

A Study of Demographic Characteristics Influencing Consumer Behaviour Regarding Premium Car Brands

Haiyadri Sharma

Research Scholar
Dept. of Economic Administration
and Financial Management
University of Rajasthan
Jaipur

Abstract

With the advent of LPG (Liberalisation, Privatization and Globalisation) regime, the Indian economy opened its gates for international trade resulting into heavy influx of luxurious international brands in Indian markets over past two decades. These two decades have brought about many changes occurring across global economy which has had repercussions on Indian economy. There has been consistent higher economic growth leading to increase in gross domestic product and per capita income of Indian nationals. The qualitative demographic changes have made the people in India with better education, improved job opportunities, higher pay packages and ultimately sweeping changes in the lifestyle. The newer developments in the past couple of decades have activated the forces which are empowering more and more individuals today to reach farther, faster, deeper and cheaper than ever to make life easier, comfortable and elegant.

There has been a shift in the mindset of consumers towards lifestyle, recreation, luxury and entertainment expenditures. As a result, today products from basic to the high snob value are coming to the range and reach of the people. The market is flooded and flushed with an explosion of choices of products with seemingly very little differences between the products. This paper studies the luxury industry with respect to luxury cars and also the demographic parameters of luxury customers. The paper also investigates what evaluative criteria is used by consumers when purchasing premium car brands.

Keywords: Luxury cars, Premium car brand, Demographic profile, Prestige products, Evaluative criteria

Introduction

Automobile sector undergoes rapid transformation where what we have today will be entirely different from what we had yesterday; especially cars tomorrow will be completely different from cars today. In today's volatile dynamic competitive environment, every industry is looking into the demands of their customers enthusiastically in order to survive and compete successfully. Consumer a few years ago spotting a bizarre luxury car on India's rust-covered paths was a scarce sight, but in the last few years, international luxury carmakers have been

following the opulent with their charismatic design and safety. This market in India is growing at a fast pace, with increasing demands from the young population. Forecasts are positive that India can be developed as a global centre for vehicle builders and as an outsourcing hub that offers the global automotive industry solution high up the automotive value chain.

The automotive industry is at the core of India's new global dynamic. In India's auto market, the luxury cars are the fastest growing segment.

In today's volatile dynamic competitive environment, every industry is looking into the demands of their customers enthusiastically in order to survive and compete successfully. In premium car industry safety, price, and brand are among characteristics that create loyalties to the consumers of premium cars. But what makes these consumers spend upwards of Rs. 25 Lakh to find the perfect new car? Is it the quality of the car or the technical superiority, or the uniqueness of style? With the car manufacturing technologies continually evolving over the years, the ability for manufacturers to make specialized cars is what also attributes high prices. All the premium car manufacturers are vying to be the "next big thing," yet the industry is still trying to pinpoint what actually makes consumers succumb to the high price-points. This research study comes at a time where premium car market can benefit in knowing what the consumers are looking for in their premium car and what factors they consider to be the most important when purchasing a premium car. As such, this research study provides insight and knowledge into a world of high end premium cars that is evolving right before our very eyes and gives information that will be important to the premium car industry makers and buyers.

Premium car brands

Premium car is a marketing caption used for a vehicle that provides luxury — amusing or engaging features beyond strict necessity — at increased expense.

The term suggests a vehicle with higher quality equipment, better performance, more precise construction, comfort, higher design, modern innovative technology, or features that convey an image, brand, status, or **prestige**, or any other 'discretionary' feature or combination of them. The term is also broad, highly variable and relative. It is a perceptual, conditional and subjective attribute that may be understood differently by different people; "what may be luxury for one may be premium for another."

In contemporary usage, the term may be applied to any vehicle type— including sedan, coupe, hatchback, station wagon, and convertible body styles, as well as to minivans, crossovers, or sport utility vehicles and to any size vehicle,

from small to large—in a particular price range.

A working definition of a premium car can be stated as a car which has a price above Rs. 25 lakh with "superior" specification produced in sufficient volume to meet the demands of a significant customer segment. As the price of the car increases, its premium feature also increases. In their "rarity principle", Mason (1981), Dubois and Patemault (1995), and Phau and Prendergast (2000) describe that luxury brands maintain their prestige by sustaining high levels of awareness and tightly controlled diffusion to enhance exclusivity to differentiate amongst luxury cars. Thus, Rolls-Royce, Bentley, Aston Martin, Ferrari and Lamborghini can be placed at the highest exclusivity and luxury and Mercedes, Jaguar, BMW and Audi placed at the "mass" luxury market based on price and availability. Premium car segment is a relatively marginal segment with less than 1% combined share of the passenger car market in India.

Automobile manufacturers retail definite makes and models that are addressed at distinct socio-economic classes, and thus "social status came to be associated more with a particular vehicle than ownership of a car per se." Although a huge price is the most usual component, it is "design, technology, and even social image which cars had the highest and lowest status associated with them."

Evaluative Criteria

According to Engel, Blackwell, and Miniard (1993) evaluative criteria is defined as "the standards and specifications used by consumers to compare different products and brands" (p.51) Evaluative criteria play an important role in the evaluation stage of the decision making process. Consumers use these criteria to measure the potential buy and frame the result of the shopping experience. **Evaluative criteria** are the attributes of a product that are used to compare different alternatives. Evaluative criteria can be objective or subjective. For example, in buying an automobile, consumers use objective attributes such as price, warranty, and fuel economy as well as subjective attributes such as image or styling. Most of the retailers sight their products as *array of attributes*, but buyers also tend to think about products or services in terms of their *consequences* or array of benefits. J. Paul Peter and Jerry Olson define consequences as specific events or outcomes that consumers experience when they purchase and/or consume a product. Functional benefits are concrete outcomes of product usage that are tangible and directly related to product performance. The taste of a soft drink or a potato chip, the acceleration of a car, and the clarity of a fax transmission are examples of functional consequences.² Experiential benefits are related to how a product makes the consumer feel while consuming the product. These emotions can be moments of amusement or bliss, for

example, as examined by some car advertisements exhibiting consumers relishing the drive in a particular brand.

Consumers choose criteria that can reflect personal values, knowledge, attitudes, and personal characteristics (Jenkins & Dickey, 1976). Consumers frequently apply evaluative criteria to critique alternatives when involvement in the product is high (Engel et al., 1993). Premium car brand evaluative criteria can be separated into two categories: product-related and person-related. Variables which impacted premium car evaluation were found in both product-related and person-related categories. Jenkins and Dickey focused on consumer types and within those types' classified consumers into different segments based on evaluative criteria used in the consumers' decision making. In their study, economy consciousness was described as "exhibitive of eagerness to get the best clothing value for the money" (p. 154). For these consumers, price was a primary forethought in getting a "good buy." "Quality conscious" consumers (seeking the best quality) and "brand conscious" consumers (beliefs that higher priced means better quality) were identified as the two samples looked at in the study. Quality conscious and brand conscious consumers did not differ in terms of their demographic characteristics (gender, income, and education). The results showed that brand name does make a considerable difference in consumers' perceptions of price, yet not in terms of the quality perceptions. Evaluative criteria has been found to affect evaluation of premium cars including esthetics, suitability, performance, internal and external characteristics; however, few researchers have specifically focused on evaluative criteria linked with premium cars. Besides this, very few researchers have associated these attributes to those of prestige sensitive consumers and their expenditure style.

Review of Literature

George Sproles (1979) gave a clear explanation about fashion and consumer demand theories by providing a series of demand curves that describe the fashion consumer. The first of these fashion demand effects is the **Social Conformity** effect, which Sproles describes to be when consumers purchase a product because others are purchasing it. He explained that it has also been termed the bandwagon effect. The second fashion demand curve is the **Social Rejection** effect. Finally, the third demand curve that Sproles addressed in his study is the **Prestige Exclusivity** effect. This is when consumers purchase a fashion item because the product bears a high price and visibly demonstrate the consumers ability to pay. It is coveted for the sole purpose that it is expensive and can show the wealth of the consumer (Sproles 1979).

Marketers need to respect the fact that people and society can change over time. In the early 1980s, consumer

consumption is somewhat 'conspicuous'. Many firms ignored consumer input or publicly confront consumer group (Evans and Berman, 1987).

In the 1990s, it is the era of 'value driven' customers and suppliers. The consumption can no longer be conspicuous. Consumers are exposed to more mass media. Commercial media become sources of useful information on the ever increasing number of products and brands. Personal sources of information diminish in importance. Marketers today need to understand that 'customer satisfaction is about 'attitude'; and customer value is about 'behaviour' (Butz and Goodstein, 1996:64).

Goodyear (1996) suggests in the second stage (brand as reference) of her evolution of brand concepts that the marketers need the identification and differentiation of their products to reflect the consumers' goal of making a good selection from among competing brands. Since there exist differences in attitudes and specificity, what is a luxury car to some groups may be 'ordinary' to others. Phau and Prendergast's (2001) cited in Moore and Birtwistle, (2005) comprehensive definition of luxury brands identified four factors characterising luxury brands: luxury brands "evoke exclusivity, have a well known brand identity, enjoy high brand awareness and perceived quality, and retain sales levels and customer loyalty". Luxury brands have a heightened status that affords an opportunity for their owners to charge premium prices (Jackson & Haid, 2002). Nueno and Quelch (1998) defined luxury brands as "those whose ratio of functional utility to price is low while the ratio of intangible and situational utility to price is high" (Park *et al.*, 2008). Luxury goods or luxury brands are expensive in relative and absolute terms. Moreover, they are identified as such by the market and even more so when one considers them to be "trivial" products, without any clear functional advantage over their "non-luxury" counterparts (Dubois & Duquesne, 1992). These brands possess a desirability that extends beyond their function and which provide the user with a perceived status through ownership. Their appeal and desirability is as a result of their constructed scarcity in availability (usually as a result of enforced restrictions on distribution) and because of their associations with particular consumer segments (Moore & Birtwistle, 2005). Luxury brands' scarcity value enables purchasers to differentiate themselves from others (Burns & Brandy, 2001) and global characteristic of recognizable styles or designs as well as the visibly demonstrated self images and social status seem to be used for satisfying consumers' needs for uniqueness. O'Cass and Frost (2002) believed that brands have since become a way of self-realisation and identification as consumers move beyond mere consumption of product utility. Segmenting the luxury cars into physical categories regardless of 'brand association (attributes, benefits,

attitudes)' (Keller, 1993) can be very difficult to refer to in luxury sense. This requires marketers to identify brands to distinguish between them (Hoyer and Brown, 1990). While many brands seem to be qualified as luxury brands (e.g., Audi, Bentley, BMW, Jaguar, Lexus, Mercedes, Porsche, Rolls-Royce) by one third of industrial opinion, only some major brands (e.g., Audi, BMW, Mercedes Rolls-Royce) are considered luxury brands by the public majority. Lasaleta et al (2010), in their article present a study which investigates the credibility of the theories on why people consume luxury items. It highlights three significant studies on the aspect including a research in 1912 asserting that what urges people to purchase luxury items is the belief that they signal wealth and status over others. Meanwhile, it alleges that the study explores the effect of the past luxury purchase on consumers' thoughts and descriptions about the item. Rossiter, Percy and Denovan (1991) developed an involvement model which helped distinguish premium and prestigious products to normal products. They introduced informational and transformational brand choices like **social** approval, sensory gratification and stimulation which are the key reasons in purchasing a premium product.

Problem Under Study

The luxury car industry is one of the fastest growing sectors with annual growth of 20%. Each improvement in a car has a strategic meaning which makes more competition in the strategic management. It is thus important to analyze the demographic characteristics of the consumers who make the purchase decision for a premium car thus making the consumer decision-making easier. To be a strong retailer it

is absolutely inevitable to demographic profile of the intended prospects of the luxury cars. The growing involvement of the buyers in the selection of a particular luxurious brand of car have also made the researcher to initiate a study on the premium car industry with special reference to the age, qualification, marital status etc. of the car owners. This study is very relevant for manufacturers and marketers because information and knowledge of the buyers will enable them to evolve suitable marketing strategies. During the research, **demographic profile of the respondents**, as an element influencing the consumer behaviour has been identified while taking decisions by the consumers relating to premium brands of cars

Objective

The purpose of this research paper is to first and foremost study the demographic profile of the respondents. This paper also attempts to test if there is any association between the demographic parameters of the respondents and the evaluative criteria used for making a purchase decision.

Demographic profile of the respondents

This section of the research paper describes the demographic grouping of the respondents. This typically involves age bands, income class, gender, educational level, marital status etc.

Table 4.1

Profile of Respondents - Age wise

Age	Number of Respondents	Percentage
<25 years	8	7.3
25 - 35 years	28	25.5
35 - 45 years	19	17.3
45 - 55 years	40	36.4
> 55 years	15	13.6
Total	110	100.00

(Source : as per primary data collected from individual consumers)

Table 4.1 shows the number of maximum respondents were between the age group of 45-55 years followed by the age group of 25-35 years. Out of the total 110 respondents, 40 respondents were in the age group of 45-55 years which was 36.4% of the total collected sample followed by the 28 respondents in the age group of 25-35 years which was

25.5%. The least respondents were below the age group of <25 years which was only 7.3%. Hence it was found that majority of the respondents are in the age group of 45-55 years who are strong prospects or consumers of premium car brands in the state of Rajasthan.

Table 4.2
Profile of Respondents - Gender wise

Gender	Number of Respondents	Percentage
Male	98	89.1
Female	12	10.9
Total	110	100.00

(Source : as per primary data collected from individual consumers)

Table 4.2 describes that out of 110 consumers 98 were males and 12 were females. Hence the percentage of male consumers was 89.1% as compared to 10.9% of females. This proves that males are more frequent visitors to

dealerships to buy the premium brand of car in the state of Rajasthan.

Table 4.3

Profile of Respondents - Marital status wise

Marital Status	Number of Respondents	Percentage
Married	82	74.5
Unmarried	28	25.5
Total	110	100.00

(Source : as per primary data collected from individual consumers)

Table 4.3 shows that maximum respondents were married. The data describes that out of 110 consumers, 82 were married and 28 were unmarried. Hence the percentage of married consumers was 74.5% as compared to only 25.5%

of unmarried. This proves that the married consumers visit more than the unmarried consumers to dealerships to buy the premium brand cars in the state of Rajasthan.

Table 4.4

Profile of Respondents - Education wise

Qualifications	Number of Respondents	Percentage
Matriculation	0	0
Graduate	59	53.6
Postgraduate	51	46.4
Total	110	100.00

(Source : as per primary data collected from individual consumers)

Table 4.5 shows that maximum respondents were graduate. They were 59 in numbers followed by 51 postgraduates out of total 110. So all the respondents were graduate or post

graduates. The percentage of graduates was 53.6% and of postgraduates was 46.4%. This indicates that maximum visitors are graduates in the state of Rajasthan.

Table 4.5

Profile of Respondents - Occupation wise

Occupation	Number of Respondents	Percentage
Government service	4	3.6
Private service	4	3.6
Business	102	92.8
Total	110	100.00

(Source : as per primary data collected from individual consumers)

Table 4.5 shows that most of the respondents are business class. Out of the total collected data, 102 respondents were business men. So it is very much clear that the buyers or

prospects of premium brand cars are mostly business class people. Or it can be said that the premium car brands are less preferred by service class people.

Table 4.6

Profile of Respondents - Income wise

Income	Number of Respondents	Percentage
Between 5-8 lakh	4	3.6
Between 8-10 lakh	4	3.6
Between 10-12 lakh	11	10.0
Between 12 lakh +	91	82.7
Total	110	100.00

(Source : as per primary data collected from individual consumers)

Table 4.6 shows that most of the respondents are from 12 lakh + income group. It is very clear from the above table that people in high income group are more likely to buy premium car brands since they can afford it.

Hypothesis of Study

The following hypothesis was formulated:

Here Ho represents Null Hypothesis and Ha represents Alternative Hypothesis.

Ho: There is no difference between the attitude of male and

female respondents towards the evaluative criteria chosen by them for purchasing premium car brands.

Ha: There is a difference between the attitude of male and female respondents towards the evaluative criteria chosen by them for purchasing premium car brands.

In order to test the above hypothesis, the demographic parameter gender, is tested against every evaluative criteria parameter. For e.g. gender vs. exclusiveness of the car, gender vs. brand name of the car and so on.

Evaluative Criteria: The following evaluative parameters

are used by the respondents before making a purchase decision about a premium car brand:

1. Exclusiveness of the car
2. Brand name of the car
3. Technical superiority of the car
4. Historical background of the car company
5. Quality of the car
6. Celebrity endorsements for promoting the car
7. Reliability and safety of the car

Demographic Parameters: Demographics parameters are quantifiable characteristics of the respondents of the research questionnaire. The parameters taken into

consideration in the present research study are:

1. Gender

Gender V/s Evaluation Parameters

Case 1: Gender v/s Exclusiveness

h0: There is no difference between the attitude of male and female respondents towards car exclusiveness.

In order to test if there is any association between gender of the respondents and their chosen evaluative parameter "influenced by premium car's exclusiveness" we will run a Mann Whitney test which is a non-parametric test for 2 independent samples(Gender- male and female).

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Due to its exclusiveness or appearance	110	3.95	1.187	1	5
Gender	110	1.11	.313	1	2

Mann-Whitney Test

Ranks

Evaluative Parameter	Gender	N	Mean Rank	Sum of Ranks
Due to its exclusiveness or appearance	1	98	54.23	5315.00
	2	12	65.83	790.00
	Total	110		

The table above is very useful because it indicates which group is more influenced with the exclusiveness of the car, overall; namely, the group with the highest mean rank. In

this case, the female group is more influenced by the car's exclusiveness.

Test Statistics^a

	Due to its exclusiveness or appearance
Mann-Whitney U	464.000
Wilcoxon W	5315.000
Z	-1.261
Asymp. Sig. (2-tailed)	.207

a. Grouping Variable: Gender

Result: If p(Sig.) value is greater than the level of significance(.05 in this case) then we accept the null hypothesis otherwise reject it..207<.05 that means we reject the null hypothesis and can say that there is significant difference between the attitude of male and female towards car exclusiveness.

Case 2: Gender v/s brand name

h₀: There is no difference between the attitude of male and female respondents towards car's brand name.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Due to having a perception regarding a brand name	110	3.98	1.173	1	5
Gender	110	1.11	.313	1	2

Mann-Whitney Test

Ranks

Evaluative Parameter	Gender	N	Mean Rank	Sum of Ranks
Due to having a perception regarding a brand name	1	98	53.42	5235.00
	2	12	72.50	870.00
	Total	110		

The table above is very useful because it indicates which group is more influenced with the brand name, overall;

namely, the group with the highest mean rank. In this case, the female group is more influenced by the car's brand.

Test Statistics^a

	Due to having a perception regarding a brand name
Mann-Whitney U	384.000
Wilcoxon W	5235.000
Z	-2.079
Asymp. Sig. (2-tailed)	.038

a. Grouping Variable: Gender

Result: If p(Sig.) value is greater than the level of significance then we accept the null hypothesis otherwise reject it. $.038 < .05$ that means we reject the null hypothesis and can say that there is significant difference between the attitude of male and female respondents towards car's brand.

Case 3: Gender v/s technical superiority
h₀: There is no difference between the attitude of male and female respondents towards car's technical superiority.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Influenced by its technical superiority	110	4.20	.984	2	5
Gender	110	1.11	.313	1	2

Mann-Whitney Test

Ranks

Evaluation Parameter	Gender	N	Mean Rank	Sum of Ranks
Influenced by its technical superiority	1	98	53.99	5291.00
	2	12	67.83	814.00
	Total	110		

The table above is very useful because it indicates which group is more influenced with the technical superiority of the car, overall; namely, the group with the highest mean

rank. As there is no statistically significant differences between crossed variables, there is no need to analyze the data shown above.

Test Statistics^a

	Influenced by its technical superiority
Mann-Whitney U	440.000
Wilcoxon W	5291.000
Z	-1.551
Asymp. Sig. (2-tailed)	.121

a. Grouping Variable: Gender

Result: If p(Sig.) value is greater than the level of significance then we accept the null hypothesis otherwise reject it. $.121 > .05$ that means we accept the null hypothesis and can say that there is no significant difference between the attitude of the male and female respondents towards car's technical superiority.

Case 4: Gender v/s historical background
h₀: There is no difference between the attitude of male and female respondents towards car's historical background.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Loyalty due to its historical background	110	4.02	1.278	1	5
Gender	110	1.11	.313	1	2

Mann-Whitney Test**Ranks**

	Gender	N	Mean Rank	Sum of Ranks
Loyalty due to its historical background	1	98	52.56	5151.00
	2	12	79.50	954.00
	Total	110		

The table above is very useful because it indicates which group is more influenced with the technical superiority of the car, overall; namely, the group with the highest mean

rank. In this case, the female group is more influenced by the car's historical background.

Test Statistics^a

	Loyalty due to its historical background
Mann-Whitney U	300.000
Wilcoxon W	5151.000
Z	-3.062
Asymp. Sig. (2-tailed)	.002

a. Grouping Variable: Gender

Result: If p value is greater than the level of significance then we accept the null hypothesis otherwise reject it. $.002 < .05$ that means we reject the null hypothesis and can say that there is significant difference between the attitude of the male and female respondents towards car's historical background.

Case 5: Gender v/s quality

h₀: There is no difference between the attitude of male and female respondents towards the car's quality .

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Perceived quality value	110	4.13	.920	2	5
Gender	110	1.11	.313	1	2

Mann-Whitney Test

Ranks

Evaluative parameter	Gender	N	Mean Rank	Sum of Ranks
	1	98	55.01	5391.00
Perceived quality value	2	12	59.50	714.00
	Total	110		

The table above is very useful because it indicates which group is more influenced with the technical superiority of the car, overall; namely, the group with the highest mean

rank. As there is no statistically significant differences between crossed variables, there is no need to analyze the data shown above.

Test Statistics^a

	Perceived quality value
Mann-Whitney U	540.000
Wilcoxon W	5391.000
Z	-.493
Asymp. Sig. (2-tailed)	.622

a. Grouping Variable: Gender

Result: If p(Sig.) value is greater than the level of significance then we accept the null hypothesis otherwise reject it. $.622 > .05$ that means we accept the null hypothesis and can say that there is no significant difference between the attitude of the male and female respondents towards car's quality.

Case 6: Gender v/s celebrity endorsements

h₀: There is no difference between the attitude of male and female respondents towards the celebrity endorsements in advertisements for buying premium cars.

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Celebrity endorsements in advertisements influenced choice of luxury car	110	3.42	1.214	2	5
Gender	110	1.11	.313	1	2

Mann-Whitney Test**Ranks**

Evaluative Parameter	Gender	N	Mean Rank	Sum of Ranks
Celebrity endorsements in advertisements influenced choice of luxury car	1	98	54.42	5333.00
	2	12	64.33	772.00
	Total	110		

The table above is very useful because it indicates which group is more influenced with the technical superiority of the car, overall; namely, the group with the highest mean

rank. As there is no statistically significant differences between crossed variables, there is no need to analyze the data shown above.

Test Statistics^a

	Celebrity endorsements in advertisements influenced choice of luxury car
Mann-Whitney U	482.000
Wilcoxon W	5333.000
Z	-1.065
Asymp. Sig. (2-tailed)	.287

a. Grouping Variable: Gender

Result: If p(Sig.) value is greater than the level of significance then we accept the null hypothesis otherwise reject it. $.287 > .05$ that means we accept the null hypothesis and can say that there is no significant difference between the attitude of the male and female respondents towards celebrity endorsements in advertisements for buying

premium cars.

Case 7: Gender v/s reliability and safety feature

h0: There is no difference between the attitude of male and female respondents towards the reliability and safety feature of the car

Descriptive Statistics

	N	Mean	Std. Deviation	Minimum	Maximum
Due to its reliability and safety feature	110	4.27	.928	2	5
Gender	110	1.11	.313	1	2

Mann-Whitney Test

Ranks

Evaluative Parameter	Gender	N	Mean Rank	Sum of Ranks
Due to its reliability and safety feature	1	98	55.13	5403.00
	2	12	58.50	702.00
	Total	110		

The table above is very useful because it indicates which group is more influenced with the technical superiority of the car, overall; namely, the group with the highest mean

rank. As there is no statistically significant differences between crossed variables, there is no need to analyze the data shown above.

Test Statistics^a

	Due to its reliability and safety feature
Mann-Whitney U	552.000
Wilcoxon W	5403.000
Z	-.385
Asymp. Sig. (2-tailed)	.700

a. Grouping Variable: Gender

Result: If p(Sig.) value is greater than the level of significance then we accept the null hypothesis otherwise reject it. $.700 > .05$ that means we accept the null hypothesis and can say that there is no significant difference between the attitude of the male and female respondents towards reliability and safety feature of the car. That means both male and female population are equally concerned with the reliability and safety features of the premium car. The inference is drawn that gender does not affect the choice of the premium car on the basis of reliability and safety feature.

Conclusion

This study focuses on the demographic parameters of the premium car brand buyers and also the usage of evaluative criteria by them. It helps to explore the relationship between variables that affect the consumer's decision of buying luxury brand cars. This was the first time that these variables have been combined and applied to premium car industry.

The outcomes of this study have demonstrated how the gender of respondents and evaluative determinants did have an impact on some consumer's premium car purchases in addition to the common premium car criteria. The results have given further insight into premium car as well as consumer purchasing in general. The implications of this research are of significance for marketers and scholars in the field of prestige brands. This study will help the marketing managers to better reposition their branding and advertising strategy to capture the correct target market to boost the sales in times where economy is at a challenge. The contribution is both useful from a market segmentation point of view and from a market positioning point of view.

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