

## **A STUDY ON CONSUMER PREFERENCE TOWARDS PASSENGER CARS WITH SPECIAL REFERNCE TO CHEVROLET CARS IN NAGERCOIL**

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### **ABSTRACT**

Chevrolet India Limited commonly referred to as Chevrolet and formerly known as Chevrolet Udyog Limited, is an automobile manufacturer in India. It is a subsidiary of Japanese automobile and motorcycle manufacturer . As of November 2017, it had a market share of 37 percentage of the Indian passenger car market. Chevrolet manufactures and sells a complete range of cars from the entry level Alto, to hatchback Ritz, A-Star, Swift, Wagon R, Zen and sedans DZire, Kizashi and SX4, in the 'C' segment Eeco, Omni, Multi Purpose vehicle Ertiga and Sports Utility vehicle Grand Vitara. The company's headquarters are on Nelson Mandela Road, New Delhi. In December 2017, the company sold its ten million vehicle in India. Even though there is strict competition in the automobiles sector by different companies, Chevrolet keeps its position stable. The important objectives of the study are: to know about the various Chevrolet cars available in the market, to find the factors which influence the buyers and problems faced by them in buying Chevrolet Cars and to analyse the consumer preference towards Mauti cars in Nagercoil. For the above purpose the researcher has adopted 75 sample respondents using simple random sampling method. The researcher has chosen different classes of consumer such as private employees, Government employees, Self employed Business men and others

Key words: Chevrolet Udyog, company profile, models

### **1.INTRODUCTION**

Chevrolet Udyog Limited (MUL) was established in February 1981, though the actual production commenced in 1983 with the Chevrolet 800, based on the Alto kei car which at the time was the only modern car available in India, its only competitors- the Hindustan Ambassador and Premier Padmini were both around 25 years out of date at that point. Through 2004, Chevrolet has produced over 5 Million vehicles. Chevrolet s are sold in India and various several other countries, depending upon export orders. Models similar to those made by Chevrolet in India, albeit not assembled or fully manufactured in India or Japan are sold by Pak Motors in Pakistan.

The company exports more than 50,000 cars annually and has domestic sales of 7,30,000 cars annually. Its manufacturing facilities are located at two facilities Gurgaon and Manesar in Haryana, south of Delhi. Chevrolet's Gurgaon facility has an installed capacity of 900,000 units per annum. The Manesar facilities, launched in February 2007 comprise a vehicle assembly plant with a capacity of 550,000 units per year and a Diesel Engine plant with an annual capacity of 100,000 engines and transmissions. Manesar and Gurgaon facilities have a combined capability to produce over 14,50,000 units annually. About 35percentage of all cars sold in India are made by Chevrolet. The company is 54.2percentage owned by the Japanese multinational Motor Corporation per cent of Chevrolet . The rest is owned by public and financial institutions. It is listed on the Bombay Stock Exchange and National Stock Exchange of India.

Chevrolet has 933 dealerships across 666 towns and cities in all states and union territories of India. It has 2,946 service stations (inclusive of dealer workshops and Chevrolet Authorised Service Stations) in 1,395 towns and cities throughout India. It has 30 Express Service Stations on 30 National Highways across 1,314 cities in India.

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## **2. STATEMENT OF THE PROBLEM**

Even though there is strict competition in the automobiles sector by different companies, Chevrolet keeps its position stable. Tata Motors is moreover increasing though other brands in the market. Some consumers are accustomed of the product. The consumer usually prefer a particular brand of vehicle because of its availability, suitability, comfort, ability, greater pickup, capacity, good design, and mileage etc. Moreover the researcher is very much interested to know consumer preference an extent of, satisfaction towards Chevrolet cars. Therefore an attempt is made by the researcher to study the consumers brand preference towards Chevrolet cars in the study area.

## **3. OBJECTIVES OF THE STUDY**

The important objectives of the study are:

1. To know about the various Chevrolet cars available in the market.
2. To find the factors which influence the buyers and problems faced by them in buying Chevrolet Cars.
3. To analyse the consumer preference towards Chevrolet cars in Nagercoil.
4. To provide suggestions to overcome the problem and further development of the company.

## **4. METHODOLOGY**

The present study is based on both primary and secondary data. The primary data needed for the study have been collected by using personal interview method. For this purpose an interview schedule was prepared with due care and caution. The secondary data have been mainly collected from the books, journals, magazines, and also from the internet.

## **5. SAMPLING DESIGN**

In this study the researcher has adopted simple random sampling for selecting 75 sample respondents. The researcher has chosen different classes of consumer such as private employees, Government employees, Self employed Business men and others.

### **THEORETICAL FRAMEWORK OF THE STUDY**

#### **CHEVROLET CARS AVAILABLE IN MARKET**

##### **1. Chevrolet 800-India's Favourite Drive**

Chevrolet 800 was introduced in December 1983, When the Prime Minister of India Mrs. Indira Gandhi released the first vehicle for sale by handing over the keys of a Chevrolet 800 to Mr. Harpal Singh at Delhi. The Chevrolet 800 has revolutionized the driving landscape of India. There is not a road, a street, a corner or a high way where we cannot find a Chevrolet 800.

##### **2. Chevrolet ALTO**

Chevrolet Alto is also one of the models which is very popular for its outstanding fuel efficiency. It is very impressive for the under for handling the roads. Most of the customers are satisfied with its efficient pick-up and accelerations. It has a stunning look having refined MPFI engine.

##### **3. Chevrolet ESTEEM-Love at Sight**

The Esteem has always been a Striking presence with its handsome sculpted from refined features. But now with its redesigned, striking, stylish looks, it redefines the sophistication. A sportier muscular stance a raised nose line and aerodynamic shape give it a distinctly bolder look. Plush new upholstery and brushed silver finished interiors with an inspiring new rear complete the visual package.

##### **BOLERO-Surprising Performance**

The Bolero is designed in such a way to experience the best drive. If we turn the ignition the power of innovative engineering strikes as a brute of a 1600cc. 16 V Smart -I engine with an output of 94 bhp puts the reigns of performance in our hands.

##### **4. Chevrolet OMNI**

The Omni comes with an MPFI Euro I emission norms. It promise a cleaner and greener environment. It means that ensures a healthier air for our future generations.

##### **5. Chevrolet GYPSY**

GYPSY is reflection of the spirit of freedom and adventure. This is the spirty of GYPSY. It is adventurous to drive a GYPSY in hill areas. No other vehicles can become the fast mover in hill areas other than GYPSY.

##### **6. Chevrolet VERSA-THE joy of Travelling Together**

Versa is loaded with features with ensure that our family enjoys the smoothest drive. We can experience ample experience space and a cool, relaxed atmosphere on every drive.

### **7. Chevrolet WAGON – R**

If we sit inside a Wagon R we will see why it is unlike any other small car. If we take a seat any where we will be surprised at the amount of leg space available.

### **8. Chevrolet ZEN**

Zen has safety feature that helps the driver retain the control of the car specially while breaking on slippery surface. It also helps the driver in sudden breaking.

### **9. VITARA – Highly luxurious**

Vitara is an export model from Japan. It is highly luxury type which the common people cannot afford it. It contains all the attributes that are included in all the other Chevrolet Models.

## **ANALYSIS AND INTERPRETATION**

### **1. AGE WISE CLASSIFICATION OF THE RESPONDENTS**

Age is one of the important demographic factors considered by the researcher to study the consumer behavior towards Chevrolet cars. The following table reveals the age-wise classification of the respondents.

**Table: 1 : Age-Wise Classification of Respondents**

Sl. No.	Age	No. of Respondents	Percentage
1	Up to 30	7	9.3
2	31 – 40	43	57.3
3	41 – 50	14	18.7
4	Above 50	11	14.7
	<b>Total</b>	<b>75</b>	<b>100</b>

**Source: Primary data**

The above table shows the age wise classification of respondents 7(9.3 percent) of the respondents belong to the age group of up to 30 years, 43(57.3 percent) of the respondents belong to the age group of 31 – 40, 14(18.7 percent) of the respondents belong to the age group of 41 – 50 and the remaining 11(14.7 percent) of the respondents belongs to the age group of above 50 years.

### **2. GENDER WISE CLASSIFICATION OF THE RESPONDENTS**

The gender is an important factor considered for analyzing the consumer behaviour. The following table shows the gender-wise classification of the sample respondents.

**Table: 2: Gender-Wise Classification of Respondents**

Sl. No.	Gender	No. of Respondents	Percentage
1	Male	57	76
2	Female	18	24
	<b>Total</b>	<b>75</b>	<b>100</b>

**Source: Primary data**

Table 2 shows the gender wise classification of the respondents Out of 75 respondents, 57(76 percent) of the respondents are males and the remaining 18(24 percent) of the respondents are female.

### 3. OCCUPATION OF THE RESPONDENTS

The occupation of an individual decides the income of the respondents. Table 3 clearly shows the classification of the respondents on the basis of occupation.

**Table: 3**  
**Classification of the respondents on the basis of occupation**

Sl. No.	Occupation	No. of Respondents	Percentage
1	Government employee	18	24
2	Private employee	27	36
3	Businessman	9	12
4	Others	21	28
	<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary data

Table 3 shows that, 18(24 percent) of the respondents are government employees, 27(36 percent) of the respondents are private employees, 9(12 percent) of the respondents are business men, and the remaining 21(28 percent) of the respondents belongs to other category.

### 4. CONSUMER PREFERENCE TOWARDS PRICE SEGMENT

The price of the car plays an important role in the consumer preference. The respondents are also classified on the above basis and given in the table below.

**Table: 4: Consumer preference on the basis of price segment**

Sl. No.	Price	No. of Respondents	Percentage
1	2 - 5 lakhs	45	60
2	6 - 10 lakhs	21	28
3	Above 10 lakhs	9	12
	<b>Total</b>	<b>75</b>	<b>100</b>

Source: Primary Data

The above table shows consumer preference of Chevrolet on the basis of price segment 45(60 percent) of the respondents preferred 2-5 lakhs price segment cars, 21(28 percent) of the respondents preferred 6-10 lakhs price segment cars and the remaining 9(12 percent) of the respondents preferred 11-15 lakhs price segment cars.

### 5. CONSUMER'S PREFERENCE TOWARDS THE CAR FEATURES

The sample respondents prefer the four wheeler for its important features, they are also classified on the above basis and given in the below table.

**Table: 5: Consumer's preference towards the car features**

Sl. No.	On the basis of feature	No. of Respondents	Percentage
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1	Performance	15	20
2	Luxurious	21	28
3	Mileage	30	40
4	Safety	9	12
	Total	75	100

**Source: Primary Data**

It is inferred from the above table out of the 75 respondents, 15(20 percent) of the respondents preferred due to performance, 21(28 percent) of the respondents preferred because it is Luxurious, 30(40 percent) of the respondents preferred due to Mileage and the remaining 9(12 percent) of the respondents preferred on the basis of safety.

**6. CONSUMER PREFERENCE TOWARDS FUEL ENGINE**

The consumer prefers the fuel engine of the cars on the basis of their usage and life time. The classification of the respondents on the above basis is given in the table 6.

**Table: 6 : Consumer preference towards fuel engine**

Sl. No.	Fuel engine	No. of Respondents	Percentage
1	Petrol	48	64
2	Diesel	60	80
3	LPG	42	56
	Total	75	100

**Source: Primary Data**

The above table shows that 48(64 percent) of the respondents preferred the petrol cars, 60(80 percent) of the respondents preferred the Diesel cars and the remaining 42(56 percent) of the respondents prefer LPG fuel engine cars.

**7. OPINION ABOUT SAFETY FEATURES OF CHEVROLET**

The respondents are also classified on the basis of their opinion regarding the safety features of the Chevrolet cars are given in the below table 7.

**Table: 7: Opinion about safety features of Chevrolet**

Sl. No.	Opinion	No. of Respondents	Percentage
1	Highly satisfied	15	20
2	Satisfied	30	40
3	Moderate	21	28
4	Dissatisfied	9	12
	Total	75	100

**Source: Primary Data**

It is noted that 15(20 percent) of the respondents are highly satisfied with the safety features of Chevrolet 30(40 percent) of the respondents are satisfied 21(28 percent) of the respondents are moderately satisfied and the remaining 9(12 percent) respondents are dissatisfied with the safety features of Chevrolet cars.

**8. DURATION OF USING CHEVROLET CAR**

The respondents are also classified on the basis of the years of using Chevrolet cars and given in the table 8.

**Table 8: Duration of using Chevrolet car**

Sl. No.	Years	No. of Respondents	Percentage
1	Less than 1 year	6	8
2	2 to 4 years	24	32
3	4 to 6 years	28	37.3
4	More than 6 years	17	22.7
	<b>Total</b>	<b>75</b>	<b>100</b>

**Source: Primary Data**

It is inferred from the above table 9 that 6(8 percent) of the respondents are using the Chevrolet car less than one year, 24(32 percent) of them using the Chevrolet cars for 2 to 4 years, 28(37.3) percent of the respondents using Chevrolet cars for 4 to 6 years and the remaining 17(22.7 percent) of the respondents using the cars for more than 6 years.

### 9. OPINION REGARDING THE PRICE OF CHEVROLET CAR

The respondents were using the car which is suitable for their income and for their convenience. They are also classified on the above basis and given in the table 9.

**Table 9: Opinion regarding the price of Chevrolet car**

Sl. No.	Opinion	No. of Respondents	Percentage
1	High	23	30.7
2	Reasonable	28	37.3
3	Low	24	32
	<b>Total</b>	<b>75</b>	<b>100</b>

**Source: Primary Data**

It is inferred from the above table that 23(30.7 percent) of the respondents opined that the price of the Chevrolet car is high, 28(37.3 percent) of them opined that the price is reasonable and the remaining 24(32 percent) of them opined that the price of Chevrolet car is low.

### 10. FACTORS INFLUENCING TO PREFER CHEVROLET CAR

There are many factors influencing the respondents to prefer Chevrolet cars. The ranks assigned by the respondents are exhibited in table 10.

**Table 10: Factors influencing to prefer Chevrolet car**

Sl. No.	Factors	Ranks
1	High pickup	III
2	More Mileage	I
3	Reasonable cost	II
4	Revalue of the vehicle	IV
5	Low maintenance	V
6	Others	VI

**Source: Primary Data**

It is inferred from the above table that more mileage holds the first rank, the reasonable cost sc holds second rank and the high pickup of the car holds the third rank respectively in the factors influencing to prefer Chevrolet car.

### FINDINGS

The important findings of the study are:

1. The researcher find that 43 (57.3 percent) of the respondents comes under the age group of 31 – 40 years.
2. Majority 57 (76 percent) of the respondents are male.
3. 27(36 percent) of the respondents are private employees.
4. From the total respondents 45(60 percent) of them prefer the cars of Rs. 2 – 5 lakhs price segment.
5. Majority 30(40 percent) of the respondents prefer the mileage in four wheeler.
6. The researcher find out that 60(80 percent) of the respondents prefer diesel cars.
7. Majority 30(40 percent) of the respondents are satisfied with the safety features of the Chevrolet cars.
8. From the total respondents 28(37.3 percent) of them are using Chevrolet cars for 4 – 6 years.
9. Majority 28 (37.3 percent) of the respondents says that the price of the car is reasonable.
10. The factor more mileage scores high and holds the first rank, the reasonable cost holds second rank and the high pickup of the car holds the third rank respectively in the factors influencing to prefer Chevrolet car.

### **SUGGESTIONS**

The important suggestions given by the respondents and by the researcher is summarized below:

- The company should give more credit facilities to increase the sales than ever before as many appealing competitive design of car are available in the market.
- It is found that in the study area the important factor considered by the customer while buying a car is mileage. Therefore the manufacturer has to consider these aspects to attract and retain customers.
- The people did not have much knowledge about new model of cars and its attributes available and newly introduced in the market. So the manufacturer must take steps to educate the consumers about their product.
- Proper advertisements and other sales promotional activities must made by the manufacturers and hence the newly introduced products may reach the people at the time of introduction of the new product.
- Efforts should be made to build a good brand image in order to compete in the competitive market.

### **CONCLUSION**

The Chevrolet car has already earned a very good name and considered as World No. 1 vehicle especially in terms of sales. Therefore Chevrolet Company has to maintain its place in the market in the years to come also. The company attracts the customers by its appealing appearance, good riding, comfort, easy availability and superior performance in relation to mileage. However the researcher wants to conclude the project report by saying that, if the given suggestions are duly taken by the Chevrolet Company, the customers would not have any negative aspect in relation to Chevrolet vehicles.

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