

# The Parameters Influencing Consumer Decision Making In Sports Utility Vehicle Launch Event Attendance

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**ABSTRACT:** This study is based upon a sample survey on consumer SUV launch event selection and attendance with regard to SUV product launches and the various processes involved in this area. Many strategies are involved in the decision making and few of them indicate new insights to the field of SUV launch event marketing and SUV launch event management. The process is quite complex as it involves variety of factors associated both with SUV launch event like nature of SUV launch event, objective, psychological, consumer values, societal influences and the pattern of their SUV launch event attendance and so on. The survey is done with a view to understanding the various influences that had enabled them attend a particular SUV launch event say SUV product launch. Questions for their not attending an SUV launch event to unravel the various factors that are involved in changing a positive attendance and their influence on the consumer decision process. The study revealed finer details of the parameters involved in the process of consumer decision of SUV launch event selection and attendance and gave insights (1) to enable a detailed analysis on the demographics of the consumers who have attended SUV launch event (2) to know the influence in the decision making on event attendance. The survey is done with a view to understanding the various influences that had enabled them attend a particular SUV launch event.

**KEYWORDS:** Event Attendance ,SUV Launch, Event attendance, Digital channels, Consumer decision making

## I. INTRODUCTION

The term **Consumer** refers to (i) A purchaser of a goods or service in retail. (ii) An end user, and not necessarily a purchaser, in the distribution chain of a good or service. **Consumer decision making** is a process by which a (1) consumers identify their needs, (2) collect information, (3) evaluate alternatives, and (4) make the purchase decision. These actions are determined by psychological and economical factors, and are influenced by environmental factors such as cultural, group, and social values. But this is not enough to define consumer behavior clearly; basically it involves consumer's whole activities before buying the product, during and after consumption. "Consumer behavior entails all consumer activities associated with the purchase, use and disposal of goods and services, including the consumer's emotional, mental, and behavioral responses that proceed, determine, or follow these activities". (Kardes, Cline & Cronely 2008, 8) The definition indicates that consumers process many thoughts, feelings, experiences when buying products and also consuming products. For example, when someone wants to buy a gadgetry for the first time, he would probably first think what kind of gadgetry he needs and how much he can afford for it and then he would probably ask some of his friends experiences about the various brands, different models or manufacturers so that he can gather some information beforehand. He would also look for some information from internet, visit some companies' websites or he might visit some expos personally to gather some information from the sales man and company representatives.

There might be some other psychological issues involved in the buying process, for example he might think of getting a product which is better than his neighbor's, He would also think of getting a product which fits his personality. So all

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these thoughts and feelings involved in the buying process but this is not the end. Some other factors while using the gadgets which would affect buying another one for his own or suggesting others. For example, if he has a bad experience he would probably not go for the same.

Let's take another example which is more related with this study. People usually go to a product launch event for having fun and enjoying some relaxing free time, beside this there are many other things that effect on making decision for attending an product launch event. For example, the decision might depend on whether the friends are a close relative, or their whole family are also going to the launch event or not. This is because generally people tend to attend an launch event with friends and family. If friends and family are unable to attend they might even change their decision and not attend the product launch event that they wanted to go to. The line-up, ticket price, product launch event environment, product launch event management team, previous experience also have great impact on the decision making process of attending a particular product launch event. Kardes (2008) has given an excellent outline on the various processes involved in the decision making of a customer for choosing the consumer activity which holds good for product launch event selection and attendance also.

Consumer behaviour has a strong correlation with Consumer activities and consumer emotional aspects. A careful analysis of these will enable understanding the consumer decision making process. If you know your customer fully you can tailor or influence his/her/their decisions. Launching events enable you interact with the customer and help the customer as well as the companies. The impact of society and societal environment also has a great influence on the customer environment. The hierarchical relationship has been dealt clearly by peter and Olson (Peter & Olson 2008, 260) that indicates how various levels of the social environment can influence consumers. For example, brand communities and consumer tribes is a group of people who use same kind of products or services and build up a relationship among them even though they do not live near each other which makes them different from other group. Sometime the company organizes some get-together launch events for the brand community and launch eventually it helps the company make the consumers loyal to the products or services. (Solomon 2011, 412)

Another type of reference group is aspirational reference group. In this type of group, people are likely to be successful in their respective fields such as business, sports, media, etc. Many marketers apply the technique of using these reference groups for promoting their products or services as people tend to follow their favorite star or idol's activity. (Solomon 2011, 413). Many such studies are carried out abroad and inland to understand the mechanism of decision making of the individual and organizational consumer patterns in festive attendance. Many strategies are involved in the decision making and few of them indicate new insights to the field of product marketing and product launch event management. The process is quite complex as it involves variety of factors associated both with product launch event like nature of event, objective, and psychological, consumer values, societal influences and the pattern of their product launch event attendance and so on. All these studies reveal interesting revelations on the practices and trends in understanding consumer decision making on events.

## **Sports Utility Vehicle (SUV) product Launch events:**

SUV segment is booming and purchase of SUV's are growing at a steady rate in India, to the tune of 10% of the total car market. Sravan D (2014) has reported an expected 25% market share increase in sales in 2010 when both SUVs and MUVs (multi utility vehicles) are clubbed together. This segment, with its pricing range from Rs. 6 lakh- Rs. 1.5 crore, is growing at approximately 16% annually with sales of around 367,000 units in 2012. Raj NPM (2013) has reported on the preference of a given brand of SUV and MUV and has explored in terms of six factors like Product reliability, cost, appeal, frequency of digital promotions offered, trustworthiness and customer association towards brand. He has concluded that there is a need for marketers to take these six factors into consideration when crafting product innovations in the SUV segment of Automobile market. Sports lovers and sports persons with some special attributes and their friends show significant attendances to SUV launches of all brands to seek information about the specifications and variants offered. However no attempt has been reported to explore the relationship between SUV launch event attendance and purchase decision making. *This study is carried out to understand the finer details of the parameters involved in the process of consumer decision of SUV launch event selection and attendance and may provide insights (1) to enable a detailed analysis on the demographics of the consumers who have attended SUV launch event (2) to know the influence on the decision making on event attendance.* The study has been carried out for the first time in Chennai area with a sample size of 100 using convenience sampling technique. The study revealed male respondents attended more than female. Based on the analysis the youngsters and middle aged attended more than the older groups. Professionals attended more than other occupation holders. The study revealed that more degree holders attended the launch event than non degree holders. Learning from the launch event was more compared to other reasons. The information about the launch event has been obtained largely from SNS than other listed traditional medias. The study will definitely aid all the brand promotion in SUV's in Chennai area in particular and similar locations elsewhere.

## **II. RESEARCH METHODOLOGY**

Based on the objectives of the study Chi squared which is available in cross tab through SPSS is used to test whether there is a significant association between gender, and reasons for attending events based on friends and family

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**Hypothesis H0:** There is no significant association between Gender and reasons for attending SUV launch event

**Hypothesis H1:** There is significant association between Gender and reasons for attending SUV launch event.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.186 <sup>a</sup>	4	.186
Likelihood Ratio	6.668	4	.154
Linear-by-Linear Association	.199	1	.655
No of Valid Cases	100		

a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.12.

The calculated value is 6.186 and it has its level of significance .186 at degree of freedom 4. In SPSS , if the significant value is greater than 0.05 then accept null hypothesis reject alternate hypothesis. Hence there is no significance association between gender with event attendance

### Correlation

### Correlations

		Reasons for attending events (AE)	Source of information(SOI)
Reasons for attending events	Pearson Correlation	1	.821**
	Sig. (2-tailed)		.000
	N	100	100
Source of Information	Pearson Correlation	.821**	1
	Sig. (2-tailed)	.000	
	N	100	100

H0: There is no significance Relation between reasons for attending SUV launch events with the source of information on event launch(promotional media).

H1: There is significance Relation between reasons for attending SUV launch events with the source of information on event launch (promotional media).

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The correlation between source of information and reasons for attending event is  $r = 0.821$  and significant value is 0.000. This indicates that source of information and reasons for attending event are not independent of each other. Here the value of  $r$  is 0.821 and is considered to be a strong correlation according to Kothari (2004).

### III. CONCLUSION

The consumer decision making process is quite complex. This is due to the variety of factors related to both SUV launch event like SUV launch event nature, objective, demographic values like age, gender, educational qualification and psychological variables and consumer mindset and the various parameters for event attendance and Societal influences. The data collection is done with a view to understand the various influences that made them attend a particular SUV launch event and their purchase decisions with various demographic factors involved in purchase decision of SUV. The results of the study are discussed which revealed finer details of the parameters involved in the process of consumer decision of SUV launch event selection and attendance and gave insights (1) to know the demographic characteristics of event attendance, (2) to know the important reasons for the SUV launch event attendance that lead to purchase decision. Demography has less effect on event attendance. One of the most important hypotheses from the company's point of view was that the attendance to the Product launch have a significant influence on the decision making in attending event and it was proved with the positive responses from the survey result. This hypothesis test result strengthened the use of digital channels for promoting launch events as company's own thoughts and encouraged them to develop the launch programme planning tool with high enthusiasm through e channels which influences event attendance. Future result can be focused in to developing a consumer behavior model for developing various digital marketing channels

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