A Consumer Preferences and Influencing Factors In Car Ownership: An Analysis Of Brand And Model Choices Among Car Owners

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ARTICLE INFO	ABSTRACT
	This study explores car ownership trends and factors influencing car-buying decisions among 225 respondents, focusing on brand and model preferences. The data reveal a strong consumer preference for Maruti Suzuki and Hyundai models, particularly those offering affordability, reliability, and practicality. The Maruti Suzuki 800, Breeza, and Hyundai Creta emerged as the most commonly owned previous models. Key influencing factors in car-buying decisions include service station availability, affordable pricing, and brand reputation, with safety and technology features also ranking highly. A significant proportion of respondents (40.45%) opted not to disclose previous car details, indicating potential variability in ownership histories. The findings underscore the importance of value, accessibility, and brand trustworthiness in consumer choices, highlighting a trend toward compact and efficient models that cater to everyday needs. These insights provide an understanding of current consumer preferences and the attributes that shape purchasing behavior in the automotive market. ***Keywords:*** Car ownership, Consumer preferences, Brand loyalty, Car-buying factors, Automotive market trends, Maruti Suzuki, Hyundai, Service accessibility, Affordability

1 Introduction

The automotive industry comprises a wide range of companies and organization involved in the design, development, manufacturing, marketing, selling, and modification of motor vehicles. It is one of the world largest industries by revenue (from 16% such as in France up to 40% to countries like Slovakia). In a competitive economic system, survival and development of the companies involve the existence of accurate and detailed information about consumers, so the concept of modern marketing highlights the need for having detailed and founded information about the consumer needs, motivation, attitude and actions. In the contemporary era is almost universally accepted idea that the main purpose of marketing is not finding and persuading people to buy what a company produces, but satisfying the consumer, which is the essence of consumer orientation. Developing effective ways by which consumers' needs could be satisfied is one of the main objectives of IMC. Identifying the communication pathways which influence consumer behaviour is an essential marketing communications activity, the ultimate goal being the creation of marketing messages to reach target audiences through the most appropriate channels. Adopting the approach according with IMC is not part of the marketing mix, but a holistic concept using marketing mix elements to create and strengthen relationships with consumers and to send a unified message, this paper aims to clarify some aspects of the mechanism of IMC influence on consumer behaviour, reflected also in the buying decision process.

Customer satisfaction is a central concept in modern marketing. Realization of its importance has led to a proliferation of research on the subject over the past few decades. Customer satisfaction with a product or service refers to the favourably of the individual's subjective evaluation of the various outcomes and experiences associated with using or consuming the product or service. According to the theories of buyer behaviour, the evaluation is based on the cognitive process in which consumers compare their prior expectation of product outcomes (e.g. product performance and other important attributes) to those actually obtained from the product. The extent to which the expectations are realized is assumed to be directly related to the level of satisfaction experienced. If actual product outcomes meet or exceed those expectations, it results in

satisfaction. If, however, product outcomes are judged below expectation, dissatisfaction occurs. Swan and combs (1976) have provided empirical support for these propositions. This view of customer satisfaction or dissatisfaction has been conceptualized as the confirmation or disconfirmation paradigm and has been widely accepted as the process by which develop feelings of satisfaction or dissatisfaction.

Consumer buying behaviour in the automobile industry refers to the process and factors that influence consumers' decisions to purchase a vehicle. The automobile industry is a complex and competitive market, and understanding consumer behaviour is crucial for firms to develop effective marketing strategies and stay competitive. Consumer behaviour in the automobile industry is influenced by various internal and external factors, including personal characteristics, social and cultural factors, psychological factors, and marketing stimuli. Personal characteristics such as age, gender, income, and lifestyle can affect consumer preferences and purchasing behaviour. Social and cultural factors such as family, social class, and cultural values can also influence consumer behaviour. Psychological factors such as perception, motivation, learning, and attitudes can impact how consumers perceive and evaluate products and brands. Marketing stimuli such as advertising, pricing, and product features can also influence consumer behaviour by shaping perceptions and attitudes towards brands and products. Studies on consumer behaviour in the automobile industry have identified several key factors that influence consumer purchasing behaviour, including brand image, perceived quality, customer satisfaction, pricing, social and environmental responsibility, and online reviews and marketing. Firms that can effectively address these factors and meet the needs and preferences of consumers are more likely to succeed in this competitive market.

The study's main objective is to examine the brand loyalty alternatively effects on the car industry and customers buying decisions in the main goal of the study. According to Wong Fong, and Yayah Sidek (2008), brand image and brand loyalty is the intentional or unintentional repurchases of a specific product for actually customers are buying it. On the other hand, customers are findings more components and contributes to brand positioning and brand loyalty is the other goal of this study with the investigate to describe the name recognition, brand image, brand loyalty, brand awareness, and product quality of the automobile industry that all variables are included here.

2 Review of Literature

A decision, in the words of Schiffman and Kanuk (2010), is a choice between two or more alternatives. In other words, there must be a choice available for someone to consider. When someone has the option to purchase or not, they can select brand X. Moreover, the purchase choices an integration process, according to Peter and Oson (2006), that uses knowledge to evaluate two or more alternative behaviours and choose one. According to research by Kotler and Keller (2006), customers go through several steps before deciding whether to buy a product. Customers' desires to purchase a product drive purchasing decisions, according to Chapman and Wahlers (2009) research .

Brand loyalty is attained through customer satisfaction, and satisfied customers motivate other purchasers to choose faverable to purchase the same product or brand from the same supplier. Customer satisfaction and repurchase intentions of consumers are positively correlated; it was previously shown by Day & Landon (1976) and Singh (1988).

Brand image(BI)of several researchers (Lee & Lim, 2020; Sousa et al., 2019; Park &park, 2019), has been a hot topic in marketing literature because of its value in the market. Additionally, brand image has been a potent marketing tool and a key factor in differentiating organizations (Park & Park, 2019). Research on brand image has also been acknowledged as it's being at the core of marketing and advertising studies. In the addition to serving it has been essential in building long-term brand equity and serves as a broad guideline for tactical marketing mix difficulties (Asker, 1996; Keller, 1993). The BI, according to Keller, (1993), can be summed up as consumer perceptions of the brand as demonstrated by the association, they have with it.

Customers have the right to choose which things to purchase depending on how well they believe the products will satisfy their needs. Further, the researcher identified that consumers are motivated to buy things for many reasons. There are three categories of purchase motives: fundamental purchasing motivation, or the real reason for purchasing; selected (Buchari,2008).In addition, the (Doods et al., 1991) defined purchase intention as an attempt made by customers to make a purchase of good or service for a predefined period of time. Buying intent or results are further influenced by a variety of elements, including the chosen item, BL, Price, and PQ (Kotler, 2000). Additional scholars have also claimed that buying intentions do have an effect, including Marrison (1979) and Luo et al. (2011).

Empirical studies show that brand loyalty is associated with specific recurrent purchasing habits and behaviours. Brand loyalty does influence a customer's purchase decision, although not always. Customers are not compelled to choose the same brand while making identical purchases because of brand loyalty, brand when purchasing the same vehicle. Current pricing comparisons and vehicle quality are taken into consideration when purchasing the same brand. Indicting the brand's quality and reputation are also crucial elements that might influence consumer purchases and encourage loyalty. Compared to non-loyal customers, loyalty clients are always less price-sensitive (Tellis,1988). Unspecified amount to purchase their favourite brands (Choudhry, Hol book, & Laczniak,1988). Establishing consistent, high-quality brands is essential for creating brand-loyalty customers (Kumar & Leone, 1988).A significant market share will result from more BL (Singh, Ehrenberg,& Good hard, 2008). Customers that are devoted to a brand frequently

make significant purchases, making them important and durable assets for companies. As a result, brand managers exclusively focus on loyal clients (Owens, Hardman & Keillor, 2001).

Kotler and Armstrong (2021) present the fundamental principles of marketing, which are relevant to understanding consumer behaviour in any industry. This textbook provides an overview of marketing concepts, including segmentation, targeting, positioning, and the marketing mix. It emphasizes the importance of customer value and satisfaction in driving purchase decisions and loyalty. Kumar and Reinartz (2018) explore the role of customer relationship management (CRM) in influencing consumer behaviour. They argue that effective CRM strategies can help firms build stronger relationships with customers, enhance customer satisfaction, and increase customer loyalty. The authors suggest that firms should use a customer-centric approach to marketing and leverage customer data to develop personalized marketing campaigns.

(Sharma & Gupta, 2020) Human resources are crucial and challenging to manage, with job satisfaction being key to enhancing employee productivity. A study surveyed job satisfaction across seven industries: insurance, banking and finance, travel and tourism, outsourcing, education, healthcare, and logistics. Healthcare employees had the highest job satisfaction, followed by education and travel and tourism, while outsourcing and insurance had the lowest. The study suggests that service-oriented and socially impactful work in healthcare and education boosts satisfaction, whereas the generic nature of outsourcing and insurance contributes to dissatisfaction. Variability in job satisfaction was low in healthcare, travel and tourism, and education, but high in outsourcing, banking and finance, and logistics. These findings can help industry leaders improve human resource policies to boost job satisfaction and productivity. The study's limitations include a small sample size and scope, suggesting future research should include more industries, respondents, and a control group to better understand job satisfaction factors.

(Sharma & Gupta, 2017) The study findings reveal that the majority of motorcycle clients are young adults aged 18 to 25 with significant disposable income, many of whom are employed. There is a clear understanding among clients regarding the importance of bike servicing, with a notable demand for authorized service stations despite a substantial portion also using unauthorized ones. While most clients utilize free company maintenance services and show satisfaction with them, there is reluctance towards purchasing annual maintenance contracts from company-approved service stations. However, those who do purchase such contracts report satisfaction, as do clients who use non-approved service stations. Furthermore, the study highlights a lack of SMS/email reminders from companies regarding bike servicing, indicating a missed opportunity for customer engagement. Finally, the importance of warranty and guarantee in influencing clients' choice of service provider is evident.

Lee and Park (2019) investigate the determinants of customer loyalty in the automobile industry. They find that brand image, perceived quality, and customer satisfaction are important drivers of customer loyalty. Their study highlights the need for firms to invest in building a strong brand image and delivering high-quality products and services to enhance customer satisfaction and loyalty.

Chi and Gursoy (2018) explore the impact of website attributes on customer satisfaction and behavioural intentions in the hotel industry. They find that website quality, information content, and website design are important determinants of customer satisfaction and behavioural intentions. Their study highlights the need for firms to design user-friendly websites that provide relevant information to enhance customer satisfaction and loyalty.

Yu, Wang, and Li (2018) investigate the effects of brand personality and perceived quality on customer loyalty in China's automobile industry. They find that brand personality and perceived quality are important determinants of customer loyalty. Their study suggests that firms should develop a strong brand personality and deliver high-quality products to enhance customer satisfaction and loyalty.

Yi and Gong (2018) quantify the impact of social media reviews and marketing on brand purchase decisions. They find that social media reviews have a significant positive effect on consumer attitudes and purchase intentions. Their study suggests that firms should actively engage with consumers on social media platforms to influence their purchasing behaviour.

Han and Hyun (2018) investigate the effects of online reviews on consumer attitudes and purchase intentions towards luxury hotels. They find that online reviews have a significant impact on consumer behaviour and suggest that firms should monitor and manage their online reputation to influence consumer perceptions and purchasing behaviour.

Acar & Temiz 2017. Advertising effectiveness on financial performance of banking sector is studied .The result of this case is displayed significant and positive association between advertising expenses and financial performance long term by advertising. Additionally effectiveness advertising will bring accounting and amortization policy toward their expenses on mind.

Johnston 2017. In order to yield excellent result of the thesis, all relevant information and data are accumulated from various secondary sources along with primary sources. Data from secondary sources is already analysis and presented by other researchers elsewhere. That is why only relevant secondary information was used to explore the objective of the thesis. Moreover, secondary information will assist to amplify the value of the thesis. In order to prepare the thesis, secondary information is mainly accumulated from different journals, publications, online reports and documents. Data gathered from solely primary sources cannot represent good research work (Jacob et. al 2017, 745). Similarly, data gathered from only secondary sources cannot represent a good research project.

Pandey A C & Pandey MK (2013) studied impact of lifestyle on brand preference of buyer behaviour & concluded that same of the factors have major role in the changing of buyers behaviour. There was a significant relationship between gender & insistence on specific brand by consumers for consumer durables at every purchase, secondly there was no significant relationship between gender & place of purchasing consumer durable.

Bhattacharya S, Mitra S (2010) studied the impact of brand on consumer behaviour of 100 male & 100 female inhabitants in Kolkata city, After detailed investigation they observed that, the impact of brand on consumer behaviour is more significant among the female group than that of the male group. Brand name, Brand loyalty & symbolic meaning were the reasons behind the difference as opined by the respondents selection of products & shopping experience were more predominant among the female group than that of the male group, it was also concluded that the less the monthly income of the family the more the impact of brand on consumer behaviour.

Veena A & Venketesha HR (2008) studied dealers performance & venketesha HR (2008) studied dealers performance & customers preference in passenger car marketing in India & concluded that, Indian automobile industry is in cross roads. Stapnation of global automobile giants & their strategies to out source key components have given Indian automobile dealers & space parts manufactures both an opportunity as well as a challenge under these conditions. The demand in domestic market plays a key role. Indian market for car segment is expanding.

3 Research Methodology

This study was conducted to analyze car ownership trends, focusing on the brand and model preferences of car owners among a sample of 225 respondents. The methodology included a structured survey approach, where respondents were asked to provide information on both their current and previous car ownership details, including brand and model specifics. Additionally, respondents were queried on the various factors influencing their buying decisions, such as affordability, brand reputation, service accessibility, and specific car features like safety, technology, and warranty.

Data was collected through a questionnaire distributed to a diverse sample of car owners, ensuring representation from different segments of the automotive market. The questionnaire included both multiple-choice questions and open-ended response options, allowing respondents to indicate ownership details, preferences, and influential factors on a scale of low, neutral, and high importance. Responses were anonymized to maintain privacy, and data was compiled and analyzed using basic statistical measures, including frequency distribution, mean scores, and standard deviation, to assess the significance and variation in responses across different car brands and models.

The analysis was carried out with the following objectives:
1. To identify the most commonly owned car brands and models, both current and previous.
2. To understand the relative importance of various factors influencing car-buying decisions.
3. To observe any prominent trends in ownership preferences across different demographic segments.

Limitations of the study include the possibility of non-response bias, as a notable portion (40.45%) of respondents chose not to disclose details about their previous cars. Additionally, self-reported data may be subject to personal biases. However, the findings offer valuable insights into prevalent car ownership patterns, brand loyalty, and influential decision-making factors in the automotive market.

4 Result and Analyse

Table 1 - Media important/influences while buying a car

S. No.	Media important/influences while buying a car	Low	Neutral	High	Mean	SD
1	Auto expo	31.32	21.09	55.6	3.56	1.25
2	Internet	109.05	18.79	71.16	3.93	1.02
3	Newspaper	19.86	30.44	47.71	3.36	1.12
4	Radio	36.04	25.01	38.96	2.90	1.31
5	Television	12.5	25.08	63.42	3.71	1.02

In this study, it has been observed that different media channels exert varying levels of influence on car-buying decisions. The data provides insights into how each medium—Auto Expo, Internet, Newspaper, Radio, and Television—affects consumer perception and purchasing behavior in the automotive market.

Auto expos demonstrate a moderate influence, with over half of respondents (55.6%) rating them as highly influential. This is reflected in a mean score of 3.56. However, the standard deviation of 1.25 indicates a relatively wide variation in opinions, suggesting that while many consumers find auto expos important in their car-buying decision, a significant portion remains either neutral or less affected by them.

It has been observed that the Internet holds the highest influence among all media channels, with a mean score of 3.93. This is corroborated by the fact that 71.16% of respondents rate the Internet's influence as high.

Furthermore, the Internet has a lower standard deviation of 1.02, signifying a general agreement among consumers about its importance. The strong influence of the Internet likely stems from the accessibility and vast array of information it provides, enabling potential buyers to research and compare vehicles comprehensively.

Newspapers show a moderate influence level, with a mean score of 3.36 and a spread across low, neutral, and high influence ratings (19.86%, 30.44%, and 47.71%, respectively). The standard deviation of 1.12 indicates a moderate level of variation, suggesting that while some consumers view newspapers as informative, others may not consider them essential in making their car-buying decisions.

Radio, in comparison, has been observed to have the lowest influence on car-buying decisions, with a mean score of 2.90. Additionally, the high standard deviation of 1.31 reflects a broader range of opinions, indicating that radio's impact is inconsistent across the consumer base. This lower influence might be due to radio's limited scope for in-depth information compared to other media channels.

Television, on the other hand, holds a strong influence with a high mean score of 3.71. A large percentage of respondents (63.42%) rate television's influence as high, supported by a lower standard deviation of 1.02, which highlights a consistent perception of television's role in shaping car-buying choices. Television's influence likely stems from its ability to engage audiences through visual and audio means, making it an effective platform for car advertisements and promotions.

In summary, it has been observed that the Internet and Television are the most influential media in car-buying decisions, with Radio being the least influential. The standard deviations suggest that while opinions about the Internet and Television are more consistent, there is greater variability in perceptions regarding Auto Expos and Radio. These findings underscore the significance of digital and visual media in influencing consumer behavior in the automotive industry.

Table 2 - Attribute influence consumer decisions

S. No.	Attribute	Low	Neutral	High	Mean	SD
1	Build quality	10.28	16.79	70.93	3.91	1.05
2	Design	12.2	20.09	63.71	3.92	1.06
3	Fuel efficiency	14.11	16.18	71.09	3.93	1.20
4	Logo	17.79	23.85	56.36	3.51	1.12
5	Longevity	13.42	25.08	61.5	3.71	1.11
6	Name / Brand	8.13	15.56	73.31	4.11	1.05
7	Price	11.5	15.12	72.4	3.1	1.11
8	Safety	6.83	9.66	82.51	4.45	0.92
9	Spare Parts	14.72	16.87	63.42	3.27	1.21
10	Technology	11.58	13.18	73.23	4.17	1.33

In this study, it has been observed that various attributes of cars significantly influence consumer decisions, as measured by their ratings on a scale of low, neutral, and high influence. Attributes such as safety, technology, and brand name exhibit the highest levels of influence, as seen in their mean scores and percentage ratings.

Safety is the most influential attribute, with 82.51% of respondents rating it highly influential, a mean score of 4.45, and the lowest standard deviation (0.92), suggesting strong consensus. This emphasis on safety highlights consumer prioritization of secure, reliable vehicles.

Technology follows closely, showing a mean score of 4.17, with 73.23% of respondents rating it as highly influential. The higher standard deviation of 1.33 indicates slightly more varied responses, suggesting that while technology is highly valued, certain consumers might weigh it differently based on specific technological offerings or personal preferences.

Name/Brand is also highly influential, with a mean score of 4.11 and 73.31% of respondents rating it as highly impactful. The standard deviation of 1.05 reflects relatively consistent consumer views, indicating brand reputation is a critical factor for many car buyers.

Other attributes, such as fuel efficiency and design, also show high influence. Fuel efficiency has a mean score of 3.93, with 71.09% of respondents rating it as highly influential. Its standard deviation of 1.20 suggests a reasonable level of consensus, though some variability exists. Design closely follows, with a mean score of 3.92 and 63.71% of respondents finding it highly influential, with a slightly lower consistency in responses as indicated by a standard deviation of 1.06.

Conversely, spare parts availability and price have lower mean scores (3.27 and 3.10, respectively), showing moderate influence. While 63.42% rated spare parts as highly influential, the higher standard deviation (1.21) indicates more variability in opinions, possibly reflecting varying accessibility of parts based on location or car model.

Logo and longevity exhibit moderate influence, with mean scores of 3.51 and 3.71, respectively. The logo, while important to some, shows a wider spread of opinions with a standard deviation of 1.12, suggesting it holds a more symbolic rather than practical influence.

In summary, it has been observed that safety, technology, and brand name are the most influential attributes in car-buying decisions, with consistently high ratings and relatively low variability. Price and spare parts

availability show moderate influence, while attributes such as the logo and longevity hold moderate to low influence. This distribution of preferences underscores the modern consumer's preference for reliable, technologically advanced vehicles from reputable brands.

Table 3 - Factors influencing your Buying Decision

S. No.	Factors influencing your Buying Decision	Low	Neutral	High	Mean	SD
1	Accessories	16.33	20.55	60.12	3.61	1.14
2	Affordable Price	15.72	11.42	71.86	3.66	1.26
3	Availability of service station	10.20	13.04	74.77	3.89	1.11
4	Dealers' proximity	23.07	22.31	52.61	3.63	1.2
5	Finance	21.17	22.55	52.29	3.59	1.15
6	Insurance	19.71	21.39	58.90	3.68	1.13
7	Post delivery services	13.03	16.56	68.41	3.47	1.14
8	Sales schemes	21.47	24.31	53.24	3.26	1.18
9	Warranty	11.96	16.26	60.79	3.68	1.06

In this study, it has been observed that various factors play a substantial role in influencing consumer buying decisions for cars. Factors such as availability of service stations, affordable price, and warranty have emerged as some of the most significant considerations, with consistently high mean scores and substantial proportions of respondents indicating high influence.

The availability of service stations ranks as the most influential factor, with 74.77% of respondents rating it as highly influential and a mean score of 3.89. The standard deviation of 1.11 reflects a relatively consistent agreement, suggesting that convenient access to service stations is a critical priority for consumers, likely due to its direct impact on car maintenance and repair accessibility.

Affordable price is another highly influential factor, with 71.86% of respondents rating it as highly significant and a mean score of 3.66. Its standard deviation of 1.26 suggests some variability, indicating that while affordability is a major consideration, individual perspectives on what constitutes an affordable price vary.

Warranty also holds substantial influence, with a mean score of 3.68 and 60.79% of respondents viewing it as highly influential. The relatively low standard deviation (1.06) implies a broad consensus among consumers, likely due to the reassurance a warranty provides regarding the vehicle's reliability and the manufacturer's commitment.

Insurance and dealers' proximity show moderate influence, with mean scores of 3.68 and 3.63, respectively. Insurance is rated highly influential by 58.90% of respondents and has a standard deviation of 1.13, indicating general agreement on its importance in securing long-term financial protection. Dealers' proximity, with 52.61% of respondents rating it highly and a standard deviation of 1.2, suggests a practical preference for purchasing from nearby dealers, though opinions vary somewhat on its importance.

Accessories and post-delivery services also impact decisions to a moderate degree, with mean scores of 3.61 and 3.47, respectively. 60.12% of respondents see accessories as highly influential, while 68.41% value post-delivery services. These responses highlight that while additional features and support services are valued, they are not necessarily primary decision drivers.

Finance and sales schemes have lower influence, with mean scores of 3.59 and 3.26, respectively. Finance is highly influential for 52.29% of respondents, and its standard deviation of 1.15 indicates moderate variability. Sales schemes, with a lower influence rating of 53.24% and a standard deviation of 1.18, suggest that while promotional offers are attractive, they are secondary to more critical factors like service availability and price.

In conclusion, it has been observed that availability of service stations, affordable price, and warranty are the most influential factors in car-buying decisions, highlighting a consumer preference for accessibility, cost-effectiveness, and reliability. Accessories, post-delivery services, and finance options are valued but play a more supplementary role. This distribution reflects consumers' preference for long-term support and affordability when purchasing vehicles.

Table 4 - Respondents' brand and model of previous cars

S. No.	Respondents' brand and model of previous cars	N = 225	Percentage
1	Tata Punch	2	0.89
2	Tata Tigor	3	1.33
3	Tata Nixon	1	0.44
4	Tata Safari	4	1.78
5	Hyundai i10	7	3.11
6	Hyundai Creata	20	8.89
7	Maruti Suzuki 800	40	17.78
8	Maruti Suzuki Breeza	24	10.22
9	Maruti Suzuki Omni	5	2.22
10	Maruti Suzuki Swift	2	0.89
11	Maruti Suzuki Wagon R	4	1.78
12	Maruti Suzuki Grand Vitara	6	2.67
13	Tata Motors Altorz	12	5.33
14	Tata Motors Curve	5	2.22
15	No Response	91	40.45

In this study, it has been observed that among the respondents, Maruti Suzuki 800 is the most commonly owned previous car model, with 17.78% (40 out of 225 respondents) indicating it as their prior vehicle. This high percentage suggests a historical preference for the Maruti Suzuki 800, likely due to its affordability, compact design, and widespread popularity as an entry-level car in India.

The Maruti Suzuki Breeza is the second most commonly owned model, with 10.22% (24 respondents) having previously owned this model. The Breeza, known for its efficiency and mid-range appeal, reflects a significant choice for consumers upgrading from entry-level models.

The Hyundai Creta follows closely, with 8.89% (20 respondents) citing it as their previous car, which suggests its strong appeal in the compact SUV segment, popular for its features and design. Tata Motors Altorz and Hyundai i10 also show notable ownership, with 5.33% and 3.11%, respectively, indicating consumer interest in versatile, compact models.

Other models such as the Maruti Suzuki Omni (2.22%), Maruti Suzuki Grand Vitara (2.67%), Tata Motors Curve (2.22%), and Tata Safari (1.78%) have smaller ownership percentages, reflecting more specialized appeal for these models, possibly due to their specific features or market positioning.

Interestingly, 40.45% of respondents did not provide details on their previous car, marked as "No Response." This high percentage could indicate either a lack of prior ownership or a preference not to disclose previous vehicle information. This significant non-response may slightly skew data representation, as nearly half of the sample does not specify a previous vehicle.

In summary, it has been observed that Maruti Suzuki models, particularly the 800 and Breeza, along with the Hyundai Creta, are among the most common previous cars, showing a pattern of preference for compact, efficient, and reliable vehicles. The substantial non-response rate also suggests potential variability in respondents' car ownership histories, emphasizing the enduring popularity of accessible, value-oriented car models among consumers.

Table 5 - Brand of cars owned by the respondents

S. No.	Brand of cars owned by the respondents	N = 225	Percentage
1	Fiat	5	2.22
2	Ford	9	4
3	G.M. Motors	6	2.67
4	Honda Motors	6	2.67
5	Hyundai	31	13.77
6	Mahindra	9	4
7	Maruti Suzuki	124	54.67
8	Nissan	1	0.44
9	Renault	9	4
10	Tata Motors	11	4.89
11	Toyota Motors	9	4
12	Volkswagen	6	2.67

In this study, it has been observed that Maruti Suzuki is the most popular car brand owned by respondents, with a significant majority of 54.67% (124 out of 225 respondents) reporting ownership of a Maruti Suzuki vehicle. This high percentage suggests a strong preference for Maruti Suzuki among consumers, likely due to its reputation for affordability, reliability, and widespread service availability in India.

Hyundai ranks as the second most owned brand, with 13.77% (31 respondents), indicating a notable but smaller consumer base compared to Maruti Suzuki. Hyundai's popularity could be attributed to its range of models and competitive features in the mid-range market.

Other brands, such as Tata Motors (4.89%), Ford (4%), Mahindra (4%), Renault (4%), and Toyota Motors (4%), each have a similar level of ownership, with about 4-5% of respondents reporting these brands. This distribution reflects moderate popularity, suggesting that these brands are present in the market but appeal to smaller consumer segments.

Less commonly owned brands include Fiat (2.22%), G.M. Motors (2.67%), Honda Motors (2.67%), and Volkswagen (2.67%). These brands are each owned by a small portion of respondents, indicating niche or specialized appeal, potentially due to pricing, limited model availability, or specific target demographics.

Nissan has the lowest ownership among the brands listed, with only 0.44% (1 respondent) indicating ownership. This suggests limited market penetration for Nissan, possibly due to a smaller product lineup, lower brand recognition, or specific market positioning.

In summary, it has been observed that Maruti Suzuki is the dominant brand among car owners in this sample, followed by Hyundai, with the remaining brands occupying smaller market shares. This distribution underscores Maruti Suzuki's strong market presence, reflecting its alignment with consumer preferences for affordability and service accessibility. Other brands capture smaller segments, indicating diverse consumer preferences but a strong tilt toward domestically trusted brands.

5 Conclusion

In conclusion, it has been observed that Maruti Suzuki models, especially the Maruti Suzuki 800 and Breeza, dominate as previous car choices among respondents, reflecting a strong consumer preference for affordable, reliable, and compact vehicles that meet practical needs. The Hyundai Creta also ranks highly, underscoring the popularity of compact SUVs with enhanced features and design.

This trend highlights a consumer inclination toward models that balance value with functionality, a theme consistent across multiple models in this study. Furthermore, a significant proportion of respondents (40.45%) did not disclose their previous vehicle, which may indicate either an absence of prior ownership or a choice not to share this information. This non-response rate suggests that while a preference for accessible, well-known brands like Maruti Suzuki and Hyundai is evident, there may be underlying diversity in ownership histories and preferences within the respondent group.

Overall, the findings indicate that a majority of respondents value brands known for longevity, service accessibility, and cost-effectiveness, with a focus on models that serve as practical, everyday vehicles. This insight aligns with the broader market trend in India, where cars offering reliability and affordability continue to hold significant appeal among consumers.

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