

“Study of Demographic profile of Passenger Car Owners and awareness of Vehicle Detailing Services”

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1. INTRODUCTION:

Consumer behavior and Vehicle Detailing Services:

Any Consumer behavior study is evergreen and changing topic and subject of research. Consumer behavior changes daily, place to place, age to age etc., has always remained a challenge to Marketing folks. It normally attempts to understand the decision processes of consumer, both in individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographical and behavioral variables in an attempt to understand people's wants.

It is the study of groups, individuals, organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It also tastes and balances elements from psychology, sociology, marketing and economics. It also tries to influence the consumer from different groups like family, friends, reference groups, and society etc. Customer behavior study is based on consumer buying behavior, with the customer playing the different distinct roles of user, payer and buyer in different buying and selling process on day to day life. Research has shown that consumer behavior is difficult to predict, even for experts in the field it is difficult to judge.

Factors affecting Consumer behavior

Various other factors that affects the purchases of consumer such as Social, Cultural, Personal, Psychological and Economical.

Social factors affect consumer behavior significantly, like Reference groups, Family, Role and Status always impact lifestyle and the buying behavior of consumers.

Reference groups like opinion leader, a person or opinion leader influences other because of his special skill and knowledge. Example in Dental Industry Key Opinion Leaders plays a role of Opinion leader.

Buyer behavior generally get influenced by the member of a family, family member normally decision maker or person having authority.

Each human being holds roles and status in the society. We can take an example of working men and woman for study; their decisions will change as per purchase need like buying outfit for company and buying household things.

Cultural Factors are normally consumer receive and learned from their near family members, religion, people around them shows strong influence on consumer buyer behavior. Cultural Factors include the basic values, needs, wants, preferences, perceptions. Cultural factor is also a combination of Culture, Sub-culture and Social Class.

Personal Factors that are personal to the consumers, influence their individual buying behavior. These personal factors change from person to person. Example Age, Income, Occupation, Lifestyle.

Psychological Factors Human mind psychology is a major determinant of consumer behavior. Psychological factor is tough to understand as well as measure but powerful enough to influence a buying decision. Strong drivers are Motivation, Perception, Learning, Attitude.

Economical Factors have significant influence on the buying decision of a consumer. Some of the important economic factors are: Personal Income, Family Income, Consumer Credit, Liquid Assets, Savings.

Economical factors are the factors which are wider in nature. The consumer buying habits and decisions greatly depend on the economic situation of a country or a market.

Example current Covid-19 situation is great example to understand Economical Factor, where

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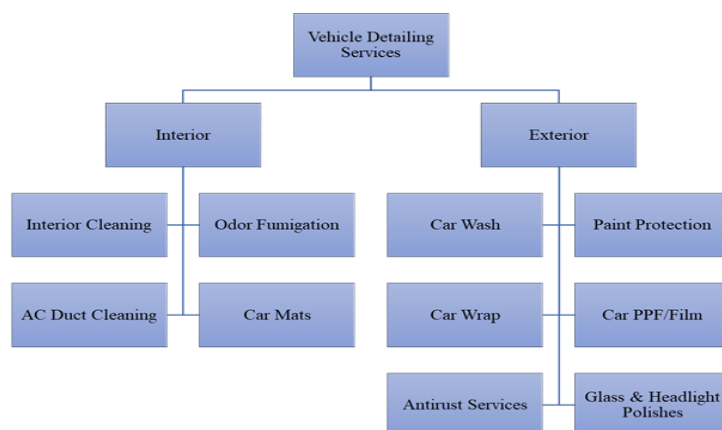
Economy is showing slow growth, so different markets are showing slower growth, unemployment has seen in this period as well as struggling phase of small business also noticeable. Badly affected industries like Hotel, Aviation, Tourism are facing huge impact during this time.

So, to list out different Demographic factors like; Age, Gender, Marital Status, Income, Family background, Education, Occupation, Family size, Geographic factors, Psychological factors affect consumer behavior.

Vehicle Detailing Services:

Auto detailing is systematic activity of performing operations and procedures that keep the vehicle in its best possible condition, and improves cosmetic appearance, as opposed to mechanical. Vehicle Detailing Services mainly has two categories interior and exterior. Exterior detailing involves cleaning and restoring or exceeding the original condition of the surface of the car's finish, chrome trim, windows, wheels, and tires as well as other visible parts on the vehicle exterior. Car Wrap and Paint Protection Film, Car Mat are new products which for improving Car Appearance, Performance and Maintenance.

Figure Types of Vehicle Detailing Services



Interior Cleaning, Exterior Cleaning and Polishing, Underbody Antirust solutions, Engine Rejuvenation External, Headlight Cleaning and Polishing, Alloy Wheel Protection, Glass Cleaning and Polish, AC Duct cleaning, Silencer Coatings, Car Wash, Waterless Wash etc. Waterless wash or Dry wash – Cleaning of car surface with the help of Waterless wash chemical and save water, 150 lit per vehicle approximately.

India's car detailing space, continuously acquiring popularity, and is set to become a lucrative business as car owners begin to take pride in the ownership of their passenger vehicles.

Many players are present in Vehicle Detailing Services and product manufacturing as well as sale in India; 3M Car Care, US MNC having India operations with Bangalore as Head office, Waxoyl Opulent India Ltd. Opulent India tie up with Waxoyl AG, Switzerland, Liqui Moly Germany based company deals in Car Polishing products, operated in India with Delhi base Fucon Technologies Pvt Ltd., Diamondbrite India, Diamondbrite is the brand of Jewelultra Ltd, a Kent based company, Magsol Pune base company, Wurth India etc are the organised players in this segment.

2. LITERATURE REVIEW:

According to **Gajjar (2013)**, the consumer behavior is defined as the behavior of the customer display in searching for evaluating and disposing of products and services which they expect has satisfied their needs. The personal consumer and the organizational consumer are the two different kinds of consuming entities. The behavior of consumer has focused on how individuals make decisions to spend the available resources such as time, money and effort. In

other words, the consumer behavior includes mental activity, emotional and physical which people use during selection, purchase, dispose of products and services that satisfy the need and desire of customer. All consumers have difference in terms of thoughts, decisions and feelings. Consumer behavior has the tendency to meet the needs and demands of him (**Jedddi et al, 2013**). In fact, the behavior is act as the tool to achieve the objectives and consumer target has derived from his desires as well. In other words, the consumer behavior is the way an individual act while using the services and goods (**Jisana, 2014**). Further, it is referred as the vast and complex subject. Cultural factors, social factors, personal, demographical and psychological factors are some of the factors influencing the consumer behavior. Rakesh Kumar and Ramesh Kumar (April 2019) – Studied Impact of Various Demographic Factors on Consumer Behavior, in Rural Himachal Pradesh with specific to Electronic Products. It has been concluded that demographic factors have significant impact on Consumer behavior

3. RESEARCH GAP:

After the detail study of review literature, it has found that ample research has been already completed to understand consumer behavior in industry like Automobile, but it has also seen that study on Demographic profile of Passenger Car Owners and awareness of Vehicle Detailing Services needed to explore the concept of Vehicle Detailing Services.

4. OBJECTIVES OF STUDY:

1. To study factors affecting Consumer behavior and Concept of Vehicle Detailing Services.
2. To identify the demographic profile of passenger car owners.
3. To study awareness of Passenger car owners towards Vehicle Detailing Services.
4. To study relationship between Demographic profile and Consumer awareness towards Vehicle Detailing Services.

5. RESEARCH METHODOLOGY:

Research study was undertaken using Empirical research design with the help of survey method. Secondary data collected from studying Research Papers, Automobile sites & blogs, Research Agency reports etc.

Primary data for this research was collected with the help of survey method. The survey was conducted with the help of structured questionnaire designed to collect primary information from Passenger Car owners.

6. SAMPLE SIZE:

Convenience sampling method used for collecting responses and 211 responses collected for study.

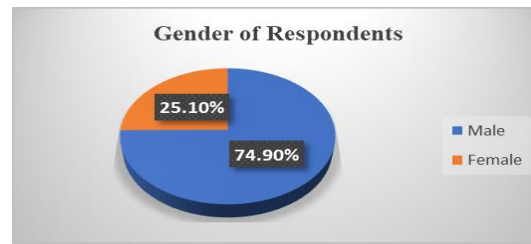
7. DATA ANALYSIS & INTERPRETATION:

7.1 To identify the demographic profile of passenger car owners

Table 7:1:1 Gender of Respondents

Gender	Frequency	Percent
Male	158	74.9%
Female	53	25.1%
Total	211	100.0%

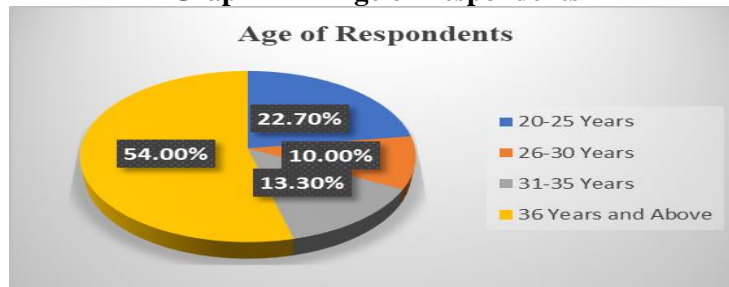
Graph 7-1-1 Gender of Respondents

**Observation:**

The descriptive analysis has shown that 74.9% respondents are Male and 25.1% are Female among all 211 consumers who have availed car detailing services.

Table 7:1:2 Age of Respondents

Age group	Frequency	Percent
20-25 Years	48	22.7%
26-30 Years	21	10.0%
31-35 Years	28	13.3%
36 Years and Above	114	54.0%
Total	211	100.0%

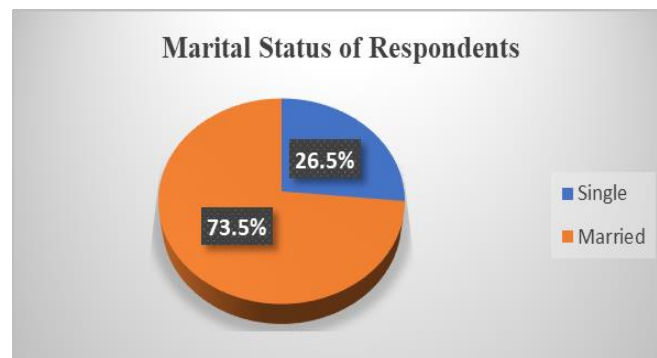
Graph 7-1-2 Age of Respondents**Observation:**

It is observed that 22.7% (48) respondents fall in the age group of 20-25 years followed by 10.0% (21) in age group of 26-30 years, 13.3% (28) in age group of 31-35 years, and 54.0% (114) in age group of 36 years and above among the total of 211 respondents.

Table 7:1:2 Marital Status of Respondents

Marital Status	Frequency	Percent
Single	56	26.5%
Married	155	73.5%
Total	211	100.0%

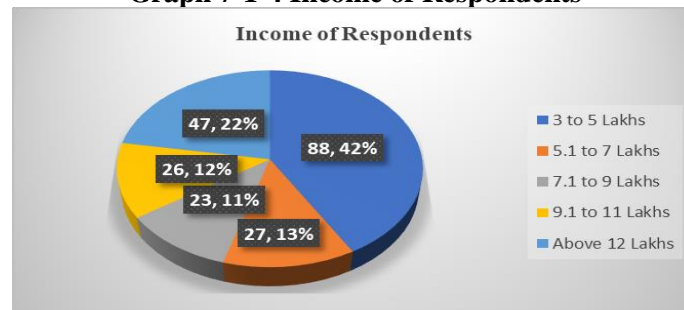
Graph 7-1-3 Marital Status of Respondents

**Observation:**

As shown in above table, 73.5% (155) respondents were from Married groups and 26.5% (56) has represented group of Single respondents among the 211 total respondents surveyed.

Table 7:1:3 Income of Respondents

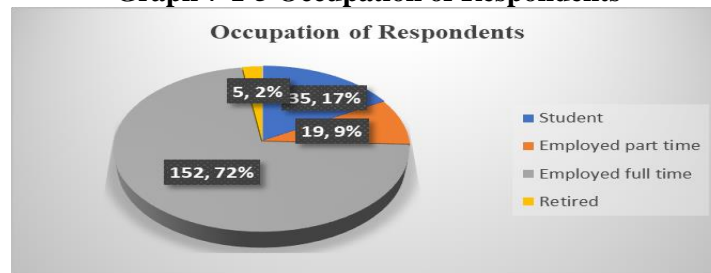
Income	Frequency	Percent
3 to 5 Lakhs	88	41.7%
5.1 to 7 Lakhs	27	12.8%
7.1 to 9 Lakhs	23	10.9%
9.1 to 11 Lakhs	26	12.3%
Above 12 Lakhs	47	22.3%
Total	211	100.0%

Graph 7-1-4 Income of Respondents**Observation:**

It is observed that, 41.7% (88) respondents were from income group between 3 to 5 lakhs, 12.8% (27) respondents were from income group between 5.1 to 7 lakhs, 10.9% (23) respondents were from income group between 7.1 to 9 lakhs, 12.3% (26) respondents were from income group between 9.1 to 11 lakhs and 22.3% (47) respondents were above 12 lakhs income group among total of 211 respondents.

Table 7:1:4 Occupation of Respondents

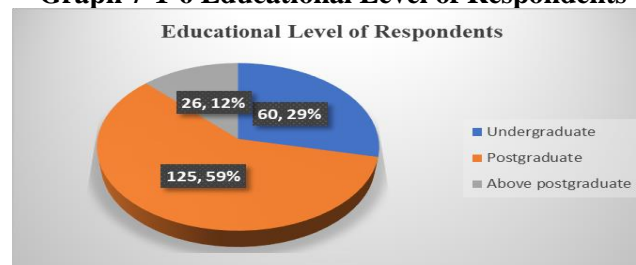
Occupation	Frequency	Percent
Student	35	16.6%
Employed part time	19	9.0%
Employed full time	152	72.0%
Retired	5	2.4%
Total	211	100.0

Graph 7-1-5 Occupation of Respondents**Observation:**

It is observed that 16.6% (35) of respondents were from the group of students by profession followed by, 9.0% (19) respondents were Employed Part time, 72.0% (152) respondents who are representing group of full time employed respondents, 2.40% (5) who were from Retired group of respondents among total of 211 respondents.

Table 7:1:5 Educational Level of Respondents

Educational Level	Frequency	Percent
Undergraduate	60	28.4%
Postgraduate	125	59.2%
Above postgraduate	26	12.3%
Total	211	100.0%

Graph 7-1-6 Educational Level of Respondents**Observation:**

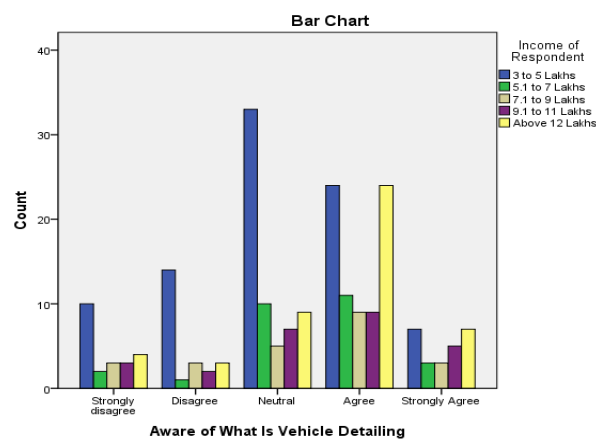
It is observed that 28.4% (60) respondent were Undergraduate followed by 59.2% (125) Postgraduate and 12.3% (26) above Postgraduate.

7.2 To study awareness of Passenger car owners towards Vehicle Detailing Services.

The awareness of the car detailing consumers was measured for parameters like their awareness about What is Vehicle detailing, Procedures involved in Vehicle detailing, and Car detailing benefits given under car detailing. The parameters were measured using 5-point agreement scale indicating 1 as strongly disagree, 2- disagree, 3 – Neutral, 4 – Agree and 5 was Strongly Agree.

Table 7:2:1 Aware of What Is Vehicle Detailing * Income of Respondent

		Income of Respondent					Total
		3 to 5 Lakhs	5.1 to 7 Lakhs	7.1 to 9 Lakhs	9.1 to 11 Lakhs	Above 12 Lakhs	
Aware of What Is Vehicle Detailing	Strongly disagree	10	2	3	3	4	22
	Disagree	14	1	3	2	3	23
	Neutral	33	10	5	7	9	64
	Agree	24	11	9	9	24	77
	Strongly Agree	7	3	3	5	7	25
Total		88	27	23	26	47	211



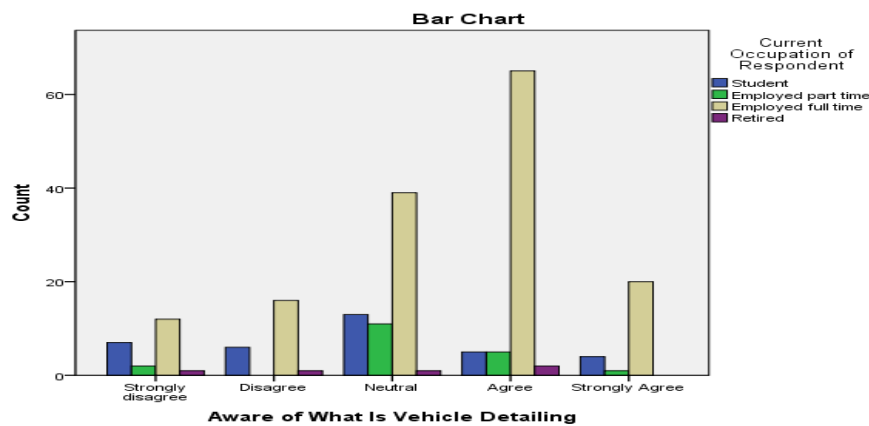
From the above table it is indicated that consumer awareness about **What is Vehicle Detailing * Income of Respondent** is as below;

3 to 5 lakh Income of Respondent (65%), 5.1 to 7 lakh Income of Respondent (48%), 7.1 to 9 lakh Income of Respondent (48%), 9.1 to 11 lakh Income of Respondent (46%), Above 12 lakh Income of Respondent (34%) given their opinion as disagree or neutral on awareness about vehicle detailing.

3 to 5 lakh Income of Respondent (35%), 5.1 to 7 lakh Income of Respondent (52%), 7.1 to 9 lakh Income of Respondent (52%), 9.1 to 11 lakh Income of Respondent (54%), Above 12 lakh Income of Respondent (66%) given their opinion as agree or strongly agree on awareness about vehicle detailing.

Table 7:2:2 Aware of What is Vehicle Detailing * Current Occupation of Respondent

		Current Occupation of Respondent				Total
		Student	Employed part time	Employed full time	Retired	
Aware of What Is Vehicle Detailing	Strongly disagree	7	2	12	1	22
	Disagree	6	0	16	1	23
	Neutral	13	11	39	1	64
	Agree	5	5	65	2	77
	Strongly Agree	4	1	20	0	25
Total		35	19	152	5	211



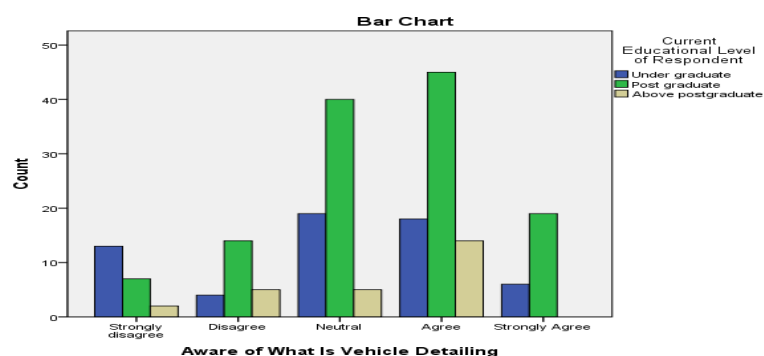
From the above table it is indicated that consumer awareness about **What is Vehicle Detailing** * **Occupation of Respondent** is as below;

Student Respondent (74%), Employed part time Respondent (68%), Employed full time Respondent (44%), Retired Respondent (60%) given their opinion as disagree or neutral on awareness about vehicle detailing.

Student Respondent (26%), Employed part time Respondent (32%), Employed full time Respondent (56%), Retired Respondent (40%) given their opinion as agree or strongly agree on awareness about vehicle detailing.

Table 7:2:3 Aware of What is Vehicle Detailing * Current Educational Level of Respondent

		Current Educational Level of Respondent			Total
		Under-graduate	Post-graduate	Above postgraduate	
Aware of What Is Vehicle Detailing	Strongly disagree	13	7	2	22
	Disagree	4	14	5	23
	Neutral	19	40	5	64
	Agree	18	45	14	77
	Strongly Agree	6	19	0	25
Total		60	125	26	211



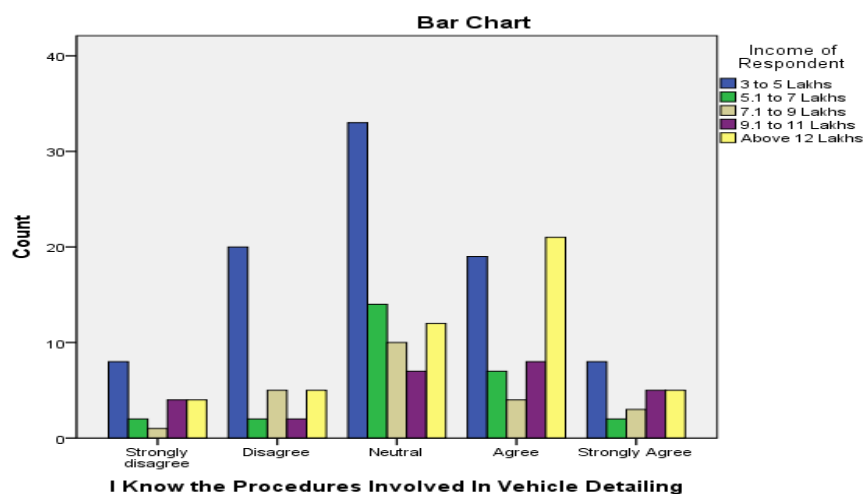
From the above table it is indicated that consumer awareness about **What Is Vehicle Detailing** * **Educational level of Respondent** is as below;

Undergraduate Respondent (60%), Postgraduate Respondent (49%), Above postgraduate Respondent (46%) given their opinion as disagree or neutral on awareness about vehicle detailing.

Undergraduate Respondent (40%), Postgraduate Respondent (51%), Above postgraduate Respondent (54%) given their opinion as agree or strongly agree on awareness about vehicle detailing.

Table 7:2:4 I Know the Procedures Involved in Vehicle Detailing * Income of Respondent

		Income of Respondent					Total
		3 to 5 Lakhs	5.1 to 7 Lakhs	7.1 to 9 Lakhs	9.1 to 11 Lakhs	Above 12 Lakhs	
I Know the Procedures Involved in Vehicle Detailing	Strongly disagree	8	2	1	4	4	19
	Disagree	20	2	5	2	5	34
	Neutral	33	14	10	7	12	76
	Agree	19	7	4	8	21	59
	Strongly Agree	8	2	3	5	5	23
Total		88	27	23	26	47	211



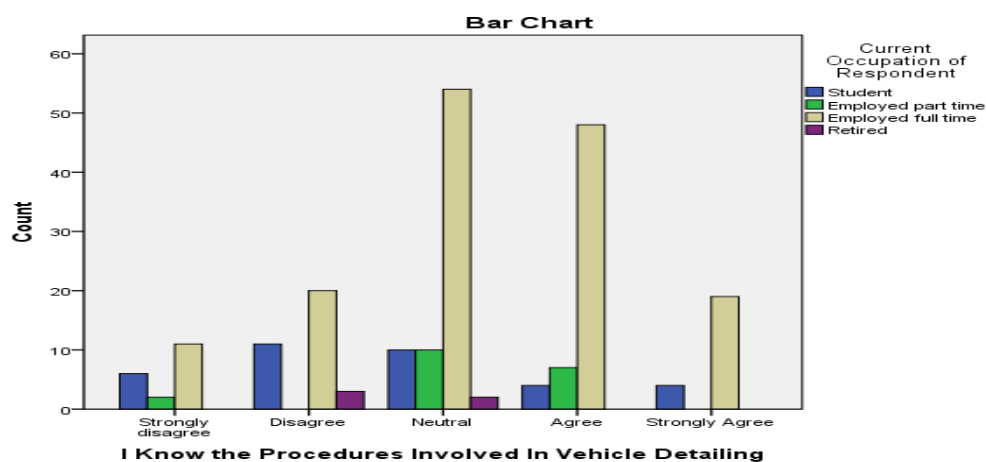
From the above table it is indicated that consumer awareness about **I Know the Procedures Involved in Vehicle Detailing * Income of Respondent** is as below;

3 to 5 lakh Income of Respondent (69%), 5.1 to 7 lakh Income of Respondent (67%), 7.1 to 9 lakh Income of Respondent (70%) , 9.1 to 11 lakh Income of Respondent (50%), Above 12 lakh Income of Respondent (45%) given their opinion as disagree or neutral on awareness about Procedures Involved in Vehicle Detailing.

3 to 5 lakh Income of Respondent (31%), 5.1 to 7 lakh Income of Respondent (33%), 7.1 to 9 lakh Income of Respondent (30%) , 9.1 to 11 lakh Income of Respondent (50%), Above 12 lakh Income of Respondent (55%) given their opinion as agree or strongly agree on awareness about Procedures Involved in Vehicle Detailing.

Table 7:2:5 I Know the Procedures Involved in Vehicle Detailing * Current Occupation of Respondent

		Current Occupation of Respondent				Total
		Student	Employed part time	Employed full time	Retired	
I Know the Procedures Involved in Vehicle Detailing	Strongly disagree	6	2	11	0	19
	Disagree	11	0	20	3	34
	Neutral	10	10	54	2	76
	Agree	4	7	48	0	59
	Strongly Agree	4	0	19	0	23
Total		35	19	152	5	211



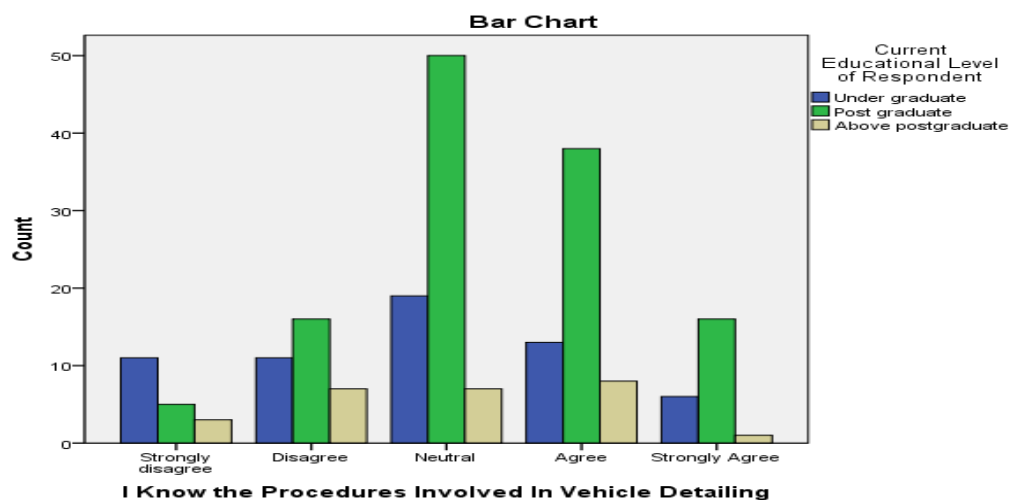
From the above table it is indicated that consumer awareness about **I Know the Procedures Involved in Vehicle Detailing * Occupation of Respondent** is as below;

Student Respondent (77%), Employed part time Respondent (63%), Employed full time Respondent (56%), Retired Respondent (100%) given their opinion as disagree or neutral on awareness about Procedures Involved in Vehicle Detailing.

Student Respondent (23%), Employed part time Respondent (37%), Employed full time Respondent (44%), Retired Respondent (0%) given their opinion as agree or strongly agree on awareness about Procedures Involved in Vehicle Detailing.

Table 7:2:6 I Know the Procedures Involved in Vehicle Detailing * Current Educational Level of Respondent

		Current Educational Level of Respondent			Total
		Under-graduate	Post-graduate	Above postgraduate	
I Know the Procedures Involved in Vehicle Detailing	Strongly disagree	11	5	3	19
	Disagree	11	16	7	34
	Neutral	19	50	7	76
	Agree	13	38	8	59
	Strongly Agree	6	16	1	23
Total		60	125	26	211



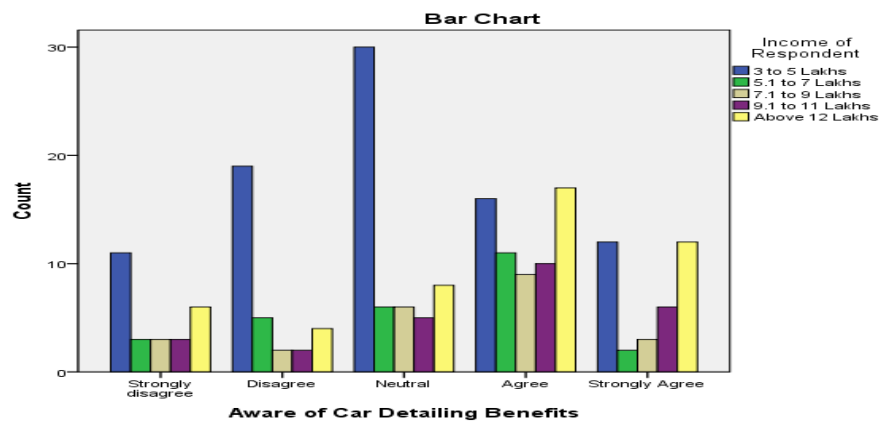
From the above table it is indicated that consumer awareness about **I Know the Procedures Involved in Vehicle Detailing * Educational Level of Respondent** is as below;

Undergraduate respondent (68%), Postgraduate Respondent (57%), Above Postgraduate Respondent (65%) given their opinion as disagree or neutral on awareness about Procedures Involved in Vehicle Detailing.

Undergraduate respondent (32%), Postgraduate Respondent (43%), Above Postgraduate Respondent (35%) given their opinion as agree or strongly agree on awareness about Procedures Involved in Vehicle Detailing.

Table 7:2:7 Aware of Car Detailing Benefits * Income of Respondent

		Income of Respondent					Total
		3 to 5 Lakhs	5.1 to 7 Lakhs	7.1 to 9 Lakhs	9.1 to 11 Lakhs	Above 12 Lakhs	
Aware of Car Detailing Benefits	Strongly disagree	11	3	3	3	6	26
	Disagree	19	5	2	2	4	32
	Neutral	30	6	6	5	8	55
	Agree	16	11	9	10	17	63
	Strongly Agree	12	2	3	6	12	35
Total		88	27	23	26	47	211



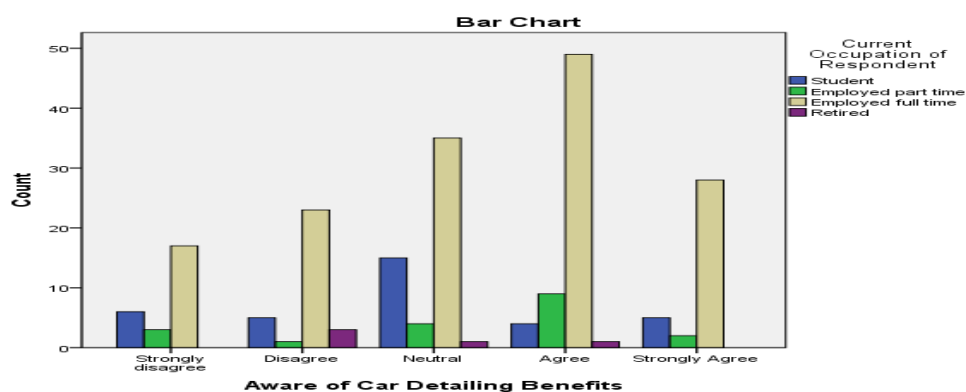
From the above table it is indicated that consumer awareness about **Car detailing benefits** * **Income of Respondent** is as below;

3 to 5 lakh Income of Respondent (68%), 5.1 to 7 lakh Income of Respondent (52%), 7.1 to 9 lakh Income of Respondent (48%), 9.1 to 11 lakh Income of Respondent (38%), Above 12 lakh Income of Respondent (38%) given their opinion as disagree or neutral on awareness about Car detailing benefits.

3 to 5 lakh Income of Respondent (32%), 5.1 to 7 lakh Income of Respondent (48%), 7.1 to 9 lakh Income of Respondent (52%), 9.1 to 11 lakh Income of Respondent (62%), Above 12 lakh Income of Respondent (62%) given their opinion as agree or strongly agree on awareness about Car detailing benefits.

Table 7:2:8 Aware of Car Detailing Benefits * Current Occupation of Respondent

		Current Occupation of Respondent				Total
		Student	Employed part time	Employed full time	Retired	
Aware of Car Detailing Benefits	Strongly disagree	6	3	17	0	26
	Disagree	5	1	23	3	32
	Neutral	15	4	35	1	55
	Agree	4	9	49	1	63
	Strongly Agree	5	2	28	0	35
Total		35	19	152	5	211



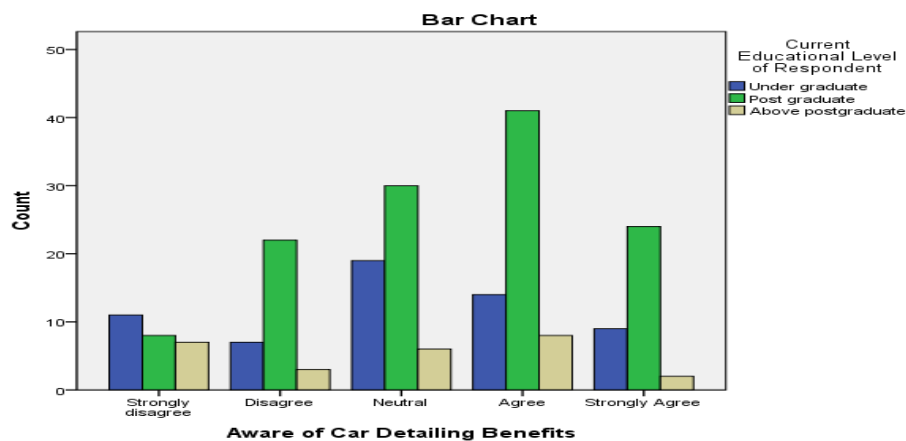
From the above table it is indicated that consumer awareness about **Car detailing benefits** * **Occupation of Respondent** is as below;

Student Respondent (74%), Employed part time Respondent (42%), Employed full time Respondent (49%), Retired Respondent (80%) given their opinion as disagree or neutral on awareness about car detailing benefits

Student Respondent (26%), Employed part time Respondent (58%), Employed full time Respondent (51%), Retired Respondent (20%) of respondents have given their opinion as agree or strongly agree on awareness about car detailing benefits.

Table 7:2:9 Aware of Car Detailing Benefits * Current Educational Level of Respondent

		Current Educational Level of Respondent			Total
		Under-graduate	Post-graduate	Above postgraduate	
Aware of Car Detailing Benefits	Strongly disagree	11	8	7	26
	Disagree	7	22	3	32
	Neutral	19	30	6	55
	Agree	14	41	8	63
	Strongly Agree	9	24	2	35
Total		60	125	26	211



From the above table it is indicated that consumer awareness about **Car detailing benefits * Educational Level of Respondent** is as below;

Undergraduate respondent (62%), Postgraduate Respondent (48%), Above Postgraduate Respondent (62%) given their opinion as disagree or neutral on awareness about car detailing benefits and Undergraduate respondent (38%), Postgraduate Respondent (52%), Above Postgraduate Respondent (38%) respondents given their opinion as Agree or strongly agree on awareness about car detailing benefits.

8. CONCLUSION:

It is observed from the research study demographic factors Income, Occupation, Education has relationship between different parameters of car detailing benefits like awareness about procedures involved in vehicle detailing and benefits of vehicle detailing

In present study researcher has tried to study only demographic profile of respondent as well as awareness level of Vehicle Detailing Services. Many more other aspects related to After Sales Services not studied. Further Research students, Industry experts like Marketing Managers can use this data for planning marketing strategies, increasing consumer awareness programs. In depth study of different aspects of Vehicle Detailing Services can be done in future.

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