BUYING MOTIVES OF THE CUSTOMERS TOWARDS HYUNDAI MOTORS

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ABSTRACT

Customer Behavior refers to the buying behavior of the ultimate Customer. Many factors, specificities and characteristics influence the individual in what he is and the Customer in his decision making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and every one of these factors. An individual and a Customer is led by his culture, his subculture, his social class, his membership groups, his family, his personality, his psychological factors, etc.. and is influenced by cultural trends as well as his social and societal environment. By identifying and understanding the factors that influence their customers, brands have the opportunity to develop a strategy, a marketing message (Unique Value Proposition) and advertising campaigns more efficient and more in line with the needs and ways of thinking of their target Customers, a real asset to better meet the needs of its customers and increase sales. Buying Motive as "A motive can be defined as a drive or an urge for which an individual seeks satisfaction. It becomes a buying motive when the individual seeks satisfaction through the purchase of something.

Motive is inner urge that prompts a person to perform some action. It can be a strong desire, feeling, a drive or any emotion which plays a role in the Customer's decision to purchase a product or a service.

KEYWORDS: CUSTOMER, BUYING MOTIVES

INTRODUCTION

What motivates prospects to buy? Why do they buy what they do? Each prospect enters the selling and buying process with emotional needs and motives that singularly or together cause them to buy your service or product. People buy for their own reasons, not yours or your company's. Often these reasons are rooted in emotion rather than logic, so although they may not seem reasonable to you, they are important to the prospect.

✓　　Meaning of Buying Motives:-

Buying Motive as "A motive can be defined as a drive or an urge for which an individual seeks satisfaction. It becomes a buying motive when the individual seeks satisfaction through the purchase of something.

Motive is inner urge that prompts a person to perform some action. It can be a strong desire, feeling, a drive or any emotion which plays a role in the Customer's decision to purchase a product or a service.

According to D.J.Duncan, ―buying motives are those influences or considerations which provide the impulse to buy, induce action or determine choice in the purchase of goods and service.

✓   Characteristics of Buying Motive

•   There is a process by which individual decides whether, what, when, from whom, where & how much to buy.

•   It comprises of mental and physical activities of a Customer.

•   Individual behaviour is also influenced by internal and external factors.

•   There is drastic change in the attitude and behaviour of Customer.

✓   Types of buying motives:-

1.   Product or patronage motives

2.   Emotional and rational motives

3.   Inherent and learned motives

4.   Latent and Manifest motives

5.   Psychological buying motives

6.   Environmental Buying Motives

1.   Product or Patronage motives:-

a.   Product Motives:-It refers to those influences and reasons which make the Customer to buy a certain product in preference to another. These explain why people buy a certain product. Product are of two types

i.   Primary product motives: These motives induce a Customer to purchase general class of the product. These motives relate to the basic needs of people like hunger, thirst, sleep.

ii.   Selective product motives: These motives determine which particular brand or item will be purchased from the general class

▪   Patronage motives: - These are the motives which determine where or from whom products are purchased. These are the considerations which induce a buyer to buy goods from specific stores. Patronage motives includes

▪   Price

▪   Location

▪   Quality

▪   Variety

▪   Services

▪   Personality of Salesman

2.   Emotional and Rational motives:-

a.   Emotional motives: These are the motives which are affected by the feeling of heart. Thus, motives are physiological and psychological needs such as thirst , hunger, sex attraction etc. The emotional motives are of the following types

- Love of others
- Social acceptance motive
- Vanity motive
- Recreation and relaxation motive
- Emulative motive
- Comfort and convenience motive

b.   Rational motives: These are the motives where a Customer takes the decision of purchasing a product by his head and means i.e., after careful consideration and logical thinking. In making rational purchases, the Customer considers price, durability, dependability, efficiency etc. Rational motives are of the following types:

- Monetary gain
- Efficiency in operation
- Dependability motive

3.   Inherent and Learned motives:-

a.   Inherent motives: These are the motives for the satisfaction of which a Customer his best efforts and if these motives are not satisfied he feels mental tension

b.   Learned motives: These are the motive which are acquired or learned by a Customer from the environment and education. These motives are social status, social acceptance, religious belief, fear, security etc.

4.   Latent and Manifest motives:-

a.   Latent motives: Motives that the Customer is unaware of or unwilling to recognize, harder to identify require projective techniques to identify.

b.   Manifest motive: Motives that the Customer is aware of and willing to express.

5.   Psychological buying motives:-

Psychological factors include:

- Motives-A motive is an internal energizing force that orients a person's activities toward satisfying a need or achieving a goal. Actions are effected by a set of motives, not just one. If marketers can identify motives then they can better develop a marketing mix.

Maslow hierarchy of needs!!

- Physiological
- Safety
- Love and Belonging
- Esteem
- Self Actualization

Environmental Buying Motives:-

The set of needs an individual experiences at a particular time are often activated by specific cues in the environment. Without these cues, the needs might remain dormant. For example, a young college student may see a new, slick-looking cell phone model with more features displayed in a store window. The exposure may make him unhappy with his old cell phone and cause him to experience tension that will be reduced only when he buys himself the new cell phone model.

RESEARCH PROBLEM:-

The company wants to know more about the various factors customers that motivate them to purchase Hyundai Cars. It's very important for every marketer to know about the buying motives of the customers because it helps them to design proper policies and programs to attract customers. It also helps them to determine their advertisement budget.

OBJECTIVES OF STUDY:

Primary Objective:

To find out various factors that motivates customers to buy Hyundai Cars.

Secondary Objectives:

- ✓ To find out which is the most preferred source for awareness.
- ✓ To find out which is the most preferred preference for buying Hyundai Cars.
- ✓ To find out who gives suggestion while buying Hyundai Cars.
- I. To know which class of customers is using Hyundai Cars.
- II. To know at what level customers are influence by financing facility.

RESEARCH DESIGN:-

A research design is a logical and systematic plan prepared for directing a research study. It is the program that guides the investigator in the process of collecting, analyzing and interpreting observations. It is a blue print for understanding project & collection of data.

There are three types of research design.

- Exploratory research design
- Descriptive research design
- Causal research design

Here, descriptive research (Cross-Sectional) design is used for analyzing buying motive of Hyundai Cars. It is very simple and more specific than exploratory study.

The descriptive study is a fact finding investigation with adequate interpretation. The descriptive study aims at identifying the various characteristics of a problem under study. It reveals potential relationships between variables and also setting the stage for further investigation later

DATA SOURCES

The researcher can gather the data & information are two types;-

1. Primary data
2. Secondary data

- Collection of Primary data:- Primary data are collected on original information gathered for a specific purpose either through personnel interviews/questionnaires etc.
- Collection of Secondary data: -:- Secondary data for the study were collected from the library reference, technical and subject based books, journals and magazines, websites and other previous studies. To know about details of HMIL data is collected from magazine, web pages etc.

In this research project I am using Primary Data collection through questionnaire.

RESEARCH INSTRUMENTS:-

In the marketing research it has main research instruments in collection the primary data that is questionnaire.

The structured questionnaire is the research instrument to collect the primary information for this marketing research projects. A Questionnaire consists of a set of question presented to respondent for their answers. Questions may be open ended or close ended, it depends upon the

Marketing Research:

Sampling Plan:-

a.   Sample Unit:-

Who is to be surveyed? The marketing research must define the target population that will be sampled. The sampling unit for the project is taken from Navsari who are the current users of Hyundai Cars.

Sample Size: -

How many customers should be surveyed large samples can give the more reliable results then small samples yet it is more costly than small samples. I have taken 150 samples in this project survey.

b.   Sampling Method:-

Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen. In short, the process of drawing sample from a population is known as a sampling.

Two types of sampling methods are:-

I.   Probability Sampling

II.   Non probability Sampling

For Present study Non probability sampling method is use and in that convenience sampling technique is taken for use.

Non probability sampling it is not based on the theory of probability. It does not provide a chance of selection each population element. The merit of this type sampling is simplicity, convenience and low cost.

Convenience sampling:- In this project convenience sampling is to be used because it is less costly, time saving, and easier than probability sampling.

Contact Method:-

Once the sampling plan has been determined it must be decide how the respondent should be contacted i.e. by Mail, telephone, personal, and on-line-interview.

In this research project I have use contact methods of personal interview & telephone interview.

LITERATURE REVIEW

A motive is an internal energizing force that directs persons' activities towards satisfying needs or achieving goals. Buyers' actions are affected by a set of motives rather than by just one motive. Motives also affect the direction and intensity of behaviour, Pride and Ferrel, (2010). Furthermore, motives can be explained as drives, impulses, wishes or desires that initiate the sequence of activities known as behaviour, Udell, (2001)

According to Udell, (2001), the importance of customer buying motives in the marketing success of a product was emphasized forty years ago in the pioneering work of researcher Melvin T. Copeland. In an attempt to present a classification of motives useful to business management, Copeland proposed separating them into two categories, rational and emotional: These motives

have their origin in human instincts and emotions and represent impulse or unreasoning promptings to action. By going through the classifications of Copeland and other experts in the subject matter, Udell, (2001), has introduced a new classification of buying motives by dividing them in to two extremes, those which are operational and those which are sociopsychological. He further explains that the operational buying motives as those reasons for the purchase that are directly related to the anticipated performance of the product and sociopsychological motives as reasons for the purchase that are indirectly related to the anticipated performance of the product and directly related to the consumers social and psychological interpretation of the product.

Evolving Concepts

Consumers make many buying decisions every day. Most large companies conduct researches on consumer buying decisions in great detail to answer questions about; what consumers buy? , where they buy? , how and how much they buy? , when they buy? and why they buy?. Though the questions are set and straight forward, learning about the whys of consumer buying behaviour is not as easy as the answers are often locked deep within the consumers mind. In some cases the customers themselves are not aware of what exactly influence their purchases. There the buying decisions are made at unconscious level which shows the vitality of a depth understanding prior to next step, Kotler and Armstrong, (2008).

According to Kotler and Armstrong, (2008), customer purchases are influenced strongly by cultural, social, personal, and psychological characteristics. The cultural factor exerts broad and deep influence on consumer behavior. The marketer needs to understand the role played by the buyers' culture, sub culture and the social class. Social factors are being sub grouped as small groups, family and social roles and status. A buyers' decision also influenced by personal characteristics such as age, life-cycle stage, occupation, economic situation, life style, personality and self concept. Psychological factors including motivation, perception, learning, beliefs and attitudes are also should be taken as key concerns.

According to Gitomer, (2004), "people don't like to be sold, but they love to buy". He argues that the least powerful way of completing a transaction is teaching sales people on how to sell, and by knowing or without knowing it has been practiced for the last 120 years. As per his classification, customer buying motives consists of; (a) Purchase – Oriented, (b) Emotional - Oriented, (c) Experience - Oriented, (d) Profit or Money – Oriented and (e) Result – Oriented factors.

It is an undeniable rule that on the surface seems relatively simplistic, but when digging deeper, the complexity lies in uncovering the motive of why people buy. Uncovering buying motives goes against the strategy of "selling." Selling implies informing the prospect of who you are, how great you are, what your product is, what your product does, and a myriad of features and

benefits that most buyers are completely aware of. Uncovering buying motives is harder to do and requires a lot more work on the part of the salesperson, but if done properly will both double the sales and eliminate competitors. The fundamental principle is uncovering the prospects "why." Why do they want this? Why do they need this? Why is it important that they buy it now? And assorted other emotional questions that create what is known as buyer urgency. Once the reasons for purchase decision has been understood carefully, then are able to match those motives with value, believability and trust, Gitomer, (2004). He further explains the reasons for purchase decision such as: history, past experiences, expertise, wisdom, need, want, desire to solve or resolve, desire to recover, desire to change, desire to own, desire to win, passion, fear, greed, vanity, desire to impress, peace of mind, and desired outcome. People buy for their reasons, not the sellers. If that understanding is there, then their urgency to buy is become the sellers reality. Regardless of the prospect's desire and motive to buy, reasons for selling should match the customer's reasons for buying, in other words, motives, with regards to any successful marketing attempt.

Along the process, Gitomer (2004), introduces a challenging way to perceive this comprehensive process. He comes with a concept that not to think of it as just a "motive", but to think of it as "money." Find the motive means find the money or at least the path that will leads to the desired destination. For the customer, its' not what the seller want or need. Its' what the customer feels safe buying and when he feels that it is the best time to buy. There is no any answer for urgency, especially when the sales person needs the sale but the customer is hesitating for no apparent reason. Its' their motive, emotion and logical justification balanced with their tolerance for risk.

DATA ANALYSIS

Null hypothesis (H0): Model Purchase is independent to Family annual Income.

Alternative hypothesis (H1): Model Purchase is not independent to Family annual income.

Following table shows relationship between Family annual income and Model Purchase.

Null hypothesis (H0): Model Purchase is independent to Family annual Income.

Alternative hypothesis (H1): Model Purchase is not independent to Family annual income.

Family annual Income * Model Purchase Cross tabulation

| | | Model Purchase | | | | | | |
		SantroXing	i10	i20	Accent	Verna	Sonata	Total
Income 100,001 - 300,000	Count	23	19	6	6	0	0	54
	% within Model Purchase	67.6%	51.4%	20.7%	21.4%	.0%	.0%	36.0%
300,001 - 600,000	Count	10	14	21	15	12	0	72
	% within Model Purchase	29.4%	37.8%	72.4%	53.6%	57.1%	.0%	48.0%
600,001 - 900,000	Count	1	3	2	6	8	0	20
	% within Model Purchase	2.9%	8.1%	6.9%	21.4%	38.1%	.0%	13.3%
Above 900,001	Count	0	1	0	1	1	1	4
	% within Model Purchase	.0%	2.7%	.0%	3.6%	4.8%	100.0%	2.7%
Total	Count	34	37	29	28	21	1	150
	% within Model Purchase	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	84.430[a]	15	.000
N of Valid Cases	150		
a. 14 cells (58.3%) have expected count less than 5. The minimum expected count is .03.			

Symmetric Measures

		Value	Approx. Sig.
Nominal by Nominal	Contingency Coefficient	.600	.000
N of Valid Cases		150	

INTERPRETATION:-

Here, Chi-square result shows that the null hypothesis Ho is rejected. So model purchase is dependent on family annual income. Here there is moderate effect of Family Annual Income on model purchase as can seen from contingency coefficient value .600

FINDINGS

The study finds that majority of the customers were highly prefer comfort of the car. In the case of awareness & getting information about Hyundai it is founds that experience users is having high influence on customers compared to other sources.

Following are the other important findings of the study:-

✓ It is found that majority of customers fall between age group of 31 – 40.

✓ It is found that of the users of Hyundai Cars is Businessman, Service/job & Professionals

✓ Most of the customers of Hyundai fall in family income group of 300,001 – 600,000(48.00%).

✓ Most of the customers of Hyundai are Male (94.70%)

✓ It is found that 22.70% customers have experienced Hyundai before & they had chosen same company again.

✓ From the study it is found that majority of the customers travel less than 30 Kms a day i.e. 44.70%.

✓ It is very important note that experienced users become an important source for getting aware about Hyundai with 35.50% and TV advertisement at second with 28.10%.

✓ Majority of suggestion for buying Hyundai car is given by family 48.00%.

✓ Majority of Customers has preferred Comfort, Mileage & Driving experience.

✓ Product performance is the most influencing factor for buying Hyundai car.39.10% customers has chosen product performance as most influencing factor.

✓ Most of the customer's (.91.30%) were influenced by the brand image of Hyundai.

✓ Majority of the customers were not influenced (46.00%) by the celebrity endorsement.

✓ Majority of the customers were normally influenced (36.00%) by the Financing facility.

✓ Majority of the customers has no experience (64.00%) with other Hyundai Service Station and 14.00% has average experience.

✓ It is found in Chi-Square results that there is association of daily travelling & Family annual income on purchase of models.

✓ There is moderate association of daily travelling kilometers on model purchase as seen in contingency coefficient value 0.456.

✓ There is moderate association of family annual income on model purchase as seen in contingency coefficient value 0.600.

✓ Majority of customers recommend Hyundai Cars to others because of Engine technology, Driving Experience, Mileage, Quality of Cars etc.

CONCLUSION

- The findings will help the company to know which factors motives customers for Buying Hyundai Car.

- It also helps to decide proper marketing strategies.

- Majority of suggestion for buying Hyundai car is given by family 48.00%.

- Majority of Customers has preferred Comfort, Mileage & Driving experience.

- Product performance is the most influencing factor for buying Hyundai car.39.10% customers has chosen product performance as most influencing factor.

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