

**CONSUMER DETERMINISM IN CAR PURCHASE: AN ANALYSIS
USING THE LEISURE CLASS THEORY**

**A Dissertation submitted to the University of Kerala in Partial Fulfillment of the
Requirements for the Masters of Arts Degree Examination in Sociology**

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DECLARATION

I, **Adhithya J K**, hereby declare that the dissertation titled “**CONSUMER DETERMINISM IN CAR PURCHASE: AN ANALYSIS USING THE LEISURE CLASS THEORY**” is based on the original work carried out by me and submitted to the University of Kerala during the year 2021-2023 towards partial fulfilment of the requirements for the Master of Sociology Degree Examination. It has not been submitted for the award of any degree, diploma, fellowship or other similar title of recognition before.

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CERTIFICATE OF APPROVAL

This is to certify that the dissertation entitled “**CONSUMER DETERMINISM IN CAR PURCHASE: AN ANALYSIS USING THE LEISURE CLASS THEORY**” is a record of genuine work done by **ADHITHYA J K**, a fourth semester, Master of Sociology student of this college under my supervision and guidance and that is hereby approved for submission.

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18/08/2023

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ABSTRACT

This research study explores the multifaceted relationship between cars, status symbols, and consumer determinism in the context of car purchases among the leisure class. The study aims to understand the influence of status symbols and social recognition on consumer decisions, investigate factors contributing to consumer determinism in car purchases, and explore the connection between consumer attitudes towards new and used cars and their purchasing decisions. The findings reveal significant insights into the intricate interplay of emotions, family influence, societal norms, and age-related perspectives that shape individual's attitudes and preferences towards cars. The study identifies a strong inclination among participants towards purchasing new cars as a representation of familial attachment, personal achievement, and societal prestige. This preference highlights the emotional resonance associated with acquiring an untouched and unblemished vehicle, even at a higher financial cost. Family influence emerges as a pivotal factor, redirecting choices and prompting individuals to select cars that align with collective family needs and aspirations. Moreover, the research underscores the notion that cars serve as tangible manifestations of social standing, symbolizing personal achievement and societal status. The study also delves into the evolving landscape of automotive technology and individual preferences, revealing a shifting paradigm towards sustainable and eco-friendly mobility solutions. Participants show openness to various propulsion systems, including internal combustion engines, electric cars, hybrids, and compressed natural gas vehicles, reflecting a dynamic consumer landscape that balances innovation, sustainability, and personal choice. Age-related patterns emerge, highlighting congruence and divergence in attitudes across different age groups. The research uncovers commonalities between younger and older generations in their preferences, while middle-aged respondents exhibit distinct viewpoints influenced by societal expectations, financial considerations, and family responsibilities. Ultimately, this study underscores the intricate relationship between cars, status, and individual identity, painting a comprehensive picture of how cars extend beyond utility to become powerful symbols of emotion, achievement, and societal standing. As society continues to evolve, the complex interplay between personal values, family dynamics, societal norms, and technological advancements continues to shape the intricate landscape of car ownership and aspiration.

CHAPTER – 1

INTRODUCTION

1.1. INTRODUCTION

Consumerism is a way of thinking and behaving where people believe that buying and owning things will make them happier or more successful. It's a society-wide focus on buying and consuming goods and services, often driven by advertising, social pressure, and the idea that having more things leads to a better life. Conspicuous consumption involves the deliberate showcasing of luxury items, extravagant experiences, and high-priced commodities in a manner that draws attention and admiration from others. It is driven by the desire to visibly distinguish oneself from others and to establish a sense of superiority or exclusivity. In this pursuit, individuals often prioritize the symbolic value of goods over their practical utility, choosing items that are recognized as status symbols within their social context. Car consumerism is one of the fastest growing segment in the world. With the availability of different kinds of cars all over the world, now people have multiple choice to choose from. So, the study is keen on understanding why people chose the car they bought when they had several other options. People buy cars for multiple reasons and status symbol being one important reason among them. Using Leisure class theory, we can understand how a materialistic thing can elevate people's societal status rapidly. Through this we can understand the social and psychological mind-set of the people of different categories and class group. The researcher tries to understand the consumeristic car culture and the purchasing behaviour of the people living in the Thiruvananthapuram district. The research uses the framework of Leisure class theory to understand the consumption of people. Nowadays, automobile sales in the country have seen a huge increase. In Indian society, the car is not only seen as material, and people associate their emotional values with their vehicle. There are numerous reasons for a person to buy a car, but cars also represent people's status to a particular extent. This study tries to uncover whether people buy cars to increase their value in society or do they buy them for their utility purposes. This study also shed light on the area where the leisure class theory hasn't been used before.

The research centers on examining the concept of conspicuous consumption among individuals, employing the theoretical framework of the Leisure Class theory. However, before delving into an understanding of conspicuous consumption, it is necessary to grasp its

underlying context. In order to comprehend this context, Antony Giddens notion of globalization can provide valuable insights. By employing Giddens concept of globalization, we can enhance our understanding of the circumstances surrounding conspicuous consumption. Giddens framework allows us to analyse the broader global context in which this phenomenon occurs, shedding light on the interconnectedness and interdependencies that shape consumption patterns. This understanding of globalization helps provide a comprehensive perspective on the motivations and implications of conspicuous consumption within contemporary societies. In his book titled "The Consequences of Modernity" (1990), Giddens explores the transformative effects of globalization on societies and cultures worldwide. He posits that globalization encompasses more than just economic changes, as it also involves intricate social dynamics that reshape social connections, undermine traditional institutions, and give rise to novel forms of social structures. Giddens underscores the significance of modernity in propelling globalization, which he defines as a series of societal and cultural changes linked to industrialization, capitalism, and the ascent of nation-states. He underscores how globalization is characterized by the compression of time and space, a heightened interconnectivity, and the dissemination of ideas, goods, and information across geographical boundaries. Giddens acknowledges the dual nature of globalization, acknowledging its positive and negative outcomes. He acknowledges its potential for fostering economic development, driving technological advancements, and promoting cultural richness. However, he also draws attention to the potential drawbacks, such as the exacerbation of inequality, social upheaval, and the dilution of local identities due to the unequal distribution of power and benefits in the globalized realm.

1.2. BACKGROUND OF THE STUDY

1.2.1. Conspicuous Consumption

Conspicuous consumption refers to the practice of acquiring and showcasing luxury goods, services, or experiences primarily with the intent of displaying one's social status and wealth to others. This act is deeply rooted in the pursuit of prestige, as individuals seek to establish their superiority and distinction through the possession and exhibition of conspicuous goods and services (Veblen, 1899). Veblen's work, "The Theory of the Leisure Class," highlights the existence of a privileged leisure class within societies. This class is characterized by their exemption from manual labour and engagement in unproductive activities. According to Veblen, conspicuous consumption plays a central role in the leisure class's pursuit of social

status. Through the deliberate selection of wasteful and extravagant goods, the leisure class differentiates themselves from lower social strata, perpetuating their elite position (Veblen, 1899). In essence, Giddens extensive examination of globalization encompasses a thorough exploration of its social, economic, and cultural aspects. His insights have made a substantial contribution to the comprehension of globalization and its effects on present-day societies. The pervasive phenomena of conspicuous consumption and the pursuit of status symbols have greatly influenced contemporary society, shaping the aspirations and behaviours of individuals across different social strata. This research endeavours to delve into the intricate relationship between conspicuous consumption and the Leisure Class Theory, originally proposed by Thorstein Veblen in the late 19th century. By examining the underlying motives and societal implications of conspicuous consumption, we aim to gain a deeper understanding of the dynamics at play in our consumer-driven culture and its impact on social hierarchies.

1.2.2. Status Symbols

Status symbols, often embodied in luxury brands, possessions, or experiences, serve as tangible manifestations of one's social standing within a particular community or society. They communicate social hierarchies, identity, and prestige. Pierre Bourdieu's concept of symbolic capital further elucidates the significance of status symbols, emphasizing their ability to be transformed into social advantages and forms of power (Bourdieu, 1984).

Understanding Giddens perspective on consumerism also provides insight into its broader societal implications. Consumerism has the potential to reshape social relationships, as individual identities become increasingly entwined with consumption patterns. It also impacts economic systems, as market dynamics adapt to the demand for new products and experiences. Moreover, consumerism introduces complex tensions between individual agency and the influence of external forces, such as advertising and social pressures, on personal choices (Giddens, 1991).

This research also aims to critically examine the broader societal implications of conspicuous consumption. While the pursuit of status symbols may enhance one's social standing, it can perpetuate inequality, deepen social divisions, and contribute to patterns of excessive consumption that are detrimental to the environment and sustainable development. This theory provides a critical analysis of social stratification, consumer behaviour, and the pursuit of leisure in capitalist societies. It highlights the role of conspicuous consumption, non-productive

activities, and wasteful expenditure in shaping social status and perpetuating inequalities. The study mainly focuses on a few different areas which influence people while they are in the market to buy new or used cars. The main aim of the study was to understand and learn whether people see their cars as a representation of their status. Also, to identify whether people buy cars so that they can elevate their status. Consumers typically go through a decision-making process when making a purchase. This process involves recognizing a need, gathering information, evaluating alternatives, making a choice, and post-purchase evaluation. It's important to note that consumer behaviour is complex and can vary across individuals and product categories. Additionally, technological advancements and societal changes continually reshape consumer purchasing behaviour.

1.3. STATEMENT OF THE PROBLEM

Conspicuous consumption serves as a focal point for analyzing respondent's car purchasing patterns. This concept delves into the extravagant expenditure individuals allocate to material possessions, exploring the significance and prestige linked to acquiring a specific product, shedding light on consumer behavior and societal values. This study seeks to examine the pattern of consumer determinism on car purchasing behaviour, specifically within the framework of leisure class. The main objective is to analyse how societal factors and conspicuous consumption each other influences consumer's choices when purchasing cars. The research aims to explore the extent to which consumers are swayed by status symbols and economic considerations in their car purchases. The study also aims to uncover the underlying motivations behind consumer's preferences for specific car brands, models, or features, and investigate the role of cultural and social norms in driving consumer determinism within the leisure class. The expected outcomes of this study include a deeper understanding of how consumer determinism operates in car buying decisions within the leisure class context. The findings will contribute to the existing knowledge regarding the influence of societal factors and conspicuous consumption on consumer preferences. The study aims to provide valuable insights for marketers, policymakers, and scholars in the field of consumer behaviour.

1.4. SIGNIFICANCE OF THE STUDY

The significance of this study lies in its exploration of consumer determinism in the context of car purchasing decisions, utilizing the lens of the Leisure Class Theory. By delving into the motivations and decision-making processes of consumers when it comes to buying cars. This

study contributes to the existing body of knowledge by applying the Leisure Class Theory to the domain of car purchases by examining how consumer's socioeconomic status, conspicuous consumption, and social stratification affect their car buying decisions. The study investigates the factors that drive consumer determinism in buying cars, this study sheds light on the psychological, sociological, and economic influences that shape individual's preferences and choices. There are not enough discourse by bridging the gap between leisure class theory and consumer behaviour. Hence, providing empirical evidence and analysis, here I contribute a new shed light towards the theoretical framework and therefore, it enhances our understanding of the complex interplay between social class, conspicuous consumption, and purchasing behaviour. This study has implications for policymakers and regulatory bodies in the automotive industry. By identifying the factors that drive consumer determinism in car purchases, policymakers can develop policies and regulations that promote sustainable consumption, encourage the adoption of environmentally friendly vehicles, and address social inequalities associated with conspicuous consumption. The results of this study will offer marketers and advertisers valuable knowledge on how to effectively position and advertise their car brands. By comprehending the unique preferences, motivations, and lifestyle aspirations of various consumer segments within the affluent population, businesses can customize their marketing communications, product attributes, and pricing approaches to successfully attract and engage their desired audience

CHAPTER – 2

REVIEW OF LITERATURE

2.1. CONSPICUOUS CONSUMPTION

In essence, the concept of conspicuous consumption remains a relevant and thought-provoking lens through which to examine the complex interplay between consumer behaviour, social norms, and the pursuit of status and identity in modern society. Veblen's concept of conspicuous consumption has been further analysed and applied to various aspects of consumer culture, marketing, and economics. It has become a central concept in understanding how consumption patterns are influenced by social norms, peer pressure, and the pursuit of status. Arrow and Dasgupta (2009) explored the notion of conspicuous consumption and its connection to relative consumption, suggesting that individuals engage in a 'rat race' driven by the pursuit of higher consumption levels. They found that the public policies counterbalanced consumption behaviour, as present consumption might diminish future relative consumption. For example, people are moving from internal combustion cars to electric cars because of the advantages it brings in (Raftery, 2018). Their study delves into perpetual pursuit of relative consumption, highlighting its impact on work efforts and the counterbalance of public policies, felicity functions, mathematical representations of satisfaction, revealing the intricate dynamics that make the relationship between consumption and relative consumption inconclusive. While Arrow and Dasgupta (2009) tried to explore conspicuous consumption, Campbell (1995) critiques Veblen's theory, noting the lack of empirical testing due to challenges in defining conspicuous consumption precisely. Exploration of conspicuous consumption, the interpretive and functionalist perspectives are critically analysed, aiming to define and reconcile this concept. The article calls for a testable framework that merges these viewpoints to comprehend this phenomenon. This theme is further enriched by the reviewed articles, which collectively provide a comprehensive understanding of consumption behaviour. The interpretive and functionalist strands hinder an operational definition, necessitating a resolution to fully grasp the phenomenon. But Carolan (2005) tries to extend Veblen's idea a little more by proposing a shift towards the "conspicuous body," embodying consumption itself, reflecting evolving tensions in consumer capitalism and emphasizing the significance of the body in socio-environmental literature. He provocatively proposed entering a new phase where embodying luxury through the conspicuous body supersedes merely surrounding oneself with

material possessions, situated within evolving consumer capitalism. Now reviewing assessments over the past century, Edgell (1999) reviews Veblen's enduring influence, highlighting how his Theory of the Leisure Class unveiled the complex role of consumption in shaping society and culture. He also outlined that evaluations predominantly focused on Veblen's theory as an adequate social scientific framework versus its enduring cultural insights into consumption's societal significance. He underscores its lasting influence on sociology and economics. Considering advertisement as a main concept, Krähmer's (2006) study delves into advertising's role in shaping brands as signals of conspicuous consumption, influencing market dynamics and societal welfare. He developed an analytical model demonstrating branding enables conspicuous consumption by transforming brands into signalling mechanisms, enhancing willingness to pay. Continuing with the importance with branding and advertisement, Rao and Schaefer (2013) contributed by unveiling the intricate interplay between quality, status, pricing, and product management in consumer markets, offering insights for effective marketing strategies. Employing analytical modelling, Rao and Schaefer (2013) revealed quality's indirect exclusivity effect through price increases, contrasting with literature emphasizing status and overlooking utility gains. When all these theorists support the Veblen's concept and include their own knowledge on to the field, Trigg (2001) contrasts Veblen's evolutionary framework with neoclassical theories, emphasizing social determinants of preferences and the influence of social dynamics on consumption behaviour, providing an alternative perspective to utility maximization.

2.2. STATUS SYMBOL

The relationship between cars and status has been extensively studied across disciplines, with research consistently indicating that automobiles continue to be perceived as enduring symbols of status, despite cultural shifts and generational differences in values. An early econometric study by Mogridge (1967) developed a predictive model of car ownership based on income levels, finding that expenditures on car purchases systematically increase with income. He presents a method for predicting car ownership levels using econometric analysis, capturing the relationship between income and car expenditure while considering assumptions about future economic behaviour. This approach diverges from linear models and offers insights into the role of economic factors in purchase decisions. Despite economic influences, individuals often buy cars to enhance their status. More recently, Bellezza et al. (2017) demonstrated through empirical studies that

busyness and lack of leisure time have emerged as aspirational status symbols in modern society, in a departure from traditional notions, highlight the emergence of a busy and overworked lifestyle as a status symbol, showcasing a shift in societal values. Signalling an individual's desirable human capital characteristics such as competence and ambition. While Bellezza et al. (2017) talks about a life after job in the societal structure Pojani et al. (2018) focusing on youth attitudes, found that cars remarkably remain salient status symbols for adolescents in post-socialist Albania, even for those ambivalent about cars, raising concerns regarding the promotion of sustainable transportation. She discovered that cars continue to hold significant status value among young people, even if some young people have mixed feelings about owning one car for themselves. This underscores the potential difficulty in promoting environmentally conscious transportation choices, given the enduring appeal of owning cars. This presents hurdles to the advancement of sustainable mobility initiatives. Exploring developmental aspects, Belk et al. (1982) studied the developmental aspect of recognizing consumption symbolism, illustrating how individuals decode consumption choices. He showed through his experiments that the ability to recognize the symbolic meaning of consumption is predominantly acquired during school, as children become more adept at decoding status cues. Extending to what Belk et al. (1982) said Amaldoss and Jain (2005) also delves into motivations for understanding conspicuous consumption, revealing the interplay between individual desire for exclusivity and social conformity. He proposed an economic model delineating how the desire for product exclusivity intrinsically drives conspicuous luxury consumption. Elucidating underlying mechanisms, Bagwell and Bernheim (1996) found that Veblen effects, referring to conspicuous consumption as status signalling, arise when consumer preferences violate the standard single-crossing property, investigation of Veblen effects underscores the phenomenon where luxury brands command higher prices despite lacking intrinsic superiority, revealing the interplay between conspicuous consumption and pricing strategies. Adding nuance, Fitt (2021) emphasized through interviews that a car's ability to function as a status symbol depends on aligning with an individual's broader social context. His exploration delves into the multifaceted nature of status, illustrating how cars symbolize intentional achievement and personal progression within complex social contexts. Lastly, exploring sustainable consumption, Berning et al. (2022) contribute a forward-looking perspective, examining sustainable consumption among environmentally conscious students, elucidating the motivations and barriers for adopting eco-friendly practices and their potential to evolve into status

symbols. He found that among environmentally conscious students, neither sustainable behaviours nor car sharing were perceived as conveying status, though hints of future change exist.

2.3. BUYING BEHAVIOUR OF CAR CONSUMERS

Research conducted across various cultural contexts has delved into the multifaceted aspects that impact consumer behaviour within the realm of car purchasing decisions, thereby offering invaluable insights that play a pivotal role in steering industry strategies towards success. In this expansive landscape of consumer behaviour exploration, a particularly intriguing facet comes to light: the initial investigations carried out on the Malaysian consumer base by Lee and Govindan (2014). Through the meticulous administration of surveys, their findings illuminated a significant trifecta of determinants, namely car reliability, safety standards, and pricing, which wielded considerable influence over the intentions to make a purchase. These revelations served as a compass guiding automakers to orchestrate their offerings and market positioning in a manner that accentuates these pivotal attributes. Equally captivating is the study by Gupta (2013), narrating the preferences of Indian consumers in the vibrant metropolis of New Delhi. Employing a qualitative approach, Gupta unearthed a treasure trove of insights that underscored the prominence of competitive pricing and impressive fuel efficiency as paramount distinguishing features. A unique twist in this narrative emerged through the lens of reference groups, whose pervasive influence in shaping preferences and shaping the boundaries of choice sets was impossible to ignore. He also found through surveys that, car reliability, safety standards, and pricing strongly drive purchase intentions, directing automakers to emphasize these attributes in their offerings and positioning. Similarly, among Indian consumers in New Delhi, Gupta (2013) identified through qualitative research that competitive pricing and high fuel efficiency are key differentiating attributes, with reference groups substantially shaping preferences and choice sets. Shifting the narrative's trajectory, we encounter the illuminating work of Pawar (2022). With an astute focus on India's evolving "new normal" in the aftermath of the pandemic, Pawar dissected the shifting psychological underpinnings of consumers, a transformation that carried profound ramifications for the automotive industry. As the sands of priorities shifted, the demand for cars underwent a metamorphosis, thereby necessitating a strategic realignment from the industry. Pawar's work laid bare the imperatives of adaptability, with the clarion call for strategies that resonated harmoniously with the changing tides of consumer psychology. Whereas, Mathur et al. (2018) delve into India's

growing automobile industry, illuminating the sway of factors such as car type, brand image, engine specifications, and advertising on consumer decisions. Their research provides a comprehensive understanding of the multifaceted considerations consumers weigh while making car purchases, thereby guiding manufacturers in refining product development and fine-tuning marketing endeavours. Furthermore, narrowing the lens, Shimpi (2012) investigates the used car market in Pune, India, unearthing intricate relationships between variables like family income, car make, colour preferences, and selling prices. Through this exploration of consumer behaviour in the second-hand car sector, Shimpi's study enriches our comprehension of the driving forces behind pre-owned vehicle purchases, thus offering pragmatic implications for businesses navigating this specific market landscape. While diverse cultures may script their unique stories, a common protagonist remains dedicated in the form of pricing, a reliable compass steering the ship of decisions across cultural waters. It is within this dynamic symphony that ongoing research thrives, a steady heartbeat that infuses the industry with the vitality of adaptability. With every passing study, the complex variety of contextual consumer behaviours continues to unveil its mysterious expression, a priceless mosaic that shapes and informs industry strategies as they chart their course through the ever-shifting currents of cultural contexts.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1. INTRODUCTION

This chapter explains various methodologies that were used in gathering data and analysis which are relevant to the research. The methodologies will include areas such as the location of the study, research design, sampling and sample size, types of data, data collection method and its management.

3.2. TITLE OF THE STUDY

Consumer Determinism in Car Purchase: An Analysis Using the Leisure Class Theory

3.3. OBJECTIVES

- To understand the influence of status symbols and social recognition on consumer determinism in the context of car purchases among the leisure class.
- To investigate the factors that contribute to consumer determinism in the decision-making process of buying cars.
- To explore the relationship between consumers attitudes towards new and used cars and their purchasing decisions.

3.4. RESEARCH DESIGN

The study is basically quantitative in nature using descriptive research design. A descriptive quantitative research design is a methodology that aims to systematically collect and analyze numerical data to provide an accurate representation of a particular phenomenon or population. This approach involves defining a clear research objective, selecting appropriate sampling techniques, and using reliable tools to collect quantitative data. The collected data is then analyzed using software's like Statistical Package for the Social Sciences. The findings are presented through tables, charts, graphs, or written descriptions, along with a discussion of any limitations of the study. Descriptive quantitative research designs are commonly used in fields like sociology, psychology, education, marketing, and public health to describe and summarize data from large

samples or populations, and to gain insights into the characteristics, behaviors, or attitudes of specific groups.

3.5. SAMPLING

Purposive sampling was used to collect data from the respondents. This is a non-probability sampling method that was chosen based on the characteristics of the population and the objectives of the study. Purposive sampling is used when the researcher wants to reach a specific subset of people, because all study participants were chosen because they fit a certain profile. The study focuses on the car users in the Thiruvananthapuram District. People who drives and owns one or more cars in the Thiruvananthapuram District. This includes people of all class categories. For this research, a sample of 60 individuals who own a car was selected. The participants were chosen from a diverse range of age groups, spanning from 20 years old to above 60 years old. The sample included individuals from various backgrounds, including students, government employees, non-government employees, and business people.

3.6. SOURCES OF DATA

Primary Data

Primary data was collected using a self-administered questionnaire designed by the researcher himself.

Secondary Data

The researcher has collected secondary data from journal articles, internet sources and other magazines.

3.7. TOOLS OF DATA COLLECTION

The researcher utilized the questionnaire and administered it in the form of Google Forms to collect primary data from the respondents. This digital approach facilitated streamlined data collection and organization for subsequent analysis. Google Forms provided a convenient and efficient platform for data collection, allowing the respondents to easily fill out the questionnaire online. A questionnaire was prepared by the researcher to gather data on consumer preferences, buying

patterns, and car trends. The questionnaire comprised a total of 45 questions, covering various aspects of the topic. In addition to questions related to consumer preferences and buying patterns, it also included inquiries about the age and occupation of the respondents.

3.8. TOOLS OF DATA ANALYSIS

For data analysis, the researcher employed the Statistical Package for the Social Sciences (SPSS), which is a software package specifically designed for statistical analysis. The collected data was subjected to both descriptive and inferential statistics. Descriptive statistics were utilized to summarize and describe the main characteristics of the data. Inferential statistics, on the other hand, were employed to draw conclusions, make predictions, and test hypotheses about the population based on the collected sample data.

3.9. PILOT STUDY

To assess the feasibility of the study among the respondents, a pilot study was conducted. Ten respondents were randomly selected, and data was collected from them. After analyzing the data obtained from the pilot study, necessary corrections and modifications were made to the questionnaire. This process helped refine the questionnaire, ensuring its effectiveness and suitability for the main study.

3.10. PRE-TEST

Once the questionnaire was drafted, the researcher conducted a validity test to assess whether the scales used in the questionnaire yielded the intended data. The test aimed to identify any issues, such as response latency, partially completed responses, and potential confusion regarding the initial questions in the questionnaire itself. The validity test was crucial in recognizing and addressing these concerns, ensuring the accuracy and reliability of the collected data.

CHAPTER – 4

DATA INTERPRETATION & ANALYSIS

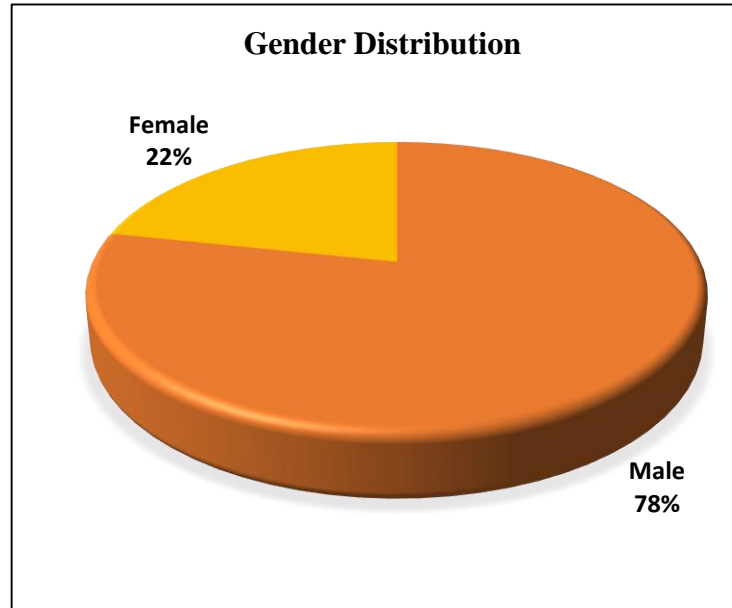
4.1. INTRODUCTION

This chapter discusses data analysis using SPSS (Statistical Package for Social Sciences) and Microsoft Excel. The data used for analysis was collected from people who own cars in Thiruvananthapuram district in Kerala. The data was collected using questionnaire through google forms. The questionnaire was designed in such a way to understand the consumeristic culture and purchasing pattern of the people living in the Thiruvananthapuram district.

4.2. DEMOGRAPHIC PROFILE

The demographic variables considered for the study are gender, age, marital status and annual income.

Figure 1. Gender of the Respondents

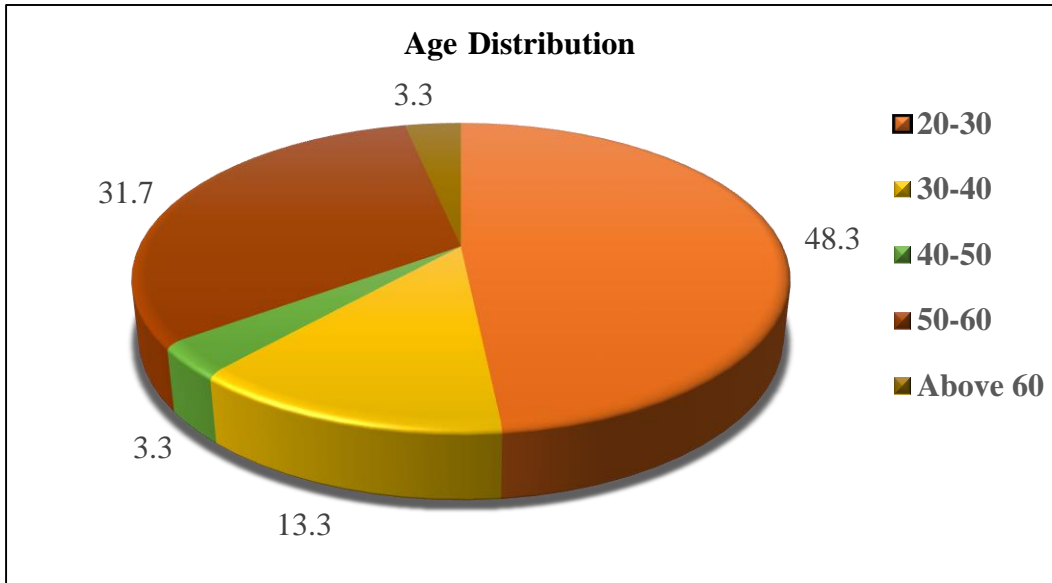


Source: Primary Survey

The data illustrates the gender distribution sampled population in the study. Among the total population, the majority, comprising about 78%, were male and the rest were female (22%). This

indicates that males are the largest respondents in this study. In addition, it is also indicates that there are more male car users and ownership holders than female car users and ownership holders.

Figure 2. Age of the Respondents

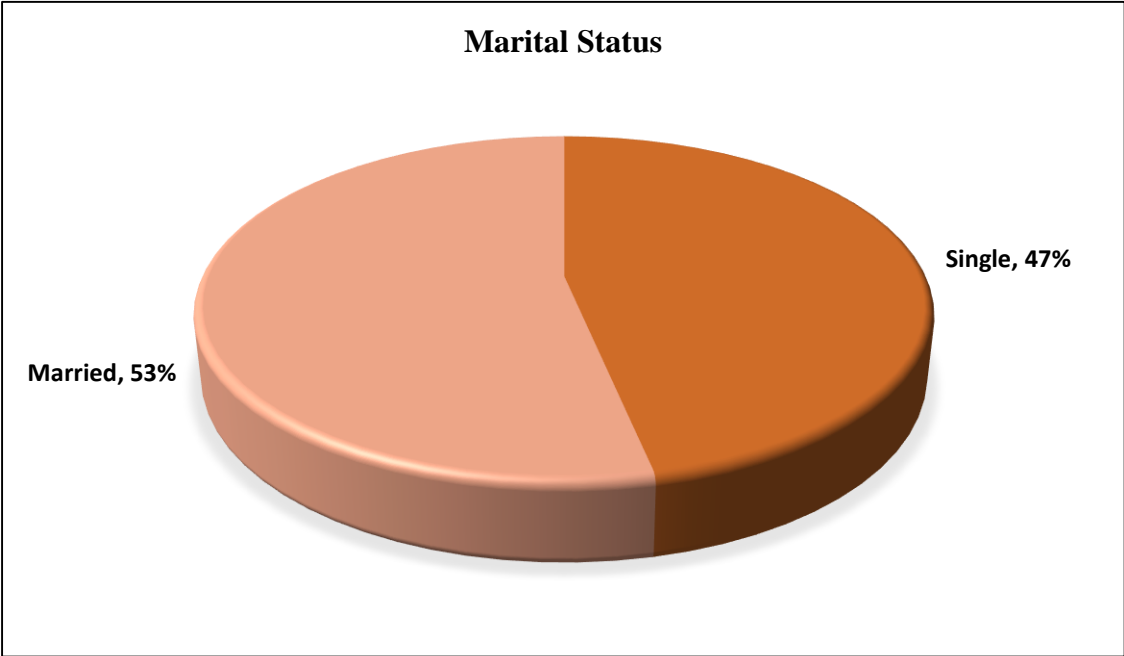


Source: Primary Data

Age also plays a crucial role in determining car usage, ownership, and status association. The distribution of respondents' ages is illustrated in Fig.2. Roughly 48% of participants fall within the 20 to 30 age bracket, primarily consisting of students. This age category stands out as the most prevalent, underscoring the substantial presence of young adults within the group. Subsequently, those aged between 50 and 60 constitute the next significant segment, comprising 31.7% of the total population. This points to a noteworthy representation of middle-aged individuals. The age bracket spanning 30 to 40 years encompasses 13.3% of the group, indicating a relatively smaller subset. Moreover, both the 40-50 and over 60 age categories each make up 3.3% of the populace, signifying a minor presence of individuals within these brackets. In summary, the data depicts a predominantly youthful age distribution, with a considerable proportion of respondents in their twenties, alongside a notable occurrence of middle-aged individuals in their fifties and sixties. Age emerges as a pivotal variable in this study. The utilization of age as a variable in cross-tabulation has yielded numerous valuable insights for the researcher. Furthermore, distinct consumption

patterns have been identified within specific age groups, elaborated upon later in this chapter through cross-tabulation analysis.

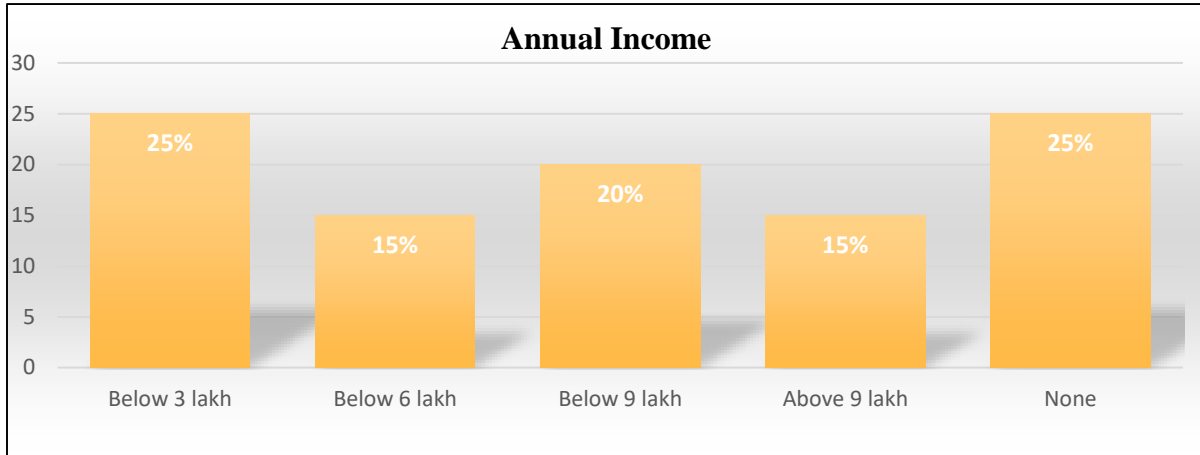
Figure 3. Marital status of respondents



Source: Primary Data

The provided data elucidates the distribution of marital statuses among the respondents. It indicates that almost half of the cohort, precisely 46.7%, falls under the category of single, denoting their unmarried status. Conversely, the remaining 53.3% of the populace is categorized as married, implying that a slightly larger portion of the group has taken the step of marriage. To sum up, the data depicts a relatively equitable distribution between individuals who are single and those who are married within the group, showcasing approximately comparable proportions for each marital status.

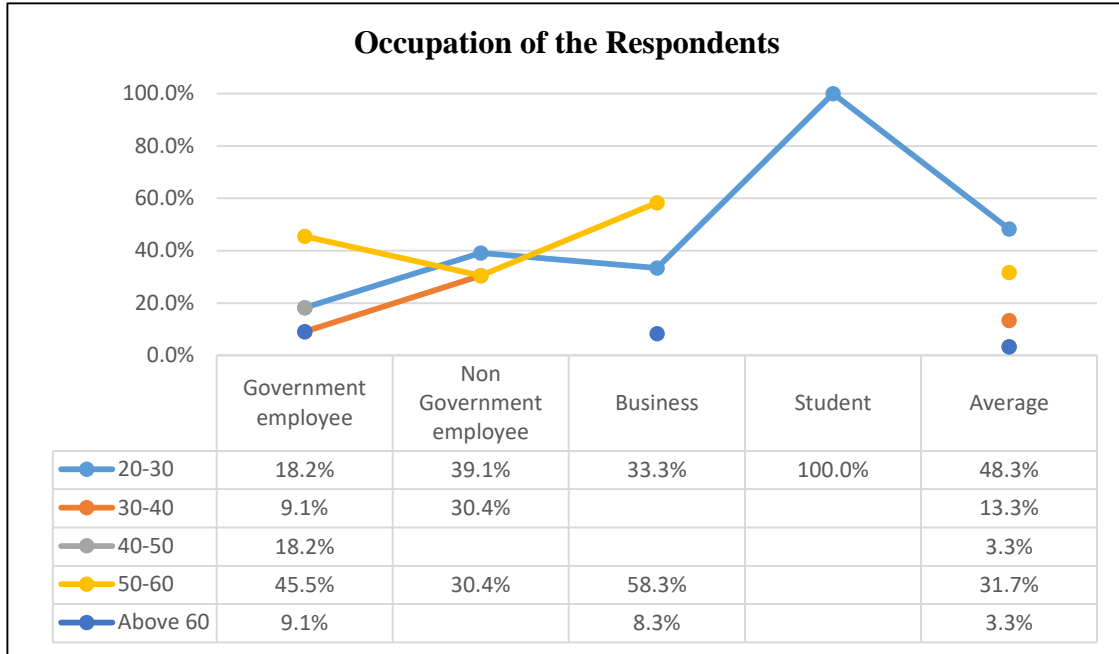
Figure 4. Annual income of respondents



Source: Primary Data

Figure 4 displays the annual income distribution among the respondents. It is evident that a quarter of the surveyed population, accounting for 25.0%, reports an annual income below 3 lakh. This finding points towards a significant subset of individuals within the group who have comparatively modest earnings. Furthermore, 15.0% of the total population, equivalent to 9 individuals, fall within the bracket of an income below 6 lakh, indicating a smaller contingent with slightly higher earnings but still beneath the 6 lakh mark. Similarly, 20.0% of the cohort, or 12 individuals, exhibit an annual income below 9 lakh, representing another segment with moderately improved earnings yet remaining under the 9 lakh threshold. Likewise, 15.0% of the respondents, or 9 individuals, declare an income surpassing 9 lakh, highlighting a portion of the group with more substantial income levels. Lastly, a quarter of the respondents, or 25.0%, have no income because they are students. To summarize, the data presents a diverse spectrum of income ranges within the group, encompassing lower, moderate, and higher income tiers, in addition to a subgroup of students who have no income.

Figure 5. Current occupations of the respondents

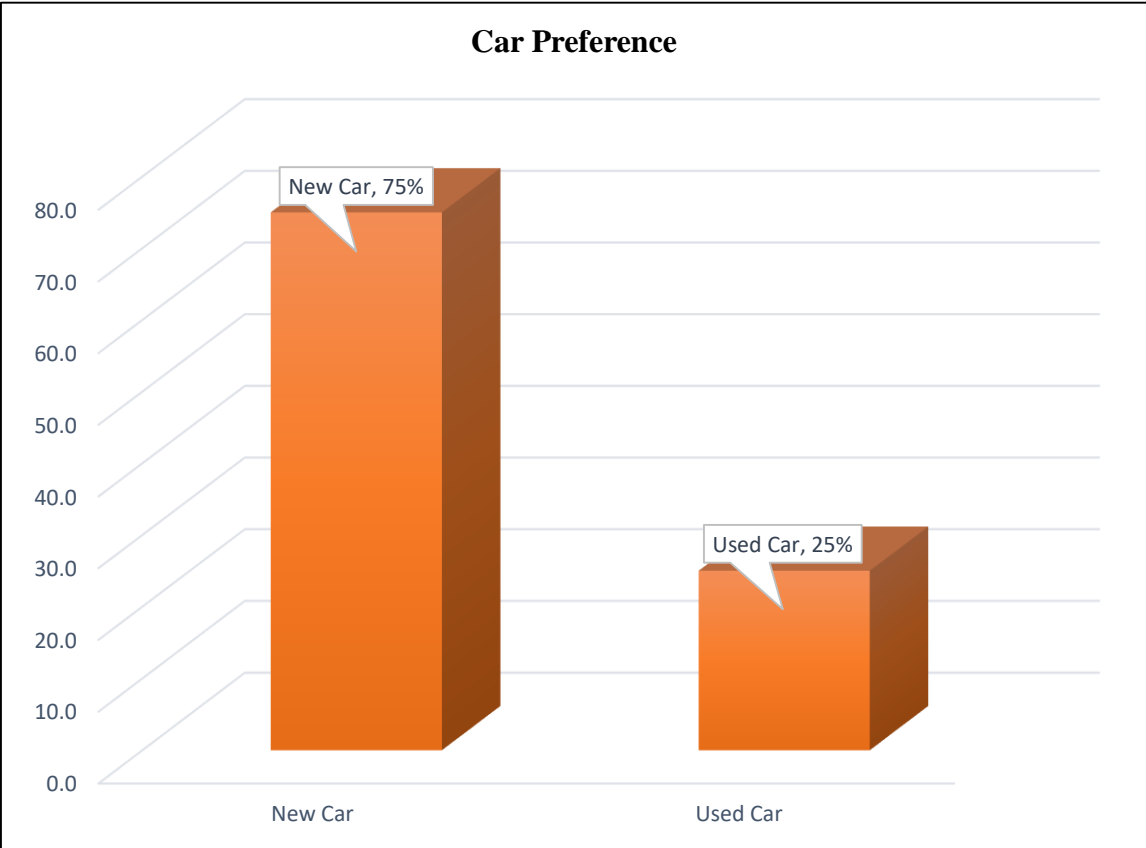


Source: Primary Data

The data presents a cross-tabulation analysis of respondent’s age groups and their corresponding occupations. It offers a breakdown of the number and percentage of individuals within each age group and their current employment status. Starting with the 20-30 age group, it is evident that 18.2% of respondents in this category are government employees, while 39.1% are non-government employees. A significant portion, 33.3%, are involved in business activities, and all remaining respondents, comprising 100%, are students. Moving on to the 30-40 age group, 9.1% of individuals work as government employees, and 30.4% are non-government employees. Notably, there are no respondents in this group engaged in business or pursuing studies. In the 40-50 age range, 18.2% of respondents are government employees, but there are no non-government employees or individuals involved in business or studying. The 50-60 age group demonstrates that 45.5% are government employees, while 30.4% are non-government employees. Interestingly, 58.3% of respondents in this age range are engaged in business activities, and no one is currently a student. Lastly, in the above 60 age group, 9.1% of individuals are government employees, while 8.3% are involved in business. No respondents in this category are non-government employees or students.

4.3. CONSUMER BUYING BEHAVIOUR

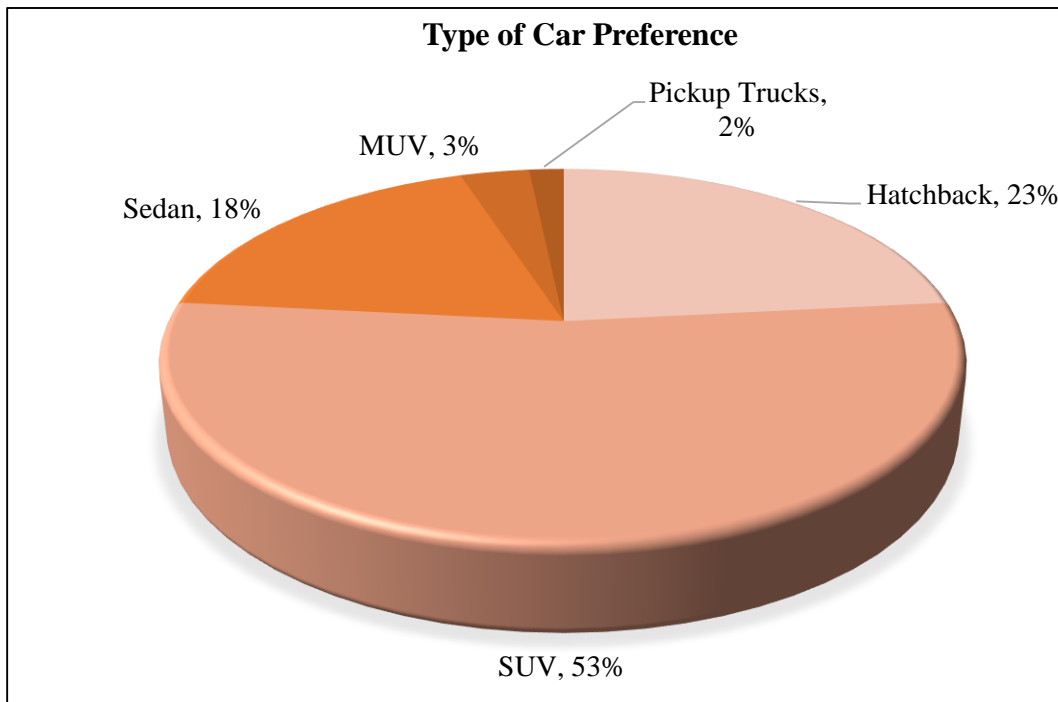
Figure 6. Car preference of respondents



Source: Primary Data

Figure 6 provides insights into the distribution of car types among the surveyed individuals. The data highlights that a substantial majority, constituting 75.0% of the total population, possess new cars. This finding suggests a notable portion of respondents within the group have made the choice to acquire recently manufactured vehicles. In contrast, a smaller segment, comprising 25.0% of the cohort or 15 individuals, are owners of used cars. This indicates a lesser proportion who have decided to procure previously owned vehicles. On the whole, the data underscores a prevalent inclination towards new cars within the group, as the majority of participants have favored this particular category. This preference could potentially be influenced by factors such as affordability, a preference for contemporary features, or individual inclinations towards owning brand-new automobiles.

Figure 7. Type of car preference of respondents

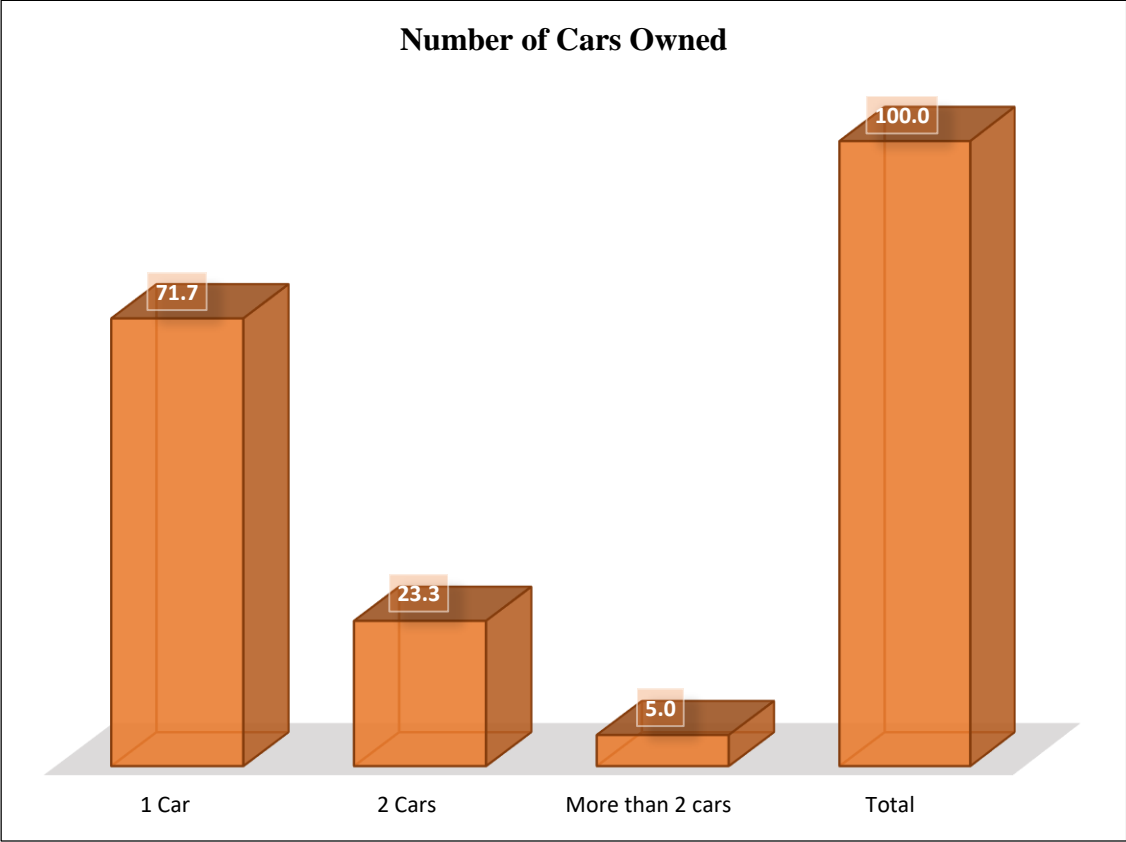


Source: Primary Data

Figure 7 provides a comprehensive view of the distribution of different car types within the sample group. The data highlights that the prevailing car choice among the respondents is the SUV, encompassing 53.3% of the population with a representation of 32 individuals. This signifies a clear majority who have favored SUVs as their preferred mode of transportation, likely drawn to their spaciousness and adaptability. The hatchback emerges as the second most prevalent car type, with 14 individuals constituting 23.3% of the total, indicating a noteworthy segment that has opted for compact and fuel-efficient hatchback models. Following suit, the sedan category accounts for 18.3% of the group, with 11 individuals demonstrating a preference for these vehicles known for their blend of style, comfort, and practicality. In addition, the cohort includes 2 individuals, amounting to 3.3% of the population, who own Multi-Utility Vehicles (MUVs), offering greater capacity and seating arrangements suitable for larger groups or families. Lastly, a solitary individual within the group possesses a pickup truck, representing 1.7% of the total. To recapitulate, the data underscores a diverse array of car types within the group, with SUVs reigning as the most favored selection, trailed by hatchbacks, sedans, MUVs, and pickup trucks. This data

provides valuable insights into the preferences and assorted requirements of the respondents in their choices of preferred car types.

Figure 8. Number of cars owned by respondents

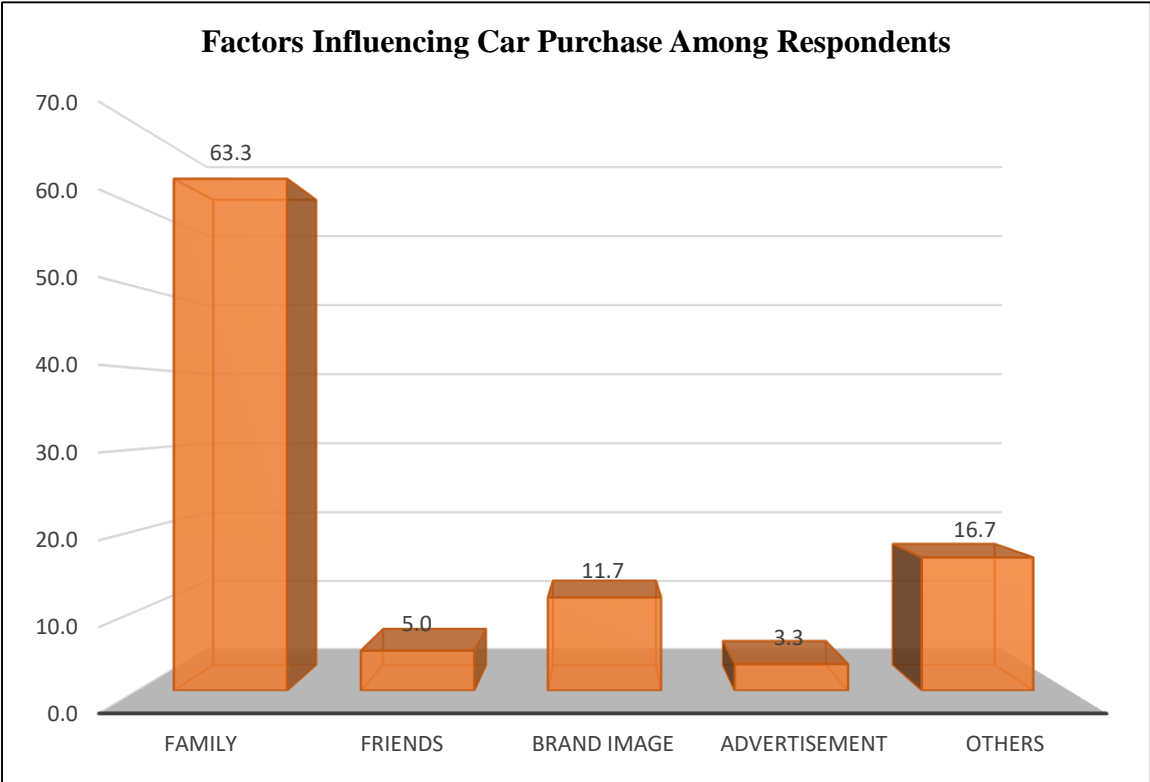


Source: Primary Data

The data presented in Figure 8 offers valuable insights into the distribution of car ownership within the sample group. It is evident that a substantial majority, encompassing 71.7% of the population, are owners of a single car. This finding underscores that a significant segment of the individuals in the group have chosen to rely on a sole vehicle for their transportation requirements. Conversely, a smaller proportion, specifically 23.3% of the cohort or 14 individuals, possess two cars, indicating a subset that has opted for multiple vehicles. Moreover, a minor fraction of the group, constituting 5.0% or 3 individuals, possess more than two cars. This data serves to emphasize the diverse array of car ownership patterns within the group, wherein the majority lean towards having a single car while a smaller segment indulges in multiple-car ownership. In summary, the data

yields insightful perspectives on car ownership preferences within the group, illustrating a spectrum ranging from single-car ownership to the possession of more than two cars.

Figure 9. Influences found among respondents while purchasing cars

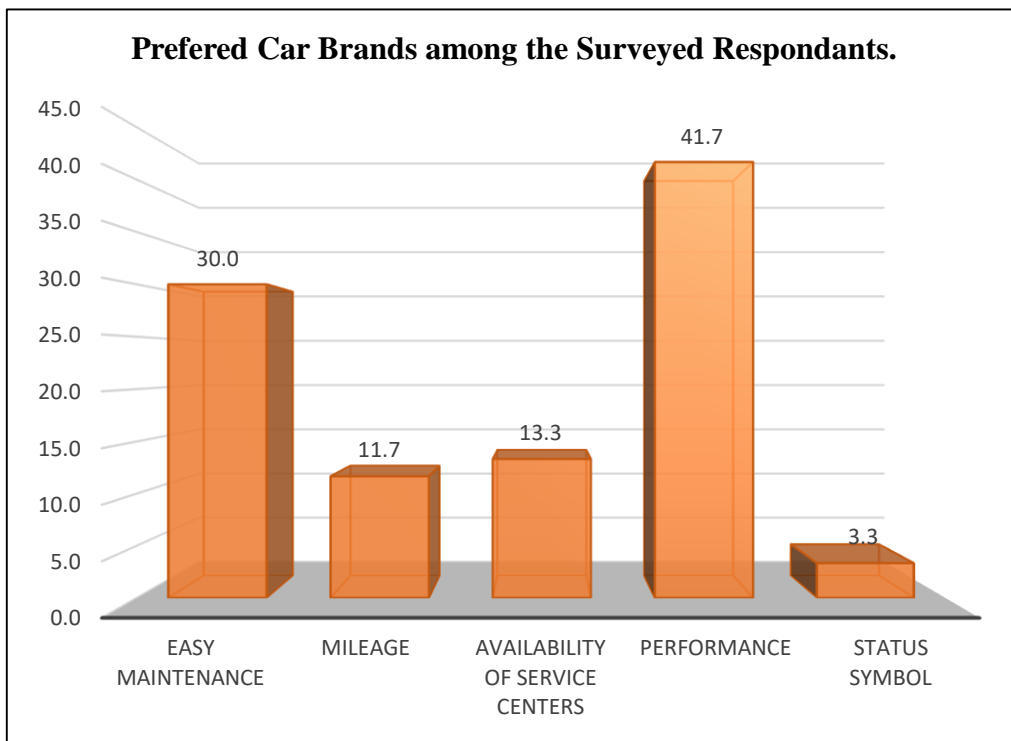


Source: Primary Data

Figure 9 provides valuable insights into the factors that influence consumers' decisions when purchasing cars. Notably, the most substantial influence on car purchases is family, with 38 individuals comprising 63.3% of the population. This signifies that a majority of individuals within the group are guided by their family members' input when deciding which car to buy. The advice, recommendations, and opinions of family members play a pivotal role in shaping the decision-making process of each individual. Conversely, the influence of friends is relatively less pronounced, with 3 individuals representing 5.0% of the population. This suggests that a smaller portion of individuals consider their friends' perspectives when making car purchase decisions. These individuals likely value the insights and experiences shared by their close friends and incorporate them into their decision-making process. Brand image also exerts an impact on car buying decisions, with 7 individuals accounting for 11.7% of the population. This indicates that a

segment of the group is influenced by the perceived reputation, quality, and overall brand image associated with the car they intend to purchase. The brand's reputation and standing influence their preferences and choices. Advertisements, though still influential, play a relatively minor role, with only 2 individuals representing 3.3% of the population considering them as influencing factors. This suggests that the impact of advertisements on car buying decisions is relatively limited within the group, implying that other factors hold more weight in shaping their choices. Furthermore, 10 individuals, making up 16.7% of the population, cite other unspecified factors as influencing their decisions. These factors are likely to vary from person to person and may encompass personal preferences, budget constraints, online reviews, and expert opinions. In summary, the data underscores a diverse array of influences that impact car buying decisions within the group. Family emerges as the most prominent influence, followed by brand image. While friends, advertisements, and other factors also play roles, they do so to a lesser extent. These findings underscore the significance of social influences, brand perception, and personal preferences in the decision-making process when consumers consider purchasing a car within the group.

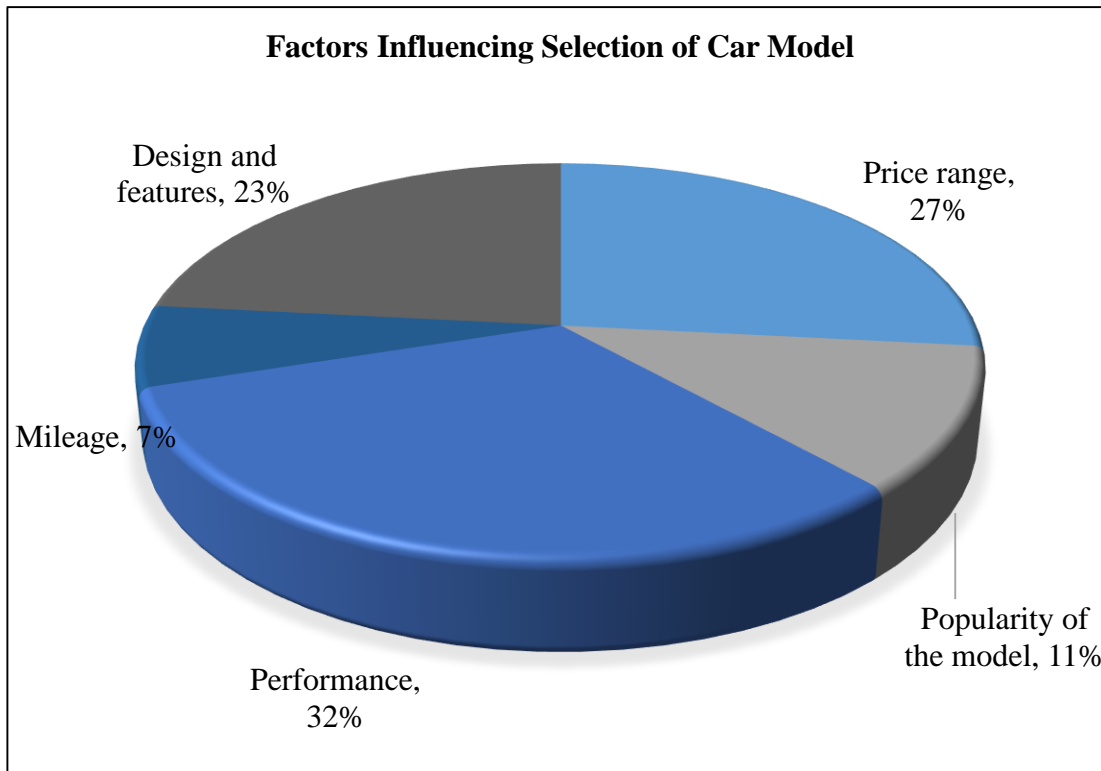
Figure 10. Brand preference among respondents



Source: Primary Data

Figure 10 provides significant insights into the factors that shape car buying decisions within the sampled group. Primarily, the most noteworthy influence on car purchases is family, encompassing 38 individuals, or 63.3% of the total population. This underscores that a majority of individuals within the group rely on their family members' opinions, recommendations, and guidance when making decisions about which car to buy. The input from family members plays a pivotal role in molding each individual's decision-making process. In contrast, the impact of friends is relatively less pronounced, with a representation of 3 individuals, or 5.0% of the population. This suggests that a smaller portion of the group takes into consideration their friends' viewpoints when making car purchase decisions. These individuals likely hold a high regard for the perspectives and experiences of their close friends, which influences their decision-making process. Brand image also exerts a substantial influence on car buying decisions, with 7 individuals making up 11.7% of the population. This indicates that a subset of the group is swayed by the perceived reputation, quality, and overall image of the car brand they intend to purchase. The reputation and brand equity of a particular car brand significantly inform their preferences and choices. Advertisements, while still influential, play a relatively minor role, with only 2 individuals, or 3.3% of the population, considering them as influencing factors. This suggests that the impact of advertisements on car purchase decisions is relatively limited within the group. Other factors, not explicitly mentioned in the data, account for 10 individuals, representing 16.7% of the population. These factors may vary from person to person and could encompass personal preferences, budget constraints, online reviews, and expert opinions. In summation, the data underscores a spectrum of influences that affect car buying decisions within the group. Family emerges as the dominant force, followed by brand image. While friends, advertisements, and other factors also play roles, they do so to a lesser extent. These findings underscore the significance of social influences, brand perception, and personal preferences in the decision-making process when it comes to purchasing a car within the sampled group.

Figure 11. Reason for choosing the car they own

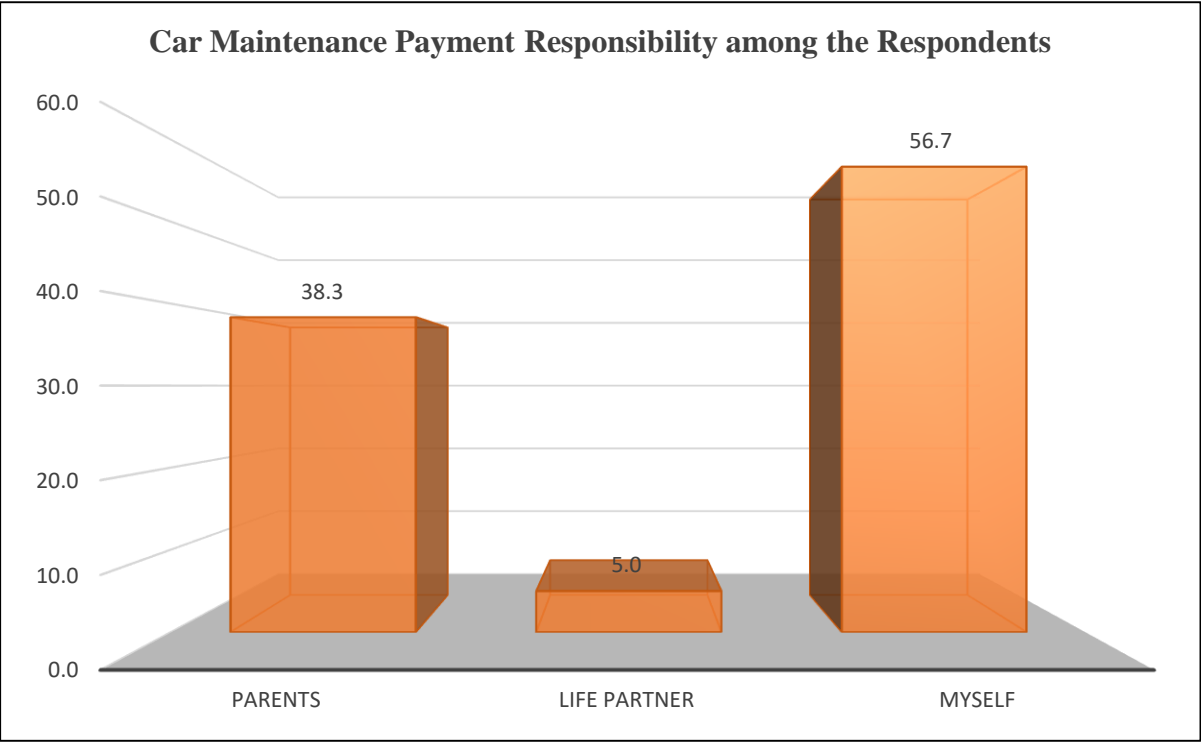


Source: Primary Data

Figure 11 provides valuable insights into the driving factors behind the selection of specific car models within the sample group. Notably, the most prevalent reason for opting for a particular car model is performance, with 19 individuals constituting 31.7% of the population. This underscores that a significant proportion of individuals within the group prioritize elements like engine capabilities, handling dynamics, and the overall driving experience when making their decision. Design and features also exert considerable influence, with 14 individuals, or 23.3% of the group, considering them as pivotal factors in their choice. This suggests that a substantial segment of individuals place value on the visual aesthetics, styling, and available features of a car model during their decision-making process. Price range emerges as a significant determinant, with 16 individuals, or 26.7% of the population, factoring it into their selection. This implies that a notable proportion of individuals focus on models that align with their budgetary constraints while delivering good value for money. Moreover, the model's popularity plays a role for 7 individuals, representing 11.7% of the group. This indicates that a smaller subset of the group weighs the reputation and widespread acceptance of a model as influential factors in their decision-making.

Mileage is cited as a reason by 4 individuals, or 6.7% of the population, for choosing a specific car model. This suggests that a minor portion of individuals prioritize fuel efficiency and consider the mileage performance of a model when making their decision. In summary, the data highlights a diverse range of factors that shape the selection of a particular car model within the group. Performance emerges as the predominant reason, trailed by design and features, price range, popularity of the model, and mileage. These findings underscore the importance of performance, aesthetics, cost considerations, brand reputation, and fuel efficiency in the decision-making process when individuals opt for a specific car model.

Figure 12. Car maintenance funding sources for respondents.

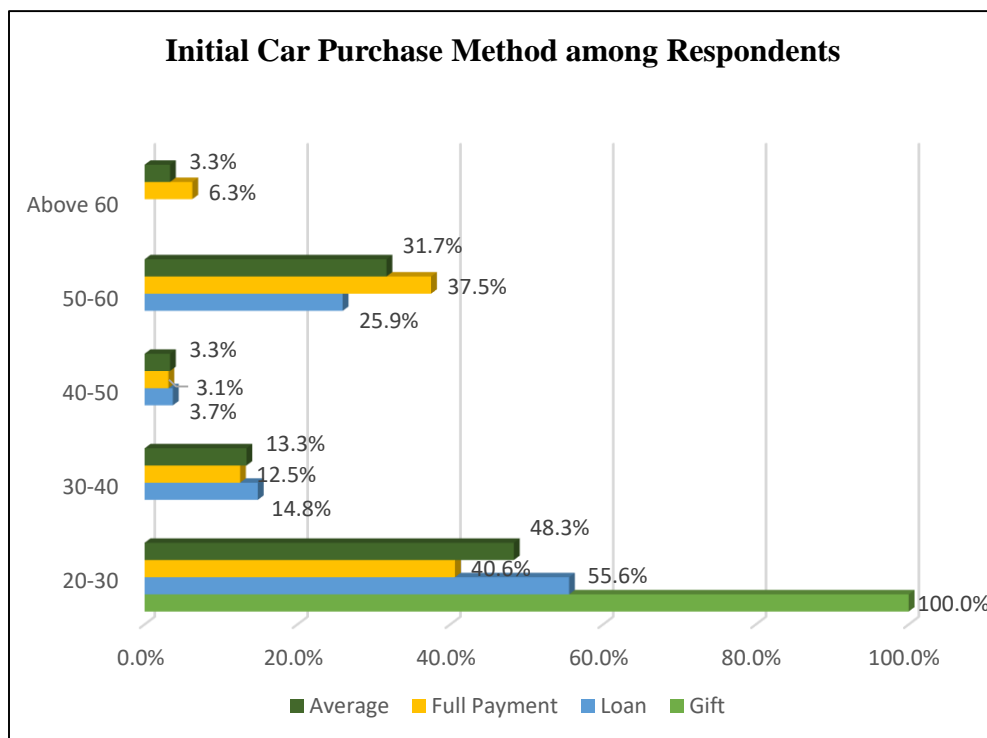


Source: Primary Data

Figure 12 provides valuable insights into the allocation of car maintenance expenses within the sampled group. Notably, the majority, accounting for 56.7% of the population, assume the financial responsibility themselves. This indicates that a significant proportion of individuals within the group personally bear the costs associated with maintaining their cars. They manage the expenses linked to servicing, repairs, and other maintenance requirements independently. Furthermore, 38.3% of the population, or 23 individuals, have their car maintenance expenses

covered by their parents. This suggests that a substantial segment of individuals rely on their parents' financial support to meet their car maintenance needs. Their parents take on the responsibility of ensuring their vehicles are well-maintained and cover the associated costs. A smaller subset, representing 5.0% of the population, or 3 individuals, have their car maintenance expenses covered by their life partners. This implies that a minor portion of individuals receive financial assistance from their life partners in addressing their car's maintenance expenses. Their life partners contribute to the costs and take steps to ensure their vehicles are adequately maintained. In summary, the data underscores a spectrum of financial dynamics within the group concerning car maintenance expenses. The majority are self-reliant, a significant portion benefits from parental support, and a smaller segment receives financial assistance from their life partners. These findings provide insights into the diverse sources of financial responsibility for car maintenance within the group.

Figure 13. Respondent's first car acquisition method

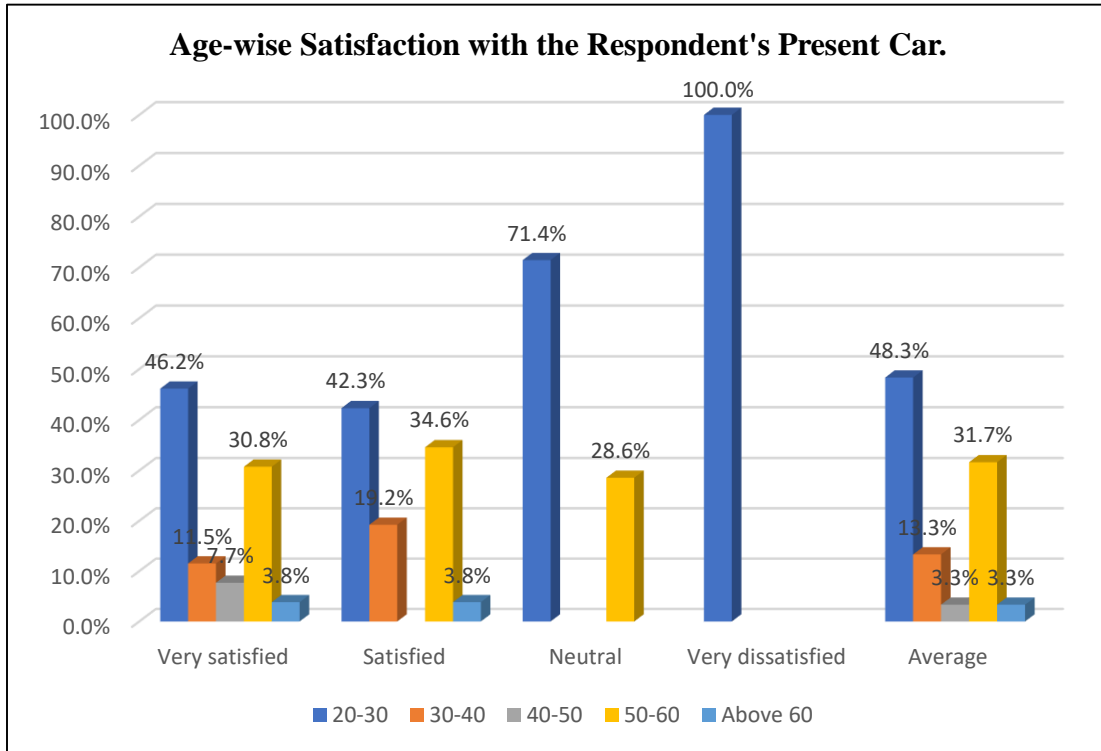


Source: Primary Data

The data represents a cross tabulation analysis of respondent's age groups (2. Age) and the method by which they purchased their first car (13. How did you buy your first car?). The table presents counts and percentages for each combination of age group and purchase method, as well as the overall totals. In the 20-30 age group, out of 29 respondents, only 1 person (3.4%) received their first car as a gift, while the majority of individuals, 15 (51.7%), and obtained a loan to purchase their vehicle. Additionally, 13 respondents (44.8%) in this age range made a full payment to acquire their first car. Moving on to the 30-40 age group, among 8 respondents, none received their first car as a gift. Half of them, 4 individuals (50.0%), utilized a loan for the purchase, and the remaining 4 (50.0%) made a full payment. For the 40-50 age group, 2 respondents are included. Similar to the previous group, no one received a car as a gift. One individual (50.0%) relied on a loan, while the other (50.0%) made a full payment. Within the 50-60 age group, out of 19 respondents, none received a car as a gift. 7 individuals (36.8%) utilized a loan, while the majority, 12 (63.2%), and made a full payment for their first car. Lastly, in the above 60 age group, both respondents (100.0%) who provided information in this category made a full payment for their first car. No one in this age group received a car as a gift or relied on a loan.

4.4. CONSPICUOUS CONSUMPTION AND STATUS SYMBOL

Figure 14. Satisfaction with respondent's present car, age – wise distribution



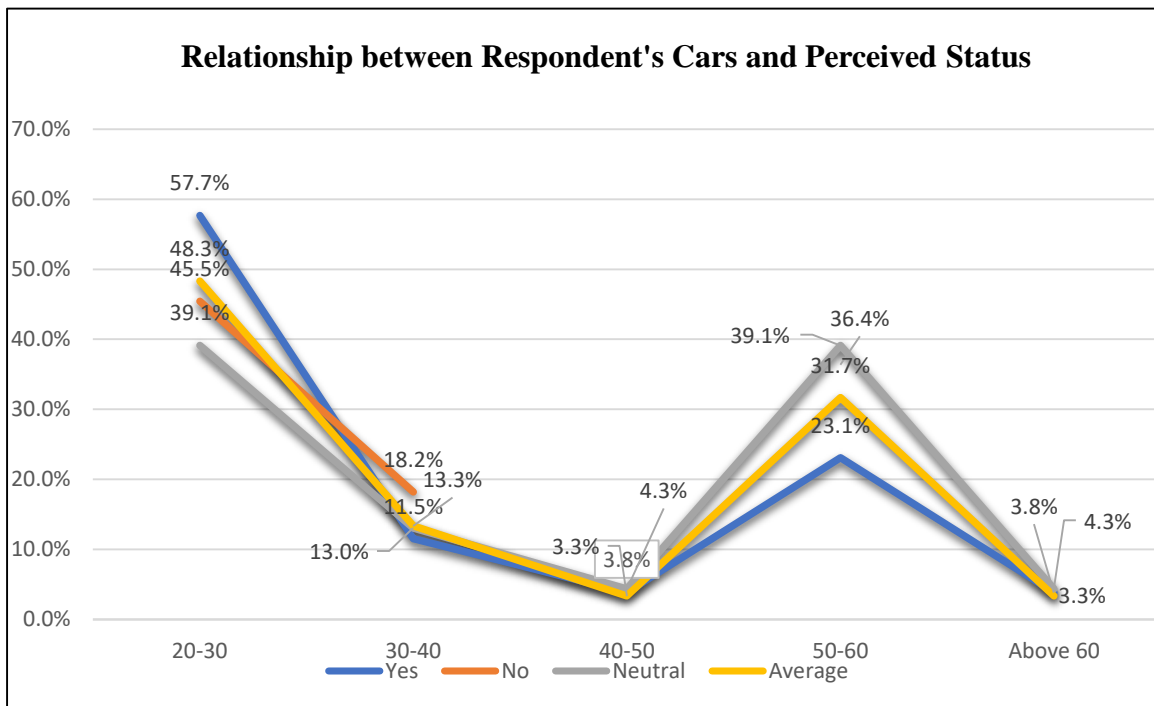
Source: Primary Data

The data represents a cross tabulation analysis of respondent's age groups (2. Age) and their satisfaction levels with their current cars (24. What is your satisfaction level with your current car?). The figure displays counts and percentages for each combination of age group and satisfaction level, as well as the overall totals. In the 20-30 age group, out of 29 respondents, the majority, 12 individuals (41.4%), reported being very satisfied with their current cars. Additionally, 11 respondents (37.9%) expressed satisfaction, while 5 (17.2%) had a neutral stance. Only one person (3.4%) in this age group stated being very dissatisfied. Moving on to the 30-40 age group, among 8 respondents, 3 individuals (37.5%) indicated being very satisfied with their current cars, while 5 (62.5%) reported satisfaction. None of the respondents in this age range expressed a neutral or very dissatisfied sentiment. For the 40-50 age group, 2 respondents provided data. Both individuals (100.0%) mentioned being very satisfied with their current cars, without any neutral or very dissatisfied responses. Within the 50-60 age group, out of 19 respondents, 8 individuals (42.1%) reported being very satisfied with their current cars, while 9 (47.4%)

expressed satisfaction. Two respondents (10.5%) had a neutral stance, and none reported being very dissatisfied. Lastly, in the above 60 age group, both respondents (100.0%) reported being very satisfied with their current cars. No neutral or very dissatisfied responses were provided in this age range.

Overall, the data demonstrates the distribution of satisfaction levels with current cars across different age groups. In general, satisfaction is high among all age groups, with the majority of respondents reporting being very satisfied or satisfied with their vehicles. Neutral or very dissatisfied responses are relatively rare across all age ranges. These findings provide insights into the overall satisfaction levels of respondents with their current cars, highlighting a predominantly positive sentiment.

Figure 15. Perceived representation of status through cars among respondents

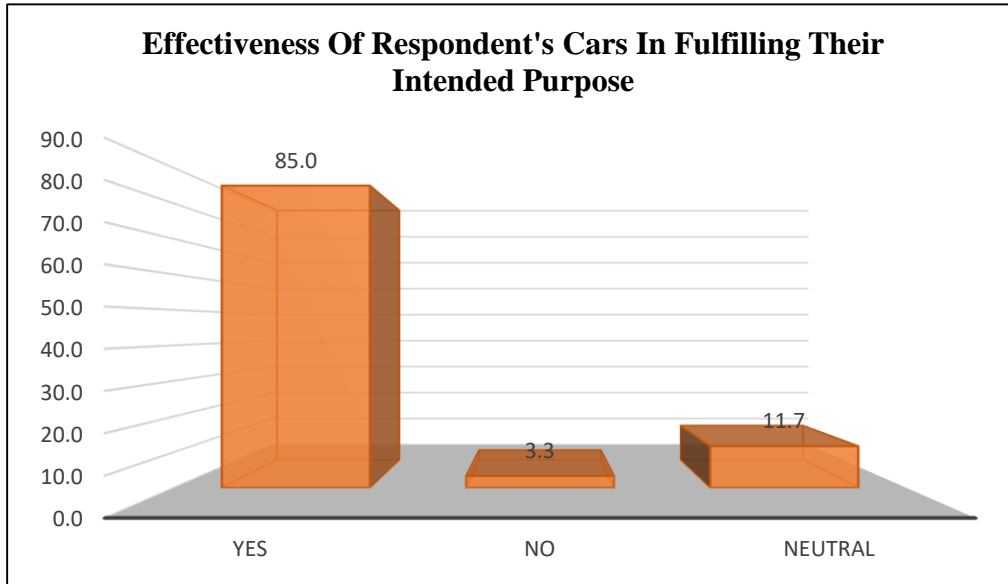


Source: Primary Data

The data presents a cross tabulation analysis of respondents' age groups (2. Age) and their opinions on whether their car represents their status (25. Does your car represent your status?). The table displays counts and percentages for each combination of age group and response category, as well as the overall totals. In the 20-30 age group, out of 29 respondents, the majority, 15 individuals

(51.7%), believed that their car represents their status. Five respondents (17.2%) disagreed with this notion, while 9 (31.0%) expressed a neutral opinion. Moving on to the 30-40 age group, among 8 respondents, 3 individuals (37.5%) indicated that their car represents their status. Two respondents (25.0%) held the opposite view, stating that their car does not represent their status, and an equal number, 3 (37.5%), had a neutral stance on the matter. For the 40-50 age group, 2 respondents provided data. One person (50.0%) believed that their car represents their status, while the other had a neutral opinion. No respondents in this age range disagreed with the notion. Within the 50-60 age group, out of 19 respondents, 6 individuals (31.6%) felt that their car represents their status. Four respondents (21.1%) did not agree with this perspective, while 9 (47.4%) held a neutral opinion. Lastly, in the above 60 age group, both respondents (100.0%) believed that their car represents their status. No one in this age range disagreed with the notion, and an equal number had a neutral stance. Overall, the data indicates the distribution of opinions on whether cars represent respondents' status across different age groups. It shows that a significant portion of respondents in each age group hold the belief that their car represents their status. However, a substantial number also express neutral opinions, indicating that they neither agree nor disagree with this perspective. Disagreement with the notion is relatively low across all age ranges. These findings provide insights into how individuals perceive the connection between their cars and their status, highlighting the varying perspectives within different age groups.

Figure 16. The degree to which respondent's cars successfully meet their intended purposes.

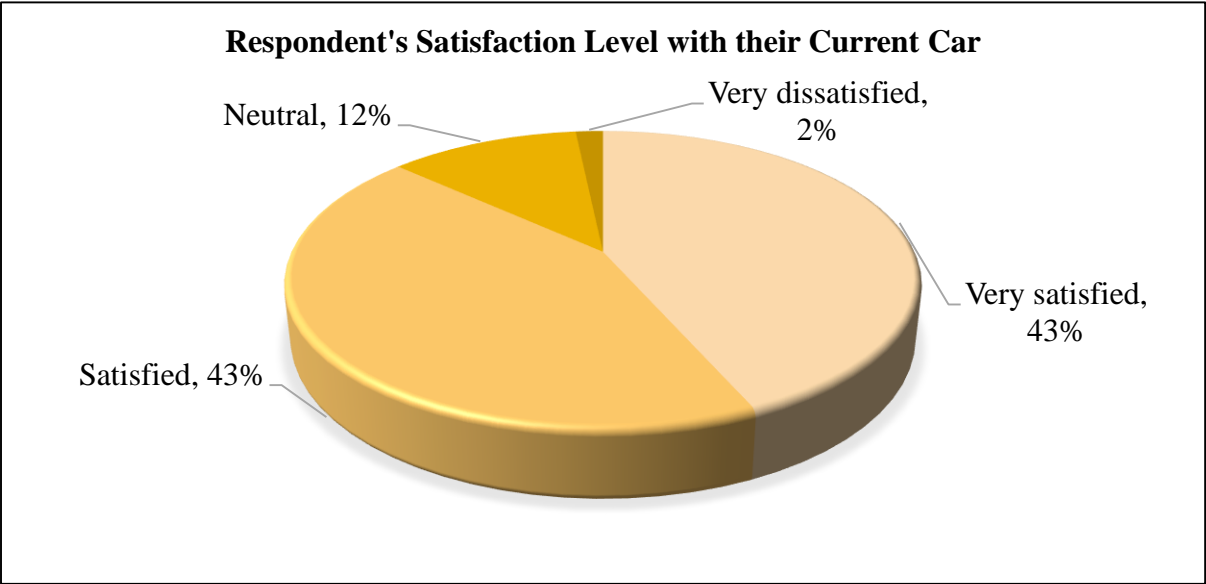


Source: Primary Data

Figure 16 offers valuable insights into the assessment of whether individual's cars effectively fulfill their intended purposes. Notably, the majority, accounting for 85.0% of the population, responded positively, indicating that their cars do indeed serve their intended purposes. This suggests that a significant portion of individuals within the group are content with their cars and believe that their vehicles satisfactorily meet the purposes for which they were acquired. These individuals find their cars to be suitable, dependable, and well-aligned with their transportation and convenience needs. Conversely, a smaller segment, representing 3.3% of the population, responded negatively, indicating that their cars do not fulfill their intended purpose. This implies that a minor subset of individuals feel dissatisfied with their cars, perceiving them as falling short in meeting their expectations or requirements. These individuals might be encountering issues or limitations that hinder the effectiveness of their vehicles in fulfilling their intended functions. In addition, 11.7% of the population expressed a neutral stance, indicating neither strong affirmation nor dissatisfaction regarding whether their cars fulfill their intended purpose. This suggests that these individuals hold a balanced or indifferent perspective on how well their cars address their needs. Their experiences may vary, with some needs being met while others are not. In summary, the data portrays a predominantly positive sentiment within the group, with the majority of

individuals asserting that their cars effectively fulfill their intended purpose. However, a smaller portion expresses dissatisfaction, while a minor segment takes a neutral stance. These findings offer insights into the overall satisfaction level and perceived adequacy of cars in meeting the needs of individuals within the group.

Figure 17. Degree of satisfaction exhibited by the respondents regarding their present vehicle.

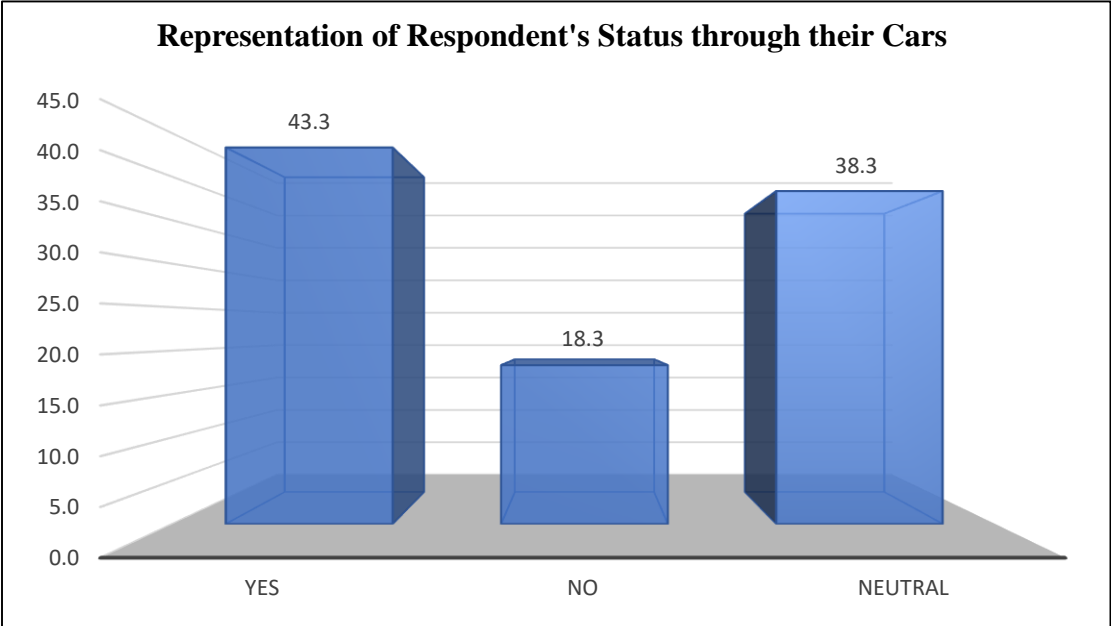


Source: Primary Data

Figure 17 presents the satisfaction levels of individuals with their current cars. Within the total population, an equal number of individuals, 26 each, are distributed across both the "Very satisfied" and "Satisfied" categories, constituting 43.3% of the group each. This indicates that a notable proportion of individuals, collectively accounting for 86.6%, express varying degrees of contentment and fulfillment with their current cars. These individuals are content with their vehicles, finding them to effectively fulfill their needs and meet their expectations. A smaller portion, comprising 11.7% of the population, adopts a neutral stance regarding their satisfaction level with their current car. These individuals maintain a balanced or indifferent viewpoint and may not exhibit strong inclinations toward either satisfaction or dissatisfaction. Additionally, a mere 1.7% of the population reports being "Very dissatisfied" with their current car. This indicates that a negligible fraction of individuals within the group experience significant dissatisfaction with their vehicles, possibly due to specific issues or shortcomings. In summary, the data unveils a prevailing positive sentiment within the group regarding satisfaction with their current cars. The

majority of individuals express satisfaction or high levels of satisfaction, while a smaller segment assumes a neutral stance. Dissatisfaction is minimal within the group. These findings offer insights into the overall satisfaction levels of individuals with their current cars and suggest a generally contented ownership experience among the group members.

Figure 18. Status representation of the respondents through cars

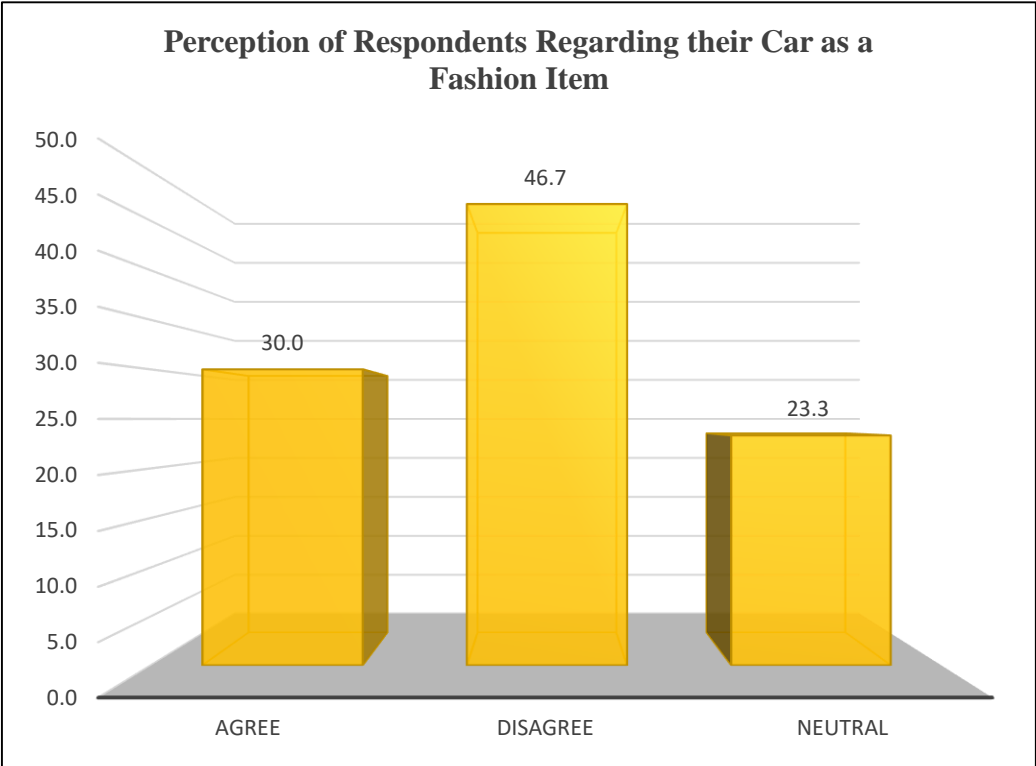


Source: Primary Data

The data presented illustrates the perception of whether individual's cars are indicative of their social status. Within the entire population, 43.3% of individuals, comprising 26 respondents, answered in the affirmative, indicating that they believe their cars do indeed represent their status. This suggests that a substantial portion of individuals within the group associate their vehicle choice with their social standing or personal image. Their choice of car is seen as a reflection of their social position. Conversely, 18.3% of the population, or 11 individuals, responded negatively, signifying that they do not perceive their cars as representative of their status. This implies that a smaller subset of individuals within the group do not view their car choice as being linked to their perceived social standing, and they do not consider their vehicle as a statement of their social position. Additionally, 38.3% of the population, or 23 individuals, expressed a neutral stance, indicating that they neither affirm nor deny the connection between their car and their status. These individuals hold a balanced or indifferent viewpoint regarding whether their car serves as an

indicator of their social status. In summary, the data showcases a diverse range of perspectives within the group regarding whether their cars are symbolic of their status. While a notable proportion associates their car choice with their status, a smaller fraction does not perceive such a correlation. Moreover, a significant number adopt a neutral stance on this matter. These findings provide insights into the varied perceptions and attitudes held by individuals within the group concerning the interplay between their cars and their perceived social status.

Figure 19. Idea of Car as a fashion item

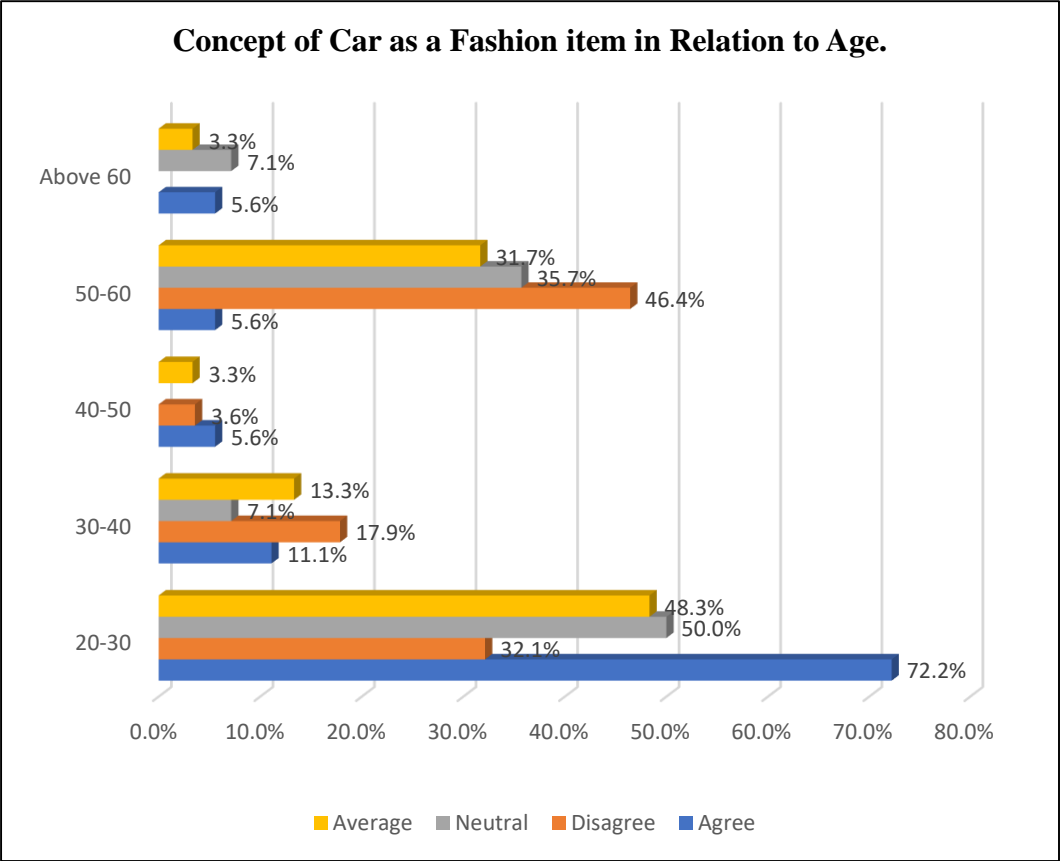


Source: Primary Data

Figure 19 illustrates the opinions held regarding whether cars are regarded as fashion items. Within the entire population, 30.0% of individuals, accounting for 18 respondents, indicated agreement that cars can be considered fashion items. This suggests that a minority of individuals within the group perceive cars as elements of fashion, viewing them as accessories that contribute to their personal style or image. In contrast, 46.7% of the population, or 28 individuals, disagreed with the notion that cars are fashion items. This indicates that a larger segment of individuals within the group do not primarily associate cars with fashion statements but rather view them as functional vehicles primarily meant for transportation purposes. Additionally, 23.3% of the population, or 14

individuals, expressed a neutral stance regarding whether cars are considered fashion items. This implies that these individuals maintain a balanced or indifferent viewpoint on the matter and do not strongly lean towards agreement or disagreement. In summary, the data underscores the diversity of perspectives within the group concerning whether cars should be categorized as fashion items. While a minority agree that cars hold fashion significance, a larger portion disagrees, viewing cars as utilitarian objects. Moreover, a notable number hold a neutral stance on this issue. These findings provide insights into the varying opinions held by individuals within the group regarding the role of cars as fashion items in their lives.

Figure 20. Idea of car as a fashion item with respect to age



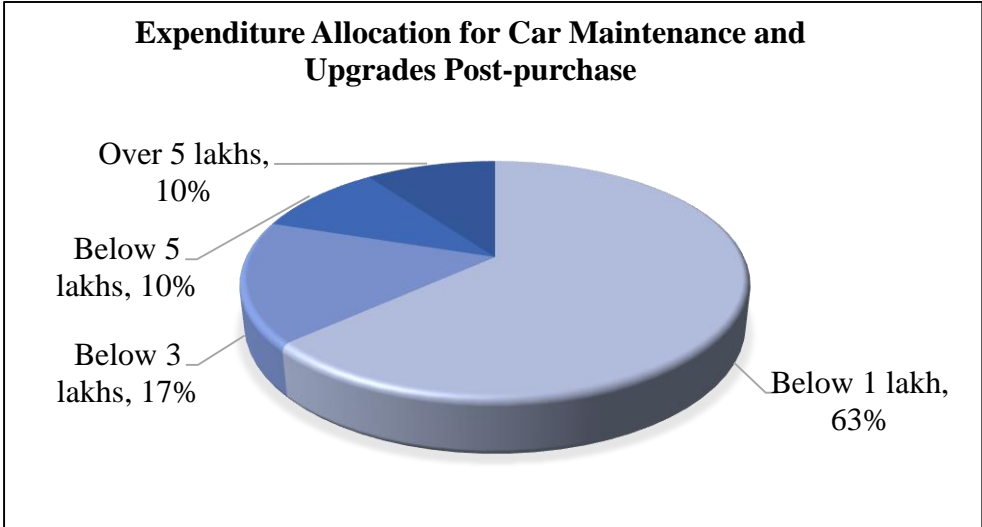
Source: Primary Data

The data represents a cross tabulation analysis of respondents' age groups (2. Age) and their opinions on whether they consider the car a fashion item (26. Do you consider the car a fashion item?). The table presents counts and percentages for each combination of age group and response category, as well as the overall totals. In the 20-30 age group, out of 29 respondents, 13 individuals

(44.8%) agreed that they consider the car a fashion item. On the other hand, 9 respondents (31.0%) disagreed with this perspective, and 7 (24.1%) held a neutral stance. Moving on to the 30-40 age group, among 8 respondents, 2 individuals (25.0%) agreed that the car is a fashion item. A majority of respondents, 5 (62.5%), disagreed with this notion, while one person (12.5%) had a neutral opinion. For the 40-50 age group, 2 respondents provided data. One person (50.0%) agreed that the car is a fashion item, while the other disagreed. No neutral responses were recorded in this age range. Within the 50-60 age group, out of 19 respondents, only one person (5.3%) agreed that the car is a fashion item. On the contrary, a significant majority of 13 respondents (68.4%) disagreed with this perspective. Additionally, 5 individuals (26.3%) had a neutral stance. Lastly, in the above 60 age group, both respondents (100.0%) agreed that the car is a fashion item. No one in this age range disagreed with the notion, and an equal number had a neutral opinion.

Overall, the data indicates the distribution of opinions on whether cars are considered fashion items across different age groups. It reveals that the belief that cars are fashion items is more prevalent among younger age groups, particularly in the 20-30 age range. As the age groups increase, a larger proportion of respondents tend to disagree with this perspective, with the highest disagreement observed among the 50-60 age group. Neutral responses are more evenly distributed across the age groups. These findings provide insights into how individuals perceive the car's relationship to fashion, showcasing varying perspectives among different age ranges.

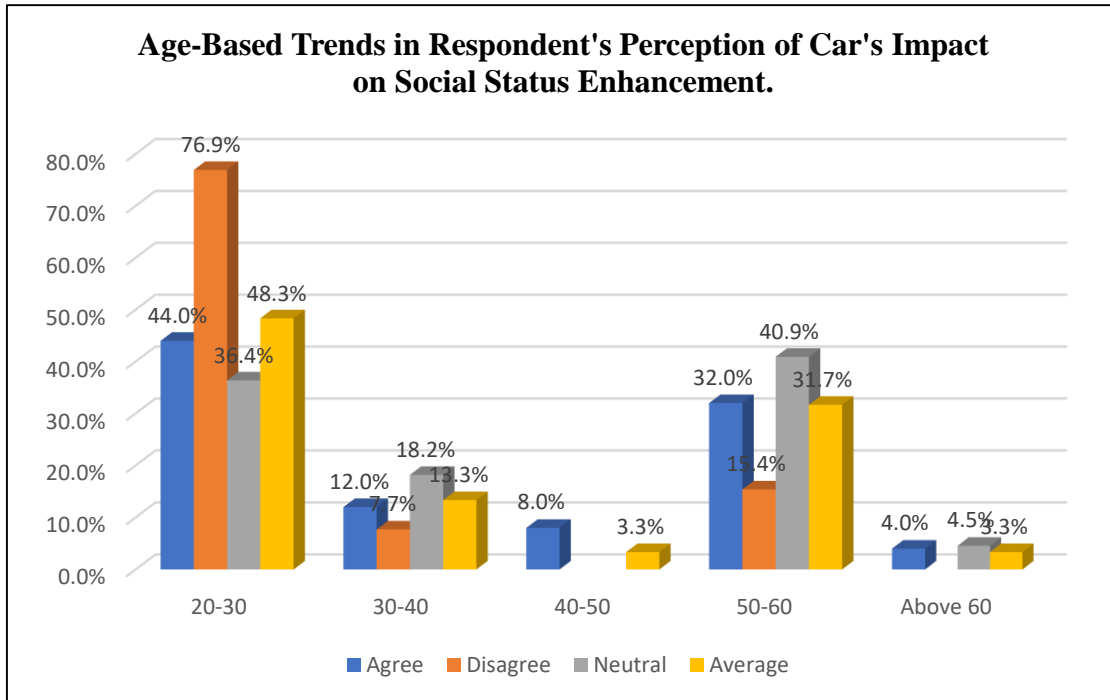
Figure 21. Amount spent on cars after purchase



Source: Primary Data

Figure 21 provides valuable insights into the monetary allocations individuals are willing to make for their cars after the initial purchase. Within the entire population, the majority, comprising 63.3%, express a willingness to spend below 1 lakh on their cars after the initial purchase. This indicates that a significant proportion of individuals in the group prioritize relatively modest budgets for post-purchase expenses, such as maintenance, repairs, and potential upgrades. Furthermore, 16.7% of the population, or 10 individuals, are open to spending below 3 lakhs on their cars after the initial purchase. This suggests that a smaller segment of individuals is inclined to allocate a more substantial budget for post-purchase expenses, demonstrating a preference for investing more in maintaining and enhancing the overall condition of their vehicles. Moreover, 10.0% of the population, or 6 individuals, express a willingness to spend below 5 lakhs on their cars after the initial purchase. This indicates that another distinct subset within the group is prepared to allocate a significant amount of financial resources for post-purchase expenses, signaling a higher level of investment to ensure the performance and longevity of their vehicles. Similarly, an additional 10.0% of the population, or 6 individuals, indicate their readiness to spend over 5 lakhs on their cars after the initial purchase. This suggests that a minor proportion of individuals are willing to invest substantially in their vehicles, potentially for extensive modifications, luxury enhancements, or specialized upgrades. In summary, the data unveils a diverse spectrum of budgetary preferences among individuals within the group for post-purchase expenses. While the majority lean towards more economical options below 1 lakh, smaller segments are willing to allocate below 3 lakhs, below 5 lakhs, or even beyond 5 lakhs. These findings provide insights into the varying levels of financial commitment individuals are prepared to make for post-purchase expenses, reflecting their priorities, preferences, and financial capacities in the realms of car maintenance and enhancement.

Figure 22. Age wise pattern of respondents thinking a car can raise their Social Status.

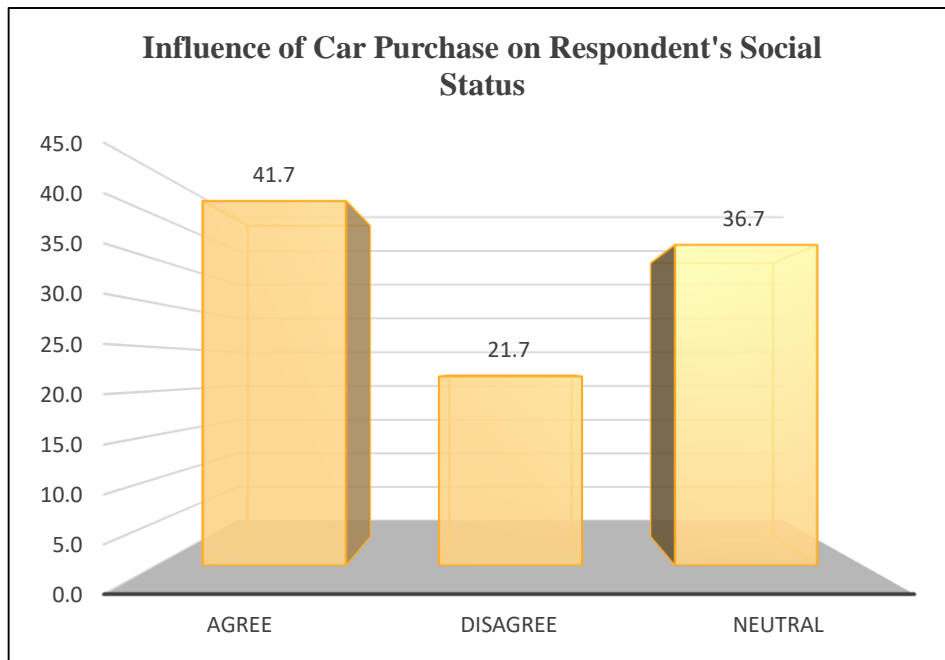


Source: Primary Data

The data represents a cross tabulation analysis of respondent's age groups (2. Age) and their opinions on whether they believe purchasing a car can raise their social status (30. Do you think purchasing a car can raise your social status?). The table displays counts and percentages for each combination of age group and response category, as well as the overall totals. In the 20-30 age group, out of 29 respondents, 11 individuals (37.9%) agreed that purchasing a car can raise their social status. Similarly, 10 respondents (34.5%) disagreed with this notion, while 8 (27.6%) held a neutral stance. Moving on to the 30-40 age group, among 8 respondents, 3 individuals (37.5%) agreed that purchasing a car can elevate their social status. Conversely, only one person (12.5%) disagreed with this perspective, and 4 respondents (50.0%) expressed a neutral opinion. For the 40-50 age group, 2 respondents provided data, and both individuals (100.0%) agreed that purchasing a car can raise their social status. No respondents in this age range disagreed or had a neutral opinion. Within the 50-60 age group, out of 19 respondents, 8 individuals (42.1%) believed that purchasing a car can enhance their social status. Two respondents (10.5%) disagreed with this perspective, while 9 (47.4%) held a neutral stance. Lastly, in the above 60 age group, both respondents (100.0%) agreed that purchasing a car can raise their social status. No one in this age

range disagreed with the notion, and an equal number had a neutral opinion. Overall, the data reveals that a substantial proportion of respondents in each age group hold the belief that buying a car can increase their social status. However, a significant number also express disagreement or a neutral stance.

Figure 23. Idea of car raising social status among the respondents

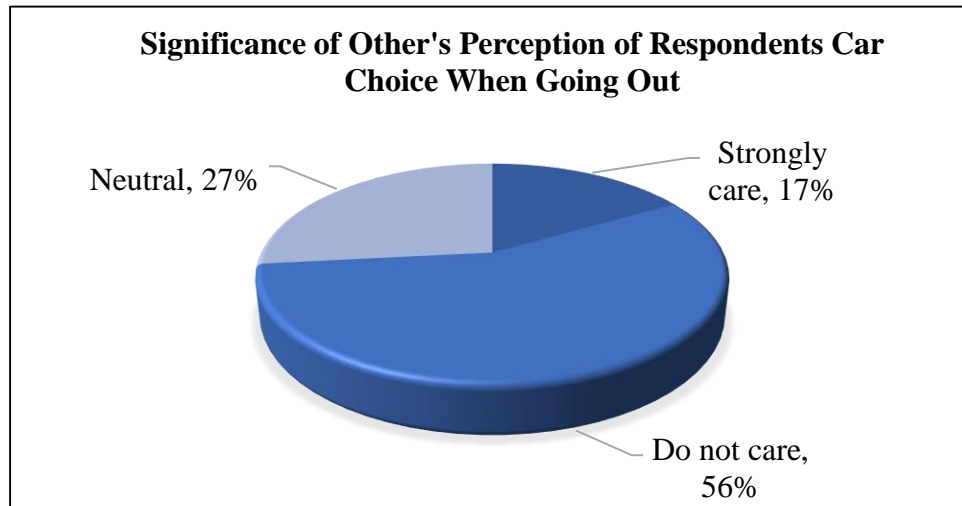


Source: Primary Data

The data represents the opinions regarding whether purchasing a car can lead to an enhancement of an individual's social status. Within the total population, 41.7% of individuals, amounting to 25 respondents, expressed agreement with the notion that acquiring a car has the potential to elevate one's social status. This suggests that a significant proportion of individuals within the group perceive car ownership as a factor that can contribute to an improvement in their social standing or overall image, linking it to the notion of elevated status. Conversely, 21.7% of the population, or 13 individuals, disagreed with the idea that purchasing a car correlates with an increase in social status. This implies that a smaller segment of individuals within the group do not hold the belief that owning a car directly impacts one's social standing or status. Furthermore, 36.7% of the population, or 22 individuals, adopted a neutral stance regarding whether purchasing a car can enhance social status. This suggests that these individuals possess a balanced or indifferent viewpoint on the matter, neither strongly endorsing the concept nor dismissing it. In summary, the

data underscores the existence of a diverse range of perspectives within the group regarding the potential link between purchasing a car and the elevation of social status.

Figure 24. Concern of what other people thinks about respondent's car

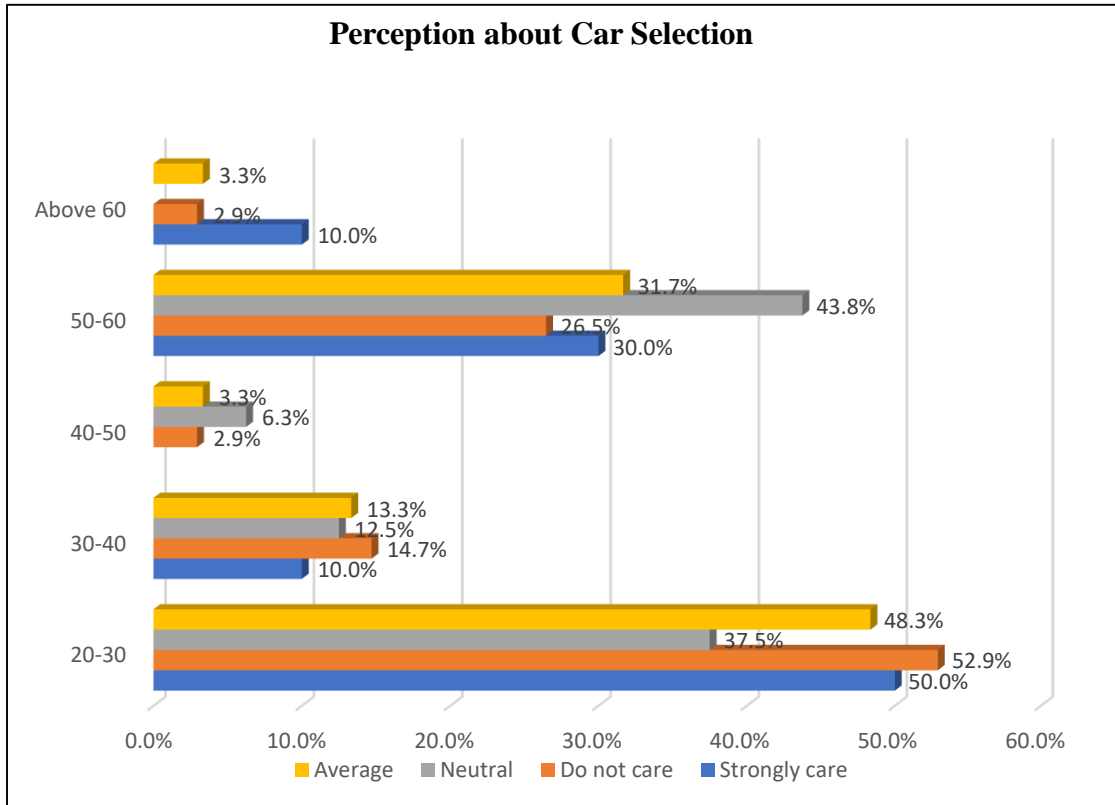


Source: Primary Data

Figure 24 provides insights into the attitudes of individuals regarding their concern about whether others see the car they are using when they go out. Within the total population, 16.7% of individuals, totaling 10 respondents, strongly care about the visibility of the car they are driving when in public. This indicates that a minority of individuals within the group place importance on how others perceive the vehicle they are seen using, emphasizing the image projected by their choice of car. In contrast, 56.7% of the population, or 34 individuals, expressed that they do not care if others see the car they are using. This suggests that a significant proportion of individuals within the group are indifferent to external opinions or judgments concerning the car they drive, attaching less significance to how others perceive their vehicle choice. Furthermore, 26.7% of the population, or 16 individuals, adopted a neutral stance on this matter. This indicates that these individuals maintain a balanced or indifferent viewpoint and do not strongly incline towards either caring or not caring about the visibility of their chosen car when out and about. The data highlights

a spectrum of attitudes within the group regarding the significance of others seeing the car they are driving when in public.

Figure 25. Age wise concern of respondents about what other people thinks about their car

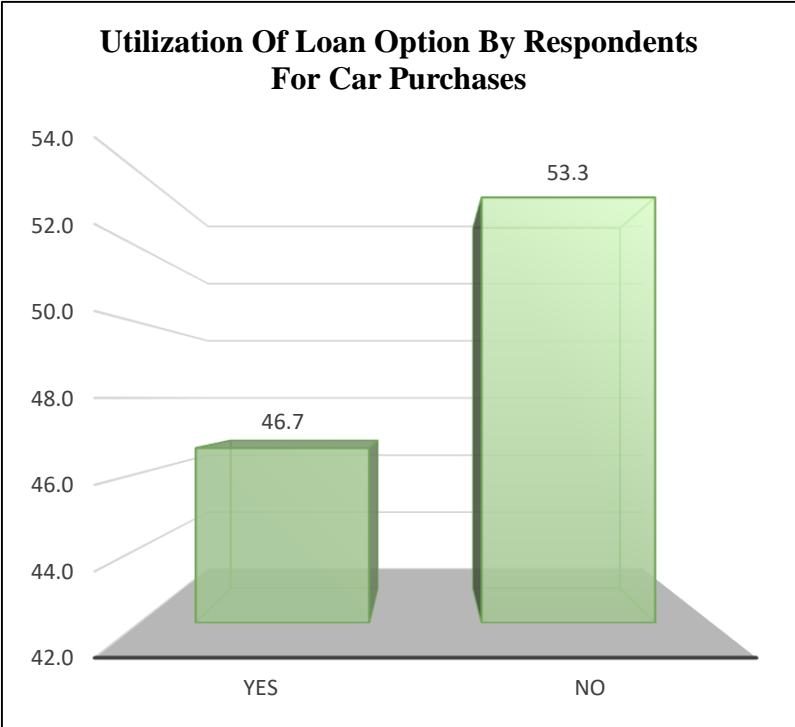


Source: Primary Data

The data presents a cross tabulation analysis of respondents' age groups (2. Age) and their attitudes towards whether they care if other people see the car they are using when they go out (31. Do you care that other people see what car you are using when you go out?). The table showcases counts and percentages for each combination of age group and response category, as well as the overall totals. Among respondents in the 20-30 age group, out of 29 individuals, 5 (17.2%) strongly care if other people see the car they are using when they go out. Conversely, a majority of 18 respondents (62.1%) expressed that they do not care about this matter, while 6 individuals (20.7%) held a neutral stance. In the 30-40 age group, out of 8 respondents, one person (12.5%) strongly cares about others seeing their car, while 5 individuals (62.5%) indicated that they do not care. Additionally, 2 respondents (25.0%) expressed a neutral opinion on this topic. For the 40-50 age group, 2 respondents provided data, with neither of them strongly caring about others seeing their car. One person (50.0%) expressed that they do not care, while the other individual (50.0%) held

a neutral stance. Within the 50-60 age group, out of 19 respondents, 3 individuals (15.8%) strongly care about others seeing their car when they go out. Nine respondents (47.4%) expressed that they do not care, and 7 individuals (36.8%) held a neutral opinion. In the above 60 age group, out of 2 respondents, one person (50.0%) strongly cares about others seeing their car, while the other individual (50.0%) indicated that they do not care. No respondents in this age range held a neutral stance. Overall, the data provides insights into the distribution of attitudes towards caring if other people see the car individuals are using when they go out across different age groups. It shows that a range of responses exists, with some respondents strongly caring, others expressing indifference, and some holding a neutral stance. The highest proportion of individuals who strongly care is found in the above 60 age group, while the majority of respondents across all age groups indicate that they do not care. These findings shed light on the varying degrees of importance individuals attach to others' perceptions of the car they use in public settings, highlighting differences across different age ranges.

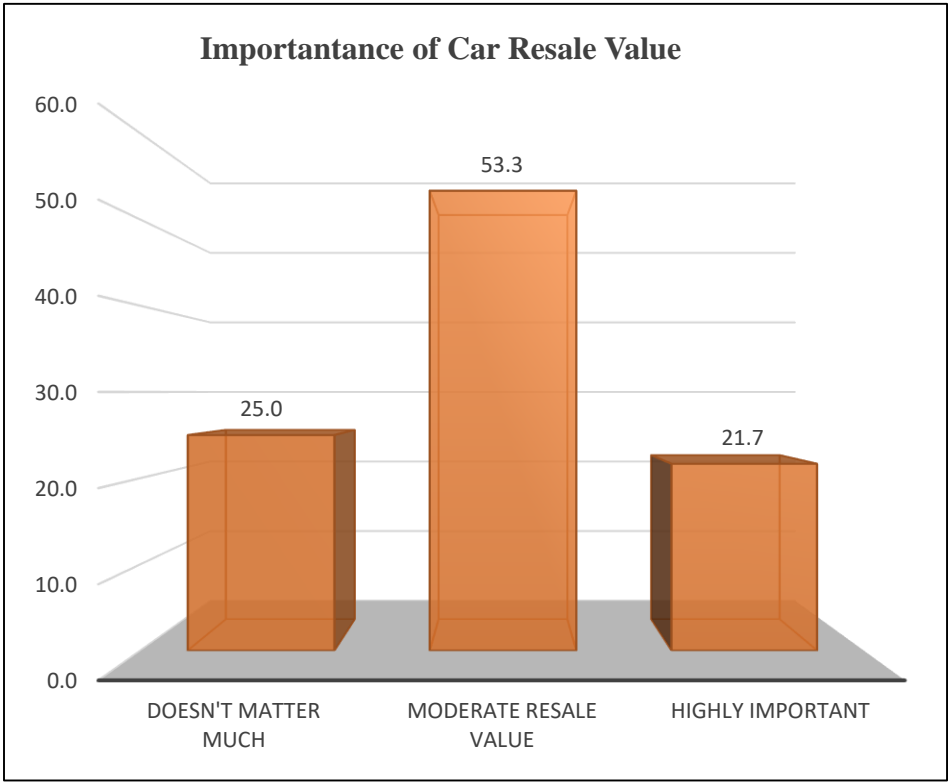
Figure 26. Respondents acquisition of cars through loan arrangements



Source: Primary Data

Figure 26 depicts the purchasing behavior of individuals concerning the utilization of a loan option when acquiring a car. Within the total population, 46.7% of individuals, amounting to 28 respondents, have chosen to purchase their cars using a loan option. This highlights a substantial group of individuals who have opted to finance their car acquisition through a loan, allowing them to spread out the cost over a specified period and manage repayments accordingly. In contrast, 53.3% of the population, or 32 individuals, have refrained from using a loan option when purchasing their cars. This suggests that a majority of individuals within the group have pursued alternative methods of payment for their car acquisitions, such as paying upfront or utilizing personal savings. The data underscores a divergence within the group concerning the adoption of loan options during the car purchasing process. While a noteworthy segment has chosen the loan route for financing, a larger proportion has opted not to take car loans.

Figure 27. Significance of car resale value for respondents

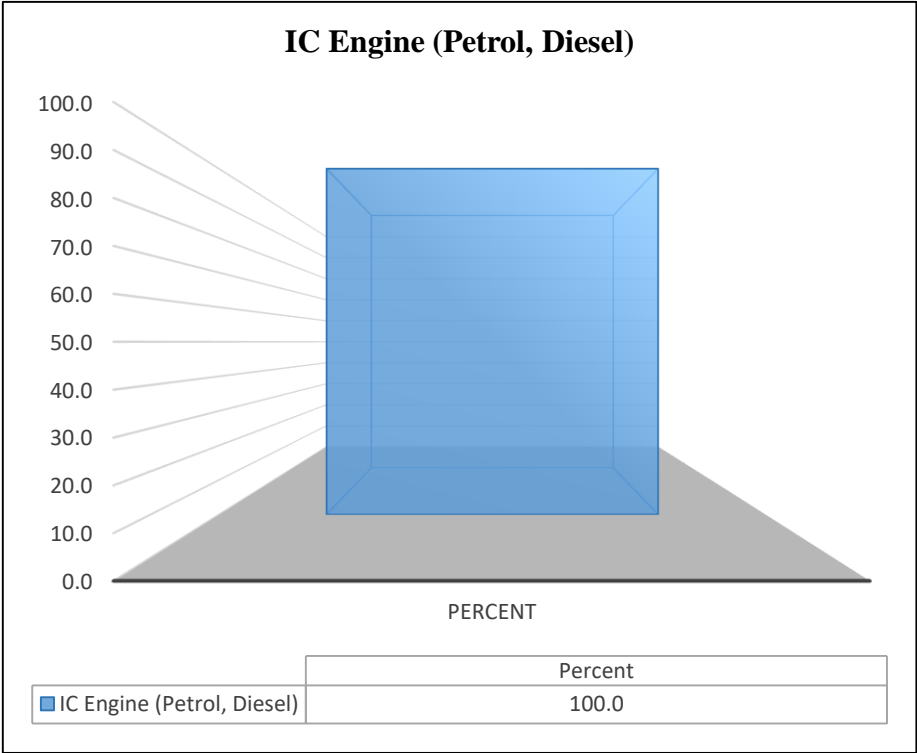


Source: Primary Data

Based on the insights gleaned from the data presented in figure 27, it is evident that the resale value of a car holds a noteworthy significance for the majority of individuals surveyed. Within the

group of 60 respondents, a substantial 53.3% indicated a moderate level of importance attached to the resale value of a car. This suggests that a significant portion of car buyers are attentive to the potential depreciation and future value of their vehicles, recognizing the impact on their investment. Furthermore, 21.7% of the respondents conveyed a heightened level of importance regarding the resale value of a car. This underscores the fact that a notable segment of individuals places significant emphasis on the vehicle's potential resale value when making their purchasing decisions. Their consideration likely stems from the financial implications associated with the vehicle's long-term worth. Conversely, 25% of the respondents indicated that the resale value holds less weight in their car purchasing deliberations. This suggests that for a quarter of the respondents, other factors may hold more sway in their decision-making process, possibly overshadowing the financial implications tied to the car's future resale value. The data encapsulates a general cognizance and consideration of the resale value aspect among the surveyed individuals. Although opinions diverge regarding the degree of importance assigned to it, the findings underscore that a significant portion of respondents are attentive to the potential impact of resale value when making their car purchasing choices.

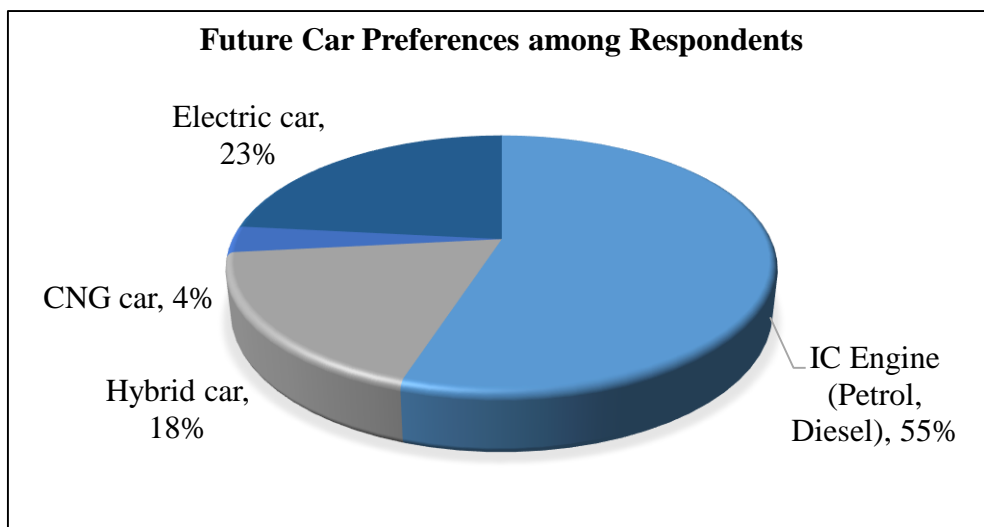
Figure 28. Preferred car engine type among respondents



Source: Primary Data

The data presented in figure 28 provides a clear indication that the prevalent choice of car among the respondents is Internal Combustion (IC) Engine vehicles powered by either petrol or diesel. The entire surveyed group, encompassing all 60 respondents, exclusively reported their current use of cars equipped with IC engines. This collective response of 100% suggests a strong preference for traditional combustion engine vehicles within the surveyed cohort, with no representation of alternative propulsion systems like electric or hybrid vehicles. It is important to emphasize that this data is confined to the specific group under survey and does not necessarily reflect the broader distribution of car types prevalent in the general population. However, based on the provided information, it is apparent that IC engine vehicles maintain their dominance as the preferred and predominantly used type of car among the respondents.

Figure 29. Next car purchase preference among respondents

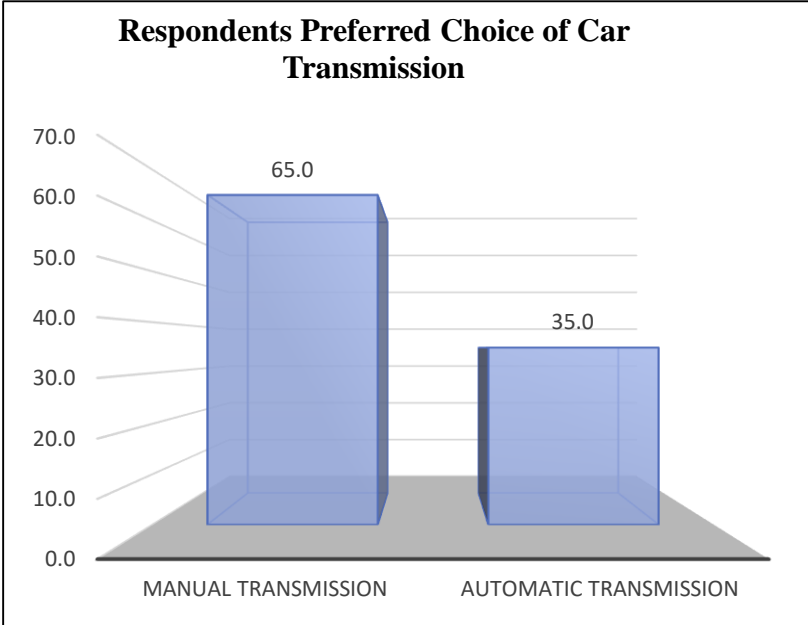


Source: Primary Data

The data analysis reveals a noticeable inclination toward exploring alternative propulsion systems for the next car purchase among the surveyed individuals. Among the 60 respondents, a predominant 55% expressed a preference for Internal Combustion (IC) Engine vehicles powered by petrol or diesel, indicating a continuing adherence to traditional combustion engine cars. However, a substantial and noteworthy proportion of respondents, specifically 23.3%, demonstrated a distinct interest in Electric cars. This inclination toward electric vehicles (EVs) underscores a growing awareness and consideration of sustainable and environmentally friendly transportation options. Furthermore, 18.3% of the respondents articulated a preference for Hybrid

cars, which combine both conventional combustion engines and electric propulsion systems. This choice suggests an openness to hybrid technology, which offers a balance between fuel efficiency and reduced emissions. The data's significance lies in the discernible shift toward more eco-conscious and alternative propulsion systems for future car purchases. This transition is further underscored by a smaller yet notable 3.3% of respondents indicating an interest in Compressed Natural Gas (CNG) cars, which utilize compressed natural gas as a cleaner fuel source compared to conventional gasoline or diesel. In conclusion, the data highlights a diversified range of preferences within the surveyed group, showcasing an increasing willingness to explore and embrace alternative propulsion systems, particularly electric and hybrid options. This indicates a growing consideration for sustainability and environmental impact when making decisions about future car purchases.

Figure 30. Preferred car transmission among respondents

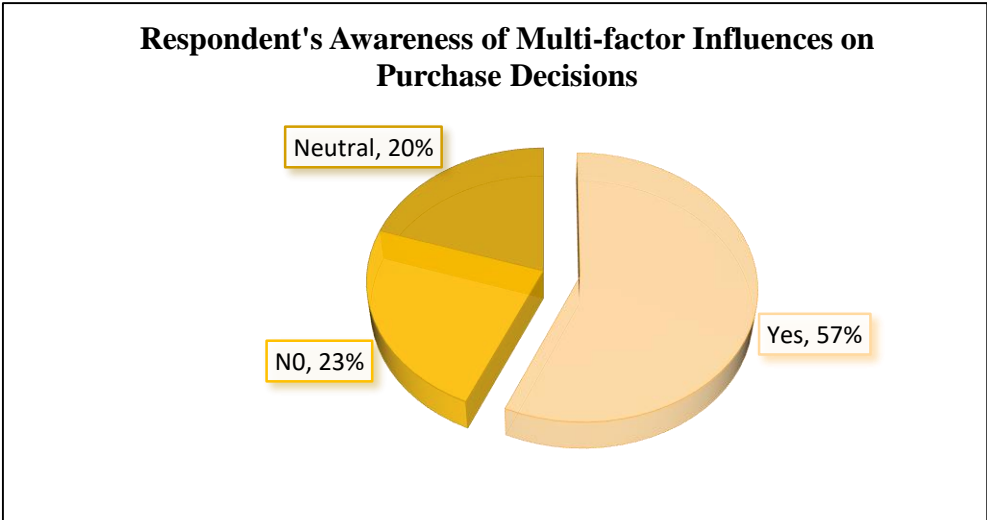


Source: Primary Data

The data presented in figure 30 allows us to discern a clear inclination towards manual transmission among the surveyed individuals. Among the total of 60 respondents, a substantial majority of 65% expressed a distinct preference for manual transmission vehicles, while the remaining 35% indicated a preference for automatic transmission. This strong preference for manual transmission suggests that a significant portion of the surveyed group appreciates the direct

control and engagement that comes with manually shifting gears. It indicates a willingness to actively participate in the driving experience by managing gear changes. It is important to acknowledge, however, that automatic transmission, which eliminates the need for manual gear shifting by automatically adjusting gears, still holds notable appeal for a considerable segment of the surveyed population. This indicates a recognition of the convenience and ease that automatic transmission brings to the driving experience, particularly in congested traffic or during long commutes.

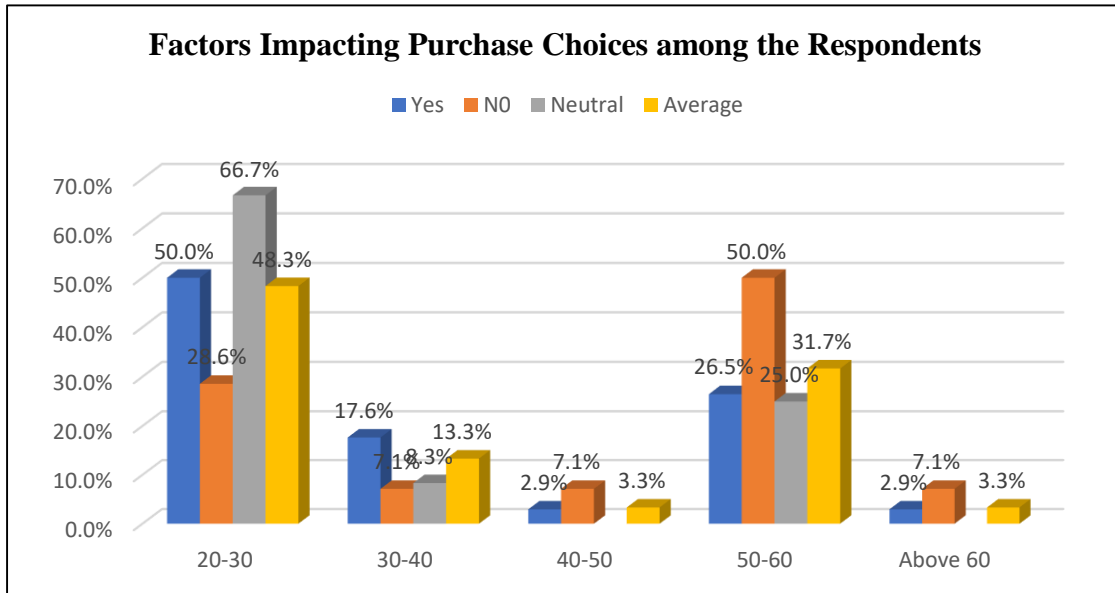
Figure 31. Awareness of factors influencing car purchase decisions



Source: Primary Data

The data analysis suggests that a significant majority of respondents, comprising 56.7% of the surveyed group, possess an awareness of various additional factors that exert influence over their car purchasing decisions. This observation underscores the recognition among these individuals that the decision-making process involves a range of considerations beyond the core factors discussed earlier, such as resale value, car type, and transmission type. In contrast, a noteworthy segment of respondents, constituting 23.3% of the total, indicated a lack of awareness regarding these additional influencing factors. This may suggest that this subset of respondents either hasn't taken into account or is not well-informed about the broader array of elements that can impact their choices when purchasing a car. Furthermore, approximately 20% of respondents adopted a neutral stance, indicating a level of uncertainty or absence of strong opinion about their awareness of these factors.

Figure 32. Awareness of multifaceted purchase decision influences across different age groups of respondents

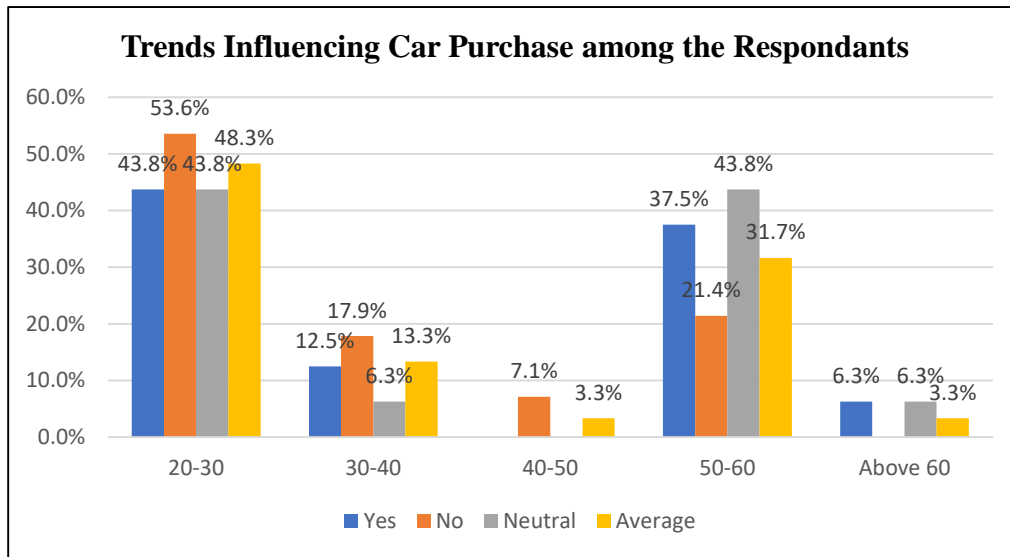


Source: Primary Data

The given data presents a cross tabulation analysis of respondents' age groups (2. Age) and their awareness of the various factors that influenced their purchase decisions (42. Were you aware that so many other factors influenced your purchase decisions?). The table displays counts and percentages for each combination of age group and response category, as well as the overall totals. Among respondents in the 20-30 age group, out of 29 individuals, 17 (58.6%) indicated that they were aware that many other factors influenced their purchase decisions. On the other hand, a smaller proportion of 4 respondents (13.8%) stated that they were not aware of these factors, while 8 individuals (27.6%) held a neutral stance regarding their awareness. In the 30-40 age group, out of 8 respondents, 6 individuals (75.0%) reported being aware of the multiple factors influencing their purchase decisions. In contrast, only 1 person (12.5%) indicated that they were not aware of these factors, and 1 respondent (12.5%) held a neutral opinion. For the 40-50 age group, 2 respondents provided data, with 1 individual (50.0%) stating that they were aware of the many other factors influencing their purchase decision. Similarly, 1 person (50.0%) reported not being aware of these factors. Within the 50-60 age group, out of 19 respondents, 9 individuals (47.4%) indicated that they were aware of the multiple factors influencing their purchase decisions. On the other hand, 7 respondents (36.8%) stated that they were not aware, and 3 individuals (15.8%) held a neutral opinion. In the above 60 age group, out of 2 respondents, 1 person (50.0%) indicated that

they were aware of the various factors influencing their purchase decisions, while the other individual (50.0%) reported not being aware. No respondents in this age range held a neutral stance.

Figure 33. Age wise awareness of trends influencing car purchase decisions

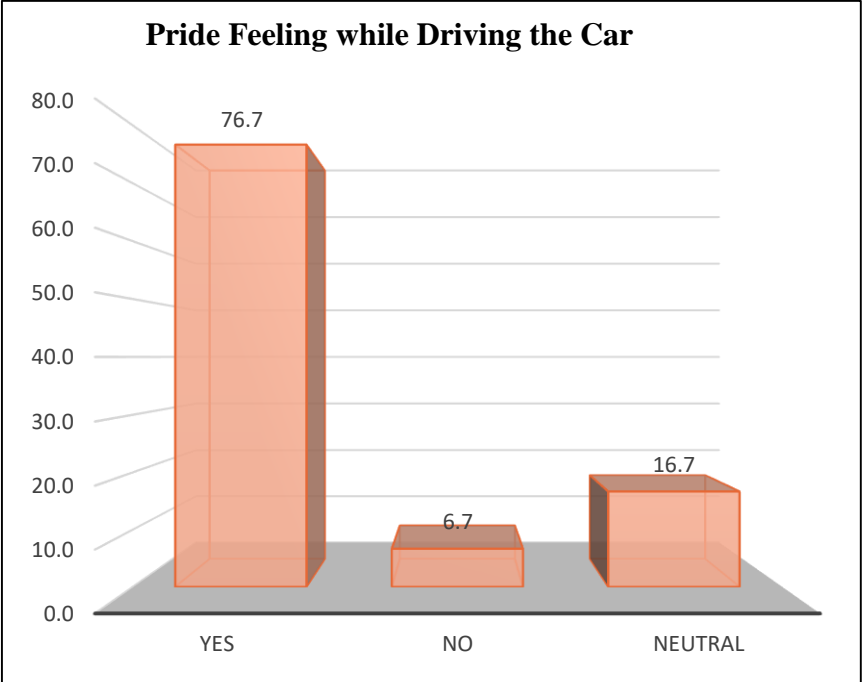


Source: Primary Data

The data presents a cross tabulation analysis of respondent’s age groups (2. Age) and whether their purchase decision for a car was influenced by trends (40. Did your purchase decision be influenced by these trends?). The table displays counts and percentages for each combination of age group and response category, as well as the overall totals. Among respondents in the 20-30 age group, out of 29 individuals, 7 (24.1%) indicated that their purchase decision was influenced by trends. On the other hand, the majority of 15 respondents (51.7%) stated that trends did not affect their purchase decision, while 7 individuals (24.1%) held a neutral stance on this matter. In the 30-40 age group, out of 8 respondents, 2 individuals (25.0%) reported that trends did influence their purchase decision. In contrast, 5 respondents (62.5%) stated that trends did not play a role in their decision-making, and 1 person (12.5%) held a neutral opinion. For the 40-50 age group, 2 respondents provided data, with none of them indicating that trends influenced their purchase decision. Both individuals (100.0%) stated that trends did not play a role in their decision-making process. Within the 50-60 age group, out of 19 respondents, 6 individuals (31.6%) reported that trends did influence their purchase decision, while an equal number of 6 respondents (31.6%)

stated that trends did not have an impact. Additionally, 7 individuals (36.8%) held a neutral opinion on this matter. In the above 60 age group, out of 2 respondents, one person (50.0%) indicated that trends influenced their purchase decision, while the other individual (50.0%) reported that trends did not play a role. No respondents in this age range held a neutral stance.

Figure 34. Sense of pride experienced by respondents while driving their car

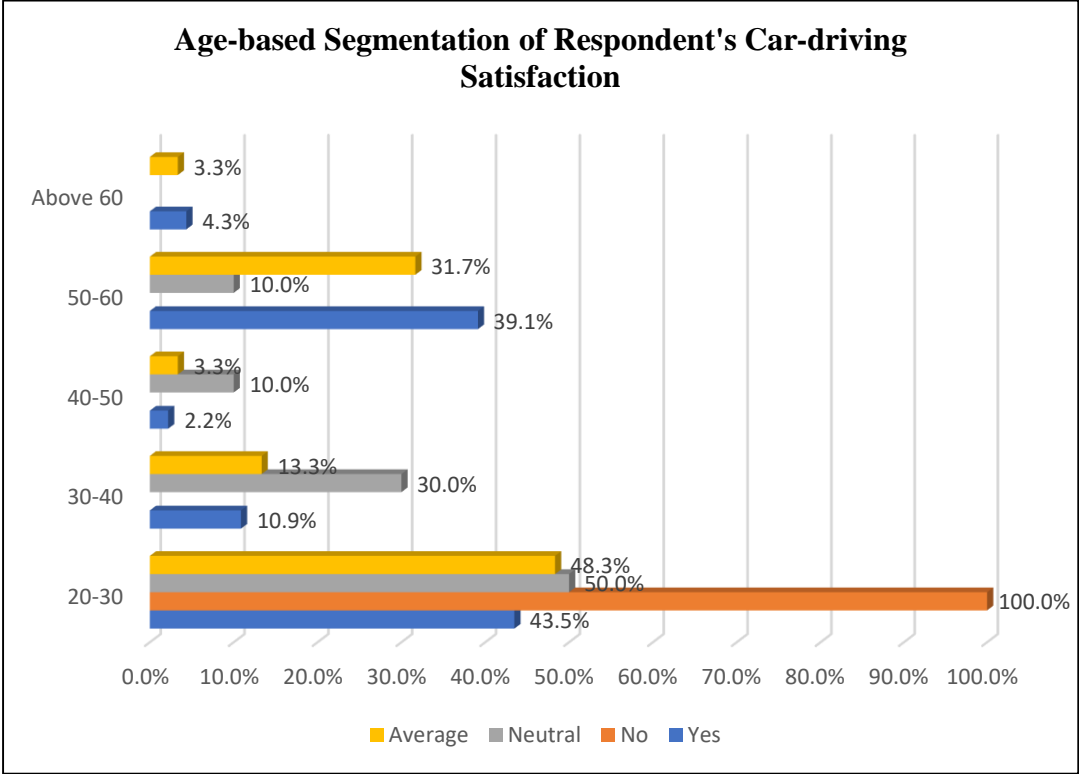


Source: Primary Data

Based on the data analysis, it can be concluded that a substantial majority of the respondents, totaling 76.7% of the surveyed group, reported experiencing a sense of pride while driving their cars. This observation highlights that a significant portion of individuals in the group establish a positive emotional connection with their vehicles, deriving a feeling of pride from their ownership and driving experiences. In contrast, a relatively small segment of respondents, comprising only 6.7% of the total, indicated that they do not feel a sense of pride while driving their cars. This suggests that for a minority of individuals, driving serves primarily as a practical and functional activity, without a strong emotional attachment or source of pride. Additionally, 16.7% of the respondents expressed a neutral stance, indicating an absence of a definitive opinion or a degree of uncertainty regarding their feelings of pride while driving. This neutral group represents a moderate portion of the surveyed individuals who may have mixed feelings or a more ambivalent

perspective on the matter. It is worth noting that individual emotions and perceptions can be influenced by a range of factors, including personal attachment to the car, its condition, the driving experience, and cultural or social considerations.

Figure 35. Age wise categorization Respondents feeling pride while driving their car

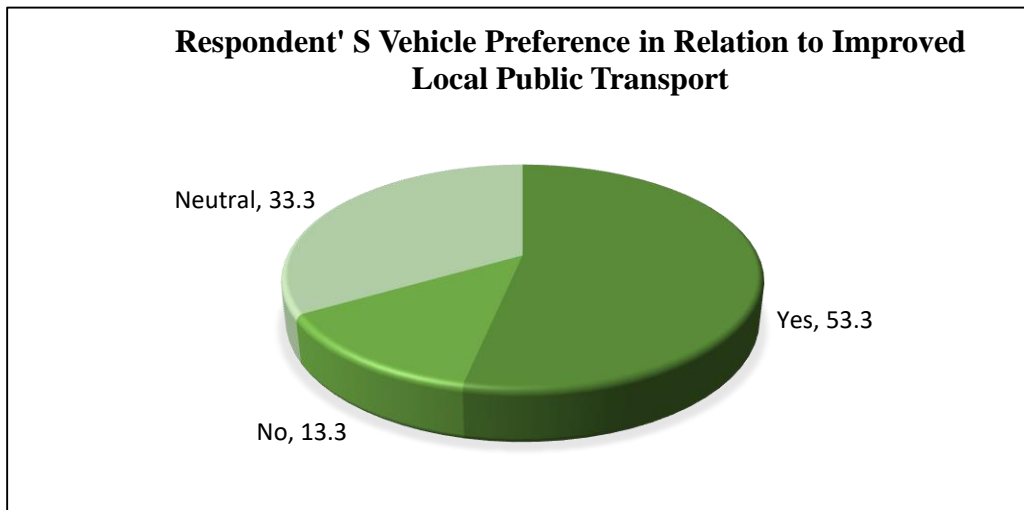


Source: Primary Data

The data presents a cross tabulation analysis of respondents' age groups (2. Age) and their feelings of pride while driving their cars (44. Do you feel pride while driving your car?). The table displays counts and percentages for each combination of age group and response category, as well as the overall totals. Among respondents in the 20-30 age group, out of 29 individuals, the majority of 20 (69.0%) indicated that they feel pride while driving their cars. On the other hand, a smaller proportion of 4 respondents (13.8%) reported not feeling pride, and 5 individuals (17.2%) held a neutral stance regarding their feelings of pride. In the 30-40 age group, out of 8 respondents, 5 individuals (62.5%) stated that they feel pride while driving their cars, and none of the respondents in this age group reported not feeling pride. Additionally, 3 individuals (37.5%) held a neutral opinion. For the 40-50 age group, 2 respondents provided data, with 1 person (50.0%) reporting

feeling pride while driving their car, and the other individual (50.0%) holding a neutral stance. No respondents in this age group reported not feeling pride. Within the 50-60 age group, out of 19 respondents, a substantial proportion of 18 individuals (94.7%) indicated that they feel pride while driving their cars. None of the respondents in this age group reported not feeling pride, and only 1 person (5.3%) held a neutral opinion. In the above 60 age group, out of 2 respondents, both individuals (100.0%) reported feeling pride while driving their cars, with none indicating not feeling pride or holding a neutral stance. Overall, the data provides insights into respondents' feelings of pride while driving their cars across different age groups. It reveals that the proportion of individuals feeling pride tends to be higher in the younger age groups, with the highest percentage observed in the 50-60 age group. Conversely, the older age groups had smaller sample sizes, but all respondents in these groups reported feeling pride. These findings highlight the positive emotions associated with driving a car, with a sense of pride being a prevalent sentiment across age ranges.

Figure 36. Idea of preferring public transport instead of using own vehicle

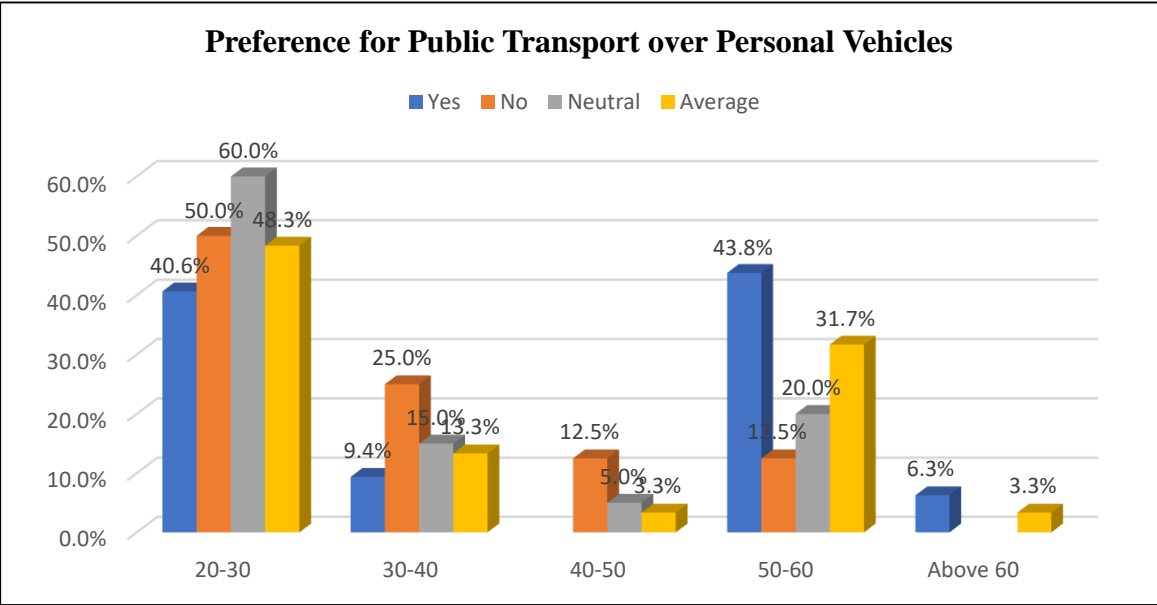


Source: Primary Data

Based on the data presented in figure 36, it is evident that opinions are diverse among the surveyed individuals when it comes to their preference for driving a car versus using public transport in an area with better public transportation options. Among the 60 respondents, a notable majority of 53.3% indicated that they would still prefer driving their cars even if public transportation options were improved. This finding suggests a strong inclination among a significant portion of the

surveyed group to maintain the convenience, comfort, and autonomy provided by personal vehicle usage, even when presented with enhanced public transport alternatives. Conversely, a smaller segment comprising 13.3% of the respondents expressed a preference for using public transport in an area with better public transportation. This minority group demonstrates a willingness to embrace improved public transportation options, possibly influenced by factors such as reducing traffic congestion, environmental considerations, and cost savings associated with public transport usage. Furthermore, a substantial proportion of 33.3% of the respondents remained neutral in their opinion, indicating a lack of strong preference or uncertainty regarding whether they would continue driving or opt for public transport in such a scenario. These individuals may have a balanced view or be influenced by a range of factors that contribute to their neutral stance. The data showcases a range of attitudes and preferences within the surveyed group, indicating a complex interplay of factors that influence individuals' choices between driving and using public transport. The decision may be influenced by various considerations such as convenience, environmental consciousness, cost-effectiveness, personal habits, and lifestyle preferences.

Figure 37. Age wise categorization of Idea of preferring public transport instead of using own vehicle



Source: Primary Data

The data presents a cross tabulation analysis of respondents' age groups (2. Age) and their preferences regarding driving a car or using public transport if their area has better public transport

options (45. If the area you live in has better public transport, would you still prefer driving your car or using public transport?). The table displays counts and percentages for each combination of age group and response category, as well as the overall totals. Among respondents in the 20-30 age group, out of 29 individuals, 13 respondents (44.8%) indicated that they would still prefer driving their car even if their area has better public transport. On the other hand, a smaller proportion of 4 individuals (13.8%) stated that they would not prefer driving and would opt for public transport. Additionally, 12 individuals (41.4%) held a neutral stance, implying that they had no strong preference either way. In the 30-40 age group, out of 8 respondents, 3 individuals (37.5%) expressed a preference for driving their car despite improved public transport, while 2 individuals (25.0%) stated a preference for using public transport. Similar to the previous age group, 3 respondents (37.5%) held a neutral opinion. For the 40-50 age group, only 2 respondents provided data. Among them, none expressed a preference for driving their car, while 1 individual (50.0%) indicated a preference for using public transport. The other respondent (50.0%) held a neutral stance. Within the 50-60 age group, out of 19 respondents, a substantial proportion of 14 individuals (73.7%) stated a preference for driving their car, even if better public transport was available. Only 1 respondent (5.3%) preferred using public transport, and 4 individuals (21.1%) held a neutral opinion. In the above 60 age group, out of 2 respondents, both individuals (100.0%) expressed a preference for driving their car, with none indicating a preference for public transport or holding a neutral stance. Overall, the data provides insights into respondents' preferences for driving a car or using public transport in the context of improved public transport in their area, across different age groups. It reveals that the majority of respondents, particularly in the younger age groups, still prefer driving their cars even if better public transport options are available. However, it is worth noting that a considerable number of respondents in each age group held a neutral opinion, indicating that they have no strong preference for either driving or using public transport. This suggests that factors other than age may also influence individuals' preferences, such as convenience, comfort, personal circumstances, or specific needs.

CHAPTER – 5

FINDINGS & CONCLUSION

5.1. INTRODUCTION

Car consumerism and conspicuous consumption serves as the culmination of an in-depth exploration into the intricate relationship between individuals, society, and their choice of automobiles. Throughout this research, we have delved into the multifaceted dynamics that underlie the act of purchasing cars, with a particular focus on the concept of conspicuous consumption. This chapter is dedicated to presenting the empirical discoveries we have unearthed and, ultimately, drawing insightful conclusions that contribute to a deeper understanding of the forces at play within the realm of car consumerism.

5.2. MAJOR FINDINGS

- **Preference of new car:** One of the major outcomes of the study emphasize that a significant number of individuals indicate a strong preference for purchasing a brand new car as their first car rather than opting for a used car. The reasons were that since it is the first car, they want it to be a new car. Moreover, it is been considered as a success and prosperity of the family. In addition, they seemed to consider it as one among the family members. The study also finds sentiment of people towards car is deeply intertwined with a sense of familial attachment. In this context, people often forge a profound emotional connection with their vehicles hence, almost all of them do not like to sell the first car they purchased with the emotional attachment to it. The emotional resonance attached to this experience plays a pivotal role in steering their purchasing decisions. Remarkably, an impressive 75% of the surveyed participants express a strong inclination towards procuring new cars, notwithstanding the higher financial outlay associated with such a choice. This outcome serves as a testament to the deep-seated value placed on the novelty, reliability, and prestige that a new car represents within the cultural and societal fabric. It signifies a collective willingness to invest in the unexplored potential, cutting-edge features, and pristine condition that a new vehicle embodies. In contrast, a more modest 25% of

respondents exhibit a preference for the alternative path of acquiring used cars. While these individuals recognize the potential cost savings and pragmatic considerations associated with purchasing a pre-owned vehicle, their numbers underscore the prevailing sentiment that, for a substantial majority, the allure of a new car transcends these practicalities.

- **Influence of family in car purchase decision:** An additional significant discovery stemming from this research underscores the crucial role that familial influence plays in driving individual's decisions to acquire automobiles. This revelation holds multifaceted implications, illuminating two distinct aspects that underscore the powerful sway of family dynamics on car purchasing behavior. Firstly, it highlights that a noteworthy proportion of respondents might not have chosen the specific car they ultimately purchased had it not been for the influence of their family. This suggests that external factors, such as personal preferences or alternative options, might have led them down different automotive paths. The familial factor, therefore, emerges as a compelling catalyst that redirects their choices and prompts them to select a car that aligns with collective family needs and aspirations. Secondly, the study unveils the intriguing possibility that, in the absence of familial considerations, respondents could have been inclined to opt for an alternate vehicle potentially even a used car. This observation underscores the malleability of preferences under differing circumstances and indicates that family influence not only shapes the choice of car model but could also extend to the decision between new and used vehicles. The family's weighty influence becomes a determining factor in whether an individual embarks on the journey with a new car or explores the more budget-conscious avenue of a pre-owned option. Specifically, an impressive 63% of the respondents attribute their decision to purchase a new car directly to familial pressure. This statistic underscores the prominent role of family dynamics in shaping the choice of a brand-new vehicle, overshadowing the influence of other factors such as peer pressure or spousal considerations within the same demographic. The dominance of family influence in this context reveals the profound importance of shared values, practical needs, and the collective vision of mobility within the family unit.
- **Perception of cars as symbols of social status:** Strikingly, the study's outcomes resonate with this very theme, shedding illuminating light on the complex interplay between cars and status. A noteworthy revelation from the research is the dominant consensus among

the majority of respondents who firmly assert that their vehicles serve as tangible manifestations of their social standing. This alignment between the findings and the study's primary objective underscores the societal significance ascribed to cars beyond mere modes of transportation. In effect, cars transcend their utilitarian function to become emblematic representations of personal achievement and societal standing. Interestingly, a minority of participants hold an opposing viewpoint, challenging the prevailing notion that cars symbolize status. This divergence in perspective introduces a nuanced dimension to the discourse, underscoring the diversity of opinions within the respondent pool. However, the true intrigue lies in the subset of individuals who adopt a neutral stance—a stance that epitomizes the captivating complexity of human perceptions. This neutrality is particularly captivating as it embodies a spectrum of ambiguity where respondents find themselves at a crossroads, unable to definitively align with either side of the status-symbol paradigm. This subtle uncertainty adds depth to the research, showcasing that the interplay between cars and status is far from a black-and-white phenomenon. The fact that individuals refrain from dismissing the notion entirely implies a tacit acknowledgment of the multifaceted nature of status symbolism in the context of automobile ownership. Diving into the numerical breakdown, it's evident that 48% of the respondents assert their car's role as a representation of their social status. This significant percentage reinforces the overarching theme that cars are indeed perceived as potent symbols of personal achievement and societal prestige. Conversely, a modest 18% of participants voice a contrary opinion, stating that their cars do not carry the weight of their status. This segment provides an interesting counterpoint, underlining the idea that not all individuals perceive their automobiles as extensions of their social identity. Equally intriguing is the fact that a substantial 38% of respondents remain positioned in the middle ground, adopting a neutral stance in this intricate discourse. This group's ability to pivot their perspective based on context reflects the nuanced nature of the relationship between cars and status. Their inclination to embrace flexibility suggests a recognition that the symbolism of cars can be malleable, influenced by different kinds of contextual factors.

- **Car as fashion item:** In the contemporary landscape of modern materialistic culture, a prevailing tendency emerges wherein individual's purchasing decisions transcend the realm of utility and instead pivot towards showcasing their affluence and social standing.

Among the prominent symbols of luxury, the car occupies a pivotal role, often becoming a canvas upon which people paint their aspirations for status and luxury. Notably, the empirical data harvested from the study aligns seamlessly with this prevailing sentiment, shedding light on the intricate dynamics between cars, fashion, and utility. An insightful revelation borne from the research underscores the prominence of cars as symbols of fashion within today's society. A substantial 47% of the respondents unmistakably identify cars as potent fashion accessories, emblematic of their stylistic sensibilities and a testament to their ability to indulge in lavish displays of wealth. This discernible inclination resonates with the broader societal shift toward conspicuous consumption, where possessions serve as visible markers of prosperity and standing. Conversely, an opposing viewpoint is championed by 30% of respondents who steadfastly regard cars through the lens of utility, emphasizing their practical purpose in fulfilling transportation needs. This perspective encapsulates a pragmatic approach that anchors car ownership to its fundamental role in facilitating mobility, underscoring the belief that a car is fundamentally a means to an end rather than an end in itself. Yet, the true intrigue lies in the segment comprising 23% of respondents who adopt a neutral standpoint a position that encapsulates the complexity of the matter. This contingent occupies an intriguing middle ground, suggesting a recognition of the multi-dimensional nature of the car's role in their lives. Their neutrality signifies an acknowledgment that the role of a car can oscillate between utility and fashion depending on context, demonstrating a keen awareness of the intricate interplay between function and aesthetics. This evolving paradigm captures the nuances of a culture where possessions extend beyond their practical utility, transforming into powerful symbols that communicate identity, aspiration, and a quest for societal validation.

- **Car as the representation of status:** The exciting interplay between individual's perceptions of cars and their social status continues to unfold, revealing a dynamic relationship that is both nuanced and multifaceted. The data collected from the study further accentuates the intricate nature of this connection, showcasing how responses can shift depending on the framing of the question. In the context of the present study, a notable 42% of respondents articulate the belief that acquiring a car can indeed elevate their social status. This perspective echoes the prevailing notion that cars, as visible and aspirational possessions, hold the power to signal affluence and enhance one's standing within the

societal hierarchy. Remarkably, a significant 37% of participants adopt a neutral stance on this matter, a definitive opinion in favor of acknowledging the complexity inherent in associating car ownership with social status. This neutrality signifies a recognition of the countless factors that can influence the relationship between cars and status, demonstrating a nuanced understanding of the intricate web of motivations that guide individual's perceptions and decisions. Drawing a compelling contrast with a prior finding, where 48% of respondents attributed their cars as representations of status, the current data indeed reveals a 7% decrease in this particular viewpoint. This decline highlights the subtle fluctuations that can arise when individuals are presented with different angles of inquiry. It underscores the malleability of responses, indicating that the perception of cars as symbols of status can be subject to context, prompting individuals to reevaluate or reconsider their initial stance. The interaction between these two sets of findings showcases the complexity of human cognition and the fluid nature of beliefs. It underlines how individual's perspectives can be shaped by varying degrees of introspection, contextual considerations, and the wording of questions. In this evolving discourse, the car remains a focal point—a tangible artifact through which individuals navigate the intricate landscape of social identity and personal significance. This narrative further enriches our comprehension of the intricate interplay between material possessions, societal aspirations, and the intricate nuances that define our contemporary culture.

- **Payment method for buying car:** An additional revelation emerging from the research casts a spotlight on the financial dynamics underpinning car acquisition, offering a noteworthy insight into the preferences and habits of respondents. The data underscores a striking trend wherein a substantial majority, exceeding 53% of participants, chose to acquire their cars through direct, full payment, without resorting to the option of availing a loan. This inclination toward making a complete upfront payment for a car is indeed an intriguing departure from the conventional norm, where loans and financing options often play a significant role in facilitating such purchases. The data underscores a robust sense of fiscal responsibility and a desire for outright ownership among a significant portion of the respondent pool. The fact that more than half of the participants opt for this approach highlights a multifaceted narrative. It suggests a financially astute demographic that places value on reducing debt burdens and exercising prudence in managing their expenditures. It

also hints at a desire for unencumbered ownership, where the act of possessing a car is intertwined with the satisfaction of having acquired it outright, free from the encumbrances of monthly payments. This data point serves to underscore the intricate motivations that drive individual's decisions regarding car acquisition. It showcases a population segment that prioritizes financial independence, responsible budgeting, and the tangible sense of accomplishment that accompanies a purchase unburdened by long-term financial commitments. In essence, the study's revelation regarding the prevalent choice of full payment for car purchases serves as a microcosm of the broader financial landscape, illustrating how individuals navigate the complex terrain of personal finance and ownership aspirations. This insight contributes to a more holistic understanding of how different factors, ranging from financial philosophy to personal values, interweave to shape the diverse landscape of car ownership within the context of modern society.

- **Next car purchase:** The research uncovers a fascinating spectrum of preferences among respondents regarding their next car purchase, signaling a notable diversification in propulsion system choices. The study reveals a rich tapestry of inclinations that shed light on the evolving landscape of automotive technology and individual priorities. A substantial majority, accounting for 55% of participants, express a continued affinity for internal combustion engine (IC engine) cars as their prospective next vehicle. This preference underscores the enduring appeal of conventional gasoline or diesel-powered vehicles, resonating with a segment of the population that values familiarity, established infrastructure, and a well-established driving experience. Interestingly, a noteworthy 23% of respondents are inclined towards embracing the future with electric cars, showcasing a rising interest in sustainable and eco-friendly mobility solutions. This trajectory reflects a growing awareness of environmental concerns and a willingness to embrace cutting-edge technology to reduce carbon footprints and reliance on fossil fuels. Furthermore, 18% of participants opt for hybrid cars, embodying a pragmatic approach that seeks to balance the benefits of electric propulsion with the convenience of traditional internal combustion engines. This choice represents a conscious effort to straddle both worlds, harnessing the efficiency gains of electrification while maintaining the practicality of conventional engines. Intriguingly, a modest 4% of respondents gravitate towards compressed natural gas (CNG) cars, signaling a niche preference for an alternative fuel source. This preference

likely stems from considerations such as cost-effectiveness, emissions reduction, and the availability of CNG infrastructure in certain regions. The collective pattern intertwined by these responses paints a vivid portrait of a dynamic consumer landscape, one that is characterized by a willingness to explore a diverse array of options for future car purchases. The study's findings showcase a populace that is open to embracing change and harnessing technological advancements in their quest for efficient, environmentally conscious, and well-aligned automotive choices. In essence, the study encapsulates the evolving ethos of modern car buyers, where considerations extend beyond mere functionality to encompass environmental impact, innovation, and adaptability to changing mobility paradigms. The diverse distribution of preferences underscores a shifting paradigm in the automotive industry, where alternative propulsion systems are gaining traction and reshaping the contours of individual choice in a rapidly changing world.

- **Feeling pride of car:** The research findings illuminate a profound emotional dimension tied to car ownership, revealing that the significance of a car extends far beyond its utilitarian function. A staggering 77% of respondents share a common sentiment of experiencing pride while behind the wheel, attesting to the deep-rooted emotional connection that cars forge with individuals. This insight underscores that a car transcends its mechanical attributes to become a source of personal satisfaction, joy, and a tangible expression of one's identity. The data speaks to the powerful symbolism that a car embodies in a person's life. It's not merely a mode of transportation; it's a testament to one's achievements, a manifestation of dreams realized, and a tangible reflection of personal aspirations. The pride experienced while driving encapsulates a range of emotions, from the thrill of accomplishment to the sense of dignity that comes from possessing a valuable asset. Remarkably, a mere 7% of respondents express a contrasting perspective, revealing that a small minority doesn't derive a sense of pride from their cars. While this group provides a counterpoint, the overwhelming prevalence of positive emotions underscores the pervasive influence of cars on individuals' emotional well-being and self-perception. Equally intriguing is the presence of a segment—comprising 16% of respondents—who adopt a neutral standpoint. This group's neutrality hints at a diverse spectrum of emotions and experiences associated with car ownership. Their lack of strong affirmation or negation suggests a nuanced relationship, possibly influenced by varying circumstances, contexts,

or personal attitudes. In essence, the study's findings underscore the multi-faceted role that cars play in people's lives, transcending their functional purpose to become emblematic of pride, happiness, and a sense of dignity. The emotional resonance associated with car ownership reflects the complex interplay between material possessions and personal identity, underscoring the car's status as a tangible embodiment of dreams, aspirations, and the journey of life itself.

- **Usage of personal car over public transport:** The study delves into the intricate dynamics between personal vehicle usage and the potential enhancements in public transportation. The data paints a vivid picture of individual's attitudes and inclinations in a landscape where mobility options are evolving. A notable 53.3% of respondents signal a resolute attachment to their personal vehicles, even in a scenario where public transportation systems are significantly improved. This preference speaks to a deep-rooted connection between individuals and their cars, suggesting that factors beyond mere convenience drive their choices. This sentiment reflects the intrinsic bond individuals share with their vehicles, which encompasses more than just a mode of transportation it symbolizes autonomy, familiarity, and personal space. Conversely, a smaller yet noteworthy subset, comprising 13.3% of respondents, express an inclination toward embracing improved public transportation options. This perspective suggests a willingness to embrace more sustainable and communal modes of travel, even if their personal cars are available. This group's stance underlines the recognition of the broader societal and environmental benefits associated with utilizing public transportation, signalling a degree of forward-thinking and adaptability. An intriguing facet arises from the significant proportion 33.3% of respondents who adopt a neutral stance. This contingent embodies a spectrum of attitudes that range from ambivalence to the inability to decisively choose between personal vehicles and improved public transportation. This neutrality suggests a nuanced outlook, potentially influenced by factors such as convenience, cost, and individual circumstances. In essence, the study's findings underscore the complexity of individuals' mobility choices and the intricate balance between personal preferences and evolving societal considerations. The data reveals a landscape where personal vehicles hold enduring appeal, yet a notable segment remains open to exploring and adopting more efficient, sustainable, and community-oriented modes of transportation. The neutral stance

further emphasizes the intricacies of this decision-making process, highlighting the diverse array of factors that influence individuals' choices in an ever-changing urban mobility ecosystem.

- **Distinct age groups and car preference:** The study's intriguing discovery reveals a complex pattern that correlates individual attitudes and preferences towards cars with distinct age groups. This segmentation sheds light on the complex interplay between generational perspectives and perceptions, offering a deeper understanding of how societal views towards cars and status evolve over different life stages. Among the insights, it becomes evident that respondents falling within the age brackets of 20 to 30 and 50 and above exhibit congruent feelings and preferences. This intriguing alignment underscores a commonality between the youngest and the more mature generations. Despite the apparent differences in life experiences and technological exposure, this group's shared sentiments suggest a universal perspective that transcends age divides. Conversely, a compelling divergence emerges within the age group of 30 to 50. Individuals falling within this range display consistent opinions and feelings concerning cars and their societal significance. This shared viewpoint highlights the unique dynamics and influences that shape the perceptions of individuals navigating the middle years of their lives. It could signify a phase where societal expectations, financial considerations, and family responsibilities converge to create a distinct lens through which cars are perceived. This age-based pattern opens a window into the evolution of societal norms, aspirations, and personal values. It underscores the ever-changing interplay between individual identity, generational shifts, and the role that cars play in expressing status and aspiration. The study's findings suggest that as individual's transition through different life stages, their perspectives on cars and status may converge or diverge based on a complex interplay of societal, economic, and personal factors. The study's identification of a pattern between age groups lends a valuable dimension to the exploration of cars as status symbols. The congruence and divergence within different age brackets provide insights into the multifaceted influences that shape individual's perceptions and choices regarding automotive ownership. This discovery enriches our understanding of the intricate relationship between personal identity, societal norms, and the role of cars in expressing status and aspirations across the diverse landscape of age groups.

5.3. CONCLUSION

In a world shaped by modern materialistic culture, the relationship between individuals and their cars transcends mere utilitarian purposes, revealing a deeply intricate and emotional connection. This study unveils a multifaceted narrative that underscores the significance of cars as symbols of identity, status, and aspiration. It becomes evident that cars hold a unique place in people's lives, serving as more than just modes of transportation. From the findings, it is clear that the allure of a new car resonates strongly, with a majority of respondents opting for new vehicles despite potential cost considerations. This aspiration for novelty is magnified by the emotional ties people establish with their cars, often likening them to cherished family members. These sentiments, intricately woven into the fabric of cultural values, drive a significant portion of individuals to seek the experience of driving a brand-new car as a rite of passage. A recurring theme emerges as family influence becomes a powerful catalyst in car purchasing decisions. The study reveals that family considerations play a pivotal role in shaping the choice of car model, reflecting the cultural and emotional significance of car ownership. This familial bond further extends to the perception of cars as symbols of social status, with a significant majority associating their vehicles with pride, happiness, and a sense of dignity. Such sentiments not only underline the deep personal connection but also signal a broader societal acknowledgment of the role cars play in conveying success and achievement. The data also paints a portrait of shifting preferences and evolving attitudes towards automotive technology. The rising interest in electric and hybrid cars, coupled with a substantial willingness to explore alternative propulsion systems, mirrors a growing consciousness of environmental responsibility and a desire for sustainable mobility solutions. This dynamic shift signifies a willingness to embrace change and align car choices with broader environmental considerations.

Furthermore, the study highlights the intricate interplay between age groups and their perceptions of cars. Generational nuances manifest as distinct patterns, reflecting the evolving priorities and influences that shape individual viewpoints over time. This age-based analysis provides insight into how societal norms, life stages, and personal values converge or diverge, influencing the intricate relationship between cars and status. In essence, this study uncovers a narrative that extends beyond the mechanical aspects of cars. It delves into the realm of emotions, aspirations, and societal dynamics, painting a vivid tapestry of human behaviour and cultural values. The car

emerges as a powerful symbol—one that represents personal achievements, societal standing, and the journey of life itself. As our world continues to evolve, the relationship between individuals and their cars remains a testament to the intersection of personal identity, societal values, and the ever-changing landscape of mobility.

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APPENDIX

QUESTIONNAIRE

1. Name
2. Age
3. Gender
 1. Male
 2. Female
 3. Others
4. Marital Status
 1. Single
 2. Married
 3. Divorced/Separated
5. Educational Qualification
 1. Primary School
 2. Middle School
 3. High School
 4. Higher Secondary School
 5. Under Graduate
 6. Post graduate
 7. Others
6. What is your current occupation?
7. What is your annual income?
8. When did you buy your first car?
9. What is the brand of your car?
10. Model of your car?
11. What kind of car did you buy?

1. New car

2. Used car

12. Do you prefer a new car or a used car?

1. New car

2. Used car

13. How did you buy your first car?

1. Gift

2. Loan

3. Full payment

14. On whose name is the car registered?

15. What kind of car do you prefer?

1. Hatchback

2. SUV

3. Sedan

4. MUV

5. Pickup Trucks

16. Number of cars you own?

1. 1 car

2. 2 cars

3. More than 2 cars

17. Who/What influence you when you buy a car?

1. Peer pressure

2. Lover

3. Family

4. Friends

5. Brand image

6. Advertisement

Other:

18. Why did you choose this brand?

1. Easy maintenance
2. Mileage
3. Availability of service centers
4. Performance
5. Status Symbol

19. How long did you collect pre-purchase information before buying a car?

1. Less than 2 weeks
2. 2 weeks - 1 month
3. 1 month - 3 months
4. 3 months - 6 months
5. More than 6 months

20. Why did you choose this particular model?

1. Price range
2. Popularity of the model
3. Performance
4. Mileage
5. Design and features

21. Who uses the car most?

1. Myself
2. Life partner
3. Parents
4. Friends
5. Other family members

22. Who pays for your car maintenance?

1. Parents
2. Life partner
3. Myself

Other

23. Does your car fulfill its purpose?

1. Yes
2. No
3. Neutral

24. What is your satisfaction level with your current car?

1. Very satisfied
2. Satisfied
3. Neutral
4. Dissatisfied
5. Very dissatisfied

25. Does your car represent your status?

1. Yes
2. No
3. Neutral

26. Do you consider the car a fashion item?

1. Agree
2. Disagree
3. Neutral

27. Have you modified your car to look better?

1. Yes
2. No

28. Have you done coating/PPF on your car?

1. Yes
2. No

29. How much money would you spend on your car after the purchase?

1. Below 1 lakh
2. Below 3 lakhs
3. Below 5 lakhs
4. Over 5 lakhs

30. Do you think purchasing a car can raise your social status?

1. Agree
2. Disagree
3. Neutral

31. Do you care that, other people see what car you are using when you go out?

1. Strongly care
2. Do not care
3. Neutral

32. Did you buy your car using a loan option?

1. Yes
2. No

33. Do you still pay your car loan?

1. Yes
2. No

34. How important is the resale value of a car to you?

1. Doesn't matter much
2. Moderate resale value
3. Highly important

35. How long do you wish to keep the car with you?

1. Less than 5 years
2. Less than 10 years
3. Less than 15 years
4. For Lifetime

36. Which type of car do you use now?

1. IC Engine (Petrol, Diesel)
2. Hybrid car
3. CNG car
4. Electric car

37. Which type of car would you prefer to buy next?

1. IC Engine (Petrol, Diesel)
2. Hybrid car
3. CNG car
4. Electric car

38. Which type of transmission do you prefer?

1. Manual transmission
2. Automatic transmission

39. Do you see the types of cars and transmissions as a trend?

1. Yes
2. No
3. Neutral

40. Did your purchase decision be influenced by these trends?

1. Yes
2. No
3. Neutral

41. Did you buy a car completely based on cost efficiency in your mind?

1. Yes
2. No
3. Neutral

42. Were you aware that so many other factors influenced your purchase decisions?

1. Yes
2. No

3. Neutral

43. Did you buy the car you used because you liked it? Or was it because of societal /family pressure?

1. I liked it

2. Societal/ Family pressure

3. Both

44. Do you feel pride while driving your car?

1. Yes

2. No

3. Neutral

45. If the area you live in has better public transport, would you still prefer driving your car or using public transport?

1. Yes

2. No

3. Neutral