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**CONSUMER BUYING BEHAVIOR IN THE AUTOMOBILE  
INDUSTRY IN BANGLADESH**

**A qualitative study of the customers of Pragoti Industries Limited**

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**ABSTRACT**

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<p>The demand for cars is expanding day by day, and it also includes the automobile market opportunities in Bangladesh. Moreover, the current oligopoly market results in imperfect competition, where competition is based on other aspects than price. Thus, addressing the consumers' demand according to their opinion and desire is a paramount issue for the automobile industry. However, the identification of suitable motor vehicles from several car brands is not a plain task for consumers. The aim of the thesis was to increase the understanding of consumer buying behavior in the automobile industry in Bangladesh. In order to accomplish the aim of the thesis, three research questions were set: What are the issues influencing the buying behavior and purchase decision-making of consumers of the Bangladeshi automobile industry? What are the elementary challenges faced by individuals while purchasing a car? How do consumers react on the actions taken by manufacturers to influence the consumers' behavior? A study was administered to research the buying behavior and decision-making of selected customers in Pragoti Industries.</p> <p>In this thesis, the qualitative research method along with a semi-structured interview was chosen to understand the perception of the consumers. According to the interview results, purchasing a car is considered as a crucial matter for the consumers and that is why consumers preferred to go through an analysis based on their gathered information to identify the suitable one for them. Several influential issues and challenges faced by the consumers while selecting the car were also depicted in the thesis. According to the results, the consumers' age, education, gender, occupational status along with attitude, behavior and perception assisted to determine their purchase decision. Interview results also demonstrate that the consumers' purchase decision was mostly influenced by the suggestion of their spouse, while price, brand, and features of the car were considered as the material information.</p> <p>Consumers' perception, belief, and attitude had an impact on identifying and selecting the best quality of the cars. In order to attain a deeper understanding of consumers' perception and purchasing behavior along with interviews, the latest annual reports of selected car companies, journals, websites, and publications were used. Consumer choices, behavior and perception shared a positive relationship with a linear trend. As long as consumer needs could be pleased, all other factors seemed to be easy to maintain.</p>		
<b>Key words</b> Automobile industry, Car brands, Consumer buying behavior, Consumer perception, Oligopoly market, Purchasing decision.		

## **CONCEPT DEFINITIONS**

**BDT-** Bangladeshi Taka (tk), the currency of the People's Republic of Bangladesh.

**BIDA-** Bangladesh Investment Development Authority

**BMW-** Bayerische Motoren Werke AG

**GIGO-** Garbage In Garbage Out

**PIL-** Pragoti Industries Limited

**TV-** Television

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## 1 INTRODUCTION

Individuals' choices change continuously. As time goes on, the automobile industry reaches a new level of the era of development. The automobile industry is also considered as a lucrative and prominent industry. With the help of the increased disposable income, the amount of savings of people has also increased. Thus, the individual's income is also increasing day by day. As a result of the increase of the individuals' usable income and savings, the amount of the purchasing power for the car has increased. That is why the amount or the trend of the sales of automobiles' is increasing day by day. The increased amount of sales of cars helps to increase the industry size. Moreover, the competition among the firms in the same industry is also increasing.

The competition among car manufacturers is boosting with the presence of car companies such as BMW and Audi. Although the automobile industry falls into the oligopoly nature, brand popularity helps as a strong power to compete with rivals. In the case of the oligopoly nature of the market, there are very few companies present in the market. With the help of marketing, a car company can influence the choice, behavior and opinion of customers (Mohan, Raghu & Katta 2018, 389-399). Moreover, marketing can turn a loyal customer of a company to another. That is why publicity also has a positive impact on the choice of the automobile. It also helps the consumer to pick a brand, which matches with her/his desired qualification. Furthermore, it is topmost important to pick the appropriate strategy for the car companies so that they can attract a quality base of the customers.

As a result of the essence of the oligopoly industry car manufacturers always try to mimic the innovation of others. Thus, the first-mover advantage does not last long in this extreme field of competitiveness (Grigolon, Reynaert & Verboven 2018, 193-225). That is why in order to nourish a leading position in the car industry, manufacturers depend solely on continuous transformation. Selecting a customer base and planning the best marketing strategy can be fruitful for initiating the brand image in the customers' minds. This can impact the shape of the customers' decision-making. Although transformation assists to nourish a better position in the industry, transformation and effective promotional tools together are providing the best optimal results in the case of the car industry.

The aim of the thesis is to increase the understanding of consumer buying behavior in the automobile industry in Bangladesh. As vehicles do not follow the traits of the daily necessities thus consumers are

willing to spend a large span of time to get familiar with the material issues related to the cars. Moreover, an individual's buying decision depends on several demographic, psychographic and behavioral issues which can persuade them to think and make their decision differently. In order to obtain the best product, consumers are trying to acquire relevant information to furnish their purchasing behavior and perception.

In order to accomplish the aim of the thesis, three research questions were set: What are the issues influencing the buying behavior and purchase decision-making of consumers of the Bangladeshi automobile industry? What are the elementary challenges faced by individuals while purchasing a car? How do consumers react on the actions taken by manufacturers to influence the consumers' behavior?

The qualitative research method is used in the thesis to increase the understanding of consumer buying behavior in the automobile industry in Bangladesh. For this, an interview study of selected consumers of Pragoti Industries Limited is made to study their purchasing behavior and decision-making. A semi-structured interview session is carried out to understand the perception of the consumers while purchasing the car. In order to gain a deeper understanding of the perception and purchasing behavior along with interviews, the latest annual reports of Pragoti Industries Limited, journals, web sites and publications are used.

As for the thesis, Pragoti Industries Limited was selected based on some certain criteria. The key criteria or conditions which were used to select the Pragoti Industries Limited are: The company is listed on the share market. The company is indulging in international business. The company publishes annual reports. The company has a strong public reputation

In order to yield excellent result of the thesis, all relevant information and data are accumulated from various secondary sources along with primary sources. Data from secondary sources is already analyzed and presented by other researchers elsewhere (Johnston 2017, 619-626). That is why only relevant secondary information was used to explore the objective of the thesis. Moreover, secondary information will assist to amplify the value of the thesis. In order to prepare the thesis, secondary information is mainly accumulated from different journals, publications, online reports and documents. Data gathered from solely primary sources cannot represent good research work (Jacob et. al 2017, 745). Similarly, data gathered from only secondary sources cannot represent a good research project. Because there are several subjective and objective matters in a thesis that must be fulfilled by the researchers by balancing both types of data sets.

In order to depict the actual behavior of the consumer towards the car industry and to fulfill the research objectives appropriately, the thesis is categorized with the assistance of different headings and sub-headings. In the first chapter, the thesis aim, objective and especially the motivation of the thesis are introduced. Chapter 1 also depicts the overview of the individual's thoughts about the car and their overall impression and perception towards the automobile industry. The next chapter presents the basic information of Pragoti and the automobile industry in Bangladesh. In chapters 3 and 4, the way through which consumers have behaved in the market and their perception regarding the car industry is explained. Moreover, the decision-making procedure and the factors which are determining the decision-making are also interpreted. In the research framework section, a brief description of the methodology is given focusing on the research approach, sampling and interview procedure. Then finally the analysis of the interview data is explained with the help of presentable formats. Finally, findings and conclusion are expounded.

## 2 COMMISSIONER AND THE AUTOMOBILE INDUSTRY IN BANGLADESH

Pragoti Industries Limited (PIL) is a top-tier car and car parts manufacturing company performing its business in Bangladesh. It is one of the dominant automobile companies managing its business in a prominent order. With the help of effective management and marketing strategy, they continuously strive their best to attain customers' demands. Moreover, Pragoti Industries Limited is running as the most successful car producers among car companies in the Bangladeshi automobile industry since 1966. Key features, a quality product, and a variation in car design help Pragoti Industries Limited to secure its position in the car market (PIL 2019). Cars, trucks, buses, jeeps, tractors, ambulances and pickups are the featured products offered by the PIL. They also offer online facilities for placement of car orders and online purchases. This online facility helps to provide purchase and pre-purchase information that may work as a guideline for car consumers.

Sometimes, PIL provides a helping hand for the society and economy to flourish the automobile industry by accomplishing the advisory role to the newcomers in the automobile industry. From its initial stage, it provided more than 50000 units of quality motor vehicles in the market (PIL 2019, 20-24). Along with the motor vehicles they also supply car parts in the wholesale market. Considering the consumers' demand, they also developed vehicles like Sports Utility Vehicle (SUV). Pajero Sports OX is the most popular car among the Mitsubishi series of cars. The Mitsubishi series is the highest selling car series of Pragoti Industries Limited. (Alom 2020.)

TABLE 1. Key information of Pragoti Industries Limited (adapted from PIL 2019, 20-24)

<b>Particular</b>	<b>Amount</b>
<b>Authorized Capital</b>	1200 million BDT
<b>No of shares</b>	120 million
<b>Units of production in 2018</b>	1219
<b>Value of production in 2018</b>	6405.82 million BDT
<b>Units of production in 2019</b>	1473
<b>Value of production in 2019</b>	4824.79 million BDT
<b>Profit in 2019</b>	1,01,331.7 million BDT
<b>Production capacity</b>	2000 vehicles

After years of operation and progress, the authorized capital of PIL was 1200 million BDT, which was divided by 120 million of shares in 2019 (TABLE 1). Although its yearly capacity of production in a single shift is 2000 vehicles, in order to ensure sufficient quality it is producing fewer vehicles than its capacity. The accumulated value of the produced unit was 4824.79 million BDT. The total earning from its operation in the year of 2019 was 1,01,331.7 million BDT. Through maintaining proper quality and regular monitoring they produced 1473 units of vehicles in the year of 2019 and 1219 units in 2018. A constant improvement through market research and development enabled them to enhance their production by 21% from their past year. Moreover, PIL puts much effort on meeting customers' demand, and based on customers' demand, they try to modify their car.

An effective transportation facility assists to enhance the sector-wise development. This sector-wise development is the key element for the overall development of the country. Improved and updated transportation vehicles can lessen the cost and make the finished products available within a favorable price limit. On the contrary, a weak and poor quality of the vehicles extends the costs for the delivery which will ultimately increase the overall price of the products. That is why only quality vehicles can deliver the products from one place to another just in time at a minimum cost. The Bangladeshi automobile industry is making continuous breakthroughs from time to time. It took quite a short span of time to move to its current stage from the initial. With the help of the constant increase in GDP, people's life standard is improving. Thus, the overall amount of consumers and the demand for cars are increasing as time goes on.

As the demand for motor vehicles increases, investors find Bangladeshi automobile industry as a lucrative target for investment. That is why car companies are increasing their field of operation day by day. As a result of the growing industry, the market attracts foreign investment and intervention (Saadat et. al 2018, 43-56). That is why, in order to encourage the automobile industry, the Bangladesh government imposes restrictions over imported cars. The intense competition pushes companies to prepare cars by maintaining their quality. With enough labor force and updated technology, it is quite easy to balance the demand of the consumers with the amount of the production. This extended demand from the customers forces to increase the level of competition in the automobile industry. In this field of extreme competition, uncovering the hidden ultimate need of the customers may provide the best weapon to fight for the competitors in the cut-throat situations.

TABLE 2. Key information of automobile industry in Bangladesh (adapted from BIDA 2019)

<b>Particulars</b>	<b>Amount (in billion-dollar)</b>
<b>Demand</b>	3.7
<b>Raw materials</b>	4.95
<b>Future investment probability</b>	3.4
<b>Import</b>	1.97

As a result of the improved lifestyle, there was a nearly 3.7-billion \$ demand for motor vehicles in Bangladesh in 2019 (TABLE 2). To provide for the production and modification of the vehicles, there were 4.95 billion \$ domestic and imported raw materials used. As the demand for motor vehicles increases, there will be more opportunities for future investment in the next couple of years. Although there are several car companies producing standard cars there were 1.97 billion \$ used to import cars from foreign markets. Moreover, many foreign car companies come forward to produce motor vehicles to join hands with domestic companies (Alom 2020).

TABLE 3. Popular automobile products in Bangladesh (adapted from BIDA 2019)

<b>Products</b>	<b>Brands</b>
<b>Heavy Bus</b>	Hino, Isuzu, Volvo, Scania, Hyundai, Tata, Mercedes Benz, Man
<b>Mini Bus</b>	Hino, Mitsubishi, Isuzu, Toyota, Sawraj Mazda, Tata, Eicher
<b>Microbus</b>	Nissan, Mitsubishi, Toyota
<b>Truck</b>	Hino, Tata, Bed Ford, Isuzu, Ashok Leyland
<b>Car</b>	Toyota, Mercedes-Benz, Nissan, Mitsubishi, Ford, Daewoo, Proton Saga, Proton Wira, Hyundai, BMW, Maruti Suzuki
<b>Four Wheels</b>	Toyota, Tata, Mitsubishi, Nissan
<b>Motor-cycle</b>	Honda, Xingfu, Jialing, Zongshen, Yamaha, Suzuki, Hero, TVS Victor
<b>Agricultural Vehicles</b>	Hyundai, Daewoo, Dongfang, Dong- chang

The increased competitiveness among the car producers forces them to maintain a high quality of cars and regular innovation of the updated models. Some Bangladeshi car brands have already certified their quality not lower than an international one, such as Pragoti Industries Limited, Jamuna

Automobiles, Aftab Automobiles and Road-Master Motors (TABLE 3). Moreover, some international brands are also emerging their business with joint venture partnership in Bangladesh, such as Bangladesh Honda Private Limited and Niloy-Hero Motors. Those car companies succeeded to establish their brand name throughout Bangladesh within the shortest possible time (Alom 2020).

### **3 CONSUMER BEHAVIOR**

Consumer behavior implies a much more comprehensive and more troublesome issue, so that it must be considered with great importance. Nowadays, the consumer behavior is a more and more varying and complex phenomenon. It performs as a signal of the market about the fundamental demands of the consumers. The purchasing behaviour also creates an image of the consumers' perception and it helps the producers to know the ultimate specification of the product that is wanted by the consumers. Thus, it plays a massive importance while purchasing the product (Yang et. al 2018, 4056).

#### **3.1 Evolving buying behavior of the consumers**

Human demand is quite difficult to satisfy. It's floating from the contemporaneous stage to another stage. The same things do not appeal to different consumers when they are deciding between products. That is why manufacturers in the car market don't stick with the same designs over time. Their modification of the designs will crop up every month or quarter. Consumer behavior evolves as the purchasing way or channel alters. Individuals' purchasing behavior will be strained according to the modification of wants, goals and personal beliefs.

With the help of proper information of the ever floating demand of consumers, car companies can be able to prepare the ultimate products that match with the demand of the consumers. That is why it is reasonably cardinal to decipher the market drift and the behavior of the consumers. Products in the car markets are depicted with the cardinal decisions of consumers about their perspective of the brand and the quality of the product (Brand, Cluzel & Anable 2017, 121-136). With the help of the oligopoly nature of the market, consumers and producers hold a strong power in the marketplace. Consumer purchasing behavior varies along with the services and circumstances. The wrong encounter in the case of product purchases leads to a devastating change in the demand of the consumers. The consumer purchasing decision is an evolving behavioral concept. It can be changed with the slightest mismatch of the perception of service and encountered service (Bento, Roth & Zuo 2018).

Individuals also behave in the ways in which they feel more comfortable. Individuals' behavior may be affected by the lifestyle of others and spending time with friends. There are also many ways through which one can improve one's behavior. The way an individual exploits his/her time defines the

behavior of that individual. Consumers' lifestyle and the way they behave may help the producer to get informed about their behavior. Better cognizance of the consumers' buying behavior clarifies not only the branding policy rather public policies.

According to the paramount focus of the thesis, it will be also deciphered how the consumer behaves and their change of perception when determining the actual product they needed. It is also stated that buying behavior is an ever-changing issue, which leads to real satisfaction about consumer needs (Fayaz & Moidin 2020, 11640-11656). In the case of purchasing a product, a pre-purchase standpoint, and the ideology helps the consumer to choose the desired one. Moreover, ideology and pre-purchase stance both work as a dominating factor for the consumer while indulging in purchasing something. In the case of costly products, the consumer can satisfy his or her needs through some interesting ways such as sharing, renting and leasing. Therefore, the decision to acquire a car also relies on the available time of purchaser that they eager to spend while choosing the product.

Thereafter, usage also forces the recasting of the car purchaser's behavior. It is quite normal that the proper usability results in satisfaction and this extracts a positive influence of the consumers towards a car manufacturing company. The longer usability of the product increases the level of consumers' satisfaction (Chowdhury, Salam & Tay 2016). Easy disposal or simplicity while disposing of the used product is also influencing the behavior of the consumer. The user of the product may leave the freehold of the product, donate the product, lend the product and even sell it to others. The ditching of the used product and income generation capacity of the wreckage also has the capacity to depict the behavior of the consumer.

Cognizance of consumer behavior added value in both economical and psychological eras. The marketing researches are accomplished for better cognizance of the purchasing behavior of the individuals. Not only car producers, but also several parties, join in inquiries about the buying behavior on behalf of producers such as companies of advertisement, marketing research bodies and consultancy firms (Ravinder & Srikrishna 2017). Manufacturing companies are striving to tune the movements that are arranged in advanced countries with the co-operation of the updated technology. Pointing out the strength and specialty in the eyes of the consumers also assists the manufacturer in the case of the innovation of the new model of products. Moreover, the manufacturer always strives to innovate something new which will lead to more effectiveness according to the demand of the consumers.

### 3.2 Buying behavior –Wants, Goals and Beliefs

Buying behavior provides crucial information about the consumer's buying pattern thus, it assists to lessen the complexities in the car marketing strategy. As a result of the eternal change of the buyers' attitude and perception towards the car market, producers need endless follow-up and modification of the strategy which will be conducted in the case of marketing the product. The better the cognizance of the buyer belief the higher the satisfaction of the consumer toward manufacturing companies and its corollary the better brand recognition. Thus the cognizance of the buyer expectation works as an 'Aladdin lamp' in the eyes of the manufacturers. To some extent, the execution of buying the desired product from the lot is not an easy-peasy task. Moreover, it is also an ambiguous conviction. Although individuals are different in their choice they act in a rational way when their expectations remain unsatisfied. Moreover, buyers may act in the unconscious mind rather than logically (Yang et. al 2018, 4056). The subconscious mindset influences the buyers to choose the product which may be good for them but not the best one and it will not fulfill the optimal level of desire.

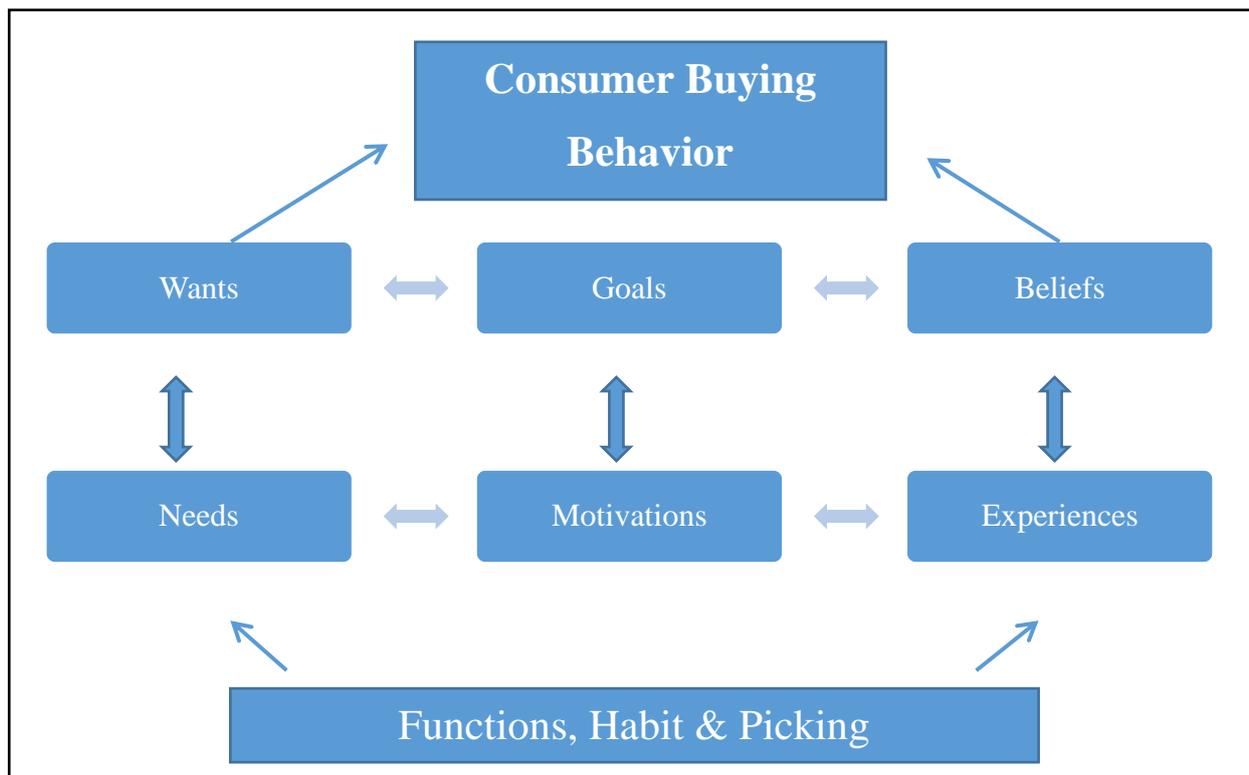


FIGURE 1. Buying behavior model (adapted from Miremadi, Samsami & Qamsari 2017, 148-158)

Individuals' buying behavior is adjusted from time to time. It is connected with the needs and wants together as “need or want” and shaped by the beliefs of the individuals (FIGURE 1). So, whether it is a rational buyer's subconscious or unconscious mindset or not, their purchasing behavior emerges from the components of wants, goals and personal beliefs. Need performs as a compulsory desideratum of the want. With the help of the demanding needs, the want becomes more severe than before. Motivation and experience also work on shaping goals and beliefs. There is an internal correlation between the components of the buying behavior model. Here, needs drive the demand to buy something which works as a motivation to buy within the quickest possible time. With the help of the ongoing fulfillment of the desired needs, the magnitude of the experience will be leveled up from time to time. Motivation works as a productive gadget of goals that an individual wants to achieve. Moreover, a consecutive bad or good experience steers to a strong belief of the consumers about the manufacturer's products. Individuals also evolve an unavoidable habitual nature, which does not execute any logical interpretation or casual effect (Fayaz & Moidin 2020, 11640-11656). This unavoidable habitual essence supports picking preferences and there will be a lousy perception as a result of a poor experience. Thus individual wants, goals and personal beliefs will also be structured and influenced by habits and preferences of picking. These habits and preferences of picking belong to the primary stage of the model of buying behavior which helps to generate the secondary level about wants, goals and personal beliefs with optimal efficiency (Mohan, Raghu & Katta 2018, 389-399).

According to the GIGO (Garbage In, Garbage Out) concept, an inaccurate input will formulate a defective output. Thus, only reasonable wants, goals and personal beliefs can form the appropriate behavior in case of the purchasing. One wrong factor may change behavior totally from its initial state. Different variables shape the attitude and behavior in a new way. As the influencing power of the variables varies from individual to individual, the buying behaviors of the individuals are also different from one individual to another. Human nature and mind are made up of complex behavior and attitude, which cannot be influenced easily. Sometimes choices are forged by the buyers intentionally and sometimes unintentionally (Miremadi, Samsami & Qamsari 2017, 148-158).

Individuals' attitude differs depending on whether they buy from a showroom or online. In the case of the purchase from a showroom individuals' wants, goals and personal beliefs will reform tremendously. Thus, here individuals' primary goal will be choosing the most decorous product with the desired features and quality within the most favorable price range. Individuals' wants will be lowering down the price range irrespective of whether they are in a fixed price showroom or not. They also want the manufacturer to modify their product according to the individual's desired specification.

Moreover, they also want a salesperson to walk through the whole affair of electing the new product with the appropriate specification. Furthermore, individuals believe that a salesperson has more knowledge on new functions of products. They also believe that the salesperson might help to lower the price of the product or offer a free coupon and add-ons throughout the process of haggling. Generally, salespersons are more eager to pay attention to a new consumer who hasn't reached a conclusion about buying a product. Transforming a potential consumer into a current consumer is definitely a cardinal aim that a salesperson does (Fayaz & Moidin 2020, 11640-11656).

In case of purchasing an automobile online, individuals proceed differently than in physical purchases. In this case, individuals' major goal will be purchasing a product without going to the showroom and settle the purchasing activities from the workplace or home with the ease of using an electronic gadget for time-saving. In online purchasing individuals are expecting to circumvent the face-to-face negotiations with the salespersons. Moreover, individuals think that it will happen faster than physical purchases. Thus, it offers the optimal level of flexibility which requires less energy and physical effort. In many places around the world, online purchase is judged as the best time-saving mechanism, especially for busybodies (Pawar & Pawar 2020, 24-30). Thus, salespersons have limited access in influencing the purchasing decision of the individuals.

### **3.3 Consumer perception**

Buyer's perceptions about the car markets are reorienting as the modes of purchasing varies. Some people fancy physical shopping through visiting the showroom, while some other people just cogitate that online order serves the greatest options in case of purchasing. Moreover, this practice of perception can be analyzed in two ways. One is the 'extreme effort perception while purchasing' and another is 'shallow effort perception while purchasing'. In the case of extreme effort perception of purchasing, there are several factors entangled such as longer-term commitment rather than shorter-term commitment. Moreover, the amount of time entangled in the perception model of the buyer is also considered. Individuals generally put this extreme effort perception for purchasing the top most important gadgets like cars and houses. For 'shallow effort perception' individuals pay less scrutiny compared to the extreme effort perception. (Vimaladevi & Dhanabhakaym 2012, 91.) Here, individuals put their insistence on the short-term benefit and generally entangled in the short-term regular necessities.

Generally, most of the consumer's perception is about securing the optimal and reasonable quality of the product by presenting the lowest amount of price. Furthermore, not only the price of the product but also past circumstances is another furnishing factor to depict the perception of consumers (Mohan, Raghu & Katta 2018, 389-399). Market research is assisting in finding out the perception of the consumers. But it entails being done on a constant basis. Although the past course of action helps to foresee the probable results in the future, in case of perception it does not work constructively. Moreover, no one is going to buy a former model of the product, if he or she can afford to buy a new one. Thus, automobile manufacturer research entails driving a paramount contour which reflects how consumers now do differently in contrast to previously and what are the initiators of their reoriented perception. There are many companies that made a move from the old trading style to e-commerce. This also strikes on the buying habits and the responsiveness of the consumers. As purchasing a product is not a circadian event, thus consumers take a considerably longer time to judge their courses of action and feasible risks that could be encountered in pre-purchase and post-purchase. There are diverse factors that help to constitute the perception model of consumers (FIGURE 2).

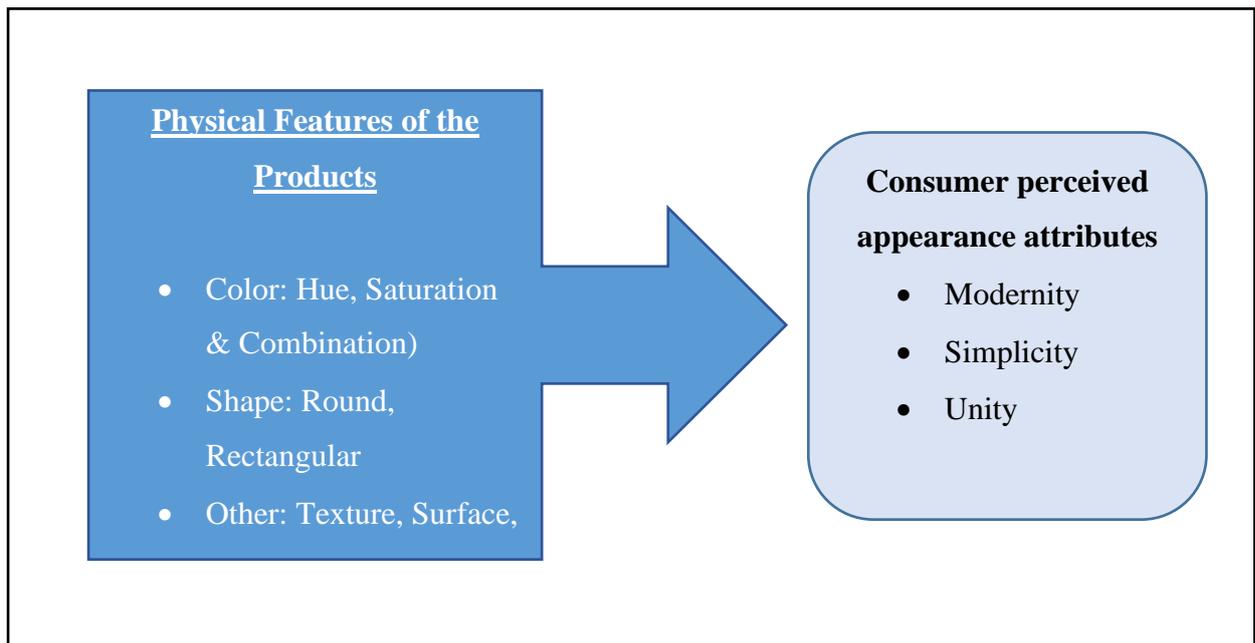


FIGURE 2. Consumer perception model (adapted from Li et. al 2017, 581-590)

To find out a proper capital budgeting or supervising the investment, which will be used for long-term purchasing decisions, a conventional buyers' perception analysis is needed (FIGURE 2). To conduct a buyer's perception analysis the first and foremost tactic is analyzing the physical features of the

product. In the case of purchasing the product color is one of the most crucial ingredients from the buyer's perspective. The best color combination tempts a potential consumer to be a devoted one. The shape and the model of the product also tempt the choices of the consumers. Size, orientation and specification of the product also work as a serving tool for the consumer to expand consumer perception. Thus, the amount of money that buyers are willing to spend on purchasing the product depends on color, shapes and specifications which work as a tool for furnishing the consumers' perception. Through all of these, the consumer's perceived appearance is structured. Moreover, the appropriate perceived appearance serves to spread the well-functioning consumer perception through simplicity, unity and modernity. Recently, many people fancy simplicity over gorgeousness. That is why the automobile manufacturer grasps the plausibility to produce products which will be simply modern. Moreover, simple orientation with modern technology assists to fill the demand of the consumers (Mohan, Raghu & Katta 2018, 389-399).

A modern amenity and specification aids to reshape consumer perception rapidly. Technological development lessens purchasing complications of products. Post-purchase services also derive the perception of the consumer into a new platform. Online maneuver and sufficient information about the product quality and trait affect the purchase experience of the consumer. It is a typical propensity that individuals are eager to avoid the complexities of daily life. Thus a bad past experience from a purchase lead into a negative influence of consumer perception towards a specific manufacturer. But a constructive and smart move of the automobile manufacturer can turn the negative influence into a positive one through post-purchase services and facilities (Bhalla, Ali & Nazneen 2018, 362-368). A salesperson's inclination and capabilities also impact the buyer's perception. Some people expect that salespeople would help them to decide the appropriate product to be purchased. And some people really want to choose the product by themselves. Thus, a salesperson must figure out which one should be handled in which way. By providing the best quality of the product according to the consumer's expectation and desire within their affordable price range it is quite easy for a manufacturer to keep the positive consumer perception towards a company (Li et. al 2017, 581-590).

#### 4 CONSUMER DECISION-MAKING

The competition in the world markets is getting harder all the time. Therefore, maintaining consumer trust towards a car company is a paramount headache for the car manufacturers. So, if a company is able to keep the consumers properly, only then are they able to enjoy the optimal superiority in the industry among the competitors. Although with the assistance of first mover advantage the car company can enjoy profitability, it doesn't last long. That is why maintaining consumer trustworthiness by providing at least the standard level of service matters the most. Moreover, a satisfied consumer aids to brush-up the reputation of the company in the minds of other consumers. Industrialization can generate an alteration in the decision-making process of the consumers. With the help of modernization, there are lots of car manufacturers in the market place. That is why car purchasers have an option to switch from one car manufacturer to another. The range of disposable income also offers a benefit and restriction towards decision-making. On the other hand, it depends on the choice of the consumers, whether he or she is willing to buy a car or save it for future use (Dhanabalan et. al 2018, 53-63). Thus, consumer decision-making works as a process of choice according to the consumer's behaviors (FIGURE 3).

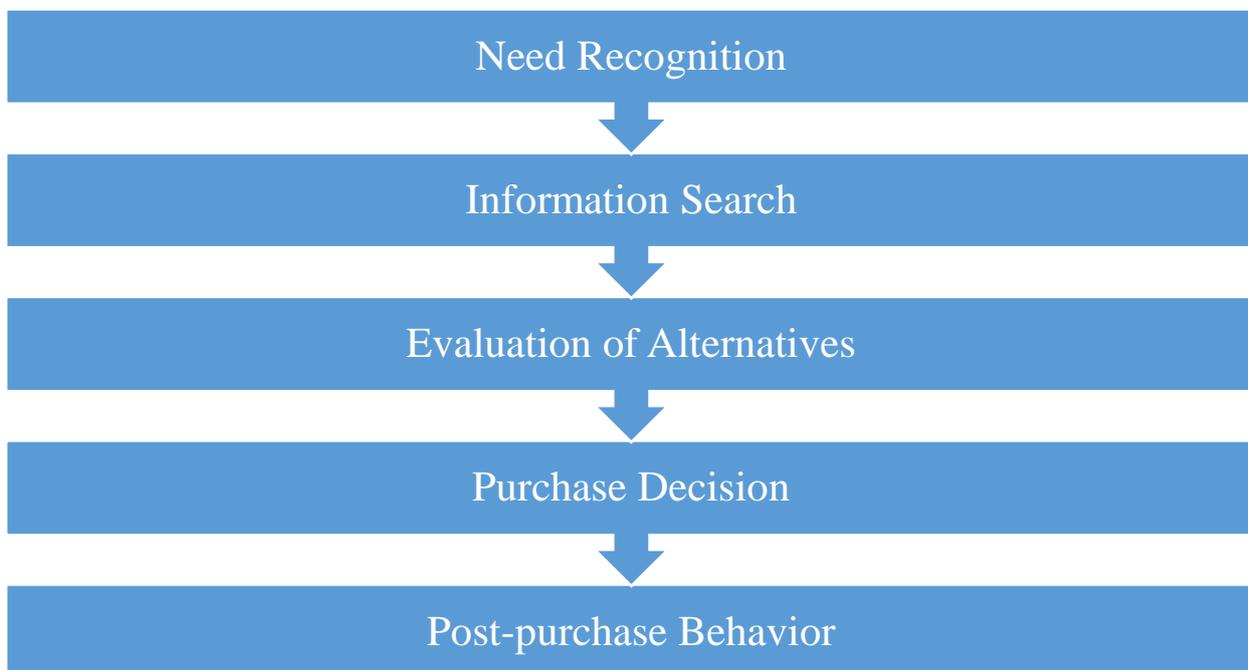


FIGURE 3. Purchasers' decision-making model (adapted from Conway & Gawronski 2013, 216)

Purchasers' decision-making starts with the identification of a need (need recognition). In this stage buyers firstly concentrate on the need which must be contented in no time. This model assists to depict the replica of the buyer's decision-making. Thus, it will assist the automobile producers in evaluating the entire buying process of consumers rather than the perception of consumers. After identifying the foremost need, the buyer tries to accumulate corresponding information according to the needs. Information such as quality, capacity, durability, etc. does not only specify the needs of the car consumers but also assists to judge the substitutes from the available lot of the cars produced by manufacturers. After considering the information and effective analysis of alternatives, the buyer initially thinks about the purchase. Furthermore, after evaluating the post-purchase services such as servicing, guarantee and other provisions finally buyers draw up the decision whether to purchase the car or not (Li et. al 2017, 581-590).

#### **4.1 Factors affecting consumer buying behavior and purchase decision-making**

Consumer buying decision entails a lot of tools that are reviewed before making any concrete decision about the car purchase. Individuals are always fond of triumph while making the decision. Moreover, there is a concealed internal issue while purchasing among the consumers. Implicitly one consumer indulges in the process of the cyclical contesting with another consumer about the utilities they are obtaining from the purchases. That is why some people not only purchase the product for settling their own need but also entails in the cyclical competition of getting the best product contrasting with others. Thus, it is a time-consuming process of decision-making where people are eager to employ a huge sum of time in order to get the best quality of the product (Conway & Gawronski 2013, 216).

In the case of purchasing long-lasting goods, people cosset in critical thinking and a judgmental approach. They strive to accumulate information regarding their needs and compare the information with one another. With the support of the easy access of the internet and updated online tools, purchasing individuals are procuring the expected information with the shortest possible time. Moreover, with the accumulated information and the opinion of the consumers, they are estimating their available substitutes (Anderhofstadt & Spinler 2019, 87-107). Before making any concrete decision about the purchase, individuals are also pondering other factors such as cultural influence, social status, etc. Thus, producers also ensure a secure arrangement to cope with the transformed attributes of the car consumers. Moreover, the decisive factors are also engaged in the part of evaluating the decision along with the urgency of need (FIGURE 4).



FIGURE 4. Influential factors of buying decision (adapted from Dhanabalan et. al 2018, 53-63)

The marketing personnel strives to uncover the original intentions of buyers through extensive market research. That is why consumers are flourishing their viewpoint in the case of purchasing something from the market. Their viewpoints are greatly managed and contrived by social factors. Family esteem and social status also influence the buying decision of the consumers. Individual choices are rotating according to personal issues such as the age of that person. On the other hand, brand recognition concocts excitement in the mind of the users while purchasing the preferred product. Furthermore, psychological factors such as the user's perception go hand in hand with the purchasing decision of the consumer (Anderhofstadt & Spinler 2019, 87-107).

#### 4.1.1 Social factors

Culture and society impose an extreme weight over one's buying choice and decision. There are values, observation and status which assist to proliferate the purchasing decision-making process. Purchasing a luxurious product may assist in enriching someone's status in society. Regardless if the individual is a child or an adult everyone tries to reach a higher position in society. In this regard,

people expect themselves to be non-identical to all others. Thus, car producers must keep in mind which campaign will influence most of the consumer perception and make them fancy the car company. Therefore, sentiment from the reference group, family member persuasion with suggestion and individual's personal status and personality also modifies the purchasing settlement (Dhanabalan et. al 2018, 53-63).

In society, people may be compromised with their occupational position, amount of wealth and sometimes social status but in the case of buying behavior, they prefer to remain unique. Consumers don't want to compromise the product that they crave to buy and can afford to buy (Ko, Ki & Lee 2019, 208-218). The car manufacturer arranges a marketing program in such a way that it can influence the perception of consumers to choose their desired products. In our society, we are meeting a range of people while maintaining our daily life. There are schools, colleges, churches and clubs by which we can acquaint ourselves with distinguished persons. They are known as the reference group and with the help of their persuasion, our decision and opinion about something can be influenced. They seemed like a trustworthy person we can rely to or can take as an idol (Ahmad et. al 2017, 6-9). Those idols have personal ways and expertise to pursue people and can reshape the outlook of others.

Along with the external reference group, the internal reference group is working with the members of the family. It is the most important group of people who holds the ultimate potentiality to change the overall decision in the blink of an eye. Individuals always try to support the happiness for their close relatives. Moreover, a child always follows the custom and the etiquette of their seniors (Chun et. al 2019, 5103). The ideology of the family members assists to restructure the perception and decision taken by the children in their adult ages. Moreover, children are also pursued by the person who is taking care of the family decision. In some cases, only the father, the mother and sometimes both take part in the decision-making process. Thus, it will assist the producers if they know about the decision-making pattern in the family.

While conserving the interconnection with the reference group, people want to reach as high position as they can and strive to show off their belongings which will assist to strengthen their status. A different level of status in the group also expands the relationship among the people who confine the decision-making power and is to pursue their decision (Jing et. al 2019, 1155). People's perception varies depending on the influence of the surrounding people. Sometimes people reckon that the more luxurious gadgets they have the more their social status compare to the surrounding individuals. That

is why car producers are systematically classifying their car models so that individuals can get convenient cars that gratify their status.

#### **4.1.2 Personal factors**

Decision-making can be seen as a personal concern that can vary from person to person. Most of the times individuals are reluctant to share their personal concerns and thoughts with others. Age performs as a controlling factor in decision-making. In the case of car purchase, a boy yields his interest in the design of the car model, where an adult contemplates for the quality of the car. Along the various stages of the lifecycle of the individual, the exclusiveness of the product is reorienting. A specific quality of the car may be fancied in one state of the lifecycle and can be less dominant in another state of life. Thus, decision-making is implicated according to the change of the age of the individual (Chun et. al 2019, 5103). Moreover, as a result of altering the time period, the individual's choice is transferring into another state. It may cause switching from one brand to another and lower consumer loyalty.

Occupational state and status also impact on the choice of individuals while making a decision. The occupational state and earning capability impose complications while choosing the models of the cars. It is very common that the higher the affordability the higher the quality of automobiles that can be bought by an individual. It can assist individuals to make a better selection. The lifestyle of the individuals also assists to judge an ideal decision in the case of the car purchase. In the case of the fashionable lifestyle of the buyer, his or her primary preference is the color, uniqueness, and specification which extends value in the eyes of the people (Hafner, Walker & Verplanken 2017, 89-105). According to the maturity and the lifestyle of the people, the choice and the pattern of the purchasing are changing. Moreover, the preference of single people and the preference of married people are not alike. Physical condition, the flexibility of the person who drives the car and the relaxation of the users will also take part in the decision-making process of the car purchase.

#### **4.1.3 Brand Personality**

The brand is considered as the uniqueness of the product which constitutes an additional value in the mind of users. Brand recognition assists the manufacturer to boost their business performance

compared to their competitors and new entrants. Users can be able to partake in promotional activities through word of mouth if there is brand recognition. As a result of brand admiration, individuals are choosing a company's product where there are many other companies that suggest similar products. With the help of technological advancement, consumers have accessed their required information before purchasing (Jing et. al 2019, 1155). Moreover, buyers' sincerity and loyalty also assist the producers to construct their consumer base with the support of the brand.

An individual's sincerity towards brand awareness also assists in nurturing a mind-blowing expression, which affects the mindset of other individuals. Moreover, it fosters an identical brand personality, which avails to depict positivity in the mind of the users. Creating a brand personality is not an easy task. As a result of the unidentical preference, one thing may be adored by an individual but that thing may not be adored by others. Furthermore, people crave to be different compared to others in every case (Efthymiou, Chaniotakis & Antoniou 2020, 189-209). A unique brand personality facilitates excitement in the mind of car consumers. This excitement is an outcome of the true feelings that can only be formed by providing better service to the consumers. Thus, it also relies on the capability of providing the best quality of service to the users.

#### **4.1.4 Psychological factors**

Human psychology is a mixture of a complex subconscious mindset. As a result of a psychological difference some people are eager to buy something only because they like it. That is why sometimes people do not look-over the quality of the product, but follow their subconscious mindset. Individuals don't appraise their rationality and analytical perspective in that case. Other's perspective towards an individual also matters in this case. Others' perception towards buying a luxurious model of the car and their opinion matters most while evaluating buying decisions. Psychological negativity causes complications and stirs negatively while considering the buying decisions. This psychological negativity fosters doubt about the quality of the product (Hafner, Walker & Verplanken 2017, 89-105). That is why the car manufacturer must check out adequate precautionary measures against the psychological negativity of the individuals.

Human psychology is mostly influenced by the opinion of other people. Favorable opinions of other people can turn the consumer decision upside down from its initial stage. One may be loyal to a specific brand, but the opinion of others can make the consumer switch to another brand of cars.

Furthermore, the opinions of others can not only persuade the decision but also change the perception of the individual. Psychological attributes also assist to persuade the perception of individuals in the critical situation of decision-making. People are mimicking psychological desires and reorienting those desires with their mental understanding. An individual may have purchased a branded quality car, but his or her ultimate desire may not be satisfied (Coffman, Bernstein & Wee 2017, 79-93). Thus, it may trigger switching loyal consumers from one company to another. Moreover, as an outcome of the subconscious mindset people make their decision irrationally. Sometimes their purchasing behavior does not follow the magnitude of desire, but rather wishful thinking. The craving of individuals is not something that will be fulfilled. That is why manufacturers are striving to cope up with the psychological dissimilarities of the individuals.

#### **4.2 New car buyers**

Although the car is accomplishing a salient role in the daily life of the individuals it is not an object which entails being purchased regularly. If an individual purchased a car in a year then there is less likelihood to buy another one in recent times. Thus attracting new buyers is more lucrative than convincing the existing one for repeated purchase. Practically young generations are considered more potential consumers of automobiles than adults. Young generations are more convinced of the promotional initiatives drawn by the car manufacturer. As the young generation puts their emphasis on the model and specification of the car, so with the assistance of the updated technology and the modern facility, it generates more demand in the mind of the new car purchasers (Efthymiou, Chaniotakis & Antoniou 2020, 189-209).

Both younger and older individuals are taking part in the stretching trend of car users in recent decades. Although young generations are more persuaded by the marketing strategy of the car manufacturer, the number of cars purchased by the older generation is also higher than the amount of the cars purchased by the younger generation (Long, Axsen & Kormos 2019, 114036). The young generation is just breaking into the professional sectors to obtain their subsistence by themselves. On the other hand, older generations are already in their prime yielding position. That is why there is a huge amount of car buyers belonging to the older generation. But comparing to the older generations there are more 'Baby Boomers' in the younger generation who were born at the time of the multiplying birth rate (Planing & Dursun 2018). Thus, there will be an imminent probability for exacerbating the rate of car purchases in the upcoming years.

Recent economic fluctuation also strikes on the individuals' affordable capacity. There is a causal effect between the disposable earning and the rate of the car purchased. As car purchasing does not fall into the sort of daily basic purchases, individuals are only willing to buy their gadgets after meeting their basic necessities (Qian, Soopramanien & Daryanto 2017, 189-196). In this case, the re-equipped adaptation of machinery by the car producers can be convenient to keep the price of the cars within the limit. Thus middle and older aged people are procuring more means to buy their desired car with their savings. Furthermore, financial assistance arranged by the bank and other financial institutions is also offering a helping hand in the case of the car purchase. Companies are also striving to lengthen their new consumer base by arranging installment facilities for purchasing the car. Social, financial and psychological understandings of individuals are also assisting in rearranging the behavior of the purchasers (Nayum, Klöckner & Mehmetoglu 2016, 8-20). Moreover, as a new buyer young people are sometimes showing less interest in possessing a car by themselves rather car renting and mortgaging. Car producers are also providing their concerns about these issues nowadays (Planing & Dursun 2018).

### **4.3 Online information and car purchasing decision**

Human manners, effort and criteria of decision-making are revising rapidly with the progress of technology. Unimaginable things are coming into reality time after time. Consequently, car purchasing affair is moving online day by day. Online an individual can see the representation of the car, go through particular information and specifications of the car, pricing details and the most cardinally read reviews from other people. The online portal has curtailed the complications of the car purchase for both the buyers and the manufacturers. Online individuals are also able to sort out the share price of the car companies which assists to depict the actual situation of the car companies (Long, Axsen & Kormos 2019, 114036).

Not only does online participation decrease the amount of the time which must be engaged to purchase the car but also curtail the unnecessary harassment while purchasing the car. With online accesses, buyers can sort off their desired model quickly and it also assists the car trading process (Yayll & Bayram 2012, 51-64). The online platforms assist consumers to choose the vehicle wisely. There are also online conveniences such as to arrange online payment and home delivery. Through this, an individual does not need to go to the showroom or the selling place where cars are settled for sale

(Dhanabalan et. al 2018, 53-63). Manufacturers lose their position for negotiation with the consumers. The salespersons are losing their likelihood of negotiation with buyers about the car. With the assistance of familiarity with technology, the young generation is more advanced in purchasing online as compared to the older generation.

In the present scenario, equipment manufacturers and car producers must observe the situation and tendency of the buyer's behavior about online information. In the case of physical purchasing activities, the car company needs to arrange a place for the showroom and also needs to arrange an impressive decoration for the showroom (Vimaladevi & Dhanabhakaym 2012, 91). Although this showroom and decoration are costly, here the salesperson can persuade the buyer and can assist them in finding a high-quality one. But on the other hand, online an individual exercises his or her own judgment to specify the car for their own. As there is an option to offer feedback for users the car maker needs to provide extra concern in case of online information. Moreover, individuals have an inclination to consider other's opinions seriously and that is why the car company entails addressing resentment and allegation effectively (Aldmour et. al 2017, 157-169). To persuade the consumer's decision about the car purchase producers must build a strong network over the internet. Only a simple but gorgeous website can charm the consumers and assists them to decide the best decision. There should be an interactive supervising team that should help to clear up the impediments encountered by the buyers and the potential buyers (Amron 2018, 228). In the case of online consumers, they put more intensity into how quickly the companies can take initiatives to resolve the issues that were encountered by an individual.

#### **4.4 Offline information and car purchasing decision**

Individuals are considering the available time that they are willing to employ for the selection and analyzing the decisive factors for the car purchase. People are putting their emphasis over time more and more. They prefer those actions that can be done easily. The collection of offline information is more troublesome than the collection of online information. That is why people's interest is decreasing to accumulate information through an offline basis for making purchase decisions. Moreover, it also incurs costs to accumulate offline information. People do not feel like going to the producers or the agent of the producers for the accumulation of information. Although there are many grounds for decreasing the rate of offline information collection it also has some positive consequences for the consumers (Dhanabalan et. al 2018, 53-63).

Some more traditional people prefer to observe the available options and the quality of the product through on-spot identification. Moreover, the physical investigation can bring much more contentment in the mind of the car purchasers (Kulkarni, Ratchford & Kannan 2012, 167-175). People always bring their trusted persons with them while analyzing and collecting material data. In this way, it also performs as a marketing promotion for the car company. Although there are innumerable online facilities, it is not possible to compare 10 or 20 cars in a row. Moreover, sometimes online animated artwork of the car seems to be more attractive than the actual one. Thus, it engenders a serious negative issue in the mind of the consumer. Therefore, some people prefer to accumulate the overall information from online and like to collect other material information on an offline basis. In this case, offline information is as cardinal as online information for reaching the best decision (Mahrous 2016, 254-275). Although it is not easy to reach into an optimal decision, suitable information and an effective analysis of collected information can assist to achieve it. It also assists the car company in getting informed about the consumer demand without conducting field inquiry.

Through offline and on-site visits car producers can also accumulate the actual feeling and aspiration of the consumers. Sometimes it is quite hard to elucidate the desire of the consumers. The physical and facial expression also assists the consumers to elucidate their inner fillings (Miklošik 2015, 167-176). This will assist the car company to develop and redesign their upcoming model according to the demand of the consumers. Moreover, through on-site visits individuals can accumulate information about the upcoming models of the cars from the dealers and salespersons. This information may work as material information that will manipulate the car purchasing decision. It may assist the individuals to decide whether they covet to purchase the car now or postpone their decision for the upcoming one (Maity, Dass & Malhotra 2014, 233-254). The collection of online information is adding many opportunities to users. Moreover, the collection of offline and physical information is also serving the utmost accomplishment for the betterment of the car purchaser and car producer.

#### **4.5 Consumer perception, buying behavior and decision-making in Bangladesh**

Modernization of the world assists to boost the overall development of numerous developing countries. Similarly, with the globalization, a developing country is also appreciating the technological advancement. As a result, the people of developing countries like Bangladesh can be able to utilize the latest model of the products. Moreover, thanks to globalization and modern facilities the automobile

industry is expanding its era of advancement time after time. As the automobile industry is in its progressing stage people are more eager to enrich their investment in this sector. With the likelihood of procuring higher investment, new car companies are entering this industry day by day. This assists the consumers indirectly to enhance their options for designating the brand of the car. Moreover, with the touch of modernized technology, many consumers are also willing to buy their products online (Ahmed 2014). That is why the likelihood of online purchase and home delivery is intensifying its popularity day by day with the support of e-marketing.

As the automobile industry is expanding, likewise the perception of the Bangladeshi car consumers is also refining. In the past, purchasing a car was judged as something aristocratic. Moreover, some people also contemplated car purchasing as a luxurious behavior rather than a daily prerequisite. But modernization assists people in perceiving the advantage and effectiveness of car use. (Alom, 2020.) As for a developing country, many people's expendable earning is quite low. That is why the price of the car is working as the dominating factor towards car purchasing compared to the developed countries.

The financial institution also extends financial assistance for purchasing a car by offering loans and advances amenity. Furthermore, financial institutions are also propounding guarantees to the car company about the repayment of the car on behalf of the car consumers. This also supports to reform consumer perception about car purchasing in Bangladesh. Modernization and socialization support the consumers' awareness and attention towards the quality and the specification of the product. Car quality, specification and price, along with brand recognition, perform a persuasive factor of consumer perception. In Bangladesh, car consumers are generally incredibly loyal towards the car brand but initially it is quite hard to convince them and make them a loyal one. Young consumers are more fascinated by the latest car models. But the middle-aged consumers are holding the largest purchasing lot. Both of the young generation and middle-aged consumers heed their attention to the quality of the car and the comfort zone that they will get while driving. Although the people of Bangladesh have less income, they managed to purchase their craved products with the help of the installment amenities arranged by the producers. (Alom, 2020.)

## **5 RESEARCH FRAMEWORK**

Research serves as the ultimate knowledge through which one can get encouragement and better guideline about a specific topic. It can arrange a real-life analysis and guideline which paves the way for the era of advanced knowledge. A systematic analysis and organized formulation of the real-time data yields the best result, which assists to make a better decision in the future. Moreover, careful formulation and selective implantation of the effective data set assists to reach the ultimate objective of the researcher. The research framework demonstrates the ways through which the research is carried out. It also explains the methods and specifications of data which are exerted to complete the thesis (Kumar 2019). The type of data and the process which are used to collect the data are also demonstrated here.

### **5.1 Research method**

According to the objective, focus area and the motivation of the research proposition there are mainly two types of research techniques or methods that are widely exercised by the researchers. One is the qualitative research technique and the other is the quantitative research technique (Wiek & Lang 2016, 31-41). Generally, the qualitative research technique or method is exercised to find out the opinion, behavior and actual understanding of the studied persons. On the other hand, the quantitative research method is exercised to find out the pattern of large-scale sample sizes through statistical analysis (Rutberg & Bouikidis 2018, 209-213). As the aim of the thesis is to get a better understanding of the behavior of individuals, the qualitative research method is the best fit for it. That is why the qualitative research method is used in this thesis. To increase the understanding of the opinions of the consumers and their behavior towards the automobile industry, an interview method is adopted through using a semi-structured questionnaire. Through the semi-structured questionnaire, respondents can express their personal opinions along with the inner feelings according to the questions (Javadi, Rasouli & Hasani 2019, 10-19). Secondary information is mainly accumulated to derive the best result of the thesis according to the aim and objective of the thesis. This is collected from various journal publications, online reports and documents.

## 5.2 Data collection through interviews

The interview is the foremost way to find out the inner feelings of a research object. It also serves as a peerless weapon that is used to cognize the ultimate desire of the respondents and their ways of behaving towards specific issues (Chitra & Malarvizhi 2018, 64-68). Thus, semi-structured interviews are conducted to gather relevant information in the thesis. In order to accomplish an effective interview session, a semi-structured interview form is contrived with a list of 20 open-ended questions.

In order to retrieve the actual feelings of the respondents all questions in the questionnaire are structured as open-ended. The open-ended question comprises an explanation of the stated question rather than some static feedback (Kim, Kim & Kang 2017, 127-147). In the case of multiple-choice questions respondents are shackled to make a choice among the options and in some questions, if there is more than one alternative that matches the opinion of the respondents, then they are not free to fill more than one option. Moreover, in some multiple-choice questions if respondents are willing to proclaim their choices that are not stated in the given options, then respondents are also not in a liberal position to explain their opinion as an open-end question. That is why only open-ended questions can be used to retrieve the clear-cut perception of car consumers. Moreover, in order to realize the aim of the thesis, the questionnaire is sorted into three parts focusing on the demographic, psychographic and behavioral perspective of the respondents.

An interview through a semi-structured questionnaire is the most cost-effective and resourceful way of collecting real-time data. To conduct the interview session a systematic course of action is followed. To complete the thesis, primary data is accumulated by interviewing eight car consumers. Initially through a social media site and with the help of the commissioner, respondents who have already purchased a car are nominated for participating in the interview. Due to the qualitative nature of the study, the interviewees were not selected based on the probability sampling technique, but based on consideration and also convenience. As for avoiding the selection of similar types of consumers, concentration is given to the age, education, gender and occupational status of the consumers. After that, the purpose of the interview session is described to all the selected respondents. Moreover, the thesis aim and the objective of the thesis are also explained to the respondents. After demonstrating the thesis purpose, the respondents were requested to have an interview session at their convenience. Then they informed about their suitable time and the way in which they wanted to carry out the interview session. Although it was quite troublesome to manage the time schedules of all of the respondents properly, their flexibility and co-operative mindset helped greatly regarding this matter. Finally, it was

possible to accumulate their opinion regarding buying behavior towards the automobile industry. Through the interviews, one may enunciate those opinions which are not provided by the respondents in the written statement (Kassim et. al 2016, 359-366).

The primary data set plays a crucial role in meeting the desired aim and objective of the thesis. Real-time authentic data source conveys real-time expertise in the field of the research (Thomas 2018, 1-8). Approximately, it takes from 35 to 40 minutes to conduct an interview. To collect the opinions of the respondents, interviews can be executed through on-site physical interaction or by following virtual means. To find out the actual behavior of the respondents, virtual interview sessions were carried out. Every person was interviewed via phone call. For further clarification, some additional information was collected through messaging. After the completion of the interview, the accumulated opinions of the respondents are analyzed and explained in the thesis.

## **6 ANALYSIS OF INTERVIEW DATA**

The implementation part and the effectiveness of the thesis mainly depend on the magnitude of data analysis. Data analysis simply turns the raw data into an easily understandable format through re-modifying and analyzing of the data (Ramasubramanian & Albrecht 2018). This re-modified data assists to lead the ultimate decision for the users. Research methods and techniques differ according to the research objective and field of interest but analysis and findings will depict the actual scenario and discussion result regardless of which technique is used to carry out the research. It also arranges assistance in case of daily life decision-making. In the case of the automobile industry, it also imparts the best insights to the car company about the consumers' behavior. This also analyzes and compares past and current conditions about a specific matter and offers advice to decide the resolution for the future.

### **6.1 Demographic background of the interviewed persons**

In order to accumulate real-time primary data, the interview technique is based on an open-ended questionnaire. The selected car consumers provided their opinions regarding their purchasing behavior towards the automobile industry. After the collection of primary data, the data is structured and interpreted in an understandable way that assists to draw conclusions. Although it is perceived that individuals are behaving in a sensible way, their point of view differs from person to person. Interestingly everything has an influence on the decision-making practice such as age, gender, occupation, etc. Sometimes they share a reciprocal interest with their family members and sometimes they put intensity on their own judgments rather than others' assistance on determining something. The car consumers are designated into two classes (TABLE 4). In the case of shopping or buying something salient generally, women are pickier than men. Moreover, sometimes women are sharing a totally different perception and motivation while buying something salient. (Alom, 2020.) But in order to find out the overall consumer buying behavior we entail to examine the buying behavior of both men and women. At the time of collecting data, female consumers were more eager to profess their feelings towards the car market than male consumers. But both male and female respondents shared their information regarding the buying behavior towards the automobile industry. Although it is relatively rigid to express the inner feelings, all respondents conferred their idea, feelings, desire and resentment.

TABLE 4. Demographic information of the interviewees

Sl. No.	Categories	Occupation	Age	Education
1	Male	Job holder	44	Post-graduation
	Male	Job holder	46	Post-graduation
2	Female	Business person	33	Graduation
	Female	Business person	36	Secondary level
	Male	Business person	49	Graduation
	Female	Entrepreneur	38	Graduation
	Male	Entrepreneur	45	Post-graduation
	Male	Scholar	56	Post-graduation
	<b>Total Respondents= 8</b>			

Among the interviewees, five of the interviewees are male and three of the interviewees are female. In the thesis, information regarding consumer buying behavior is conveyed through interviewing both male and female consumers. Other than social, financial and personal choices, the age of the consumers is also significantly influencing on the buying behavior of the consumers. Thus, the range of age group is also appraised in a structured form. The highest proportion of the interviewees age distribution is within the age range of 46 to 55 years, and there are four interviewees. There is only one interviewee whose age is 56 years.

The occupational status of the interviewees varies from consumer to consumer. According to the feedback of the car consumers, it is mainly fallen into different classes such as job-holders, business persons, entrepreneurs, and others (scholar). Job holders mainly include those individuals who are performing their tasks in the field of the public sector or private sector and there are two of them. Among the interviewees, there are three business persons and two entrepreneurs who gave their opinions and ideology towards the car market. Moreover, there are other respondents who do not fall into those stated categories such as scientists or scholars.

The state of education among the interviewees is divided into three categories. One business person has passed the secondary level of the studies and was the lowest segment. On the contrary, 4 of the interviewees received their post-graduation. Moreover, 3 of the interviewees completed their Bachelor's degrees. As the level of education varies, likewise, the interviewees concentration over the quality of the car also varies.

## **6.2 Analysis of data in relation to psychographic aspects of decision-making**

The experiences of the interviewees assist in reshaping their purchasing behavior. According to the feedback from the interviewees about their car ownership status, two interviewees didn't have any car prior to the current one. Three consumers stated that they had one car before. Two of the respondents replied that there had two vehicles in their possession before. Moreover, only one consumer responded that they had three vehicles prior to the current one. As experience assists individuals to furnish their choices thus, once an individual had purchased a car, then he took much more into consideration while buying the second one. Five consumers provided a positive opinion that they are thinking to change the current car. This intention is mainly due to the regret they felt while using the current motor vehicles. There is a mismatch between the presumption over the car and the reality of the vehicle. That is why they are thinking about changing the current one. On the contrary, three consumers provided their uninterested responses about changing the current car, because those consumers are contented with the utility that they receive from the car. Although there are some financial and legal issues while buying a new vehicle, these consumers were reluctant to change once they are pleased with their current one.

Two of the respondents had a positive opinion regarding the likelihood of switching car brands due to their unfavorable experience and resentment of the past consumption. The poor encounter and the difficulties while using the current car force them to make another decision regarding this matter. Frequent servicing also imposed a threat to keep the brand loyalty of the interviewed consumers. The time-consuming procedure of promised after-sale services by car manufacturers also increases the likelihood of switching brand loyalty from one company to another. On the contrary, six respondents are contented with the car service, that's why they don't want to change the car brand. Quality service from the car and the proper cooperation from the car manufacturers make them pleased with the car brand. Whether there are differences in occupational status or the variety in the range of the age, poor

car service results in resentment in the mind of the consumers. Thus, it also creates an impression on the car-buying decision in the mind of the buyers.

As TV ads are much more wide-spread than other types of advertisement thus, the publisher put much more importance on the authenticity of the news. According to the interviewed respondents, one respondent gets his information about the car model from TV advertisements (ad). Family and friends generally consider the maximum advantage and assist with suggestions about the crucial decision-making. Thus, five respondents have collected their car-related information from family and friends. Moreover, they are also assisting consumers with their real-time experience and observation. The internet and various social media sites also provided a helping hand while collecting data and two of the respondents collected their required information using it. The internet works as a hub of information and presents the required information within seconds to the individuals.

While making car purchase decisions, there are several influential parties. Three consumers were influenced by their spouses and rearranged their decision about car selection and purchase. Friends and acquaintances also support car purchase decisions and two car consumers said to be tempted by them. Among the interviewees, family bonding and understanding seemed to be thicker and they are holding an important consideration while making decisions. Thus, the results suggest that a car consumer's purchase decision is governed by the family members. Although family members, friends or spouses play a crucial role in decision-making, the ultimate and final say about the car purchase was determined by the consumers themselves. That is why one car consumer's final judgment was based on his own opinion solely. In the case of a site visit for purchasing a car, salespersons are in the upper hand to persuade consumer's decision. Among the respondents, one consumer was persuaded by the judgment of the salespersons.

All the interviewed consumers desired that their new car will be technologically well furnished. Two consumers wanted their new vehicle to have the maximum amount of modern technological functions. They were feeling more pleased by using the branded product than the non-branded product. Along with the technological expansion, consumers were also considering the size of the car. Three car consumers desired technological advancement, favorable size and brand popularity from the new vehicle. Maximum modern innovation and specification can make the consumers contented. Generally, interviewees purchased cars not only for personal use but also for family use. Thus, one of the interviewees considered the design and the shape of the car while buying a new one. Moreover, a comfortable feeling while driving the vehicle was also considered as a crucial factor. Two consumers

appraised the space and comfort from a new one. In most cases of the family use, consumers preferred car space along with the design and the brand name.

The quality of the vehicle and the model specification impose a significant influence on the mind of the studied consumers. That is why two respondents stated that they concentrate more on the features of the car that they are going to purchase. Before buying a new car, the consumers are also seeking after sale services which are arranged by the manufacturers. Five consumers look at after sale facilities along with the car's price and the features.

Although there are several contributing factors in buying decision-making, only a few of them can impact tremendously. According to the interviews, three consumers considered the price of the car to be the most influential component in the purchase decision. Consumers have to compromise according to the quality and the specification with the price of the car. The higher the specification of the vehicle the higher the price will be charged to the consumers. Consumers not only considered the price but also the technological advancement along with brand recognition of the car producers. That is why, four car consumers thought about the advancement of technology, brand name and the price before making purchase decisions. On the other hand, some car consumers talked about the after-sale services offered by the manufacturers. As a result, car consumers' purchase decision was influenced by the specification, brand popularity and price of the car.

Physiology shapes human attitude and behavior in a critical way, which helps them to formulate different decisions and assists in achieving the optimum desire (Morton, Anable & Nelson 2017, 443-459). Two interview respondents had no objection to purchasing previously used cars that are in good condition. They bought cars to solve their necessities, it also states their social status and prestige. Thus, those two interviewees were also providing their concentration on these issues. Those interviewees were more eager to buy those second-hand cars which are sold by their owners immediately after purchasing due to their personal problems. But six of the interviewees were not willing to buy previously used cars whether they are in good condition or not. They stick with the idea that, if they have the affordability to buy a new car, then why would they buy a used one. Furthermore, those six interviewees had doubts that there must be some hidden issues and complexities in the vehicle and that is why the previous owner of the car is forced to sell it. That is why they didn't want to buy a previously used car.

### **6.3 Analysis of data in relation to behavioral aspects of decision-making**

According to the behavioral differences, the willingness of consumers to spend the time to collect the information from their acquaintances also differs. Some individuals want to spend several hours buying a trifling product; on the contrary, some individuals really don't want to spend much time talking with others while purchasing an expensive item. According to the interview, two consumers talked less than one hour in total with their friends, colleagues and others in order to get informed about car-related issues. On the other hand, three individuals were willing to spend one to four hours talking with friends, colleagues and others to discuss their understanding of the issues related to the car. As purchasing a vehicle is a big-budgeted issue; some consumers were willing to provide much more concentration and were willing to spend more hours on discussion with friends, colleagues and others.

The Internet is a great source of knowledge that also works as a hub of crucial information. In this modern world, whether people want to buy trivial products or salient items many are likely to look for information on the Internet. In the case of the car purchase, four out of eight interviewees spent up to 4 hours to gather information on the Internet. With the assistance of modern technology, car manufacturers design their website in a way so that consumers will get informed quickly, and sometimes they also provide the facility to compare different car models according to the specification. That's why three interviewees occupied 5 to 8 hours to get their coveted information. Although the Internet is a hub of information, it is not necessary to spend a lot of time on surfing to gather information. But spending more hours on the Internet surfing did not mean that consumers will get all the detailed understanding of the issues. Consumers could also get the coveted crucial information on the Internet within the shortest span of time. Furthermore, quality information assists consumers in making the best choice.

In order to choose the most appropriate model of the car, four consumers employed less than 1 hour to look for appropriate advertisements that are suited to the consumers' choice and behavior. Moreover, most of the time, manufacturers provide utterly designed advertisements (ads) which are quite different from the original one. That is why two consumers were willing to spend 1 to 2 hours to identify suitable car brands and models through their specifications given in the advertisement. It is quite troublesome to search for appropriate advertisements for a long time thus, one consumer was willing to spend more than 3 hours searching for advertisements. Moreover, one consumer didn't want to look for ads but rather talk with experienced car users to know further issues.

Online surfing and advertisements can't provide all of the required contents needed by the consumers. In order to fulfill all of the queries, consumers need to talk with the agents arranged by the manufacturers, which can be done by visiting the showrooms. According to the interview, two consumers spent less than 15 minutes to talk with the salespersons by visiting the showrooms personally. Salespersons can provide some extra information that may satisfy the consumers. That is why five consumers were willing to spend 16 to 30 minutes to talk with the salespersons to enhance their understanding. Moreover, sometimes consumers need to talk with several salespersons to identify some crucial factors which may impact the car choice of the consumers. But, talking with several salespersons is troublesome thus, three consumers used up to 1 hour to speak with the salespersons.

Sorting out an appropriate decision requires consumers to think about all ins and outs related to the specific matter. Thus, a quick and proper decision requires the person to judge the overall situation with a stable mindset. Most of the time quick decisions cover several unnecessary circumstances, which is why three consumers preferred quick decisions while making their choices. Although the quick decision may help to address several peculiar situations, decisions made in a rush may not be beneficial to the consumers. Thus, five consumers preferred not to make the decision in a rush. They were observing their surrounding circumstances to make their choices considering available alternatives and resources.

Comparing the models and prices of the car can provide the best insights about the choices of motor vehicles. Consumers preferred to buy the latest model of cars from the market with the most appropriate range of prices. As a result, seven consumers preferred to compare car prices among different car brands and models to choose the best one. With the assistance of continuous renovation and technological advancement, manufacturers are trying to cover the demand of the consumers. That is why every year, the quality of the car is upgrading. Sometimes rapid modification in the models of the vehicles bewilders some consumers to choose their desired one according to the availability in the market. Thus one car consumer was not willing to compare car prices and models, but rather stick to brand loyalty.

To attract the core and most promising consumers, manufacturers also arrange various after-sale services. These services may include a warranty, replacement and repairing within a specified span of time. Six consumers believed that after-sale services impose value in the mind of the consumers and hence impact their judgments in the case of buying a car. It also makes the consumers contented

towards the services of the company. Under specified terms and conditions, these services make the consumers relieved. Moreover, it also ensures that the product is manufactured through maintaining the best quality. But individuals' behavior is hard to guess and they concentrate on their feelings and choices whether there are any after-sale services arranged by the producers or not. That is why consumers' purchase decisions were not influenced by the after-sale facilities but rather their own choices. Those who are able to support the demand according to the consumers' needs will be the winners in the industry. However, the automobile industry is lagging behind compared to its great demand and prospects.

## **7 DISCUSSION OF FINDINGS**

An individual's decision-making model and perception are salient issues for determining the consumer behavior. That is why it is quite tough to understand appropriately. Moreover, sometimes individuals behave irrationally and make judgments without thorough consideration. This chapter will assist to provide a better understanding of the buying behavior of consumers while purchasing cars. The key findings of the data are discussed and interpreted in relation to previous theoretical knowledge.

### **7.1 Demographic issues**

This study suggests that gender is related to how consumers make their buying decisions in the automobile market. Among the eight studied consumers, in the case of car choice, female consumers were more concerned compared to male consumers, about the non-material issues of the car. The study implies that as the respondents' age alters their maturity and the mental state is also reshaping which might influence the car buying decision. In this study, it is described how younger, middle-aged and the aged respondents share separate opinions regarding their car choice. According to the study, middle-aged consumers were concerned with brand, design, and the durability of the car model where older respondents pondered physical ease while using the vehicle and relatively younger consumers preferred technological advancement.

According to the study, occupational status is directly linked with the affordability of the car. The results suggest that, job holders and the teacher are pledging their concern over the durability of the vehicle, where the business person shares a totally different opinion and focuses on the updated and modern feature of the car. Entrepreneurs focus on the cooperation and facilities offered by the manufacturer or agents of the manufacturer.

The study also illustrate how educated consumers are concerned with car models and observe implicit material facts while making car choices. According to the interviewees, the people who have higher education are much more concerned with the simple issues regarding car choices. Moreover, these highly educated consumers provide their utmost concern about car models. At the same time, post-purchase services dominated the purchasing decision made by the interviewed consumers who had completed up-to secondary level of education. The study implies that sometimes a highly educated

person could be able to observe implicit material facts of the purchasing decision-making. According to the eight studied consumers, knowledge assists individuals while making the decision and boosts the confidence about the successful decision-making. According to the interviewed consumers, educated people are more likely to consider several surrounding issues, which lead to a better choice. The results suggest that through education, individuals could be able to generate real-time expertise.

## **7.2 Psychographic issues**

The results imply that consumers are the players of the market, that is why their perception and psychological traits manipulate several issues for decision-making. According to the study of eight interviewed consumers, family and friends share their real-time observation and experience, which assists car consumers in getting a better understanding and affect their choice. Most of the time, consumers studied here are willing to change their cars due to the substandard performance of the vehicles. On the contrary, most of the studied consumers are reluctant to change their existing cars once they were pleased with them. In the case of evaluating the purchase decision, the results suggest that car consumers are mainly persuaded by their spouse and rearrange their initial decision about car selection and purchase. The studied consumers wanted a combination of specifications from the new car like updated technology, favorable size and brand popularity. The results suggest that along with technological advancement, consumers felt more pleased using the branded products rather than the non-branded products. Moreover, the results suggest that consumers' purchase decisions depend on the price of the vehicle. The studied consumers are continuously trying to maintain a balanced position between the price and the features of the cars. The studied consumers are eager to buy a brand-new car instead of a used one as they have doubts that there must have some hidden issues and complexities in the car which is why the previous owner of the car is forced to sell it.

The results suggest that people's opinions, attributes, and ideologies are derived from their psychological traits. This study also explored eight interviewed consumers' personality, perception, belief, values, and interests as a whole. Whether it was the psychological difference or the identical choice of the people, all is explained in a critical way in this study. The interviewed consumers' lifestyles and how they felt about their current position and social status could reorganize their personality and personal issues. The results suggest that as the consumers are the market ruler, thus their perception and psychological traits impose much more meaningful issues for the manufacturer.

The results of the study suggest that as the salesperson works on behalf of the manufacturers thus, sometimes consumers hold prejudice and perceive that salespersons will not admit any material issues about the car. This study also shows that in order to consider the judgments of the spouse, relatives, and friends, sometimes consumers do not have the opportunity to select his desired vehicles. Most of the time technological renovations of the models of the automobiles happen so quickly that the interviewed consumers' purchased cars turn into backdated after a short span of time. According to the interviewed consumers at the time of buying a vehicle, compromising either price or features of the car were a troublesome issue for the consumers. Moreover, the interviewed consumers state that it was quite hard to find a car with the desired shape along with fashionable design and lucrative features. The results of the study suggest that sometimes less popular car brands might adjust several lucrative features within a limited price range, which will put consumers in a bewildering state to decide whether to buy a car from a popular brand or a less popular brand. The interviewed results also demonstrate that social media sites are also providing community service, which helped people to get familiar with each other and provide assistance according to their capability.

### **7.3 Behavioral issues**

The study implies that individuals' attitude and behavior to judge the crucial factors uniquely is always considered as a paramount issue in car purchasing. As for the eight interviewees, they do not purchase automobiles too frequently and that is why they do not mind spending several hours exchanging their feelings with friends, colleagues, and others to discuss their understanding of the issues related to automobiles. The results of the study suggest that the Internet is regarded as the hub of information but spending more hours on surfing on the Internet does not mean that consumers will get a detailed understanding from here. Thus, the eight interviewees employed a moderate amount of time span on the internet surfing and that ensured the best practice. In the case of promotion, the results suggest that manufacturers arrange utterly designed visualization that may differ from the original one and it is quite troublesome for consumers to search for appropriate advertisements for a long time so they are willing to spend less time on this issue. The interviewed consumers state that salespersons may provide some extra information that might content the consumers and persuade them to buy a car. According to the study, eight interviewees preferred to observe their surrounding circumstances to make their choices by considering available alternatives and resources. Moreover, the interviewed consumers prefer to compare car prices among different car brands and models to choose the latest one within the appropriate range of prices. The results of the study suggest that after-sale services such as warranty,

replacement and repairing imposed additional value and impacted on consumers' judgment in the case of buying a car.

In this study, eight interviewed consumers might share identical status and lifestyle in the society, but their attitude is not be identical to one another. That is why interviewees behave differently while sorting the decision out. The interviewees' behavior affect on evaluating the car related information and their perception. The interviewed consumers' normal behavior is crucial in to rectify the material facts and figures to judge the overall circumstances.

According to the results, in order to persuade the behavior of the consumers, car manufacturers should design their website in such a lucrative way so that consumers will be informed quickly. The interview results also demonstrate that with the assistance of modern technology, manufacturers also made it easy to compare different car models according to the specification to influence the attitude of the consumers towards the company. The results of the study suggest that manufacturers should hire skilled salespersons to identify crucial desires of the consumers which positively impact their car choice. This study also suggests that the consumers' desires are changing with modernization; hence the producers of automobiles are renovating the car models frequently to address it effectively. The study results show that after-sale services assist in making consumers contented towards the services of the company which might persuade their decision while choosing cars.

The results show how the updated model and quality features persuade consumers to make the ultimate choice while making a buying decision. The results of the study suggest that most of the consumers provide their concentration on the price along with the features of the car. The interview results show that as for a developing country like Bangladesh, people's decision mostly depends on the cost of the cars. The eight interviewed consumers are trying to maintain a balancing position between the price and the features of the cars. Moreover, the results suggest that the combination of several updated features may increase the cost of the car, which leads to exceeding the affordable price range of the consumers.

## 8 CONCLUSION

The automobile industry in Bangladesh is evolving and expanding through continuous innovation and technological advancement. Consumers' perception, ideology and behavior are also refining all the time. The spouse, friends and other family members take part in persuading a consumer's ultimate decisions about the car purchase. The price and the features of the car mostly influence the purchase decision of the buyers. Thus, consumers need to sort out the balancing arrangement between the price and features of the coveted cars. Advertisement lessens the hurdle to reach the product-related information to the consumers. It assists the consumers in getting information facing fewer complications. Information about the purchase initiatives of the consumers and their demand for the car works as a crucial source of information for producers. As a result of the oligopoly nature, the vying in the car industry reached a new level. Market research unlocks several crucial material information about the consumer which assists to enhance the modification of the car models.

This thesis is all about getting a better understanding of the issues that influence the decision of the consumers. It also accomplishes the aim of the thesis and answers the three research questions: What are the issues influencing the buying behavior and purchase decision-making of consumers in the Bangladeshi automobile industry? What are the elementary challenges faced by individuals while purchasing a car? How do consumers react on the actions taken by manufacturers to influence the consumer's behavior? Before considering the purchase decision, consumers are more likely to consider several surrounding issues, leading to a better choice. Moreover, experience assists in sorting out the highest quality choice among the range of alternatives. Whether occupational variations or status affect the car choices of the consumers or not, sub-standard car service results in resentment in the mind of the consumers. A poor past encounter creates a negative impression while making buying decisions. Consumers always put their particular concentration on the technological advancement, price and design of the car. Only quality service along with proper cooperation from the car manufacturers, can make the consumers pleased with the car manufacturer and influence their future buying decision. Due to the time limitation, it was not possible to conduct research with a larger data of consumers, which would demonstrate the overall behavioral issues of the consumers that influence their decision-making. Hence, the findings of this explorative data should be further studied with a larger quantitative data.

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**Interview Questionnaire: Consumer Buying Behavior towards Automobile Industry**

**Demographic information:**

1. Name
2. Your age
3. Occupation
4. Level of education

**Psychographic information**

5. Did you own car(s) prior to buying the current one? If yes, then how many?
6. Do you think to change the current one or buy another car? Why or why not?
7. Would you like to switch another brand from your current one? Why or why not?
8. What is the source of information about the car model before you purchased it? Why do you think that the source is reliable?
9. Who influenced you most in making car-related decisions?
10. What would you expect from a new car?
11. What kinds of information did you seek before purchasing a new car?
12. Which factors would influence your purchasing decision mostly?
13. If a car is in good condition but used previously, then would you like to buy that used car? Why or why not?

**Behavioral information**

14. Before making a purchase decision, approximately how much time did you spend talking to friends/colleagues /others? Why or why not?
15. Before making a purchase decision, approximately how much time did you spend on internet surfing? Why or why not?
16. Before making a purchase decision, approximately how much time did you spend in looking advertisements? Why or why not?
17. Before making a purchase decision, approximately how much time did you spend in visiting showrooms to talk with salespersons? Why or why not?
18. Do you hurry while making major purchase decisions? Why or why not?
19. Do you compare prices of different brands and models? Why or why not?
20. Do after-sale services/facilities influence your purchasing decision? Why or why not?

*Thank you for your participation in this study*