

# Analysis Of Motivators That Vary Among Occupations In The Purchase Of A Car In Pune

Simon Thomas, Asha Nagendra

**Abstract:** This investigation helps us to comprehend the role of motivational factors among various occupations in the purchase of a car in Pune. Various motivational dependent variables are examined which have an effect on occupations in reaching a choice to purchase a car. The authors conducted a survey in Pune, Pimpri and Chinchwad of Pune region to establish their perceptions on the vehicle purchasing process. There were 275 surveys sent out and 225 were finalized, ensuing in an 82 % reply rate. Finally, information from 225 respondents were used for the study. The respondents existed from varied genders, occupations, age, education, income clusters and marital status. A two group between subjects MANOVA was performed on 9 dependent variables to achieve the results. The subject of attention for this document was not how many persons replied, but whether respondents of varied occupations replied in a different way. It is found that there is a relation between various motivational factors between occupations in the process of making a decision to purchase a car in Pune. The research is crucial for both sellers, car producers and financiers to comprehend how various motivational factors assist individuals in purchasing a car.

**Index Terms :** Car, motivation, occupations, purchasing.

## 1 INTRODUCTION

An individual has a number of needs some of them are biogenic as they come from physiological situations of pressure such as starvation, desire, uneasiness. Additional desires are psychogenic; they result from emotional situations of pressure such as the necessity for appreciation, or honor. A necessity develops a drive once it is stimulated to an adequate level of influence. A purpose is a necessity that is adequately urging to push the individual into action. A decent indulgence of the diverse inspiring aspects that impact customer conduct is critical to sellers and is also the focus of substantial marketplace investigations. Knowledge of these aspects is involved in segmenting and placing products and in inspiring customers to purchase. Several of these aspects apply an exact, measurable impact on purchasing choices, while others are less perceptible and might merely recommend forms of purchasing actions. In numerous situations imperceptible aspects, such as the understanding of the produce or the association among seller and consumer, might be significant. A corporate head wants to purchase pricey outfits, air travel, affiliation in clubs, and massive yacht etc. Occupation also impacts an individual's intake pattern. A working-class worker will purchase garments, work shoes, and lunchboxes. Sellers make an effort to detect the occupational clusters that comprise of above-average significance in their goods and services. Product selection is significantly influenced by financial conditions; spendable revenue, investments and possessions, liabilities, borrowing capacity, and approach to expenditure against saving. Sellers of income-sensitive commodities give persistent consideration to trends in individual revenue, investments, and interest charges. In case financial pointers indicate to a slump, sellers can adopt steps to restructure, reposition, and re-price their goods so they can offer value to targeted consumers.

Public can also impact purchasing choices. The affiliates of a public group are one that share similar conduct, morals, and attentions. Apart from revenue, individuals in the identical occupation, locality, or educational structure can fit in to a shared public class. The occupation of the person also impacts his purchasing actions. The public incline to purchase those goods and services that promote their occupation and function in the social order. For example, the purchasing patterns of the attorney will be diverse from the other groups of individuals such as medic, educator, capitalist, etc.

## 2 REVIEW OF LITERATURE

Blackwell et al., (2002) have communicated that families or family units are purchaser units of basic investigation of shoppers conduct for two reasons. In the first-place families or relations are the units for utilization and buyers for some items. Second, the family is a key influencer of dispositions and conduct of people. As buyers, we are the making of our families. Srivastava and Matta (2014) conducted a study on Consumer behaviour in Delhi NCR regions pertaining to commuters' automobiles. The goal of the investigation transpired to recognize the diverse sources of data used by the consumers and their task while deciding to buy. The writers ultimately accumulated 50 surveys from Delhi NCR area which were suitably filled and were employed for the research. The results in this research conveys that customers in this area are inspired by numerous issues for instance principles, household, societal position, worthiness, utility and sturdiness. The writer has resolved articulating that customer behaviour comprises of all human conducts that drives in building a buying choice. Being acquainted with the shopper's conduct enables a vendor to settle on promoting decisions which are well coordinated with the buyer's desires. There are four primary classes of buyer conducts deciding variables specifically social, financial, mental and individual. Increasing salary has enhanced the acquiring strength and more individuals can bear the cost of an auto. Clients requests are dynamic, yet its thoughts are fundamental for each organization to make presence into the marketplace. In locations like Delhi NCR auto has turned into an image of societal position. Clients are using the autos as a transport and also as a prized ownership. Mubarak (2007) tried to learn the impact of

- Simon Thomas, PhD Scholar Tilak Maharashtra Vidyapeeth, Pune; Faculty St. Vincents College of Commerce, Pune University, Pune, Maharashtra, India. (Email: [simonindia@hotmail.com](mailto:simonindia@hotmail.com))
- Dr. Asha Nagendra, Senior Professor at SIMS, Symbiosis International University, Pune, Maharashtra, India. (Email: [asha.nagendra@sims.edu](mailto:asha.nagendra@sims.edu))

household units in the buying choice of lasting goods. The purpose of the analysis was to discover the part performed by the spouse and the partner in the technique of need recognition and fulfilment with particular procurement of consumer durables. The respondents selected for the analysis were in the age cluster of 21 to 51 years and above, their household month-long revenue prolonged from 20,000 to 70,000 and above. The analysis exposed that all the relations possessed range of durables like motor car, two-wheeler, television, vacuum cleaner, washing machine etc. The research stated that majority of the respondents gave status to their friend's view and propositions built on their previous buying behaviour. The analysis resolved to bring in long-term pleasure in one-time purchase choices. Indushri (2011) researched on purchasing roles in the buying choice of consumer durables. Primary data was collected from Chennai city, Tamil Nadu from 210 respondents out of 300 respondents to whom questionnaires were given. The questionnaires were given to women only since they were the primary users of the consumer durables. Microwave oven, washing machine, television, refrigerator and air conditioners were included in the study. Later major roles on the purchase decision was decided such as originator, influencer, decider and purchaser. The role of each of them was measured statistically. The findings were that family consisted of individuals of varied mental, sensitive behavioural characteristics and abilities that can greatly affect family decision making process. There is more than one-persons involvement in the choice making process. The temperament of each individual is different and hence influences the discussion in a dynamic manner especially when parents and siblings are involved in the process. Most of the respondents have said the males in the family are the deciders and purchasers. The women in the house are only initiators for kitchen items, as their role is weak, the male is the decider and purchaser. It was observed that less women were working and hence their role was less of a decider and purchaser. It was revealed that fathers make decision before marriage and husbands after marriage. There are also social and cultural issues that doesn't allow women to be deciders and purchasers. In the study it was found that except for washing machine the remaining four consumer durable initiator and influencer were the same family representatives of the household. The initiator feels strongly about it and this influences the final decision for purchase. This shows that if the need is felt then the purchaser persuades the other household members in the purchase decision. Bakshi (2012) recommended in her investigation on influence of gender on customer buying behaviour done through literature review that gender is not only a biological idea as being a masculine or feminine, but beyond. Gender with diverse extents is not only a marketplace division adjustable, but it is a variable that has a robust influence on the choices. To please the customers, Majority (45 %) of the respondents' were professionals, whereas 36 % were from service and only 6 % were agriculturists.

**Table II: Shows Bartlett's Test of Sphericity from SPSS**

Likelihood Ratio	0.000*
Approx. Chi-Square	2094.488
df	44
Sig.	0.000*

sellers need to comprehend gender-based tendencies. It has been noted that there is a big change among both the genders, due to physical changes. The buying behaviour of the genders are diverse, the females seem to be self-confident and talks to more persons within to notify, unite and link with others, whereas the men are outwardly engrossed and incline to chat more frequently and yet does not pass on data. Males try to collect more data, while womenfolk go into the depth of the info. Females are extra personal and spontaneous in nature, but males are more systematic and rational and speaks out based on others buying, than by themselves. Menfolk cherish for excellence and competence and instant needs, while womenfolk are sensitive and look for extended term needs.

### 3 STATEMENT OF THE PROBLEM

1. To comprehend the role of motivational factors among various occupations in the purchase of a car in Pune.
2. To study the occupation of respondents and the variables that motivate respondents in the purchase of a car.

### 4 RESEARCH METHODOLOGY

Well-thought-out surveys were conducted to gather primary data. The investigation was carried out for Pune, Pimpri and Chinchwad of Pune region from 225 residents. Convenience sampling technique was adhered for gathering replies from the respondents. The sources of secondary data comprise of available information such as information from manuscripts, journals, periodicals, reports, etc. The information for the determination of the current investigation has been gathered via primary and secondary data.

#### 4.1 DATA ANALYSIS AND INTERPRETATION

**Table - I: Respondents' Occupation**

SNo	Respondents' occupation	N = 225	Percentage
1)	Service *	80	35.56
2)	Professional **	102	45.33
3)	Business ***	30	13.33
4)	Agriculturist ****	13	5.78

\* Service - Any duty or labor performed for another person. (Service industry IT & ITES, Telecom etc.)

\*\* Professional is an affiliate of an occupation or any individual who makes their livelihood from a stated professional occupation. (Doctor, Engineer, Professor, Teacher, Lawyers etc.)

\*\*\* Any activity or enterprise entered into for profit. (Self-employed)

\*\*\*\* It is a discipline or skill used in farming to produce crops or raise cattle.

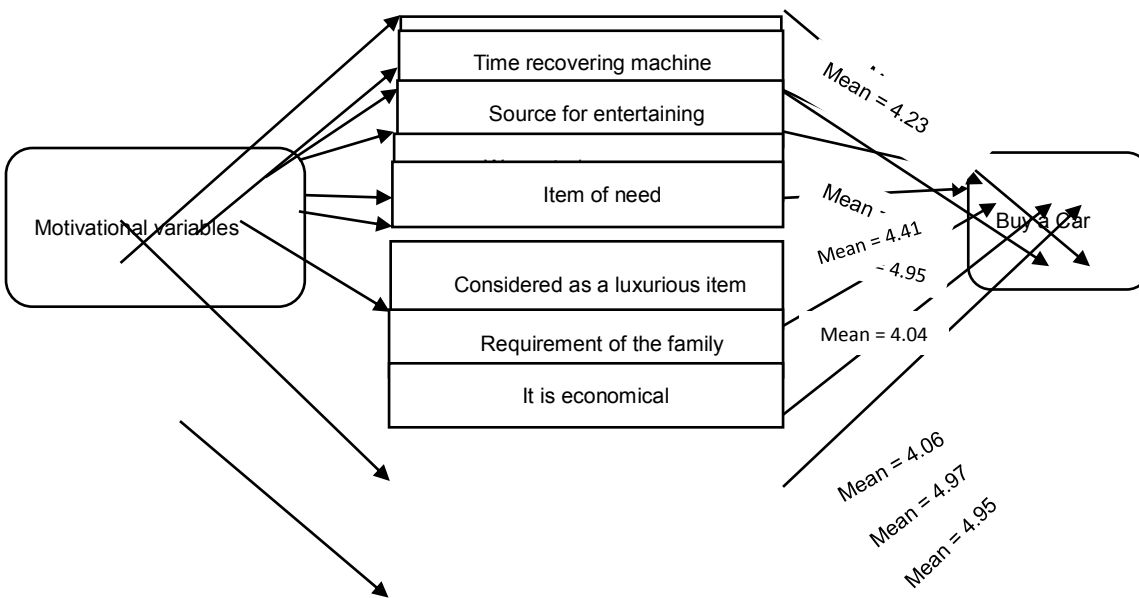
\*\* = 3 decimal places are reported since significance value is < 0.1 %

Bartlett's Test of Sphericity was significant and signifying adequate correlation between dependent variable to continue with the analysis.

**Table III: Variables that Motivate Respondents in the Purchase of a Car**

(MI -Most Important, I- Important, N- Neutral, L -Least Important, N - Not Important, %- Percentage) (More than one options considered)

SNo	Variables	MI %	I %	N %	LI %	NI %	Mean	Standard Deviation
1)	Symbol of social status	64	12	8	9	7	4.17	1.303
2)	Time saving device	53	32	3	8	4	4.23	1.084
3)	Source of entertainment	25	10	49	10	5	3.4	1.13
4)	Warranty / guarantee	95	5	0	0	0	4.95	0.225
5)	Item of necessity	44	32	15	4	5	4.04	1.115
6)	Influenced by marketing	55	34	9	1	1	4.41	0.769
7)	Luxurious item	43	24	29	2	1	4.06	0.964
8)	Requirement of the family	98	1	1	0	0	4.97	0.21
9)	Economical	96	3	1	0	0	4.95	0.278



**Fig. 1. Variables that Motivates a Consumer in Purchasing a Car**  
(Source: Made by the investigator for this explicit review.)

Majority of the respondents' (98 %) were motivated to purchase a car because it was a requirement of the family, whereas 96 % were motivated because it was economical. Only 25 % were motivated in purchasing a car as a source of entertainment. Most of the respondents' (34 %) were motivated to purchase a car since they were influenced by marketing, while 32 % each were motivated as they felt it was an item of necessity and a time saving device. Merely 1 % were motivated in purchasing the car because it was a requirement of the family. Maximum of the respondents' (49 %) were motivated to buy a car as an entertainment source, but 29 % were motivated as they considered it as a luxurious item. Barely 1 % each were motivated in purchasing a car since it

was economical and requirement of the family. A good number of the respondents' (10 %) were motivated to purchase a car since it was a source of entertainment, however 9 % were motivated in purchasing a car because it was a symbol of social status. Just 1 % were motivated in purchasing a car because they were influenced by marketing. Some of the respondents' (7 %) were motivated to purchase a car because it was a symbol of social status, although 5 % each were motivated since it was a source of entertainment and an item of necessity. Only 1 % each were motivated in purchasing a car as they were influenced by marketing and also considered it as luxurious item.

**4.2 STATISTICAL TESTS - MANOVA**

**4.3 HYPOTHESIS**

- H0: Factors motivating purchase of a car does not differ across occupation.
- H1: Factors motivating purchase of a car differ across occupation.

DESCRIPTIVE STATISTICS

	Occupation	Mean	Std. Deviation	N
Symbol of social status	Service	5.00	0.000	80

	Professional	4.53	0.685	102
	Business	2.13	0.571	30
	Agriculturist	1.00	0.000	13
	Total	4.17	1.303	225
Time saving device	Service	5.00	0.000	80
	Professional	4.39	0.491	102
	Business	2.83	0.874	30
	Agriculturist	1.38	0.506	13
	Total	4.23	1.084	225
Source of entertainment	Service	4.71	0.455	80
	Professional	3.00	0.000	102
	Business	2.27	0.450	30
	Agriculturist	1.08	0.277	13
	Total	3.40	1.130	225
Warranty / guarantee	Service	5.00	0.000	80
	Professional	5.00	0.000	102
	Business	5.00	0.000	30
	Agriculturist	4.08	0.277	13
	Total	4.95	0.225	225
Item of necessity	Service	5.00	0.000	80
	Professional	4.06	0.542	102
	Business	2.70	0.466	30
	Agriculturist	1.08	0.277	13
	Total	4.04	1.115	225
Influenced by marketing	Service	5.00	0.000	80
	Professional	4.43	0.498	102
	Business	3.60	0.498	30
	Agriculturist	2.54	0.776	13
	Total	4.41	0.769	225
Luxurious item	Service	5.00	0.000	80
	Professional	3.87	0.670	102
	Business	3.00	0.000	30
	Agriculturist	2.15	0.801	13
	Total	4.06	0.964	225
Requirement of the family	Service	5.00	0.000	80
	Professional	5.00	0.000	102
	Business	5.00	0.000	30
	Agriculturist	4.54	0.776	13
	Total	4.97	0.210	225
Economical	Service	5.00	0.000	80
	Professional	5.00	0.000	102
	Business	5.00	0.000	30
	Agriculturist	4.08	0.760	13
	Total	4.95	0.278	225

In the above table we find that symbol of social status, source of entertainment and item of necessity are the various motivating factors which are below 25 % of the mean value for agriculturist. This indicates that these factors are not in the priority list of motivating factors for agriculturist in comparison to other occupations.

**Table IV: Shows Multivariate Tests Derived from SPSS**

Effect		Value	F	Hypothesis df	Error df	Sig.
Factors motivating purchase of a car.	Pillai's Trace	2.539	131.464	27.000	645.000	0.000*
	Wilks' Lambda	0.002	186.373	27.000	622.712	0.000*
	Hotelling's Trace	29.667	232.572	27.000	635.000	0.000*

\*\* = 3 decimal places are reported since significance value is < 0.1 %

Pillai's Trace = 2.539, f (27, 645) = 131.464, P value = 0.000

As value of P is lower than 0.05 the null hypothesis is rejected, hence it can be concluded that factors motivating purchase of a car differs across occupation.

**Table VI: Shows Sum of Squares, df, Mean Square, F, Sig. & Derived from SPSS**

Source	Dependent Variable	Type Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Symbol of social status	323.362	3	107.787	418.805	.000*
	Time saving device	213.883	3	71.294	317.935	.000*
	Source of entertainment	262.823	3	87.608	835.357	.000*
	Warranty / guarantee	10.437	3	3.479	832.924	.000*
	Item of necessity	241.770	3	80.590	483.057	.000*
	Influenced by marketing	93.110	3	31.037	173.866	.000*
	Luxurious item	155.213	3	51.738	215.593	.000*
	Requirement of the family	2.609	3	0.870	26.583	.000*
Intercept	Economical	10.437	3	3.479	111.057	.000*
	Symbol of social status	1209.601	1	1209.601	4699.880	.000*
	Time saving device	1397.364	1	1397.364	6231.519	.000*
	Source of entertainment	922.124	1	922.124	8792.655	.000*
	Warranty / guarantee	2745.384	1	2745.384	657290.65	.000*
	Item of necessity	1242.879	1	1242.879	7449.828	.000*
	Influenced by marketing	1828.750	1	1828.750	10244.612	.000*
	Luxurious item	1484.153	1	1484.153	6184.500	.000*
Factors motivating purchase of a car.	Requirement of the family	2879.832	1	2879.832	88018.694	.000*
	Economical	2745.384	1	2745.384	87638.753	.000*
	Symbol of social status	323.362	3	107.787	418.805	.000*
	Time saving device	213.883	3	71.294	317.935	.000*
	Source of entertainment	262.823	3	87.608	835.357	.000*
	Warranty / guarantee	10.437	3	3.479	832.924	.000*
	Item of necessity	241.770	3	80.590	483.057	.000*
	Influenced by marketing	93.110	3	31.037	173.866	.000*
Error	Luxurious item	155.213	3	51.738	215.593	.000*
	Requirement of the family	2.609	3	0.870	26.583	.000*
	Economical	10.437	3	3.479	111.057	.000*
	Symbol of social status	56.878	221	0.257		
	Time saving device	49.557	221	0.224		
	Source of entertainment	23.177	221	0.105		
	Warranty / guarantee	0.923	221	0.004		
	Item of necessity	36.870	221	0.167		
	Influenced by marketing	39.450	221	0.179		
	Luxurious item	53.035	221	0.240		
	Requirement of the family	7.231	221	0.033		
	Economical	6.923	221	0.031		

\* = 3 decimal places are reported since significance value is < 0.1 %

## 5 RESULTS AND DISCUSSION

Each variable considered by the researchers for the study has been discussed below considering the statistical significance of the same.

1. For motivating factor symbol of social status, occupations such as service has a mean of 5, professional has a mean of 4.53, business has a mean of 2.13 and agriculturist has a mean of 1. Hence, in purchasing a car more people having an occupation as service are motivated towards car due to social status.
2. For motivating factor as a time saving device, occupations such as service has a mean of 5, professional has a mean of 4.39, business has a mean of 2.83 and agriculturist has a mean of 1.38. Hence, in purchasing a car more people having an occupation as service are motivated towards car as a time saving device.
3. For motivating factor as a source of entertainment, occupations such as service has a mean of 4.71, professional has a mean of 3, business has a mean of 2.27 and agriculturist has a mean of 1.08. Hence, in purchasing a car more people having an occupation as

service are motivated towards a car as a source of entertainment.

4. For motivating factor warranty / guarantee, occupations such as service has a mean of 5, professional has a mean of 5, business has a mean of 5 and agriculturist has a mean of 1.08. Hence, in purchasing a car more people having an occupation as service, professional and business are motivated towards a car due to warranty / guarantee.
5. For motivating factor as an item of necessity, occupations such as service has a mean of 5, professional has a mean of 4.06, business has a mean of 2.7 and agriculturist has a mean of 1.08. Hence, in purchasing a car more people having an occupation as service are motivated towards a car as an item of necessity.
6. For motivating factor influence from marketing, occupations such as service has a mean of 5, professional has a mean of 4.43, business has a mean of 3.6 and agriculturist has a mean of 1.08. Hence, in purchasing a car more people having an occupation as service are motivated towards a car due to influence from marketing.

7. For motivating factor luxurious item, occupations such as service has a mean of 5, professional has a mean of 3.87, business has a mean of 3 and agriculturist has a mean of 2.15. Hence, in purchasing a car more people having an occupation as service are motivated towards a car as a luxurious item.
8. For motivating factor requirement of the family, occupations such as service has a mean of 5, professional has a mean of 5, business has a mean of 5 and agriculturist has a mean of 4.54. Hence, in purchasing a car more people having an occupation as service, professional and business are motivated towards a car due to requirement of the family.
9. For motivating factor economical, occupations such as service has a mean of 5, professional has a mean of 5, business has a mean of 5 and agriculturist has a mean of 4.08. Hence, in purchasing a car more people having an occupation as service, professional and business are motivated towards a car as it is economical.

## 6 CONCLUSIONS

An occupation wherein one provides service for people are very much in demand these days. We find that many people are employed in this industry. Hence, majority of the people in service as an occupation are motivated due to social status in the society, as a time saving device, as a source of entertainment, for warranty / guarantee, as an item of necessity, influence from marketing, consideration as a luxurious item, requirement of the family, and economics purchase a car. People in professional occupations have to work with high standards for specific type of job to earn their living. We find that majority of the professional as an occupation are motivated towards warranty / guarantee, requirement from the family and

economics to purchase a car. People in business as an occupation undertake activities to generate money by selling and using people, finance, knowledge and actual capital with a view to growth of oneself and the economy. We find that majority of the business people are motivated towards warranty / guarantee, requirement from the family and economics to purchase a car. People in agriculture as an occupation are concerned with ploughing land, producing and harvesting crops, growing livestock etc. are the least motivated to purchase a car.

## 7 REFERENCES

- [1] Bakshi, Swarna. (2012). Impact of Gender on Consumer Purchase Behaviour. *Abhinav National Monthly Refereed Journal of Research in Commerce & Management*, 1 (9), 1–8.
- [2] Blackwell, Roger. D., Miniard, Paul W. & Engel, James. F. (2002). *Consumer Behaviour*. OH, USA: South Western College Publishing.
- [3] Indushri, N. (2011). *Buying Roles in the Purchase Decision Making Process of Consumer Durables*. (M. Phil Dissertation) Retrieved from [www.bsauniv.ac.in](http://www.bsauniv.ac.in)
- [4] Mubarak, A. K. (2007). *A Study of The Influence of Family Members and their Interaction in the Purchase Decision (With Special Reference to Durable Goods)* (PhD Thesis) Retrieved from Bharathidasan University, Tiruchirappalli.
- [5] Srivastava, Arpita. & Matta, Mitu. (2014) *Consumer Behaviour towards Passenger's Cars - A Study in Delhi NCR*. *Global Journal of Finance and Management*, 6 (6), pp. 589-598.