# A Study On Problems Faced Small Car Owners Towards Selecting And Using Of Small Cars With Reference To Cuddalore District

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The automobile sector is dealing with urgent and novel issues. Today, the sector is changing due to factors including digitalization, personalization, globalization, and heightened rivalry. Future improvements will also be influenced by the vehicle industry's voluntary environmental commitments and stricter safety regulations. Success is no longer dependent on size. For automakers, a study on consumer behaviour regarding compact automobiles is crucial. An analysis of this kind will give automakers a numerical estimate of the degree of consumer satisfaction. The only businesses that will thrive in the future are those who discover innovative methods to add value. This study explores the complex dynamics of issues that tiny car owners in Tamil Nadu, India's Cuddalore District have with various car brands. Given the swift changes in the automobile sector and the wide range of consumer preferences, it is critical for automakers and marketers to comprehend the complex issues facing this market. This paper's goal is to give a brief summary of tiny car users' perceptions and draw attention to the difficulties they face.

## Introduction

The top and middle classes frequently employ small cars as a mode of transportation. Only a limited number of wealthy individuals and businesspeople drove little automobiles twenty years ago. However, middle-class people's earning potential has also expanded since industrialization, which has made it possible for them to purchase compact vehicles. These days, purchasing an automobile is seen as a need as well as a means of achieving social status. The government and commercial sectors are unable to offer enough transportation for all of the passengers due to the growing population. Employees in the public and private sectors require cars in order to go to work and company locations within a certain amount of time. Financial institutions are also offering financing options for the acquisition of compact automobiles. The Indian automobile market's fastest-growing section has always been the small vehicle segment. As a result, tiny automobiles have long made up a large portion of the rapidly growing passenger car market's revenue. Indian buyers are no longer willing to wait a long time for the newest models from foreign automakers, as they once were, and instead demand the newest functional and technological characteristics in these vehicles. The Indian

market currently has a sufficient number of domestic and international participants. Middleclass families' aspirations of buying a little car that is appropriate for Indian road conditions are encouraged and realized by their rising income. In India, the market for tiny cars is expanding rapidly. People's inspiring lifestyles, which encourage them to aim for a car at a young age, are the reason behind the rise in demand for tiny cars. In recent years, the average age to own an automobile has also dropped. Furthermore, in modern India, owning a car at least a little one is inevitable due to the increasing wealth of the rural sector. However, the demand for tiny automobiles has skyrocketed due to their affordability and practicality. After globalization and deregulation, India's automobile sector has experienced a remarkable transformation. The Indian market is no longer monopolized. India's small automobile market is rapidly altering to keep up with the developments. Customers are naturally enticed to purchasing compact cars since they are more aesthetically pleasing and technologically advanced. These forces automakers to both compete with their rival manufacturers and please customers.

**Need for the Study**
One essential component of the marketing process is consumer behaviour. Based on a thorough analysis of the literature, it can be concluded that a variety of individual demographic and dispositional traits, along with numerous other factors, likely to affect automobile buyers' decisions. These factors vary greatly in complexity and throughout time and geography. It is clear that much research is still needed to understand the psychological, social, economic, demographic, and personal aspects that influence people's decisions to buy cars. Therefore, there is a great need to provide conceptually solid and practically viable techniques to effect change through empirical research on the attitudes and behaviours of automobile buyers. The market for automobiles, especially small ones, is expanding quickly and has become more significant over the past ten years. Small cars have become more popular in both rural and urban regions as convenient family transportation. People now have a vast array of alternatives thanks to the introduction of several new brands and models during the past ten years. Examining the impact of specific market variables on future purchasing decisions for small car usage is essential. The way that consumers make purchases and their purchasing patterns are crucial and pertinent to the issues and demands of consumers today. Given the aforementioned research and the significance of consumer behaviour, the current study aims to comprehend how consumers behave toward compact automobiles in the Cuddalore District of Tamil Nadu.

**Statement of the Problem**
Choosing to buy a product or service involves a lot of processes and problems, like the customer's incapacity to look into the dealer's background and reputation or confirm the dealer's validity using the dealer's license. Curbsiders, who are unlawful people, dealers, or merchants who buy cars and then mark them up for sale instead of registering them under their own names, are very common in the auto industry today. They might hide significant issues or distort the car's true condition to make it seem appealing. Most automakers and dealers mislead buyers regarding a car's making, performance, quality, or cost. However, sales of tiny automobiles have not met expectations due to the poor road infrastructure in Tamilnadu's rural areas. The car may not match the model in the demonstration and the descriptions, and it may not be appropriate to explain it to the seller. Automakers usually offer steep discounts in

December to clear their inventory before increasing prices and launching new models in January. Even though the car will be registered in December and will be replaced by the model from the previous year in a few days, the discounts encourage buyers to buy now. If buyers plan to swap cars in three or four years, the registration date will be crucial. Insurance companies also defraud automobile owners by failing to disclose that their premiums will be reduced the next year if they do not file a claim, and that the no-claim bonus cannot be applied to another vehicle to reduce the cost of insurance for a new car. Despite the fact that federal law does not require credit insurance, several lenders and auto dealers asked automobile buyers to buy it so that they could pay back the debt in the event that the buyer died or became incapacitated. The dealer actually requires the purchase of credit insurance in order to finance a car, even if it is a component of the cost of credit.

The initial cost to the dealer is usually higher than the dealer's final cost because of rebates, allowances, reductions, and incentive awards. Generally speaking, the invoice price should include freight. Cars are sold by most dealers for the invoice price plus freight and markup. Advertisements and dealer showrooms display different models and prices. Some dealers engage in small talk with customers without offering all of the guarantees and post-purchase assistance that manufacturers do. By pressuring consumers to accept gasoline and maintenance discount vouchers they did not want, dealers can raise the purchase price of cars by thousands of rupees. The majority of buyers sign the agreement and forward it to a higher authority "for approval." The seller can move forward if the buyer agrees to the changes. There are many opportunities and a big change in consumer preferences in the present era because of the quickly changing dynamics of the digital world. Owners have also had numerous problems since purchasing their vehicles, particularly with regard to maintenance, spare parts, and after-sales support. The strict rules that banks and other financial organizations have set up with vehicle loans for consumers who wish to purchase cars in installments are another barrier. Cars are now considered necessities and a part of everyday life, despite their previous status as a luxury. Few studies have looked into how consumer satisfaction is impacted by brand choice attributes. These fundamental concerns have sparked the researcher's interest in examining the attitudes and behaviors of small car customers. Based on the problem statement and the background, the research question has been developed as follows in order to meet the study's goal and purpose:

1. 1. What issues do consumers have with driving compact cars?

2. Are the customers ultimately happy? Additionally, how satisfied are customers with using compact cars?

**Objectives of the Study**

This study aims to understand how tiny car customers behave and think, as well as how satisfied they are with the features of the vehicle. Therefore, the following goals are the focus of the study.

To analyze the socio-economic profile of the sample respondents

To evaluate the problems faced by small cars users pertaining to the buying and using of small cars

**Hypotheses of the Study**

The following hypotheses are to be developed and investigated for this study in accordance with the previously mentioned goals.

H01: "Based on respondents' demographic characteristics, there is no discernible difference in the difficulties they face when driving small cars."

**Scope of the Study**

These days, cars have become necessity and are the center of middle-class people's lives. Therefore, there is a lot of room to study how buyers of small passenger cars think and act while making purchases. The present study looks at several factors that influence customers' opinions and preferences on small automobiles. A few important factors that influence behavioral traits are covered in the current study. Only the factors influencing the opinions and buying habits of compact car owners in the Cuddalore district are the subject of this study. This neighbourhood is home to people of many religions, languages, cultural origins, and demographic and psychographic characteristics, which makes it a possible site for car dealerships and repair shops of all brands.

## RESEARCH METHODOLOGY

**Nature of the Study :**  The present study is an empirical as well as analytical in nature and based on survey method.

**Sources of Data:**  Information was obtained from primary and secondary sources in light of the study's numerous objectives. The primary data was collected through a questionnaire. Relevant secondary data has been gathered from reports, journals, periodicals, dissertations, published and unpublished studies, and the internet.

**Sampling Technique:** Sampling technique adopted in the present study was systematic simple random sampling.

**Sampling Design:** The researcher chose 20% of the respondents from among the vehicles registered by the top five automotive market leaders, which are Maruti Suzuki, Hyundai, Mahindra, Tata, and Toyota. As a result, there were 600 samples.

**Tools Used for Analysis**

Descriptive statistical methods like percentage, mean, and standard deviation are used to assess the gathered data and characterize consumer profiles, preferred product qualities, and satisfaction levels. The chi-squire test, student's t test, and analysis of variance (ANOVA) were employed to determine whether the hypothesis was significant. The relationship between the chosen product qualities and consumer demographic variables has been examined using the Chi-Square test. The SPSS 20 software was utilized for the analysis of the survey data.

## PROBLEMS IN UTILIZATION OF SMALL CAR

There are several issues with choosing and operating compact autos. The researcher tried to understand the problems that buyers have when choosing and utilizing compact autos in this section. The issues that have been identified and are shown are listed in the following table.

These issues were compiled using the mean score ranking technique, and the precise outcomes are shown in Table 1

**TABLE 1**  PROBLEMS FACED BY RESPONDENTS TOWARDS SELECTING AND USING OF SMALL CARS

| Problems | Very Less | Less | Average | High | Very High | Total | Mean | Mean % |
|---|---|---|---|---|---|---|---|---|
| Unresponsive Steering | 24 (4.00) | 96 (16.00) | 126 (21.00) | 144 (24.00) | 210 (35.00) | 600 (100.00) | 3.70 | 74 |
| High Repair Cost | 102 (17.00) | 162 (27.00) | 120 (20.00) | 108 (18.00) | 108 (18.00) | 600 (100.00) | 2.93 | 58.6 |
| Skipping regular maintenance | 150 (25.00) | 228 (38.00) | 72 (12.00) | 54 (9.00) | 96 (16.00) | 600 (100.00) | 2.53 | 50.6 |
| Cost of the car is high | 18 (3.00) | 126 (21.00) | 90 (15.00) | 150 (25.00) | 216 (36.00) | 600 (100.00) | 3.70 | 74 |
| Poor performance of Warning Lights | 102 (17.00) | 162 (27.00) | 54 (9.00) | 108 (18.00) | 174 (29.00) | 600 (100.00) | 3.15 | 63 |
| Difficulty shifting gears | 66 (11.00) | 174 (29.00) | 96 (16.00) | 108 (18.00) | 156 (26.00) | 600 (100.00) | 3.19 | 63.8 |
| Batteries Dead | 30 (5.00) | 108 (18.00) | 72 (12.00) | 150 (25.00) | 240 (40.00) | 600 (100.00) | 3.77 | 75.4 |
| Air conditioning system | 18 (3.00) | 84 (14.00) | 120 (20.00) | 156 (26.00) | 222 (37.00) | 600 (100.00) | 3.80 | 76 |
| Excessive oil consumption | 114 (19.00) | 180 (30.00) | 126 (21.00) | 90 (15.00) | 90 (15.00) | 600 (100.00) | 2.77 | 55.4 |
| Suspension problems | 132 (22.00) | 204 (34.00) | 60 (10.00) | 78 (13.00) | 126 (21.00) | 600 (100.00) | 2.77 | 55.4 |
| Worn-out tires Frequently | 18 (3.00) | 126 (21.00) | 90 (15.00) | 144 (24.00) | 222 (37.00) | 600 (100.00) | 3.71 | 74.2 |
| Electrical system malfunctions | 90 (15.00) | 150 (25.00) | 66 (11.00) | 114 (19.00) | 180 (30.00) | 600 (100.00) | 3.24 | 64.8 |
| Squeaking or grinding | 78 (13.00) | 174 (29.00) | 96 (16.00) | 108 (18.00) | 144 (24.00) | 600 (100.00) | 3.11 | 62.2 |
| Unreliable advertisements | 162 (27.00) | 246 (41.00) | 60 (10.00) | 54 (9.00) | 78 (13.00) | 600 (100.00) | 2.40 | 48 |
| Poor after sales service | 48 (8.00) | 174 (29.00) | 114 (19.00) | 84 (14.00) | 180 (30.00) | 600 (100.00) | 3.29 | 65.8 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| High insurance cost | 108 (18.00) | 186 (31.00) | 72 (12.00) | 90 (15.00) | 144 (24.00) | 600 (100.00) | 2.96 | 59.2 |
| Non availability of finance | 42 (7.00) | 120 (20.00) | 66 (11.00) | 150 (25.00) | 222 (37.00) | 600 (100.00) | 3.65 | 73 |
| Maintenance cost high | 18 (3.00) | 102 (17.00) | 126 (21.00) | 138 (23.00) | 216 (36.00) | 600 (100.00) | 3.72 | 74.4 |
| Non availability of service stations | 114 (19.00) | 174 (29.00) | 114 (19.00) | 96 (16.00) | 102 (17.00) | 600 (100.00) | 2.83 | 56.6 |
| Less Resale value | 36 (6.00) | 108 (18.00) | 72 (12.00) | 156 (26.00) | 228 (38.00) | 600 (100.00) | 3.72 | 74.4 |
| High cost of spare parts | 6 (1.00) | 96 (16.00) | 132 (22.00) | 144 (24.00) | 222 (37.00) | 600 (100.00) | 3.80 | 76 |
| Non- availability of spare parts | 108 (18.00) | 156 (26.00) | 108 (18.00) | 114 (19.00) | 114 (19.00) | 600 (100.00) | 2.95 | 59 |
| High cost of services | 144 (24.00) | 216 (36.00) | 60 (10.00) | 72 (12.00) | 108 (18.00) | 600 (100.00) | 2.64 | 52.8 |
| Less mileage | 12 (2.00) | 132 (22.00) | 90 (15.00) | 144 (24.00) | 222 (37.00) | 600 (100.00) | 3.72 | 74.4 |
| Discomfort seating | 96 (16.00) | 150 (25.00) | 54 (9.00) | 120 (20.00) | 180 (30.00) | 600 (100.00) | 3.23 | 64.6 |
| Poor pickup during additional load | 66 (11.00) | 168 (28.00) | 108 (18.00) | 108 (18.00) | 150 (25.00) | 600 (100.00) | 3.18 | 63.6 |
| Lack in comfort and convenience in seating | 168 (28.00) | 258 (43.00) | 66 (11.00) | 42 (7.00) | 66 (11.00) | 600 (100.00) | 2.30 | 46 |
| Out dated technology | 36 (6.00) | 174 (29.00) | 120 (20.00) | 90 (15.00) | 180 (30.00) | 600 (100.00) | 3.34 | 66.8 |
| Exorbitant price | 114 (19.00) | 180 (30.00) | 60 (10.00) | 96 (16.00) | 150 (25.00) | 600 (100.00) | 2.98 | 59.6 |
| Unable to control high speed | 180 (30.00) | 270 (45.00) | 48 (8.00) | 42 (7.00) | 60 (10.00) | 600 (100.00) | 2.22 | 44.4 |
| Not sturdy (robust) | 54 (9.00) | 186 (31.00) | 108 (18.00) | 78 (13.00) | 174 (29.00) | 600 (100.00) | 3.22 | 64.4 |
| Inadequate size of the cab | 102 (17.00) | 198 (33.00) | 78 (13.00) | 84 (14.00) | 138 (23.00) | 600 (100.00) | 2.93 | 58.6 |
| Difficult to driving | 186 (31.00) | 264 (44.00) | 54 (9.00) | 42 (7.00) | 54 (9.00) | 600 (100.00) | 2.19 | 43.8 |
| Starting trouble | 30 (5.00) | 168 (28.00) | 102 (17.00) | 84 (14.00) | 216 (36.00) | 600 (100.00) | 3.48 | 69.6 |

Source: Computed from Primary Data

In total, of the chosen respondents, more than 70 per cent have affected by the following problems Unresponsive Steering 74.0 per cent, Cost of the car is high 74.0 per cent Batteries

Dead 75.4 per cent, Air conditioning system 76.0 per cent, Worn-out tires Frequently 74.2 per cent, Non availability of finance 73.0 per cent, Maintenance cost high 74.4 per cent, Less Resale value 74.4 per cent, High cost of spare parts 76.0 per cent, Less mileage 74.4 per cent. Out of 600 respondents below 70 per cent but 60 and above 60 per cent have affected the following problems Poor performance of Warning Lights 63.0 per cent, Difficulty shifting gears 63.8 per cent , Electrical system malfunctions 64.8 per cent, Squeaking or grinding 62.2 per cent, Poor after sales service 65.8 per cent, Discomfort seating 64.6 per cent, Poor pickup during additional load 63.6 per cent, Out dated technology 66.8 per cent,Not sturdy (robust) 64.4 per cent, Starting trouble 69.6 per cent . Out of 600 respondents below 60 per cent but 50 and above 50 have affected the following problems High Repair Cost 58.6 per cent, Skipping regular maintenance 50.6 per cent, Excessive oil consumption 55.4 per cent, Suspension problems 55.4 per cent, High insurance cost 59.2 per cent, Non availability of service stations 56.6 per cent, Non- availability of spare parts 59.0 per cent, High cost of services 52.8 per cent, Exorbitant price 59.6 per cent, Inadequate size of the cab 58.6 per cent. Out of 600 respondents below 50 per cent affected by the following problems like unreliable advertisements 48.0 per cent, Lack in comfort and convenience in seating 46.0 per cent, Unable to control high speed 44.4 per cent, Difficult to driving 43.8 per cent.

## ANALYSIS OF SIGNIFICANT DIFFERENCES IN FACING PROBLEMS WHILE SELECTING E-RETAILERS FOR ONLINE SHOPPING

### 1 Respondents' Gender and Problems towards Selecting and Using of Small Cars

A "t" test was used to design and analyze the hypothesis in order to determine whether there were any significant differences between the respondents' gender groups about the challenges they faced when selecting and using of small cars.

Ho "There is no significant difference among respondents belonging to a different gender in selecting and using of small cars".

The results of 't' analysis are presented in the following Table 2

### TABLE 2 RESPONDENTS' GENDER AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS

| Sl.No | Gender | No. of Respondents | Mean | SD | CV |
|-------|--------|--------------------|------|-----|-----|
| 1. | Male | 486 | 3.32 | 0.658 | 19.82 |
| 3. | Female | 114 | 3.05 | 0.701 | 22.98 |
|  | Total | 600 | 3.11 | 0.722 | 23.22 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'t' value** | **'p' value** |

| Between Groups | 3.11 | 1 | 3.11 | | |
|---|---|---|---|---|---|
| Within Groups | 312.64 | 598 | 0.53 | 5.949 | .009** |
| Total | 315.75 | 599 | | | |

Source: Computed from Primary Data

At the five percentile, the t-test score of 5.949 indicates significance with a p-value of less than .05. The null hypothesis is thus disproved. As a result, it is discovered that respondents of different gender groups differ significantly in selecting and using of small cars. Additionally, it is discovered that male respondents' variance is more consistent (CV=19.82) than that of female respondents.

## 2 Respondents' Age and Problems with Selecting and Using of Small Cars

The hypothesis was formulated and examined using the "ANOVA" test in order to see whether there were any notable differences between the respondents' age groups when it came to the problems they faced when selecting and using of small cars.

Ho "There is no significant difference among respondents who belonging to different ages towards selecting and using of small cars".

The following table 3 displays the findings of the "ANOVA" test analysis.

**TABLE 3   RESPONDENTS' AGE AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl.No | Age | No. of Respondents | Mean | SD | CV |
|---|---|---|---|---|---|
| 1. | 18 - 30 | 66 | 3.12 | 0.64 | 20.51 |
| 3. | 30 to 40 | 300 | 2.98 | 0.72 | 24.16 |
| 3. | 40 to 50 | 108 | 3.02 | 0.68 | 22.52 |
| 4. | 50 and above | 126 | 2.96 | 0.70 | 23.65 |
| | Total | 600 | 3.01 | 0.69 | 22.92 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'F' value** | **'p' value** |
| Between Groups | 16.33 | 3 | 5.44 | 10.512 | .000 |
| Within Groups | 308.61 | 596 | 0.52 | | |

| Total | 324.94 | 599 | 0.54 | | |
|---|---|---|---|---|---|

Source: Computed from Primary Data

At the four percentile, the result, 10.512 with a p-value less than 0.05, is significant. The null hypothesis is thus disproved. As a result, it is discovered that respondents in the various age groups differ significantly in how they selecting and using of small cars. Additionally, it is discovered that respondents in the 18–30 age range exhibit greater consistency in their variance (CV=20.51) compared to respondents in other age groups.

### 3 Respondents' Marital Status and Problems with Selecting and Using of Small Cars

The "ANOVA" test was used to frame and analyze the groups of respondents' experiences with selecting and using of small cars, in order to determine whether there were any significant differences between the various marital statuses.

Ho "There is no significant difference among respondents who belonging to different marital status towards selecting and using of small cars".

The following table 4 displays the findings of the "ANOVA" test analysis.

**TABLE 4 RESPONDENTS' MARITAL STATUS AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl.No | Marital Status | No. of Respondents | Mean | SD | CV |
|---|---|---|---|---|---|
| 1. | Married | 480 | 3.14 | 0.67 | 21.34 |
| 3. | Unmarried | 120 | 3.06 | 0.72 | 23.53 |
| | Total | 600 | 3.08 | 0.73 | 23.70 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'t' value** | **'p' value** |
| Between Groups | 10.865 | 1 | 10.87 | 20.677 | .001 ** |
| Within Groups | 314.23 | 598 | 0.53 | | |
| Total | 305.94 | 599 | 0.51 | | |

Source: Computed from Primary Data

At the two percentile, the result, 20.677, is significant with a p-value less than 0.05. The null hypothesis is thus disproved. As a result, it is discovered that respondents' selecting and using of small cars, significantly depending on their marital status. It is also discovered that the variation of respondents who are married (CV = 21.34) is more consistent than that of respondents in other marital status categories.

### 4 Respondents' Educational Qualification and Problems with E-Retailers Services

The "ANOVA" test was used to frame and analyze the hypothesis in order to determine whether there were any significant differences between the various educational qualification groups of respondents who faced difficulties selecting and using of small cars.

Ho "There is no significant difference among respondents who belongs to different educational qualifications for selecting and using of small cars".

The next table, 5 displays the findings of the "ANOVA" test analysis.

**TABLE 5 RESPONDENTS EDUCATIONAL QUALIFICATIONAND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl. No | Educational Qualification | No. of Respondents | Mean | SD | CV |
|--------|---------------------------|--------------------|------|------|------|
| 1. | School level education | 222 | 3.42 | 0.69 | 20.18 |
| 3. | Graduation | 312 | 3.05 | 0.7 | 22.95 |
| 3. | Diploma and other | 66 | 3.62 | 0.69 | 19.06 |
| | Total | 600 | 3.44 | 0.74 | 21.51 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'F' value** | **'p' value** |
| Between Groups | 14.63 | 3 | 4.88 | 13.864 | .000 |
| Within Groups | 209.64 | 596 | 0.35 | | |
| Total | 224.27 | 599 | 0.37 | | |

Source: Computed from Primary Data

At the three percentile, the ANOVA test result of 13.864 with a p-value less than 0.05 is significant. The null hypothesis is thus disproved. As a result, it is discovered that there are notable differences in the ways that the various qualified educated respondents choose and selecting and using of small cars. Additionally, it is discovered that the variation in diploma and other level and other educated respondents (CV=19.06) is more consistent than that of other qualified educational groups of respondents.

## 5      Respondents' Family Annual Income and Problems with Selecting and Using of Small Cars

ANOVA test was used to analyze the hypothesis and see whether there was a significant difference between the various responses from respondents with annual incomes about the challenges they faced when selecting and using of small cars.

Ho "There is no significant difference among respondents according to different slap of annual income towards selecting and using of small cars".

The following table 6 displays the findings of the "ANOVA" test analysis.

**TABLE 6 RESPONDENT FAMILY ANNUAL INCOME AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl.No | Family Annual Income | No. of Respondents | Mean | SD | CV |
|-------|----------------------|--------------------|------|------|------|
| | | | | | |

| 1. | Up to 5 lakhs | 102 | 3.04 | 0.74 | 24.34 |
|---|---|---|---|---|---|
| 3. | Above 5 lakhs to 15 lakhs | 306 | 3.1 | 0.68 | 21.94 |
| 3. | Above 15 lakhs to 30 lakhs | 102 | 3.43 | 0.74 | 21.57 |
| 4. | Above 30 lakhs | 90 | 3.06 | 0.76 | 24.84 |
| | Total | 600 | 3.02 | 0.75 | 24.83 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'F' value** | **'p' value** |
| Between Groups | 12.607 | 3 | 4.20 | 7.163 | .003 |
| Within Groups | 349.64 | 596 | 0.59 | | |
| Total | 362.247 | 599 | 0.60 | | |

Source: Computed from Primary Data

At the four percentile, the result, 7.163, is significant with a p-value of less than 0.05. The null hypothesis is thus disproved. As a result, it is discovered that there are notable differences in the ways that respondents who fall into various household income brackets selecting and using of small cars. The aforementioned study shows that respondents with a family income above 15 lakhs to 30 lakhs have a fluctuation in their CV that is more consistent (CV = 21.57) than other respondents.

## 6 Respondents' Occupation and Problems with Selecting and Using Of Small Cars

The hypothesis was constructed and examined using the "ANOVA" test in order to determine the significant difference among the respondents who come from various occupations and who struggle to selecting and using of small cars.

Ho "There is no significant difference among respondents belonging to different occupations in selecting and using of small cars".

Table 7 presents the findings from the study of the "ANOVA" test.

**TABLE 4244 RESPONDENT OCCUPATION AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl.No | Occupation | No. of Respondents | Mean | SD | CV |
|---|---|---|---|---|---|
| 1. | Unemployed | 66 | 3.60 | 0.67 | 18.61 |
| 3. | Self-employed | 144 | 3.18 | 0.71 | 22.33 |
| 3. | Employed | 66 | 2.89 | 0.73 | 25.26 |
| 4. | Retired/Pensioner | 90 | 3.03 | 0.69 | 22.77 |
| 5. | Business / Professionals | 96 | 3.27 | 0.68 | 20.80 |
| 6. | Agriculturalist | 66 | 3.41 | 0.71 | 20.82 |
| 7. | Home Maker and others | 72 | 3.25 | 0.62 | 19.08 |
| | Total | 600 | 3.22 | 0.74 | 22.98 |

| Groups | Sum of Squares | df | Mean Square | 'F' value | 'p' value |
|---|---|---|---|---|---|
| Between Groups | 54.68 | 6 | 9.11 | 16.061 | .000 |
| Within Groups | 336.47 | 593 | 0.57 | | |
| Total | 381.15 | 599 | 0.64 | | |

Source: Computed from Primary Data

At the seven percentile, the result, 16.061, is significant with a p-value less than 0.000. The null hypothesis is thus disproved. As a result, it is discovered that there are notable differences in the ways that respondents from various professions selecting and using of small cars. The aforementioned study shows that the fluctuation in the unemployed respondents' CV =18.61 is more consistent than that of other occupational respondents.

**7 Respondents' Family Type and Problems with Selecting and Using of Small Cars**
The hypothesis was constructed and examined using the "t" test in order to determine whether respondents from various family types significantly differed in their experiences selecting and using of small cars.

Ho "There is no significant difference among respondents belonging to different types of family in selecting and using of small cars".

The following table 8  displays the findings of the "t" test study.

**TABLE 8 RESPONDENTS' FAMILY TYPE AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl.No | Family Type | No. of Respondents | Mean | SD | CV |
|---|---|---|---|---|---|
| 1. | Nuclear Family | 426 | 3.21 | 0.69 | 21.50 |
| 3. | Joint Family | 174 | 3.29 | 0.68 | 20.67 |
| 3. | Total | 600 | 3.24 | 0.67 | 20.68 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'t' value** | **'p' value** |
| Between Groups | 3.627 | 1 | 3.63 | 5.475 | .311 |
| Within Groups | 396.141 | 598 | 0.66 | | |
| Total | 398.768 | 599 | 0.67 | | |

Source: Computed from Primary Data

At the two percentile, the result, which is 5.475 with a p-value greater than 0.311, is not significant. As a result, the null hypothesis is approved. Therefore, while selecting and using

of small cars, there is no discernible difference between the respondents who belong to different family kinds. As can be seen from the above study, respondents who belong to joint family have a higher consistency in their variation (CV = 20.67) than respondents who belong to other types of families.

**8 Respondents' Family Size and Problems with Selecting and Using of Small Cars**

The hypothesis was constructed and examined using the " F" test in order to determine whether respondents from various family sizes significantly differed in their experiences selecting and using of small cars.

Ho "There is no significant difference among respondents belonging to different size of family in selecting and using of small cars".

The following table 9  displays the findings of the "F" test study.

**TABLE 4246 RESPONDENTS' FAMILY SIZE AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl.No | Family Size | No. of Respondents | Mean | SD | CV |
|---|---|---|---|---|---|
| 1. | Up to 3 | 306 | 3.48 | 0.63 | 18.10 |
| 3. | 4-6 | 246 | 3.09 | 0.62 | 20.06 |
| 3. | Above 6 | 48 | 3.21 | 0.59 | 18.38 |
| 3. | Total | 600 | 3.24 | 0.61 | 18.83 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'t' value** | **'p' value** |
| Between Groups | 32.261 | 3 | 10.75 | 26.458 | .000*** |
| Within Groups | 242.644 | 597 | 0.41 | | |
| Total | 365.005 | 599 | 0.61 | | |

Source: Computed from Primary Data

At the three percentile, the result, which is 26.458 with a p-value less than 0.05, is significant. As a result, the null hypothesis is approved. Therefore, while selecting and using of small cars, there is discernible difference between the respondents who belong to different family size. As can be seen from the above study, respondents who belong to family have up to 3 members is higher consistency in their variation (CV = 18.10) than respondents who belong to other family size.

**9       Number of Earning Persons in Respondents' Family and Problems with Selecting and Using of Small Cars**

The hypothesis was constructed and examined using the "t" test in order to determine whether respondents having various number of earning persons in family significantly differed in their experiences selecting and using of small cars.

Ho "There is no significant difference among respondents belonging to different number of earning persons in family in selecting and using of small cars".

The following table 10 displays the findings of the "t" test study.

**TABLE 4247 NUMBER OF EARNING PERSONS IN RESPONDENTS' FAMILY AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl.No | Number of Earning Persons | No. of Respondents | Mean | SD | CV |
|---|---|---|---|---|---|
| 1. | Single | 336 | 3.52 | 0.71 | 20.17 |
| 3. | Two | 216 | 3.31 | 0.69 | 20.85 |
| 3. | Above Two | 48 | 3.3 | 0.64 | 19.39 |
| 3. | Total | 600 | 3.28 | 0.65 | 19.82 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'t' value** | **'p' value** |
| Between Groups | 32.628 | 3 | 10.88 | 21.744 | .000*** |
| Within Groups | 298.61 | 597 | 0.50 | | |
| Total | 301.338 | 599 | 0.50 | | |

Source: Computed from Primary Data

At the three percentile, the result, which is 21.744 with a p-value less than 0.00, is significant. As a result, the null hypothesis is approved. Therefore, while selecting and using of small cars, there is discernible difference between the respondents who belong to different number of earning persons in their family. As can be seen from the above study, respondents who belong to family have above two earning members is higher consistency in their variation (CV: 19.39) than respondents who belong to other families.

## 10 Respondents to Residential Area and Problems with Selecting and Using of Small Cars

The "t" test was used to design and analyze the hypothesis in order to determine whether there were any significant differences between the respondents from various residential areas when it came to issues they had selecting and using of small cars.

Ho "There is no significant difference among respondents belonging to different residential areas in selecting and using of small cars".

The following table 11 displays the findings of the "t" test study.

**TABLE 21 RESPONDENTS RESIDENTIAL AREA AND LEVEL OF PROBLEM FACING IN SELECTING AND USING OF SMALL CARS**

| Sl. No | Residential Area | No. of Respondents | Mean score | SD | CV |
|---|---|---|---|---|---|

| 1. | Village Panchayat | 96 | 3.42 | 0.63 | 18.42 |
|---|---|---|---|---|---|
| 3. | Town Panchayat | 318 | 3.29 | 0.69 | 20.97 |
| 3. | Municipality area | 114 | 3.18 | 0.71 | 22.33 |
| 4. | Corporation area | 72 | 3.11 | 0.68 | 21.86 |
| | Total | 600 | 3.14 | 0.66 | 21.02 |
| **Groups** | **Sum of Squares** | **df** | **Mean Square** | **'t' value** | **'p' value** |
| Between Groups | 30.248 | 3 | 10.08 | 18.409 | .001** |
| Within Groups | 326.439 | 596 | 0.55 | | |
| Total | 356.687 | 599 | 0.60 | | |

Source: Computed from Primary Data

At the four percentile, the result, 18.409, is significant with a p-value of less than 0.05. The null hypothesis is thus approved. Thus, it is discovered that when selecting and using of small cars, there are appreciable differences between the respondents who live in various residential locations. The aforementioned study shows that respondents who live in village panchayat have a more consistent variation (CV= 18.42) than respondents who live in other areas.

**Conclusion**

Consumer behaviour consists of all human behaviour that goes in making before and post purchase decisions. One can succeed in the competitive market only after understanding the complex consumer behaviour. As today"s market is buyer"s market. It becomes necessary to study the consumer taste, idea, preference etc... Its large numbers of products are available in the market the competition becomes serve, which leads to the discriminating practices adopted by manufacturers to boost up the sales of their product. It is the lowest cost segment. Despite being the cheapest car, had serious initial quality issues which damaged its brand image and customer faith. As a product this segment will get preference for city drive over congested road conditions wherein safety on road will be better than two wheelers. The Indian road condition accepts the small car to be best suited transport mode. Small cars need a very less space for parking. The car turn-around at any place. The convenience in driving a small car cannot be expected from its others sized cars. The small toy cars are the best vehicle to ride inside the city. From this analysis, the attitudes of the customers are studied and this may help the other customers who are in a position of purchasing the small car.

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