

## INFLUENCE OF THE AGE ON BRAND KNOWLEDGE OF OWNERS TOWARDS HATCHBACK CARS

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### Abstract

*In this study, the variance between the socio-economic status and usage pattern of car and factors of brand knowledge of owners towards hatchback cars such as brand preference, repurchase intention, brand experience, brand attributes, brand price, brand appearance, and self-congruity have been analysed through one-way ANOVA and Independent Sample 't' test. The ANOVA is used to find variation among the two more variables and the 't' test is applied for dichotomous variables. The factors of brand knowledge of owners towards hatchback cars and socio-economic status and usage patterns of a car are considered as dependent and independent variables respectively.*

**Key Words:** Hatchback Cars, Influence of Age, Usage Pattern

### 1.1 Introduction

In this study, the variance between the socio-economic status and usage pattern of car and factors of brand knowledge of owners towards hatchback cars such as brand preference, repurchase intention, brand experience, brand attributes, brand price, brand appearance, and self-congruity have been analysed through one-way ANOVA and Independent Sample 't' test. The ANOVA is used to find variation among the two more variables and the 't' test is applied for dichotomous variables. The factors of brand knowledge of owners towards hatchback cars and socio-economic status and usage patterns of a car are considered as dependent and independent variables respectively.

### 1.2 Need for the study

Due to the impact of Liberalization and Globalization, huge growth potentials and new vistas were opened up for the car manufacturers at global level. Positive changes in the purchasing power and life style of the people resulted into the use of hatchback cars. Marketers and advertisers were doing continuous researches about the preferences and changing mind sets of the consumers. Buying behaviour needs to be analyzed among different market segments. Manufacturers and marketers must understand to read the attitudes and perceptions of buyers of hatchback cars along with their level of satisfaction, hence the need for the present study.

### 1.3 Statement of the Problem

Owing to the stiff competition for hatchback cars are prevailing at global level, Indian marketers were paying special attention to increase the sales of hatchback cars. Various brands are competing each other to capture sizeable market share. Massive advertisements and use of digital technology make the variety of choices. Brand awareness and global level contacts and communication play a significant role to influence the perception and choice of consumers in one hand and product quality on the other hand.

Buying decisions of consumers includes many processes including the authentication of dealers. Misrepresentation of real conditions of the car and hiding the facts about the cars were the major issues which make buying decisions so complex. Most of the buyers were misled by the dealers, manufacturers and other sellers with regard to manufacturing defects, price, quality and working conditions of the vehicle. However, poor quality of roads and lack of infrastructural facilities affect the sale of hatchback cars in India. Consumers always correspond with the descriptions of manufacturers. When there is a mismatch between the descriptions and actual performance, the car owners were dissatisfied. Sometimes, offers were given during the month of December to attract the customers to purchase the previous year car tactfully.

Problems in credit insurance, attraction through advertisements, poor after sales service and support, fast changing life styles, lapse of technology, spare parts unavailability, strict rules and regulations of Financial Institutions etc. influence the purchase behaviour of car owners of hatchback cars. Therefore, there is a need to conduct empirical surveys to observe the changing intentions of consumers from time to time, hence the present study.

#### 1.4 Research Objectives

- i) Influence of the Age on Factors of Brand Knowledge of Owners towards Hatchback Cars.

#### 1.5 Hypotheses of the study

**H<sub>01</sub>:** There no relationship between socio-economic status and usage pattern of hatchback cars and brand knowledge.

#### 1.6 Research Methodology

The study is analytical in nature. Primary data has been collected through well structured questionnaire among the hatchback car owners chosen from four revenue divisions in Salem District. In order to understand the trend, status and progress of automobile industry and car markets, secondary data has been used in the relevant places by referring various sources viz., books, reports, magazines, web portals etc.

#### 1.7 Sampling Framework

For the present investigation, hatchback car owners are the target population. The use of hatchback cars is high in the areas with more number of middle-income group and industrial based areas. Basically, Salem district is business-oriented and possesses a greater number of the middle-income group population. Therefore, the Salem district of Tamilnadu is purposively selected as a study area. The study used the proportionate random sampling method for collecting qualitative data.

The sample size was determined by adapting the Cochran principle to an infinite population:

$$n = \frac{Z^2 pq}{e^2}$$

$$n = \frac{1.96^2 \times 0.5 \times 0.5}{0.035^2} = 784$$

Where,

Z = 1.96 (95% Confidential Level)

P = 0.05

q = (1-p) = 0.5

e = Acceptable Error = 3.5% i.e, 0.035

According to Cochran’s sampling procedure, a sample size of 784 is needed. So, the researcher decided to collect data from the 784 hatchback car owners. The study covers 196 hatchback car owners from each 4 revenue divisions of the Salem District, namely Salem, Attur, Mettur, and Sankagiri (Exhibit - 1).

**Exhibit 1: Sample Size**

<b>Block</b>	<b>Total</b>
Attur	196
Mettur	196
Salem	196
Sankagiri	196
<b>Total</b>	<b>784</b>

**1.8 Statistical Tools Used**

Qualitative data collected from hatchback owners in the Salem district has been coded and tabulated and analyzed with the help of the popular and widely agreed software so-called SPSS. The following statistical techniques are employed for presenting and analyzing the qualitative data.

- The ANOVA and Independent Sample ‘t’ test are being used to find variations in the opinion of owners based on their socio-economic status and usage pattern of the car concerning factors of brand knowledge and satisfaction of owners towards hatchback cars. The ANOVA is used to find variation among the two more variables and the ‘t’ test is applied for dichotomous variables.

**1.9 Results and Discussion**

In this section, the demographic profile of the respondents has been presented. The demographic profile of the respondents has been presented. The demographic factors play an important role in the purchase and the ownership of the family car. These factors influence the various decisions such as the category of car owned and potential car buyer. The demographic factors also play an important role in shaping up the opinion of the car owner and potential car buyers on various issues pertaining to the family car market. The demographic factors include age, gender, education, employment, income, family size, occupational status and number of earning members in the family.

**Table - 1**  
**Demographic Characteristics of Respondents Using Hatchback Cars**

Category		Frequency (N = 392)	%
Age	Below 35 (Young)	98	24.9
	36-55 (Middle)	131	33.4
	Above 55 (Old)	164	41.7
Gender	Male	230	58.5
	Female	163	41.5
Educational Qualification	School Level	61	15.6
	Diploma /Technical	122	31.1
	Graduate	147	37.4
	Professional	63	15.9
Marital Status	Single	130	33.2
	Married	262	66.8
Nature of Family	Joint Family	262	66.8
	Nuclear	130	33.2
Family Size	Upto 3	65	16.6
	4-6	131	33.4
	6-8	164	41.7
	Above 8	33	8.3
Occupation	Agriculturalist	99	25.1
	Government Employee	131	33.4
	Private Employee	65	16.6
	Business	33	8.3
	Student	65	16.6
Family Income (pm)	Below ₹50,000	31	7.9
	₹50,001-1,00,000	46	11.7
	₹1,00,000-1,50,000	221	56.3
	Above ₹1,50,000	95	24.1

Demographic characteristics of respondents using Hatchback cars revealed that one fourth of them belonged to young strata in the total sample size. Most of them (41.7 percent) were in the age brackets of above 55 years. Rest of them were in the middle age group. Male respondents (58.5 percent) were abounding in the sample. Except few respondents having school level education, (15.6 percent), rest of them have completed diploma / technical degrees or graduation or professional courses. Majority of the respondents were married and they were following joint family system. Most of them had either 4-6 dependents or 6-8 dependents. More Agriculturists and Government employees were using hatchback cars than other occupation categories. 56.3

percent of them were earning income ranging ₹1,00,000-1,50,000. Thus, Respondents with moderate and sound economic background have attracted by hatchback cars.

**Influence of Age and Usage Pattern of Hatchback Cars on Factors of Brand Knowledge of Owners towards Hatchback Cars**

In this study, the variance between the age and usage pattern of car and factors of brand knowledge of owners towards hatchback cars such as brand preference, repurchase intention, brand experience, brand attributes, brand price, brand appearance, and self-congruity have been analysed through one-way ANOVA and Independent Sample ‘t’ test. The ANOVA is used to find variation among the two more variables and the ‘t’ test is applied for dichotomous variables. The factors of brand knowledge of owners towards hatchback cars and socio-economic status and usage patterns of a car are considered as dependent and independent variables respectively.

**Table - 2**  
**Influence of the Age on Factors of Brand Knowledge of Owners towards Hatchback Cars**

Factors	Age	$\bar{x}$	$\sigma$	F	Sig.
Brand Preference	Below 35 (Young)	18.5128	5.89807	25.186	.000
	36-55 (Middle)	21.6260	4.19603		
	Above 55 (Old)	20.0031	4.18550		
	Total	20.1747	4.81524		
Repurchase Intention	Below 35 (Young)	9.9590	3.39775	49.167	.000
	36-55 (Middle)	11.2176	1.82427		
	Above 55 (Old)	9.3914	1.58007		
	Total	10.1429	2.37484		
Brand Experience	Below 35 (Young)	29.2308	5.09427	.048	.953
	36-55 (Middle)	29.2824	4.17945		
	Above 55 (Old)	29.1621	4.84369		
	Total	29.2194	4.69290		
Brand Attributes	Below 35 (Young)	28.4205	4.57893	6.192	.002
	36-55 (Middle)	27.7786	3.42358		
	Above 55 (Old)	28.9511	4.10118		
	Total	28.4273	4.04475		
Brand Price	Below 35 (Young)	11.8769	.73585	91.090	.000
	36-55 (Middle)	11.3740	1.24313		
	Above 55 (Old)	12.7034	1.38819		
	Total	12.0536	1.33799		
Brand Appearance	Below 35 (Young)	11.2462	1.54350	100.795	.000
	36-55 (Middle)	12.9580	1.47850		
	Above 55 (Old)	12.8960	1.31819		
	Total	12.5064	1.60299		

Factors	Age	$\bar{x}$	$\sigma$	F	Sig.
Self-congruity	Below 35 (Young)	11.3897	1.12236	50.721	.000
	36-55 (Middle)	12.7366	1.27581		
	Above 55 (Old)	12.1529	1.65447		
	Total	12.1582	1.50112		

The mean values depict that owners of hatchback cars in the middle-age group are highly influenced by brand preference, repurchase intention, brand experience, brand appearance, and self-congruity. So, the owners of the hatchback car in the old-age group are highly influenced by brand attributes and brand price.

The ANOVA result explores that factors of brand knowledge of owners towards hatchback cars such as brand preference, repurchase intention, brand attributes, brand price, brand appearance, and self-congruity have significantly varied with the age of car owners ( $p < 0.05$ ). But, the brand experience has not significantly differed with the age of car owners ( $p > 0.05$ ).

**Conclusion**

The owners of hatchback cars in the middle-age group are highly influenced by brand preference, repurchase intention, brand experience, brand appearance, and self-congruity. The owners of the hatchback car in the old-age group are highly influenced by brand attributes and brand price. Factors of brand knowledge such as brand preference, repurchase intention, brand attributes, brand price, brand appearance, and self-congruity have significantly varied with the age of car owners.

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