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A STUDY OF THE INFLUENCE OF MARKETING MIX ON THE CUSTOMERS DURING THE PURCHASE OF ASHOK LEYLAND COMMERCIAL VEHICLE (MDV) AT TVS SUNDRAM IYENGAR & SONS LTD SALEM

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ABSTRACT

The project work titled "A study of the influence of the marketing mix on the customers during the purchase of Ashok Leyland commercial vehicle (MDV) at T V Sundram Iyengar & Sons Ltd. Salem" The primary data is collected by means of questionnaire which is distributed to the customers of Ashok Leyland. The data collected has been analyzed using SPSS software, by means of frequency analysis and ANOVA. The objective of the study is to influence the various factors such as product, price, place, promotion, mileage, maintenance cost, driving comfort, status symbol, etc., influences the customer in purchase of commercial vehicle.

KEY WORDS: Ashok Leyland, Commercial Vehicle, Driving comfort, Mileage, status symbol.

INTRODUCTION

The automotive industry in India is one of the largest in the world with an annual production of 23.37 million vehicles in FY 2014-15, following a growth of 8.68 per cent over the last year. The automobile industry account for 7.1 per cent of the country's gross domestic product (GDP) India is also a prominent auto exporter and has strong export growth expectations for the near future. In FY 2014-15, automobile exports grew by 15 per cent over the last year. In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the Two Wheeler (2W) and Four Wheeler (4W) market in the world by 2020.

REVIEW OF LITERATURE

VTI - The Effects of Long and Heavy Trucks on the Transport System (2008) This study was commissioned by the Swedish Government. It analysed the road freight market in Sweden, where LHVs are already permitted, and investigated the potential impact of removing LHVs on freight in Sweden. Four scenarios were tested in order to isolate individual elements of the changes in the

road freight market that would be anticipated if such a change were to happen. The scenarios were: (1) Do nothing (baseline); (2) Restricting LGVs to 18.75m, 40 tonnes (the European standard) with no option to change mode; (3) Restricting LGVs to 18.75m, 40 tonnes with an enhanced railway network and mode shift allowed; and (4) Enhanced capacity on the Swedish rail network, with LHVs still permitted (this final scenario was used to separate different effects in the other scenarios).

Ministry of Transport Netherlands - Longer and Heavier Vehicles in the Netherlands: facts, figures and experiences in the period 1995-2010 (2010) This study focused on the results of 15 years' experience in the Netherlands of trialling LHVs. These results are of particular interest due to the location of the Netherlands (sharing many land borders with other Member States) and the nature of its economy, which is highly developed and has a strong rail and waterborne freight industry. The report was strongly in favour of LHVs, claiming that "the experience in the Netherlands, and in other countries like Sweden and Finland, clearly indicate that the benefits are great and the risks non-existent or manageable."

Dölekoğlu (2008) and Mucuk (2001) According to the report, with the exception of cleaning products, consumers' loyalty to private brand products was found to have increased for products in all categories. Despite the growing demand for private brand products, consumers have different reasons for their preferences that are sensitive to product type and price, and the socio-economic status of consumers.

Jack and Rose, (2000) It would be difficult and almost impossible to create quantitative variables to describe the overall appearances of the main characters combining varying views (e.g., price, taste, quality, hygiene etc.) as well as the dynamic design, colors, and sounds of the machine in that vending solution, which may have a significant impact on consumers' preferences.

Jain M., (2012) discussed about major players offering different types of tea, in different parts of the country, with special focus on quality perception under specific demographic region. Major players are offering different types of tea in different parts of the country with a focus on the quality perception of the particular demography.

Mathur M. K., (2012) explained that most of the companies have tea in all pack size - 2kg, 1kg, 500gm, 250gm, 100gm, 50gm and 25gm packaging. There are also sachets, which are priced as

low as Re.1. Various regions have distinctive packaging preference for poly pack and box pack (mono cartons). 250 gm size is the most preferred size. Branded tea penetration is quite high in cities like Delhi and Ahmadabad when compared to other major cities in India.

Monirul I. & Han J. H., (2012) states the demand of coffee is more than tea and earning good amount of profit. It is assumed that about 20 billion cups of hot drinks are sold every year.

Sharma M., (2012) Consumer preferences are defined as the subjective (individual) tastes, as measured by utility, of various bundles of goods. They permit the consumer to rank these bundles of goods according to the levels of utility they give the consumer.

References are independent of income and prices. Ability to purchase goods does not determine a consumer's likes or dislikes. This is used primarily to mean an option that has the greatest anticipated value among a number of options.

STATEMENT OF THE PROBLEM

As the choice differs from one customer to another especially in commercial vehicle industry this study is undertaken to study the factors influencing their purchase decision. This study can help to know the customer purchasing behaviour in Ashok Leyland TVS Sundram Iyengar &sons retail outlet in Salem. And the research helps to identify and improve the area in which the experience of the customer is concentrated.

OBJECTIVES OF THE STUDY

The Objective of this study is

- To study the product factors influencing the purchase of commercial vehicle (MDV)

SCOPE OF THE STUDY

The present study is undertaken to understand the profile of customers visiting commercial vehicle showroom Ashok Leyland**,** to know the customer's purchasing behaviour of (MDV) at Salem. And it helps to understand the following aspects related to customer perception on purchasing the commercial vehicle like mileage, loading capacity, maintenance cost, Driving comfort, Fuel consumption, Discount, Service facility, Resale value.

LIMITATIONS OF THE STUDY

- This study was based on primary data collected from sample consumers by survey method facilitating Salem city area. Therefore, the study area was too limited.
- Due to the Time constraint of the research team the sample size was limited to 150 only. A larger sample size would give more accurate result.
- The study of customer purchasing behaviour choice towards Commercial vehicle in Salem. Only a few factors / aspects were studied in this study.

RESEARCH METHODOLOGY

The present study is an empirical enquiry into the influence of purchasing a commercial vehicle. Questionnaire method is used for data collection. The study is based on primary data. The primary data is collected by direct interaction with the customers in Salem City. The methodology used to help us with the research, shows how the research was carried out taking into consideration available resources and limitations. Some of the considered variables are Location, Atmosphere, Employee Behaviour, Price, Quality, Image, Promotion, and Fast Service. . It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research. The methodology adopted in this research aims to obtain a concise indicator that provides an overall customer expectation and satisfactions.

RESEARCH HYPOTHESIS

On the basis of the objectives and after reviewing the extensive literature the following research hypotheses were framed by researcher. The study is based on the formulation of the following null hypotheses. The null hypothesis framed for the purpose of this study is below

- There is no significant relationship between the driving mode and product factors.

DATA ANALYSIS AND DISCUSSION

TABLE: 1 CLASSIFICATION BASED ON DRIVING MODE.

Driving Mode	No of Respondents	Percent
Self-driving	40	26.7
Driver	110	73.3
Total	150	100.0

Source: Primary data

From the Table-4.6 it is understood that 73. 3% of the respondents are have drivers for their vehicle, 26.7% of the respondents are self-drivers.

TABLE: 2 ANOVA

ANOVA test between driving mode and product factors influence the purchase decision

PRODUCT FACTORS		Sum of Squares	Df	Mean Square	F	Sig.
Mileage of Vehicle	Between Groups	.001	1	.001	.008	.929
	Within Groups	25.039	148	.169		
	Total	25.040	149			
Loading Capacity	Between Groups	19.636	1	19.636	33.651	.000
	Within Groups	86.364	148	.584		
	Total	106.000	149			
Maintenance cost	Between Groups	.307	1	.307	1.456	.230
	Within Groups	31.193	148	.211		
	Total	31.500	149			

Driving Comfort	Between Groups	12.742	1	12.742	29.425	.000
	Within Groups	64.091	148	.433		
	Total	76.833	149			
Fuel Consumption	Between Groups	2.182	1	2.182	14.800	.000
	Within Groups	21.818	148	.147		
	Total	24.000	149			
Technical Aspect	Between Groups	.458	1	.458	1.840	.177
	Within Groups	36.875	148	.249		
	Total	37.333	149			
Performance of vehicle	Between Groups	11.458	1	11.458	180.889	.000
	Within Groups	9.375	148	.063		
	Total	20.833	149			
Innovation	Between Groups	.742	1	.742	3.223	.075
	Within Groups	34.091	148	.230		
	Total	34.833	149			
Resale Value of Vehicle	Between Groups	.136	1	.136	.643	.424
	Within Groups	31.364	148	.212		
	Total	31.500	149			

Source: Tables 4:1

H_0 = There is no significant relationship between Driving mode & product factors

H_1 = There is significant relationship between Driving mode & product factors

For the factors loading Capacity, driving comfort, Fuel consumption, Performance of vehicle the significance level is less than 0.05, Therefore H_0 is rejected, and that is there is significance relationship between the driving mode and the above product factors in influencing purchase decision.

FINDINGS:

- There is significance difference exist between Driving mode & Product factors regarding technical aspects of commercial vehicle (MDV)

SUGGESTIONS:

- The current finding demonstrates that there is huge potential for commercial vehicle (MDV) to grow further. The survey provided on opportunity to interact with customer in purchase of a commercial vehicle (MDV) and collect their view point towards the brand.
- Majority of the customers preferred to buy Ashok Leyland vehicles so more innovative

CONCLUSION:

Commercial vehicle (MDV) is one of the fastest growing area in developing as well as developed countries. As per the survey the top ten factors which influence more in purchase of a commercial vehicle are mileage, spare parts availability, maintenance cost, driving comfort, and technical aspect and Resale value of the vehicle.

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