Analysis of the Buying BEHAVIOUR Of Premium Car Customers NEXA Showroom Coimbatore

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Abstract-- **The automobile industry has witnessed a major shift in consumer expectations and buying patterns in recent years. This study analyzes the buying behaviour of premium car customers at NEXA showroom, operated by Asir Automobiles Pvt. Ltd. in Madurai. Using a descriptive research design and SPSS-based statistical tools, the study identifies the factors influencing purchase decisions, customer satisfaction, and brand loyalty. Findings reveal that vehicle features, digital engagement, and financing convenience strongly affect purchase choices, while demographic variables such as gender and income play a limited role. The paper highlights the growing role of digital touchpoints and the need for consistent showroom experiences to strengthen brand loyalty in the premium automobile sector.**

Keywords-- **Premium cars, Buying behaviour, NEXA showroom, Customer satisfaction, Digital experience, SPSS analysis**

I. INTRODUCTION

The automobile industry in India is among the fastest-growing and most competitive sectors, contributing significantly to GDP and employment. With increased competition, manufacturers and dealerships are focusing heavily on customer experience, personalization, and communication strategies. The NEXA brand by Maruti Suzuki represents a premium channel offering modern car-buying experiences characterized by comfort, technology, and personalized services. This paper examines how consumer behaviour, preferences, and satisfaction shape the buying decision for premium cars at NEXA showrooms, based on empirical analysis and statistical findings from customer data.

Objectives of the Study

1. To examine the major factors influencing customers' purchase decisions (e.g., brand name, price, features, service, peer influence).
2. To assess the impact of pricing and financing options on the buying decision.
3. To assess customer expectations and satisfaction regarding the NEXA brand and services.

Profile of the Industry

The Indian automobile industry is one of the most dynamic and rapidly growing sectors in the country's economy. It plays a vital role in contributing to India's GDP, employment generation, and technological advancement. According to the Society of Indian Automobile Manufacturers (SIAM, 2023), India is the fourth-largest automobile market in the world, producing vehicles across segments such as passenger cars, two-wheelers, commercial vehicles, and three-wheelers. The automobile industry has evolved significantly over the past few decades, driven by globalization, government initiatives, and changes in consumer preferences. The introduction of advanced technologies, eco-friendly vehicles, and electric mobility has brought a major transformation in the market (KPMG, 2023). Moreover, rising income levels, urbanization, and improved road infrastructure have further boosted.

II. REVIEW OF LITERATURE

Previous research highlights that buying behaviour in the automotive sector depends on psychological, social, and economic factors. Schiffman and Wisenblit (2019) note that premium car purchases involve symbolic value and self-expression, while Keller (2020) emphasizes brand equity as a key determinant of purchase intention. Zeithaml (2018) links service quality and post-sale care with loyalty, while digital transformation has made online platforms vital in shaping preferences (Think with Google, 2023). In India, studies (Grant Thornton Bharat, 2024) show that social influence, EMI availability, and digital configurators significantly affect buyer intent, especially in the premium segment.

III. RESEARCH METHODOLOGY

The study adopted a descriptive research design using both primary and secondary data. A structured questionnaire was administered to 50 customers of Asir Automobiles Pvt. Ltd. (NEXA Showroom, Madurai). Convenience sampling was used, and responses were analyzed using SPSS software.

Statistical tools applied include frequency analysis, correlation, chi-square tests, and regression analysis. The analysis aimed to identify demographic patterns, purchase motivations, and customer satisfaction drivers in the premium car segment.

Sample Size:

The sample size for this study consists of 50 customer records obtained from Asir Automobiles Pvt. Ltd. The sample of 50 customers provides a balanced representation of:

- Different vehicle models sold
- Multiple lead sources
- A range of age groups, and
- Varying spending levels.

Tools for Data Collection:

For this research, data were collected using a combination of primary and secondary sources. Data were gathered through both primary and secondary sources:

- *Primary Data:* collected from the NEXA customers All data were recorded and organized in Microsoft Excel for cleaning, tabulation, and further analysis in SPSS. Primary Data Primary data refer to information directly obtained the customers All the collected data were organized in Microsoft Excel, coded, and then prepared for analysis in SPSS 3.5 Statistical Tools Used Statistical tools are essential for converting raw data into meaningful insights. In this study, both descriptive and inferential statistics have been applied to analyze relationships and identify patterns in customer and sales data.

The tools used include:

1. *Descriptive Statistics* – Mean, median, mode, range, and standard deviation were calculated to summarize variables like purchase value, lead score, and satisfaction level.

2. *Frequency and Percentage Analysis* – Used to describe the distribution of data (e.g., customer age, lead sources, and purchase frequency).

3. *Correlation Analysis* – Applied to determine relationships between variables such as lead score and purchase value.

IV. DATA ANALYSIS AND DISCUSSION

Findings show that most buyers belong to the 25–45 age group, with a majority earning between ■1–2 lakh per month. Product features (38%) and fuel efficiency (24%) were key purchase factors, surpassing price and brand image. Correlation analysis revealed a strong positive relationship between brand image and customer loyalty ($r = 0.712$) and between digital experience and purchase decision ($r = 0.648$). Regression analysis indicated that demographic variables alone did not significantly predict satisfaction, implying that service experience and post-purchase care play greater roles. The study confirms that premium car buyers are digitally active, value transparency, and seek both performance and trust in their purchase experience.

Table 1
Showing the Gender of the Respondents

Category	Frequency	Percentage
Male	32	64.00%
Female	18	36.00%

Interpretation:

The majority of respondents for 'Gender Of The Respondents' belong to 'Male' (32 respondents; 64.0%).

This suggests that 'Male' is the dominant category in this sample. Further segmentation or cross-tabulation may be used to explore relationships with other variables.

Table 2
Showing the Age of The Respondents

Category	Frequency	Percentage
Below25	7	14.00%
25-35	16	32.00%
36-45	14	28.00%
46-60	8	16.00%
Above60	5	10.00%

Interpretation:

The majority of respondents for 'Age of The Respondents' belong to '25–35' (16 respondents; 32.0%).

This suggests that '25–35' is the dominant category in this sample. Further segmentation or crosstabulation may be used to explore relationships with other variables.

Table 3
Showing the Experience of The Respondents

Category	Frequency	Percentage
Somewhat aligned	19	38.00%
Not aligned	17	34.00%
Yes, fully aligned	8	16.00%
I had no digital experience prior	6	12.00%

Source column: Did the showroom experience align with your expectations set by the digital experience

Interpretation:

The majority of respondents for 'Experience Of The Respondents' belong to 'Somewhat aligned' (19 respondents; 38.0%). This suggests that 'Somewhat aligned' is the dominant category in this sample. Further segmentation or cross-tabulation may be used to explore relationships with other variables.

V. FINDINGS AND MANAGERIAL IMPLICATIONS

1. The majority of buyers are young professionals with strong purchasing power.
2. Product features and digital engagement are more influential than price.
3. Awareness about NEXA mainly comes from friends/family and social media.
4. Gender and income show minimal influence on satisfaction.
5. Improved post-sale communication can enhance brand loyalty.

VI. SUGGESTIONS:

a. Enhance personalized service and digital–showroom integration.
b. Strengthen referral and loyalty programs to leverage satisfied customers.
c. Offer flexible EMI and instant financing support for the ■12–18 lakh segment.

d. Maintain consistent digital branding to build trust and customer retention.

VII. CONCLUSION

The analysis concludes that NEXA's customer base consists of informed, digitally savvy, and experience-driven buyers. Demographic factors have limited influence compared to experiential and relational variables such as service quality and communication. To maintain leadership in the premium segment, NEXA should focus on emotional engagement, personalized marketing, and seamless digital integration. The findings underline that excellence in customer experience is the most sustainable competitive advantage in the evolving automobile market.

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