which they are intended. This category includes, among other things, sports automobiles, family cars, race cars, and commercial cars.

Types of Cars and Their Body Styles

The top 21 automobile models on the market, categorized by body style, are shown to you. These cars are widely accessible worldwide.

i. Limousine

A limousine is the ideal option for you if you're searching for a high-end vehicle. These automobiles are equipped with amenities that are tailored to meet every specific requirement. It is one among the most costly cars because of its elegant exterior and opulent interior. These vehicles include a barrier separating the driver's area from the passengers' respective domains. Currently in production are the Toyota Century, Hyundai Equus, Great Wall Hover, and Chrysler 300 limos.

ii. Convertibles

The market is filled with a wide variety of sports vehicles, including convertibles, hot hatches, grand tourers, sports saloons, pony cars, and more. A few well-known and opulent automobiles are convertibles and convertible sports cars. Its ability to be

transformed into an open-air vehicle is what makes it accessible. But a lot of advancements have been achieved thanks to current technology. Some convertibles use automatic hydraulic or electrical actuators that make everything intuitive. Ferrari California, Honda S 200, BMW M 3, Mazda M X-5, Volvo C 70 are some well-known convertibles.

iii. Micro Car

An economy automobile is one that most people can afford. These are designed to satisfy the demands of those in the medium-income level. It even benefits from fewer carbon dioxide emissions and operating expenses. Among them is the well-known micro vehicle. Motorbikes and vehicles are combined to create micro cars (1). These typically accommodate five people and feature 1-liter engines. Microcars come in two or four-wheel configurations. In Europe, these kinds of cars are popular and are referred to as bubble cars. As a result of technological advancements, these little automobiles now run on electricity. A few of these cars include the Tata Nano, Isetta, and so on.

iv. City Cars

The ideal places to use city automobiles are in urban areas. When compared to microcars, these vehicles are far safer and have higher capacities and speeds. Because of their design, these automobiles can easily achieve highway speeds, but they shouldn't be utilized for that because it might be harmful. Also referred to as Kei vehicles in Japan, this kind of city automobile is used there. Suzuki Cervo, Honda Life, Fiat Panda are some of the best examples of city cars.

v. Hatchbacks

For those who need a larger cargo room for storing luggage in addition to enough seats, hatchbacks are the best option. Compared to the little automobiles on the market, these vehicles are far more noticeable and capable. The hatchbacks come with multiple configurations that have four or five doors. These cars are designed in such a way that it has two-box design and has interiors that are much more flexible. There is a shared space for passengers and cargo in these types of vehicles that are very popular in Asian countries.

vi. Sports Utility Vehicles

Sports Utility Vehicles, or SUVs for short. These vehicles are used differently in each nation, and the term "SUV" has broader connotations everywhere. Because of the way these automobiles are designed, off-road use accounts for a large portion of their overall usage. SUVs have upright, boxy bodies with more ground clearance. Many people find these SUVs to be appealing options because of their distinctive and elegant style. Some of the best products available on the market are Landrover Discovery, Jeep Patriot, Toyota FJ Cruiser, etc.

vii. Sedans

Sedans are frequently utilized as family vehicles and are constructed with strong engines. These three-box vehicles are great for families since they have separate spaces for the engine, passenger, and freight in addition to a roomy trunk that can accommodate a lot of luggage and comfy seats. Based on how their bodies are styled, sedans are divided into several varieties, including Notchback, Sedanette, Hardtop, Fastback, Close-coupled, Club, and Convertible.

viii. Subcompact Cars

As the name implies, subcompact automobiles feature four or five doors and a shared cargo compartment. With room for four to five passengers, it's a cozy car. The length of these cars is typically 3900 mm to 4200 mm long. High-end subcompact cars at reasonable prices are being produced by several manufacturers. Some of the best subcompact cars available in the market are Peugeot 208, Opel Corsa, etc.

ix. Family Cars

A family automobile is an elongated variant of any regular saloon or hatchback. Those with large families should definitely choose this kind of car. It is advisable to do a test drive before buying this car because of its size, which might make moving about in tiny spaces difficult. These vehicles come in a variety of designs, seat five to six people with ease, and have engines ranging from 1.4 to 2.5 liters. The Volkswagen Golf, Toyota Auris, and other models are among the most well-liked ones available.

x. E city Cars

E city vehicles, often known as station wagons, are another type of sedan or saloon that has an extension of the roof rearward. Among the various kinds of caravans on the market are two-door wagons, full-size wagons, and all-steel wagons. The station wagon is designed with two boxes and a wide load compartment. Even though the cabins' layout is similar to that of a hatchback, the longer carriages offer more room for goods. These cars have a pleasant design and may have their rear seats folded down to suit the needs of different passengers (www.stylesatlife.com).

2.1.8 Reasons for Driving Cars

i. Environmentally Friendly

Electric vehicles will make up the majority of driverless automobiles that are released in the future. These cars may most likely be categorized as "green." The technology in self-driving automobiles guarantees optimal fuel usage. Emissions should be significantly reduced as a result of this. Compared to a car driven by a person, an autonomous automobile's driving procedure prevents overspeeding and avoids repeatedly stopping and accelerating, which lowers the quantity of pollutants discharged into the environment.

ii. Improved Safety

It could take some time before self-driving cars are commercially available and widely integrated into our transportation networks. Yet, as autonomous vehicles gain traction and network connectivity, the quantity of collisions on the road will decline. By reducing the possibility of human mistake brought on by intoxication or preoccupation while driving, millions of lives and millions of dollars are saved. It is anticipated that self-driving vehicles would save countless lives that are lost every day as a result of speeding too much or driving while intoxicated. An estimated 1.3 million individuals worldwide perish in traffic accidents each year. An autonomous vehicle removes human error-related deaths and manual controls.

iii. Car Sharing

Cities may adopt a system where individuals only utilize self-driving vehicles as necessary, rather than owning automobiles as a matter of course. As a courtesy, cars

would be pooled together. People wouldn't have to worry about continuing to maintain and repair their own vehicles, and auto garages would become obsolete.

iv. Better Mobility

A lot of people are too old, too disabled, or too mobile to operate a car. They may feel alone if they are unable to obtain a driver's license. For these individuals, fully autonomous vehicles are a blessing as they restore their independence while guaranteeing that lives won't be in danger.

v. Potential for New Design

Since autonomous cars won't require complex driving aids intended for human drivers, there is plenty of room to experiment with novel designs. Upgraded interiors with seating and entertainment areas will turn them into movable living rooms! As fewer complex mechanical parts will be required, prices of vehicles should drop, making even easier to get.

vi. Potential for More Powerful Vehicles

Driverless automobiles would need more potent and efficient engines since they could travel at considerably faster speeds. A more suitable location for the mechanical components might be determined (<https://autoconversion.net>).

2.1.9 Types of Buying Decision

The following categories of purchasing decisions exist:

i. Complex Buying Behavior

When consumers are deeply engaged in the purchasing process, they are more likely to engage in complicated buying and recognize notable differences between companies. When a product is pricey, dangerous, costly, and seldom purchased, consumers may become very invested.

ii. Dissonance-Reducing Buyer Behavior

Customers can be quite involved in a purchase at times, even when they don't see many differences between brands. The expressive, rare, and hazardous nature of the transaction accounts for the high level of participation. In this instance, the buyer will likely shop around to see what is available but will likely make a purchase really fast,

maybe motivated simply by convenience or a competitive price. After making a purchase, the consumer may feel dissonant because they have noticed some unsettling aspects or have heard positive things about rival products. The buyer will be on the lookout for data to back up their choice. The customer took action first, then developed new beliefs, and finally adopted a set of attitudes, convictions and assessments that provide the customer confidence in the brand they have chosen.

iii. Variety-seeking Buying Behavior

When there is a large perceived brand difference but little consumer interaction, consumers purchase variety seeking products. In these situations, customers frequently closely examine brands. Certain purchasing scenarios are typified by little engagement yet noteworthy brand distinctions. Consumers are often doing a lot of brand switching. The consumer may reach for another brand out of a wish for a different taste. Brand switching occurs for the sake of variety either than dissatisfaction.

iv. Habitual Buying Behavior

When there are no notable brand distinctions and limited engagement, many items are purchased. They are not very committed to a brand if they consistently reach for the same one; rather, it is just habit. There is strong evidence that most low-cost, often purchased items are not well-utilized by customers. Consumer behavior with these items deviates from the typical progression of belief, attitude, and conduct. Consumers do not search extensively for information, evaluate characteristics and make a decision on which brand to buy. Instead, they are passive recipients of information. Advertising repetition creates brand familiarity rather than brand conviction. After purchase, they may not even evaluate the choice because they are not in highly involved with the product. Products needed for daily life spending such as buying the food products, the decision they make quickly and use and consumed slowly during long time. In this way everyone involved in purchase task and make decision every day. Buyers usually purchase the product only after prior thought and action. Their purchase decision typically completed after the several steps. Mainly five stages a buyer has to complete for perfect buying decision making process. Need Recognition, Information search, Evaluation of Alternatives, Purchase Decision, and

Post Purchase Evaluation are the main steps of proper buying decision making process.

The method by which consumers make decisions has long been a significant topic of theoretical and empirical study. Both public policy makers and marketers stand to gain much from a knowledge of the causes behind the behaviors and attitudes of their customers. While this knowledge is likely to assist marketers in tailoring their marketing mix to the needs of various consumer segments, it can also assist public policy makers in creating mandatory business regulations and consumer programs that are deemed necessary to advance the welfare of consumers (Kotler, 1994:131).

2.1.10 Consumer Involvement Theory

Similar to motivation, a consumer's internal mental state is what they experience with engagement. It forces one to consider and justify their decision. Customers may be coerced into participating by other organizations and sources. A consumer's time, effort, deliberation, and delight throughout the selection process of a good or service are all embodied in their involvement. There are purchases with low and high engagement, according to the involvement theory. Customers' engagement varies according to how involved they are in the transaction. For instance, the customer does not feel very engaged when purchasing a loaf of bread. It's because the product has a very limited lifespan. It runs out when it is used up. The customer will buy a different brand of bread the next time if he is dissatisfied with this one.

When purchasing a consumer durable (such as a laptop, refrigerator, furnishings for the home, or a two-wheeler, etc.), the customer is heavily involved in the decision-making process. Customers deliberate for a long time before deciding. There are long-term effects from these products. Before making an investment in highly involved items, consumers ask a lot of questions. Depending on the type of product or service, several levels of engagement are displayed in the following table (<https://accountlearning.com>).

2.2 Review of Related Studies

2.2.1 Review of Journals and Articles

According to a research by Laldinliana (2012) titled "Consumer Behaviour Towards Two Wheelers and Four Wheelers," cars are seen as a method of transportation and logistics, a way of life, and even a symbol of luxury and prosperity. Regardless of popular belief, cars—whether two- or four-wheeled—are costly and require ongoing repair and upkeep. This essay aims to investigate the factors taken into account when purchasing two- and four-wheelers in Mizoram, a harsh and isolated state in northeastern India with 4,046.37 km of total road length, of which 2,220.30 km were surfaced roads (Census of India, 2001) and just 18 gas stations spread throughout the State (Economic and Statistics, 2008). In light of the State's numerous infrastructure limitations and relative backwardness, the current study aims to determine which auxiliary characteristics are most important in influencing the purchasing decisions of Mizoram's rural and urban customers when it comes to two- and four-wheelers.

According to Adithya's (2013) research, "Customer Perception and Behavior of Car Owners," the consumer has a wide range of alternatives at his disposal. In today's consumer-driven industry, marketers aim to thrill customers rather than just meet their needs. Buying an automobile is not a choice that is made by one person. Typically, a variety of factors, including their own beliefs and actions, affect the purchase. It is therefore as complex as the human intellect. Before creating a marketing plan, marketers must have a thorough understanding of the attitudes and behaviors of their target audience. Profound market rivalry has also led to several businesses vying for customers' attention. Thus, it is crucial that we research the attitudes and actions of automobile owners since they will provide us with insights on how best to implement marketing campaigns. The study highlights a number of characteristics that producers should prioritize in order to draw in potential customers. According to the study's findings, customer behavior is a major factor in auto marketing, and further investigation into this topic is warranted.

In a research titled "Buying Behavior of Luxury Car Owner in Western Maharashtra," Patil (2015) said that the goal of the article is to investigate the purchasing habits of owners of luxury cars in Western Maharashtra, India. Thus, the purpose of this study was to examine automobile owners' purchasing habits through the use of a structured

questionnaire. It was shown that economic status is one of the main factors influencing luxury car consumer behavior. The survey also discovered that luxury automobile buyers place a higher value on safety features, brand, and cutting-edge technology than they do on cost and fuel economy.

A research on consumer behavior of passenger vehicle segments by logistic regression modeling was carried out by Menon (2019), and the study's main focus was on the impacts of different characteristics and aspects on consumers' purchasing decisions for passenger automobiles. The automobile consumers' preferences for several car segmentation models over a basic category model were assessed using the logistic modeling technique. In order to assess customer behavioral preferences, which ultimately affect the purchasing behavior of passenger vehicle owners, the article tried to develop a passenger car buy modeling technique. The study's findings will add to the body of practical knowledge in the automotive sector, particularly in relation to the passenger vehicle sectors. The proposed methodology provides manufacturers and dealers with significant added value in developing a tailored marketing plan.

The goal of a study by Moreira (2020) titled "The Impact of Global Perceived Quality on The Behaviour of Automobile's Consumers" was to determine the characteristics of car owners' perceived quality and how these characteristics influence their feelings of pride, satisfaction, regret, trust, and word-of-mouth communication. The findings demonstrate how the multidimensional construct of perceived quality among car buyers affects satisfaction, remorse, word-of-mouth communication, trust, and pride. Other dimensions of perceived quality include status and power, handling dynamics, corporate responsibility, brand heritage, resale value, durability, internal space, and trunk capacity.

The goal of Venkata's study from 2021, "A Study on Factors Influencing the Consumer Behaviour towards the Purchase of the Mahindra Cars at Hyderabad," is to examine the variables that affect consumers' decisions to buy Mahindra vehicles in Hyderabad. The numerous domestic and foreign brands in the automotive industry nowadays make competition fierce. The Mahindra organization in India would find this study useful in understanding the characteristics and expectations of its

consumers. Hyderabad, in the state of Telangana, is the site of the research. There are 100 samples in all. Both primary and secondary data form the study's foundation. The association between age, wealth, and degree of influence over the purchase of Mahindra automobiles has been determined using a two-way ANOVA.

In order to better understand the socio-economic factors influencing consumer choices in the motor vehicle industry with reference to Toyota Kenya, Brown (2020) conducted a study titled "Socio-Economic Determinants Influencing Consumer Choice for Motor Vehicle in Kenya: A Case of Toyota Kenya." The study comes to the conclusion that consumers' choices of motor vehicles were significantly influenced by cost and branding. The study recommends that Motor vehicle companies in Kenya must adopt better pricing strategies that will help them in persuade customers to buy their vehicle model.

In their study "A Study of Purchasing Behavior of Automobiles in Kukatpaly, Hyderabad," Chatuevedi & Reddy (2021) used a survey to try to address some of the open-ended questions on the brand personalities of certain cars. This study will assist in understanding consumer perceptions of a certain auto brand and potential motivators for a potential purchase. This study's primary goals are to evaluate a specific automaker's sales and to pinpoint the marketing strategies and sales promotion initiatives that these firms have used. The goal of this study is to assess how car buyers behave while making purchases. This study focuses on the several elements that affect consumers' decisions to buy compact sedan cars and four-wheelers, as well as their behavior and degree of satisfaction.

Srikanthn (2022) conducted a study on "A Study on Consumer Behaviour Towards Passenger Car segment with Reference to Andra Pradesh" and the behavior of consumers became imperative due to huge competition in all product categories. Regardless of the organization's size or place of origin, success and happy consumers depend on a grasp of the behavior of their target market. The automobile sector in India today is most lucrative industry. Change in the lifestyle of Indians, increase in the income levels and some other factors like EMI facility, offers on loans became the main driving factors of sales in car segment. This study offers an examination of previous studies on how consumers behave when buying automobiles and the

variables that influence those decisions, such as brand, service, and cost. Additionally, this study aims to present facts about the variables influencing passenger vehicle purchases and offer recommendations to adjust to the current sales situation and anticipated future demand for the automobile industry.

In a research titled "A Consumer Buying Behaviour Regarding Four Wheeler," Mittal (2023) asserted that since consumers rule the market and the automobile business is the most lucrative, it is imperative for marketing teams to comprehend consumer behavior. In order to retain their present clientele, auto dealers actively market to draw in new ones as well as encourage repeat business. Persuading a consumer to become and remain brand loyal is a challenging task. This steady stream of revenue from devoted clients is quite profitable. Due to the limited mobility of public transportation in COVID19, the automobile sector has seen a sharp spike in demand for cars. This study examined how consumers behaved while making four-wheeler purchases.

2.2.2 Review of Thesis

In 2010, a research was done in Nepal with a sample size of 100 people, titled "Consumer Behavior with Respect to Decision Making Process of Motorbike Purchase in Kathmandu City." The necessary data was gathered from the city of Kathmandu using well-structured, self-administered questionnaires. Pie charts, bar charts, and simple diagrams were included in his research table to provide appropriate justification and understanding. The respondents preferred motorbikes instead of vehicles due to its affordability and easy mobility rather than interest, pleasures, and status. They scout more for performance, mileage ride quality and frequency of repairs while selecting a particular model of a motorbike. Motorbikes manufactured in Japan were perceived to be of better quality when compared to its equivalent motorbikes. His study's goals were to quantify and examine the decision-making processes of Kathmandu's motorcycle owners. To ascertain the rationale behind a motorcycle purchase, identify the variables that influence consumer purchasing decisions, as well as the attitudes of those who influence the process and the individual's beliefs of consumer behavior.

The primary goal of this thesis was to examine and assess the decision-making process involved in buying a motorbike in Kathmandu. Bhattarai (2012) did a research on "Consumer Behavior regarding Motorbike Purchase in Kathmandu." Analyze the buyer's profile for motorbikes based on their age, gender, income, and qualifications. to ascertain the attitudes of those affecting customers' decision-making processes as well as individual beliefs on consumer behavior.

For this investigation, both primary and secondary data were gathered. All of the data and information needed to carry out the study came from original sources. A standardized questionnaire that participants self-administered was used to collect primary data and information. It was picked up in Kathmandu at a mutually upon location. When the respondents needed help understanding the questionnaire, oral explanations were provided. This study used a descriptive survey research approach. Fifty participants were chosen for this investigation. The study's key conclusions were that, while comparing various motorcycle models, advertising, family, and friends were the primary sources of moderate problem detection and recommendations. The model, price, and performance of motorbikes were the main concerns of respondents in the consumer behavior survey. The survey indicates that the age group of 29–39 is the most likely to purchase.

The goal of a research on "Consumer Behavior of Rural and Urban Areas of District Jodhpur" by Abhishek (2012) was to pinpoint the variables influencing consumers' purchasing decisions. Product, quality, size, color, design, weight, credit facility, family, and advertisement were the aspects considered for the research. based on study results from 200 respondents who were selected from Jodhpur's rural and urban populations. It was shown that consumers valued mileage aspect the most at the time of purchase, while performance and style were least liked. Price was also a factor for 34% of urban respondents and 30% of rural respondents. Furthermore, family had a significant role, particularly the spouse, who affected the majority of the shopping decisions made in rural areas. It was shown that the most significant element influencing urban consumers' purchase decisions was family, but in rural areas, friends had a greater influence. According to a market analysis of the various promotional mediums, television advertising was shown to be the most effective in influencing customer purchasing decisions.

A research on "Buying Behavior with Special Reference to Two Wheeler Bikes" was carried out by Ghimire (2014), using 200 people as the sample. The sample was gathered from the Biratnagar region of Nepal using well crafted questionnaires. He concluded that most of the buyers are influenced by the mileage, maintenance cost, and price at the purchasing of the two wheeler bikes. The main way to raise awareness of two-wheeler bikes was through advertising. Economy was the primary factor while purchasing a motorbike in terms of gasoline, maintenance costs, and efficiency.

In a survey by Malla (2017) titled "Customer Opinion Towards Hero-Honda Splender Bike with the Objectives to Know the Customers," the participants expressed satisfaction with the bike's style, look, and functionality. The cost of upkeep was prioritized by the respondent over the cost of purchasing. According to his finding more than half the respondent wanted change in the features of bike, whereas more many thoughts that the price charged was high for the product, on the other hand almost all were satisfied with the current services provided by the company 97% of the respondent were still expecting more mileage from bike. Based on his findings, he recommended lowering the cost of the two-wheelers in order to cater to middle-class consumers, offer a service warranty, and open more facilities.

In his work "A Study of Consumers Purchasing Behavior Towards Automobiles in Gorakhpur," Agrawal (2018) examined both physical improvement (purchase choice) and a convoluted procedure in the consumer behavior analysis. Consumer lead refers to the decision-making process and tangible enhancement individuals engage in throughout the process of evaluating, obtaining, employing, or designing goods and businesses. Consumer behavior may also be defined as the transfer of power that occurs inside a consumer's self and situation throughout a usage operation. This collaboration takes put between three components viz. learning, influence and behavior. It proceeds through pre-buy development to the post buy understanding. It incorporates the phases of evaluating, obtaining, utilizing and discarding merchandise and ventures.

According to a research by Schiffman (2019) titled "Consumer Behaviour as Individual Differs as from Group," making a purchasing decision as a family is very different than making a decision on your alone. The writers covered a range of factors

that influence consumers' decisions on what to buy. The book concentrated on the demands of consumers at different phases of life and the family life cycle. The family decision-making process is developed upon as a group process, and market segmentation based on family need hierarchy is advised.

In order to determine the degree of customer satisfaction with several aspects of TVS motorcycles, Vickram (2020) did a research titled "A Study on the Consumer Preference and Their Satisfaction Towards TVS Two Wheeler in Chennai City." The factors affecting the degree of enjoyment were discovered to include things like clutch wiring, seat comfort, fuel efficiency, and visual appeal. According to the results of the customer survey, they considered five factors: fuel economy, pricing, style, power, dependability, and efficiency. The study's conclusion was that brand loyalty and the desire to advocate the brand to others are positively impacted by satisfaction. It was recommended to enhance several aspects including technology, power, mileage, design, appearance, safety precautions, ergonomics, and customer relationship management.

Keshav (2021) studied the influence of several factors that affect purchasing decisions and learned about the current marketing techniques used by two-wheeler firms through his research on "Pre-purchase Behaviour Among the Youth for Two Wheeler with Special Reference to Mumbai City." The study discovered that was both reasonably priced and visually pleasing.

According to Chaudhary's (2022) research, "A Study on the Consumer Behavior Regarding Yamaha bike in Rupandehi," Yamaha bikes have better technology. Approximately 60% of the customers were students. Mileage per liter was also shown to be the most important element. Due to its speed, Yamaha was preferred above Hero and Honda; nevertheless, respondents also appeared to choose motorbikes based on the model, style, and design. However, as Hero and Honda has more demand than Yamaha, it was suggested to increase the sales distribution channels to meet the heavy demand. It was also recommended to improve the design and model with the middle-aged population in mind and to target that market segment, since the majority of young people appeared drawn to the Hero and Honda line of motorcycles, according

to the research. It was recommended that Yamaha bikes should reduce their price in order to draw in more customers and enhance the technology aspects of TVS bikes.

2.3 Research Gap

As was previously noted, one of the most fascinating areas for study is consumer buying behavior, which may be used to understand how customers make decisions about what to buy. Such studies in the previously indicated field are greatly needed in the context of Nepal. Furthermore, Nepal is a developing nation, which makes it more significant for research because of its diverse social and geographical makeup, range of cultures, customs, and communities, as well as how they behave differently when it comes to things like vehicles. The lack of choices for purchasing, the low level of knowledge, and the scarcity of reliable sources of information about any product all point to the need for more study on consumer purchasing behavior in Nepal, especially in Bhairahawa city. Numerous studies on consumer behavior have been carried out in Nepal as well as other nations. In the scenario of Nepal most of researches has been done in different products rather than cars. As it is widely known that automobiles market in Nepal is enlarging day by day, there is need of research upon the consumer buying behavior towards automobiles. This is an attempt to close the knowledge gap on cars in Nepal, especially in the city of Bhairahawa. Much work has gone into this study's investigation of the multilateral impacts on consumers' purchasing decisions when it comes to cars, which is a new area of focus when compared to comparable earlier research conducted in Nepal.

CHAPTER-III

RESEARCH METHODOLOGY

3.1 Introduction

One technique that helps to answer the research problem methodically is research methodology. It facilitates their search efforts and gives them legitimacy and dependability. The study's research approach is described below. The target population's description, the survey technique, the questionnaire design, and the final presentation and demonstration of the analysis and conclusion are all examples of the data collection that is separated into primary and secondary data. Although most people associate research with science and technology, research occurs in many fields of academic study. Studies into our economics, culture, and business practices can be just as significant as studies into science and business.

The field of research methodology encompasses the diverse approaches and strategies employed over the course of research investigations. It covers a broad range of techniques, including as quantitative approaches for presenting and analyzing data. The primary aims and objectives of this research project will be achieved via the application of the research technique. A research methodology is a methodical plan of action that is followed. Research methodology refers to the various sequential steps to be adopted by researcher in studying with certain objectives in view. Therefore, this chapter deals with the following aspects of methodology as follows:

3.2 Research Design

The plan, structure, and approach of an inquiry developed to find the answer to a research question and manage variation is known as research design. In addition to assisting the researcher in controlling experimental, extraneous, and error variance of the specific research problem under study, it also helps the researcher find an answer to the research question. The research design used for this study is less analytical and more descriptive. a small-scale survey among Bhairahawa City's automobile owners. This study uses a questionnaire that is sent out to gather data and other information relevant to the research topics.

3.3 Population and Sample

A sample is a subset of respondents chosen at random from the population. To get broad information based on various locations in Bhairahawa, the researcher randomly picked a sample for his consumer survey. The population of this research was defined as all automobile owners in Bhairahawa. Out of which, 500 final customers were questioned using a standardized questionnaire. Samples illustrating the variety of automotive buyers were collected from all throughout Bhairahawa. Enough work was done to ensure that the sample was representative of the local population by incorporating customers from a variety of age groups, sexes, locations, educational backgrounds, and socioeconomic backgrounds.

3.4 Nature and Source of Data

There was minimal use of secondary data in this study, which was mostly done using primary data. The following sources, depending on the type of information and data, were used.

- **Primary Sources**

The primary goal is achieved through the usage of primary data. Primarily, primary data were gathered and employed in the research. To meet the study's goals, primary data were gathered via questionnaires from customers at various levels.

3.5 Data Collection Procedure

A standardized, self-administered questionnaire was used to gather the data. In Bhairahawa, it was gathered as part of a survey in a mutually convenient location. The respondents were given the questionnaire in person during interviews. When the respondents needed help understanding the questionnaire, oral explanations were provided.

3.6 Method of Analysis

The respondents' replies were sorted, totaled, processed, and examined utilizing various, pertinent, scientific data analysis techniques and instruments in the proper order. To prepare the questionnaires for analysis and presentation, they were circulated and gathered. Several data analysis techniques and instruments were

applied to the gathered data in order to produce a trustworthy result for the study. Data were gathered from responders at various levels. A series of questionnaires has a table developed for them. Frequency was calculated for every each question. The replies and findings were displayed using a percentile, tabulation, bar diagram, and pie chart, among other tables that were generated. Additional methods, such trend analysis, correlation analysis, and regression analysis, were also employed to increase the study's value as a proposal to the stakeholders in the future.

CHAPTER-IV

DATA PRESENTATION AND ANALYSIS

The results of the analysis are presented in this chapter in order to fulfill the study's objectives. Through examination of the respondents' demographic profile, their purchasing preferences, and their attitudes toward different automobile brands and marketing techniques, it deals with data analysis of customer perception and buying preferences in Bhairahawa.

4.1 Data Presentation and Analysis

4.1.1 Gender of Respondents

Male and female responders make up the two categories. The gender analysis of the respondents is displayed in Table 4.1 and Figure 4.1.

Table 4.1

Gender of Respondents

Gender	No. of Respondents	Percentage
Male	310	62
Female	190	38
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.1

Gender of Respondents

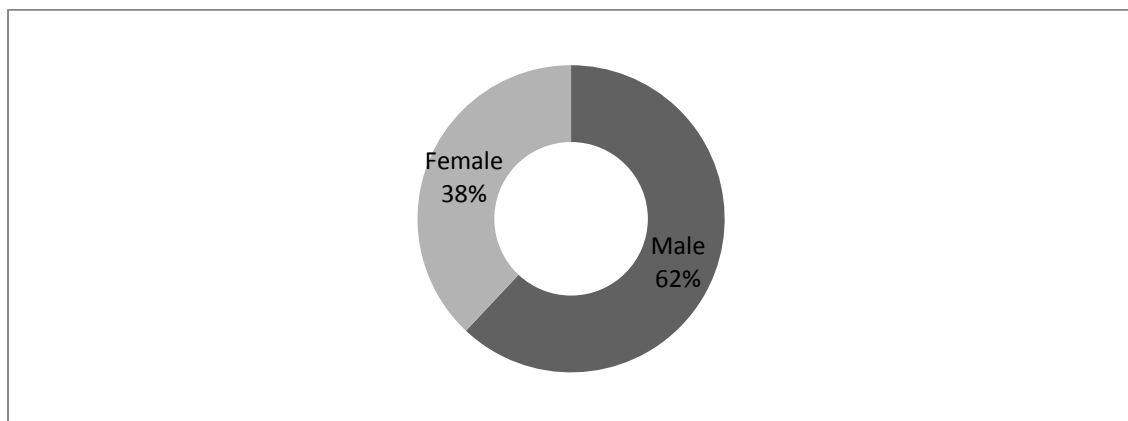


Figure 4.1 and Table 4.1 display the respondents' genders. Males made up the majority of the responders. Sixty-two percent of men drive cars. The female gender, which makes up 38% of the total, comes next.

4.1.2 Education Level of Respondents

On the basis of their educational attainment, all of the respondents were divided into four groups. The analysis of respondents according to their greatest degree of education is displayed in Table 4.2 and Figure 4.2.

Table 4.2

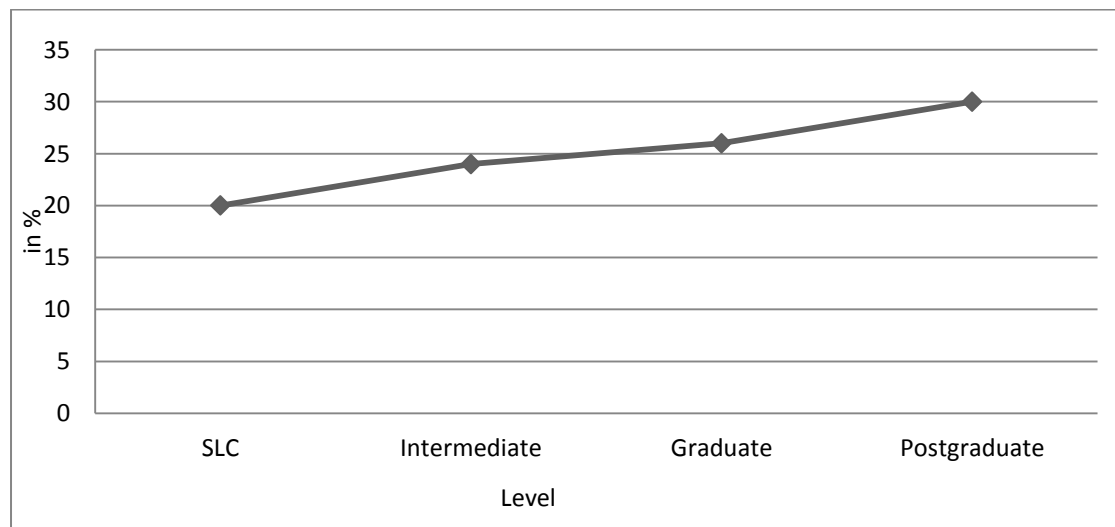
Education Level of Respondents

Education Level	No. of Respondent	Percentage
SLC	100	20
Intermediate	120	24
Graduate	130	26
Postgraduate	150	30
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.2

Education Level of Respondents



The respondents' degree of education is displayed in Table 4.2 and Figure 4.2. 30% of respondents have finished a postgraduate degree, 28% have done a graduate degree, 22% have achieved an intermediate degree, and just 20% have completed an SLC.

4.1.3 Current Occupation of Respondents

The respondents were categorized into four groups according to the jobs they currently hold. The analysis of respondents according to their individual occupations is displayed in Table 4.3 and Figure 4.3.

Table 4.3

Current Occupation of Respondents

Current Occupation	No of Respondents	Percentage
Students	20	4
Jobholder	130	26
Businessman	300	60
Social worker	50	10
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.3

Current Occupation of Respondents

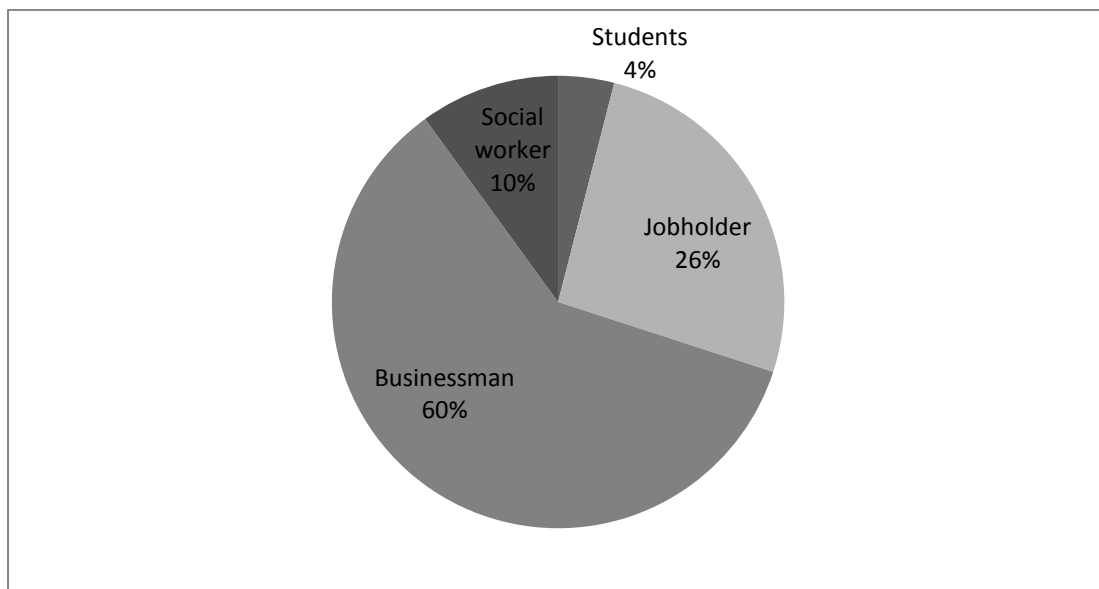


Figure 4.3 and Table 4.3 indicate that 60% of respondents are entrepreneurs. 10% are social workers, 26% are employed, and 4% are students. According to the sample collected, most of the respondents were found to be a businessman.

4.1.4 Age Group of Respondents

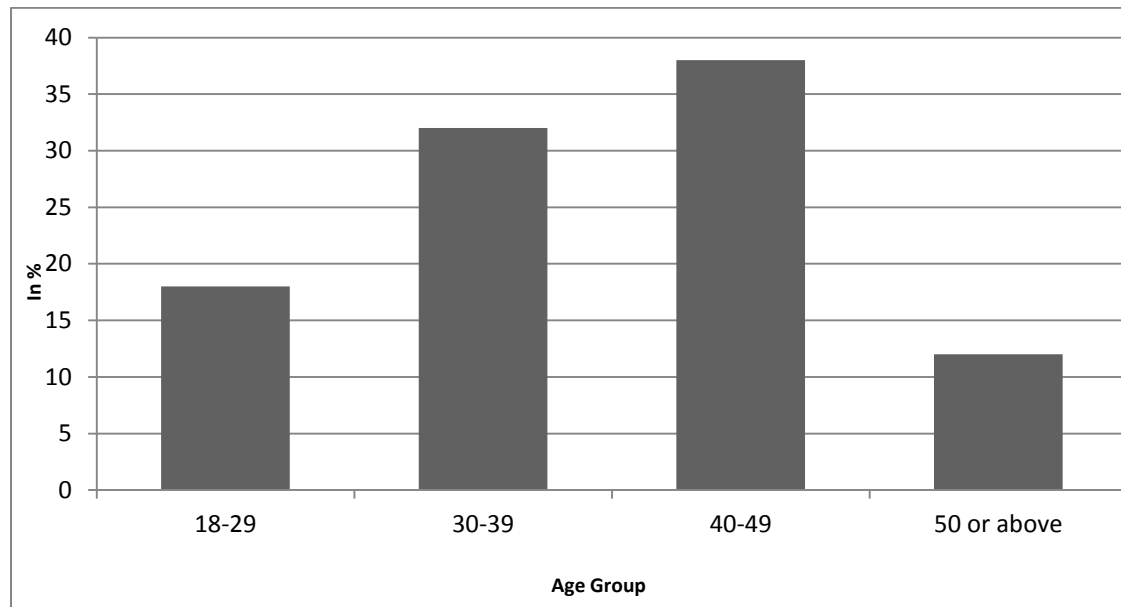
Based on the age range of each responder, four groups were created. The age group analysis of the respondents is displayed in Table 4.4 and Figure 4.4.

Table 4.4
Age Group of Respondents

Group	Respondents	Age

(Source: Opinion Survey, 2024)

Figure 4.4
Age Group of Respondents



The age range of the respondents is displayed in Table 4.4 and Figure 4.4. 38% of the responders are between the ages of 40 and 49. The age group of 18 to 29 years old, at 18%, and the 30-39 age group, at 32%, follow. The percentage of responders who were 50 years of age or older was just 12%. The most active buying age group according to the data is 40-49 years.

4.1.5 Income of Respondents

In order to achieve the research objectives, the researcher collected data from the respondents on their monthly income, which ranges from Rs 50,000 to Rs 70,000 and higher. The results are displayed in the table and figure below.

Table 4.5

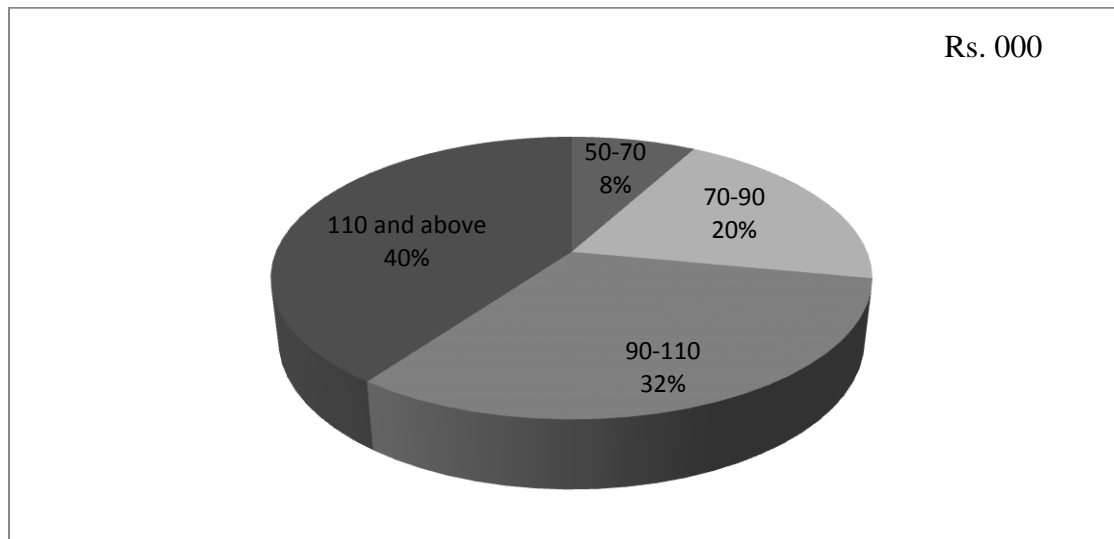
Monthly Income of Respondents

Monthly Income Rs.000	No. of Respondent	Percentage
50-70	40	08
70-90	100	20
90-1,10	160	32
110 and above	200	40
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.5

Monthly Income of Respondents



The monthly income is shown in Table 4.5 and Figure 4.5. The largest group of respondents falls into the categories earning Rs. 110,000 and above earning which was 40% of the total followed by those earnings of Rs. 90,000-Rs.1,10,000 represents 32%, Rs.70,000-Rs.90,000 represents 20%. According to the table and figure, 8% of the respondents continued to earn between Rs. 50,000 and Rs. 70,000 each month. This indicates that the most active group of purchasers is those who have monthly income of Rs. 110,000 and above.

4.1.6 Perception towards Car

Table 4.6

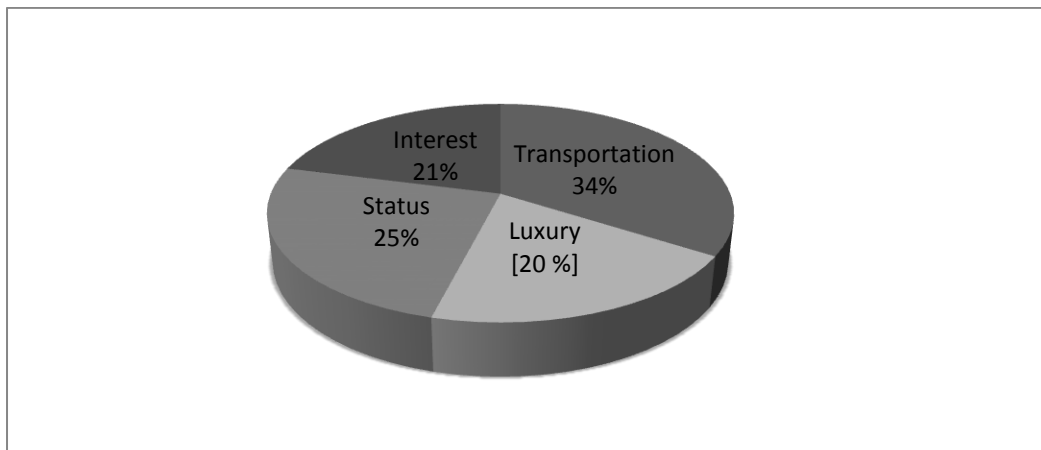
Perception towards Car

Purpose	No of Respondents	Percentage
Transportation need	170	34
Luxury item	100	20
Status Symbol	125	25
Interest	105	21
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.6

Perception towards Car



The investigation reveals that individuals utilize cars mostly for status and mobility, as seen in table 4.6 and picture 4.6. Status and transportation rank first and second, with 34% and 25%, respectively. With 21%, the interest then ranks third. The percentage of cars used for luxury is just 20%, which is a low usage rate.

4.1.7 Perception Suite on Car

Table 4.7

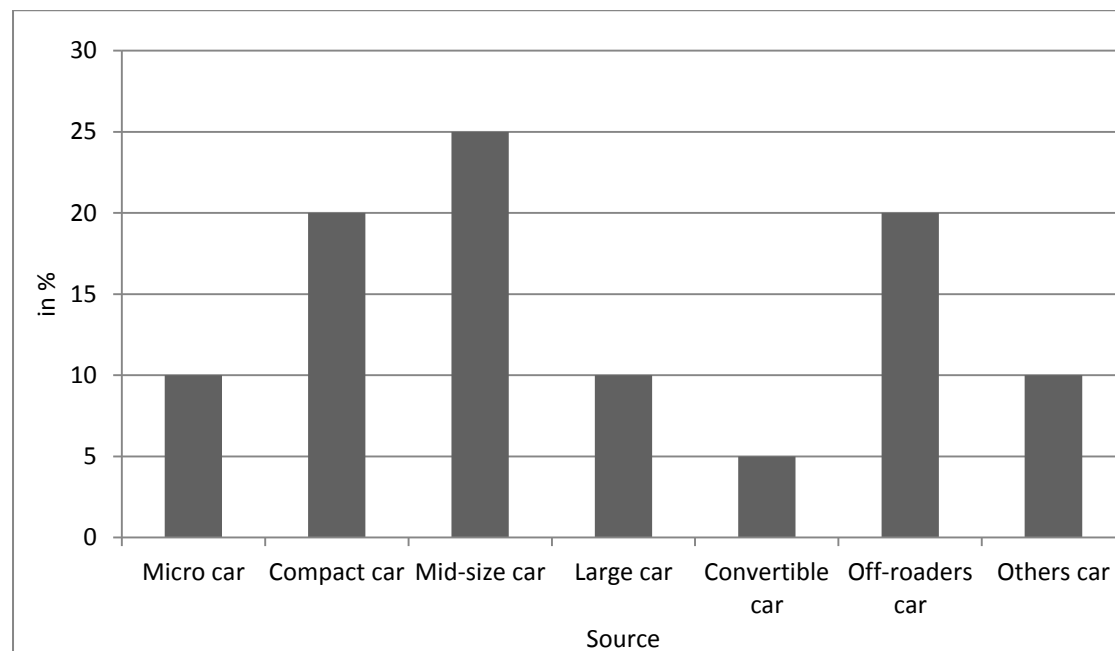
Perception suite on Car

Source	No of Respondents	Percentage
Micro car	50	10
Compact car	100	20
Mid-size car	125	25
Large car	50	10
Convertible	25	5
Off-roaders	100	20
Others	50	10
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.7

Alternative of Car



According to table 4.7 and figure 4.7, when respondents were asked to choose an alternative vehicle, mid-size cars ranked highest with 25%, followed by compact cars and off-road vehicles with 20%, microcars, large cars, and other vehicles with 10%, and convertible cars with 5%.

4.1.8 Information Sought on Car

Table 4.8

Information Sought on Car

Source	No of Respondents	Percentage
Features	150	30
Performance	250	50
Price	60	12
After-sale service	40	8
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.8

Information Sought on Car

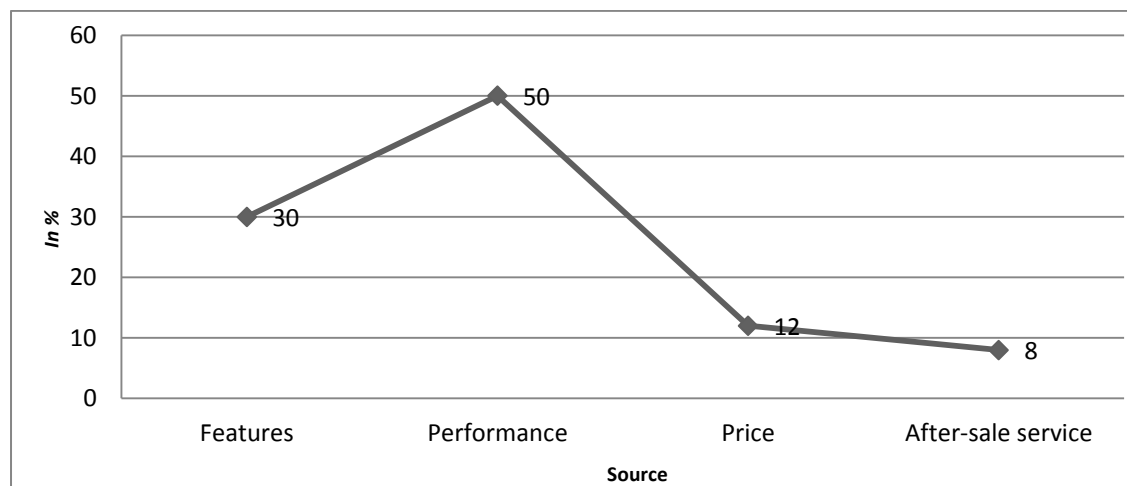


Table 4.8 and Figure 4.8 show the information that respondents on cars were looking for out of the study conducted with 500 respondents in Bhairahawa. Fifty percent of the participants inquired about several aspects of a car's performance, such as its mileage, driving, and repair frequency. Similarly, 12% of respondents seek for pricing, and 30% look for information on features like air bags, electric starts, and appearance. Merely 8% of participants inquire about post-purchase support.

The purpose of the third inquiry in this part was to ascertain the informational source that buyers of cars consulted. Respondents were asked to rank the various information sources they used. The results of the responses are displayed in Table 4.8 and Figure 4.8.

4.1.9 Years of Usages

Table 4.9

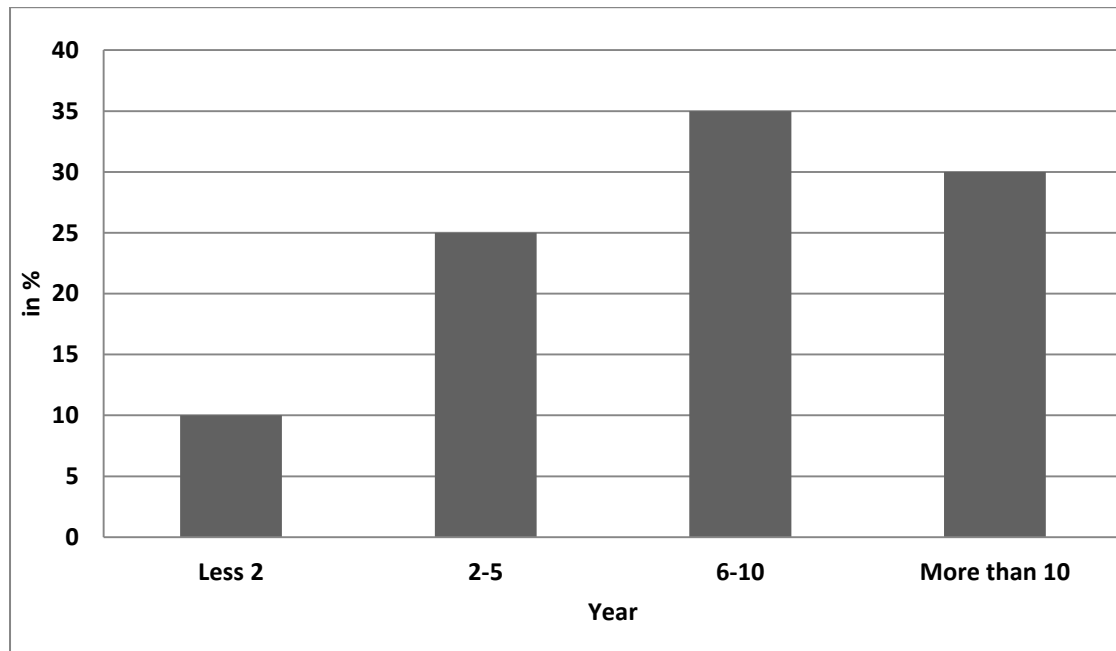
Years of Usages

Years	No of Respondents	Percentage
Less 2	50	10
2-5	125	25
6-10	175	35
More than 10	150	30
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.9

Years of Usages



The results of the poll, which included 500 respondents in Bhairahawa, are clearly displayed in the table 4.9 and figure 4.9 above. According to the sample group's responses, more than one-third (35%), of people change their automobiles every six to ten years. After that, over ten years (30%). They change cars in 2-5 years (25%). But the result shows that people change their cars in less 2 years (10%).

4.1.10 Brand Preference

Table 4.10

Brand Preference

Source	No of Respondents	Percentage
Kia	130	26
Isuzu	100	20
Hyundai	110	22
Toyotas	60	12
Tata	20	4
Maruti Suzuki	30	6
Renault	50	10
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.10

Brand Preference

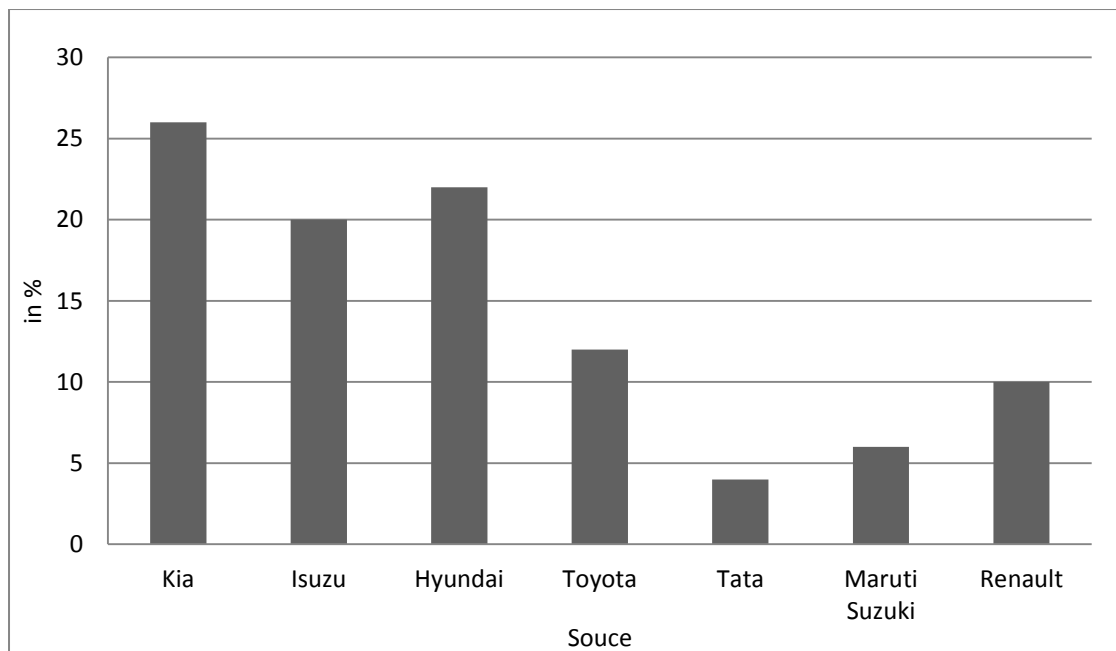


Table 4.10 and Figure 4.10 reveal that 26% of the 500 respondents to the poll in Bhairahawa are Kia owners. In contrast, 22% of respondents use Hyundai, 20% use Isuzu, 12% use Toyota, 10% use Renault, 6% use Maruti Suzuki, and 4% use Tata.

The table and figure above demonstrate that Kia is the preferred vehicle above other makes, with Hyundai coming in second. In a similar vein, Isuzu claims the third spot, Toyota the fourth, Renault the fifth, Maruti Suzuki the sixth, and Tata the seventh.

4.1.11 Reason for Changing Brand

Table 4.11

Reason for changing Brand

Reason	No of Respondents	Percentage
Non-availability	250	50
High price	150	30
Low scheme	40	8
Less advertisement	60	12
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.11

Reason for Changing Brand

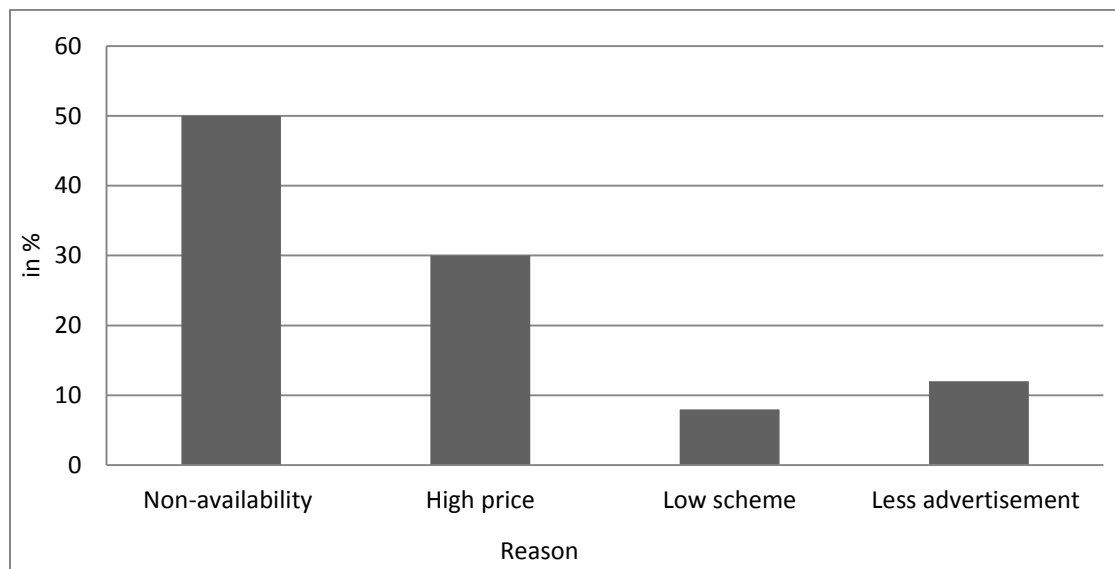


Table 4.11 and Figure 4.11 demonstrate that customers frequently try other brands, with 50% of respondents changing their brand due to non-availability. A further thirty percent of respondents changed their brand because of its high price component, twelve percent because it advertised less, and eight percent because it had a low

scheme. Thus it concludes that large number of respondent change their brand to find the availability.

Respondents ranked the information sources they consulted while buying a car, as indicated in table 4.3 and picture 4.3. The most popular information source is television, which comes in first place with 40% of the vote, followed by friends in second place with 35%. Similarly, visit to dealers and manufacturer’s brochure is in the same rank as third rank or forth with 10%, test-driving is in the fifth rank with 5%.

4.1.12 Marketing Strategy that Influences Consumer

Table 4.12

Marketing Strategy that Influences Consumer

Option	No of Respondents	Percentage
Financial deals	200	40
Discounted prices	150	30
Test drive	100	20
Free gifts	50	10
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.12

Marketing strategy that influences consumer

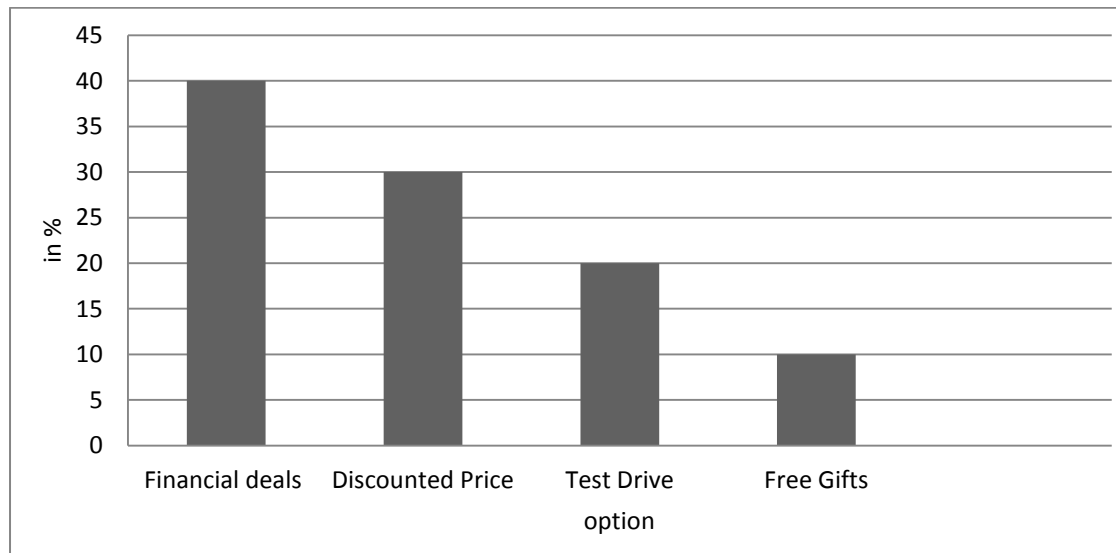


Table 4.12 and figure 4.12 shows that 40% consumers are influence by financial deals, 30% consumers are influenced by discounted price, 20% consumers by test drive, 10% consumers by free gifts.

4.1.13 Promotional Activities that Provide Relevant Information

Table 4.13

Promotional Activities that Provide Relevant Information

Option	No of Respondents	Percentage
Official website	50	10
Promotional videos	200	40
Online reviews	100	20
Digital Marketing	150	30
Total	500	100

(Source: Opinion Survey, 2024)

Figure 4.13

Promotional Activities that Provide Relevant Information

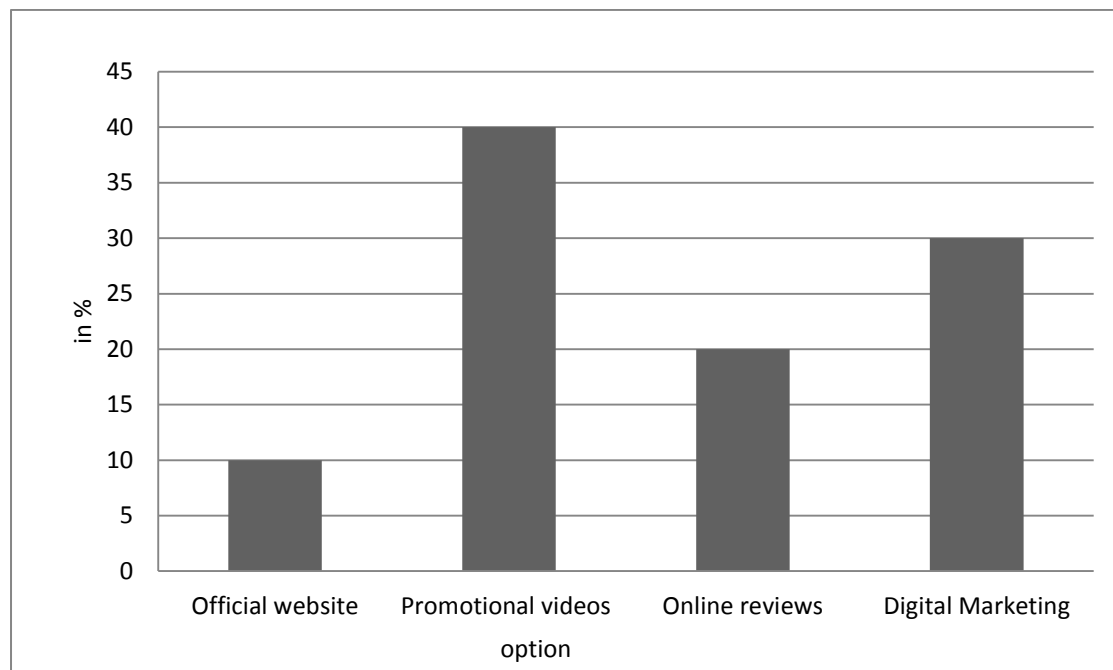


Table 4.13 and figure 4.13 show that 40% of people receive their knowledge from advertisements, 30% from digital marketing, 20% from internet reviews, and 10% from the official website. The investigation identifies the marketing initiatives that provide customers in Bhairahawa with pertinent information about automobiles.

4.3 Major Findings of the Study

The primary results of the study, which are based on an examination of respondents' behavior about automobile purchases in Bhairahawa, are listed below.

- The majority of respondents were identified as male based on their gender. Therefore, this survey indicates that men make up the majority of customers.
- A significant portion of the respondents fell into the postgraduate category based on their educational attainment. A small percentage of respondents reported having completed their graduate degree, with intermediate and SLC following closely behind.
- It is discovered that the majority of respondents currently work as businessmen. Thus, it appears that the majority of businessmen utilize their cars as a status symbol, employees as a need, social workers as commodities, and students for various reasons.
- Based on age category, the majority of respondents were discovered to be between the ages of 40 and 49. According to the report, the age group that buys most is 40–49 years old, while the age group that buys the least is 50 years or older.
- The survey discovered that the majority of respondents who earn Rs. 110,000 or more per month are the most active group of automobile purchasers, while respondents who earn between Rs. 50,000 and Rs. 70,000 per month are the least active group.
- The study's key result was that people mostly utilized their vehicles for status and mobility. The last factors to be taken into account were interest and luxury.
- The study's main conclusions showed that 25% of respondents said they favored compact, mid-size, and off-road vehicles. 20% selected mini vehicles, 10% convertibles, and the rest automobiles were their preferences.
- More respondents to the research on preferred brands indicated a preference for Kia, with Hyundai coming in second, Isuzu in third, Toyota in fourth, Renault in fifth, Maruti Suzuki in sixth, and Tata in last place.
- Respondents tried other brands without hesitation. This is evident in the survey, as half of the respondents changed brands because they were

unavailable, 30% because of price, and fewer respondents did so because of promotions and schemes.

- A study on marketing strategies revealed that a significant portion of customers believed that financial agreements drove up automobile sales. A third of them, however, thought that cash discounts were more useful than test drives, with free presents coming in third and fourth, respectively.
- According to the survey, the majority of respondents ranked promotional videos as their primary information source, followed by digital marketing, online reviews, and official websites.
- The study's analysis of the correlation coefficient between net profit and total sales revealed a substantial association between the three companies' net profits—Varun Motors Pvt. Ltd., Jagat Motors Pvt. Ltd., and Safal Auto United Pvt. Ltd.
- It is discovered that throughout the same time period, the rates of increase in total sales for Varun Motors Pvt. Ltd. and Jagat Motors Pvt. Ltd. are trending upward, whereas the rates of increase in total sales for Safal Auto United Pvt. Ltd. are trending downward. Similarly, there is increasing trend in net profit of Varun Motors Pvt. Ltd. and Jagat Motors Pvt. Ltd., decreasing trend in net profit of Safal Auto United Pvt. Ltd. in the same period of time. So the forecasted sales volume and net profit of Varun Motors Pvt. Ltd. and Jagat Motors Pvt. Ltd. is greater than the Safal Auto United Pvt. Ltd.

CHAPTER-V

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

The perspective of the customer that influences their decision to acquire a product has long been a significant and well-established field of research in consumer behavior. Analyzing how consumers make decisions between two or more alternative commodities and the steps that lead up to and follow the decision is a key component of studying consumer behavior.

Any business's ability to succeed or fail is solely dependent on how customers respond to its marketing mix and strategy. Therefore, in order to survive over the long term in the unpredictable and cutthroat economic environment of today, marketers must have a thorough understanding of customer purchasing behavior.

The sample of respondents used in this study constitutes 500 car buyers of Bhairahawa. Because Bhairahawa has more automobile traffic than any other city in the area, it was selected as the location from which to take the sample. The information required for conducting the study was entirely based on primary and secondary data. Primary data were gathered through structured questionnaire. Based on the objectives of the study, a comprehensive questionnaire was developed which included questions pertaining to consumer perception, behavior, brand awareness and marketing strategies of marketer.

Finding out about consumers' perceptions and behaviors while buying an automobile is the study's primary goal. Questions on brand recognition, consumer search activity, brand evaluation alternatives, and the consumer's preferred information source have all been used for this purpose. The replies that the respondents submitted served as the foundation for the analysis.

Another stream of research in this study has focused at finding out factors influencing consumer behavior. Purchase decisions made by consumers are impacted by marketing campaigns, vehicle attributes, income levels, gender, and age. Research

into all these factors can provide clue to reach and serve consumers more effectively. The final objective of this study has focused at finding out the marketing strategies used by marketers to maximize sale of cars. In this section, questions have been asked about determinants contributing to achieve maximum sale of cars as much as possible.

Based on the replies given by the respondents, statistics on each of these objectives have been presented and analyzed.

5.2 Conclusion

The purpose of this study is to determine how Bhairahawa consumers behave while making decisions about buying cars. A variety of respondents' responses have been gathered, organized, and examined. The majority of car buyers are employed as business owners, followed by those with jobs; the age group of 40–49 years old is the most active group in car purchases; respondents earning Rs. 110,000 and above are the most active group in car purchases; and there are more male car buyers than female car buyers.

The prime use of cars is transportation purpose, mid-size car, compact car and off-road cars were most preferred type of cars, performance of car like mileage, drive quality and frequency of repair are primary sought information by the respondents, mostly consumers change their cars in 6-10 years, the most favorite brand of respondent is Kia followed by Hyundai and Isuzu, switching between brands is very frequent due to non-availability, financial deals is the best marketing strategy assisting in sale of cars, promotional videos are major source of information about cars rather than digital marketing, online reviews, official website.

5.3 Recommendations

According to the report, various buyers consider different things when making an auto purchase. Similar to how perception and behavior are altered by many circumstances and events. The study's main conclusions have led to the suggestions listed below.

- This study found that customer wealth, age, gender, marketing technique, and automotive characteristics had the most effects on consumer behavior. Thus,

in order to draw in potential customers, producers should place a high focus on these criteria.

- The 40–49 age range is the most active buying group. Therefore, careful consideration should be given to this age group's preferences.
- The survey found that the most popular and in-demand automobile types were mid-size, small, and off-road vehicles. Respondents mostly traveled on highways in their automobiles for transportation. Hence, it is recommended that manufactures should target the consumers with average level of income and those who lived than semi-urban areas.
- A car's performance, including its mileage, driving quality, and maintenance frequency, is the most sought-after information. Thus, it is advised to place a high value on an automobile's performance.
- In addition to giving prospective customers information, digital marketing and promotional videos have to be given top priority.

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APPENDIX I
Questionnaire
A Survey on Car Buyers

My name is Maya Chhantyal. I am a student of Shanker Dev Campus. Currently, I am doing master's degree in management. I am interested in finding out consumer's perception, behavior, brand awareness and marketing strategies of marketer. For this purpose, I request you to fill up this questionnaire giving valuable time. Your response to this questionnaire would help me to carry out my research effectively. All the information provided by you will be kept confidential.

Demographical Variable

1. What is your name (Optional)?

2. What is your gender?

a. Male b. Female

3. Select the category representing the highest level of education you have gained.

a. SLC c. Graduate
b. Intermediate d. Postgraduate

4. What is your current occupation?

a. Student c. Business
b. Jobholder d. Social work

5. Select the category that describes your age.

a. 18-29 c. 40-49
b. 30-39 d. 50 or above

6. What is your monthly income?

a. Rs. 50,000-70,000 c. Rs. 90,000-1,10,000
b. Rs. 70,000-90,000 d. Rs. 110,000 and above

Consumer's Perception

1. What is your perception towards car?

- | | | | |
|------------------------|--------------------------|------------------|--------------------------|
| a. Transportation need | <input type="checkbox"/> | c. Status symbol | <input type="checkbox"/> |
| b. Luxury item | <input type="checkbox"/> | d. Interest | <input type="checkbox"/> |

2. According to the following choice, what kind of car add value in your life?

- | | |
|----------------------------------|--------------------------|
| a. Micro car | <input type="checkbox"/> |
| b. Small family car/Compact car | <input type="checkbox"/> |
| c. Large family car/Mid-size car | <input type="checkbox"/> |
| d. Full size car/Large car | <input type="checkbox"/> |
| e. Convertible | <input type="checkbox"/> |
| f. Off-roaders | <input type="checkbox"/> |
| g. Others | <input type="checkbox"/> |

Consumption Behaviour

1. Which of these aspects led you to buy a car?

- | | |
|--|--------------------------|
| a. Features-electric start, air bags, looks | <input type="checkbox"/> |
| b. Performance-mileage, drive, frequency of repair | <input type="checkbox"/> |
| c. After-sale service | <input type="checkbox"/> |
| d. Price | <input type="checkbox"/> |

2. In how many years do you normally change your car?

- | | | | |
|----------------------|--------------------------|-----------------------|--------------------------|
| a. Less than 2 years | <input type="checkbox"/> | c. 6-10 years | <input type="checkbox"/> |
| b. 2-5 years | <input type="checkbox"/> | d. More than 10 years | <input type="checkbox"/> |

Brand Awareness of Car

1. When you think of cars, which brand comes into your mind?

- | | | | |
|------------|--------------------------|------------------|--------------------------|
| a. Kia | <input type="checkbox"/> | e. Tata | <input type="checkbox"/> |
| b. Isuzu | <input type="checkbox"/> | f. Maruti Suzuki | <input type="checkbox"/> |
| c. Hyundai | <input type="checkbox"/> | g. Renault | <input type="checkbox"/> |
| d. Toyota | <input type="checkbox"/> | | |

2. Do you switch between brands? Specify the reasons.

- a. Because of non-availability of my brand
- b. Because my brands price has gone up
- c. Because of the scheme given by other brands
- d. Because of advertisement

Marketing Strategy of Car

1. In addition to sales promotion, what factors from the following influence you to buy the product?

- a. Financial Deals
- b. Discounted prices
- c. Test Drive
- d. Free gifts

2. Which promotion activity provide you relevant information about cars?

- a. Official Website
- b. Promotional videos
- c. Online reviews
- d. Digital Marketing

BUYERS BEHAVIOUR TOWARDS AUTOMOBILES IN BHAIRA...

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CHAPTER-I INTRODUCTION 1.1 Background of the Study As human civilization developed, all the amenities needed for an increasingly comfortable lifestyle became available to them on their own. Thanks to the creation and progress of ever-improving and cutting-edge technology, we may now find ourselves in a very comfortable environment wherever we are in the globe. Without a question, the majority of these technologies have sped up and eased life. One of the most important innovations for human life was the car, which was created in 1886 AD. Therefore, every effort is being made to improve the features and specifications of cars. All vehicle lines, whether they are trucks, tractors, buses, vans, jeeps, or cars, consistently provide services to the public in accordance with their unique features and development goals. There are two active aspects of automobiles that are promoting economic growth. The business of automobiles itself is one dimension, and the safe, dependable, and practical conveyance of people and things from one location to another is another. As a result, it now plays a significant role in both society and the wider globe. In the race for automobiles, the car has evolved into an indispensable component of modern, hectic lives. Due to their fast-paced lifestyle, Nepalese people are also keen to get a private family vehicle. Upon observing and investigating the various demands of the Nepalese populace, neighboring and third-world countries are more inclined to manufacture and export automobiles that are appropriate for our nation's roads and family lifestyle. Thus, it is evident that the same thing is taking on in Nepal. Public and private vehicles are increasing in