Influence of Value Added Services Associated With Brand Names on Consumer Buying Decision With Special Reference of Car Buyers in Alwar District

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Abstract
In the modern society brands not only represent the product or company but also have a strong association with perceived quality, consumers’ lifestyle, social class, taste etc. The purpose of this paper is to create a deeper consideration of how big brand name of Indian car manufacturer provides Value added services and try to change the customer choice towards purchasing a car. With stiffening of competition among different car companies it become extremely important for marketers to focus on to meet and satisfy customer’s needs, wants and desire. The growth and size of the company rely on the growth of the market, which in turn depend upon the customers’ taste, preference and uniqueness of product. With the diversity of choice, the profusion of goods and services offered; and the freedom of choice available to the customers, marketers are trying to search the customers with value pricing. Factors analysis is used to identify that some value added services will change the choice of cars provided by different brand name of Indian car manufacturing companies.

Keywords
Brand Name, Value Added Services, Consumer Behavior, Purchase Decision

I. Introduction
In global market where many functionally similar products are available from wide range of suppliers, the brand name and giving extra facilities which they called value added services has become differentiating tool to offer the promise of value and quality to customers. “A product is something that is made in a factory, a brand is something that is bought by a customer. A product can be copied by a competitor, a brand is unique. A product can be quickly outdated, a successful brand is timeless” (Quiston, 2004, p 345). This statement induces researchers to determine the impact of brand, especially brand name on purchase decision. The brand history tells us how the people have used the brand as a mark of identification. In the earlier times the brand mark was used to differentiate the goods of one producer to others. Now a days brand is not only used for differentiation but also used to justify the purchase decision. In this paper researchers tried to identify the influence of brand name on purchase decision and if they give some extra facilities then how they can change the decisions from one brand name to other name.

Brands also have a symbolic value which helps the people to choose the best product according to their need and satisfaction. Usually people do not buy certain brands just for design and requirement, but also in an attempt to enhance their self esteem in the society (Leslie and Malcolm, 1992) [2].

Brands play a very important role in the consumer decision making processes. It is really important for companies to find out customer’s decision making process and identify the conditions, which customers apply while making decision (Cravens and piercy, 2003) [3].

II. Value added service used by Automobile Industry
Value added services provide advantages for both the customers and the service providers. Customers have the opportunity to receive something above and beyond their basic needs. Providers benefit from an increased rapport with the client, which could translate into more revenue. These additional custom services often cost the company little extra but have the potential to significantly enhance the growth and the reputation of the company.

A. Benefits for using VAS

1. Mobile Services in Automobile Industry
Mobility and virtualization are two trends that are changing the way people can access information while on move. people are learning that mobile phones can be used for more than just making phone calls.

2. Events Based Alerts
SMS solutions that will connect the sellers (vehicles) and the authorized service centers to update the vehicle owner about ‘what new happening in the Automobile industry’ and about the status / reminders on the vehicle service / maintenance respectively as well some of the trigger-based alerts.

3. Promotional Broadcasts
This is a purely one-way interaction and helps the Automobiles sector to provide timely information to its customers about their new products / timely valuable services at the regular intervals.

4. Interactive Services
The customers can also requests for the information/vehicle status for themselves from the Sellers and the service centers as well.
industry will be enabled to interact with the customers through several interactive services and enquiries in order to enhance customer involvement and provide them instant access to their accounts.

III. Value Added Services Provided by Brand Names in India

A. VAS Used by Maruti Suzuki: Value Added Services
Apart from the paid services, the other value added services are also provided by Maruti. These services are beneficial for the customers in many ways. Our clients highly reckon us for arranging the free pick & drop facility for senior citizens and ladies customer, while their vehicle is being attended. The cashless transaction services for accidental repair from Maruti Insurance can also be claimed through us.

1. Maruti Insurance
Launched in 2002 Maruti Suzuki provides vehicle insurance to its customers with the help of the National Insurance Company, Bajaj Allianz, New India Assurance and Royal Sundaram. The service was set up the company with the inception of two subsidiaries Maruti Insurance Distributors Services Pvt. Ltd and Maruti Insurance Brokers Pvt. Limited

2. Maruti Finance
To promote its bottom line growth, Maruti Suzuki launched Maruti Finance in January 2002. Prior to the start of this service Maruti Suzuki had started two joint ventures Citicorp Maruti and Maruti Countrywide with City Group and GE Countrywide respectively to assist its client in securing loan. Maruti Suzuki tied up with ABN Amro Bank, HDFC Bank, ICICI Limited, Kotak Mahindra, Standard Chartered Bank, and Sundaram to start this venture including its strategic partners in car finance.

3. Maruti True Value
Maruti True service offered by Maruti Suzuki to its customers. It is a market place for used Maruti Suzuki Vehicles. One can buy, sell or exchange used Maruti Suzuki vehicles with the help of this service in India.

4. Accessories
Many of the auto component companies other than Maruti Suzuki started to offer components and accessories that were compatible. This caused a serious threat and loss of revenue to Maruti Suzuki. Maruti Suzuki started a new initiative under the brand name Maruti Genuine Accessories to offer accessories like alloy wheels, body cover, carpets, door visors, fog lamps, stereo systems, seat covers and other car care products. These products are sold through dealer outlets and authorized service stations throughout India

5. Maruti Suzuki launches a special programme called Dil Se
Dil Se’ is an exclusive programme from Maruti Suzuki that makes it easy for Indians residing overseas to gift-a-car to their loved ones in India. Under this programme, Maruti offer you a special price and a host of other value added services such as convenient payment options, convenient payment options and free home delivery to ensure an absolutely unique and magical car buying experience.

B. VAS given by Hyundai

Oils and Consumables
Wonder which oils will renovate life in your car engine like none other! Visit Oil and Consumables space to know the recommended make and prices of the Essential Vitamins to be included in your car’s diet.

Additives
Enhance the properties of the engine oil or impart new properties to the coolant of your car. Additives section is here to save you the trouble of finding the right combinations for car lubricants.

1. Underbody Coating
In Indian road conditions, a cars underbody is most prone to corrosion. Underbody coating provides long term protection from corrosion to car’s underbody. It also protects parts like internal body panels, frame rails and other inner cavities that are not physically accessible but are prone to corrosion.

2. Others VAS

(i). Transmission flush
Transmission flush is transmission oil draining process which helps to remove residue of older transmission fluid from the converters, coolers, and cooler lines that often are part of the design for the transmission

(ii). Engine Flushing
Engine flushing is cleaning the engine of sludge and other elements that build up in various parts of the machinery over time. Periodic application of engine flush cleans the internal components of engine and thus reduces wear & tear of engine.

(iii). Radiatro Flush
In a radiator flush process, the original coolant is drained from the radiator and a special mixture is run through it. This detergent quality of this mixture removes the solid deposits from the inside of radiator channels. This prevents the chances of engine running hotter and hence reduces the chances of vehicle parts getting damaged because of excessive heat buildup.

(iv). Decarbonizing
It is removing carbon or carbonaceous deposits from engine. It helps in complete combustion of fuel and hence improves the engine efficiency.

C. VAS Given by TATA Motors
At Tata Motors, we see the sale of our vehicles as the beginning of a lifelong relationship with our customers. Our dedicated professionals are constantly exploring new ways to strengthen this relationship. After extensive research, we introduced two value added services in our efforts to deliver top quality service.

1. Tata Motors Service Edge
Tata Motors has now come up with Tata Motors Service Edge, a widespread & extensive customer service enterprise. The company’s service network covers 800 service centres located in 500 cities and towns of the country. ‘Response in minutes, resolve in hours’; ‘Service with unmatched reliability’ and ‘Assured value for money’ are the three core characteristics of this initiative.
(i). Quality Repairs
Under this programme each vehicle is subjected to standard quality checks to identify repair requirements not noticed or reported by the customer, ensuring that complete health of the vehicle is assessed, attended to and customers are apprised.

(ii). Assured Value for Money
Assuring value for money has consistently been a core attribute of Tata Motors’ products and services. Tata Motors Service Edge further strengthens it. The company has standardized and regulated service & repair charges which are reasonable across the network.

(iii). Value Care
The company offers customized maintenance plan for service, minor and major repairs including wear & tear with flexible payment options. The Value care plan covers labour, parts, consumables, and guarantees substantial savings through price protection against inflation and ensures appropriate resale value for the vehicle at the time of exchange. Thus, customers accrue huge savings on cost of maintenance over a period of time.

(iv). Tata Motors’ Original Parts (TOP)
Tata Motors is the only manufacturer in the industry to provide 1 year warranty on its genuine spare parts, which are trademarked as ‘TOP’. Available across all Tata Motors dealerships, the spare parts are competitively priced and customers can avail of the warranty if the parts are fixed in a Tata Motors authorised service workshop. Tata Motors has also designed various cost effective repair kits which further add value to customers.

(v). Tata Motors Insurance
The insurance scheme offers convenience of online policy issuance & near cashless repairs facility across the Tata Motors authorised network. The industry-best depreciations on composite parts under Tata Motors Insurance provide substantial savings. The company plans to launch a zero depreciation cover policy in the future.

(vi). Extended Warranty
A protection against unforeseen breakdowns, the programme extends warranty benefits for up to 4 years or 150,000 kms, applicable to all Tata passenger vehicles. The ‘Nano Secure Extended Warranty’ allows Tata Nano customers to choose from an extended warranty of 12 months/40,000 kms or 24 months/60,000 kms.

2. Response in Minutes, Resolve in Hours
Tata Motors Service Edge will bring speedy assistance to customers when in need. 24X7 On-road assistance programme: In association with MyTVS, Tata Motors has launched a breakdown assistance programme and towing assistance across the country accessed through a toll free helpline (1800 209 7979) and serviced by a dedicated network of over 2,000 authorized service providers. Quick response is ensured within 60 minutes in city limits, 90 minutes on state or national highways and within 120 minutes on hilly roads and other places.

(i). Rapid Repair
Rapid repair is a cost effective, quick and specialized body repair programme offered across the Tata Motors dealership network. Small dents, scratches.

(ii). E-Service Appointments
Through an online service appointment facility, customers can select a time slot, date and a dealer of their choice for servicing their vehicle.

(iii). Speed-O-Service
Speed-O-service has been designed to offer quick repair service within 60 to 120 minutes using specialized manpower and infrastructure. Tata Motors can repair 6 vehicles per bay per day through this process, ensuring faster response and increasing service efficiency.

(iv). Symptom Based Diagnostics
A state-of-the-art diagnostic system ensures quick and comprehensive check of the vehicle. At each dealership a technician has been intensively trained as Diagnostic Expert Technician (DET).

(v). Flying Doctors
A pool of 10 on-call technical experts has been set up across the country for higher level diagnostics to address any issues where dealers & DETs need support.

(vi). Quality Repairs
Under this programme each vehicle is subjected to standard quality checks to identify repair requirements not noticed or reported by the customer, ensuring that complete health of the vehicle is assessed, attended to and customers are apprised.

3. Some Other VAS Given by TATA Motors

(i). Anti –Rust Treatment
Anti-rust treatments protect the cars from corrosion thus rendering a longer life to the car and provides safety while car handling.

(ii). 3m Polishing
Refines imperfections and leaves a durable high-gloss finish. Easy to apply and remove. Quickly and effectively removes minor scratches, producing a brilliant, deep, wet look shine.

(iii). Glass Etching
Etching the vehicle chassis number onto a vehicle’s windows, has proven to be one of the greatest theft deterrents. High quality etching allows safe etching on the glass.

(iv). Synthetic Oil
Synthetic Oils improves fuel consumption, offers protection for multi-valve engines, improves engine protection during the critical start-up period, provides high temperature protection etc and are useful for both old & new vehicles.

(v). Glass Cleaning
Glass Cleaning improves visibility while driving and adds a sparkling touch to the vehicle’s finish. It removes the dirt accumulated, eliminates lint and prevents streaking.

(vi). Nitrogen Gas
Nitrogen gas in the tyres increase ride quality, reduces the running temperature of the tyre, increase tyre life, slows the rate of pressure loss and keeps the pressure constant in the tyre.
IV. Objectives of the Study

Now a day’s customers have a good knowledge about the brand products, they trust the well known brand name because branded products are offering them good quality what they expect from the brands. Most of the customers are loyal with some specific brands. Customers have high awareness about the known brands as compared to an unknown brand. The primary objective of this research is to determine the influence of brand name on car purchase decision. In this study, the response of riders will reflect how aware the customer is; of new technological implementations i.e. VAS in car and their deep rooted trust in the technology. To comply with the primary objectives the following supportive objectives also considered.

1. To gain knowledge about consumer decision making process, especially with high involvement products, and
2. To know about different issues related to brand and brand selection process.
3. To identify the impact of brand name on purchase decision.
4. To know impact of value added services provided by Indian automobile companies’ and Automobile Industry

V. Limitations of the Study

1. The study was restricted to Alwar city only, so it was difficult to generalize the interpretations would be make out of the findings.
2. Limited knowledge of the researcher in the field of research may lead to interpretation errors.
3. The research was based on primary collection of data through Structured Schedule, so there may be chances of human error and biasness.

VI. Literature Review

This paper basically focuses on brand and the link between brand and consumer preferences. The following flow chart shows how this paper divided and explained theories on branding and consumer behavior.

“Brand equity is a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm and/or to that firm’s customers” (Cravens, 2003) [4].

The assets and liabilities on which brand equity is based will differ from context to context. However, they can be usefully grouped into five categories” (Aaker, 1991, p 15) [5].

• Brand Loyalty
• Name awareness
• Perceived quality
• Brand association
• Propriety brand assets

A. Brand Loyalty

“The brand loyalty of the customer base is often the core of brand equity. If customers are indifferent to the brand and, in fact buy with respect to features, price and convince with little concern to the brand name there is likely little equity. If on the other hand, they continue to purchase the brand even in the face of competitors with superior features; price, and convenience; substantial value exists in the brand and perhaps in its symbol and slogan.” (Aaker, 1991, p 39) [6].

B. Name Awareness

This is the second category of the brand equity. Brand name awareness plays vital role in consumer decision making process; if customer had already heard the brand name, the customer would feel more comfortable at the time of making decision. Customers normally do not prefer to buy an unknown brand, especially if it an expensive product like motor car, TV, refrigerator, apartment etc. Therefore companies’ strong brand name is a winning track as customers choose their brand over unknown brand.

C. Perceived Quality

Perceived quality has a greater influence in a customer’s purchasing process and in brand loyalty. This influence is very important when customers are in a condition, which makes them unable to make an analysis of the quality. Perceived quality can be used as a helping tool when company intends to utilize a pricing strategy with premium price and further extend a brand in several markets (Aaker, 1991).

1. Brand Name

The brand name is very significant choice because some time it captures the central theme or key association of a product in a very condensed and reasonable fashion. Brand names can be extremely successful means of communication. Some companies assign their product with a brand name that in reality has nothing to do with the emotional experience but is catchy and a name that people can easily memorize. The core base of naming a brand is that it should be unique, can be easily discriminated from other names, easy to remember and are attractive to customers (Keller, 2008) [7]

2. Consumer Behavior

Consumer behavior mainly sheds light on how consumers decides to spend their various resources like time, money etc. on various products so as to meet their needs and requirement. Consumer behavior encompasses study of what, when, why and where the consumers will buy their products. It also focuses on how often the consumers use the products. Furthermore, it also sheds light on how the consumers evaluate the products after the purchase and the effect of evaluations on their future purchases (Schiffman, 2005) [8].

3. Complex Buying Behavior

Complex behavior can be defined when consumers are highly involved for making a purchase decision. Complex buying behavior calls for high level of involvement on the part of the consumer. In case of high involvement, consumers distinguish salient differences among the competing brands. Consumers’ are highly involved in case of expensive and highly self expressive products. The consumer engages in extensive information to search and to learn about product category so as to be able a good purchase decision. For example, when a consumer decides to buy a car, he seeks information about the available brands and compares his collected information about each brand and finally makes up his mind (Kotler, 2007) [9].

4. Consumer Decision making

It’s true that a consumer may not necessarily go through all the decision making steps for every purchase he or she makes. At times, consumer makes his or her decision automatically and the decision may be based on heuristics or mental shortcuts. Other times, in case of high involvement products consumer may take a long time before reaching a final purchase decision. It depends on consumers’ importance of the products like purchase of a car or home. More over consumers try to make an estimated brand
universe on the basis of available information about the brands, and to make an estimated the utility function on the basis of past consumption experience (Solomon, 2006) [10].

5. Purchase Intention
The purchase intention shows customers preference to purchase the product, whose image is very close to customer. Moreover customers are well aware of certain brand name through advertising, from their past experience or information form their friends and relatives (Teng,2008) [11].

6. Methodology of the Study
The Survey Method has been chosen to carry out the research. The researchers divided the whole work mainly into two parts - secondary research and primary research. In the secondary research the researcher has made use of the available literature and other relevant publications to find out the theoretical framework and also to know what early research mentioned regarding selected topic. For primary research survey method has been considered. I have chosen convenience sampling under non-probability sampling technique keeping all constrains in mind a sample size of 330 people is selected from Alwar, but during this research some respondent are not fill up the questionnaire so after ignore all those questionnaire the number I get i.e 300 people. This sample contains a mix type of customer (Servicemen, student and businessmen) so as to remove any type be biased results. Research for the Importance of the Brand image of the company’s which is kept in mind by customers while buying any product. As four-wheeler is a durable thing, the customer interacts with the company only for little time.

VII. Findings of the Study

1. Demographic Information of the Respondents
The following table (Table 1) represents the demographic information of the respondents. The first table provides the gender information which shows that 83% of the respondents were male and 17% respondents were female. Furthermore the table provides the respondents age-group information. The first age group (below 18 years) accounted for 7% and next 18-25-years-age-group accounted for 25%, the 26-35-years-age-group were 43% and the 36-50 years-age-group were 16% and above 51 years age group respondents were 9% From the table (Table 1) it is also clear that 46% respondents are in service and 32% respondents run their own business and 16% respondents are students and 6% respondents are Housewife.

Table 1: Demographic Analysis

<table>
<thead>
<tr>
<th>variables</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>249</td>
<td>83</td>
</tr>
<tr>
<td>Female</td>
<td>51</td>
<td>17</td>
</tr>
<tr>
<td>below 18</td>
<td>21</td>
<td>7</td>
</tr>
<tr>
<td>18-25</td>
<td>75</td>
<td>25</td>
</tr>
<tr>
<td>26-35</td>
<td>129</td>
<td>43</td>
</tr>
<tr>
<td>36-50</td>
<td>48</td>
<td>16</td>
</tr>
<tr>
<td>51 &amp; above</td>
<td>27</td>
<td>9</td>
</tr>
<tr>
<td>Service</td>
<td>137</td>
<td>46</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>96</td>
<td>32</td>
</tr>
<tr>
<td>Student</td>
<td>47</td>
<td>16</td>
</tr>
<tr>
<td>Housewife</td>
<td>20</td>
<td>6</td>
</tr>
</tbody>
</table>

After having asked the respondents which brand car they own, four different brand car names were given which include nearly all the available brands in Alwar market. 62% cases replied to have Hyundai brand car and 19% respondents are running 10% respondents owned TATA Motors brand car and Mahindra & Mahindra brand car owned 9% respondents. The majority of respondents which is 76% answered to have own Toyota brand cars. This is the highest percent of brand car user in survey.

2. Ownership of Specific Car Brand

Table 2: Ownership of Specific Car Brand

<table>
<thead>
<tr>
<th>Maruti Suzuki</th>
<th>Hyundai</th>
<th>TATA Motors</th>
<th>Mahindra &amp; Mahindra</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>186</td>
<td>57</td>
<td>29</td>
<td>28</td>
<td>0</td>
</tr>
</tbody>
</table>

Interpretation:-
- Out of 300, 286 respondent (95%) responses they are aware about the insurance (VAS) facility given by Maruti Suzuki and 14 respondent (5%) not given the answer
- 271 respondents (90%) responses they are aware about the extended warranty (VAS) facility given by Maruti Suzuki, 15 respondents (5%) response they are not aware about this facility and 14 respondents (5%) not given the answer.
- 214 respondents (71%) responses they are aware about True value car (VAS) facility given by Maruti Suzuki, 71 respondents (24%) responses they are not aware about this facility and 15 respondents (5%) not given the answer.
- 257 respondents (86%) responses they are aware about Finance (VAS) facility given by Maruti Suzuki, 29 respondents (9%) responses they don’t know about this facility and 14

3. Awareness of the Following Facilities Provided by Maruti Suzuki

Table 3: Awareness of the Following Facilities Provided by Maruti Suzuki

<table>
<thead>
<tr>
<th>Facilities</th>
<th>YES</th>
<th>NO</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Maruti Insurance</td>
<td>286</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Extended Warranty</td>
<td>271</td>
<td>15</td>
<td>14</td>
</tr>
<tr>
<td>True Value</td>
<td>214</td>
<td>71</td>
<td>15</td>
</tr>
<tr>
<td>Maruti Finance</td>
<td>257</td>
<td>29</td>
<td>14</td>
</tr>
<tr>
<td>Autocard</td>
<td>114</td>
<td>143</td>
<td>43</td>
</tr>
<tr>
<td>Genuine Accessories</td>
<td>257</td>
<td>29</td>
<td>14</td>
</tr>
<tr>
<td>Dil Se</td>
<td>129</td>
<td>129</td>
<td>42</td>
</tr>
</tbody>
</table>

Interpretation:-
- Out of 300, 286 respondent (95%) responses they are aware about the insurance (VAS) facility given by Maruti Suzuki and 14 respondent (5%) not given the answer
- 271 respondents (90%) responses they are aware about the extended warranty (VAS) facility given by Maruti Suzuki, 15 respondents (5%) response they are not aware about this facility and 14 respondents (5%) not given the answer.
- 214 respondents (71%) responses they are aware about True value car (VAS) facility given by Maruti Suzuki, 71 respondents (24%) responses they are not aware about this facility and 15 respondents (5%) not given the answer.
- 257 respondents (86%) responses they are aware about Finance (VAS) facility given by Maruti Suzuki, 29 respondents (9%) responses they don’t know about this facility and 14
respondents (5%) can’t say anything about this facility.

• 143 respondents (48%) response they are not aware about this AutoCard (VAS) facility given by Maruti Suzuki, 114 respondents (38%) response they are aware and 43 respondents (14%) said nothing

• 257 respondents (86%) responses they are aware about this Genuine Accessories (VAS) facility given by Maruti Suzuki, 29 respondents (9%) response they don’t know anything about this facility and 14 respondents (5%) said nothing.

• 129 respondents (43%) response they are aware about this Dil Se (VAS) facility and in same number respondents (43%) they don’t know about this facility and 42 respondents (14%) said nothing

4. Awareness of the Following Facilities Provided by Hyundai Motors

Table 4: Awareness of the Following Facilities Provided by Hyundai Motors

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Yes</th>
<th>No</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oils and Consumables</td>
<td>214</td>
<td>71</td>
<td>15</td>
</tr>
<tr>
<td>Additives</td>
<td>143</td>
<td>114</td>
<td>43</td>
</tr>
<tr>
<td>Underbody Coating</td>
<td>214</td>
<td>71</td>
<td>15</td>
</tr>
<tr>
<td>Transmission Flush</td>
<td>86</td>
<td>200</td>
<td>14</td>
</tr>
<tr>
<td>Engine Flushing</td>
<td>100</td>
<td>186</td>
<td>14</td>
</tr>
<tr>
<td>Radiator Flush</td>
<td>86</td>
<td>171</td>
<td>43</td>
</tr>
<tr>
<td>Decarbonizing</td>
<td>143</td>
<td>129</td>
<td>28</td>
</tr>
</tbody>
</table>

Interpretation:-

• Out of 300, 214 respondents (71%) responses they are aware about this Oils and Consumable (VAS) facility, 71 respondents (24%) response they don’t know about this facility and 15 respondents (5%) said nothing.

• 143 respondents (48%) responses they are aware about this Additives (VAS) facility, 114 respondents (38%) responses they are not aware, 43 respondents (14%) said nothing.

• 214 respondents (71%) responses they are aware about this Underbody coating (VAS) facility, 71 respondents (24%) responses they don’t know anything and 15 respondents (5%) said nothing.

• 200 respondents (67%) responses they are not aware about this transmission flush (VAS) facility, 86 respondents (28%) response they are aware and 14 respondents (5%) said nothing.

• 186 respondents (62%) response they are not aware about this Engine Flush (VAS) facility, 100 respondents (33%) response they are aware, and 14 respondents (5%) said nothing.

• 171 respondents (57%) responses they are not aware about this Radiator Flush (VAS) facility, 86 respondents (29%) responses they are aware, and 43 respondents (14%) said nothing about this facility.

• 143 respondents (48%) responses they are aware about this Decarbonizing (VAS) facility, 129 respondents (43%) don’t know anything and 28 respondents (9%) said nothing about this Facility.

5. Awareness of the Following Facilities Provided by Tata Motors?

Table 5: Awareness of the Following Facilities Provided by Tata Motors?

<table>
<thead>
<tr>
<th>Facilities</th>
<th>Yes</th>
<th>No</th>
<th>NA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response in minutes, resolve in hours</td>
<td>172</td>
<td>71</td>
<td>57</td>
</tr>
<tr>
<td>e-Service appointments</td>
<td>143</td>
<td>114</td>
<td>43</td>
</tr>
<tr>
<td>Speed-O-Service</td>
<td>129</td>
<td>114</td>
<td>57</td>
</tr>
<tr>
<td>Symptom based diagnoses</td>
<td>100</td>
<td>143</td>
<td>57</td>
</tr>
<tr>
<td>Flying Doctors</td>
<td>71</td>
<td>157</td>
<td>72</td>
</tr>
<tr>
<td>Value Care</td>
<td>172</td>
<td>71</td>
<td>57</td>
</tr>
<tr>
<td>Tata Motors Insurance</td>
<td>257</td>
<td>14</td>
<td>29</td>
</tr>
<tr>
<td>Anti–rust Treatment</td>
<td>186</td>
<td>71</td>
<td>43</td>
</tr>
<tr>
<td>Extended warranty benefits to the customer</td>
<td>186</td>
<td>71</td>
<td>43</td>
</tr>
<tr>
<td>Cashless claim settlement</td>
<td>186</td>
<td>86</td>
<td>28</td>
</tr>
</tbody>
</table>

Interpretation:-

• Out of 300, 172 respondents (57%) responded that they are aware about this “Response in minutes, resolve in hours” (VAS) facility, 71 respondents (24%) responses they are not known so much about this facility and 57 respondents (19%) said nothing about this facility.

• 143 respondents (48%) responses they are aware about this e-service appointments (VAS) facility, 114 respondents (38%) responses they are not known about this facility and 43 respondents (14%) said nothing.

• 129 respondents (43%) responses they are aware about this speed-o-service (VAS) facility, 114 respondents (38%) response they are not known about this facility and 57 respondents (19%) said nothing.

• 143 respondents (48%) responses they don’t know about this system based diagnostic (VAS) facility, 100 respondents (33%) are aware about this facility and 57 respondents (19%) said nothing.

• 157 respondents (52%) responses they are not known about this Flying Doctor (VAS) facility, 71 respondents (24%) responses they are aware about this facility and 72 respondents (24%) said nothing.

• 172 respondents (57%) responses they are aware about this value care (VAS) facility, 71 respondents (24%) responses they are not known about this facility, 57 respondents (19%) said nothing about this facility.

• 257 respondents (86%) responses they are aware about this TATA motor Insurance (VAS) facility, 14 respondents (5%) responses they are not aware about this facility and 29 respondents (9%) said nothing.

• 186 respondents (62%) responses they are aware about this anti-rust treatment (VAS) facility, 71 respondents (24%) responses they are not aware about this facility and 43 respondents (14%) said nothing.

• 186 respondents (62%) responses they are aware about this extended warranty benefits (VAS) facility, 71 respondents (24%) responses they are not known about this facility and 43 respondents (14%) said nothing.

• 186 respondents (62%) responses they are aware about this cashless settlement (VAS) facility, 86 respondents (29%)
responses they are not known about this facility and 28 respondents (9%) said nothing about this facility.

6. Do you Think That VAS Will Change Your Choice of Car

(i). Factor Analysis for Value Added Services
This factor analysis was performed to identify that some value added services will change the choice of cars provided by different car manufacturing companies. The respondent ratings were subject to principal axis factoring with varimax rotation to reduce potential multicollinearity among the items and to improve reliability on the data (see Table 6: Rotated Factor Matrix). Varimax rotation (with Kaiser Normalization) was converged in Fifteen iterations. Fifteen items were reduced to five factor dimensions which explained 64.509% of the overall variance (Table 6) indicating that the variance of original values was well captured by these five factors. The five factors and their components is given in Table 7.

Table 6: KMO and Bartlett’s Test

<table>
<thead>
<tr>
<th>Kaiser-Meyer-Olkin</th>
<th>538</th>
</tr>
</thead>
<tbody>
<tr>
<td>Measure of Sampling Adequacy.</td>
<td></td>
</tr>
<tr>
<td>Bartlett’s Test of Approx. Chi-Square</td>
<td>1648.938</td>
</tr>
<tr>
<td>Df</td>
<td>105</td>
</tr>
<tr>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

(ii). Kaiser-Meyer-Olkin
[Index for comparing the magnitudes of the observed correlation coefficient to the magnitude of the partial correlation coefficients]
From the above table, we can interpret that there is no error in 53.8% of the sample and in the remaining 46.2%, there may occur some sort of error.

(iii). “Bartlett’s Test of Sphericity”
[Strength of relationship among variables is strong. It presents good idea to proceed to factor analysis for the data.]
Hence, the result of Cronbach’s Alpha (Reliability of Data) is detail:-

Table 7: Reliability Statistics

<table>
<thead>
<tr>
<th>Cronbach’s Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.682</td>
<td>.689</td>
</tr>
</tbody>
</table>

The correlation coefficient, denoted by r, is a measure of the strength of the straight-line or linear relationship between two variables. The correlation coefficient takes on values ranging between +1 and -1. The following points are the accepted guidelines for interpreting the correlation coefficient:
1. 0 indicates no linear relationship.
2. +1 indicates a perfect positive linear relationship: as one variable increases in its values, the other variable also increases in its values via an exact linear rule.
3. -1 indicates a perfect negative linear relationship: as one variable increases in its values, the other variable decreases in its values via an exact linear rule.
4. Values between 0 and 0.3 (0 and -0.3) indicate a weak positive (negative) linear relationship via a shaky linear rule.
5. Values between 0.3 and 0.7 (0.3 and -0.7) indicate a moderate positive (negative) linear relationship via a fuzzy-firm linear rule.
Values between 0.7 and 1.0 (-0.7 and -1.0) indicate a strong positive (negative) linear relationship via a firm linear rule.

(iv). Communalit" - Common Factor Variance
Communality of each statement refers to the variance being shared or common by other statements. With reference to the first statement, the extraction is .693 which indicates that 69.3 % of the variance is being shared or common to other statements. Refer Table 9.

(a). Eigen Value
Indicates the amount of variance in the original variables accounted or by each component. The total initial variance in the new components will be 15.

Table 9: Communalities

<table>
<thead>
<tr>
<th>Statement</th>
<th>Total</th>
<th>Extraction</th>
</tr>
</thead>
<tbody>
<tr>
<td>q1</td>
<td>1.00</td>
<td>.693</td>
</tr>
<tr>
<td>q2</td>
<td>1.00</td>
<td>.614</td>
</tr>
<tr>
<td>q3</td>
<td>1.00</td>
<td>.558</td>
</tr>
<tr>
<td>q4</td>
<td>1.00</td>
<td>.554</td>
</tr>
<tr>
<td>q5</td>
<td>1.00</td>
<td>.543</td>
</tr>
<tr>
<td>q6</td>
<td>1.00</td>
<td>.808</td>
</tr>
<tr>
<td>q7</td>
<td>1.00</td>
<td>.594</td>
</tr>
<tr>
<td>q8</td>
<td>1.00</td>
<td>.718</td>
</tr>
<tr>
<td>q9</td>
<td>1.00</td>
<td>.414</td>
</tr>
<tr>
<td>q10</td>
<td>1.00</td>
<td>.487</td>
</tr>
<tr>
<td>q11</td>
<td>1.00</td>
<td>.852</td>
</tr>
<tr>
<td>q12</td>
<td>1.00</td>
<td>.847</td>
</tr>
<tr>
<td>q13</td>
<td>1.00</td>
<td>.403</td>
</tr>
<tr>
<td>q14</td>
<td>1.00</td>
<td>.396</td>
</tr>
<tr>
<td>q15</td>
<td>1.00</td>
<td>.695</td>
</tr>
</tbody>
</table>

Table 10: Total Variance Explained

<table>
<thead>
<tr>
<th>Component</th>
<th>Total Eigenvalues</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>3.557</td>
<td>23.716</td>
<td>23.716</td>
</tr>
<tr>
<td>2</td>
<td>1.910</td>
<td>12.733</td>
<td>12.733</td>
</tr>
<tr>
<td>3</td>
<td>1.506</td>
<td>10.442</td>
<td>10.442</td>
</tr>
<tr>
<td>4</td>
<td>1.428</td>
<td>9.523</td>
<td>9.523</td>
</tr>
<tr>
<td>5</td>
<td>1.214</td>
<td>8.094</td>
<td>8.094</td>
</tr>
<tr>
<td>6</td>
<td>1.128</td>
<td>7.521</td>
<td>7.521</td>
</tr>
<tr>
<td>7</td>
<td>1.05</td>
<td>6.618</td>
<td>6.618</td>
</tr>
<tr>
<td>8</td>
<td>0.608</td>
<td>4.651</td>
<td>4.651</td>
</tr>
<tr>
<td>9</td>
<td>0.51</td>
<td>3.351</td>
<td>3.351</td>
</tr>
<tr>
<td>10</td>
<td>0.445</td>
<td>2.969</td>
<td>2.969</td>
</tr>
<tr>
<td>11</td>
<td>0.424</td>
<td>2.824</td>
<td>2.824</td>
</tr>
<tr>
<td>12</td>
<td>0.310</td>
<td>2.130</td>
<td>2.130</td>
</tr>
<tr>
<td>13</td>
<td>0.122</td>
<td>0.816</td>
<td>0.816</td>
</tr>
</tbody>
</table>

Table 11: Cumulative Frequency

<table>
<thead>
<tr>
<th>Component</th>
<th>Cumulative Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>17.499</td>
</tr>
<tr>
<td>2</td>
<td>29.983</td>
</tr>
<tr>
<td>3</td>
<td>42.313</td>
</tr>
<tr>
<td>4</td>
<td>54.650</td>
</tr>
<tr>
<td>5</td>
<td>64.509</td>
</tr>
</tbody>
</table>

Extraction Method: Principal Component Analysis

(v). Component Matrix
This table reports the factor loadings for each variable on the unrotated components or factors.
With the help of Table 13, we can categorize each statement depending upon the factor loadings and shown in Table 14

### VIII. Conclusion of Factor Analysis Regarding VAS

It is important for the car manufacturers and car dealers to be able to understand that some value added services will change the choice of cars purchasing behaviour. Value added services provide advantages for both the customers and the service providers. Customers have the opportunity to receive something above and beyond their basic needs. Providers benefit from an increased rapport with the client, which could translate into more revenue. These additional custom services often cost the company little extra but have the potential to significantly enhance the growth and the reputation of the company. The factor analysis results indicate that factor 1 (Table 7) which consists of Transmission Flush, Radiator flush, Additive coolant and anti rust treatment. Are the factors if they receive extra with their cars their thinking for choosing the car will be changed. While underbody coating, engine flush, decarbonizing is seen as second most affecting driver (factor 2, Table 7) for changing the choice of car. Factor 3 includes Glass Etching, 3 M polishing, Nitrogen gas affects customer’s choice. Factor 4, Table 7 includes Diesel Engine Oil, Fleet management and engine oil for petrol these are also the important factor for the changing the choice of the consumers to purchase a car. Factor 5 shows Cashless settlement, Increase resale value play the vital role for changing the choice of customer before finalize the car.

### IX. Final Conclusion

From the study it is clear that well known branded cars are very famous among the people because consumers trust the brand name. This also indicates that people often purchase well known brand cars since they are aware of the brand performance and extra facilities given by these brand name or perhaps they have a good past experience about the brands car and facilities. This makes customer’s become loyal with the specific brand. Brand offers superior quality of the service up to the customer’s expectation.
and satisfaction. The study shows that how automobile brands companies become successful by getting close to the customers and designing their cars according to the customers needs.

In the research researcher also conclude that car companies given the VAS to the customers are good, but there is a need to launch more awareness campaign. Yet there are some aspects as noted in recommendation where Maruti Suzuki need to focus on True value services, safety, Hyundai need to focus on Additives, Transmission Flush, Engine Flushing, Radiator Flush, and Decarburing. And Tata Motors need to focus on e-service appointments, speed –o service; symptom based diagnostic, Flying doctors.

This research also shows that companies providing desired VAS having good brand name in a market as VAS help companies to built trust and satisfy customer to their desired extent and VAS also gives customer quality assurance that helps companies to have good brand image in the market so this study clearly states VAS are closely associated to building brand name and brand name influence the decision of buying a car.

Reference