A STUDY ON PERCEPTION, BUYING BEHAVIOR AND SATISFACTION LEVEL TOWARDS LUXURY CARS IN COIMBATORE CITY.

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ABSTRACT

The luxury car market is primarily favored by the social elite, drawn to these vehicles for their comfort, features, and premium materials. Serving as status symbols, luxury cars signify success and affluence. Over the past decade, the luxury car segment has witnessed substantial growth, with German brands like BMW and Audi focusing on combining luxury with competitive pricing. Volvo and Mercedes-Benz prioritize safety and comfort. In India, the luxury car market has seen a surge in demand, with prices starting at 40 lakhs. Factors such as improved road infrastructure, government incentives, and foreign direct investment have contributed to this growth. The paper explores customer satisfaction levels and buying behavior in the luxury car segment, considering brand image, marketing strategies, and service quality. Additionally, it delves into the impact of social media and advertisements, emphasizing the role they play in attracting customers. The presence of numerous brands and the competitive market necessitate a focus on customer satisfaction. The study concludes that, in the current market trend, luxury cars are not merely vehicles but emotional investments that reflect the evolving preferences and passions of customers. In the dynamic evolution of the luxury car market, customer satisfaction emerges as a critical aspect, entwined with elements such as brand image, service quality, and marketing approaches. The expansion of India's luxury car segment is driven by a growing young population, the economic impact of the IT sector, and consumer passion. The sustained allure of luxury cars is bolstered by niche marketing, digital promotion on social media, and a commitment to safety standards. The study emphasizes the need to strike a balance between demand and supply to cultivate a strong brand image in this fiercely competitive market.

Key words: perception, luxury cars, buying behavior, satisfaction level, Coimbatore city.

INTRODUCTION:

Luxury cars are the cars which are mostly preferred by social high-class people. Mostly the luxury cars are well known for their comfort, feature and material that are used in the cars. These cars create a special privilege in the society. Before 10 decades luxury cars produced as longer vehicles after that under various segment like SUV, HATCHBACK, etc. were recently launched with various variant. There are many safety standards are used in luxury cars. Brands like BMW and AUDI are mainly focused on producing luxury cars in the best prices. VOLVO and MERCEDES BENZ are focused on the safety and comfort for the customers. Most of the luxury car brands are German originated. German cars are well known for their reliability. In the present market scenario, the people like to buy luxury cars compared to mid class cars. People in the today's world are like to showcase their standard of living through buying of luxury cars. Generally, the luxury cars price is started from the range of 40 lakhs in India. Various loans and IT boom in India are major factors which helps the people to buy more luxury cars. The major leaders of luxury cars brand in world are German, USA and Japan. The growth of luxury cars segment was massive in last 10 years. Indian automobile market plays a major role development of world automobile industry. According the various studies the main theme of development of luxury cars was only for the society.

OBJECTIVIES:

- To identify the perception about luxury cars in Coimbatore city.
- To examine the satisfaction levels towards luxury car brands in Coimbatore city.
- To identify important factors which influence the customer satisfaction.

REVIEW OF LITERATURE:

1. **JAKRAPAN ANURIT (2002)** : "An Investigation into Consumer Behavior towards the Purchase of New Luxury Cars in Two Culturally Distinct Countries" In this paper author gives two things firstly ,clear definition of luxury cars, determine a luxury car price concept or range, identify customer profiles, and explore influences on consumer purchase decisions and then How do cultural differences between the UK and Thailand explain variations in the purchasing patterns of BMW and Mercedes, and how can these insights inform brand marketing strategies for both luxury car ?The research design involved a comprehensive review and synthesis of academic literature and car data to identify theoretical concepts and hypotheses relevant to the study. It also entailed the development of a working definition of luxury cars for sample selection and research methodology. Qualitative data collection methods included observation, focus groups, and face-to-face interviews, which were content analyzed. Quantitative data collection involved questionnaire surveys in the UK and Thailand, followed by elementary statistical analysis, factor analysis, and discriminant analysis.

2. **Nikhil Monga (2012)**: "CAR MARKET AND BUYING BEHAVIOR- A STUDY OF CONSUMER PERCEPTION "this paper shows the explains the performance of luxury cars roles in automobile sectors and also sectors witnessing intensified competition with new entrants and established brands like Porsche, Bentley, Audi and BMW poised to enter the Indian market. Recognizing the potential impact of brand personality on marketing, this research aims to explore and define the brand personality of selected cars in India through market research. By delivering into consumer perception and preferences, this study seeks to uncover the factors influencing purchasing decisions. this study will critically analyze the relevance and applicability of existing research concepts, theories, and tools evaluating consumer satisfaction.

3. **Ramita Verma (2013):** "PEST Analysis for Indian Luxurious Car Market "The luxury car segment in India's auto market has experienced remarkable growth, expanding rapidly at a steady rate of 25% per annum in recent years. This growth can be attributed to India's robust economic performance, with a consistent 8-9% growth rate in disposable income, coupled with a rising population of high-net-worth individuals (HNIs), surpassing 25%, the highest globally. India's emergence as a key market for luxury cars has attracted global attention, shifting the focus of the luxury market from traditional hubs like Europe, the USA, Japan, China, and Korea to India. The country's rich cultural heritage, coupled with increasing affluence and a desire for a luxurious lifestyle, has propelled the demand for exclusive cars. The automotive sector, particularly the luxury segment, has benefited significantly from India's economic liberalization and globalization initiatives post-1991. The growing comfort with wealth display among Indians has further fueled opportunities for global luxury car manufacturers.

4. **Kambiz Heidarzadeh Hanzaee and FereshtehRaeis Rouhani (2013):"** Investigation of the effects of luxury brand perception and brand preference on purchase intention of luxury products" In these study author shows that the remarkable consumption is a fairly universal phenomenon although possibly more developed countries. Every country in terms of political, technological, cultural and economic environment is different. This paper deepens understanding of why consumers are willing to buy the luxury high end, automobiles provide. The head of the country-of-origin influences evaluations of how people tend to buy luxury automobiles are used and which of the demographic factors have most influenced the understanding of the luxury brand. The populations of this study are the owners of automobiles Toyota, Hyundai and Kia Motors in Tehran. A comparison was made between German made Mercedes Benz and Japanese made Lexus luxury automobiles brands. The final sample consists of a total of 390 participants. Data analysis is used in structural equation modeling. The findings show that variables of hedonic, unique, and quality value are significantly higher than conspicuous and social values. They have more of a role in forming of luxury brand perception in Iranian consumers. This study is useful for marketers to understand their target market and how their customers evaluate products and make buying decisions.

RESEARCH METHODOLOGY:

　　　　The study was carried out at Coimbatore city, involving 120 participants which were both male and female. This survey helps us to find out the precipitation, buying behavior and satisfaction level customer towards luxury cars.

Type of research: Descriptive Research.

Study Design: Sampling method

Sampling Area: Coimbatore city.

Sample size: 120.

The evaluated group of respondents are owners of the luxury cars, car workshops and luxury cars retail dealers.

ANALYSIS & INTERPRETATION:

Table 1: personal profile of the respondents

S. No	Personal Profile of The Respondents	No. Of Respondents	Percentage
	Age		
1	Below 25	32	26.7
2	25-34	41	34.2
3	35-44	25	20.8
4	Above 45	22	18.3
	Gender		
1	Male	94	78.3
2	Female	26	21.7
	Occupation		
1	Business	92	76.7
2	Profession	23	19.2
3	Private employee	2	1.7
4	Public employee	3	2.4
	Total	**120**	**100**

Interpretation:

From the above table it was found that majority 34.2% of the respondents are between 25-34 years of age, 78.3% of the respondents are male consumers of luxury car brands and 76.7% of the respondents are business people.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.012	1	1.012	7.093	.009
Within Groups	16.836	118	.143		
Total	17.848	119			
Satisfaction Level *Occupation					
Between Groups	1.020	3	.340	2.343	.077
Within Groups	16.828	116	.145		
Satisfaction Level * Income					
Between Groups	1.685	3	.562	4.031	.009
Within Groups	16.163	116	.139		
Total	17.848	119			

Table 2: Annova for satisfaction level with occupation and Income

Interpretation:

The significance value is less than 0.050. so, we reject null hypothesis. Hence, it is explained that the satisfaction level differs significantly based on Gender. The significance value is greater than 0.050. so, we accept null hypothesis. Hence, it is explained that the satisfaction level does not differs significantly based on occupation. The significance value is lesser than 0.050. so we reject null hypothesis. Hence, it is explained that the satisfaction level does differs significantly based on Income of the respondents.

FINDINGS:

For simple frequency:

Most of the respondents (34.2%) are between the age group 25-34 years

- ✓ The majority of the participants (78.3%) are of male consumer.
- ✓ The predominance of the respondents (76.7%) is from business.

For annova:

- ✓ There is a significance relationship between satisfaction level and age of the respondents.

✓ There is a significance relationship between satisfaction level and Gender of the respondents.
✓ There is no significance relationship between satisfaction level and occupation.

SUGGESTION:

➢ This study it is found that there is lot of expenses occurring due to maintenance cost. So, the people can buy parts from their own country manufacturing rather than importing parts from other country may led to reduce the level of maintenance cost.
➢ Most of the people get information about particular car from the dealership persons only. the car manufactures and sellers can promote information regarding car through online platform make people to gain more information and knowledge.
➢ People mostly purchase car based on the driving and technology features. So rather selecting car based on the above things they should know about the safety, maintenance cost.

CONCLUSION:

This research is concluded that people choose luxury cars based on their comfort and technology features and not consider about the mileage and resale value. So, we suggest that the consumers must consider the mileage and resale value before purchase of luxury cars. And other issue are expensive repairs to concern about depreciation, high cost of spare parts and environmental impact. As the result of the study domestic manufacturing of spare parts will able reduce the maintenance cost.

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