Impact of Personality (Self Concept) on Buyer Behavior of Select Cars in Hyderabad: A Study

Style is a reflection of your attitude and personality ~ Shawn Ashmore

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Abstract

Every product or service an individual purchase reflects who they are really and their personality (self-concept) persuades their requirements, wishes and can figure out their behavior as consumers. The connection an individual outlines to a product or service is based on its involvement to their distinctiveness. Self-concept understood as a significant feature for each and can transform his or her belief, attitude, and response toward individual and societal life. Self-concept symbolizes the "totality of the individual's opinions and feelings encompass reference to himself as a point" Some describe the Self-Concept to be "Self-Image", which means "an individual's discernment of himself. Car is mostly considered as an aesthetic and comfortable which will grab attention on the road; though it is used as personal transportation. Cars especially high-end small cars are considered as a youth icon and as people have passion to drive for many reasons the arousal of these needs necessarily depends on the access consumers have. Aesthetics and innovations become important attributes for owning cars for attention-grabbing. This paper considered factors influence their behavior, socio-demographic indicators such as the economic activity of the region, representing the individual and their attitudes, their psychographic factors especially personality (self-concept) on consumer behavior of small cars in Hyderabad has been considered for the study. Statistical tools such as percentages and for testing the hypothesis ANOVA has been applied and the findings of the analysis have been concluded appropriately.

Keywords: Personality, Self-Concept, Buyer Behavior, Car, Distinctiveness, Beliefs.

Introduction

Self-concept is basically a sway in the preference consumers make when acquiring their products or services, whether it is inevitably true or not, they be inclined to consider that their purchases assist ascertain their uniqueness and it is well thought-out as self-concept attachment. Car is mostly considered as an aesthetic and comfortable car which will grab attention on the road; though it is used as personal transportation. Buying behaviour involved in small car purchase is mostly "complex buying behaviour". These buyers perceive significantly, the differences among different brands, the car purchase is risky, purchased infrequently and highly self-expressive. Typically, buyer has much to learn about the availability of different brands and models before taking the buying decision. They will pass through a learning process, first developing beliefs about the two-wheelers, then attitudes, and then making a thoughtful purchase decision choice. The motor cycle rider's socio-economic profile influences how motivation and preference evolve. In fact, variables such as residential area, social class, age group and size of household constitute important determinants of the final choice. Driving motivations, however, differ significantly from individual to individual.

Review of Literature

Amabile stated without creativity, no innovation is possible Feist specified that creative individuals are high in autonomy, more ambitious, hostile, dominant, impulsive, confident, extravert and open to new experiences Kamineni discusses how consumers can use luxury brands and self-concept by arguing that fashion clothing is consumed publicly and therefore has public meaning. He is therefore illustrating the fact that purchasing luxury fashion clothing brands satisfies needs such as the consumer's expression of identity and self-image. Consumers believe that purchasing luxury brands

will convey a strong message to the world about what and who they are. Samin Rezvani, Goodarz Javadian Dehkordi, Muhammad Sabbir Rahman, specified the country of origin and different variables that influence consumer purchase intention also highlight the relationship of variables and customer purchase intention. Study demonstrate that people care about which country products come from and where they are made and consider these factors when evaluating the quality of product. Stereotypes of country and the preferences of customers, influence the purpose intention. Political system, culture and the economy of the country can be a cause of sensitivity to people. There are many factors that have an impact on consumer purchase intention. Research and methodologies have shown that even when consumers can evaluate all the intrinsic product characteristics by expressing the product, the effect of extrinsic cues has more influence on consumer product evaluation. Country of origin is one of the extrinsic cues; in addition, there is no doubt that country of origin has considerable influence on the purchase intention process. Personality can be defined as all distinctive and unique behaviors of individual. The word "Person" comes from "Persona" (Latin) meaning mask people wore according to their roles in theatre. So, its basic conception is consistent to what a person plays as a social role in the society or in another word, person's general character that shows to those around him/her, and good-looking characteristics accepted by people of the world. Thus, we hear the sentence (Marcus is a Gentleman) in daily conversations for instance, these concepts are out of the field of scientific psychology because these descriptions of the characters, in fact, depend on the quality and type of behavior of Marcus in their study said Consumers purchase products to reflect their personality. Matzler, et al Ade et al and Sarker et al. demonstrated empirically the relationship between personality and consumer behaviour. For instance, personality factor of extraversion was directly related to positive consumption emotions and neuroticism predicted negative consumption-based emotions. Matzler et al., not only confirm that emotions play a crucial role in satisfaction, but also reveal their dependence on consumers' individual predisposition. Similarly, Kamran established agreeableness factor as the single predictor of customer satisfaction. Today people are very concerned about their image and status in the society which is a direct outcome of their material prosperity. The profession or the occupation a person is in again has an impact on his/her personality and the products they consume. The status of a person is projected through various symbols like the dressing, accessories and possessions. Our life styles are reflected in our personalities and self-concepts same is the case with any consumer. A life-style is made up of a person's mode of living as identified by his or her activities, interest and opinions. Like the social class the human life cycle can have a significant impact on personality and consumer behavior. The life cycle is an orderly series of stages in which consumer attitude and behavioral tendencies evolve and occur because of developing maturity, experience, income, and status., for example the improvement in the purchasing power of average civil servant in Nigeria since the democratic dispensation. Take home pay of Nigerian workers relatively take them home, and has increase their buying behavior to a greater height ceteris paribus. Choi is of the opinion that self-concept describes what you know and understand about yourself in terms of your thoughts and feelings.

Objectives of the Study
- To examine the features influencing while making car purchase.
- To identify the factors influencing car purchase behaviour.

H_0 : There is significant impact of brand image of car on age
H_1 : There is significant impact of factors influencing on owning a specific brand car

Research Methodology
Nature of Study
The study follows a Descriptive Research design.

Descriptive research design is a scientific method which involves observing and describing the behaviour of a subject without influencing it in anyway. Many scientific disciplines, especially social science and psychology, use this method to obtain a general overview of the subject.

Sampling method: Simple random sampling
Sample Size: 1000 GHMC Limits.

Data Analysis and Interpretation

Table 01: Age of the respondents

Age	Responses	Percentage (%)
21-30 years	485	48.5
31-40 years	256	25.6
41-50 years	165	16.5
51 Years and Above	94	9.4
Total:	**1000**	**100**

Source: The figures are compiled from primary data

Interpretation: The buying decision of a customer is greatly influenced by demographic factors such as, age, gender, education, occupation and income. Age has been considered as one of the important factors for the analysis. From the above table it is observed that 48.5 percent of respondents are in the age group of 21 – 30 years, 25.6 percent of respondents are between the age of 31 to 40 years, 16.5 percent respondents are between 41 - 50 years, 9.4 percent respondents are 51 years and above. Majority of the respondents are between the age group 21 – 30 years.

Table 02: Age (in Years) * Brand name Cross tabulation

BRAND AGE	Maruti Suzuki Alto K10	Hundai I10	Renault Kwid	Ford Figo	Nissan Micra	Volks Wagen Polo	Datson Go+	Total
21-30	181	145	60	44	16	12	27	485
31-40	105	72	39	22	10	4	4	256
41-50	45	57	16	31	8	2	6	165
51 Years and above	42	20	4	20	2	3	3	94
TOTAL	373	294	119	117	36	21	40	1000

Source: The figures are compiled from primary data

Interpretation: The above table gives the picture of age of the respondents and their brand choice. Total respondents between *21-30* years were 485, in which 181 respondents were using Maruti Suzuki Alto K10, 145 respondents are using Hundai I10, 60 respondents are using Renault Kwid, 44 respondents are using Ford Figo, 16 respondents are using Nissan Micra Brand, 12 respondents are Volks Wagen Polo and 27 respondents are using Datson Go+. The total number of respondents between *31-40* years were 256, in which 105 respondents were using Maruti Suzuki Alto K10, 72 respondents are using Hundai I10, 39 respondents is using Renault Kwid Brand, 22 respondents are using Ford Figo, 10 respondents are using Nissan Micra, 4 respondents are using Volks Wagen, and remaining 4 respondents are using Datson Go+. The total respondents between *41-50* years are 165, in which 45 respondents are using Maruti Suzuki Alto K10, 57 respondents are using Hundai I10, 16 respondents are using Renault Kwid 31 respondents are using Ford Figo, 8 respondents are using Nissan Micra 2 respondents are using Volks Wagen Polo and remaining 6 respondents are using Datson Go+.

The total respondents between *51 years and above* were 94, in which 42 respondents are using Maruti Suzuki Alto K10, 20 respondents are using Hundai I10 Brand car, 4 respondents are using Renault Kwid 20 respondents are driving Ford Figo, 2 respondents are using Nissan Micra Brand, 3 respondents are using Volks Wagen and remaining 3 respondents are using Datson Go+.

Table 03: ANOVA

Anova: Two-Factor Without Replication				
SUMMARY	*Count*	*Sum*	*Average*	*Variance*
21-30	7	485	69.28571	4474.571
31-40	7	256	36.57143	1497.286
41-50	7	165	23.57143	450.9524
51 Years and above	7	94	13.42857	223.2857
21-30	7	485	69.28571	4474.571
Maruti Suzuki Alto K10	4	373	93.25	4264.25
Hundai I10	4	294	73.5	2749.667
Renault Kwid	4	119	29.75	617.5833
Ford Figo	4	117	29.25	119.5833
Nissan Micra	4	36	9	33.33333
Volks Wagen Polo	4	21	5.25	20.91667
Datson Go+	4	40	10	130

Table 04: ANOVA

Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Rows	12403.14	3	4134.381	6.526334	0.003525	3.159908
Columns	28473.71	6	4745.619	7.491205	0.000388	2.661305
Error	11402.86	18	633.4921			
Total	52279.71	27				

Interpretation: The p-value for the calculated value of F notice that the p-value or probability of obtaining an F statistic of 3.159908 or larger when the null hypothesis is true is 0.003525. Since the p-value is less than the specified alpha of 0.05, the null hypothesis is rejected; there is a significant statistical difference between the means of each age group

Columns refers to the seven categories of car's brand image: Maruti Suzuki Alto K10, Hundai I10, Renault Kwid, Ford Figo, Nissan Micra, Volks Wagen Polo, Datson Go+. The p-value in is very close to 0. This means that the probability of obtaining an F statistic of 2.661305 or larger when the null hypothesis is true is also very close to 0. Since the p-value is less than the specified alpha of 0.05 and the calculated F statistic is much larger than the value for F crit, the null hypothesis is rejected. There is a significant statistical difference in the calculated means of the seven categories.

Table 05: Factors influencing buyer behaviour

Sl.No	component	Eigen Values		
		Total	% of Variance	Cumulative %
1	Friends Advice	1.176	11.759	11.759
2	Neighbour's advice	1.110	11.098	22.857
3	Media impact	1.094	10.944	33.801
4	Self-dream	1.082	10.823	44.624
5	Relatives advice	1.012	10.123	54.747
6	Family members	.992	9.923	64.671
7	Colleagues advice	.965	9.649	74.320
8	references	.910	9.104	83.424
9	Mechanic/ Technician advice	.852	8.515	91.939
10	None	.806	8.061	100.000

Source: Primary data

Table 06: Factor analysis

FACTOR I PERSONAL FACTOR	FACTOR II EXTERNAL FACTORS	FACTOR III: INDIVIDUAL FACTOR	FACTOR IV: NON-PERSONAL FACTORS	FACTOR V: OTHER FACTORS
Friends Advice	Neighbours Advice	Self-dream	Media	Relatives advice
Family members	Colleagues Advice	-	References	Mechanic Advice
-	-	-	-	None

Source: Primary data

Extraction Method: Principal Component Analysis
From the Factor analysis five Factors are identified:

Factor – I (Personal Factors) the following factors has influence on small car Purchase
  i.   Family members
Factor –II (External Factors)
  i.   Colleagues Advice
Factor –III (Individual Factor)
  i.   Self-dream
Factor –IV (Non-Personal Factors)
  i.   Media
  ii.   References
Factor –V (other Factors)
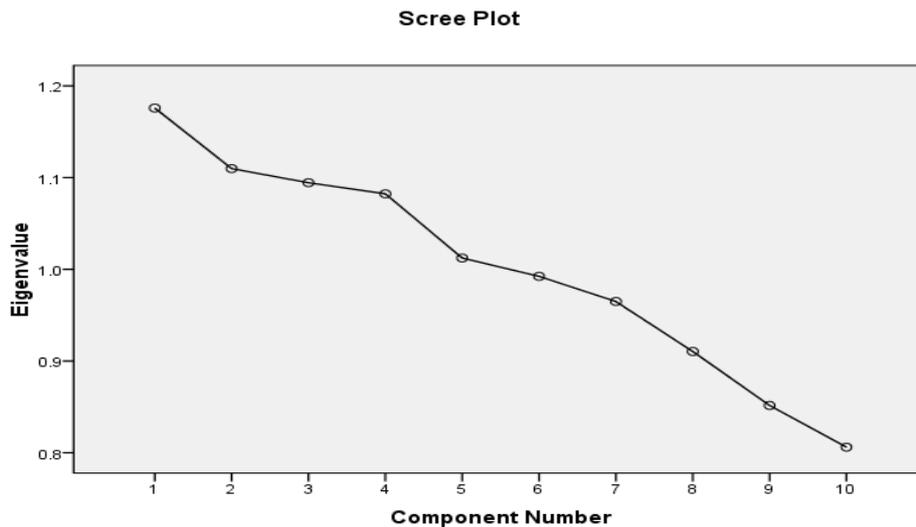 i.   Relatives advice
  ii.   Mechanic Advice
  iii. None.

Scree Plot

Figure 01: Scree Plot (*Source: Primary Data*)

Findings and Conclusions

Most of the respondents within in the age group of 21-30 years, it indicates that the respondents are self-driven and goal oriented and prefers to use car for their travel or personal transportation purpose. The car manufacturers must prefer to concentrate in promoting this segment of age group who are enthusiased, empowered and are independent.

1. Consumer behavior consists of all human behavior that goes in making before and post purchase decisions. One can succeed in the competitive market only after understanding the complex consumer behavior. An understanding of the consumer enables a marketer to take marketing decisions which are compatible with its consumer needs.

2. People are imagined mostly as (rational) consumers who purchase and drive cars.

3. Out of 10 factors specified they are 5 factors underlying the main factors have been personal factors, external factors, individual factors, non-personal and other factors were identified.

4. The study depicts various classes of consumer behavior determinants and expectations, namely socio-economic, psychological, political, geographical, and demographic and Technology. Further classification of human behaviors under main categories will enable car manufacturer to align their strategies in accordance to customer behavior.

5. When it came to choose in light of inclinations, individual priorities, the top opening parameters were -the need of the business firm, peer weight from other relatives owning an auto and updated the model to suit individual aspiration. Advertisers need to comprehend these prerequisites and centre their promoting techniques towards these consumer dreams.

6. Many consider that cars are owned, car-centered mobility is continuing as at present.

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