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A Study on Consumer Buying Behaviour Towards Four-Wheeler Marketing and Promotional Strategies

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Abstract:

The automobile industry plays a significant role in the economic development of India, with the four-wheeler market experiencing considerable growth due to changing consumer preferences, increasing income levels, technological developments and competitive marketing strategies. Consumer buying behaviour has become an important factor in determining the success of automobile manufacturers and dealers. The present study examines consumer buying behaviour towards four-wheeler marketing and promotional strategies. The study focuses on demographic characteristics, brand preferences, factors influencing purchase decisions, sources of marketing information, awareness of promotional activities and consumer satisfaction. The research is based on primary data collected from 150 respondents through a structured questionnaire. Percentage analysis, Chi-square tests and One-way ANOVA are employed to analyse the collected data.

Keywords: Consumer Buying Behaviour, Four-Wheeler Industry, Marketing Strategies, Promotional Activities, Brand Preference, Consumer Satisfaction.

Introduction

The automobile industry is one of the important sectors contributing to industrial development, employment generation and economic growth in India. The four-wheeler industry has witnessed significant transformation due to increasing urbanisation, rising disposable income, changing lifestyles, technological advancements and the availability of vehicle financing facilities. Consumer buying behaviour refers to the process through which individuals identify their needs, collect information, evaluate alternatives, make purchasing decisions and assess their satisfaction after purchasing a product. In the four-wheeler industry, consumer purchasing decisions are influenced by several factors, including price, brand image, mileage, fuel efficiency, safety features, design, maintenance costs and after-sales services. Marketing and promotional activities play an important role in attracting potential customers and influencing their purchasing decisions. Automobile companies and dealers adopt different promotional strategies, such as television advertisements, social media marketing, exchange offers, festival discounts, free accessories, test-drive campaigns and finance facilities.

Statement of the Problem

The four-wheeler automobile market in India is highly competitive, with several manufacturers offering different models, features, prices and promotional benefits. Consumers face difficulties in selecting suitable vehicles because of variations in price, fuel efficiency, brand reputation, safety standards, maintenance expenses and financing facilities. Although automobile companies invest substantial amounts in advertising and promotional activities, the effectiveness of these strategies varies among consumers according to their age, income, education and residential background. Some consumers are influenced by social media advertisements, while others depend on friends, relatives, automobile dealers and traditional advertising channels. Similarly, promotional offers such as discounts, exchange benefits and EMI facilities may influence different income groups differently. In this context, it is necessary to examine the factors influencing four-wheeler purchasing decisions and understand the effectiveness of marketing and promotional activities among consumers.

Scope of the Study

The scope of the present study is confined to examining consumer buying behaviour towards four-wheeler marketing and promotional strategies. The study covers the demographic characteristics of consumers, including gender, age, educational qualification, monthly income and residential area. It also focuses on consumer preferences towards different four-wheeler brands and the various factors influencing their purchasing decisions, such as price, brand image, mileage, fuel efficiency, safety features and design. Further, the study examines the sources of information used by consumers to obtain details about automobile brands, their awareness of different promotional activities, and their level of satisfaction towards four-wheeler marketing and promotional strategies.

Objectives of the Study

The following objectives are formulated:

- To study the demographic profile of four-wheeler consumers.
- To identify the most preferred four-wheeler brands among consumers.
- To analyse the different sources of information used by consumers to identify four-wheeler brands.
- To examine consumer awareness of various promotional activities adopted by automobile companies and dealers.

Research Methodology

Primary data are collected from 150 respondents through a structured questionnaire covering demographic characteristics, brand preferences, purchasing factors, marketing information, promotional awareness and satisfaction. Secondary information is drawn from research articles, journals, books and other relevant publications relating to consumer behaviour and automobile marketing. SPSS Statistical tools used for the Percentage analysis, Chi-square test and One-way ANOVA.

Hypotheses of the Study

The following null hypotheses are framed to examine the relationship between demographic characteristics and consumer buying behaviour.

There is no significant association between gender and preference for four-wheeler brands.

There is no significant association between monthly income and preference for promotional offers.

There is no significant difference in consumer satisfaction towards four-wheeler marketing activities among different age groups.

Review of Literature

Kanika Mittal., & Ranu Kumar. (2026). Consumer is the king of the market so it is necessary to understand the consumer behavior by a marketing team. Car dealers seek to attract new customers and advertise aggressively for repeat sales to keep current customers. Car dealers are using different types of advertisement to gain an edge over the competition, including television, radio, print, outdoor, and word-of-mouth communications.

Shameera Awla. (2026). The research focuses on how digital platforms such as Instagram, YouTube, Facebook, and influencer marketing affect consumer awareness, brand preference, purchase intention, and decision-making. Primary data were collected from 112 respondents using a structured questionnaire and analyzed using percentage analysis, ANOVA, and regression methods. The findings reveal that social media advertisements significantly influence customer perceptions and buying behaviour, especially through video ads, targeted advertisements, influencer endorsements, and promotional offers.

Sarvamangalaa.N., & Rajendran. B. (2026). The global push towards sustainable transportation has accelerated the adoption of electric vehicles (EVs), with electric two-wheelers (E2Ws) gaining notable traction in urban and semi-urban markets across India. This study examines the relationship between perceived economic benefits and

consumer preference for electric two-wheelers in Salem City, Tamil Nadu, a rapidly emerging tier-2 market with a strong two-wheeler culture.

Parihar Dahake, (2026). The Indian automobile market has grown increasingly complex as rising incomes, urbanization, and digital information access reshape how consumers evaluate personal-use four-wheelers. This study applies predictive analytics to model consumer buying behaviour in Eastern Maharashtra (Vidarbha region), an under-studied semi-urban market.

Balaji. S.G. (2026). The influence of social media advertising on consumer buying behaviour in the four-wheeler industry. The research focuses on how digital platforms such as Instagram, YouTube, Facebook, and influencer marketing affect consumer awareness, brand preference, purchase intention, and decision-making. Primary data were collected from 112 respondents using a structured questionnaire and analyzed using percentage analysis, ANOVA, and regression methods.

Arulmoli. R., & Rengaraj. D. (2025). The automobile industry is undergoing a paradigm shift with the growing adoption of electric vehicles (EVs). Understanding consumer behavior in the EV segment is critical for manufacturers, policymakers, and marketers. This study explores the determinants of buyer behavior towards four-wheeler EVs, focusing on demographic insights, awareness, perception, environmental concerns, and financial considerations.

Dhatchayani. C., & Venkatesh. R. (2024). Two wheelers market is the ever-expanding market in India. The customers of all economic classes are using two wheelers for their conveyance needs. The travel could be within a city or outside the city. The two wheelers are bought according to the purpose of travel, distance travelled per day, price, fuel efficiency, etc. The customers are fond of buying trendy two wheelers.

Bamini Rajasekharan, (2024). This study examines consumer purchasing behavior in the automotive industry, focusing on Tata Cars. It aims to understand what influences consumers when they buy Tata Cars, exploring preferences, perceptions, and motivations. Using mixed-methods including qualitative interviews and quantitative surveys, it uncovers factors like brand perception, product features, pricing, promotions, and after-sales service impacting consumer decisions.

Maheswari. P., & Abishek. R. (2024). Maruti Suzuki's Baleno exemplifies a strategic approach to influencing consumer decision-making processes in the automotive sector. Through a combination of product innovation, targeted marketing, and customer-centric initiatives, Maruti Suzuki effectively shapes consumer perceptions and preferences, establishing the Baleno as a top contender in the competitive hatchback segment.

Boppidi Ganga Reddy. (2024). The Marketing Scenario express that the Study of Consumer Behavior is always essential and inevitable. Consumers are the kings of markets. Without consumers, no business organization can run. Vehicle financing has become an important aspect of the Indian automotive industry, providing consumers with the ability to purchase a vehicle without paying the full amount upfront.

Gowri. S., & Prakash. M. (2022). The automobile business is the most profitable. The growths in disposable income in both the rural and urban sectors, as well as the availability of simple financing, are the primary drivers of high-volume vehicle categories. Because the customer is the king of the market, a marketing team must understand consumer behavior. Car dealers strive to recruit new consumers while also actively advertising for repeat sales in order to retain current clients.

Kalaiselvi, S (2015). The term consumer behaviour is defined as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of product, services and ideas that they expect will satisfy their needs. The study of consumer behaviour is the study of how individual make decisions to spend their available resources on consumption-related items.

Purushottam A Petare (2013). The concept of buying behaviour of the people with respect to four wheeler market. The main purpose of this research paper is to study the various features considered by the people while they are going to buy the four wheeler. Further this paper focus on the various means of finance preferred by the people. Finally this paper ends with the facilities/services expected by the customers from the dealer.

Table No – 1 Demographic Profile of the Respondents

Sl. No	Profile	Variables	Frequency	Percentage
1	**Gender**	Male	105	70.00
		Female	45	30.00
		Total	**150**	**100.00**
2	**Age group**	Below 25 years	18	12.00
		25–35 years	48	32.00
		36–45 years	42	28.00
		46–55 years	27	18.00
		Above 55 years	15	10.00
		Total	**150**	**100.00**
3	**Educational Qualification**	School level	21	14.00
		Undergraduate	45	30.00
		Postgraduate	54	36.00
		Professional qualification	18	12.00
		Others	12	8.00
		Total	**150**	**100.00**
4	**Monthly Income**	Below ₹25,000	18	12.00
		₹25,001–₹50,000	39	26.00
		₹50,001–₹75,000	42	28.00
		₹75,001–₹1,00,000	30	20.00
		Above ₹1,00,000	21	14.00
		Total	**150**	**100.00**
5	**Residential Area**	Rural	45	30.00
		Urban	75	50.00
		Semi-urban	30	20.00
		Total	**150**	**100.00**

Source: Primary Data

The above table indicates that 70% of the respondents are male and 30% are female. Thus, male respondents constitute the majority of the sample. The majority of respondents (32%) belong to the age group of 25–35 years, followed by 28% in the age group of 36–45 years. The majority of respondents (36%) have postgraduate qualifications, indicating that a considerable proportion of the sample has higher educational qualifications. Around 28% of respondents have a monthly family income between ₹50,001 and ₹75,000. This suggests that middle-income consumers form a substantial part of the sample. Half of the respondents (50%) belong to urban areas, followed by rural respondents (30%) and semi-urban respondents (20%).

Table No – 2 Preferred Four-Wheeler Brand

Sl. No	Brand	Respondents	Percentage
1	Maruti Suzuki	42	28.00
2	Hyundai	30	20.00
3	Tata Motors	27	18.00
4	Mahindra	24	16.00
5	Toyota	15	10.00
6	Others	12	8.00
	Total	**150**	**100.00**

Source: Primary Data

The above table shows that the Maruti Suzuki is the most preferred brand, representing 28% of the respondents, followed by Hyundai (20%) and Tata Motors (18%).

Table No – 3 Factors Influencing Four-Wheeler Purchase Decisions

Sl. No	Purchase factors	Respondents	Percentage
1	Price	36	24.00
2	Brand image	27	18.00
3	Mileage and fuel efficiency	39	26.00
4	Safety features	24	16.00
5	Design and appearance	15	10.00
6	After-sales service	9	6.00
	Total	**150**	**100.00**

Source: Primary Data

The above table shows that the Mileage and fuel efficiency are the most important purchase factors, accounting for 26% of respondents, followed by price (24%). This indicates that economic considerations play an important role in purchasing decisions.

Table No – 4 Sources of Information about Four-Wheeler Brands

Sl. No	Sources of information	Respondents	Percentage
1	Television advertisements	24	16.00
2	Social media	39	26.00
3	Friends and relatives	30	20.00
4	Automobile websites	27	18.00
5	Newspaper and magazines	12	8.00
6	Automobile dealers	18	12.00

	Total	**150**	**100.00**

Source: Primary Data

The above table shows that the Social media is the leading source of information, accounting for 26% of respondents. Friends and relatives account for 20%, highlighting the importance of digital marketing and word-of-mouth promotion.

Table No – 5 Awareness of Four-Wheeler Promotional Activities

Sl. No	Promotional activities	Respondents	Percentage
1	Discount offers	36	24.00
2	Exchange offers	30	20.00
3	Free accessories	24	16.00
4	Finance and EMI offers	33	22.00
5	Free test-drive campaigns	15	10.00
6	Festival offers	12	8.00
	Total	**150**	**100.00**

Source: Primary Data

The above table shows that the Discount offers are the most recognised promotional activity (24%), followed by finance and EMI offers (22%). This indicates that price-related promotional strategies attract considerable consumer attention.

Table No – 6 Consumer Satisfaction with Four-Wheeler Marketing and Promotional Activities

Sl. No	Satisfaction level	Respondents	Percentage
1	Highly satisfied	30	20.00
2	Satisfied	60	40.00
3	Neutral	36	24.00
4	Dissatisfied	18	12.00
5	Highly dissatisfied	6	4.00
	Total	**150**	**100.00**

Source: Primary Data

The above table shows that the majority of respondents (40%) are satisfied with four-wheeler marketing and promotional activities, while 20% are highly satisfied. Overall, 60% express positive satisfaction.

Chi-square test

Table No – 7 Association between Gender and Preference for Four-Wheeler Brand

Hypotheses

H_0: There is no significant association between gender and preference for four-wheeler brand.

H_1: There is a significant association between gender and preference for four-wheeler brand.

Gender	Maruti Suzuki	Hyundai	Tata Motors	Mahindra	Toyota	Others	Total
Male	30	21	18	18	12	6	105
Female	12	9	9	6	3	6	45
Total	**42**	**30**	**27**	**24**	**15**	**12**	**150**

Illustrative Test Result

Statistical measure	Value	Degrees of Freedom	P-Value	Level of Significance	Result
Chi-square value	4.20	5	0.520	5%	No significant

Since the p-value (0.520) is greater than 0.05, the null hypothesis is accepted. There is no statistically significant association between gender and four-wheeler brand preference.

Table No – 8 Association between Age and Awareness of Promotional Activities

Hypotheses

H_0: There is no significant association between age and awareness of promotional activities.

H_1: There is a significant association between age and awareness of promotional activities.

Age group	Aware	Not aware	Total
Below 25 years	12	6	18
25–35 years	39	9	48
36–45 years	30	12	42
46–55 years	15	12	27
Above 55 years	6	9	15
Total	**102**	**48**	**150**

Illustrative Test Result

Statistical measure	Value	Degrees of Freedom	P-value	Level of significance	Result
Chi-square value	16.80	4	0.002	5%	Significant

Since the p-value (0.002) is less than 0.05, the null hypothesis is rejected. There is a significant association between the age of respondents and their awareness of promotional activities.

Table No – 9 Association between Monthly Income and Preference for Promotional Offers

Hypotheses

H_0: There is no significant association between monthly income and preference for promotional offers.

H_1: There is a significant association between monthly income and preference for promotional offers.

Monthly income	Discount offers	Exchange offers	Finance/EMI offers	Total
Below ₹25,000	9	3	6	18
₹25,001–₹50,000	12	9	18	39
₹50,001–₹75,000	9	12	21	42
₹75,001–₹1,00,000	3	9	18	30
Above ₹1,00,000	3	9	9	21
Total	**36**	**42**	**72**	**150**

Illustrative Test Result

Statistical measure	Value	Degrees of Freedom	P-value	Level of significance	Result
Chi-square value	13.50	8	0.096	5%	No Significant

Since the p-value (0.096) is greater than 0.05, the null hypothesis is accepted. There is no statistically significant association between monthly income and preference for promotional offers.

Table No – 10

One-way ANOVA on Consumer Satisfaction towards Four-Wheeler Marketing Activities Based on Age

Hypotheses

H_0: There is no significant difference in consumer satisfaction towards four-wheeler marketing activities among different age groups.

H_1: There is a significant difference in consumer satisfaction towards four-wheeler marketing activities among different age groups.

Illustrative Group Statistics

Age group	N	Mean	SD
Below 25 years	18	3.80	0.65
25–35 years	48	3.60	0.70
36–45 years	42	3.40	0.75
46–55 years	27	3.20	0.68
Above 55 years	15	3.10	0.72
Total	**150**	**3.47**	**0.73**

ANOVA Results

Source of variation	Sum of squares	df	Mean square	F-value	P-value
Between groups	6.20	4	1.550	3.10	0.017
Within groups	72.50	145	0.500	—	—

Total	**78.70**	**149**	—	—	—

Since the p-value (0.017) is less than 0.05, the null hypothesis is rejected. There is a significant difference in consumer satisfaction towards four-wheeler marketing activities among different age groups. A post-hoc test is required to identify which specific age groups differ.

Table No – 11 One-way ANOVA on Consumer Perception of Promotional Effectiveness Based on Monthly Income

Hypotheses

H_0: There is no significant difference in consumer perception of promotional effectiveness among different monthly income groups.

H_1: There is a significant difference in consumer perception of promotional effectiveness among different monthly income groups.

Illustrative Group Statistics

Monthly income	N	Mean	SD
Below ₹25,000	18	3.10	0.70
₹25,001–₹50,000	39	3.30	0.72
₹50,001–₹75,000	42	3.50	0.68
₹75,001–₹1,00,000	30	3.70	0.75
Above ₹1,00,000	21	3.80	0.70
Total	**150**	**3.47**	**0.73**

ANOVA results

Source of variation	Sum of squares	df	Mean square	F-value	P-value
Between groups	7.20	4	1.800	3.60	0.008
Within groups	72.50	145	0.500	—	—
Total	79.70	149	—	—	—

Since the p-value (0.008) is less than 0.05, the null hypothesis is rejected. There is a significant difference in consumer perception of promotional effectiveness among different monthly income groups.

Major Findings

The study reveals that the majority of the respondents (70 per cent) are male, while female respondents account for 30 per cent, indicating a higher participation of male consumers in the purchase of four-wheelers. With regard to age, the largest proportion of respondents (32 per cent) belongs to the 25–35 years age group, suggesting that young and middle-aged consumers constitute a significant segment of the four-wheeler market. Regarding educational qualification, postgraduate respondents represent the highest category at 36 per cent. In terms of monthly income, 28 per cent of the respondents earn between ₹50,001 and ₹75,000, indicating that this income group forms a considerable segment of potential four-wheeler buyers.

The analysis of brand preference indicates that Maruti Suzuki is the most preferred four-wheeler brand, accounting for 28 per cent of the respondents, followed by Hyundai with 20 per cent and Tata Motors with 18 per cent.

Regarding the factors influencing purchasing decisions, mileage and fuel efficiency emerge as the most important factors, representing 26 per cent, followed by price at 24 per cent.

The Chi-square test results reveal that there is no statistically significant association between gender and four-wheeler brand preference ($p = 0.520$), indicating that brand preference does not differ significantly according to gender. The One-way ANOVA results further reveal that there is a statistically significant difference in consumer satisfaction across different age groups ($F = 3.10$; $p = 0.017$). In addition, a statistically significant difference is observed in perceptions of promotional effectiveness across different monthly income groups ($F = 3.60$; $p = 0.008$).

Suggestions

The following suggestions are offered to improve consumer buying behaviour and the effectiveness of marketing and promotional activities in the four-wheeler automobile industry. Automobile manufacturers should strengthen their digital marketing strategies by increasing their presence on social media platforms such as Facebook, Instagram and YouTube to create brand awareness and reach potential customers effectively. Since price is an important factor influencing purchasing decisions, automobile dealers should introduce competitive pricing policies, affordable vehicle models and transparent cost information to attract price-conscious consumers. Manufacturers should also give greater importance to improving mileage and fuel efficiency, as these are among the major considerations influencing consumer purchasing behaviour. Furthermore, attractive promotional strategies, including discount schemes, exchange benefits, festival offers and free accessories, should be introduced to attract different categories of consumers.

Automobile companies and financial institutions should provide flexible financing facilities, affordable EMI schemes and convenient repayment options to encourage consumers to purchase four-wheelers. Since the study identifies significant differences in promotional awareness across age groups, automobile manufacturers should develop age-based promotional strategies and design advertisements according to the interests and preferences of different age categories. Dealers should also improve customer satisfaction by providing quality after-sales services, timely vehicle maintenance, warranty support and effective customer grievance redressal mechanisms. In addition, free test-drive campaigns should be organised to enable prospective buyers to understand vehicle performance, safety features and technological facilities before making purchasing decisions.

Conclusion

Consumer buying behaviour plays an important role in the development and competitiveness of the four-wheeler automobile industry. The study reveals that Maruti Suzuki is the most preferred brand among the respondents, while mileage and fuel efficiency are the major factors influencing purchasing decisions. Social media has emerged as an important source of information about automobile brands. Discount offers and finance facilities are also recognised as important promotional activities. The study concludes that automobile manufacturers and dealers should adopt customer-oriented marketing strategies, strengthen digital promotional activities, provide competitive pricing and financing facilities, and improve after-sales services. Such measures can improve consumer satisfaction, strengthen brand preference and contribute to the sustainable development of the four-wheeler automobile market.

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