

Behavior of consumer on origin of brand in automobile market

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CHAPTER 1

INTRODUCTION

Country of origin and consumers are of increasing importance to marketing and consumer behavior searches to make the company more established in the mind of the consumer from that of the fact that whether selling of cars granted to the consumer as lower cost of labor, action of transportation, parent of the company have been the main reasons for such decision new car market of origin on consumer perception and its quality the Price related consequences of country of origin have been in this Based on their brand origin the Pattern may suggest maybe different brand provide different things there for the questions of consumer and wide range of brand to buy from which company provides the best service at the same time in auto mobile market consist of several types like sedans, hatchbacks, needs as a result there is wide variety of us from widened of ranges in the market structure provides a new interesting insight into the role of brand region segments of served in different products in the auto mobile market in car market consumer choice is verified in light in Europe 50 brands from 12 different countries difference in systematic fashion among the car models based on the various ranges from high to low.

The natural question is whether region and prices for cars are different in specifications as a result and additional but also into question is how the structure of respective prices where is across different car have the purpose of this paper is to address the fundamental question not only for the car industry but also for the aim of the paper is twofold search of the automobile market in India first one is to find a country of origin of the new cars in market controlling the infrastructure of the market. Second battle of the face value and the beauty you see of the cars.

This is important part of globalization of business activities there an increasing number of products for the country or region it is different from the initial home country of the brand in spite of the vast number of empirical country is known about the side call logical structure of to

offer new perspective of the country of origin effect from the consumer brand personality personalauto mobiles in defenses from two countries with respect to the country of the origin of the brain and the country he files of the origin of the products country of origin and brand name on the valuation of product in the market.

Presently in India there are 45 car brands of different countries like Japan, USA Germany, Franceand England are there and in house brands like Tata and Mahindra choosing car from these 42 brands is so difficult that the company providing different types they are providing heterogeneous products with great competition which makes it confusing for the concentrate Dueto the impact ofthe brand image by the origin of its country.

This research approach is a treat to product including multi attribute choice and joint models head on head Price with the features like modern airbags value to the prior but also a car maker where a lot of features. This research approach is it to read the product as brand including multi attribute choice joint models not only the value to the buyer carmaker roaming in the car becausepeople are more concern to word experience rather than features consumer also have concern for the intangible features like service, overhead services, insurance, resale value which is a very concerned for consumer in this era. The price of the car not only come with the make of the productit also include intangible price which is the premium ness of the brand which is the main concern for the high-end cars in and around the world the impact of a product or region on consumer preference is one of the oldest concerns in international marketing previous research on country of origin affects has mainly examine the impact of cognitive affective and normative association with particular Country of origin at as cue from which consumers and in fact believe on their beliefs about the country from which the product origins what is needs they search consumer andcan relate to the feeling of national identity consumers perception of a brand froma particular country intangible assets as well as liabilities in the minds of consumers this leads tothe idea of countries. Also found They will use the country's image as a product evaluation cue the facts are generally less pronounced when it is complex and cars play implications of the favorable country therefore become extremely important to brands that have yet to be establishedin a given market as in the case of developing country car brands the research suggest that the products are selling from less developed country of origin countries such as Japan, USA and Germany.

In the last decade the Indian automobile market has seen huge growth in the Japanese and Korean brands from Hyundai Kia and Toyota Suzuki and other brands which are from the Korean brands which is very crucial for the development of their market in the India as well as south-east Asian countries from where they can import or export the various countries of the car manager in Europe in brands and American brands failed to conquer the Indian market because of lack of quality and higher prices even the Indian prices are generally products to deliver better product to the consumer in this scenario where there is lot of competition from various brands around the world Indian brands are now for forming a strong image of quality and value for money product customers of the Indian car auto mobile market but still there are many things which are not been taken into consideration by the Indian car companies but the foreign companies are going use in the Indian car market and chances of the survival of the: Korean car market is the highest in the Indian car market not only because of its quality or features but also Due to their trust worthiness in the consumer mind which plays a major role while purchasing a product in the Indian car market the resale value the loyalty system and other benefits which a person gets with the car is very much important for the consumer because it will influence the consumer to purchase the more of that product in the future and I will also recommend to the other people so the friends and family and relatives about the product and the show them about the quality and the life of the car along and off the car is a very important role played by the vehicle because of that it doesn't work good in the long term the product will be fail as consumer Which none of the brand in the Indian auto mobile market wanted to portray their image as it.

Impact of the pandemic on the Indian car industry is very huge and deadly blow to humanity and industries globally various companies from US to UK to Japan have faced a huge losses an Indian is also one of the part of that India will be the world fourth largest passenger vehicle market by 2021 as per suggested by the researchers it to India around seven years to increase its annual production two 4 million vehicles from three millions the next milestone of 5 million is expected to be less time in a five years the automotive industry deployed along supply chain it has so much of large amount of material is wearing from steel to know Nonferrous metals plastics as well as electronics the supply chain must be robust we sure seamless production on a daily basis most of the Michael brands in India have their own basis for supply of materials or have supplied based in China or other Southeast Asian countries they have been seriously

affected due to the corona virus crisis with the growth in mind the impact on the Indian automotive industry and even after post-lockdown scenario is not very good auto mobile my factory road.

All over the world has raised a sudden slump in demand which are not only this but also there are many meant environmental factors like BS6 norms technological of havens and complex famous are going to result in tough times for the Indian automotive market there is not one fell solution for any business contingency at any point of time extremely unpredictable times like these brought about the value of risk assessment and here by pairing contingency plans for the business there are some of the opportunities and revival strategy is for all the companies personal use can expected to see an increase going to infections health and safety concerns with sheer multi however there is a chance of the force your mobile to do to do to the size and upcoming growth of the industry moreover the replacement of shared mobility by 50% faster than the person who is Michael because people prefer to share the cost of transportation and get the benefit of transportation easily from one place to another China has been the center of the auto mobile supply chain for a very long time for all the countries but after that Corona the world will not trust China again so easily so there is space for India this is going to be massive opportunity for us to grab business from Chinese suppliers even 2% increase in market share around 10 Around \$10 billion in revenues typically the main customers are in USA Europe offer a better profit margin is 240 companies government is likely to push towards electrical vehicle soon it is time for auto mobile to make us to come up with definite of plans for the EVS and all songs and there is great opportunity for serious if he plays with reliable technological vehicles for cars there is an ecosystem creation of charging station is the payment battery technologies government and public sector should take lead in this and people should start opting for electric vehicles because there are more environmental friendly and the chances of the growth of the charging station will be very keen in the Indian in the coming next years.

There was a drop of around 40% in the car sale from its peak of around 3.2 million in 2000 1718 can be expected regression model predicts total Castle of 20.43,00,00 in the financial year of 2021 there is also an opportunity for growth of auto industry the phone restart the customer in the US and Europe will definitely look to move away from China and India will be the next

target Indian industry needs to step up the further efforts and grab this opportunity is for the betterment of their sales figure in whole scenario



Cars by Brand

Maruti Suzuki CML Isuzu Jaguar Jeep Koenigsegg Lamborghini Land Rover Mahindra –Reva Maserati Maybach Mercedes-Benz Mini Mitsubishi Nissan Porsche Premier Renault Rolls-Royce SanSsangyong Toyota Volkswagen Volvo Lexus Tata Honda Hyundai Ford Mahindra Skoda Ariel Ashok Leyland Aston Martin Audi Bajaj Bentley BMW Bugatti Chevrolet Datsun Ferrari Fiat Force HM

The world of auto mobile market has historically been dominated by the manufacturers sought to a sports cars and investment in other countries market as well as developing country markets in the area of countries in the last 20 years in newly industrialized countries such as South Korea and more recently Russia, India, China have increasingly becoming important players in the world of auto mobile market with the great presence.

CHAPTER 2 REVIEW OF LITERATURE

So this is the concept of the following research that Does country-of-origin matter in which are given as follows

Krishna Mahesh (2010) researched In this I have got the information about the significance of difference parameters of evaluation of the product dimensions described by the country image where the German products in general were consistently preferred by the US and Korean products get up years of difference made to be a product specific attributes for example we can say in general and perceived being more expensive luxurious mass produced attractive but of traditional styling products are made of made technically more advanced reasonably priced innovative and is of a good value.

Indra Neelam (2010) founded in this way there is investigation of consumer attitudes in India towards the local foreign brands basically the main background of the brand matters more foreign brand and stereotypes are prevalent in the country where the people of country think that foreign brands are perceived of a great quality rather than the local brands.

Santosa Ratna et al. (2010) stated in this we Wanted to know the company's position in the minds of consumer and its perception in the automotive industry to analyze the brand equity and purchase intention of a consumer.

Fetcherin Mara (2008) explores this paper offers a new perspective of country of region and on the basis of brand personality and perception of domestic and imported auto mobiles it assesses the country of origin of the brand in the country of manufacturing of that same brand multivariate analyses of variance indicates a consumer brand personality perception world according to the country of origin of the brands of the country manufacturing of brand we can say that country of one fracturing matters more than country of land.

Barwick Panlija et al. (2007) analyzed through our structural model of vehicle demand and supply we can see the impact of local protectionism on markets outcomes and show that local and significantly reduces consumer welfare competition among local government protecting their local family used to prisoners dilemma while consumers are better off in the world without local production local governments have no incentive to abolish local production to protect the local brands of the country.

Chattopadhyay Tanmay et al. (2007) explored from this research we have considered various factors which come out from the pan India which are like dealer service easy availability of cars and spares when effluence on purchasing the car brand having high enticement brand having higher prices than having international origins in man brand having a bad name outside the country and its build quality for the purchase of a car in Indian car market.

Azdeniz M. Billur et al. (2005) stated in this research paper given the fact marketing signals and third-party reviews has made the marketplace more interactive it no longer helps to analyze impact of various quality single consumer perception examines the impact of interaction between different types of market control signals on product quality in perception and it also third-party product rating at a news impact of marketing signals and quality perception of Indian consumers or not.

Chattopadhyay Tanmay et al. (2005) analyzed the marketing mix elements considered a strong impact on brand other have less impact on the brand so contrary to many previous price promotion did not impacted the brand equity for such consumers advertisement frequency matters the most equity word of mouth is the basis of definition of factors that kind affected by marketing mix elements and general pool of sample my ears to conclude the study.

Questor G. Pascal (2004) founded this research paper Brand equity was conceptualized as a combination of brand awareness brand associations perceived quality and attitudinal brand clarity multivariate analysis of variance of the data indicated that consumer-based brand equity varied according to the origin of the brand and product category this impact of current country of origin on brand equity of God where consumer perceives of standard differences between the countries in terms of their product category country Association.

Saridakis Charalampos (2003) analyzed this study focuses on more specifically on the text and COO designate is not a country where the products cars the home country of the standard model that ignore CEO or 0.88 of the test for 11 and 71° of freedom finding life that for Serta Challah pause 2003 they study focuses on most of specifically on the text and see oh designation not a country whether products car but the home country of internet self the standard model that ignores you or Hassan our sport 0.88 of the test for 11 and 71° of freedom finding life these are particularly important for that humanity segment strategy as means to diversify and increase profitability of the company it has had two chances of long-term survival of the company in the market.

Aurier Phillpe (2002) stated that cognitive psychology considered that information about objective stored in cognitive categories and that consumers evolution depend on effect associated with the category to which subject belongs individual are used to valuate alternative representing combination of these three components thereby conferring reasonable degree of realism on the task of party spends all the brand trader has concentrated on the brand particular product fit we must conclude after they Simpatico study that have a new line of research would focus more deeply and perceived, between brand and geography cohesion.

Sinha Ashish et al. (2002) explored in this paper which saw and text a model of CO and appointment for brand consumer cheese intention Pakistan have been conducted forehead and brand structure of the facts of this consumer purchase intention is not to buy any of these research papers this study test a CEO or Saehan of model in Asia-Pacific region using data from New Zealand headquarters so that they can get a particular information about the brand and its origin.

Hannah Syed Jalal et al. (2001) founded this study examine the effect of country of origin on relationship quality in Malayalam automotive market in Malaysian automatic market based on the review of past research it shows the walls with examine the role of country of origin in affecting listen ship between quality understand action it shows a descriptive study of 287 candidates we are 47% were males and 53% were female very crucial study for the development of brand recognition in the Malaysian automotive market.

Yong quang Lee et al. (2000) analyzed it is a case of mind and in walls where Chinese company is Captain to search where is the toxic formula of illegal produced car was exposed in 2008 it is for Calling of more research to investigate consumer perception towards corporate brand credibility and corporate brand origin it uses regression answers and hypothesis after controlling for gender age education level household monthly income Personal preferences working industry and product knowledge for the crucial investigation of the research.

Bloom Rosen Alfred (1998) stated it was the interrogator result of 292 individual residing in over a dozen of different countries took the survey from the six month six month and six countries where are the various western countries Europe in countries as well as South Asia group tested for the survey to get the relation between Country of origin and brand equity in the minds of the consumer of various countries.

Brunello Adrian (1997) explored the result of this research paper was running into qualitative investigation about the various exploit research factors which help to cater only three brands which are premium which are BMW Mercedes Benz and Audi it includes brand personality as well as traits to increase the sales of the brand.

Krius Di Vytaitus (1996) analyzed three brands are selected papers for the research which were Panasonic LG and back on the first of these brands large in ounce their country of origin to communicate which helps to increase the brand awareness to different countries apart from television to advertisement to be perceived of quality was not ready to each other while the part of brand awareness more slated for repeated car buyers in the car market.

Essousi Hamzari (1994) founded the purpose of this paper is to decompose the concept of country of origin and a test of influence of the country of design and country of manufacture on consumer evaluation on the byproducts of the company in addition country's perception aims to introduce the concept for logical reasoning in the minds of consumer to categorize the product of a good quality or a bad quality and other reasons.

S. L. Alex et al. (1995) stated that Country of origin extent of consumer centricism tendency interacts with the various product quality assessment and purchase intention of the consumer give the significance of interaction between ethnocentrism and country of parts for one of the two products it it was research in China For the better understanding of products as well as the consumers experiences towards the reliability and usage of the product.

Seth N. Jagdish (1995) analyzed the rise of emerging markets open a new research and theory opportunities for the companies globalizing their operational presence are also increasing the various parts of the world especially among the marketing services of the company the point wasto the global factors of innovation has run its course and needs to be complemented by the companyto interact with the consumer in the car auto mobile market.

Haub Gerald et al. (1993) researched that three products country of origin on consumer purchasethis season has been an issue of increasing importance to marketing and consumer behavior searches as well as to the companies and the marketing managers as the countries have in this lifeso much that the production should be made to convert customer specific products from a goods to look a foreign location so that their brands are perceived of more quality countries.

CHAPTER 3 RESEARCH METHODOLOGY

3.1 Objectives of study

1. To find the impact of brand basis on country
2. To find consumer buying behavior on country of origin

3.2 Research design: -

Just as its name suggests, correlational design allows the researcher to establish some kind of a relation between two closely related topics or variables. It's a non-experimental research design type that requires at least two groups of data. It will give the better view of the purchase behavior as well as country of origin which will lead to our further research of our topic.

Sampling Plan:

3.3.1 Target Population:

The target population for this research is the respondents of social media users. As this research is based upon analyzing the most important attributes of the store image considered by the population of Delhi and moreover as Delhi is having huge population so the data can be obtained correctly.

3.3.2 Sampling Technique:

In this research, convenience sampling technique is used. As convenience sampling is the non-probability sampling technique where subjects are selected because of the convenient accessibility and proximity to the researcher. So as Delhi city is having large population so the data is collected from the few respondents on the basis of which convenience sampling technique is used.

3.3.3 Sample Size:

The sample size from the target population of this study will be of 152 respondents as the study is based on different organized various companies around the world so accordingly as per the prescribed formula of calculating that is sample size.

3.4 Data Collection

Type of Data:

This study is purely based upon the combination of the primary and secondary sources for the collection of the data.

Instruments of data collection =

Primary data – Prepared a questionnaire to compare of consumer buying preference of car buying behavior in stores.

Secondary data – Collects from journals, research papers, newspapers. Tools of Research:

Personal Survey and Questionnaire are tools of research which will be used.

3.4 Data Analysis tools and techniques:

- Pie-charts
- Bar graphs
- Observation

3.5 Need and scope of study

The need of the study is to analyze the various variables which affect the various attributes of the country of origin in the buying behavior of the consumer in Indian car market nor only this, it would tell the tangible and intangible variables of the buying decision it would be focused on the people of Delhi to allocate the measures to achieve higher sales by the brands in Indian car market.

3.6 Limitations of the study

The scope of this study is limited to a specific geographical area (Delhi only). The results and findings of the study are thus limited in their ability to be projected to the entire state, country or foreign countries. There is no denying the fact that because of socio-economic and cultural differences there is a variation in perceptions of people. Thus, the study could be extended and conducted in other parts of the country so that the findings may be more useful. Also, the study is limited to only 152 respondents there can be more respondents so that we can have wider range of responses.

CHAPTER 4

ANALYSIS AND INTERPRETATION

We have researched 152 respondents for the topic behavior of consumer on purchase of brand in auto mobile market on the initial page we ask about the name of the person and email ID of the person then we asked about the age of the person.

Age

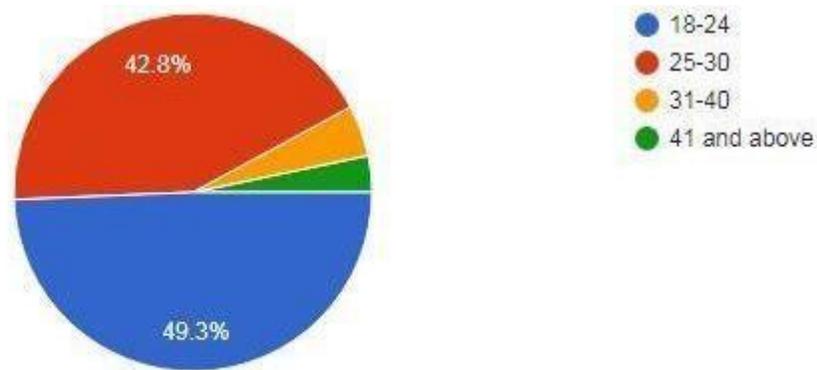


Fig: - 4.1

In the age, 152 of the responses majority was from the age of 18 to 24 which is the younger generation and second major was 25 to 30 which you are in their mid-30s, It gave the proper information about the people who are in their early ages and want to purchase a car as soon as possible for the daily travelling and commuting from one place to another. Age is very crucial while decision making in Indian car market as the responses is equally given by male and females.

Gender

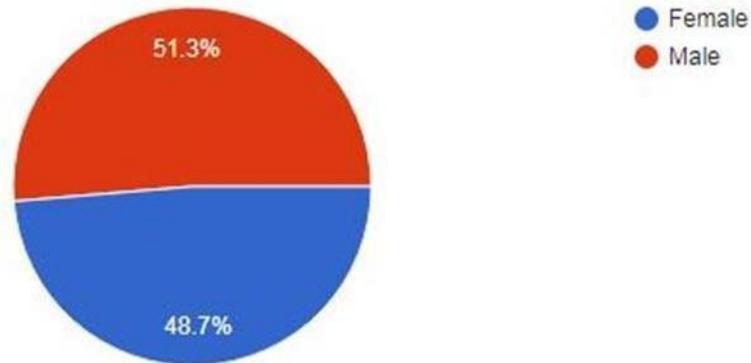


Fig: - 4.2

And the fourth question we ask about the gender out of 152 responses 51.3% was male and 48.7% most female it will help to allocate the proper decision making in the purchasing of a car in the Indian car market on the basis of gender. Age will tell the companies what type of car will be demanded by the consumer at every age.

Annual income

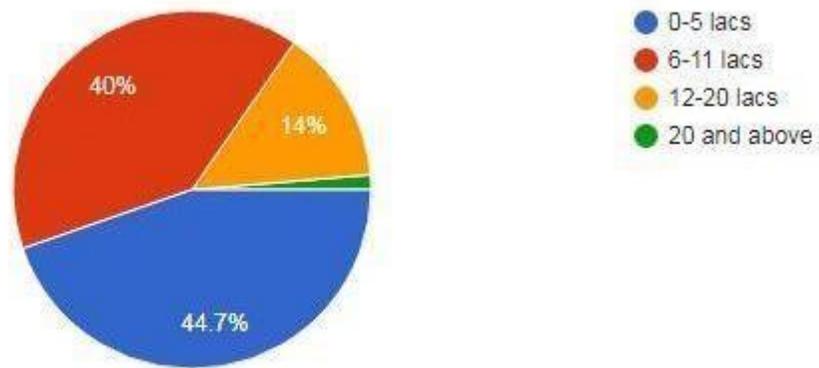


Fig: - 4.3

Then the fifth question we asked about the annual income of responses out of 152 responses as a younger generation was more they are in our research so majority work of 0 to 5 lakhs of income per year which is very crucial because the people wanted to purchase a car of my budget is around 10 lakhs with all the features and qualities and the second was 40% of the Population was earning 6 to 11 lakhs only to around 2% was more than 20 lakhs of income. It will show the budget of the consumer as per their yearly income to deliver best product as per their demand.

Highest qualification

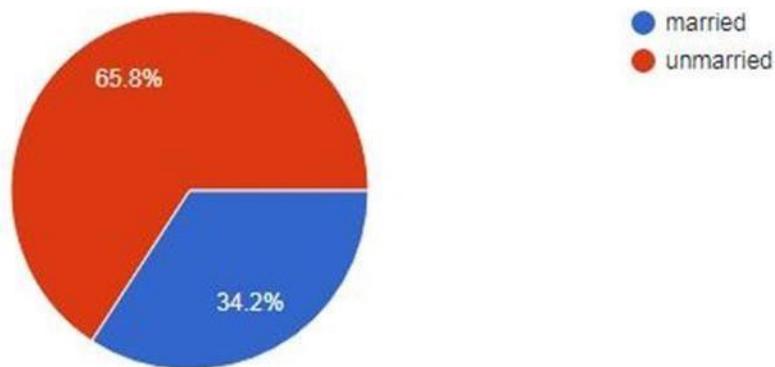


Fig: - 4.4

Now we ask about the marital status of the respondents responses we got 65.8% people were unmarried and only 34.2 people were married it will also create a good question for the respondents so that they can think of the family decision for purchasing of the car. The marital status will tell the decision about the family car for the consumer.

Occupation

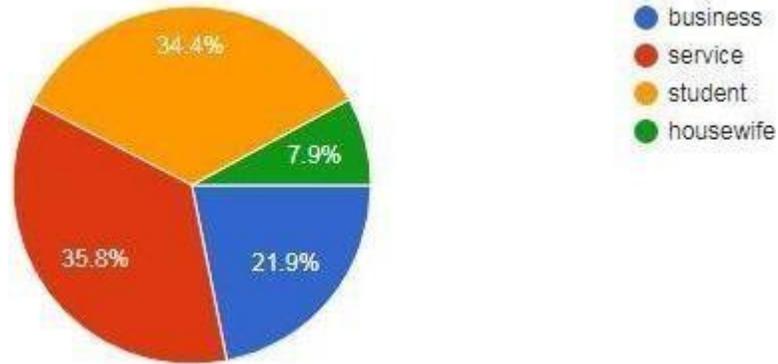


Fig:-4.5

Now about the occupation of the responses out of 152 responses majority of the majority of the people were doing service around 35.8% and second major of a student and 21.9% was given to the service sector it will give a proper information about the people of different classes think about purchasing a car So that what is the expectation is there from the car and what they wanted to get the best utilize an experience of the car. The occupation of the researcher will tell about the various segment of car they will be demanding from the various companies in car market.

Marital status

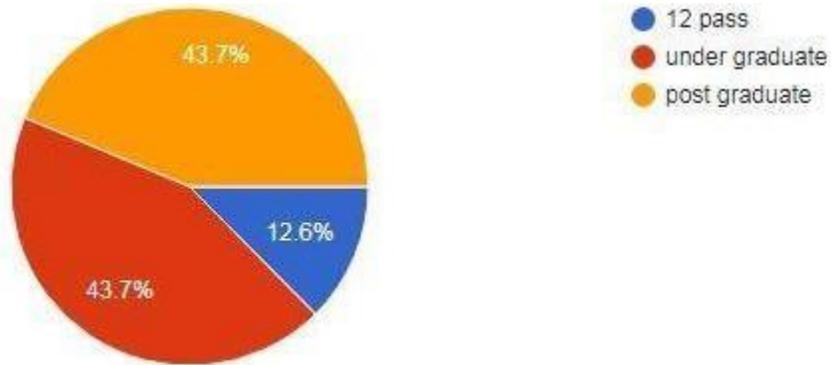


Fig: - 4.6

Now about the qualification in this there was more of undergraduate and post graduate because both of them were 43.7% which is good because people will take a rational decision while purchasing a car. It will tell about the knowledge of consumer and how rational decision will be taken by the consumer.

Own any car

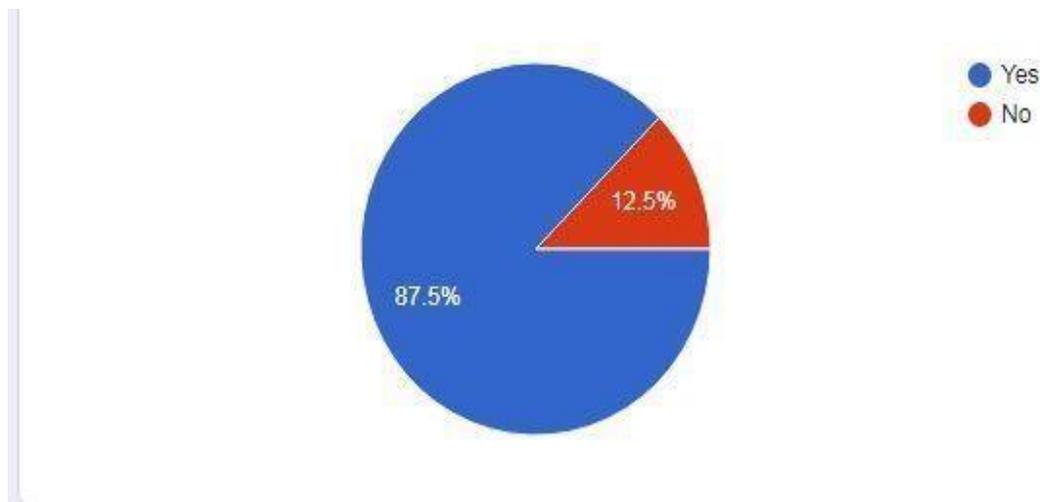


Fig: - 4.7

Now the second page questionnaire first of all we ask the simple whether do you own a car and out of 152 responses 87.5% which is a huge number are on in the car in Ludhiana city and only 12.5% were not having a car. It shows the cars owned by the various respondents in the Indian carmarket.

Indian car brand

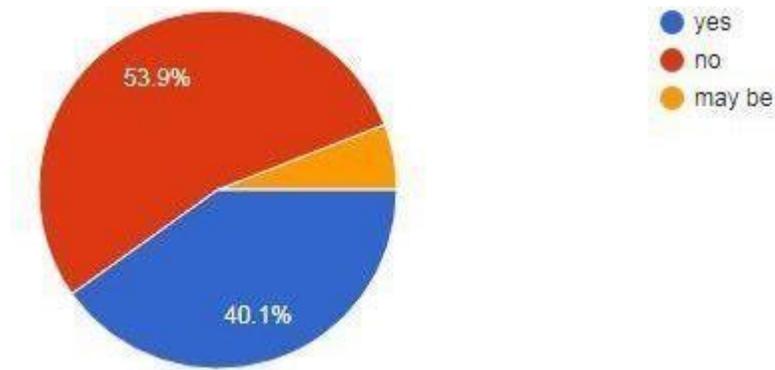


Fig: - 4.8

The second question was is your car of Indian brand it is the most crucial question of this whole questionnaire because if the car is of Indian brand it means that people are preferring to work the Indian brand but as the thought process goes on 53.9% said no Which means majority of the people are purchasing foreign car brands for their because they think their quality is more superior it is a very crucial portion about the whole of the research. It clearly shows people prefer foreign brands rather Indian while purchasing cars in the market.

Satisfied from your car

148 responses

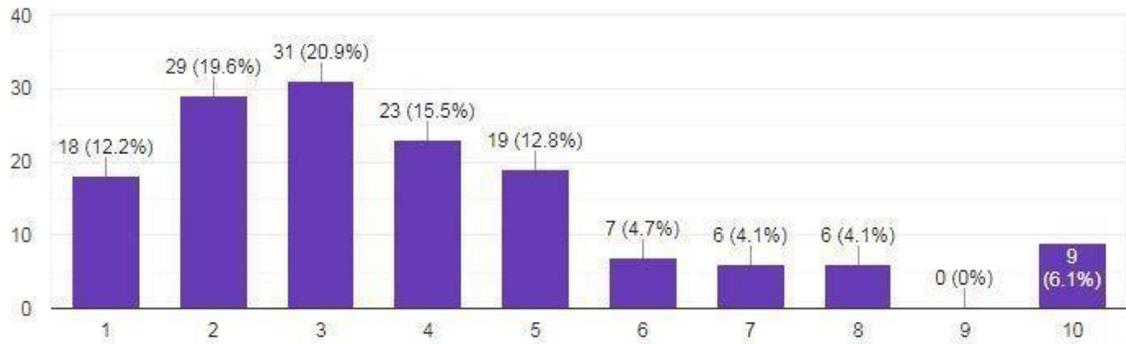


Fig:-4.9

Now about the third question it is also very important question out of 152 responses majority of the people rely from 1 to 5 in satisfaction derived from their car and most of the people gave threepoints to the satisfaction from car because they think there could be chances of improvement in the car but also the car is giving the proper service to them. This shows the satisfaction derived from the car by the consumer which shows their true experience.

Counter measure will be needed by company to (or is planning to take) against the competitors

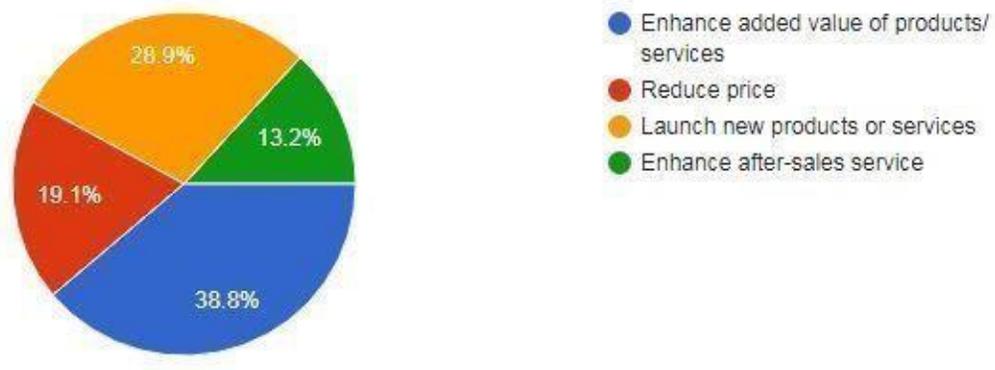


Fig:-4.10

Next we asked about the word countermeasure will be needed by a company which is a very crucial question so majority of the people thought that enhance added value of the product or service is very crucial in the Indian car market because people wanted to get the best of their package from the amount their pain and second was launching of the new products and services in the car so that people could be attracted to masses that only 13.2% said that there should be enhancement of the after sales service and the 19.1% people said that there should be reducing of the price of the car so that a consumer can be attracted know about the important factor while considering a foreign cars. It show the expectation of Indian consumer that they rely on various factors different from each other while purchasing car in the market to meet their needs at its best for better satisfaction from cars.

Factor is important while considering foreign cars

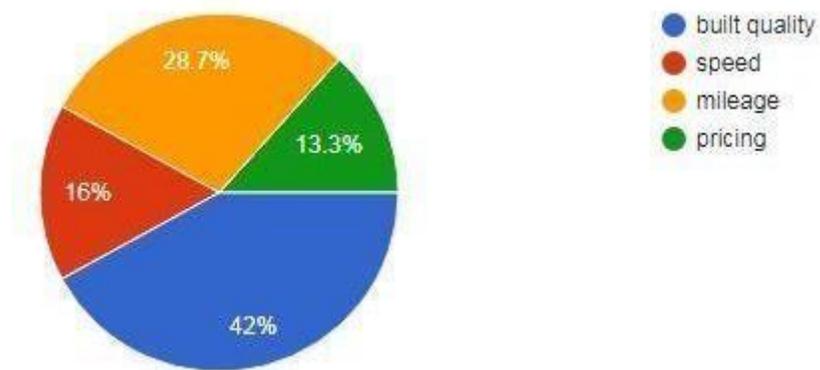


Fig:- 4.11

42% of the people said that they think the build quality of the car matters the most and they are purchasing the European cars and Japanese cars for their strong and worth of the quality of the car and the next major point was mileage Japanese and Korean cars are giving huge mileage in their cars which is a very crucial for the consumer who are living in this economic inflation where the prices of petrol and diesel are becoming very high in the country. It shows the demand of consumer from the product given to the consumer which is very crucial aspect.

Strong network of companies/individuals in the country of a particular brand

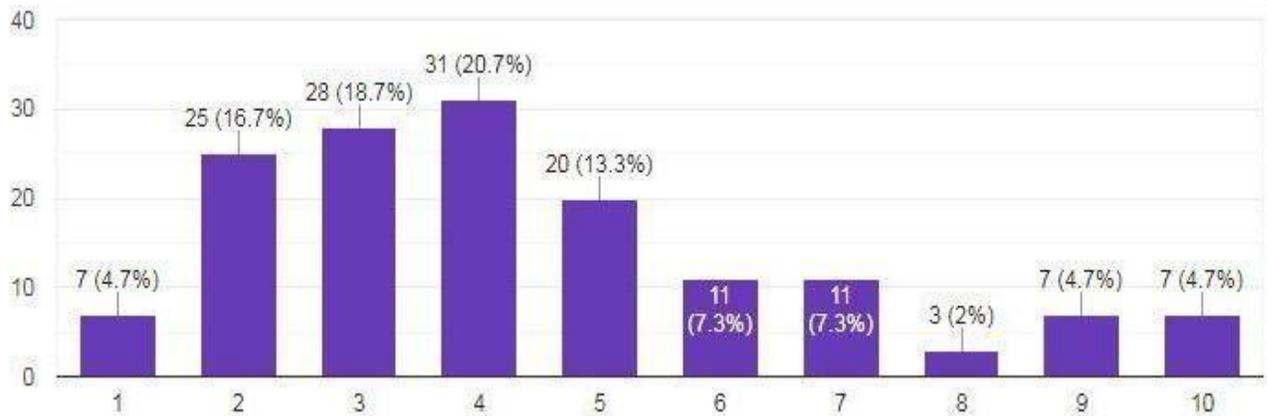


Fig: - 4.12

Then we asked about the strong network of companies and individuals in the country of the brand and majority of the people said it's up to the medium level up to the medium of the company and out of scale of 10 people gave four number as the highest where 31 which is approx. 20.7% is equal to 31 respondents have given the answer that there could be strong network of companies in the country to attract the customers in every way possible. The network plays a very important role in the developing of brand as the best in market.

R&D capabilities of company

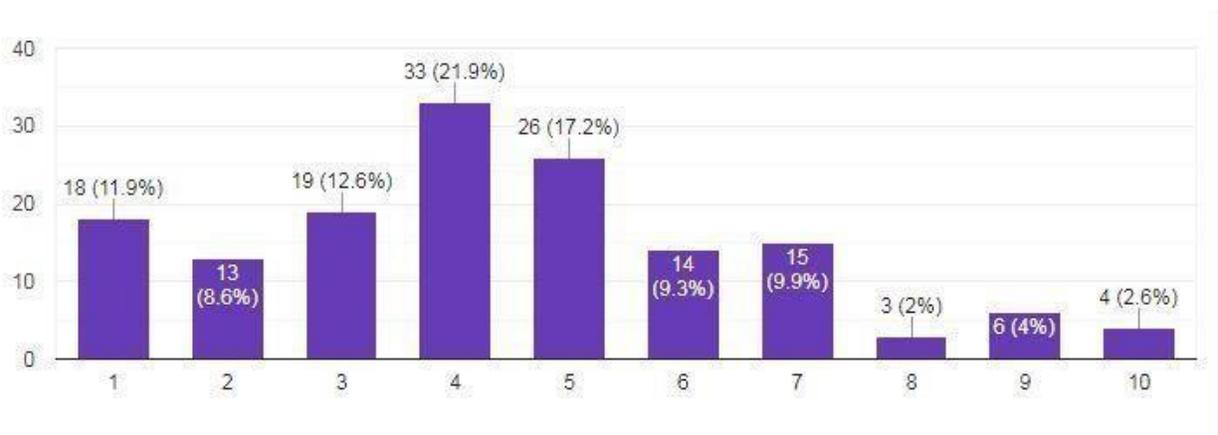


Fig:-4.13

We have the cost of RND in the capital of a company so it's a very crucial because the company is what they will provide a better quality of the product to the consumer stuck at the scale of 10 they have given 33 numbers to the four point which means people want to have a good R&D capital of the company so as to provide better product to the consumer. The R&D capabilities of the company plays a major role in the development of better product for consumer as well as customer.

New players in the market

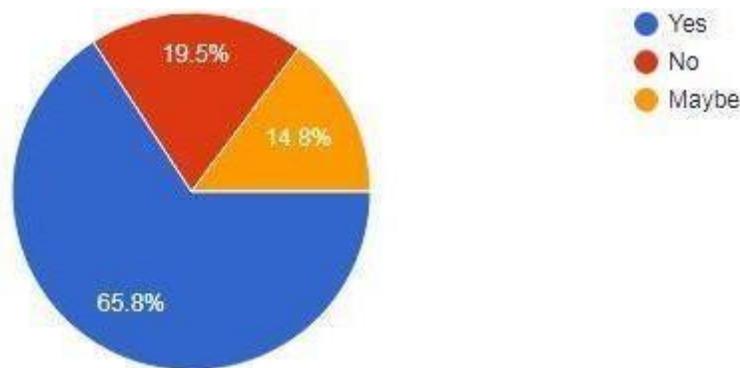


Fig: - 4.14

It is a very now important question that the people prefer new players in the market because Indian car market is growing very fast and a majority of the people wanted to enter into the Indian car market because of the huge population and chance of growth of the company in India and south- east Asian market so in this 65.8% people said that there should be entry of new players in the market so that they can get maybe new products or better products only 19.5% saidno entrants should be given chance to enter in the Indian car market for the safety of Indian players in the whole car market. It clearly shows that Indian respondents really need to get new companies for better of the car offerings in the Indian car market.

Foreign automobile brands are pricier

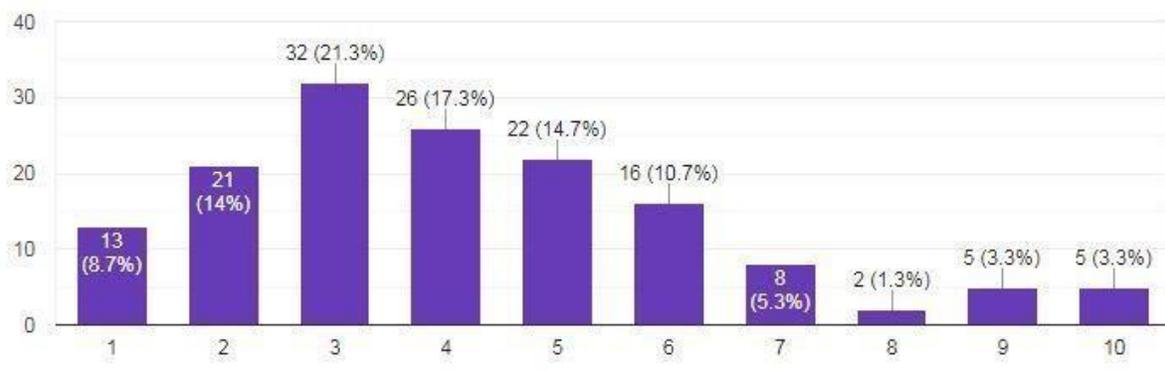


Fig4.15

Now very important question about do you think the foreign automobile brands are pricier because everyone wants to have a good quality as well as value of the price from the consumer from the company so consumes as responses are been around to 1 to 10 and people have given three numberthe most which is 32 respondents have given three number which is around 21.3 which is a very crucial because if they think that the price is high They will tend to purchase the left of the product but the screen is different from the reality when you will see the further research. It shows the clearbiases of the consumer that even if the price of such brands is still they like to purchase these brands for them.

New players in the market

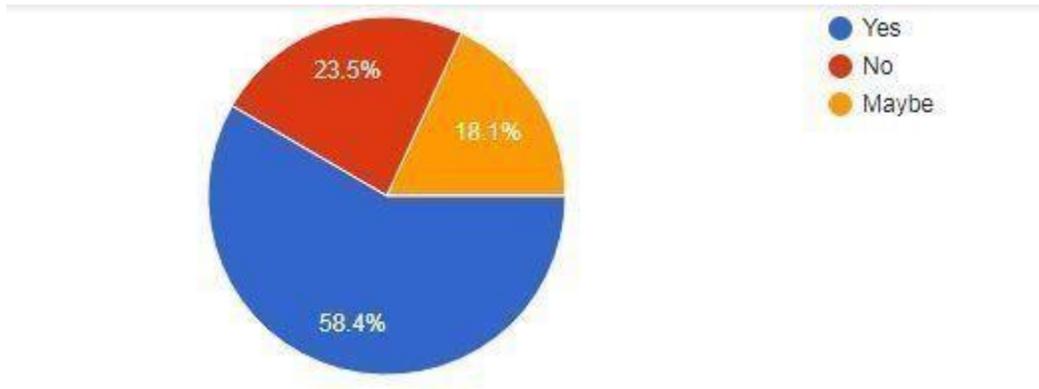


Fig:- 4.16

Now very crucial question that the country of origin has in its impact on the consumer or not so in this 58.4 people said yes the country impacts very much because a few things think Europe in cars in Japanese cars have better build quality than the Indian car it's of true but people are considering as in buying their daily commutes know about the quality of foreign cars majority of the people have given higher number. It is not in car but also in every product sold in Indian market that they tend to choose the product made from the country of origin.

Future of Indian cars

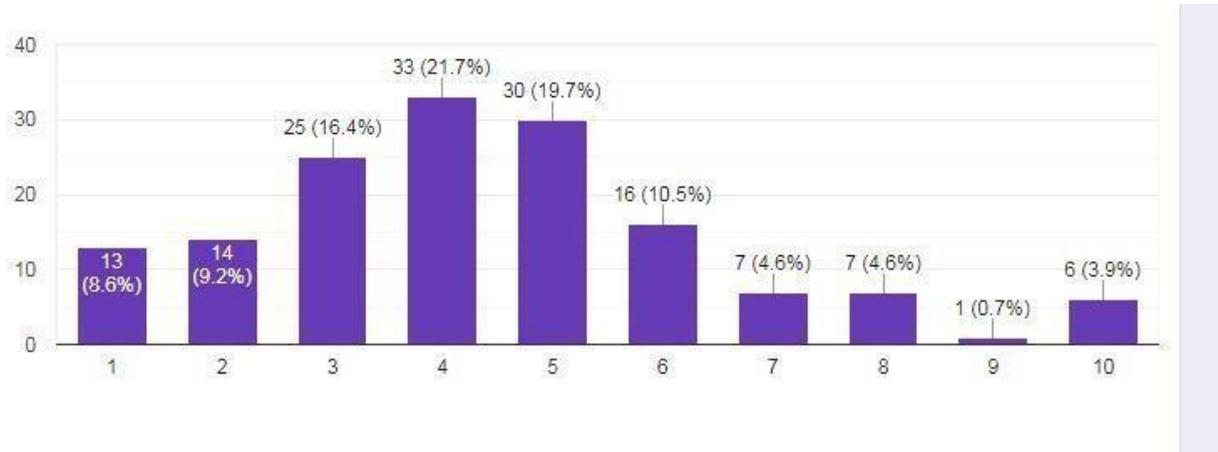


Fig:-4.17

Now important question about the Indian car market what is the future of Indian cars like Tata and Mahindra which are wanted to grow in the Indian car market are also growing so that there could be profit in their company out of the scale of 10 number is given the highest number which is about 33 respondents giving a 21.7% which means there is good chances of survival of Indian car brand in the Indian car market only if there is proper RND and networking of the company. It shows the future of Indian car market is positive as people are going to purchase these brands only if they are value purchase to the consumers.

Quality of cars

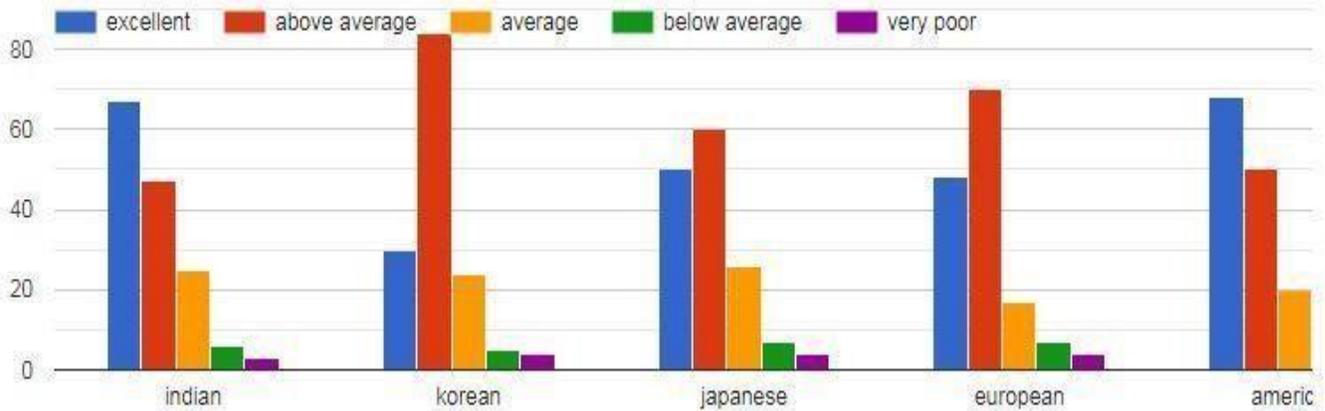


Fig: - 4.18

The last question what is the quality of car is based on the average to very poor to excellent people have given highest would build quality To the Indian cars and second was the Korean cars third was the American cars fourth is the Europe in cars and fifth year the Japanese cars but in reality the cases are different because in India most of the cars are of Japanese then Korean then Indian then American than European. It shows the Indian cars have better built quality and others respectively which means people have positive impacts of recent products offered by the Indian brands in the automobile market to reach its potential.

CHAPTER 5

1. FINDINGS

- In the total responses were majority was of the age 18 to 24 and the second major was 25 to 30 which shows
- Future generation of our country who will be the market for them
- We can see that Gender scenario male was just 2% more than the woman in the total responses got by us which is male is 51.3% and female is 48.7%
- Annual income of the majority of the respondents were around 2-5 lakhs and second was 6 to 11 lakhs which was crucial for deciding the future consequences
- Now about the marital status of the respondents out of 152 responses 65.8% wereunmarriedand only 34.2 people were married
- In the qualification majority of the respondents were undergraduates and second majority boss of post graduates which shows they are in their years of life
- We have to take the purchase decision of a basis of their life occupation was of major student, In the occupation department out of 150 to 152 respondents majority was of serviceand second majority was of students which is 34.4% of the whole research
- We can see that by first question was do you own car and around 87.5% said yes which is a good sign of purchasing power of the country of auto mobiles in India majority of the people of our country are not using Indian car brand for auto mobile which shows the futureof the Indian car market but the gap is very minimal it's only about 10 to 15%
- From the total market majority of the respondents were at par with the spec section from section from the experience of car in their real life as per the consumers or respondents here we should company should take interest to enhance the value of products and services and second biggest is to launch the new products and services in the market to attract customers the most important factor while considering foreign car is their best quality and the second most important is their mileage which increases their customer base and increase the potential customer base
- Out of 152 respondents majority of the people want that there should be a good network of companies individuals of the brand in the country

- Majority of the people think that our companies should be very good out of 152 respondents majority of the people given more than five points in the company around 60% out of 152 respondents
- 65.8% people prefer to have new players in the Indian automobile market to choose from various brands
- We can see that majority of the respondents think that foreign brands of auto mobiles are pricier than the Indian brands like Toyota Hyundai and Volkswagen Think that they will purchase the car be used on the country of its origin
- Majority of the consumer think that Indian car market where their own brands like Tata and Mahindra will gain power in the next coming years as out of scale of 10 majority of the people have given more than five points in the quality of all the cars from Indian Korean Japanese Europe and American Indian car was given as a best quality but the European and American car was given the excellent Overall quality of the cars for the long run used by the customer

2. CONCLUSION

A research on comparative image of the various brands of different countries is undertaken to understand what are the mean attributes that influence the buyer while buying in Indian car market on the various factors like gender age marital status educational level and many more things they should be taken into consideration because it helps for the customer to get value out of the product which will satisfy their needs in most perfect way out of all moreover there is huge impact of country of origin on the purchase decision.....

Research objective	Result
1. To find the impact of brand basis on country	The impact of brand bases on the country is very crucial because people usually prefer foreign brands in Indian car market. Because they prefer to have the better value for their money and the variety of so much brands confuses buyer but the country of origin plays a major role in deciding their car for the various purposes.
2. To find consumer buying behavior on country of origin	They prefer to purchase a foreign brands which will either be a better value for their money in the long run result to the buying behavior of consumer can be seen on the basis of the country of origin because they tell us that people usually find foreign brand more attractive and superior than the Indian brands because of their better image in the society as well as better features.

3. RECOMMENDATION

The organized sector in Indian car market has various attributes country of origin and other features which establish it as it is one of the most growing market of auto mobile in the world many of the foreign brands are coming in India so they need to change or upgrade themselves on the basis of these recommendations.....

- To sell their cars and making their image stronger in the Indian car market by various uplift in the product Indian consumer need more value of money product as compare to high price product for every need.
- We can say that Indian as well as foreign car brands need to upgrade their features and quality in every car expect so that they can improve their sales and helps to benefit this organized system to convey their overall message to the consumer evenly for the benefit of both the parties.
- The product quality is extremely important customers look for the various quality labels for good quality and even in pricing and promotion of the product are also very crucial and vital for the success of these brands word of mouth plays some major role while considering the brands in auto mobile market.
- We can say that there are chances that foreign brands are providing superior quality than the Indian brands but the Indian brands are more affordable as compare to Indian brands as compare to foreign brands so brand promotion by the way of social events and social media can be used to upgrade the brand and promote its image in the minds of the consumer.

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