

Consumer Behaviour in Passenger Car Market in India: Marketing Influences and Purchase Drivers

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Abstract- *The Indian passenger car market is growing rapidly, driven by urbanization, increasing incomes, and digital awareness. This study explores consumer behavior toward passenger vehicles in India with an emphasis on marketing influences. By integrating primary data with existing literature, the research evaluates key decision-making drivers like brand perception, price sensitivity, digital marketing, and environmental concerns. The paper identifies strategic insights for marketers to align campaigns with evolving buyer expectations and demographic trends.*

Index Terms- *Consumer Behaviour, Digital Marketing, Passenger Cars, Purchase Decision, Brand Perception*

I. INTRODUCTION

India's automotive sector is one of the largest in the world, with passenger cars forming a significant segment. Rapid economic development and urbanization, paired with rising disposable incomes, have made the automobile market dynamic and highly competitive. Understanding consumer behavior is key to capturing market share, promoting brand loyalty, and innovating product offerings.

Multiple factors influence passenger car buyers in India—ranging from price and fuel efficiency to brand image and environmental considerations. Urban consumers prioritize features like comfort and technology, while semi-urban and rural buyers lean toward practicality and mileage. Additionally, the rise of digital platforms, social media, and electric vehicles (EVs) has reshaped buyer journeys, making marketing strategies more personalized and data-driven.

II. IDENTIFY, RESEARCH AND COLLECT IDEA

The literature identifies several constructs influencing car buying decisions:

Kotler & Keller (2016) emphasize cultural, personal, and psychological factors.

Solomon (2018) highlights the role of perception, learning, and motivation.

Chidambaram & Alfred (2007) identify price, mileage, and after-sales service as critical in India.

Gupta & Agarwal (2018) note that digital marketing and online reviews are especially influential among millennials.

Mohan (2020) and Singh & Aggarwal (2012) explain how social media and word-of-mouth shape perceptions.

Verma & Kapoor (2019) underscore the growing interest in EVs among urban consumers.

Despite extensive research, few studies reflect the post-pandemic influence of digital media, sustainability concerns, and shifting economic realities on car buyers.

III. WRITE DOWN YOUR STUDIES AND FINDINGS

A. Research Gap

Existing literature largely predates recent shifts in digital consumption, social media influence, and sustainability trends. Most studies also lack segmentation between urban and semi-urban consumer behavior and generational differences in preference.

B. Objectives

Identify key consumer decision factors for passenger cars.

Assess the impact of brand and marketing on perceptions.

Evaluate digital and influencer marketing's role in buying behavior.

Understand fuel efficiency and eco-conscious purchasing.

Analyze demographic differences in consumer behavior.

C. Research Methodology

Design: Descriptive and analytical.

Data Collection:

Primary: Structured questionnaires.

Secondary: Journals, industry reports.

Sampling: Stratified random sampling from urban and semi-urban areas.

Sample Size: 200–300 respondents aged 20–60.

Tools: Descriptive statistics, chi-square, regression, and factor analysis.

D. Expected Findings

The study anticipates significant influence from:

Brand identity and emotional resonance on repeat purchases.

Social media and YouTube reviews during the research stage.

Environmental awareness pushing preference toward hybrids and EVs.

Young, urban consumers valuing aesthetics and tech; older or semi-urban buyers valuing practicality and mileage.

IV. GET PEER REVIEWED

The initial draft will be reviewed by academic peers and marketing practitioners to validate findings, methodologies, and relevance. Constructive feedback will guide improvement.

V. IMPROVEMENT AS PER REVIEWER COMMENTS

Based on reviewer insights, statistical analyses will be refined, marketing theory integration deepened, and

results framed in clearer practical implications for marketers, manufacturers, and policy stakeholders.

CONCLUSION

The Indian car market is undergoing a transformation, driven by consumer sophistication and external influences like environmentalism and digitization. Understanding these evolving preferences can help stakeholders align offerings with consumer needs, craft targeted marketing, and enhance customer satisfaction and loyalty. The research provides an updated lens on buyer psychology, valuable to both scholars and practitioners.

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