



A Study On Customer Buying Behaviour Towards Motor Vehicles In Hyderabad

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Abstract:

The automobile industry plays a significant role in economic growth and consumer lifestyle enhancement. The purchase of motor vehicles is influenced by various factors such as price, brand image, fuel efficiency, safety features, technology, financing options, and after-sales services. This study examines customer buying behaviour towards motor vehicles in Hyderabad. The research analyzes consumer preferences, purchasing patterns, factors influencing buying decisions, and satisfaction levels. The findings indicate that vehicle quality, fuel efficiency, safety features, and brand reputation are among the most important determinants of customer buying behaviour.

Keywords: Customer Buying Behaviour, Motor Vehicles, Consumer Preferences, Automobile Industry, Purchase Decision, Hyderabad.

Introduction:

The automobile industry has witnessed rapid growth due to increasing urbanization, rising income levels, and technological advancements. Motor vehicles have become an essential part of daily life, providing convenience, mobility, and comfort.

Consumer buying behaviour refers to the decision-making process through which customers select, purchase, and use products. In the automobile sector, buying decisions are generally influenced by economic, social, cultural, and personal factors. Understanding customer preferences helps automobile manufacturers and dealers design effective marketing strategies.

This study focuses on analyzing the buying behaviour of customers towards motor vehicles in Hyderabad.

Literature Review:

Kotler and Keller (2021) The authors stated that consumer buying behaviour is influenced by cultural, social, personal, and psychological factors.

Sharma and Gupta (2022) The study found that fuel efficiency and vehicle performance significantly influence automobile purchase decisions.

Kumar (2023) The researcher highlighted that brand image and customer reviews play an important role in vehicle selection.

Singh and Verma (2024) The study emphasized that financing facilities and after-sales services affect customer satisfaction and loyalty.

Mehta and Rao (2024) The researchers concluded that safety features and advanced technology are increasingly becoming important factors in vehicle purchasing decisions.

The literature suggests that price, quality, brand reputation, safety, and service quality significantly influence motor vehicle buying behaviour.

Objectives of the Study:

1. To understand customer buying behaviour towards motor vehicles.
2. To identify factors influencing vehicle purchase decisions.
3. To analyze customer preferences regarding different vehicle attributes.
4. To evaluate customer satisfaction with purchased vehicles.
5. To suggest measures for improving customer satisfaction and marketing effectiveness.

Research Questions:

1. What factors influence customers when purchasing motor vehicles?
2. Which vehicle attributes are most important to customers?
3. How does brand reputation affect buying decisions?
4. What role do financing and after-sales services play in customer satisfaction?
5. What improvements can enhance customer buying experience?

Research Methodology:**Research Design:**

Descriptive Research Design.

Sources of Data:**Primary Data:**

- Structured Questionnaire
- Personal Interviews with Vehicle Owners

Secondary Data:

- Automobile Industry Reports
- Research Journals
- Company Publications
- Articles and Websites

- Market Reports

Sampling Technique:

Convenience Sampling.

Sample Size:

100 Motor Vehicle Owners in Hyderabad.

Data Collection Tools:

Questionnaire and Interview Schedule.

Statistical Tools:

- Percentage Analysis
- Tables and Charts
- Mean Analysis

Study Period:

January 2026 – April 2026.

Data Analysis:

Table 1: Primary Factor Influencing Vehicle Purchase

Factor	Respondents	Percentage
Price	25	25%
Fuel Efficiency	30	30%
Brand Image	20	20%
Safety Features	15	15%
After-Sales Service	10	10%
Total	100	100%

Interpretation: Fuel efficiency is the most important factor influencing vehicle purchase decisions.

Table 2: Preferred Type of Vehicle

Vehicle Type	Respondents	Percentage
Hatchback	30	30%
Sedan	20	20%
SUV	40	40%
Others	10	10%
Total	100	100%

Interpretation: SUVs are the most preferred type of vehicle among respondents.

Table 3: Satisfaction with Vehicle Purchase

Opinion	Respondents	Percentage
Highly Satisfied	35	35%
Satisfied	45	45%
Neutral	12	12%
Dissatisfied	8	8%
Total	100	100%

Interpretation: Most respondents are satisfied with their vehicle purchase decisions.

Findings:

1. Fuel efficiency is a major factor influencing vehicle purchases.
2. Brand reputation significantly affects customer preferences.
3. SUVs are increasingly preferred due to comfort and performance.
4. Safety features are becoming an important consideration among buyers.
5. Financing options influence purchasing decisions.
6. After-sales service contributes to customer satisfaction and loyalty.
7. Most customers conduct online research before purchasing vehicles.

Suggestions:

1. Automobile companies should focus on fuel-efficient and environmentally friendly vehicles.
2. Enhance safety features to meet evolving customer expectations.
3. Provide attractive financing schemes and flexible payment options.
4. Strengthen after-sales service and maintenance support.
5. Improve digital marketing and online customer engagement.
6. Offer extended warranties and value-added services.

7. Conduct customer awareness programs regarding vehicle features and maintenance.

Conclusion:

Customer buying behaviour towards motor vehicles is influenced by multiple factors including fuel efficiency, price, brand image, safety features, financing facilities, and after-sales services. The study concludes that consumers in Hyderabad place significant importance on vehicle performance, fuel economy, and brand reputation while making purchase decisions. Automobile manufacturers and dealers must focus on customer-centric strategies, technological innovation, and service excellence to enhance customer satisfaction and remain competitive in the market.

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