



## Factors Influencing College Teachers to Buy a Car in Krishnagiri District: Tamilnadu



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### Abstract

It is evident that our country is growing in an excellent manner. As equal as to the developed nation, India is equally contributing in the car market and several companies came into India and challenging with Indian companies in the car segment. The automobile industry is one of the major areas in contributing tremendous growth in GDP. No doubt that car is an essential product for all income group and the college teachers are highly targeted customers for small car segment. The distributors are attracting the middle-income group for selling their small cars through the various attractive scheme in Krishnagiri district. Most of the teachers are from a rural background but having family support for improving their lifestyle. Having a car for a teacher, who is working in either private or Government College is a prestige issue and approaching the dealers for selecting their choice in car segments. According to the environmental condition and stressful traffic system, the road condition in rural areas is not improved for safety car driving. In India, it is a slogan of any individual to have a house, a car and an attractive lifestyle with the living place.

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### 1. Introduction

AM, E. (2011), Krishnagiri is one of the ancient district and well-known town in Tamilnadu. It is also an undeveloped rural district and it was attached with Dharmapuri district for several years. In the year 2004, Krishnagiri district was established. In Krishnagiri district, the people are popularly involving in agriculture and small-scale business. It is famous for mango production and there are several mango juice factories in and around Krishnagiri. The well-known towns are namely Krishnagiri town, Bargur, Kavery platinum, Scholagiri, Denkanikottai, Uthangiri and Hosur are adding value to Krishnagiri district. Santhoshkumar, R., & Rajasekar, N. (2012), Subramani, T., & Pari, D (2010), Hosur is a well-known industrial area in India and located near to Bangalore city. There are several schools providing excellent educational services to the rural district.

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Mathialagan, M., Johnson Thangaraj Edward, Y. S., David, P. M. M., Srinivasan, M. R., Mohankumar, S., & Senthilkumar, M. (2017), many educational institutes are functioning and providing job opportunities for the people of Krishnagiri district and also from outside. The educational institutes are namely engineering, arts and science colleges, pharmacy colleges, nursing colleges, and teacher training institutes which are providing a wonderful platform for the students of Krishnagiri district to gain a various educational qualification. There are few colleges are functioning and transforming educational services in various discipline.

The recognized colleges are namely:

- a) Government Arts/Science college – Krishnagiri
- b) Government Arts/Science college – Bargur
- c) Government college of Engineering – Bargur
- d) PSV college of Engineering – Krishnagiri
- e) Perumal Manimekali College of Engineering – Hosur
- f) Adhiyamaan Engineering college – Hosur
- g) MGR Arts/Science college – Hosur
- h) St.Jospeh college for women – Hosur
- i) Shivagamiammal college of Arts/Science – Krishnagiri
- j) Government Arts college – Hosur
- k) Armugam anna college of Arts/Science – Krishnagiri
- l) Vidya Mandhir college of Arts/Science – Uthangiri

There are about 1500 teachers working in different institutes at various position.

The statement of the problem is for any individual decision making will be the crucial part of the buying process. For making a decision to buy a car, a customer should analyze various factors before making his final decision. Sandeep, M. P., & Kannan, N. (2013), the factors which are really influencing a buyer are advertisement, publicity, attractive incentives, financial support and friend circle.

The objective of this study is: (1) to study the factor influencing the college teachers to buy a car. (2) To study the influencing of salary to buy a car. (3) To study the monthly income of the teachers. (4) To find out the gender wise perception of purchase to the car.

## 2. Research Methods

### 2.1 Research design

For this study, the researcher adopted an exploratory research design because the data have been collected from the college teachers directly and interpreted the information and finding as per the primary data.

### 2.2 Sample design

The researcher chooses convenient sampling technique for collecting primary data from the college teacher of Krishnagiri district.

### 2.3 Sample size

The sample has been processed for the convent of the researcher as follows.

Table 1  
Sample distribution

Sl. No	Gender	Govt. College	Private College	Total
1	Male	42	25	67
2	Female	33	50	83
3	Total	75	75	150

150 sample have been distributed to the government and private college in Krishnagiri district for this study.

#### 2.4 Tools used

Structured questionnaire has been used to find out the educational level, salary package, level of interest to buy a car with the help of multiple choice question, 5 point scale and checklist. The data have been collected by using personal interview technique.

#### 2.5 Statistical tools used

Percentage calculation, normal tables, pie chart, bar chart and chi square test.

### 3. Results and Analysis

#### 3.1 Analysis

Table 1  
Shows the gender wise segmentation

Sl.No	Gender	No of Response	Response Percentage
1	Male	67	44.66%
2	Female	83	55.34%
	Total	150	100

Source: Primary data

Interpretation:

From the table, the study found that 44.6% of the respondents belong to a male who is working as a teacher in different colleges and 55.4% are a female segment who are working as college teachers.

Table 2  
Shows the nature of service and gender distribution in colleges

Sl.NO	Sex	Govt. Colleges	Private College	Total	Percentage
1	Male	42	29%	25	16.6%
2	Female	33	21%	50	33.3%
	Total	75	50	75	50%
				150	100

Interpretation:

It is known from the table that 28% of the college teachers belongs to a male and working for government colleges, 21% of the female teachers are working in government colleges. It is also observed that 33% women are working in private colleges which is a higher percentage than a male segment.

Table 3  
Shows the length of the service as teachers

Sl. No	Length of Service	No of Response	Response Percentage
1	About 5 Years	38	25.34%
2	5 – 10 Years	62	41.34%
3	10 – 15 Years	28	18.66%
4	More than 15 Years	22	14.66%
	Total	150	100.00%

Source: Primary data

## Interpretation:

It is known from the table that 41% of the teachers are having 5-10 years of experience, 25% of the teachers are having less than 5 years' experience, 18.66% of the teachers are having 10 – 15 years of experience and 14.66% of the teachers are having more than 15 years of experience.

Table 4  
Shows the income of the respondent per month

Sl. No	Income Range (Rs.)	No of Respondents	Response in Percentage
1	About 20000	25	16.66%
2	20000 – 30000	38	25.34%
3	30000 – 40000	72	48.00%
4	Above 40000	15	10.00%
Total		150	100%

Source: Primary data

## Interpretation:

From the table it is studied that 16.66% of the college teachers are earning Rs.20000 as income, 25% are earning Rs.20000 – 30000 per month, 48% of the teachers are earning as Rs.30000 – 40000 as income and only 10% of the teachers are earning Rs. 40000 and more as income.

Table 5  
Shows the influence of salary package to buy a car

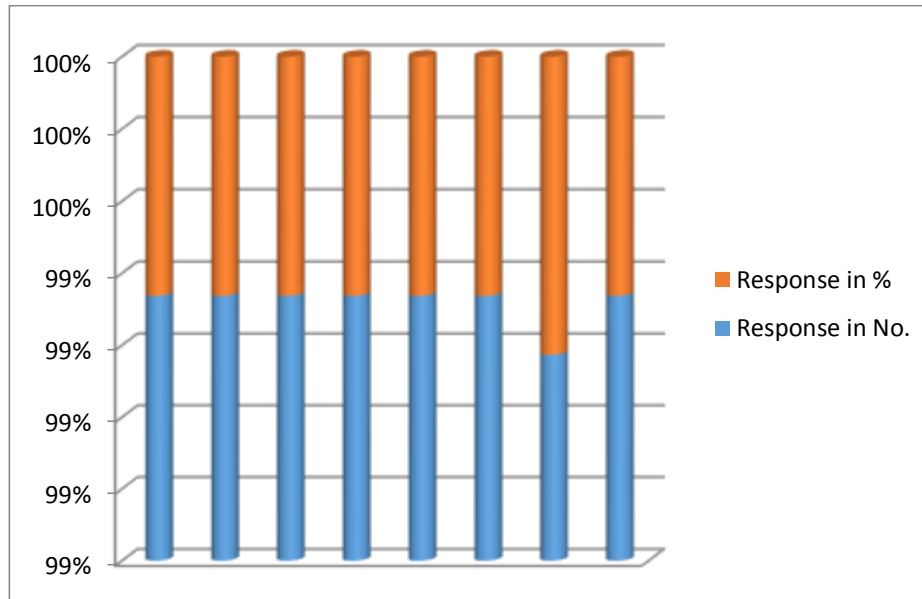
Response	Response in Number	Response in Percentage
Highly Influence	65	43.29%
Medium Influence	35	23.31%
Reasonably Influence	20	13.32%
Poorly Influence	18	12.08%
Not Influence	12	08.00%
Total	150	100.00%

## Interpretation:

From table 5, it is evidence that 43% of the college teachers have been highly influenced by salary for their buying decision and 8% of the teachers felt that salary is not a factor to buy a car.

Table 6  
Shows the factors influencing the teachers to buy a car

Sl. No	Factors	The response in No.	Response in %
1	Brand Name	96	64%
2	Design of the car	120	80%
3	Advertisement & Publicity	94	62.66%
4	Price of the car	72	48%
5	Income of the teacher	108	72%
6	Family influence	62	41.34%
7	Friends influence	48	40%
8	Other factors	32	21.33%



**Interpretation:**

From the table it is studied that 80% of the college teachers have been influenced by the design of the car, 64% of the respondents are influenced by brand name for buying a car, 66.66% of the respondents stated that advertisement and publicity will be the factor for decision making and 72% of the college teachers have been influenced by their income and only 41% of the respondents were influenced by family to buy a car.

**Table 7**  
Shows the choice of brand preferred by college teachers in the car segment

Sl. No	Brands	The response in No.	Response in %
1	Tata Cars	72	47.95%
2	Maruti	94	62.60%
3	Toyota	46	43.95%
4	Mahindra	34	22.64%
5	Skoda	20	13.32%
6	Other Brands	32	21.31%

Source: Primary data

**Interpretation:**

It is observed that 62.6% of the response are interested proper Maruti car, 48% of the response are to buy tata cars, 43.95% of the college teachers are preparing Toyota brand and limited college teachers are preparing like Mahindra, Skoda, and others brands.

**3.2 Hypothesis**

The opinion of the college teachers about whether interested or not to buy a car. It is to study the relationship between male and female on interest to buy a car is given in the table

**Table 8**

Sl. No	Sex	Interested	Not Interested	Total
1	Male	42	25	67
2	Female	18	65	83
	Total	60	90	150

Source: Primary data

The null hypothesis is that two attributes under considerations and is whether interested or not. It has tested at 5% level of significant, chi-square test is used.

Expected frequencies are:

- a)  $67 \times 60 / 150 = 27$
- b)  $67 \times 90 / 150 = 40$
- c)  $83 \times 60 / 150 = 33$
- d)  $83 \times 90 / 150 = 50$

From the expected frequencies, the chi-square value is 25.23

$Df = (2-1) \times (2-1) = 1$

For df-1, at 5% level to significant. The chi-square value of table: 3.841

Interpretation:

The calculated value of chi-square is greater than table value and said to be significant. The null hypothesis can be rejected and does not support.

*Findings*

- a) It is found that 44.66% of the respondents are male who is working as a college teacher and 55% of the female are working as college teachers in both government and private institutions.
- b) The study discovered that 50% of the teachers are serving for government colleges and 50% of the teachers are working in private colleges.
- c) This study unfolded that 25.34% of the teachers are working with 5 years of experience, 41.34% of the teachers are having 5 – 10 years of experience and only 14.66% of the teachers are working with more than 15 years of experience.
- d) It is clear from the survey that 16.66% of the college teachers are earning Rs.20000 per month, 25.34% of the teacher's monthly income is between Rs.20000 – 30000, 48% of the college teachers are earning between Rs.30000 – 40000 and only 10% of the teachers are earning more than 40000 per month.
- e) This survey disclosed that 43% of the teachers in Krishnagiri district have been highly influenced by their salary for buying a car and around 20% of the teachers have represented that salary is not at all a factor for their decision making.
- f) The study acknowledged that 80% of the college teachers have been attracted by the design of the car for their buying decision. The brand name of the care is influencing 64% of the teachers and 48% of the respondents were influenced by the price of the car.
- g) The survey confirmed that 47.9% of the teachers are preferring tata cars, 62.6% of the teachers are willing to preferring Maruti car, 43.9% of the teachers are interested to buy Toyota cars and 21% of the teachers are interested in by other brands like BMW, Skoda, Honda cars and other imported cars.

#### 4. Conclusion

The research concluded that Krishnagiri district is one of the rural segment and undeveloped district. People are depending on agricultural and surrounded by many granite industries providing job opportunity. It is also concluded that several educational institutes are offering different services. The level of interest from teachers is not satisfied to buy a car. Most of them are interested to use the car for traveling and they are mainly using call taxi. But not having enough facility to buy a new car on their own.

*Suggestion*

- a) The car dealers are suggested to organize an awareness program to college teachers for understanding the need and source to buy a car.
- b) The car manufacturers are suggested to designing a car with flexibility and low cost to meet the teacher's requirement and fixing the price as to match with salary.

- c) This study also suggesting the dealers to help the college teachers for availing easy financial support without interest. And the teachers of government institutes may be considered to provide free car service according to the profile, and promotion can be done by exhibiting the car in the premises of institutes.

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*Statement of authorship*

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.

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