

## Effect on Design in Customer Purchase Decision

Mr. AKASHDEEP GARG  
PIBM, Pune

FURKAN AHMED  
PGDM  
2<sup>nd</sup> year student  
PIBM, Pune

### ABSTRACT:

A buying decision process is the process a customer goes through when buying a product. It can be seen as a particular form of a cost-benefit analysis. The buying decision model has gone through lots of interpretation by scholars. Although the models vary, there is a common theme of five stages in the decision process.

The consumer decision-making process consists of five steps, which are need recognition, information search, evaluations of alternatives, purchase and post-purchase behavior. These steps can be a guide for marketers to understand consumers communicate effectively to them. One note is that consumers do not always move in the exact order through the process; it can depend on the type of product, the buying stage of the consumer and even financial status.

Every day, people form impressions of brands from touch points such as advertisements, news reports, conversations with family and friends, and product experiences. Understanding of consumer behavior can help the advertisers develop advertisement campaigns effectively.

### INTRODUCTION:

Incepted in the year **1982**, our Company, **Mahindra Composites Ltd.** was formerly known as **Siro Plast Ltd.** We started our business operations with technical support from **Menzolit Germany** and established ourselves as premier manufacturers of **Compounds and Composites** that meet the Indian Conditions. Some of our considerable developments are "**Halogen Free**" materials for Electrical Applications. These materials have achieved **UL094 approvals with V0 fire retardant properties**. We have also developed **Automotive Applications for Head Lamps** with antifogging properties at high temperatures.

In the early 80's, we decided to step into the domain of manufacturing composite materials and have established a strong foothold in the market as leaders of **Polymer Composites** in India. We started our operations by catering to the requirements of **Electrical Applications** and gained expertise in manufacturing of **Hand Lay-up Applications for Medical equipment, RTM Resin Transfer Molding for Railways, Defense and Other Niche Markets**. Our company has also carved a niche in the country and have set-up Sheet Molding Compound (SMC) Machines with 48" width. We also have gained specialization in Dough/Bulk Molding Compounds (DMC/ BMD) for compression and injection applications. Both these operations came to our repertoire in the 90's and we have not looked back ever since.

Additionally, at the start of this millennium, we established our credentials in export market and have gained a huge client base in the international arena. We have with us **General Electric's Health Care and Industrial Application Division** as one of the major clients for our products. Moreover, our exports add up to 20% of the sales and are growing in an upward motion.

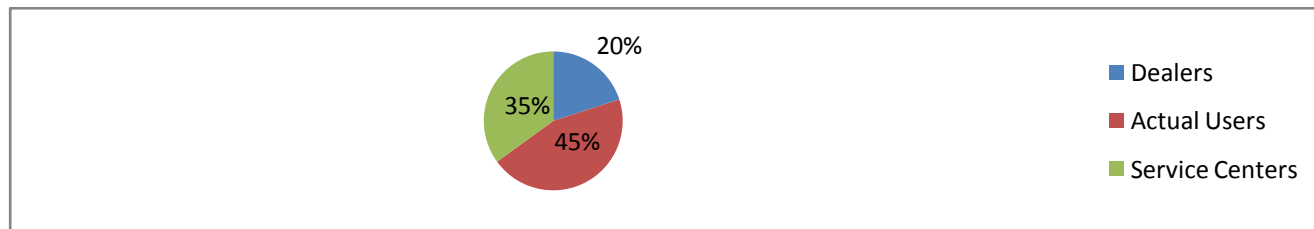
### OBJECTIVE:

The research paper on the Small commercial vehicles (mini truck) provides insights into product and market trends, analyses, opportunities, projections, sales, and marketing strategies. Specifics on market share, segmentation, size and growth in the global markets are also featured.

The massive changes in the small commercial vehicles have been witnessed by the universe (consumer & dealers) which actually shows that the commercial vehicles are most important part of our economic. After some decade rather some years it may be possible that commercial will be listed in the category of basic needs of customer. Some people prefer some well-known brands of commercial vehicle because they cannot compromise with our brand and color design.

The paper also studied about the features of the vehicles which are liked by users, the brand loyalty, and understood the user’s problem.

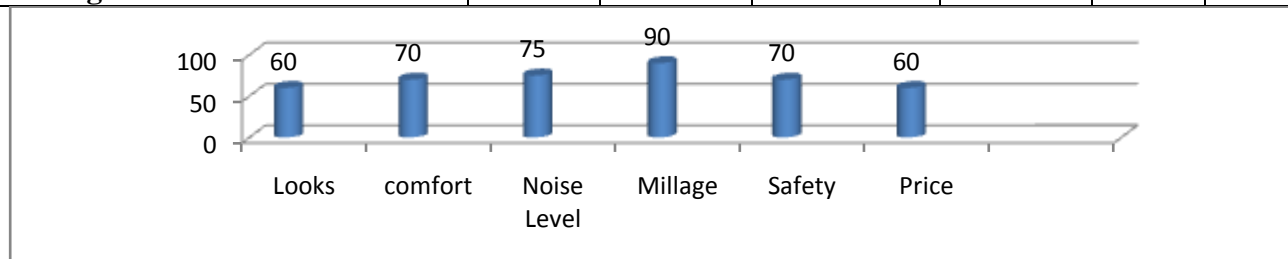
**DATA ANALYSIS:  
SATISFACTION LEVEL:**



**Interpretation:** While survey in the market it was found that the actual users are happy according to the dealers and service center, because of the features of Mahindra Maximo are good to another vehicles. Millage and pick up are much better to another vehicle.

**Comparative rating (out of 100%) for Mahindra Maximo with competitor products from users**

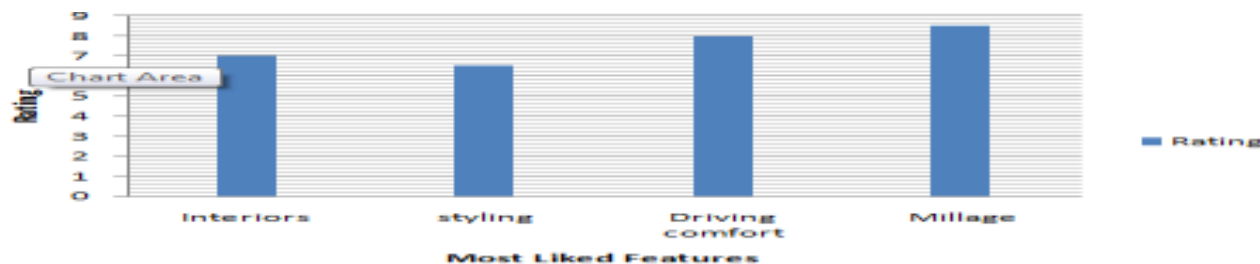
Comparison factor	Looks	Comfort	Noise Level	Millage	Safety	Price
Rating	60	70	75	90	70	60



**Interpretation:** While survey in the market and I found that the users have appreciated more for Millage and Noise Level. Compare to the other vehicle.

**Most liked features by users Mahindra Maximo.**

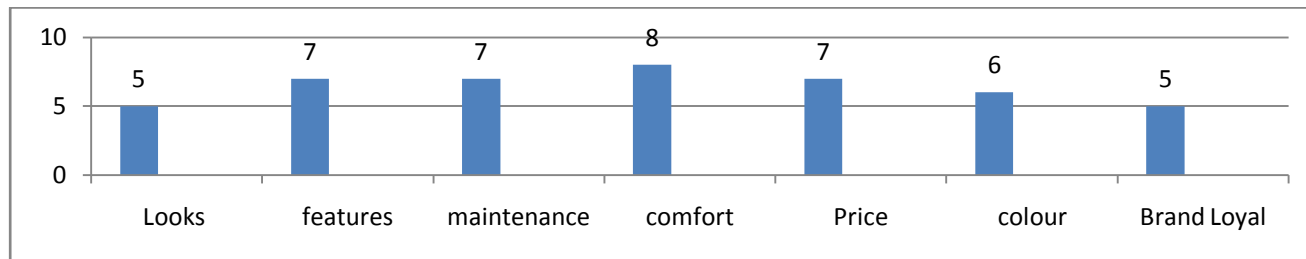
Most liked features	Interiors	Styling	Driving comfort	Millage
Rating	7	6.5	8	8.5



### Interpretation

People are happier with the Millage and Driving comfort of the vehicles.

### Reason to buy Mahindra Maximo.



**Interpretation:** While in the Market and I found out that the users are much happy to comfort.

### FINDING and OBSERVATION:

In this survey it was found that which factors influencing the most and how much customer consider while purchasing of commercial vehicle (Mini truck).

1. Availability of spare parts of the vehicle.
2. Loading capacity of the vehicle.
3. Mileage and Average of vehicle.
4. Resale value of the vehicle.
5. Discount/offer of the dealer of the vehicle.
6. After sale service and finance facility both is sixth rank in my survey.
7. Price of the vehicle.
8. Mode of payment of finance company of the vehicle.
9. Brand of the vehicle.
10. Comfort of the vehicle.
11. Color of the vehicle.
12. Advertisement of the vehicle.

The satisfaction level of customer in existing commercial vehicles 48%-50% and 37% customer of just satisfied with our existing vehicle and 13%-15% customer them little and not satisfied with our existing brand.

The TATA MOTORS highly attract the customer. And Mahindra & Mahindra is second position of the market which is attracting the customer.

### CONCLUSION:

The authors found out most of the customers are satisfied with the Mahindra maximo. as we know that In India the Small Commercial Vehicle (SCV) segment was created by the launch of Tata Ace in May 2005. This category can roughly be characterized as sub 1000cc engine and less than 3.5 tons of weight. This segment competes the prevailing three-wheeler segment on the basis of cost, durability and new pollution control laws. After few years Mahindra lunched Mahindra Maximo.

The Maximo is the most technologically advanced minitruck on Indian roads today. Maximo, was designed by brainstormed ways to maximize the quantity of goods you can transport in a single trip. Its large truck bed offers the greatest-in-class payload of 850 kg. It can travel at up to 70 kmph,

**LIMITATION:**

- Only 20 respondents are surveyed, there for finding are not universal.
- Respondents were reluctant to give answers to the questions.
- Unwillingness of the respondents to answer the questions, as they don't take these seriously.
- Wrong information might have impact on quality of research.
- Questionnaires were structured there for respondents were not able to give a proper answer.
- Respondents were busy in his personnel work.
- Time for the study was limited.

Permitting you to make more trips faster. And its advanced engine gives you more power with less noise and vibration. 22% of Market share of Mahindra Maximo. Last year, the commercial vehicle industry in the country grew at 8 per cent to 809,000 units. This year it is expected to post 10 per cent growth. In the next few years, SCV growth will settle down to 20 per cent.

**REFERENCES:**

- [www.mahindra&mahindra.com](http://www.mahindra&mahindra.com)
- [www.mahindracomposites.com](http://www.mahindracomposites.com)

**Books**

- Marketing research by G.C Veri
- Marketing management by Phillip Kotler.