

A comparative study on Consumer Buying Behavior for Second hand Cars in India

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ABSTRACT

The secondhand automobile industry of India is one of the largest growing industries in the nation. With the ease of availability of automobile loans, the rise in salary structures and higher buying capacity of the middle income class, there has been a spurt in cars plying on roads. Post Covid people are hesitant to commute via public transportation. Family-friendly little automobiles are in high demand. Thus cars started becoming a necessity rather than luxury. This rise started to boom when owners termed their cars as "Certified Used Cars", as they are provided warranty and certified quality from the car dealers. This study investigates and explores the relationship between variables which affect consumer buying behavior for used cars in India. It also attempts to understand used car market in India. Questionnaires were distributed to respondents living in across India who have purchased the used car. The total sample consists of 55 respondents. The result of this study provides evidence and insights about the relationship between the variable which affects consumer buying behavior for used cars. The study reveals the significant relationship between family income and the main purpose of buying it; gender and model of the car, kilometer driven were also taken into consideration. This study provides valuable insight toward the understanding on how different factors provide the base for purchase intention and affects the consumer buying behavior of second-hand cars.

Key words: Preowned cars, Car Market, Consumer buying Behavior, purchase intention.

INTRODUCTION

In the contemporary global economy, having an automobile is a key indicator of a nation's economic progress. Life without vehicle is just beyond imagination these days. The percentage of people who own cars is an indication of how economically and socially developed a nation is. It is a big catalyst for the growth of the transport sector on the one hand, and aids the industrial sector in expanding more quickly and creating large job possibilities on the other.

An individual's progress graph can be calculated based on the automobiles he uses for both his daily tasks and for pleasures and riches of happiness, prestige, and style, making it more than just a national economic indicator. India's economy is growing at a very fast rate, the automobile industry in India is one of the largest in the world and one of the fastest growing globally.

Next to buying a home, buying a car is typically the second-most significant and expensive decision that a person will make. For automotive manufacturers, second time car buyers provide an opportunity to rebuild and showcase a positive brand image, which will undoubtedly be reflected in future years as repeat car purchases are likely to increase. In marketing, the idea of "buying behaviour" is crucial and has changed over time.

An estimated 4.4 million used cars were sold in India in FY2021-22, being the second most populous nation in the world. This suggests that there is a significant demand across many industrial sectors. The auto business is not an exception in this sense. India's domestic market for automobiles is very active. Particularly the domestic passenger automobile market in India has grown phenomenally during the past several years.

The Indian vehicle market is expanding for a number of reasons, including:

- More individuals have disposable income as the economy expands.
- Growing need for mobility as a result of urbanisation and leisure travel.
- Car financing solutions are offered by financial institutions at fair interest rates.

- The proximity of servicing facilities and spare parts.
- Infrastructure improvements for the highways.

Arrival of new and existing models, simple access to financing, affordable prices, and the assurance of top-notch service have all boosted consumer demand for automobiles and contributed to the Indian passenger car industry's steady expansion. There are various considerations that consumers make while purchasing a secondhand car, which ranges from fuel efficiency and safety to reliability and resale value. Car prices are increasing as the auto business changes quickly. New cars, so to speak, are becoming more expensive every year, making them a very high value investment for the average person especially post Covid where public savings to some extent have been evaporated, people rather than choosing public transport, now prefer second-handed vehicle. Consumers should buy car models that are more affordable, have lower variable and service costs, have longer lives, and perform better than cars built by a different manufacturer, according to market research, which is crucial to understanding consumers' thoughts and future expectations. Ironically, despite the continual price increase, a car's average lifespan is decreasing, which is good news for anyone looking to acquire older cars, in other terms second hand cars have an up hand because they tend to depreciate less than new cars. Plus more and more contemporary automobiles are now entering the used car market as a result of manufacturers releasing newer versions of their models sooner now than they did a few years ago. However, the pre-owned car market is largely driven by supply and not demand. At present, Indian auto industry contributes 5% to the nation's GDP and contributes nearly 17% of total indirect tax collection of India, whereas the case of supply and demand factors are different in the new car market. The average ownership period of a car is coming down to about three to five years compared to eight to 10 years about a decade ago, said Bansal. "In many cases, a three-year-old vehicle is as good as a new one, which encourages the buyer to go for a used car." Despite the growth in the second hand market, it is largely unorganized. According to the Indian Blue Book report, only 18% of this market is under organized channels, as of 2018-19, up from 15% two years ago. Though the number of transactions in the pre-owned car market is higher than in the new car market, the percentage of these transactions getting formal financing is very low. Only about 17% of used cars get financed compared to 75% in the new car space. Future efforts in this area would be intensely competitive in order to claim a piece of the Indian passenger automobile industry. As a result of the introduction of numerous competing items, the domestic sector may become a buyer's market. Consumers may benefit from this, but manufacturers must recognise the key factors that affect purchasing decisions in order to develop a winning marketing plan.

Objectives

- To understand the pre-owned car market in India.
- To study how economic and social factors post Covid has affected the shift in buying behavior of customers.
- To study the preference of customers towards the purchase of pre-owned car.
- To explore the factors influencing the purchase behavior of customers towards the purchase of a pre-owned car.
- Necessity V/S Luxury

LITERATURE REVIEW

Each person has a different need for a second car, and each person's intention to purchase one is the result of a variety of independent needs. The need for recognition and style may be of the actual state type, where the client knows they need a car, or it may be of the wanted state type, where the desire for something new or the desire to advance socially may be the reason to buy another car. When a need is finally recognised, the client is forced to execute the following series of steps to meet it. These may be categorized as intrinsic and extrinsic cues. The overall qualities of the product have a significant impact on the overall benefit to the consumer. In the actual world, consumers are never fully informed about the nature of the product, its accessibility, and other pricing options. As a result, the majority of consumers rely on firm reputation and brand identity. According to the definition of a brand given by the dictionary, it is "a distinctive name and/or symbol (such as a logo, trademark, or pack design) intended to identify the goods and services of either one seller or a group of sellers and to differentiate those goods or services from those of competitors". (Manish Kumar Srivastava, A.K Tiwari). Brand names are perceived as indicators of quality, which lowers risk and search expenses for potential customers.

A secondhand car can be significantly less expensive than a new one. Less depreciation occurs, and car finance is very simple to arrange. An investigation was done, and it was discovered that India needs 1.4 million used automobiles each year. India is one of the biggest marketplaces for automobiles in the world. Easy access to financing and rising income levels are driving the introduction of new automobile models, which has been fueling the industry's phenomenal expansion over the past few years. (Nikhil Monga, Bhuvender Chaudhary, Car Market and Buying

behavior). Additionally, the advent of numerous foreign competitors has benefited the used car industry. Consequently, it is projected that the demand for used cars would continue to increase dramatically in the future.

The Indian used automobile market has a lot of potential, according to the most recent study on the subject. By the end of 2014, the market is projected to have grown at a CAGR of almost 22% between 2011 and 2014. E-Services Private Ltd. Owners of used cars have an advantage over prospective purchasers in terms of knowledge regarding the caliber of their vehicles. While owners of good automobiles will hang onto theirs, those with bad cars will attempt to sell them to unwary customers. As a result, the quality of traded cars should be below average. The inclination of new vehicle dealers who sell both new and used cars to sell trade-ins on the wholesale market sets them apart from used car dealers, who solely sell used cars.

According to models of adverse selection, the dealer type that sells a greater percentage of its trade-ins on the wholesale market will typically sell cars of higher quality and command higher prices. According to economic studies, the cost of secondhand cars decreases steadily and exponentially as they get older. Studies and research have shown that the luxury car market is expanding at a consistent rate of 25% each year as more and more high-end vehicles enter the Indian auto market. HNI prefer luxury vehicles (High Net worth Individuals). For a variety of reasons, HNI wishes to stand apart from the crowd. (Abad & Jaggi)

The unexpected acceleration of the luxury car market in India is due to a shift in consumer attitudes, as the focus has shifted from affordability and price concern to design, quality, and pleasure. The study also sheds light on factors that affect the demand for luxury vehicles, such as political-government taxation, corporate sentiment, import-export regulations, and political stability.

- Demographic characteristics including spending power, income growth, and consumer trends.
- Customer demands, such as indulgence, prestige symbolism, and technology aspects.
- Socio-cultural elements, such as a person's lifestyle and personal preferences, which influence the kind of car they choose. Social norms that influence people's choices between owning and using cars against other forms of transportation.

This paper examines the country of origin as well as various factors that affect consumers' purchase intentions. It also highlights the connections between these factors and consumers' purchase intentions. Studies show that individuals care about the countries from which things are created and take these locations into account when assessing the quality of the product. Country stereotypes and consumer preferences have an impact on the intention's goal. People might become sensitive to a country's political system, culture, and economy. (K. Vidyavathi)

The intention of consumers to make purchases is influenced by a variety of circumstances. Even if people can assess all of a product's inherent qualities by expressing it, research and methodology have proven that external cues have a greater impact on consumer product evaluation. One of the extrinsic cues is the type of used car, and it is undeniable that this has a significant impact on the decision-making procedure.

Buying Process

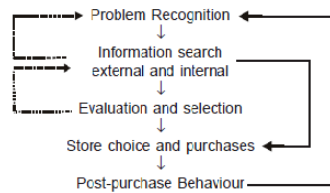


Fig. 1.5 Decision Process.

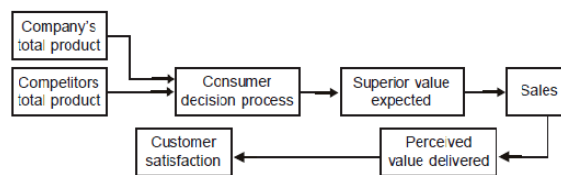


Fig. 1.6 Creating Satisfied Customers.

Source: Adapted from Hawkins, Best, Canly, *Implementations of Marketing Strategy*.

In this model, the consumer passes through five stages: problem recognition, information search, evaluation and selection of alternatives, decision implementation, and post-purchase evaluation.

- **Problem Recognition:** According to this information processing paradigm, a buyer's decision to purchase anything happens when they become aware of a problem or need. For instance, a month or a year later, one of our respondents might come to a different conclusion regarding that car. Consumers frequently experience issues of this nature. A problem is identified if they discover a discrepancy between the desired and actual states.
- **Information Search:** When a customer runs across a problem, he or she is probably going to look for further details. Simply said, a customer may focus more on the details of a particular car's product. He/she starts paying closer attention to automobile advertisements, cars friends buy, and peer discussions about cars. Or, you may look for information more actively by going to stores, speaking with friends, or reading computer magazines, among other things. The consumer can learn more about various brands that compete in the market, as well as their features and qualities, by acquiring information.
- **Evaluation and Selection of Alternatives:** How does the consumer digest information about competing brands and assess the worth of the brands? Unfortunately, there isn't a single, straightforward evaluation method that can be used by all consumers or by one consumer in every purchase circumstance. However, a prevalent viewpoint regards the appraisal process as being cognitively motivated and logical. According to this perspective, a consumer is attempting to address the issue and ultimately meeting their need. In other words, he or she will search for benefits from the product that will help solve problems. The consumer then searches for goods with a certain set of characteristics that provide the advantages. In order to meet his or her demands, the consumer therefore views each product as a collection of qualities that can be delivered in varying degrees.
- **Decision Implementation:** To actually carry out the purchasing decision, however, a customer must choose certain products (brands) and particular stores (where to buy) in order to address the issues. In reality, there are three possible approaches to making these choices: concurrently, item first, outlet second, or outlet first, item second are all possible options. Consumers frequently choose between multiple stores and brands at the same time.
- **Post-purchase Evaluation:** The sort of pre-purchase decision-making process has a direct impact on post-purchase evaluation procedures. The degree of consumer interaction in the purchase process is directly significant here. Purchase involvement, often known as "the level of care for or interest in the purchase" situation, affects how thoroughly a consumer researches a product before making a decision to buy it.

RESEARCH METHODOLOGY

A research methodology gives research legitimacy and provides scientifically sound findings. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable. A researcher's methodology allows the reader to understand the approach and methods used to reach conclusions.

Research Design: Descriptive research design

Primary Data

The primary data has been collected through semi-structured questionnaire and review of literature from a sample of 5 unorganized pre-owned car dealers and 55 Random Students in Indore.

Secondary Data

The secondary data has been collected from various auto magazines, journals, newspapers and online information related to the pre-owned car Market.

Sampling Size– 55

Sampling Method – Google Form

In this paper an attempt is made to-

- Study & Classify Second hand Car market based on segments like – Hatch back, Sedan, Off road SUV and Luxury Car.
- Study on purchase decision process.
- Broad classification of behaviors (being brand specific) and their effect on various car segments.
- And various other Criteria's

Research Questions

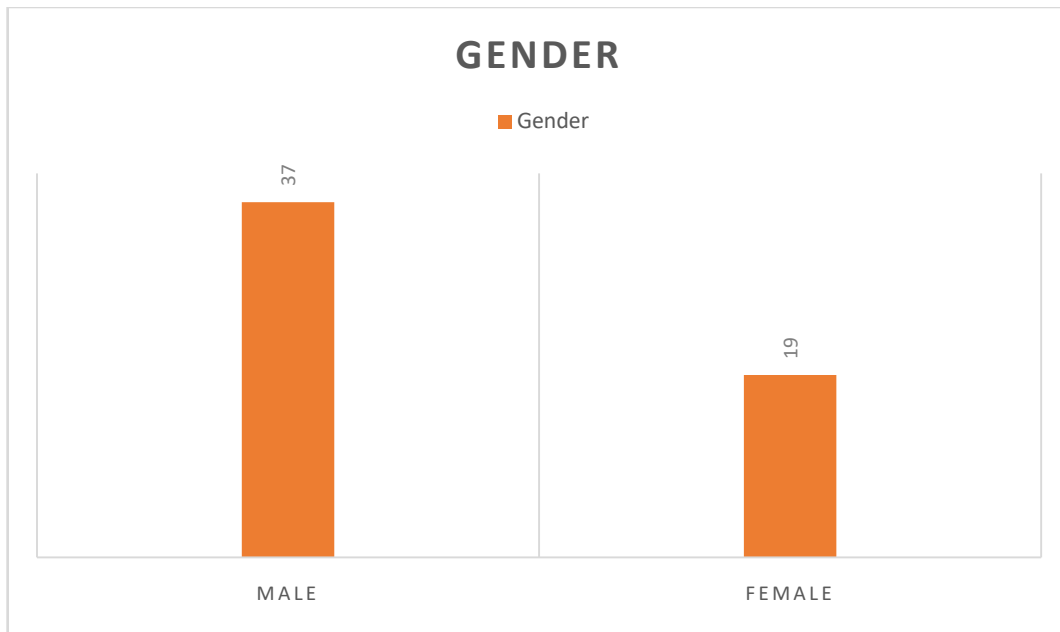
1. Full Name
2. Age
3. Gender
4. Which one would you prefer?
5. If second hand then why would you prefer second hand car?
6. Are you brand specific? (Yes/No) Specify which brand and why?
7. What type of secondhand car would you prefer?
8. Which years car model would you purchase?
9. Kilometer Driven criteria
10. At what price range are you comfortable in buying?
11. Would you like it with warranty

DATA ANALYSIS AND INTERPRETATION

Primary Data

Gender Of Respondents

| Gender | Frequency |
|--------|-----------|
| Male | 37 |
| Female | 19 |



Findings:-

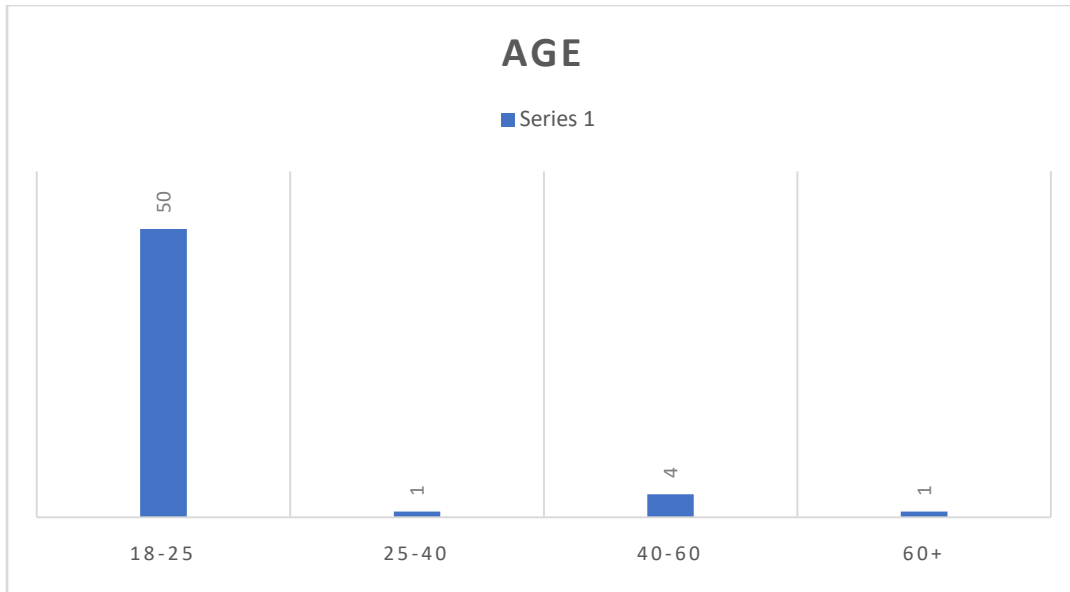
66% Of Respondents are Male
 33% Of Respondents are Female

Interpretation:

The Gender is the Prime Important factor and the male is dominating the auto sector and remote sector is growing.

Age Of Respondents

| Age | Frequency |
|-------|-----------|
| 18-25 | 50 |
| 25-40 | 1 |
| 40-60 | 4 |
| 60+ | 1 |



Findings:-

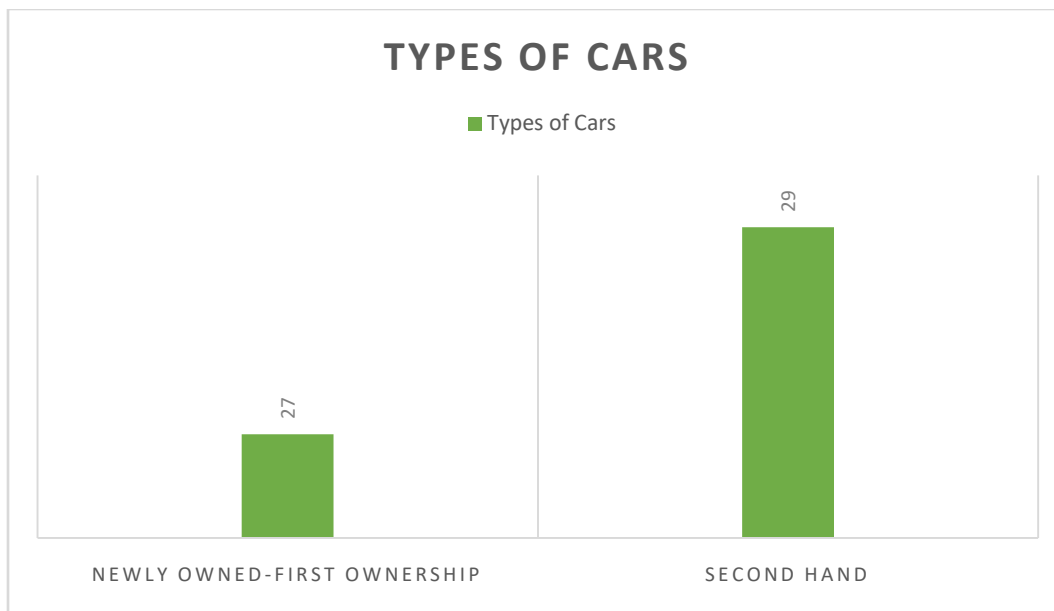
- 89.2% Of Respondents are of Age 18-25
- 1.7% Of Respondents are of Age 25-40
- 7.14% Of Respondents are of Age 40-60
- 1.7% Of Respondents are of Age 60+

Interpretation:-

The other demographic classification is the age of Respondents, as India is having very significant portion of young population so there are more than 89.2% of the group are in age group of 18-25 willing to have cars.

New Car Or Second Hand Car

| Types | Frequency |
|------------------------------|-----------|
| Newly Owned- First Ownership | 27 |
| Second Hand | 29 |



Findings:-

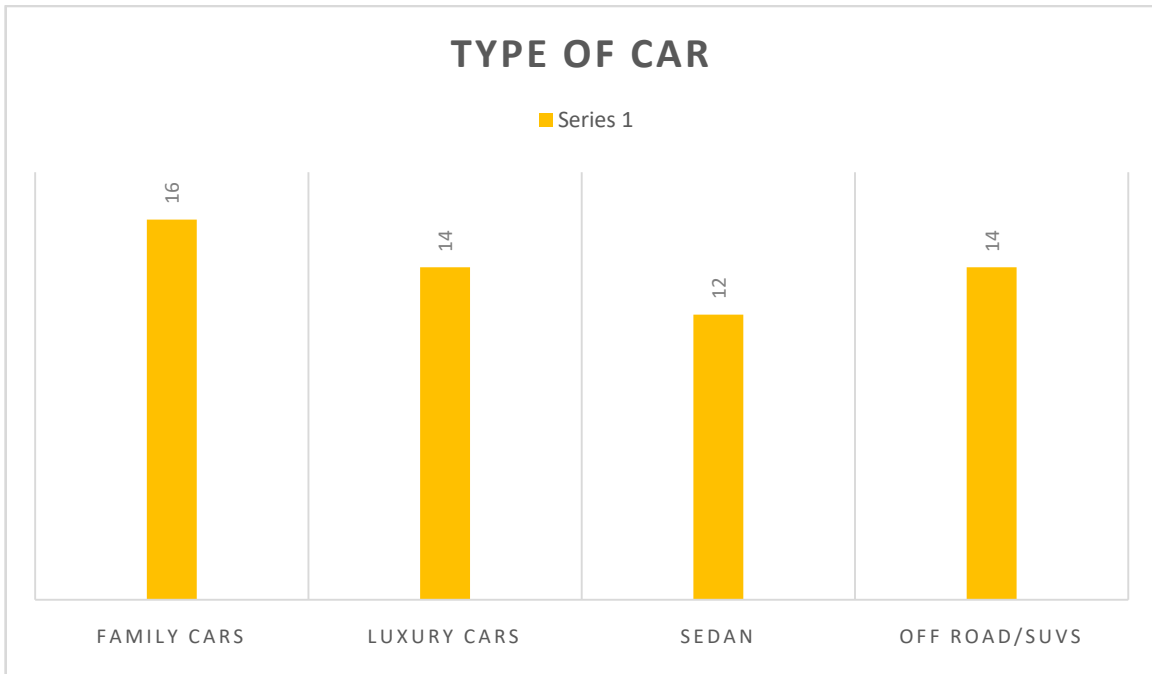
- 47.3% of Respondents have Newly Owned- First Ownership
- 52.7% OF Respondents have Second Car

Interpretation

As for the auto industry standards the sales of new and pre owned cars is 1:1 as per the research it is showing the same where how car seekers and pre owned car seekers are equal If we go for the reason that why most of the people prefer second hand car instead of newly owned -First Ownership is the reduced cost as second-hand car comes with less price compare to the new one

Types Of Second Hand Car

| Types of Second Hand Car | Frequency |
|---------------------------------|------------------|
| Family Cars | 16 |
| Luxury Cars | 14 |
| Sedan | 12 |
| Off Road/SUVs | 14 |



Findings:-

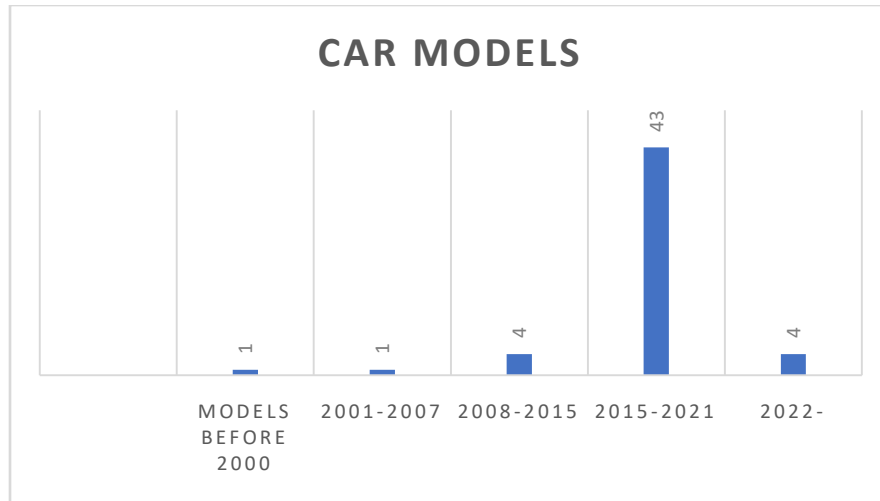
- 28.5% Of Respondents prefer Family Cars
- 25% Of Respondents prefer Luxury Cars
- 21.4% Of Respondents prefer Sedan
- 25% Of Respondents prefer Off Road/SUVs

Interpretation:-

By reviewing this Survey, we can say that approx. 30% people prefer family cars and 25% equally prefer Luxury and Sedan Cars there is high demand for Family cars as compare to other cars

Which Year Car Model Was Purchased?

| Which years car model would customers purchase? | Frequency |
|--|------------------|
| Models before 2000 | 1 |
| 2001-2007 | 1 |
| 2008-2015 | 4 |
| 2015-2021 | 43 |
| 2022- | 4 |



Findings:-

- 1.78 % Of Respondents prefer Models before 2000
- 1.78 % Of Respondents prefer models between 2001-2007
- 7.14 % Of Respondents prefer models between 2008-2015
- 76.7 % Of Respondents prefer models between 2015-2021
- 7.14 % Of Respondents prefer models after 2022

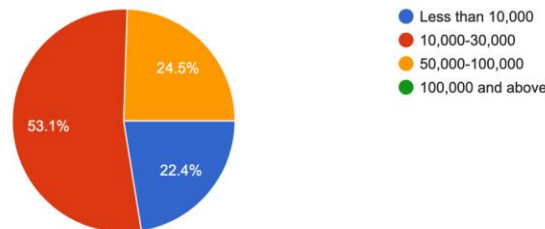
Interpretation:-

Most of the respondents prefer car model between 2015-2021 as there are many new features coming up with new models of the cars and Everyone wants to enjoy the new features of the car, By reviewing this Survey, we can say that customers prefer cars which are new and not that obsolete, with less wear and tear, so that they can get at a cheaper rate and car carries less depreciation.

Kilometer Driven Criteria

| Kilometer Driven | Frequency |
|-------------------|-----------|
| Less than 10,000 | 11 |
| 10,000-30,000 | 26 |
| 50,000-100,000 | 12 |
| 100,000 and above | - |

Kilometer Driven criteria
49 responses



Finding:-

- 22.4% of respondents prefer less than 10,000 km driven car
- 53.1% of respondents prefer 10,000 – 30,000 km driven car
- 24.5% of respondents prefer 50,000 -100,000 km driven car
- Nil respondents prefer more than 10,0000 km driven car

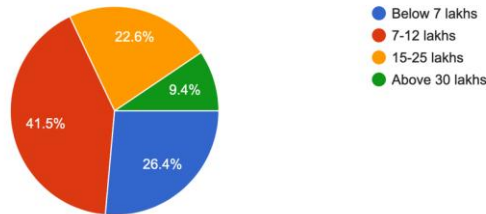
Interpretation:-

Reviewing this survey, we can say that more than 50% of the respondents prefer second hand car driven between 10,000 to 30,000 kilometers because no one like that there car is driven more than 30,000 km as the engine of the car is also getting worst and it requires more maintenance than the car’s engine driven less than 30,000 km.

At What Price Range Are You Comfortable In Buying?

| At what price range are you comfortable in buying ? | Frequency |
|--|------------------|
| Below 7 lakhs | 14 |
| 7-12 lakhs | 22 |
| 15-25 lakhs | 12 |
| Above 30 lakhs | 5 |

At what price range are you comfortable in buying ?
53 responses



Finding:-

- 26.4% of Respondents prefer Below 7 lacks
- 41.5% of Respondents prefer 7-12 lakhs
- 22.6% of Respondents prefer 15-25 lakhs
- 9.4% of Respondents prefer Above 30 lakhs

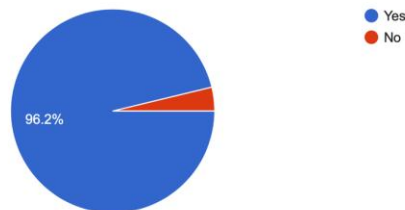
Interpretation:-

Nearly 40% of respondents prefer car between the range of 7 to 12 lakhs and nearly 30% respondents before car below than 7 lakhs and only a few prefer second hand car above 30 lakhs it shows that the major portion of the respondents prefer second hand car below 15 lakhs.

Would You Like It With Warranty?

| Would you like it with warranty? | Frequency |
|---|------------------|
| Yes | 51 |
| No | 2 |

Would you like it with warranty?
53 responses



Finding:-

- 96.2% of Respondents prefer with warranty
- 3.8% of Respondents prefer without warranty



Interpretation:-

Almost all of respondents prefer second hand car with warranty and there are very few who prefer second hand car without warranty. As warranty gives a safe feeling for the customers who purchase second hand car.

FURTHER DATA ANALYSIS FROM OTHER SOURCES

According to a survey by Grant Thornton, the high rate of depreciation, higher taxes, RTO/registration fees, and pricey auto insurance plans are the primary reasons why a used or pre-owned car is substantially less expensive to own than a new one. Small towns are also anticipated to be the main drivers of this expansion, with non-metro cities' share of used vehicle sales rising from the present level of 55% to 70% during the following four years.

Many clients had put off buying personal vehicles until OLA and Uber emerged, especially in major cities. According to the OLA-Crisil survey, the pandemic revived interest in the necessity of owning a personal automobile, and this tendency is unlikely to change anytime soon.

After the unlocking in CY2020, the market for used cars increased 20–30% over pre-COVID levels. Following the lockdown, demand growth in the East was significantly lower. Demand improvement was more noticeable in the South and West. The epidemic also saw a dramatic spike in demand for less expensive, smaller, and fuel-efficient cars.

CONCLUSION

Studies reveal that the cost of individual automobile parts, the equipment used by service providers, and the industry's shift toward replacing modules rather than individual car spare parts are all driving up aftermarket repair costs and volume. The findings of this study uncover underlying factors that influence buying behavior of a second car. However, the study is conducted in India, and the results and discussion should be viewed in context to India. However, the result may further be verified in cross country context to understand the similarities and differences among factors. The benefits of purchasing a used car are now known to consumers. The used automobile market in India is expected to expand significantly in the next years because to constantly expanding infrastructure and consumer purchasing power. By 2024, the market for used cars is anticipated to expand at a Compound Annual Growth Rate (CAGR) of 10%.

Now, most of the people also prefer to buy luxury cars second hand cars as luxury cars are owned by people who love their vehicles and drive them carefully. These are the best-maintained cars also tried and tested. So the second owner get the benefit of a good car at much less price as these cars are as good as new. With the entry of Indian and international automakers as well as other significant business entities in India, the used automobile industry may become more organised. Automobile manufacturers expand their market reach through the pre-owned vehicle industry, but also profit from this venture. Unorganized used automobile dealers are making an effort to compare the quality of service offered by reputable used car dealers become more qualified in their marketing strategies. The pre-owned automobile industry generally agrees that In another five years, the automobile segment might practically quadruple the size of the market for new cars, as is the situation in industrialized nations.

With the entry of Indian and international automakers as well as other significant business entities in India, the used automobile industry may become more organized. Automobile manufacturers expand their market reach through the pre-owned vehicle industry, but also profit from this venture. Unorganized used automobile dealers are making an effort to compare the quality of service offered by reputable used car dealers become more qualified in their marketing strategies. The pre-owned automobile industry generally agrees that In another five years, the automobile segment might practically quadruple the size of the market for new cars, as is the situation in industrialized nations. Moreover, the association among notable demographic variable and the degree of influence of factors may be analyzed in next phase of study. This requires further in-depth analysis with large sample size. Future research on factors influencing buying behavior of second car should be further examined by considering additional variables and dimensions of demographic, economic, cultural, social, psychographic, and behavioral aspects.

PRIMARY DATA

| Full Name | Age | Gender | Which one would you | If second hand then | Are you brand specific? (Yes/No) | What type of second hand car | Which years car model | Kilometer Driven criteria | At what price range are you | Would you like it with warrant |
|-----------|-----|--------|---------------------|---------------------|----------------------------------|------------------------------|-----------------------|---------------------------|-----------------------------|--------------------------------|
|-----------|-----|--------|---------------------|---------------------|----------------------------------|------------------------------|-----------------------|---------------------------|-----------------------------|--------------------------------|

| | | | prefer? | why would you prefer second hand car? | Specify which brand and why? | would you prefer? | would you purchase ? | | comfortable in buying ? | y? |
|---------------------|-------|--------|-------------------------------|---------------------------------------|---|-------------------|----------------------|----------------|-------------------------|-----|
| Malvi Patel | 40-60 | Female | | Limited amount of usage | Yes, Mercedes | Luxury car | 2015-2021 | 50,000-100,000 | 15-25 lakhs | Yes |
| Vaibhav Shrivastava | 18-25 | Male | Newly owned – First ownership | | | | | | | |
| Kunal Goyal | 18-25 | Male | Second hand | Reduced cost | NO | Family car | 2015-2021 | 10,000-30,000 | Below 7 lakhs | Yes |
| Aadit Neema | 18-25 | Male | Second hand | Reduced cost | No | Off road/SUV's | 2015-2021 | 10,000-30,000 | Below 7 lakhs | Yes |
| Raghav Jakhetiya | 18-25 | Male | Second hand | Reduced cost | Yes , Maruti because it's resale value is good | Family car | 2015-2021 | 50,000-100,000 | Below 7 lakhs | Yes |
| Soumya Nagar | 18-25 | Female | Second hand | Limited amount of usage | Yes, Hyundai | Luxury car | 2015-2021 | 50,000-100,000 | 7-12 lakhs | Yes |
| Divya Agrawal | 18-25 | Male | Second hand | Reduced cost | | Luxury car | 2015-2021 | 50,000-100,000 | 15-25 lakhs | Yes |
| Harshita Bhatia | 18-25 | Female | Newly owned – First ownership | | No | | 2022- | | 7-12 lakhs | Yes |
| Vansh Jha | 18-25 | Male | Second hand | Limited amount of usage | My specific brand in cars is TATA & Honda Due the safety concern and satisfactory mileage provided by them. | Off road/SUV's | 2015-2021 | 10,000-30,000 | 15-25 lakhs | Yes |
| Nikunj Bajaj | 18-25 | Male | Second hand | Limited amount | No | Sedan | 2015-2021 | 10,000-30,000 | 15-25 lakhs | Yes |

| | | | | of usage | | | | | | |
|-------------------|-------|--------|-------------------------------|----------------------|-----------------------------|----------------|-----------|------------------|----------------|-----|
| Nikunj Bajaj | 18-25 | Male | Second hand | Reduced cost | No | Sedan | 2015-2021 | 10,000-30,000 | 15-25 lakhs | Yes |
| Sandeep Shah | 25-40 | Male | Second hand | Other | Yes, Bentley | Luxury car | 2008-2015 | 10,000-30,000 | Above 30 lakhs | Yes |
| Nimesh Sharma | 18-25 | Male | Second hand | Less in personal use | No | Off road/SUV's | 2015-2021 | 50,000-100,000 | 7-12 lakhs | Yes |
| Vaibhav Pande | 18-25 | Male | Newly owned – First ownership | Reduced cost | Mercedes | Luxury car | 2015-2021 | 10,000-30,000 | 15-25 lakhs | Yes |
| Devansh gupta | 18-25 | Male | Second hand | Reduced cost | | Luxury car | 2015-2021 | 10,000-30,000 | Below 7 lakhs | Yes |
| Belina Singh | 18-25 | Female | Second hand | Reduced cost | No | Off road/SUV's | 2015-2021 | Less than 10,000 | Below 7 lakhs | Yes |
| Devika | 18-25 | Female | Newly owned – First ownership | Other | Audi | Off road/SUV's | 2022- | Less than 10,000 | Below 7 lakhs | Yes |
| Seema Jhala | 40-60 | Female | Newly owned – First ownership | | | | | | | |
| Seema Jhala | 40-60 | Female | Second hand | Reduced cost | Yes | Family car | 2015-2021 | Less than 10,000 | 7-12 lakhs | No |
| Zaheer Bunglowala | 18-25 | Male | Second hand | Reduced cost | no | Sedan | 2015-2021 | | Below 7 lakhs | Yes |
| Srinjay Paul | 18-25 | Male | Second hand | Reduced cost | No | Sedan | 2015-2021 | Less than 10,000 | Below 7 lakhs | Yes |
| Piyush Mohta | 18-25 | Male | Newly owned – First ownership | Reduced cost | No | Family car | 2015-2021 | 10,000-30,000 | 15-25 lakhs | Yes |
| Kushagra Pathak | 18-25 | Male | Second hand | Reduced cost | Yes, BMW better brand value | Luxury car | 2008-2015 | 10,000-30,000 | 15-25 lakhs | Yes |
| Sarvesh Makhija | 18-25 | Male | Second hand | Reduced cost | No | Sedan | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |
| Joanne | 18- | Female | Second | Reduce | Yes | Family | Models | Less | 7-12 lakhs | Yes |

| | | | | | | | | | | |
|-----------------------|-------|--------|-------------------------------|-------------------------|----------------|----------------|-------------|------------------|----------------|-----|
| ruth oliver | 25 | e | hand | d cost | | car | before 2000 | than 10,000 | | |
| Parv | 18-25 | Male | Second hand | Other | Tata | Off road/SUV's | 2015-2021 | 10,000-30,000 | Below 7 lakhs | Yes |
| Parv | 18-25 | Male | Second hand | Reduced cost | BMW | Luxury car | 2015-2021 | Less than 10,000 | Above 30 lakhs | Yes |
| Khushi Mehta | 18-25 | Female | Second hand | Reduced cost | No | Luxury car | 2015-2021 | 10,000-30,000 | 15-25 lakhs | Yes |
| Samarth Gupta | 18-25 | Male | Second hand | Reduced cost | BMW | Luxury car | 2015-2021 | 10,000-30,000 | Below 7 lakhs | Yes |
| Disha Khandelwal | 18-25 | Female | Second hand | Less in personal use | No | Family car | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |
| Vibhuti Kapadia | 18-25 | Female | Second hand | Limited amount of usage | No | Family car | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |
| Dhananjay raghuvanshi | 18-25 | Male | Second hand | Less in personal use | No | Family car | 2015-2021 | 10,000-30,000 | Below 7 lakhs | Yes |
| Astitva Khandelwal | 18-25 | Male | Newly owned – First ownership | | | | | | | |
| Vihaan | 18-25 | Male | Second hand | Reduced cost | Volvo, quality | Off road/SUV's | 2015-2021 | Less than 10,000 | Above 30 lakhs | Yes |
| Harshit Motwani | 18-25 | Male | Second hand | Less in personal use | No | Sedan | 2015-2021 | 50,000-100,000 | 7-12 lakhs | Yes |
| Kashika Agrawal | 18-25 | Female | Newly owned – First ownership | | No | | 2022- | | 7-12 lakhs | Yes |
| Divyanshu Agrawal | 18-25 | Male | Second hand | Limited amount of usage | No | Off road/SUV's | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |
| Kirtan | 18-25 | Male | Newly owned – First ownership | Reduced cost | No | Sedan | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |

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|---------------------|-------|--------|-------------------------------|-------------------------|---|----------------|-----------|------------------|----------------|-----|
| Khushi Vijayvargiya | 18-25 | Female | Second hand | Less in personal use | Yes , maruti suzuki | Family car | 2015-2021 | Less than 10,000 | 7-12 lakhs | Yes |
| Mitesh jain | 18-25 | Male | Second hand | Limited amount of usage | Yes TATA (Safety & Indian origin Brand) | Family car | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |
| Sukhmeet Sodhi | 18-25 | Male | Second hand | Limited amount of usage | Yaa,I prefer brand with good build quality & safety features. | Family car | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |
| Rishika Jain | 18-25 | Female | Second hand | Reduced cost | No | Off road/SUV's | 2015-2021 | 50,000-100,000 | 7-12 lakhs | Yes |
| Kanha Agrawal | 18-25 | Male | Second hand | Other | No | Luxury car | 2015-2021 | 10,000-30,000 | Above 30 lakhs | Yes |
| Ansh | 18-25 | Male | Second hand | Reduced cost | | Luxury car | 2022- | Less than 10,000 | 15-25 lakhs | Yes |
| Ritansh Shrivastava | 18-25 | Male | Second hand | Reduced cost | No | Sedan | 2001-2007 | 50,000-100,000 | Below 7 lakhs | No |
| Nandini shukla | 18-25 | Female | Second hand | Other | Toyota corrola, reliable. | Family car | 2008-2015 | 10,000-30,000 | 7-12 lakhs | Yes |
| Monishi kothiyal | 18-25 | Female | Second hand | Other | NO | | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |
| Aagam Shah | 18-25 | Male | Newly owned - First ownership | Reduced cost | No | Sedan | 2015-2021 | 50,000-100,000 | 7-12 lakhs | Yes |
| Indravadan kedia | 40-60 | Male | Second hand | Limited amount of usage | Hyundai | Family car | 2015-2021 | 10,000-30,000 | 7-12 lakhs | Yes |
| Khushi Upadhyay | 18-25 | Female | Second hand | Other | No | Off road/SUV's | 2015-2021 | 50,000-100,000 | 15-25 lakhs | Yes |
| Jhanvi jain | 18-25 | Female | Second hand | Reduced cost | Yes | Sedan | 2015-2021 | Less than 10,000 | Below 7 lakhs | Yes |
| Akshat Tiwari | 18-25 | Male | Second hand | Reduced cost | Maruti easy parts availability | Family car | 2008-2015 | 10,000-30,000 | Below 7 lakhs | Yes |

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|---------------|-------|--------|-------------------------------|--------------|---|----------------|-----------|----------------|----------------|-----|
| Tanmay | 18-25 | Male | Second hand | Reduced cost | | | 2015-2021 | 50,000-100,000 | 7-12 lakhs | Yes |
| Yash | 18-25 | Male | Second hand | Reduced cost | Yes, Nissan, wide variety and a lot of features | Off road/SUV's | 2015-2021 | 50,000-100,000 | 15-25 lakhs | Yes |
| Yachi Kataria | 18-25 | Female | Newly owned - First ownership | Other | | | 2015-2021 | | Above 30 lakhs | Yes |
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