POST-PURCHASE BEHAVIOUR OF MAHINDRA & MAHINDRA CAR CONSUMERS IN POLLACHI

Dr. N. Bhuvaneshkumar Assistant Professor & Head UG Department of Commerce with International Business
Mr. P. Prakashkumar (22-PI-08) II M. Com IB PG Department of Commerce with International Business Nallamuthu Gounder Mahalingam College-Pollachi

ABSTRACT

    Mahindra & Mahindra is a renowned Indian automotive manufacturer known for producing a wide range of cars, including SUVs, sedans, and compact vehicles. This paper aims to understand the factors considered by respondents while making purchase decisions on Mahindra cars. Moreover, this paper helps to ascertain the satisfaction level of the vehicle and also determines the associations of the satisfaction level of vehicle with socio-demographic variables. The sample for the study was collected from 80 respondents in Pollachi Taluk. The Purposive sampling method was used to collect the data. The data was analyzed using simple percentages, Garrett's Ranking methods, and Chi-square. The study revealed that there is an association between the satisfaction level of vehicles with the Area of Residence, Special Promotions or Discounts, and Transmission type.

INTRODUCTION TO THE STUDY

    Mahindra & Mahindra is a prominent player in the Indian automotive industry, renowned for its diverse range of vehicles, including SUVs, sedans, and commercial vehicles. The company has established a strong presence in the global market, offering a combination of rugged durability, innovative technology, and competitive pricing. With a focus on sustainability, Mahindra & Mahindra has also made significant strides in the production of electric vehicles, emphasizing their commitment to eco-friendly mobility solutions. Known for their robust build quality and off-road capabilities, Mahindra & Mahindra cars have garnered a loyal customer base and continue to be a popular choice among consumers seeking reliable and versatile vehicles.

REVIEW OF LITERATURE

    According to **Shivam Saraswat et. al (2023)**, their study aims to evaluate the effectiveness of the marketing strategy of Mahindra Company as well as to learn the working of marketing methods in increasing sales. They also attempted to know the expectations and preferences of buyers. The study relied on both primary and secondary data, with a random sample of 50 participants. The research findings indicate that all respondents agree that Mahindra cars are indeed creating brand value.

    Amar Kumar, (2023) in his study the researcher aims to study the impact of current marketing efforts on product sales as well as to understand the challenges in developing effective advertising strategies. The study's sample size is 50. Data was collected through primary and secondary sources, with primary data gathered through questionnaires and secondary data obtained from sources such as government records, specialized periodicals, and paid databases. Companies can enhance product sales through marketing strategies by segmenting their target market and utilizing advertising and other promotional methods to influence consumer perceptions within those segments.

    Dev Chaudhary, (2023) in this article the researcher aims to assess customer satisfaction levels with Mahindra Scorpio, and also to analyze the factors that drive customers to choose this vehicle as well as to understand the brand preferences among Scorpio customers, and to identify issues faced by customers. The research utilizes both primary and secondary data sources, with a sample size of 50 participants. It was found that the majority of them influenced to buy Scorpio, and the majority of them thought the resale value is Good.

RESEARCH GAP

    The previous researcher researched customer satisfaction, consumer buying behaviour related to the automobile industry, selected cars, Maruthi, bolero, and so on. However, there has been no

study conducted on the post-purchase behaviour of Mahindra & Mahindra cars in Pollachi taluk, Coimbatore District. Hence the gap was filled through this research paper.

STATEMENT OF THE PROBLEM

Marketers need to understand consumer buying behaviour so that they can understand the expectations of their customers better. Customer retention is largely determined by post-purchase behaviour. Satisfied customers are more likely to return and make additional purchases from a business. Moreover, Understanding the post-purchase behaviour of consumers is important for Mahindra & Mahindra to improve their products, services, and customer support to meet the expectations of their customers. Hence this paper focuses on the post-purchase behaviour of Mahindra cars.

OBJECTIVES OF THE STUDY

- To understand the factors considered by respondents while making purchase decisions for Mahindra cars.
- To determine the association of the satisfaction level of the vehicle with demographic variables and other variables.
- To assess the post-purchase behaviour of respondents concerning satisfaction, future purchase intention, and service Quality.

RESEARCH METHODOLOGY
RESEARCH DESIGN

The study employs a descriptive research design.

SAMPLE METHOD

The study utilizes a sample size of 80, obtained through primary data . A purposive sampling method was used. Questionnaires were distributed to customers who owned Mahindra cars in Pollachi taluk, Coimbatore district.

TOOLS USED

The data was evaluated through the use of simple percentages, Henry Garrett ranking, and Chi-square analysis.

ANALYSIS AND INTERPRETATIONS
I - SIMPLE PERCENTAGE

TABLE 1 Demographic Profile of Respondents

Demographic Profile		Frequency	Percentage
Age	18-25 Years	14	17.5
	26-35 Years	31	38.75
	36-45 Years	22	27.5
	46-55 Years	10	12.5
	56 & above	3	3.75
Gender	Male	59	73.75
	Female	21	26.25
Occupation	Agriculture	16	20
	Businessman	25	31.25
	Government employee	8	10
	Private employee	28	35
	Retired Person	2	2.5
	Student	1	1.25
Education Level	School Level	8	10
	Undergraduate	45	56.25
	Diploma	12	15
	Post Graduate	14	17.5
	Doctorate	1	1.25

	Illiterate	-	0
Area of residence	Rural	30	37.5
	Urban	42	52.5
	Semi urban	8	10
Monthly Income	Below Rs. 20000	10	12.5
	Rs. 20001-30000	26	32.5
	Rs. 30001-40000	26	32.5
	Rs. 40001-50000	4	5
	Above Rs. 50000	14	17.5
Monthly Family Income	Below Rs. 30000	5	6.25
	Rs. 30001-40000	13	16.25
	Rs. 40001-50000	17	21.25
	Rs. 50001-60000	9	11.25
	Above Rs. 60000	36	45
Number of Earning members in the family	One	6	7.5
	Two	27	33.75
	Three	24	30
	Four	12	15
	Above Four	11	13.75
Total		**80**	**100**

Source : Primary data

The above table shows that out of 80 respondents, the majority 31 (38.75%) respondents are between the age group of 26-35 years. Following this, 22 (27.5%) respondents fall under the age category of 36-45 years, 14 (17.5%) fall between the age group of 18-25, 10 (12.5%) are in the 45-55 age group, and remaining 3 (3.75%) respondents are above 56 years. Therefore, it can be inferred that the majority of respondents are in the 26-35 age category. In terms of gender distribution, 59 (73.75%) respondents are male, while the remaining 21 (26.25%) are female, indicating that the majority of consumers are male. Regarding occupational status, among the 80 respondents, 28 (35%) are private employees, 25 (31.25%) are businessmen, 16 (20%) are engaged in agriculture, 8 (10%) are government employees, 2 (2.5%) are retired, and 1 (1.25%) is a student. It can be concluded that the majority of Mahindra and Mahindra car consumers, 28 (35%), are private employees. In terms of educational qualification, out of the 80 respondents, 45 (56.25%) are undergraduates, 14 (17.5%) are postgraduates, 12 (15%) hold diplomas, 8 (10%) have completed education up to the school level, and 1 (1.25%) holds a doctorate. The data suggests that the majority of consumers are undergraduates. Regarding residential areas, 42 (52.5%) respondents live in urban areas, 30 (37.5%) in rural areas, and 8 (10%) in semi-urban areas. It can be concluded that the majority, 42 (52.5%), reside in urban areas. Regarding monthly income of the respondents, most i.e 26 (32.5%) of the respondents earn income ranges between 20001 and 30000 as well as between 30001 and 40000 both income ranges have an equal number of respondents and contribute the same percentage (32.5%) to the total sample, while 14 (17.5%) of them earn above 50,000, 10(12.5%) of them earn below 20,000, and remaining 4 (5%) earn income between 40,001 and 50,000 respectively. The majority of consumers fall within the income bracket of 20,001-30,000 and 30,001-40,000. Regarding monthly family income, 36(45%) of consumer's family income was above 60,000, 17 (21.25%) respondents family income was between 40,001 and 50,000, 13 (16.25%) respondent's family income was between 30,001 and 40,000, 5 (11.25%) of respondents family income falls between 50,001and 60,000, and 5 (6.25%) of their family income was below 30,000. The majority of consumers' monthly family income was above 60,000. When it comes to the number of earning members in the family, 27 (33.75%) of consumers have two earning members, 24 (30%) have three earning members in their family, 12 (15%) have four earning members in their family, 11 (13.75%)have more than four earning members , remaining 6 (7.5%) have one earning member in their family members. The majority of consumers, 33.75%, have two earning members in their family.

Table 2 Source of Awareness of Mahindra & Mahindra Cars

Source of Awareness	Frequency	Percentage
Television Channels	24	30
Online Advertisements	30	37.5
Word of Mouth	19	23.75
Dealership Visit	7	8.75
Total	80	100

Source: Primary Data

The data presented in the above table highlights sources through which consumers acquire information about Mahindra and Mahindra cars. Among the 80 respondents, it is evident that 30 (37.5 %) of respondents are aware through online advertisements, followed by Television channels contributing 24 (30%) respondents next is Word of mouth which accounts for 23.75% of the sources, indicating the influence of personal referrals and remaining 7 (8.75%) of respondents opt to visit dealerships for information. It is inferred that the majority of respondents are aware of Mahindra and Mahindra cars through online advertisements.

Table 3 Model of Vehicle Owned

Model	Frequency	Percentage
XUV 700	7	8.75
Thar	9	11.25
XUV 300	11	13.75
Marazzo	9	11.25
Bolero Neo	3	3.75
Bolero	26	32.50
Scorpio-N	10	12.50
Scorpio Classic	5	6.25
KUV100 NXT	0	
XUV400 EV	0	0
Total	80	100

Source : Primary data

The above table indicates vehicle models owned by the respondents of Mahindra and Mahindra cars. Out of 80 respondents, 26 (32.50 %) of respondents owned Bolero, followed by 11 (13.75 %) of them owned XUV 300 model, 10 (12.5%) of them owned Scorpio -N model, 9 (11.25 %) of them owned equally Thar and Marazzo Model, 7(8.75 %) of them owned XUV 700 Model, 5 (6.25 %) of them owned Scorpio classic model and last 3 (3.75%) of them owned Bolero Neo model. It is inferred that the majority of the surveyed respondents owned a Bolero Model car.

Table 4 Primary Usage

Primary Usage	Frequency	Percentage
Personal Daily Routine	15	18.75
Family Outings	58	72.5
Business Purposes	3	3.75
Commercial	4	5
Total	80	100

Source: Primary Data

The above table provides insights into the primary uses of Mahindra & Mahindra cars among 80 respondents, it was found that the majority 58 (72.5 %) utilize the car for family Outings, next 15 (18. 75%) use Mahindra & Mahindra cars for their daily routines, 4 (5%) of their purchase was for using the cars for commercial purposes and remaining 3 (3.75%), use cars for business-related activities. It is inferred that the majority of them purchase and use Mahindra cars for their family outing.

Table 5 Frequency of Usage

Usage Frequency	Frequency	Percentage
Daily	8	10
Several times a week	23	28.75
Once a week	41	51.25
Occasionally	4	5
Rarely	4	5
Total	**80**	**100**

Sources: Primary Data

The above table shows the frequency of usage of vehicles among the total of 80 respondents, it is found that the majority of 41 (51.25 %) of the respondents use the car once a week, 23 (28.75 %) use several times a week, 8 (10 %) of respondents use daily and remaining 4 (5%) of them uses the car Occasionally and rarely. It is found that the majority of them use the car once a week.

Table 6 Mode of Payment

Type of Payment	Frequency	Percentage
Cash	37	46.25
Financing	43	53.75
Total	**80**	**100**

Sources: Primary Data

The above table shows that out of a total of 80 respondents, 43 (53.75 %) of respondents have bought the car by financing through a loan option whereas 37 (46.25%) have chosen cash payment. It indicates that most respondents have chosen to purchase their vehicle through Finance.

Table 7 Preference on Transmission Type

Preference on Transmission type	Frequency	Percentage
Manual	54	67.5
Automatic	26	32.5
Total	**80**	**100**

Source: Primary Data

The above table displays the preference on transmission type of Mahindra and Mahindra cars, indicating that out of the total 80 respondents, 54 (67.5%) opt for manual transmission, while the remaining 26 (32.5%) prefer automatic transmission. This data infers that the majority of respondents have preferred manual transmission over automatic transmission.

Table 8 Fuel Type of Vehicle Owned

Fuel Type of Vehicle Owned	Frequency	Percentage
Petrol	38	47.5
Diesel	42	52.5
E-Vehicle	0	0
Total	**80**	**100**

Source: Primary Data

The above table presents the vehicle fuel type owned by the respondents, Out of 80 respondents 42 (52.5%) own diesel vehicles, and the remaining 38 (47.5%) of them own petrol vehicles, while none of the respondents Owned electric vehicles. It is concluded that the majority of the respondents owned diesel vehicles.

II- GARRETT'S RANKING TECHNIQUE

Table 9 - Factors considered while making a purchase decision

Factors	Rank									Total Score	Mean score	Rank
	1	2	3	4	5	6	7	8	9			
	Garret Score											
	81	69	62	56	50	44	38	31	19			
Pricing	-	69	-	280	450	484	836	620	228	2976	37.08	VIII
Brand Reputation	-	-	124	224	400	484	608	961	152	2953	36.91	IX
Fuel Efficiency	-	-	186	280	750	572	912	341	171	3212	40.15	IV
Safety Features	81	-	62	224	700	792	494	496	247	3096	38.7	VII
Innovative Technology	-	-	248	224	750	836	456	496	190	3200	40.00	V
Performance	-	138	186	336	650	396	798	341	285	3130	39.12	VI
Design	81	276	62	616	650	352	456	434	304	3231	40.38	III
Resale Value	81	69	372	504	750	704	532	279	171	3462	43.27	I
Spacious Interior	-	414	496	280	500	396	456	372	342	3256	40.70	II

Source: Primary Data

The above table provides insight into factors considered by buyers when making a purchase decision for a car using the Garretts ranking method. It is seen that Resale Value ranked as the first factor when making a purchase decision for a car with a total score of 3462 and a mean score of 43.27, Followed by Spacious Interior secured second position with a total score of 3256 and a mean score of 40.70 next is Design which claimed the third rank with a total score of 3231 and a mean score of 40.38. Fuel Efficiency ranked fourth with a total score of 3212 and a mean score of 40.15, while Innovative Technology ranked fifth with a total score of 3200 and a mean score of 40. Performance scored sixth rank with a total score of 3130 and a mean score of 39.12. Safety features ranked seventh with a total score of 3096 and mean score of 38.7. Pricing secured eight ranks with a total score of 2976 and a mean score of 37.08 and Brand reputation scored ninth position with a total score of 2953 and a mean score of 36.91.

It is found that resale value is the most considered factor while making a purchase decision of a car.

Table 10 Repurchase Intention of Mahindra Cars in Future

Repurchase Intention in the Future	Frequency	Percentage
Very Likely	31	38.75
Likely	25	31.25
Neutral	15	18.75
Unlikely	4	5.00
Very Unlikely	5	6.25
Total	**80**	**100**

Source: Primary Data

The above table highlights the repurchase intention of Mahindra cars in Future, among 80 respondents, the Most 31 (38.75 %) are highly willing to repurchase in the future, 31.25% of respondents indicated they are likely to repurchase, 15 (18.75 %) of them are neutral in their intention, 5 (6.25 %) of them highly unwilling to repurchase in future and remaining 4 (5%) of them

are unlikely to purchase in future. Hence, the majority of them are highly willing to repurchase in the future.

Table 11 Opinion on Quality of Service from Service Center

Opinion on Quality of Service	Frequency	Percentage
Exceeds my expectations	15	18.75
Meets my expectations	27	33.75
Sometimes falls short of my expectations	25	31.25
Often falls short of my expectations	6	7.5
Consistently falls short of my expectations	7	8.75
Total	**80**	**100**

Source: Primary data

The table above portrays that out of 80 respondents, majority 27 (33.75%) opined that the quality service provided from the service center meets their expectations, next 25 (31.25 %)of respondents opined that quality of service provided by the service center sometimes falls short of their expectations, Next 15 (18.75 %) of respondents opined that their service exceeds their expectation, 7 (8.75 %) of them opined that the quality of service consistently falls short of their expectation and remaining 6 (7.5 %) of respondents opined that quality of service often falls short of their expectations. It is concluded that majority of them opined that quality of service meets their expectation.

III- CHI- SQUARE TEST
GENDER AND SATISFACTION LEVEL OF VEHICLE
Hypothesis

H_01: There is no association between Gender and Satisfaction level in Vehicle

H_a1: There is an association between Gender and Satisfaction level in Vehicle

Gender	Satisfaction Level in Vehicle			Chi-Square Value	P- Value	Result
	Low	Medium	High			
Male	12 (20.3)	38 (64.4)	9 (15.3)	0.791 Df :2	0.673	Not Significant
Female	4 (19.0)	12 (57.1)	5 (23.8)			
Total	**16**	**50**	**14**			

Source: Primary Data (Computed); ( ) value indicates row percentage.

The above table presents the association between Gender and the satisfaction level of vehicles. The calculated Chi-square value is 0.791 with 2 degrees of freedom, resulting in a p-value of 0.673 > 0.05. Thus, the null hypothesis is accepted. Hence it is inferred that there is no significant association between Gender and the satisfaction level of the vehicle.

Area of Residence and Satisfaction level in the vehicle
Hypothesis

H_01: There is no association between Area of Residence and Satisfaction level in Vehicle

H_a1: There is an association between Area of Residence and Satisfaction level in Vehicle

Table 12 Area of Residence and Satisfaction Level

Area of Residence	Satisfaction Level in Vehicle			Chi-Square Value	P- Value	Result
	Low	Medium	High			
Rural	3 (10)	18 (60)	9 (30)	10.319 Df: 4	.035	Significant
Urban	9 (21.4)	28 (66.7)	5 (11.9)			

Semi-Urban	4 (50)	4 (50)	0 (0)			
Total	**16**	**50**	**14**			

Source: Primary Data (Computed); ( ) value indicates row percentage.

The above table presents the relationship between the area of residence and the satisfaction level. The calculated Chi-square value is 10.319 with 4 degrees of freedom, resulting in a p-value of $0.035 < 0.05$. Thus, the null hypothesis is rejected. Hence it is inferred that there is a significant association between the area of residence and the satisfaction level of the vehicle.

Special Promotions or Discounts and Satisfaction of Vehicle

Hypothesis

H_01: There is no association between Special Promotions or Discounts and the satisfaction level of the vehicle

H_a1: There is an association between Special Promotions or Discounts and the satisfaction level of a vehicle

Table 13 Special Promotions or Discounts and Satisfaction level of a vehicle

Special Promotions / Discounts	**Satisfaction level on Vehicle**			**CHI-SQUARE VALUE**	**P-VALUE**	**RESULT**
	Low	Medium	High			
Yes	7 (13)	36 (66.7)	11 (20.3)	6.037 Df: 2	.049	Significant
No	9 (34.61)	14 (53.84)	3 (11.55)			
Total	**16**	**50**	**14**			

Source: Primary Data (Computed); () value indicates row percentage.

The above table shows the relationship between special promotions or discounts and the satisfaction level of the vehicle. The Calculated Chi-square value is 6.037 with a p-value of $0.049 < 0.05$. Thus, the null hypothesis is rejected. Hence it is inferred that there is a significant association between special promotions or discounts and the satisfaction level of the vehicle.

Transmission Type and Satisfaction Level of Vehicle

Hypothesis

H_01: There is no association between Transmission type and satisfaction level of Vehicle

H_a1: There is an association between Transmission type and satisfaction level of Vehicle

Table 14 Transmission type and Satisfaction level of Vehicle

Transmission Type	**Satisfaction level on Vehicle**			**CHI-SQUARE VALUE**	**P-VALUE**	**RESULT**
	Low	**Medium**	**High**			
Manual	**7 (13)**	**36 (66.7)**	**11 (20.4)**	5.358 Df : 2	0.069	Not Significant
Automatic	**9 (34.63)**	**14 (53.84)**	**3 (11.53)**			

Source: Primary Data (Computed); ( ) value indicates row percentage.

The above table displays the relationship between transmission type and the satisfaction level of the vehicle. The Calculated Chi-square is 5.358 and p_value is $0.069 > 0.05$. Thus Null hypothesis is accepted. Hence it is inferred that there is no significant association between the transmission type and the perception of the vehicle. The data indicates that the type of transmission (Manual or Automatic) influences the perception of the vehicle, with differences in perception levels observed between vehicles with manual and automatic transmissions.

FINDINGS

The study reveals that 38.75% of the respondents are in the age group of 26-35 years, 73.75% are male, 31.25% of respondents are Private employees, 56.25% of respondents are Undergraduates, 52.5% of respondents are living in Urban areas, 20001-30000, 30001-40000 both income ranges have an equal number of respondents contribute the same percentage of 32.5% and 21.25% of respondents are earning Monthly Family Income of 40001-50000. Moreover, it is found that 33.75 % of the respondents family have two earning members in their family. 37.5 % of respondents' source of awareness is online advertisement. 32.5 % of them have bolero-type model Mahindra cars, 72.5 % of them use Mahindra cars for family outing purposes, 52.25 % of them use Mahindra cars once a week, 53.75 % purchased through financing, 67.5 % of them choose the manual transmission, 52.5 % of them are having diesel vehicle. The most important factor considered by respondents before making the purchase is resale value. 38.75 % of respondents are very likely to repurchase a Mahindra car in the future. 33.75 % of respondents feel that their expectations are met.   It is also found that there is an association between the satisfaction of vehicles with the Area of Residence, Special Promotion or Discounts, and Transmission type and there is no association between gender and satisfaction level.

SUGGESTIONS
- ❖ Efforts should be taken to increase the Awareness and purchase decision of E-vehicles.
- ❖ Launch cars at affordable prices to boost brand reputation and attract customers, considering Mahindra & Mahindra's high resale value.
- ❖ Safety features and driver assistance technologies should be more concentrated.
- ❖ Improving after-sales service will enhance the satisfaction level of customers.
- ❖ Enhancing the design and style will attract more buyers.

LIMITATIONS OF STUDY

Every research study has its own constraints, and the current study is no different. It is confined to a sample size of 80 individuals collected in Pollachi Taluk, and changes in market conditions or economic factors that may affect the relevance of the study findings over time.

CONCLUSION

Mahindra & Mahindra is recognized for its numerous achievements and pioneering initiatives in the manufacturing industry. Renowned for its unwavering commitment to superior quality standards and diverse vehicle offerings, the company has established itself as a leader in the field. With a widespread global presence spanning multiple countries, Mahindra & Mahindra has solidified its position as a key player in the international market. By prioritizing customer satisfaction and addressing key areas for improvement, Mahindra can not only increase repeat purchases but also foster long-term brand loyalty and positive word-of-mouth recommendations.

Reference

- Shivam Saraswat, Sumit Singh, Sonali Choudhary (2023). An Analytical Study of Marketing Strategy of Mahindra Automobiles, *International Journal of Research Publication and Reviews*, 4 (5), 2645-265.
- Amar Kumar, (2023) Marketing Strategy of Mahindra Automobiles, *International Journal of Research Publication and Reviews,* 5 (2),1-8.
- Dev Chaudhary, (2023) A Study on Customer Satisfaction Towards Mahindra Scorpio, *International Journal for Multidisciplinary Research,* 5(2), 1-7 .
- https://en.wikipedia.org/wiki/Mahindra_%26_Mahindra
- https://www.mahindra.com/
- https://www.wikiwand.com/en/Mahindra_%26_Mahindra