



An In-depth Analysis of Consumer Behaviour in Passenger Car Purchase Decision-Making Process

Factors, Impacts and Consequences for the Automotive Industry

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Abstract

Automotive industry was described as a constantly changing and evolving field. For decades it was developing more and more advanced technologies in vehicle manufacturing that ensured the production of reliable and powerful vehicles. Vehicles became not only a transportation source but also the source of confidence for many citizens. In the recent years, more environmentally friendly vehicles were demanded by customers. As well, behaviour of the customers in the car purchasing process was changed due to the newly emerging factors these changes were influenced with.

The tasks for the automotive industry were to understand what brought the changes of the customer behaviour and how the decision-making process of customers was influenced by multiple internal and external factors. The objectives included careful understanding of the customer decision-making process and the future its future tendencies.

Implementation included quantitative data analysis and survey data collection method was utilised to gather the information from the car owner or people with experience in the car purchasing process. The exploratory research was made with a deductive approach.

The changes and tendencies of different groups of customers' behaviour were represented in the results. The customers were divided based on the gender characteristics in order to better understand the correlations with the results of the research. After the analysis it was revealed that customers willing to switch to the electric vehicles due to the increasing pollution to the environment from traditional vehicles. Brand and car market were stated as the influencing characteristics in car purchase decision-making process.

Reasonable conclusions were drawn based on the results of the data analysis and recommendations for companies and car dealerships were stated.

Keywords/tags (subjects)

Consumer behaviour, Passenger car, Decision-making process, Automotive industry, Car purchase

Miscellaneous (Confidential information)

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1 Introduction

The modern world is going through continuous changes and transformations, and one of the areas in which these changes manifest themselves most vividly is the transport industry. Vehicles play an important role in humans' daily lives. In the past they were used for the military help (Siegelbaum, 2011), but nowadays the cars are used for various personal purposes. Every year the decision to purchase a car becomes more substantial and more independent, considering the variety of models, brands, types and extra features. Empirical studies show that the key factors of choosing a car in the modern world have changed gradually compared to past decades. Nowadays drivers pay attention not only to the different types of the engine and look, but also to aspects related to eco-friendliness, safety, reliability, interior and extra features (Simonton, 2017, p. 318). These changes in consumer behaviour and decision-making are pushing the industry to rapid development and innovation. The thesis, dedicated to the key factors of choosing a car in the modern world, is aimed at analysing and understanding these changes, as well as identifying and assessing their impact on the automobile market. During the research, many aspects will be considered, including socio-cultural and economic factors influencing the decision-making process, as well as the consequences of these decisions for society and the environment. The purpose of the work is to reveal and analyse the key factors shaping consumer preferences in the automotive segment today. This research is important because it will aid in understanding what trends prevail in the modern automotive market and what factors may influence the future development of the automotive industry. This work will be carried out based on the analysis of literature sources, conducting surveys with car owners, as well as using statistical data and analytical methods. It is assumed that the results of this study will be useful for automakers, marketers and anyone interested in understanding the dynamics of the modern automotive market. Hence, the thesis contributes to a better understanding of the factors influencing the decision-making process while purchasing a vehicle in the modern world, and their impact on the society and the economy.

The topic of consumer behaviour in car purchase decision-making is significant to study. The research of the main factors influencing the choice of a car is an important research and practical task for several key reasons. First, it is an adaptation in the market. For automakers and marketers, it is indisputably important to understand what parameters consumers choose a vehicle by in order to match their products and marketing strategies to the taste and requirements of consum-

ers. This allows companies to develop more successful products and maximize profits. No less important is the fact of improving product quality: knowledge of the factors influencing the choice of a car helps automakers to improve the quality and characteristics of their cars, which ensures the production of more environmentally friendly, reliable and technically progressive cars. It is impossible not to mention the improvement of marketing campaigns, because knowing the factors by which customers make a car purchase allows marketers to create more purposeful and effective advertising campaigns. Knowledge of the behavioural characteristics of a person when choosing a car allows automotive marketing to develop in the right direction. Understanding the nature of human decisions increases companies' competitiveness in the market by offering products that meet customer needs and expectations. Sustainability is one of the main concerns nowadays due to the increasing risks with petrol/diesel driven cars and their emissions (*Global Sustainability Trends for 2023 - According to 42 Experts! | GreenMatch, 2023*). More and more customers are starting to switch to hybrid or electric vehicle; thus, the consumer behaviour practices need to be addressed in order to offer more sustainable vehicles.

Generally speaking, the study of the main factors influencing the consumer decision-making process is significant for the automotive industry in providing more efficient functioning of the car market.

The current thesis is divided into six distinct sections, consisting of introduction, theoretical foundation, work objectives, implementation phase and results with a following discussion. The theoretical foundation section reveals the key concepts of the influencing factors on the customer behaviour, their effects on decision-making processes of car purchasing, covering the impact of economy, society and individual psychology, as well as providing the insight on the significance of marketing and professional advertising and its effect on customer choices. Third section represents objective of the thesis and main research topic concerns that will be addressed in the current study. The Implementation stage is revealing the methods the research was conducted with and provides the reader with the data collected during the research and its interpretation. Section four, besides, covers the reliability of the data collected during the time of the research process and points out the ethics of the research processes. The final stages of the report open up the results that were investigated after the study and support the results with the thorough discussion fulfilling the research objective and answering the research questions, alongside with recommendations for the future studies and limitations of the current research.

The researcher's motivation for the study consists of multiple parameters, such as own interests of the researcher and market relevance. The researcher is very familiar with the topic of the study and interested in the car industry and its evolution. The desire to learn more and fill in the knowledge gaps of the industry is very beneficial for the researcher for the future career aims. The research would aid in further development of the essential knowledge and competence for the future career in automotive industry and car sales. After graduation, the researcher is planning her path to work in the marketing industry, to be more precise, car marketing and sales, thus the current study would assist the researcher in acquiring necessary skills and knowledge for the industry to gain a competitive advantage in the employment process.

2 Theoretical foundation

The theoretical foundation chapter provides the insight to the former research and studies related to the topic and summarises the results of the studies by finding the potential gaps and helpful information for the current research. This chapter ensures the significance of understanding of consumer behaviour in vehicle purchasing process. The existing theory will help to formulate the research questions, shedding the light to the research objective.

2.1 Stages of decision-making process

Customers are going through multiple stages of thinking before finalising the purchase in their everyday life. These stages directly affect how the customer would perceive the purchase. Current marketing trends have a strong impact on these stages. To make more obvious what the stages are and how can they be characterised, the Hierarchy of Effects Model can contribute to this process. The Hierarchy of Effects can be described as a scheme which helps in measurement of the effectiveness of advertising on the consumer decision-making behaviour (Baker & Hart, 2002, p. 450). It is assumed to describe how a customer proceeds through multiple stages of "effects" before making a decision about the purchase. According to C. Team (2023), typically, this model consists of these mental stages: awareness of a product (in this stage, a consumer is aware of a need of a product due to various reasons such as personal needs, changes in the industry, societal changes etc), following by interest in it (at this stage a customer is considering the possible purchase and is getting to know more information about the product), leading to evaluation of the product (evaluation stage is happening after customer's satisfaction with the initial characteristics of the product (stage "interest") and customer's further desire of getting more familiar with the

product), and further to trial and adoption of the product (also referred as action or purchase; the final stage of the customer's decision-making journey with the product satisfaction and usage), however the same stages can be formulated differently, nonetheless, they hold the same meaning and the same order. The attitude as a component plays a significant role in the whole process of decision-making because it is directly linked to the mental stages described earlier. O'Shaughnessy (1992, pp. 63-64) states that the stages of the hierarchy of effects model are combined into three main steps of a customer decision-making process, such as cognitive (knowledge or thinking stage, where a customer is becoming aware of a product and evaluates its pros and cons), affective (developments of strong feelings toward the product) and conative (behavioural stage, the action from a customer towards the purchase of a product).

It is essential to mention that Hierarchy of Effects is somewhat related to the Maslow's Hierarchy of Needs, where the basic human needs described starting from the basic and the most significant such as food, water, warmth, security and safety, and finishing with psychological and self-fulfilment needs. One of the top needs is the need for prestige and feeling of accomplishment, and any need that is positioned higher on the pyramid cannot be fulfilled if the lower positioned needs, starting from basic ones, are not reached (Griffin, 1994). Thus, the customers who are unsatisfied with the basic psychological needs would not be able to generate a positive customer decision-making behaviour when it comes to satisfying the self-fulfilment needs. The same correlation happens with Hierarchy of Effects, because in case if the first steps which a customer goes through are not satisfied, the decision about the purchase will be negative. According to C. Team (2023) there is much criticism about the Hierarchy of Effects Model due to the fact that in the real world consumers are exposed into many various sources of information that influences their final decision about the purchase. The cognitive psychologists claim that it is slightly possible for advertisers to understand how and through what exact stages customers are processing the information due to the huge background noise (in this regard, background noise refers to the external factors, influencing the decision, which will be told about in the next subchapter); as well as they claim that different marketing campaigns and ads impact differently the decision making process and can go through different stages or the order of the stages than the ones described in the Model.

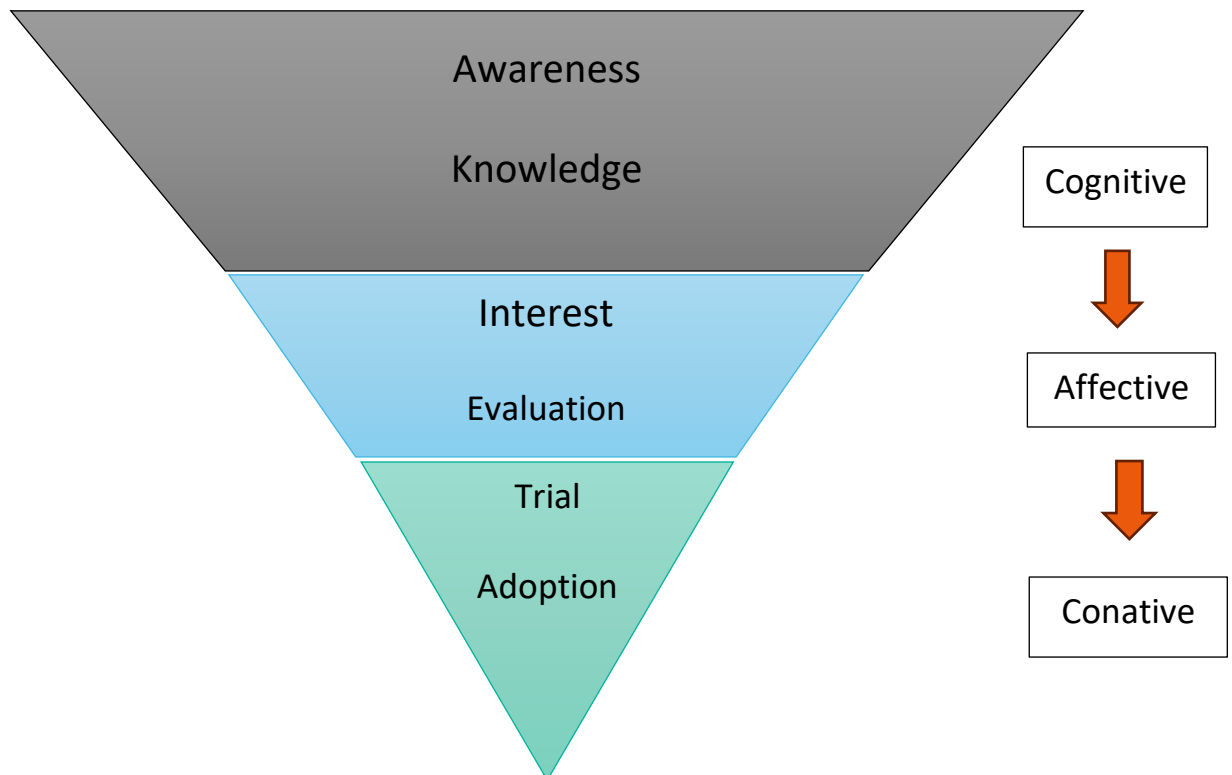


Figure 1. Hierarchy of Effects Model

The Hierarchy of Effects Model gives the necessary information about the customer decision-making process. It shows the complexity of the decision-making which is influenced by various external factors and marketing advertising (M. S. Team, 2021). In terms of the thesis topic, this model aids in adaptation of the advanced marketing techniques and advertising in order to increase the chances of the customer's positive purchasing behaviour in automobile industry. By knowing the significance of each stage of customer decision-making, marketers, car brands and dealerships can develop more effective strategies and increase the probability of success in the deals. The model directly proves the importance of marketing and advertising for the company success.

2.2 Internal and external factors' influence on the personal views

As stated in Libretexts (2021), internal factors influencing customer behaviour – are the parameters that affecting personal attitudes towards the purchase in a positive, neutral or negative way and accordingly, they force a person to make a particular decision that is based on the character of

the emotions and feelings that were driving the customer to the purchase, whether the customer is making a purchase or not. External factors are those which come from the surroundings of the customer, they can be the attitudes of family, society, governmental policies, stereotypes. External influence can affect the process of making a decision either positively or negatively and can cause the customer's confusion during this process. The conflict between the external and internal factors might happen in case if the character of choices is opposite for these factors. For example, if the family of a customer is against the car purchase but the customer has a strong desire to purchase the car, the two factors come into conflict, which worsen the customer decision-making process.

A broad variety of both internal and external factors influence people's decisions and behaviours in the context of the choice of the vehicle and their attitude toward changes in the automotive industry. These factors include the country vehicle policies, social attitudes to different kinds of passenger car (brand of the car, type of the car (SUV/sedan/hatch back etc.)), price range, new technologies, car demand, fuel type (electric vehicles (EVs), hybrid, petrol, diesel) (Nieuwenhuis & Wells, 2015). Cars are used mostly as a travel instrument, including short distance and long-distance travels. Due to this fact, personal preferences for comfort features and autonomy technologies are highly preferred by the car customers.

Individuals tend to switch to low-carbon alternatives for driving routes, however the reason of the harmful pollution and carbon dioxide emissions do not take the first place in the reasoning of this choice and is interpreted as a secondary reason for this. The primary reason for deciding to drive a low-carbon cars is a cost-efficient driving and great money saving (Nieuwenhuis & Wells, 2015, pp. 30-31). Although if in past decades the issue of carbon dioxide emissions was not addressed as much due to the insufficiency of the governmental policies and governmental control, in contemporary time the problem of emissions is strictly controlled by the governmental authorities and follows multiple "penalties" for people whose cars produce the high amount of carbon emissions. These "penalties" are expressed as a considerably higher tax payments for the car and depend on its emissions rate (Duer et al., 2011). Hence, these governmental policies affecting decision-making process in car purchase and decreasing the chance of a person buying the car that produces high carbon emissions due to unwillingness to pay extra tax. Such policies aimed to change the decision of a car customer towards more eco-friendly vehicle types, such as hybrid cars and electric vehicles (*Electric Cars: Tax Benefits and Purchase Incentives (2023)*, 2023). Considering European Union policies, according to European Parliament (2019) with their application the countries

achieved the gradual increase in purchase of sustainable vehicles, making the share of 17.1% of the registered vehicles in 2021 fully electric. The concern about the “healthiness” of electric cars is being disputed due to the fact that the process of utilisation of the electric vehicle battery produces enormous amount of carbon dioxide and the electric station that are used for charging the cars, are running on petrol, which build the contradictions to the governmental policies. However, according to the European Parliament, European union plans to make the batteries more sustainable due to the increased share of electricity used from the renewable sources of energy. Such policies are a great example of external influencing factors on customer decision-making process.

As it was mentioned above, the sustainability concerns are driving car trends and its customers towards electric vehicles. The thought of EVs has occurred long ago, although in 90s it was a big issue for the companies to produce the electric vehicles as the customers demanded it, as they questioned where to get money and power. Proponents showed interest in appearance of EVs because it would help to decrease the pollution levels, reduce oil import, reverse global warming and create new jobs (Sherman, 1998). Today, the issue of global pollution is has become one of the biggest environmental concerns and it is obvious how it impacts people’s health. Although the pros of electricity-driven vehicles are well known for many years, they are eco-friendly, have less cost of the fuel and less noise pollution, the adoption of electric vehicles is not going fast enough. The most unfavourable feature of EVs is the time for recharging the batteries. Even though battery manufacturers promise to deliver better and faster charging batteries, the lack of an adequate infrastructure for charging the vehicles and their limited area are substantial reasons that affected the thought that EVs are not suitable for long drives and travelling for long distances, as for now. The prices of electric vehicles are relatively high compared to the traditional ones, hence, less people can afford it and prefer the traditional cars instead of electric vehicles, because they claim them to be unjustly expensive (*2017 Electric Vehicles International Conference (EV)*, 2017).

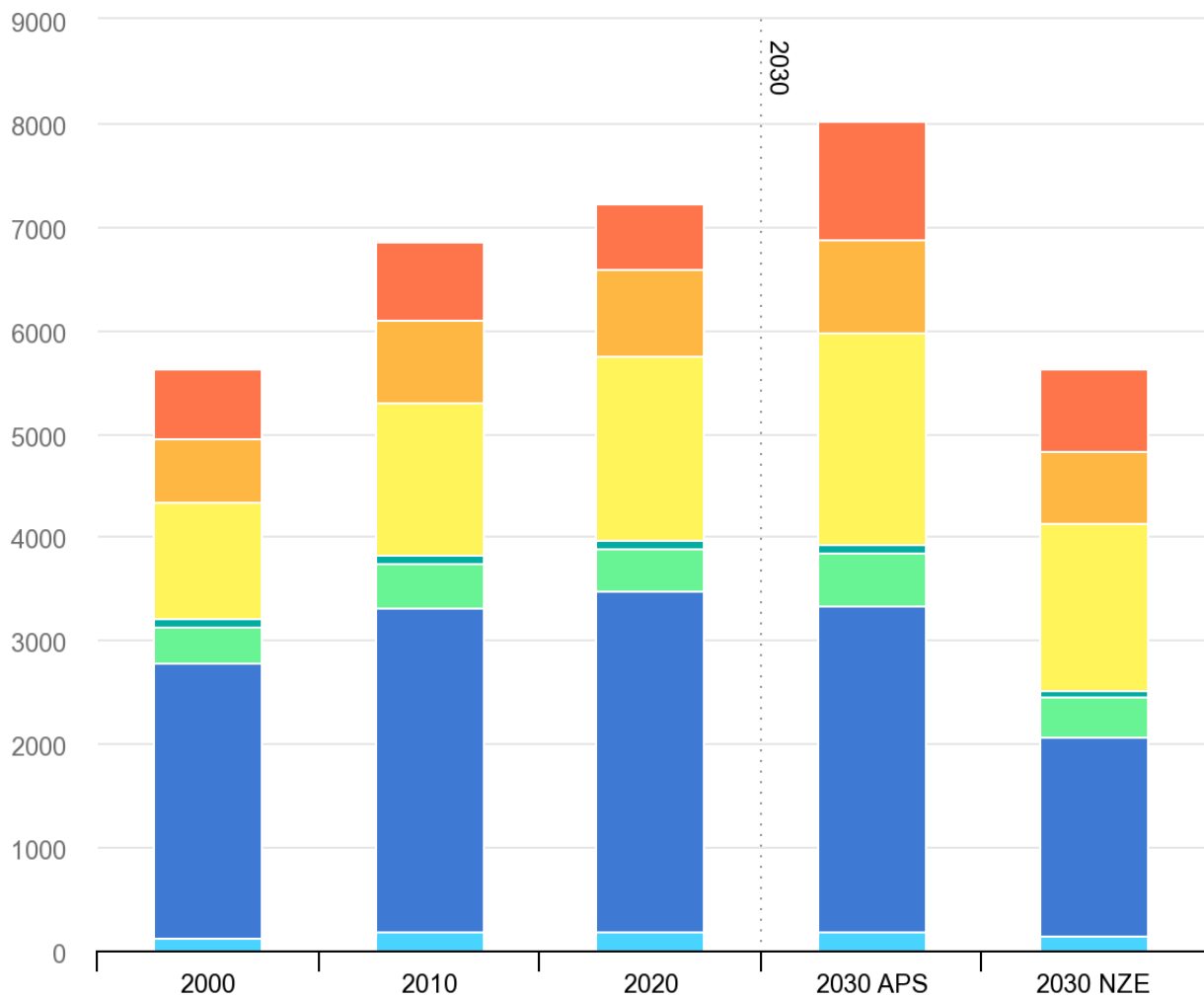


Figure 2. Global CO₂ emissions from transport by subsector (*Global CO₂ Emissions From Transport by Subsector, 2000-2030 – Charts – Data & Statistics - IEA, n.d.-b*)

Psychological factor is another substantial aspect affecting customer behaviour, which is an internal factor that influences the choices of consumers. For example, most of the people spend money on a prestigious car due to their wish to be associated with a certain group of customers, customers of a particular brand and style. Shaw and Hamilton (2016) claim that emotions can make customers act irrationally and organisations need to plan in advance. Customers do not “turn off” the emotions, even if they say so, thus all their decisions still remain emotionally driven. To move the customer to the purchasing point, the organisations need to provoke the emotions that help to drive the most value and improve customer experience gradually. The firms have to understand that improving customer experiences drive great sales and financial returns. Personal attitudes towards particular brands and tendencies can affect the decision of a customer. If the customer is in

love with the certain brand or market, then there is a very low chance that he or she will consider any different brand or market while making a purchase. It shows up the intention of a customer to be identified with the certain brand, belong to the certain group of people. For instance, people who prefer German market cars are less probably consider Japanese cars or Italian cars, and vice versa. People have formed their personal preferences which became their starting point of the decisions they make in life. Psychology of each person primarily affects his or her decision-making because in the end of the day, the person is making the choice and not the surroundings, however the surroundings indirectly affect this decision, such as social and cultural influencing factors.

Social influence is a crucial external factor in decision-making process. Influence is coming from families, friends, societies and affecting person's behaviour in many ways. People tend to take this influence for granted as they most of the times do not feel it directly affecting their choices except when the decision is to some extent feels forced to contravene the personal moralities. Majority of the decisions happen when people tend to "go with the flow" and rely on the group decisions. In this case such influence can be expressed as a conformity to the situations, where people are not directly asked to do certain actions, however, under the pressure of peers or a group they tend to change their decisions (Wren, 1999). The great example of conformity – the person who is following the car trends and has a friends group that is interested in cars, tend to seek for the approval from the friends group of the cars that the person is interested in and, if most of the friends group would not validate the idea, the person's decision would be affected negatively towards the purchase, because he/she does not want to be a "black sheep" in the group. The same reciprocity applies to the modifications and brands. This way, the person is seeking for the social validation, in this particular case, group validation (Kramer & Neale, 1998).

Marketing and advertising as an external factor influence consumers behaviour significantly. Candeloro (2019) states that Ford uses the great tactic by focusing attention on the design of small cars that are reliable and affordable for the consumers that have the average income. Price and car technical characteristics were two main features included in advertising. However, in recent years the share of people choosing particular market, such as German or Japanese cars, and brand of the car, increased steadily. There is still a significant share of people who want a reliable and affordable car; however, the views are changing towards more luxurious vehicle with modern electronic assistance and upgraded style. This happens due to the reason that the entrepreneurship and businesses develop and generate more profit, making more people being able to afford these cars. The demand creates the supply, hence, car companies producing new more expensive cars

which have the best contemporary technologies. The high-involvement product is more important now for the customer; thus, the companies are trying to emphasize the emotional qualities of the car. Due to the appearance of new brands and markets for the cars, car dealers are dealing with the huge pressure in getting new customers and high competition on the market. People run for the affordability (low price) and high performance, however, not every company can adjust to these customers' preferences due to the high production costs or impossibility to decrease reputation by starting to produce lower quality and cheaper cars (Parment, 2014).

Advertisements stimulate the individuals' consciousness. The pleasant aspects, bright pictures and comprehensive descriptions make the consumer receptive to the advertiser's story. There are many factors that are affecting attention of a potential customer. They influence the smallest parts of human brain that are responsible for interest, satisfaction, motivation. If these factors are taken into consideration, the ultimate piece of advertisement can become successful. The design and layout should be pleasing to the eye and easy to understand, this is a big advantage that advertising companies can use while creating the ads. Size of the advertisement is a powerful attention factor, but it alone will not create the success of the ad, action and movement should be included in the advertisement. The picture that shows the action happening in it, the dynamic layout, will most probably get attention of a customer. The completeness of the form is substantial in order to make the advertisement clear and logical, it should have the consequence of actions, the story that has the logical harmonical ending (Gill, 2013). Taking all these factors together, the successful advertisement is relatively simple to make if the advertiser knows what the crucial aspects of customers' attention responses are and how to implement them in the form of advertising.

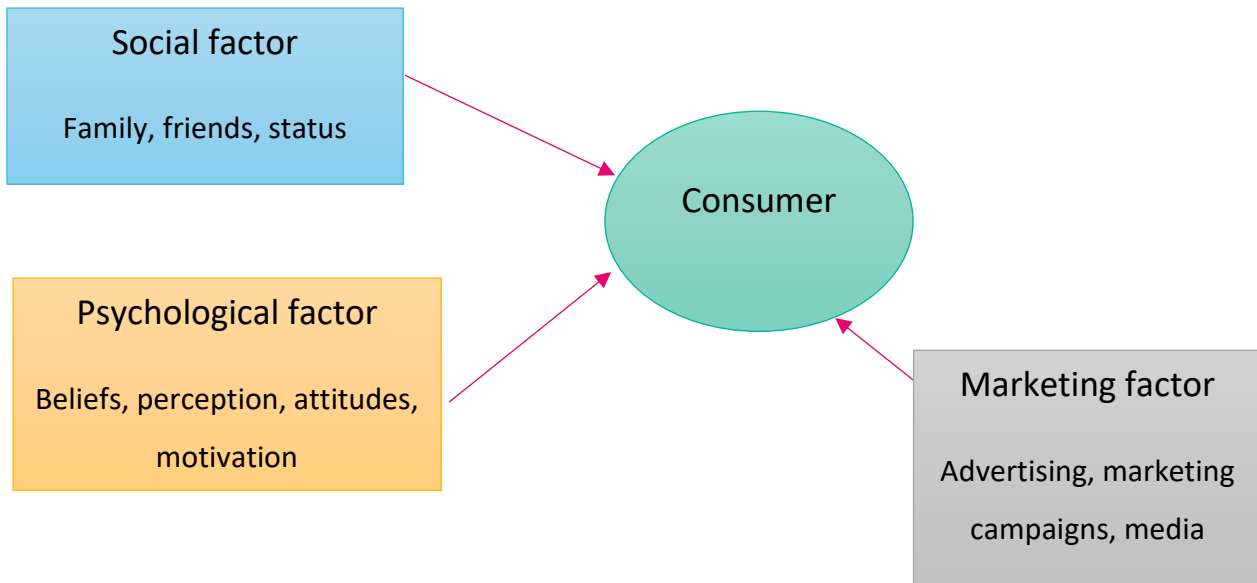


Figure 3. Factors influencing customer behaviour

As regards the ownership costs, they include a portion of repairs and maintenance, as well as garaging costs and taxes. Non-scheduled parking, maintenance or repairs are considered as operating costs; thus, they are not included into the ownership costs. Ownership costs are costs that include insurance, car taxes, depreciation, registration, scheduled maintenance, accessory costs. Depreciation implies the car loss of value with the time the car was utilised and distances that were driven by the car along with its engine and outside condition. During recent years, vehicles that are a decade old have lost a great value due to the increased prices for the fuel, which is a first aspect of depreciation. In most of the cases, the age of the vehicle is a more significant aspect than its mileage in determination of resale value (Ullman, 1980). The old vehicles in terms of ownership costs will be a lot more expensive and the end-term value of the car will not be high in resales. Size of the car substantially impacts the ownership costs due to the higher tax, higher emissions, and weight of the SUV car compared to a compact or sub-compact car. Nonetheless, the initial price of the car barely impacts the ownership costs due to its non-influence on the long-term costs.

The existing studies on this topic tend to put more focus on the certain influencing factors for consumers, such as car brand, car marketing or governmental policies. However, these studies do not fully cover the influence of multiple aspect simultaneously on the decision-making process, such as cultural, social, psychological and economic aspects. There is a limited focus on the current world trends. There is a need for the research of the current state of the industry with the new data and its analysis. The lack of practical consequences makes the need for the further research in order to

give recommendations for the dealers and companies for the services improvement to adapt to the current customer trends. Another dramatically important reason for the research is the fact that existing studies focus more on the initial processes of the car purchase and do not take into account post-purchase ownership costs and what parameters customers choose the car from with the long-term ownership perspective. There is very little information given about the ownership costs in the primary sources and the sources are outdated, thus the new investigation is required to update the information about the subject of matter. The existing literature does not address fully the sustainability concern and increasing demand for the electric and hybrid vehicles, does not provide the up-to-date information, the knowledge of which might help companies adjust to the current market preferences and satisfy customer needs. There are statistical numbers given, however no descriptive information is possible to find from the analysis of qualitative data about the sustainability concern. Therefore, a thorough research should be made in order to address these issues and show the tendencies of customers' decision-making process and its changes since the previous studies were published, hence, current research will focus on identifying the changes in customer purchase behaviour to close the existing knowledge gaps.

3 Objectives of the work

3.1 Research aim

The research aim is a developed statement that indicates the purpose of the research study. The research aim should reflect the research problem as well as be broadly explained (Ryan, 2023).

The aim of the research is to provide a comprehensive understanding of the changes of consumer behaviour in passenger car purchasing process and the reasons for the changes. By investigating the reasons for particular customer decisions about the vehicle acquiring, the research will provide the insight into the impact of those on the consumer choices and changes in consumer behaviour and their implications on the evolving automotive industry. The research aims to provide valuable knowledge for car manufacturers, companies, dealerships and marketers to aid in adaptation to changing consumer preferences and effectively meet the needs of the contemporary passenger car customers.

3.2 Research problem

The research problem is a statement that will express the area of concern which is going to be addressed in order to reveal the point that need to be investigated. The research problem statement is needed for introducing the reader to the significance of the studied topic, providing the framework for the research results. The problem statement should be clear, precise, identify the study area and key concepts and terms, does not follow unnecessary jargon (*Research Guides: Organizing Academic Research Papers: The Research Problem/Question*, n.d.).

The problem of the research is formulated as follows: “Understanding the reasons affecting passenger car purchase decision-making and its implications for the evolving automotive industry.”. This refined research problem narrows the focus on the specific aspects of consumer behaviour, focusing on the multiple factors that influence passenger car purchase decisions. It also emphasizes the implications of these factors for the vehicle industry.

3.3 Research questions

Research questions consist of formulation of the issue that the study will focus on and outlines the research task that is grounded on the research. The research questions should be clear, well-explained, neither too broad nor limited, descriptive and logical (Bouchrika, 2023).

After the evaluation of the theoretical foundation, the reasonable research questions are drawn.

1. How significant are various qualities of the car for the customers (brand, technical characteristics, market)?
2. To what extent are consumers taking into account environmental concerns and sustainability in their passenger car purchase decisions, and how are car manufacturers need to address these concerns?

4 Implementation

4.1 Methodology

The research is done using quantitative data study. Quantitative data is also called numerical as it has numerical characteristics and, respectively, can be calculated, counted, weighted. Qualitative

and quantitative data can be either primary or secondary. The opposite, qualitative data – data that is expressed by words and phrases and cannot be measured, calculated or weighted. The data is unquantifiable; therefore, it has no numerical characteristics (M. Munyua, 2021). The current research will focus more on the quantitative results due to the statistical approach used in data analysis, however, certain information will be provided in words, which will further be decoded to statistics.

Primary data is the data that has been collected by the researcher and contains the first-hand information about the topic of research. It can be a survey, an experiment, interviews. The primary data is more reliable and allows the researcher to get the specific data that is needed for the research, unlike the secondary data (Heumann et al., 2016).

Secondary data is the one that has been previously collected for other studies and is obtained from case studies, interviews and other methods of data collection that were used for different research. Secondary analysis implies the reanalysis of the that has been previously collected and analysed. Secondary data-based research is an interpretation and analysis of the results which evidence was based on a primary data source (Chandola & Booker, 2022).

In this research the primary data was utilised in order to achieve the most suitable results for the topic of the thesis and research questions and aims. Survey method is used for the primary data collection.

The purpose of the research is to discover and develop the new knowledge, principles and generalisations based on the existing knowledge and new data collection, thus, the exploratory approach was used this research to understand the problem that has been under-investigated and requires new insights (Simuforosa & Wiseman, 2015).

Deductive approach was used in the research, meaning that the research leads to general conclusion through the series of assumptions and pieces of various data. Deductive approach implies the observations, existing research evaluation and analysis and further testing of those observations through data collection (M. J. Byrne et al., 1994). In the current study, the thesis structure is based on the principles of the deductive approach, in particular, on existing theory and further formulated research questions following with data collection and data analysis and completing the findings with the answers to the research questions. Which is unlike the inductive approach where specific observation follows up by pattern recognition and finishes with general conclusion (Streefkerk, 2023).

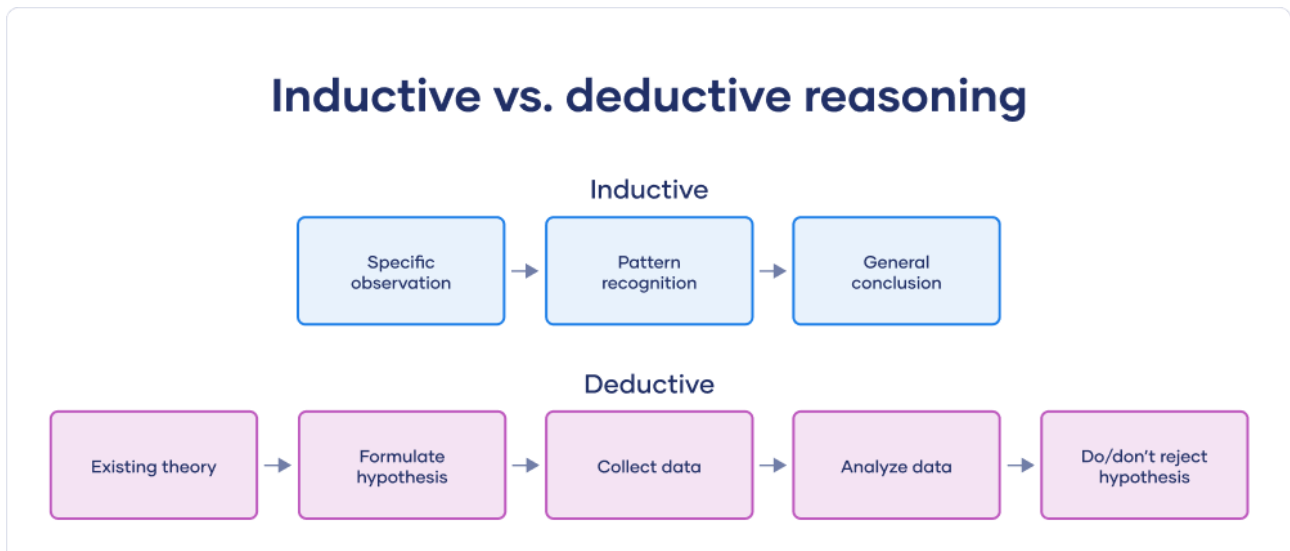


Figure 4. Differences of inductive and deductive approaches (Streefkerk, 2023)

4.2 Data collection and description

Data collection is a substantial part of the research, it allows to obtain new knowledge and outputs results through measurements and observations. Researchers collect data in order to not only test the hypothesis and answer the study questions and evaluate results, but also to assist the future research, existing needs for understanding the issues and create a better world (L. Baker, 2020).

The primary data for this study was collected through the surveys that were done by using the Webropol system. The online survey is a great data collection strategy which can provide reliable and valid results. However, survey can be subjected to research bias, overall, it provides a great insight on the data and aids in proper statistical analysis as well as provides qualitative results alongside with quantitative, if the survey design was made to reflect the qualitative data needs, respectively (J. Fowler & Fowler Jr., 2013). The surveys that were implemented in this study consisted of 16 questions of which 4 questions were checklist questions, where the participant can choose few answers that the best apply in the situation, and multiple-choice questions, where only one answer out of few can be chosen (Pulliam Phillips & A. Stawarski, 2016). The surveys were implemented in Finland, therefore, most of the participants are the native Finnish speakers, thus for their comfortability all the questions and answers were translated in Finnish alongside with English in order to make the survey experience as positive as possible. The surveys were constructed in a way that allows people not to answer the questions that do not directly correlate

with the topic of the research (such as gender and age); thus, these questions were not mandatory. The questions were designed as simple and coherent as possible in order to be understandable for everyone and, hence, provide more accurate results by minimising the risk of unrepresentative answers due to the possible confusion of the respondents. These are the questions that were used in the survey, the English version (the full version of the survey and the detailed answers in statistical measurements are attached in the first Appendix):

- 1) *This survey results will be used in scientific research in order to better understand customer behaviour in car purchase. All the data collected will be anonymous and only represent the customer behaviour without any personal information questions. Do you give the permission to use your answer for the scientific research?*
- 2) *What is your gender?*
- 3) *What age group do you belong to?*
- 4) *How involved are you in deciding which car to buy?*
- 5) *The vehicle you have now, was it bought used or new?*
- 6) *How important for you the brand of the car?*
- 7) *What car market you prefer the most?*
- 8) *Do you follow the car trends?*
- 9) *What is the main purpose of your car (use can chose multiple answers)?*
- 10) *What is your budget for an average used car, regardless of the brand?*
- 11) *What type of fuel you prefer when you buying a car?*
- 12) *There is an ongoing debate about electric vehicles, would you consider buying an electric car in the future?*
- 13) *Preferred gearbox?*
- 14) *When you look for the car online, what features catch your attention the most?*
- 15) *When looking for the car in real life, what do you pay attention to?*
- 16) *And the last question, when you choose a car to buy, do you consider the costs of a car maintenance (money you will have to spend continuously on the car)?*

Before respondents started the survey, they were informed that the results of the survey would be used in the scientific research, the data collection process was anonymous, no email addresses, names, or any other personal information was asked from the respondents. Anonymous research helps a lot with research bias due to the possible participant's will to not answer fully in order to

not being revealed. By utilising anonymous surveys, the risks of unrepresentative results and sampling error is very low.

The sampling method used in the research is a judgmental (or purposive) sampling. Sampling can be defined as a process of selecting a few people (a sample) from a bigger group utilising various methods to make it the bases for prediction or estimation of the undiscovered knowledge in regard to the bigger group (population). Sampling plays a crucial role in the research process due to its significant effect on the results and outcomes of the study. The needs and importance for sampling use in the research are obvious. First of all, sample study saves money and time as it can produce the results at a faster pace and convenient due to the various free access options to the sample group. Secondly, samples allow the researcher to collect more accurate measurements if the research is conducted professionally and responsibly (Dhivyadeepa, 2015).

The non-probability sampling was used in the current study. Non-probability sampling is a method that includes the selection of groups of people (samples) from the population subjectively (non-randomly). The non-probability sampling can be characterised as an inexpensive and fast way of data collection (*What Is Non-Probability Sampling? Definition and Examples, 2023*). Concerning the current research, non-probability sampling allows the researcher to focus on the data collection from the specific group that is affected by the research objectives (in the current case, people in possession of cars who have experienced the car purchasing process). The purposive or so-called judgmental homogeneous sampling was chosen for the current research. The purposive sampling enables the researcher to choose the best sample group to meet the research objectives and answer the research questions. This form of sample allows the examiner to select the sample that is particularly informative for the research. The homogeneous sample is focused on one particular sub-group where all the sample members share similar characteristics (in the current research, one similar characteristic – car purchase experience). Current sample way aids in the in-depth analysis of the group (Saunders et al., 2009).

4.3 Data analysis

Data analysis is a fundamental part of every research. Without data analysis the research is impossible to claim valid due to the inexistence of new knowledge. Data analysis projects go through four stages – preparation, preprocessing, analysis and postprocessing (Runkler, 2020). While the

preparation and preprocessing phases were completed in the research, current subchapter focuses on the analysis of the data, which includes visualisation, correlation, conclusion and forecasting.

According to Kirk (2019), data visualisation process is defined as a visual presentation of data for the facilitation of understanding. Visual representation of data enables the researcher to perform the analysis at a faster pace and with less complexity. Visualisation of data allows to fulfil the value of data in most circumstances.

Data correlation is a process of data analysis, which includes finding the relations between the existing knowledge and newly obtained and tendencies of the new knowledge. The term “correlation” is used in statistics to express the extent of linear relationships between a few variables (Mirkin, 2019). Correlations might be used both for the understanding and the anticipation, thus, it is essential to analyse the relations between various aspects of data.

Conclusion and forecasting phases summarise all the data collected and shows the quantitative statistics and further represent the final results of the research and include answering the research questions and proving or rejecting the hypotheses. The conclusion can include all the researcher’s interpretations of data, stating the direct quotes from the respondents of the survey. Obviously, the main purpose of the conclusion is to present facts (Saunders et al., 2009). The results chapter should not include the researcher’s opinion and consist only of the stated facts; thus, the results will represent the final stage of the data analysis. The forecasting typically expresses the prediction of future tendencies and can be a part of recommendations for the future research.

4.4 Reliability

Research reliability can be described as the degree to which techniques for gathering data and performing the analysis will provide consistent results. (Saunders et al., 2009). If the same research can be done again and the data results will be similar to the previous research, then the research can be considered as reliable research. There are few possible aspects threatening the reliability of the research – it can be a participant error and bias or an observer error and bias.

Considering the current research, to mitigate the possible errors and bias, the researcher conducted the anonymous surveys as a data collection method. Anonymity of the surveys helps to decrease the participants’ bias due to the unwillingness of their names be associated with the certain

results, or discomfort with showing up the names and personal email addresses. This method aid in prevention of participants and researcher bias. As regards, participant and observer error, the researcher generated a broad variety of answers to the survey (and open-ended questions if the possible choices of the answers were not the ones that the participant would answer) and high degree of the survey structure to ensure that the observer error is as low as possible. The participant error chance was decreased due to the participants of the survey taking part in it in their free time after work in order to ensure that their mind is not filled with the thoughts about work, and they were not in a hurry meaning that the participants could fully concentrate on the subject of the survey. The questions were explained clearly and comprehensively to ensure the full understanding of each question, providing the translation into Finnish language alongside with the English language, as the majority of the participants were native Finnish speakers. However, there it is impossible in the current research to provide 100% reliability due to the lack of availability of the literature sources with the and existing studies with the unlimited access that could help to show the better correlations with the new results of the study; nonetheless, the researcher used a variety of sources which the researcher managed to get access to in order to formulate the research aim and hypotheses.

4.5 Ethics

In relation to the research, ethics can be defined as the level of appropriateness of the researcher's behaviour towards the subjects of the research or the ones affected by the work (Saunders et al., 2009). There are a few ethical concerns that can arise during the research process. They include the participants privacy, voluntary willingness of participants to take part in the research, maintenance of data confidentiality, comfort of the participants.

This research has addressed all the possible ethical issue to ensure the research ethics. First of all, the participants of the survey that was conducted in terms of the current study, were informed that the survey is anonymous and no personal information would be revealed in the research results. Secondly, the participants were asked their consent to participate in the survey which was listed in the first question of the survey. No participant was forced to answer the survey questions, the survey was completely voluntary to take part in. Thirdly, respondents were informed that the results of the survey would be maintained confidentially and be used only with a scientific purpose within the current research. Finally, the questions that were not directly related to the topic of

cars – such as age and gender, were marked as non-mandatory, in order to ensure that respondents feel comfortable answering the survey and can skip the questions answering which can cause them stress and discomfort.

5 Results

The data analysis results of the survey will be analysed in this chapter. The survey answers will be compared to each other based on the gender category (male/female), because no one from the respondents decided to leave the question empty as the question of gender was not a mandatory one, thus, the survey answers are divided into the relation of 2 gender categories for better understanding the particular gender group customer behaviour and to find the correlations between two groups. The research results show what customers prefer certain products, the gender separation is done only in order to see the tendencies and compare the behaviour of the two groups of customers.

The survey was conducted in terms that there would be equal number of male and female participants to give a better representation of different gender customers' decision-making process and their correlations. Therefore, there are 50% of male and 50% of female participants in the survey. All the participants gave the permission to the survey being used in scientific research and the anonymous data to be collected and processed. Participants were asked their age as a non-mandatory question, and the survey revealed the answers given as 70% of female and 80% of male respondents are in the age group of 18-30 years old and 30% of female and 20% of male participants belong to the age group of 30-50 years old. None of the examinees belong to the age group of 50-70 years old.

Starting from the questions about the topic of the research, respondents were asked about their involvement in the car decision-making process. The question implies the fact that the surroundings, including family or friends, can impact the decision-making process in car purchase. 40% of female and 70% of male respondents stated that they are the only person making the decision and they do not get affected by the family or other people. 60% of female and 30% of male participants answered that their family slightly affect their decision. None of the respondents claimed that they have little to no influence on the choice of the car.

In terms of the current vehicle the participants have, its condition (was the car bought used or a new one) 40% female and only 10% male car owners bought their car new while most of the participants of both genders 60% female and 90% male bought the used car. This is the parameter customers start from while making a decision to buy a car.

The question regarding the importance of the car brand for the participants implies the attitude of the respondents towards the car brand as a concept and its secondary influence on the decision. In the research, equal number of both male and female participants (80%) responded that the brand of the car is very important for them, while 20% of female and male car owners remained neutral towards the matter of a car brand. None of the respondents claimed that the car brand is not important for them at all. This aspect represents customers interest and preference stage of decision-making process as a reference to the Hierarchy of Effects.

Participants were asked to choose one most preferred car market for them in terms of the countries of production of the cars. Only 3 countries out of 9 were chosen by the participants with the progressive gradation from Swedish to Japanese and finalising with German as the most preferred market. German car market was chosen by 50% female and 80% male respondents, while Japanese was chosen by 40% female and 20% male car owners and Swedish was chosen only by 10% of women. The question states the importance of understanding what qualities customers seek for in the product.

The question regarding respondents' interest in car trends gathered different answers. 60% male and 30% female car owners answered that they are following the car trends, 40% of both men and women answered neutral (interested but not active) and 30% of women answered that they are not interested in car trends at all. This parameter shows the existing base for the decision-making process, it represents the awareness and knowledge stage of the consumer decision-making.

The question of the main purpose of the car the respondents currently have was multiple answer, thus the participants could have chosen two or more answers. This question represents the parameter that describes the meaning of the car for the customers and is related to the reasons to acquire the vehicle. 100% of females and 90% of males answered that the main purpose of their car is transportation. 20% of females and 30% of males answered that the car they have currently is their project car. 10% of women and 30% of men answered that the car is their source of confidence. 40% of only male car owners answered that the car gives them feeling of belonging to a certain group (brand). 10% of men did not agree with any of the offered answers.

The next question was about the budget for an average used car, regardless of the brand (the researcher had to mark this due to particular car brands being extra expensive for the average income person that would not fit in description of the average used car, such as for example Aston Martin, Ferrari, Bugatti, etc.). 30% of females and 10% of males have a budget of 1000-3000 euro for the used car. 20% of females and 10% of males owe a budget of 4000-6000 euro. 20% of females and 30% of males are ready to spend on a car 7000-10000 euro. 10% of female and 40% of male car owners are ready to spend 11000-20000 euro. Both 10% of men and women have a budget of 21000-50000 euro. Finally, 10% of females possess more than 50000 euro for the car.

Regarding preferred type of fuel (the question allowed multiple answers), 80% of men and 50% of women choose traditional petrol (e95, e98). Both 40% of men and women can have diesel fuel for their car and 50% of men and women prefer hybrid cars. Electric power was chosen by only 30% of females. The question reveals the environmental concern of the participants due to various types of fuel being more or less harmful to the ecology.

The question about the possible future purchase of the electric car reveals the importance or irrelevance of the development of the market for Electric and Hybrid vehicles. 60% of women answered that they want to get an electric vehicle and 30% of them are unsure while the rest 10% do not think positively about electric cars. 30% of males want to get an EV, 40% of them do not know yet if they want it, 20% claimed that they do not like electric vehicles (not positive about EVs) while the last 10% state that they will not buy the electric vehicles because they are too expensive.

As regards the car transmission, 80% of female participants prefer automatic gearbox and 20% prefer manual, while 60% of men preferring automatic transmission while 40% choose manual.

The next question helps to understand what features the customer pay attention to when looking for the car *online*. The question was giving the opportunity to choose multiple answers as well as provide own answer if the respondent does not agree with any of the statements (the written manually answer is not compulsory, thus the person can choose "something else" without specifying). The majority of respondents with 60% females and 90% males chose engine description parameter. The second from the top is car description from the seller with 50% females and 80% males voting for it. Third of this scale are parameter of the importance that the place where the car is being sold is a dealership and another parameter, the amount of car pictures listed in the ad, with 50% females and 60% males choosing these answers. This is followed by the brightness of the pictures, their quality, which was chosen by 60% of women and 30% of men. 20% of men also

chose the private seller as the parameter they pay attention to. 20% of males gave the answer “something else” however only two specified what they look at online: the number of modifications on the car, the price compared to the condition of the car and service history.

The next question helps to understand what features the customer pay attention to when looking for the car *in real life*, meaning qualities of the car and other parameters and their importance affecting the decision. The same as previous one, the question was given multiple answers and possibility to expand the choice by filling in the information manually. 80% of male car owners chose car paint, car interior and car (engine) sounds, while 60% of males chose place of the seller and seller’s attitude as influencing factors. 40% of men pay attention to the availability of other products from the car seller and 30% of them chose the answer “something else” while gave only 3 specifications: engine’s age, does it match the description online (is there possible flaws) and the mileage.

The last question was related to the issue of the long-term ownership costs of a car. Respondents were informed that the long-term ownership costs are the costs of the car maintenance and money that they have to continuously spend on the car. 60% of women and 30% of men choose the car for the future perspective of spending money on it and upgrading it, while 30% of women and 70% of men choose the car for the long-term perspective and consider the costs of maintenance (but are not willing to spend on upgrades). 10% of females usually do not think of the long-term costs and choose the car from the first look only. None of the respondents plans not to keep the same car for too long.

The visualisation of data on the graphs is attached to the end of the research paper in the Appendix 1, the key findings, percentages and multiple-choice answers along with the questions and respondents’ specifications are given there. The respondents’ specifications are given in the tables.

6 Discussion

The discussion chapter is the final chapter where the researcher will present the findings, interpretations and results of the analysis (Rucker, 2016). The discussion chapter will tell the reader why the research findings are crucial and what can they be used for, as well as will describe the future recommendations and limitations of the current research.

6.1 Conclusions

As stated in section 3.2, the research problem is formulated as “Understanding the reasons affecting passenger car purchase decision-making and its implications for the evolving automotive industry.” Therefore, the conclusions will address the research problem as well as will answer the research questions, which are: “How significant are various qualities of the car for the customers (brand, technical characteristics, market)?” and “To what extent are consumers taking into account environmental concerns and sustainability in their passenger car purchase decisions, and how are car manufacturers need to address these concerns?”.

The results of the research are based on consistent development of the knowledge of various customer groups’ decision-making processes in passenger car purchase situation. The groups are divided by gender parameter to better understand the behaviour of different customer groups and make correlations, as well as to find tendencies and draw more precise results and find out the implications for the automotive industry and advise on possible marketing changes.

The study reveals that women are more affected by the social factor (family influence, peer influence) than men, meaning that women take into account the attitude of others regarding the car purchase more than men would do, thus they are a lot more influenced by the external voices in decision-making process. The starting parameter of a car – its condition (used or new) showed compelling results as the used car option was chosen by majority of the respondents, meaning that most of the people prefer buying the used car due to its affordability and availability. As regards the car brand, majority of respondents found the brand of the car as an influencing factor in decision-making, thus it can be stated that car brand as a secondary characteristic of the car plays a substantial role in the choice of the vehicle and directly influences customers’ attitudes towards the vehicle and their interest in acquiring it. Regarding other qualities of the product customers seek for, the market of the vehicle plays an important role in the decision-making, placing the emphasis on the German cars as the most preferred and Japanese cars taking the second place, meaning that customers find the most attractive and desirable the German market of cars (Mercedes, BMW, Porsche, Volkswagen, Audi, Opel brands). The research reveals that male customers are more interested in car trends than female, meaning that men will have a prior knowledge of the product that would affect their decision-making, while females will need time to become more familiar with new car inventions and products before the purchase. Almost all respondents agree that car is a transport source for them, while a significant share of men want to be associated with

the certain group, which means that the brand of the car and its market plays a significant role for the car customers as it provides them with the long-term emotions and feelings of belonging. The question about the budget for the average used car gave the unexpected results. They show that even if females tend to not follow the car trends that much, there is a share of women that can allow themselves to acquire a vehicle which costs more than 50000 euros, which is a considerable high price for the average used car; while most men, who actually follow the car trends, tend to be in the middle with the decent, not too high, not too cheap price of a car. Both groups choosing the petrol and hybrid fuel for the car, with a third of females choosing the electric power, which shows that customers are concerned about the environment and decide the fuel type that is less harmful to the nature and ecology, that is why diesel was not a highly preferred type of fuel due to its highest polluting rate. It turns out that the biggest share of people willing to get an electric vehicle, which means that the environmental concern brings more and more attention from the car holders. However, for a little share of people electric vehicles are still considered expensive, probably, due to the expensive battery change and overall price for the powerful EVs. Automatic cars are more preferred by both groups, due to their simpler driving mode and relaxation for the driver that does not have to switch the gears in a heavy traffic every other second. In the actual process of choosing the vehicle online, it is necessary that the car will have the engine description and seller's comment, as well as broad variety of pictures. These parameters will drive better sales for the dealerships and individual sellers if they are met correctly. When purchasing the car in real life, it is necessary that the car will match the description and will be in perfect condition – clean, equal paint, normal sounds. If these parameters are met, the customer will most likely proceed with the purchase. Another unexpected result for the researcher was taken from the last question. It seems that more women are willing to spend big money on the car and invest in upgrades, which is very unusual with their low tendency to follow the trends and being considerably influenced by family decisions. Overall, majority of respondents consider the long-term ownership costs as one of the most significant factors in car purchase, which proves the point that people are purchasing the vehicles in order to keep them for many years and enjoy their one-time purchase.

Most of the results met the researcher's expectations while few of them were unexpected and surprising in terms of stereotypical in the society views on the matters of the subject.

Existing theory has proven that emotions affect the decision-making process all the time, they can appear right in the moment of the deal or prior to the purchase, which was revealed once again in

the current research. Customers in fact are passing through various stages before making the decision and the way the advertisements are built directly influences the purchasing behaviour, which refers to the use of Hierarchy of Effects model. However, as it was stated in theoretical foundation, Hierarchy of Effects in fact can not represent fully the decision-making process, as it has been proven in the research that occasionally consumers are influenced by the other people, government or society in general, which disapproves the theory of the certain stages the customer proceeds through during the decision-making process. The model can be used as a template for the marketers, however, other issues should be taken into account and added to the model as possible options in case if something might go wrong. Besides the model, ecological concerns are taken into account more nowadays than they were before due to the increasing demand for the electric vehicles and customers' willingness to acquire them, which might have also been influenced by the governmental policies that reduce the tax for the hybrid/EVs and increase gradually for diesel vehicles.

The answer to the first research question, "How significant are various qualities of the car for the customers (brand, technical characteristics, market)?", based on the results of the current study, other qualities of the car, in particular brand and market of the car, play a crucial role in the customer's decision for the vehicle and can be stated as the first-place parameters for the car the customers are searching for. To answer the second question, "To what extent are consumers taking into account environmental concerns and sustainability in their passenger car purchase decisions, and how are car manufacturers need to address these concerns?", it can be proven that customers are changing their decisions gradually in favour of electric vehicles that produce zero carbon dioxide emissions, in order to minimise the environmental pollution, therefore, car manufacturers need to focus more on the production of different models of the electric vehicles that will be more affordable for the customers and create more hybrid versions of the existing models of the cars.

This research is relevant for the car dealerships, manufacturers, individual sellers and marketing companies and will be helpful in understanding the reasons for the customers to choose the particular vehicle and further development of the new marketing strategies as well as focus of the vehicles that are in high demand. For instance, companies can put more focus on the offering the automatic gearbox cars than manual transmission, as well as create the particular field for the German/Japanese market cars in order to ease the customer's searching process. In the physical

dealerships and shops employees can provide a short excursion for the customers in order to acquire more knowledge about the available products and their characteristics and get their interest in the potential vehicle purchase.

Overall, the research reveals that the current trends in car decision-making process impact greatly the automotive industry and change the direction of the development of the vehicles into more environmentally friendly options with the high focus on the reduction of the carbon dioxide emission into the atmosphere. Individuals change from the race car enthusiasts to highly ecologically concerned and these changes need to be addressed by the vehicle industries in order to keep the stable market demand.

6.2 Limitations and future recommendations

Every research might have limitations and the current study cannot be fully representative in terms of the whole planet population. The research sample used is as purposive sample which does not fully represent the population of the car customers, which can affect the results of the research. Moreover, the participants of the research do not represent all the possible age groups which limits the findings to the particular age, thus, the more research is needed which will include the excluded groups of customers. Nonetheless, the results are still valid for the research and are representative due to the strict parameters the respondents were searched for and their unbiased answers due to the research results being completely anonymous. The research code of ethics was implemented in this study thus the results can be considered as representative and valid.

For the future research the author of the study recommends focussing more on the particular groups of customers, such as elderly customers or only male/female groups, which can be narrowed as well to the group of car enthusiasts or logistics workers. Another option for the research can utilise other car types such as vans, trucks or trailer trucks. Future research might be done by using different data collection methods, such as experiments or case studies and interviews. Further research can therefore focus on the analysis of the qualitative data and provide the qualitative results. Regarding the particular topic, future studies might investigate the yet not well-researched topic of the electric vehicles market growth.

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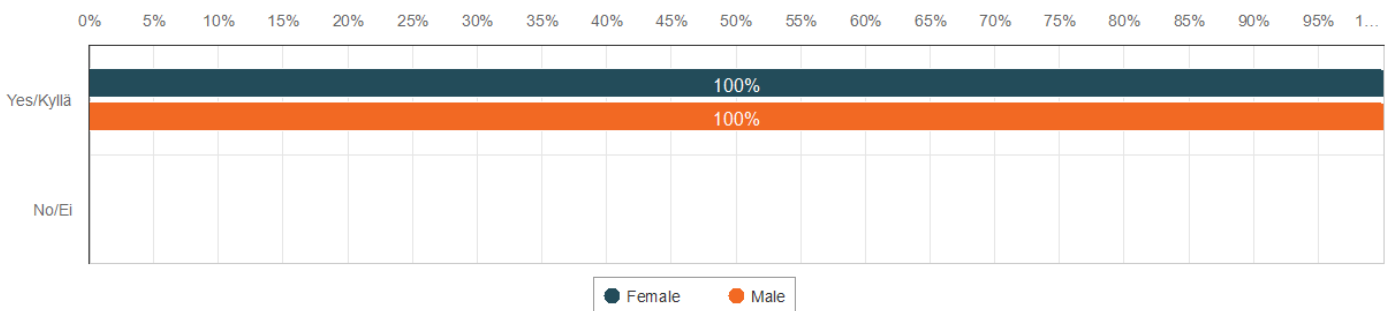
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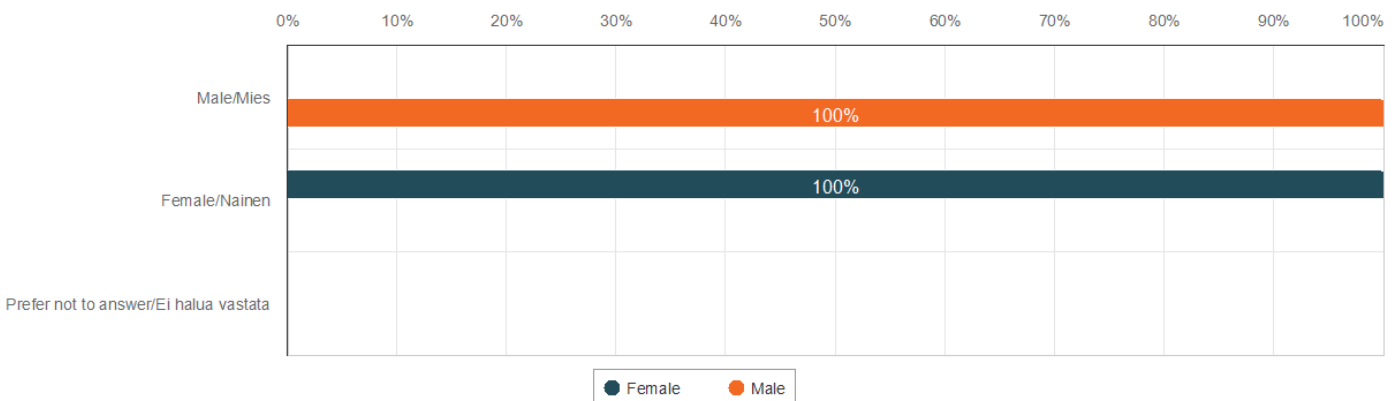
Appendices

Appendix 1. Survey questions and answers demonstration

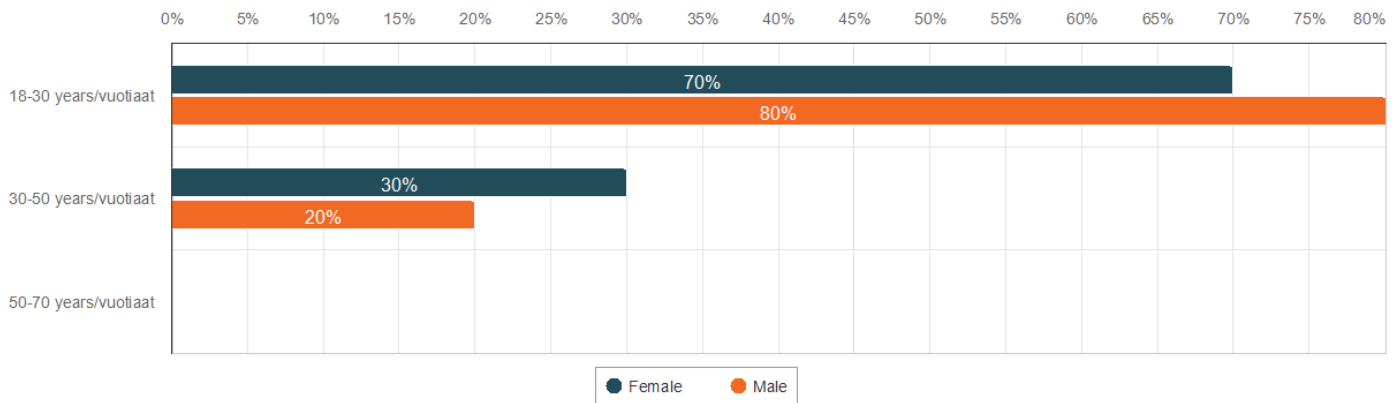
This survey results will be used in scientific research in order to better understand customer behaviour in car purchase. All the data collected will be anonymous and only represent the customer behaviour without any personal information questions. Do you give the permission to use your answer for the scientific research? Kyselyn tuloksia hyödynnetään tieteellisessä tutkimuksessa, jotta asiakkaiden käyttäytymistä auton hankinnassa voidaan ymmärtää paremmin. Kaikki kerätyt tiedot ovat anonyymejä ja edustavat vain asiakkaan käyttäytymistä ilman henkilökohtaisia kysymyksiä. Annatteko luvan käyttää vastaustanne tieteelliseen tutkimukseen?



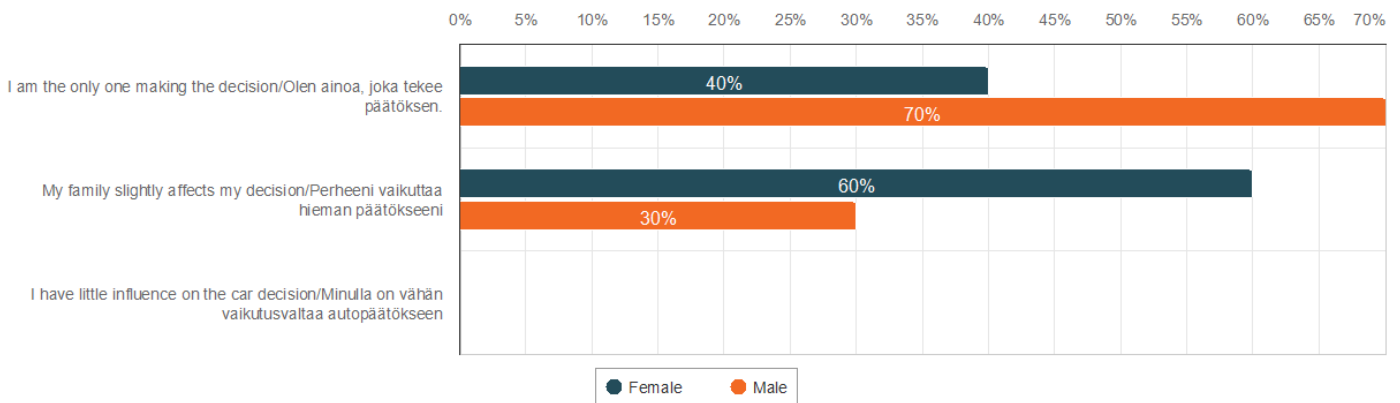
What is your gender? Mikä on sukupuolesi?



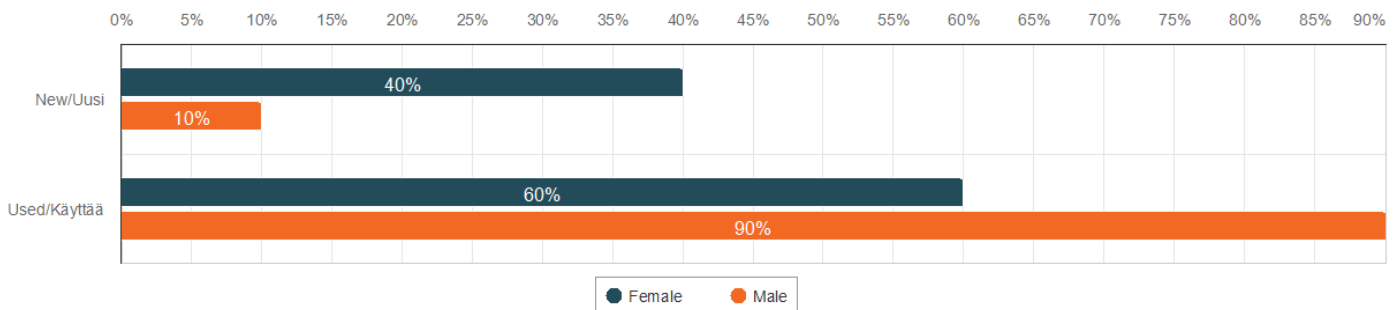
What age group do you belong to? Mihin ikäryhmään kuulut?



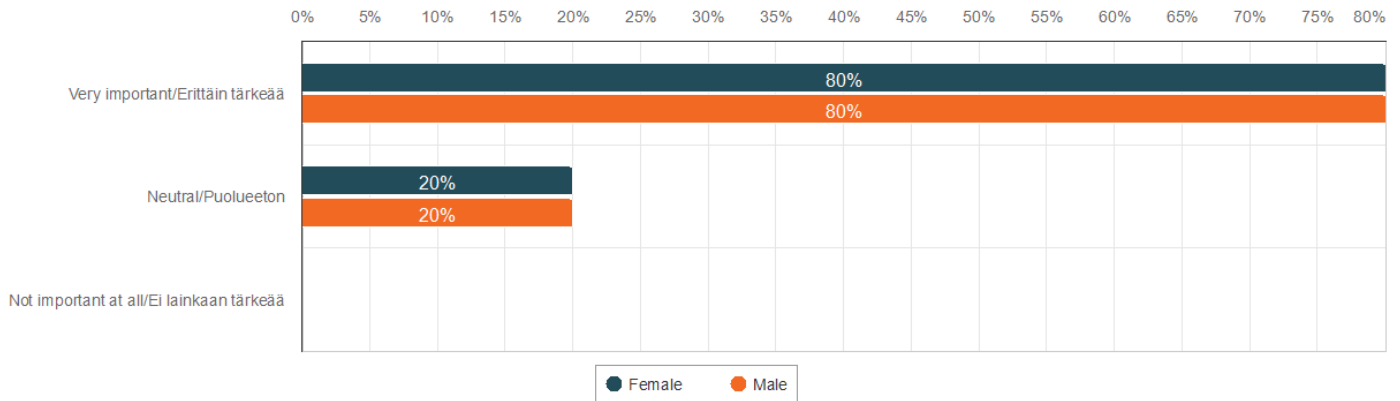
How involved are you in deciding which car to buy? Miten paljon olet mukana päättämässä, minkä auton ostat?



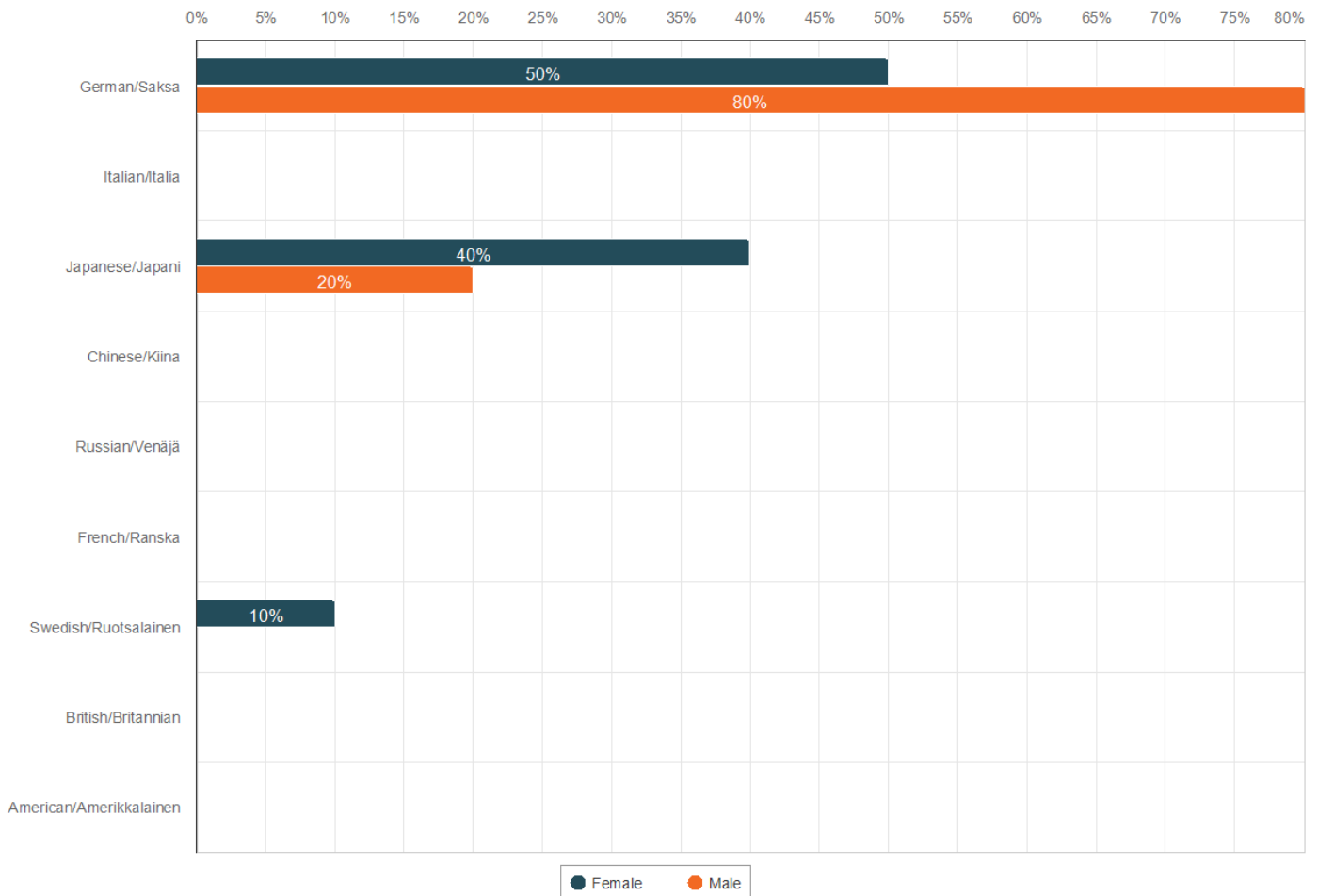
The vehicle you have now, was it bought used or new? Onko nykyinen ajoneuvonne ostettu käytettynä vai uutena?



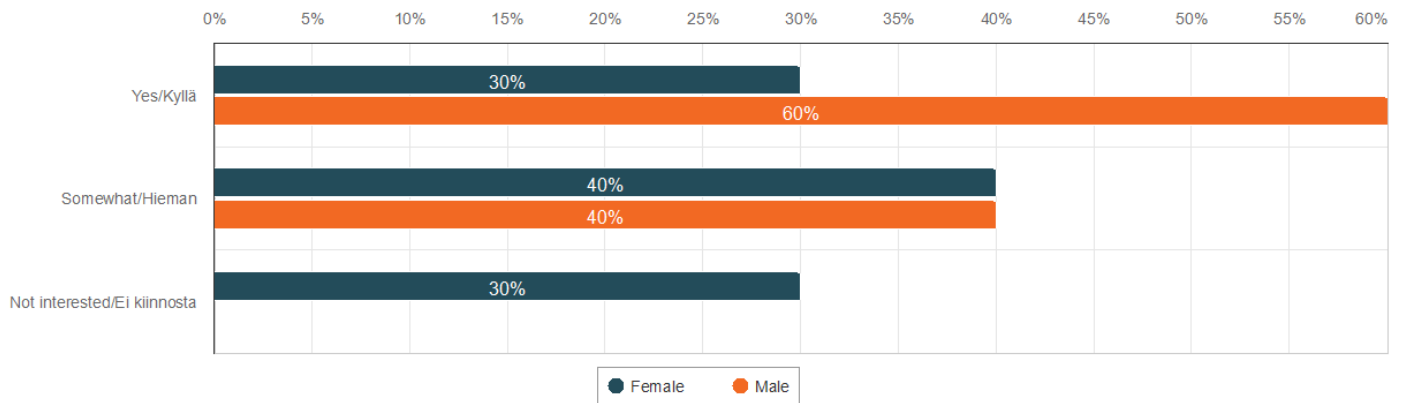
How important for you the brand of the car? Kuinka tärkeää sinulle auton merkki?



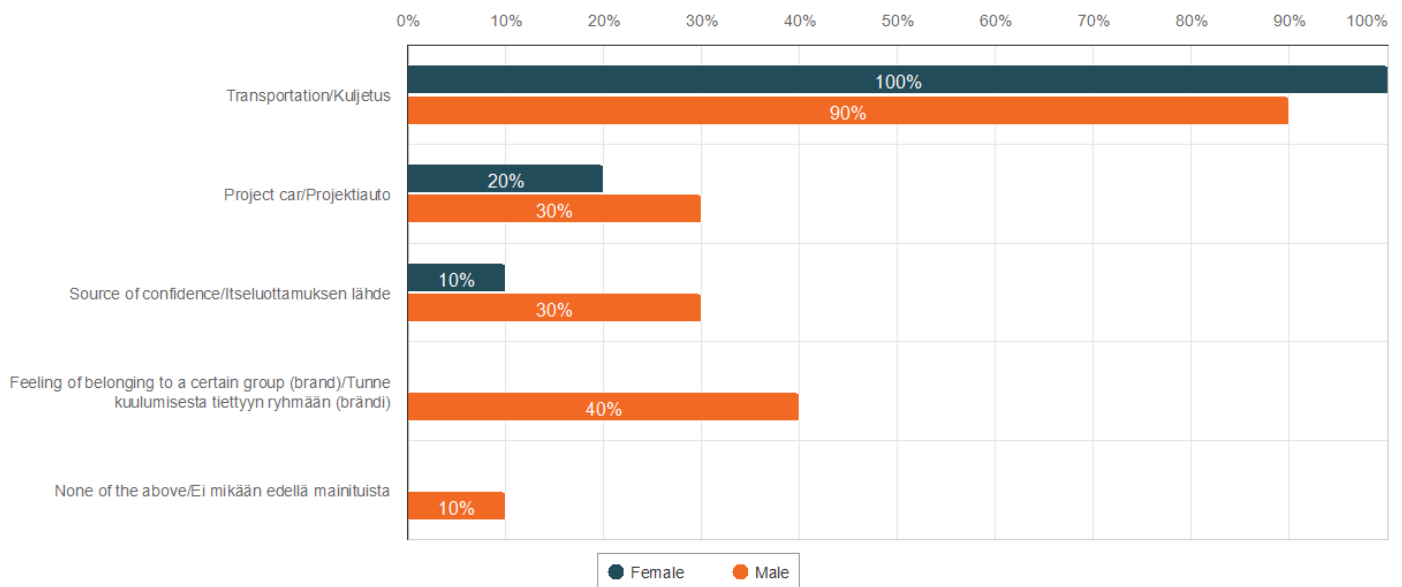
What car market you prefer the most? Mistä automarkkinoista pidät eniten?



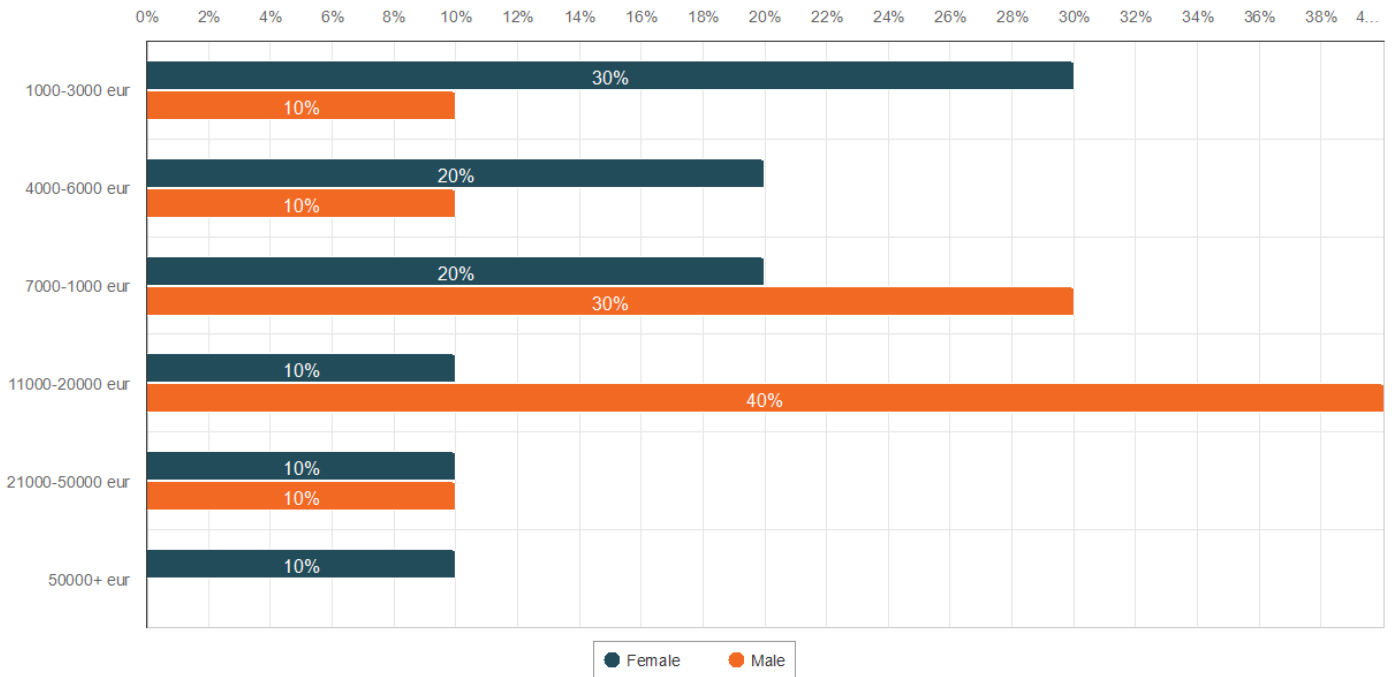
Do you follow the car trends? Seuraatko autotrendejä?



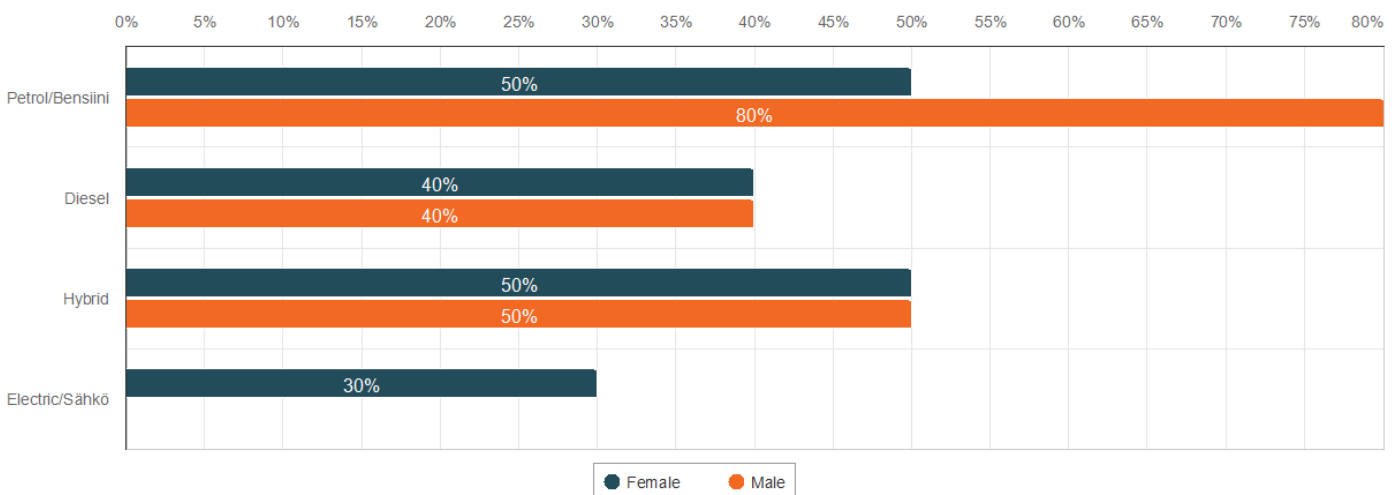
What is the main purpose of your car (use can chose multiple answers)? Mikä on autosi päätarkoitus (käyttö voi valita useita vastauksia)?



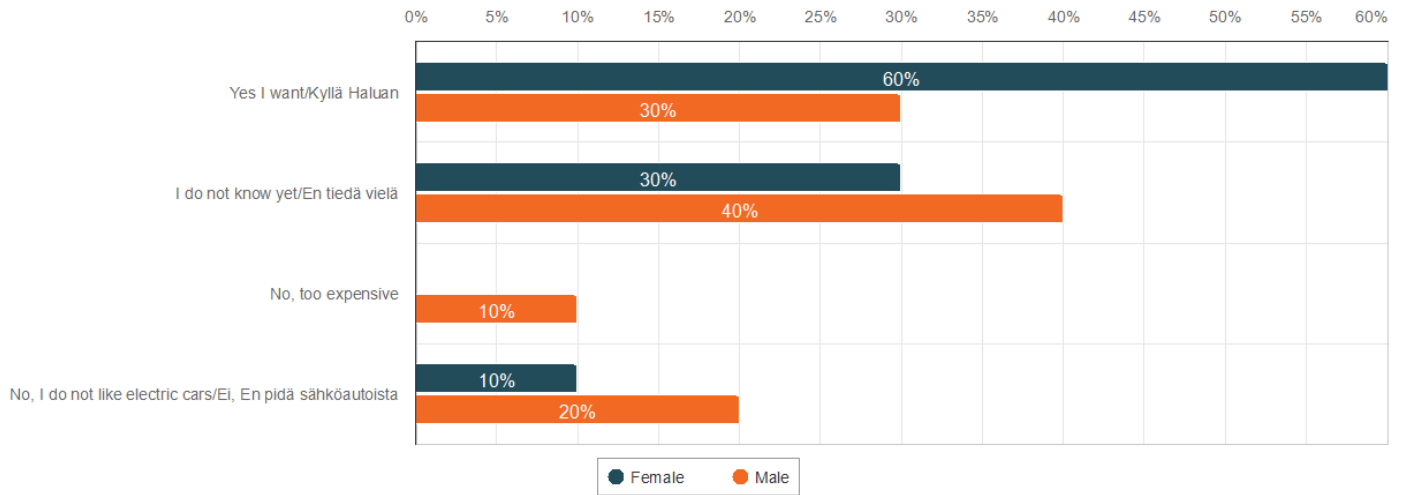
What is your budget for an average used car, regardless of the brand? Minkä rahasumman voi käyttää tavalliseen käytettyyn autoon merkistä riippumatta?



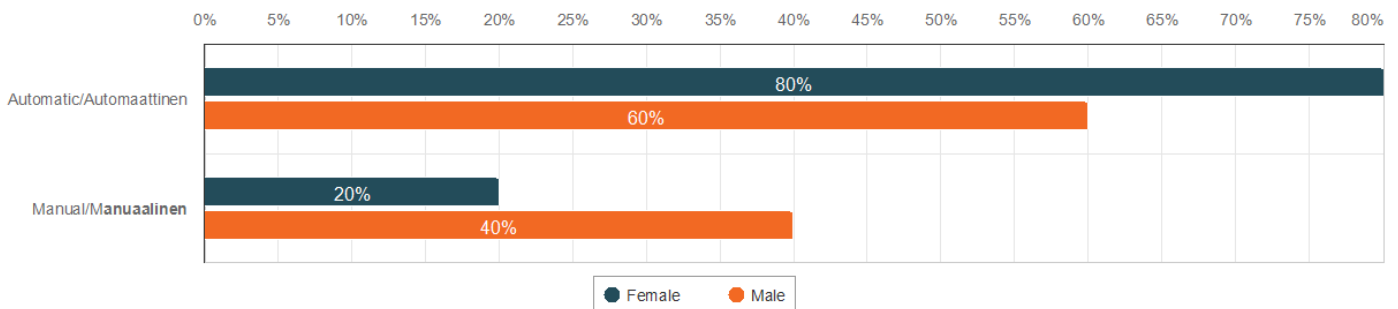
What type of fuel you prefer when you buying a car? Millaista polttoainetta pidät eniten autoa ostaessasi?



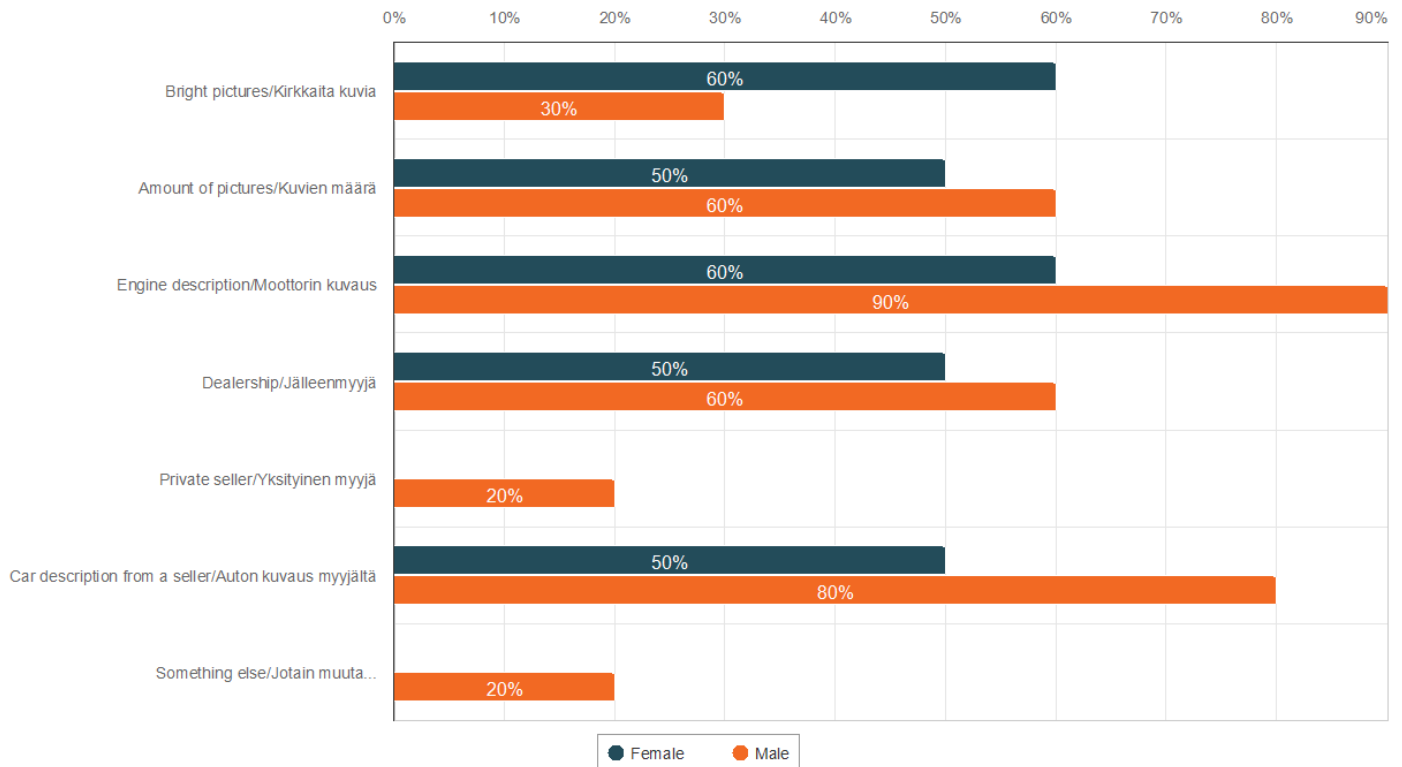
There is an ongoing debate about electric vehicles, would you consider buying an electric car in the future? Sähköautoista käydään jatkuvaa keskustelua, harkitsisitko sähköauton ostamista tulevaisuudessa?



Preferred gearbox? Vaihdelaatikko?



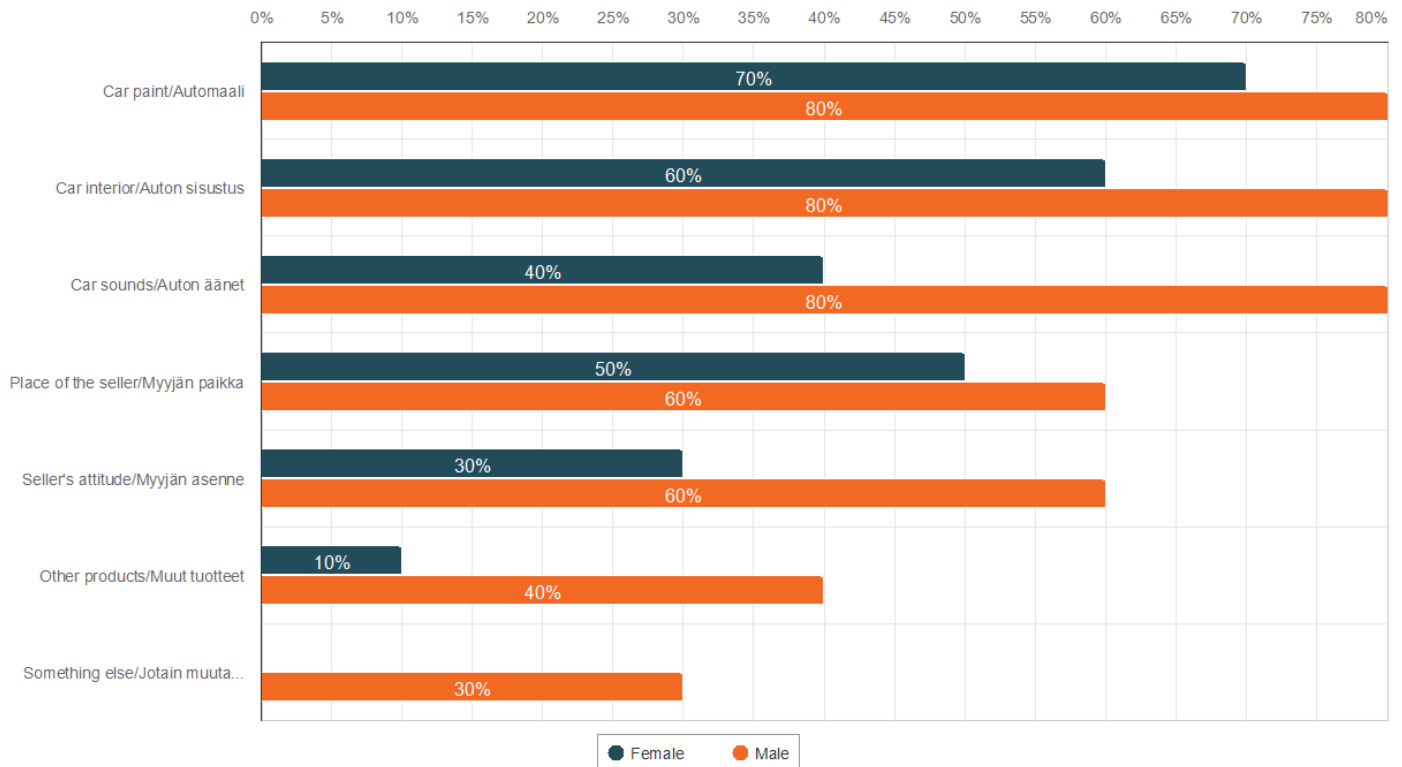
When you look for the car online, what features catch your attention the most? Kun etsit autoa verkossa, mitkä ominaisuudet kiinnittävät eniten huomiota?



Answers given into textfield

Answer	Text
Something else/Jotain muuta...	The amount of modifications on the car, the price to compared to the condition of the car.
Something else/Jotain muuta...	Huoltohistoria (Service history)

When looking for the car in real life, what do you pay attention to? Kun etsit autoa tosielämässä, mihin kiinnität huomiota?



Answers given into textfield

Answer	Text
Something else/Jotain muuta...	Engine's age
Something else/Jotain muuta...	Does it match the description online, is there any obvious flaws
Something else/Jotain muuta...	Check always the kms

And the last question, when you choose a car to buy, do you consider the costs of a car maintenance (money you will have to spend continuously on the car)? Ja viimeinen kysymys, Kun valitset auton ostettavaksi, harkitsetko auton huollon kustannuksia (rahaa, jota joudut käyttämään jatkuvasti autoon)?

