

## A Study on Customer Awareness and Preferences toward Product offered by Vamdote Automobile

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### Abstract

The initial phase in buying an item is fostering the information that the item exists. Data about work, benefits, quality, value, similarity and ease of use may likewise be essential to a deal. Purchaser inclinations are abstract individual preferences, different preferences, and inclinations. At the point when you're building or showcasing an item to your objective buyers, you need to think about their own inclinations to get the most ideal outcomes. Client Mindfulness and Inclination is portraying an estimation that decides how clients know and like about the organization's items, administrations, and capacities. The variables that decide client Mindfulness and Inclination are assists organizations with focusing on their items towards explicit shopper gatherings, foster new items and recognize why a few items are more effective than others, there is the way that how to mindful or impact their client to buy about the item. This research has been carried out to understand the customer awareness and preferences toward product which is offered by Vamdote Automobile. The research has been conducted on customers to how much aware or preferred the product which is offered by Vamdote Automobile. The main objective was to Determine the media from which customer got aware and to study factor affecting preference toward brand at Vamdote Automobile. The other objective was to find out association between gender and awareness level. The data is collected through a structured non-disguised questionnaire from 101 randomly selected customer from the selected district of Gujarat. The study has made use of structured questionnaire on multiple-choice questions, multiresponse, and a five-point Likert scale as means of data collection. In this study analysis of data has been through various statistical tools such as percentage, chi-square test, cross-tabulation and central tendency between a demographic variable with study variables. The collected data are analyzed using statistical software like SPSS and MS-Excel. Product awareness is the degree of knowledge that customers have about a product.

**Keywords:** Customer awareness, consumer preferences, Automobile industry

## 1. Introduction

Bike industry is probably the biggest business in the vehicle area of worldwide market. Being the innovator in item and cycle advancements in the assembling area. The client mindfulness is the degree to which clients can review or perceive a brand under various conditions. Brand mindfulness is one of two measurements from brand information, a cooperative organization memory model. Brand mindfulness is a vital thought in purchaser conduct, publicizing the board, and brand the executives. The purchaser's capacity to perceive or review a brand is fundamental to buying dynamic. The client going to buy the bike they know about the item or display area. A buyer is first mindful of an item class and a brand inside that classification. What kind of offered given by a seller to buy on bike. In the client is the way to get mindful through which media what sort of offer is given by the display area.

Brand inclination connotes one's craving to purchase and utilize a specific organization's item, in any event, when there are similarly commendable other options. Brand inclination is significant for organizations as it mirrors client's unwaveringness, the achievement of their showcasing systems and the strength of their separate brands. Brand inclination implies one's craving to purchase and utilize a specific organization's item, in any event, when there are similarly commendable other options. Brand inclination is significant for organizations as it mirrors client's steadfastness, the achievement of their showcasing systems and the strength of their individual brands.

On the off chance that you know your clients' favored items, you'll be one stride ahead. Why? Since understanding client item inclinations can assist you with making a convincing message that resounds with your intended interest group. Your informing can be more explicit, giving the correct temptation to purchase from you, not your opposition. Do you understand what highlight and advantages potential clients search for in an item or administration offering like yours? Take a gander at all client contact focuses – or associations with the client – where contending or substitute items might be extraordinary or offer a wellspring of upper hand. Components to think about range from highlights and advantages, quality, sturdiness and execution to how an item or administration is conveyed and estimated. You ought to likewise consider individual or individual qualities that impact or rouse your possibility to buy your contribution.

Direct a client review to get expected client or prospect criticism. Attempt to uncover the issue your possibility might want to tackle or a target they might want to accomplish concerning your kind of offering. Now and again, they will have "needs" that should be met, and in different cases, they will have "needs" that would be ideal to have. Is your contribution a "need," "need," or some place in the middle?

Additionally, what are their assumptions with your contribution? By studying your client inclinations or wants, you can tailor your message to their inclinations, assisting you with discovering new market portions to focus to additionally develop your business.

## 2. Literature Review

**Nitin Joshi and D. P. Mishra, (2011)** have investigated on An investigation of Customer Mindfulness with exceptional reference to Maharashtra. The destinations of this exploration were to contemplate the mindfulness levels of the client in the different age bunches with respect to their comprehension about eco-accommodating vehicle. To contemplate the mindfulness levels of the client in the different geological zones with respect to their comprehension about eco-accommodating vehicle. This Exploration depended on both Essential and auxiliary Information. The example strategy utilized by the specialist was "Arbitrary Examining Method" where 500 respondents were contemplated from research. Significant finding of this examination study was it is finished up from the outcome that however client's have an assessment that they know about the EFC yet it is plainly from the outcomes that more mindfulness must be made in non-metros.

**Dr. Padmasani, Ms. Remya and Mr.M. Ishwarya, (2014)** have investigated on Brand Inclination Towards Bikes Among Ladies Purchasers around there. The targets of this exploration were to profile the ladies respondents of Coimbatore city. To distinguish the key elements impacting the ladies respondents in picking their image of bike. This Exploration depended on both Essential and optional Information. The example strategy utilized by the specialist was "Arbitrary Inspecting Technique" where 235 respondents were mulled over from "Coimbatore City". Significant finding of this exploration study was to think about the current investigation of brand inclination of ladies respondents around there and it is obvious from the examination that ladies respondents like to pick the brand of bikes which is moderate for their spending plan, solace and proficient to drive, which gives the best nature of administrations and which is recognizable among their gatherings

**Sarthak Das (2020)**, have explored on Client Discernment and Mindfulness Towards Electric Bikes: An Investigation around there. The targets of this exploration were to examine it is critical in the perspective on advertisers of the electric bikes producer to make mindfulness among clients about the significance of saving the climate and why paying extra at the hour of procurement can give long haul advantages to them just as society. This Exploration depended on both Essential and auxiliary Information. The example strategy utilized by the analyst was "Irregular Testing Technique" where 150 respondents were contemplated from "Pune". Significant finding of this exploration study was Electric bike advertisers need to make public occasions and mindfulness projects to arrive at a more extensive potential client

base.

**K. Veerasamy, (2018)** have investigated on An Examination on Purchaser Inclination and Fulfillment Towards TVS Suzuki with Extraordinary Reference to Coimbatore City. The targets of this exploration were to examine the components impacting towards inclination level of TVS Suzuki. To investigate the fulfillment level of clients towards TVS Suzuki. To contribute important idea for public. This Exploration depended on both Essential and optional Information. The example strategy utilized by the scientist was "comfort examining" where 100 respondents were mulled over from "Coimbatore". Significant finding of this examination study was Clients favor TVS Suzuki bicycle because of mileage, pulling power, speed, low upkeep cost, accessibility of extras, accessibility of administration stations and brand name clients fulfilled in mileage, low extras cost, appropriateness to Indian streets and resale esteem.

**Dr. Seetha Naik. D, (2017),** have explored on Market Potential and Brand Mindfulness Towards Car Industry. The destinations of this examination were to break down the mindfulness level of the customer's about various brands of bikes. To decide the buyer's discernment with respect to various characteristics of bikes. To examine the buyer's insight with respect to HONDA ACTIVA specifically. This Exploration depended on both Essential and optional Information. The example strategy utilized by the analyst was "Accommodation Inspecting technique" where 100 respondents were thought about from "Mysore City". Significant finding of this exploration study was Dynamic Honda has arisen with its mopeds according to the necessities and wants of the client. It fulfilled the need of stuff less mopeds easily taking care of which was anticipated, by all class of client in financial reaches.

### 3. Research Objective

#### Primary Objective

- To study on customer awareness and preference toward product offered by Vamdote automobile

#### Secondary Objective

- To Determine the media from which customer got aware.
- To Study Factor affecting preference toward brand at Vamdote Automobile.
- To find out associate between gender and awareness level.

### 4. Research Methodology

The problem statement for a study on customer awareness and preference towards product offered by vamdote automobile. A descriptive research design was adopted to conduct this survey where data was collected via structured questionnaire specifically designed for the purpose of understanding the customer awareness and a preference towards product offered by Vamdote automobile. The sample size was 100.

The sampling method used was convenience sampling, a type of non-probability sampling. Frequency distribution, Chi-square and central tendency technique has been used to analyze data.

## 5. Analysis and Interpretation

The study incorporates various data analysis tools like measure of central tendency to determine the inclination of factors resulting into awareness for Vamdote automobile and Chi-square test has been done to find association between gender and the media through which the customers get awareness about the automobile and the company itself.

### Measure of Central tendency for Awareness

Mean values of responses have been derived to know the importance of various factor to known awareness level about Vamdote Automobile. The factors have been rated on a 5-point Likert scale ranging from 5- Highly Aware ; 4- Aware ; 3-Neutral ; 2- Less Aware ; 1-Not at all aware.

Sr.no	Factor	Mean
1	Vamdote Branches	3.74
2	Service	3.53
3	Workshop Location	3.64
4	Showroom Location	3.85
5	Substitute / Alternative	3.20
6	Advertising	3.69
7	Discount / Schemes	3.33
8	After Sale service	3.27
9	Warrantee / Guarantee	3.28
10	Payment	3.27

**Interpretation:**From the above table it can be interpreted that the mean values of all the factors are above 3.0 which represents neutrality. The responses are inclining towards 4.0 which represents that the various factor to known awareness level about Vamdote Automobile.

### Measure of Central tendency for Preference

Mean values of responses have been derived to know the importance of various factors which have influenced you purchase of HERO bike. The factors have been rated on a 5-point Likert scale ranging from 5- Most preferred ; 4- Preferred ; 3-Neutral ; 2- less Preferred ; 1-Not at all Preferred

Sr.no	Factor	Mean
1	Brand Image	4.12
2	Style	3.80
3	Price	3.72
4	Colors	3.72

5	Free accessories	3.51
6	Fuel Efficiency	3.51
7	Design	3.65

**Interpretation:**

From the above table it can be interpreted that the mean values of all the factors are above 3.0 which represents neutrality. The responses are inclining towards 4.0 which represents that the various factors which have influenced you purchase of HERO bike.

**Chi Square Gender\* Various Media get information**

Data analysis has been performed using SPSS and has been represented in the form of tables for better understanding using MS Office package. Statistical test namely Chi-square test has been used along with mean as measure of central tendency. The Chi-square test has been used to determine the association between the gender and factors affecting the customer awareness and preference toward product offered by Vamdote automobile. The general statements of hypotheses are as follows:

**H<sub>0</sub>:** There is no significant association between gender and various media of awareness.

**H<sub>1</sub>:** There is significant association between gender and various media of awareness.

Sr.no	The various media do you use to getting information of motor vehicle	Pearson chi-square
1	Broadcast	0.017
2	Print media	0.337
3	Outdoor	0.416
4	Direct mail	0.655
5	Social media	0.601
6	Other source	0.557

**Interpretation:**

From the above table it is found the chi square values are (0.017) for Broadcast, (0.337) for Print media, (0.416) for Outdoor, (0.655) for Direct mail, (0.601) for Social media, and (0.557) form Other source, respectively which are greater than significance level 0.05. **Hence, null hypothesis is accepted.** Thus, so there is no association exists between gender and the media forgetting information of motor vehicle. The customers mostly come to know about automobile and get aware through the media like Broadcast, Print Media, Outdoor, Direct Mail, Social Media, and Other source.

**Chi Square Gender\*personal contacts**

**H<sub>0</sub>:** There is no significant association between gender and personal contacts through which they come to

know about Vamdote Automobiles

**H<sub>1</sub>:** There is significant association between gender and personal contacts through which they come to know about Vamdote Automobiles

Sr.no	How did you come to know the name Vamdote Automobile (HERO)	Pearson chi-square
1	Friends	0.344
2	Advertising	0.456
3	Relatives	0.168
4	Other	0.000

### Interpretation:

The above table illustrates the Pearson Chi-square value for Friends (0.334), Advertising (0.456) and Relatives (0.168) is greater than 0.05 which is the threshold value. Thus, the study fails to reject Null Hypothesis (H<sub>0</sub>). It can be said that there is no significant association between gender and How did they come to know the name Vamdote Automobile (HERO). For other modes the significant value of Chi square is 0.00 which is less than 0.05. Thus, the study fails to accept Null Hypothesis (H<sub>0</sub>). It can be said that there is no significant association between gender and other sources through which they come to know about Vamdote Automobile (HERO).

## 6. Conclusion

Customer Awareness and Preference is describing a measurement that determines how customer are aware and prefer the products which is offered by Vamdote Automobile are with a company's products, services, and capabilities. Analyzing the factors that determine customer Awareness and Preference are helps to businesses target their products towards specific consumer groups, develop new products and identify why some products are more successful than others, there is the way that how to aware or influence their customer to purchase about the product. From the research it can be concluded that factors that are used to create awareness about the Vamdote Automobile are Vamdote Branches, Service, Workshop Location, Showroom Location, Substitute / Alternative, Advertising, Discount / Schemes, After Sale service, Warrantee / Guarantee, Payment are the significance impact on customer Awareness about the Vamdote Automobile. For creating awareness about the product Vamdote Automobile should know about offering of their products and can foray into other media for better coverage. Other media and local contacts can be tapped as there is significant association between gender and information grasped through other media in the locality.

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