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A study on Consumer's Awareness towards various Compact Cars and Pre-Purchase decision process exhibited by the consumers

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Abstract

Customer is the one who uses the products and services and judges the quality of those products and services. Before he starts to decide to buy it he must be aware of the availability of various brands of products he wishes to buy in the market. There arises the need for the consumer awareness where manufacturers have to make their products and brand aware among their customers. Car industry is not exempted from such task. The small passenger car market is now reaching its peak where no one has ever thought it previously because of its various affordable features. Hence this study aims to know the level of awareness of consumers towards various compact car brands and its models and consumers pre purchase behavior in decision making process.

Keywords: consumer awareness, car industry, pre purchase behavior

Introduction

An individual who buys products or services for personal use and not to manufacture or resale is a Consumer. Consumer awareness in marketing is about making the consumer aware of the various brands or products or anything that the marketers want to make their customers aware of. This suits the car companies also. The first step of success lays in how much are the customers aware of their car brand and its various models. Consumer *decision* making involves a continuous flow of interactions between environmental factors and behavioral actions. The *process* of consumer *decision* making involves *pre-purchase* information and analysis of different dimensions of purchase decisions. This section of the study draws an introspective analysis on the consumers' awareness towards various Compact Cars and pre-purchase Behavior experienced and exhibited by the sample consumers of compact cars.

Need for the study

Brand image is broader than brand personality in real. A well-established brand has a clear brand personality. It may remain unstated. But it can play a strategic role in brand ware. Closely position brands may also acquire distinct personalities as a result of exposure to the quality of the product, attraction in packing, service at the time of sale and after sale, word-of-mouth and advertising strategies adopted by the company. It is well known that consumers make purchase decisions based on the information and knowledge they gather during their purchase process. Also the involvement of the consumer in the decision making process will vary with the type of purchase involved. Therefore it will be very important for the marketers to know whether the customers level of awareness of their brands and their pre-purchase Behavior.

Objectives of the study

The study has been made with the following objectives:

1. To study the consumers' level of awareness on various car brands and its models while making purchase decision.
2. To identify the consumer buying pattern and their opinion towards buying particular car brand.

Research Design

The data for the study has been collected from Coimbatore city on convenience sampling method. A field survey was conducted to collect the primary data from 720 respondents through the Questionnaire method with a set of predetermined questions. Multi-stage sampling techniques have been adopted for the effective conduct of the study. The compact cars for this study have been chosen according to the car classification based on length as per SIAM (Society of Indian Automobile Manufacturers).The respondents of this study are the users of various compact brand cars such as Santro, i20, Eon, Grand i10, Wagon R, Swift, Alto 800, Zen, Suzuki A-Star, Ritz, Punto Evo, Palio, Jazz, Brio, Amaze, Indica, Vista,Figo, Polo, Micra, Etios Liva, Vibe and Pulse.

Review of Literature

Clement Sudhakar *et al*. (2009) [1] made "*A study on Automobile Purchase–Peer Influence in Decision Making with reference to Coimbatore District"*. The study aimed to know which social group influences the consumers large in their purchase decision making and it has been found out that the influence of friends is higher.

Thiripurasundari (2011) [2] made a study on *"Factors Facilitating Brand Equity Dynamics - A Study on Indian Car Industry".* The study aimed to analyze the importance of various factors like brand knowledge, brand preference, brand loyalty, brand application, etc. In the study brand equity was found to be an added value endowed by the brand to the product. It has been also found that brand application factor has been rated as the most important factor in car industry.

Jagathy Raj *et al*. (2012) [3] framed *"Logistic Regression Modelling for Consumer Purchase Behavior of Passenger Cars"* based on the study conducted in the state of Kerala. It has been found that TV commercials on car models and brands, search in internet websites of the manufacturer and visit to dealers / distributors are the prime sources of information for the customers to gather information on car models and brands. Hence it was suggested to marketers to focus on these factors to catch the attention of new customers.

Parasakthi *et al*. (2014) [4] made "*A study on Customer Awareness and Brand Preferences towards Small Cars in Coimbatore District"*. The study brought out many factors and reasons that why people prefer small cars. They include features like compact size with small turning radius, convenient for traffic roads, high mileage. It has been found that some respondents are not aware of few car models and hence it is suggested to the marketers to make their advertisements reach all the people. Further it has been observed that main expectations of the young customers in small cars are Stylish look, Good performance, Pick up, Easy maintenance, Different colours etc, whereas middle age customers prefer Low cost, Good mileage, Resale value, Easy driving, Brand name, etc.,

Table 1: Personal Profile of The Respondents

S. No	Particulars		No of Respondents	Percentage
1	Gender	Male	522	72.50
		Female	198	27.50
		Total	720	100
2	Age	17-30Years	425	59.03
		31-40 Years	180	25.00
		41-50 Years	77	10.69
		51-60 Years	29	4.03
		61-70 Above	9	1.25
		Total	720	100
3	Educational Qualification	School Education	136	18.89
		Collegiate education	519	72.08
		Illiterate	65	9.03
		Total	720	100
4	Occupational Status	Business / Profession	274	38.06
		Government Employee	109	15.14
		Private Employee	253	35.14
		Agriculture	74	10.28
		Others	10	1.39
		Total	720	100

Source: Primary data

While analyzing the personal profile of the respondents, from the above table it is clear that from the 720 respondents surveyed, 72.50 % of the respondents are male and 27.50% of the respondents are female and 59.03% of the respondents are in the age group of 17- 30 years, 25% of the respondents are in the age group of 31-40 years, 10.69% of the respondents are in the age group of 41-50 years and 4.03% of the respondents are in the age group of 51-60 years and 1.25 % of the respondents are in the age group of 60 years and above, 18.89% of the respondents have school education, 72.08% of the respondents have collegiate education, and 9.03% of the respondents are illiterate, 38.06% of the respondents are professionals or doing their own business, 35.14% are private employees, 15.14% are government employee, 10.28% are agriculturist 1.39 % are students and house wives and others.

It can be inferred from Table 1that the majority (72.50%) of the respondents are male, majority (59.03%) of the respondents are in the age group of 17- 30 years, and majority (72.08%) of the respondents are having Collegiate Education and most (38.06%) of the respondents are professionals or doing their own business.

Table 2: Sources of Information used by the Consumers

Sl. No	Sources of Information	No. of Respondents	Percentage
1.	Friends, Relatives and Colleagues	460	63.89
2.	Family Members	128	17.78
3.	TV. Shows and Cinemas	51	7.08
4.	Through Sales Staff / Personnel	10	1.39
5.	Advertisement	71	9.86
	Total	720	100.00

Source: Primary Data

The above table indicates that, in Coimbatore city majority i.e., 63.89 per cent of the respondents' sources of information about the cars are their friends, relatives and colleagues. Batch of 17.78 per cent of the respondents had information from family members' recommendations. It has been observed that the 9.86 per cent of the sample subjects had gathered information about compact cars from advertisement and remaining 8.47 of respondents had

gathered information about compact cars from TV. Shows and Cinemas ((7.08 per cent) and through sales persons of car sales shows (1.39 per cent).
The study found that as per the opinion, for 63.89 per cent of the respondents, friends, relatives and colleagues provided information about the compact cars and its features.

Table 3: Consumers' Opinion on Level of Influence of The Various Advertisement Media On Their Buying Decision

Sl. No	Variable	Influenced	Highly Influenced	Not Influenced	Sum	Mean	Rank
1.	Manufacturer /Dealers Brochures	508 (70.56)	125 (17.36)	87 (12.08)	1861	2.58	1
2.	New paper, Articles/ Car Magazines	409 (56.81)	210 (29.17)	101 (14.03)	1748	2.43	2
3.	Internet/ WWW	411 (57.08)	163 (22.64)	146 (20.28)	1705	2.37	3
4.	Motor Shows/ Exhibition	402 (55.83)	160 (22.22)	158 (21.94)	1684	2.34	4
5.	TV Advertising	400 (55.56)	157 (21.81)	163 (22.64)	1677	2.33	5

Source: Primary Data

The study observed that the manufacturer/dealers brochures primarily motivated the consumers for purchase of compact car(s). This variable is ranked first with the mean score of 2.58. The contribution of Newspaper, Articles/Car Magazines in creating awareness and influencing the potential buyers are rated in the second place, with the mean score of 2.43. The role of web and Motor Shows/ Exhibition in creating awareness and influencing the potential buyers are rated in the third and fourth places, with the moderate mean score of 2.37 and 2.34, respectively. The contribution of TV Advertising in creating awareness and influencing the potential buyers are rated in the fifth place with the low mean score of 2.33.
The study observed that manufacturer/dealers brochures primarily motivated consumers for purchase of compact car(s).

Table 4: Consumers' Level of Awareness about the brand of Car and Its Models

Brand	Model	Level of Awareness							
		Highly Aware	Aware	Moderate	Low Aware	Very Low Aware	Sum	Mean	Rank
Popular Multi-Model Brands									
Hyundai	Santro	403 (55.97)	258 (35.83	54 (7.50)	4 (0.56)	1 (0.14)	3218	4.47	1
	i20	311 (43.19)	311 (43.19)	90 (12.50)	5 (0.69)	3 (0.42)	3082	4.28	2
	Eon	280 (38.89)	248 (34.44)	173 (24.03)	17 (2.36)	2 (0.28)	2947	4.09	4
	Grand i10	298 (41.39)	254 (35.28)	129 (17.92)	35 (4.86)	4 (0.56)	2967	4.12	3
Maruti	Wagon R	340 (47.22)	270 (37.50)	74 (10.28)	25 (3.47)	11 (1.53)	3063	4.25	3
	Swift	375 (52.08)	243 (33.75)	81 (11.25)	12 (1.67)	9 (1.25)	3123	4.34	2
	Alto800	375 (52.08)	240 (33.33)	89 (12.36)	13 (1.81)	3 (0.42)	3131	4.35	1
	Zen	311 (43.19)	291 (40.42)	98 (13.61)	16 (2.22)	4 (0.56)	3049	4.23	4
	Suzuki A-Star	307 (42.64)	278 (38.61)	112 (15.56)	16 (2.22)	7 (0.97)	3022	4.20	5
	Ritz	298 (41.39)	286 (39.72)	99 (13.75)	25 (3.47)	12 (1.67)	2993	4.16	6
Fiat	PuntoEvo	331 (45.97)	217 (30.14)	106 (14.72)	45 (6.25)	21 (2.92)	2952	4.10	1
	Palio	312 (43.33)	210 (29.17)	131 (18.19)	46 (6.39)	21 (2.92)	2906	4.04	2
Honda	Jazz	327 (45.42)	195 (27.08)	141 (19.58)	37 (5.14)	20 (2.78)	2932	4.07	2
	Brio	294 (40.83)	227 (31.53)	135 (18.75)	44 (6.11)	20 (2.78)	2891	4.02	3
	Amaze	330 (45.83)	201 (27.92)	125 (17.36)	45 (6.25)	19 (2.64)	2938	4.08	1
Tata	Indica	324 (45.00)	216 (30.00)	114 (15.83)	51 (7.08)	15 (2.08)	2943	4.09	1
	Vista	303 (42.08)	206 (28.61)	140 (19.44)	54 (7.50)	17 (2.36)	2884	4.01	2
Popular Single Model Brands									
Ford	Figo	329 (45.69)	237 (32.92)	105 (14.58)	36 (5.00)	13 (1.81)	2993	4.16	2
Volkswagen	Polo	349 (48.47)	219 (30.42)	97 (13.47)	39 (5.42)	16 (2.22)	3006	4.18	1
Chevrolet	Beat	292	205	140	52	31	2835	3.94	6

		(40.56)	(28.47)	(19.44)	(7.22)	(4.31)			
Nissan	Micra	286 (39.72)	227 (31.53)	118 (16.39)	58 (8.06)	31 (4.31)	2839	3.94	6
Toyota	Etios Liva	319 (44.31)	219 (30.42)	104 (14.44)	54 (7.50)	24 (3.33)	2915	4.05	4
Mahindra	Vibe	313 (43.47)	227 (31.53)	102 (14.17)	51 (7.08)	27 (3.75)	2908	4.04	5
Renault	Pulse	345 (47.92)	222 (30.83)	84 (11.67)	47 (6.53)	22 (3.06)	2981	4.14	3

Source: Primary Data

The study observed that among the car models offered by the Hyundai Company people are well aware of the compact car Santro. Similarly it has been observed that Alto800 offered by the Maruti Company are well –known and familiar compact cars among the respondents. Followed by, the respondents have said that Punto Evo and Palio are the compact car models that they are well aware of among the cars offered by the Fiat Company. Similarly the sample populations have said that they are well aware of the compact car Amaze marketed by the Honda Company. Regarding the Tata brand Indica stands high in the awareness level of the respondents. Besides, the above stated brand models Figo, Polo, Beat, Micra, Etios Liva, Vibe and Pulse are also known by the compact lovers, which are marketed by the Ford, Volkswagen, Chevrolet, Nissan, Toyota, Mahindra and Renault. But among them Etios Liva, Vibe, Brio, Micra, Beat are the car models where the sample respondents are very low aware of them.

The study observed that Hyundai Santro and Maruti Alto 800 are the compact car models that the sample respondents surveyed are well aware of.

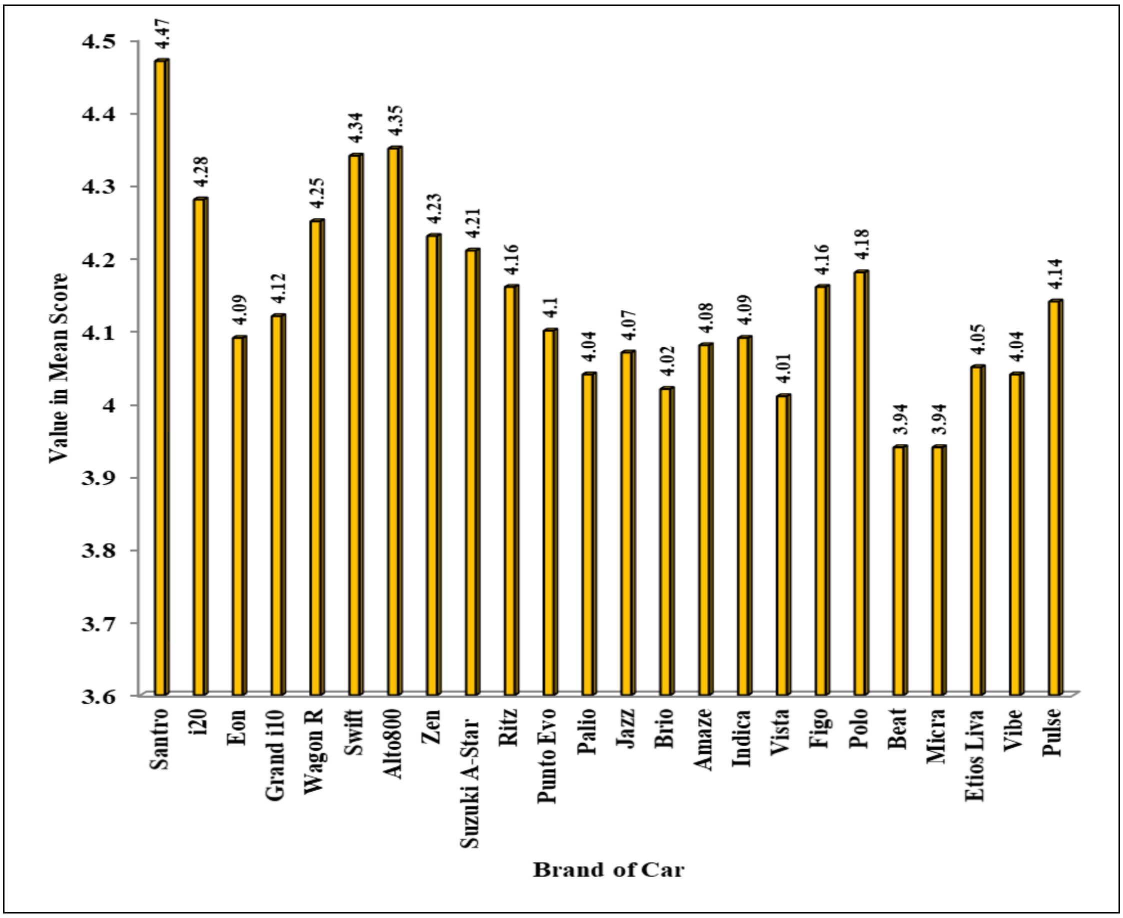

Exhibit 1: Consumers' Level of Awareness About the Brand of Car and Its Models

Exploratory factor analysis is used to explore the underlying dimensions that could have correlations among the observed variables. Exploratory factor analysis also helps in theory building. The process of extraction used here is the principal component analysis as it helps in reducing number of variables. Factor analysis produced factor loadings for each combination of extracted factors and observed variables. Factor loadings were similar to correlation coefficients between the factors and variables. Higher the factor loading more likely it is that the factor underlies that variable. Factor loadings help in identifying which variables are associated with a particular factor. Factor loadings obtained from extraction may not represent a clear picture of the factor structure of the dataset. After extraction it was known which observed variable load on different factors. Un-rotated factor loadings are difficult to interpret. Rotation helps in arriving at a simple pattern of factor loadings by maximizing high correlations and minimising low ones.

In the current study explorative factor analysis technique has been applied to find the underlying dimension (factors) that exists in the twelve variables relating to the consumers level of awareness about the brand of car and its models.

Table 5: KMO and Bartlett's Test Consumers' Level of Awareness About the Brand of Car and Its Models

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.851
Bartlett's Test of Sphericity Approx. Chi-Square	4091.301
DF	66
Sig	.000

Level of Significance: 5 per cent

In the present study, Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) and Bartlett's test of Sphericity were applied to verify the adequacy or appropriateness of data for factor analysis. In this study, the value of KMO for overall matrix was found to be excellent (0.851) and Bartlett's test of Sphericity was highly significant ($p<0.05$). Bartlett's Sphericity test was effective, as the chi-square value draws significance at five per cent level. The results thus indicate that the sample taken was appropriate to proceed with a factor analysis procedure. Besides Bartlett's Test of Sphericity and KMO Measure of sampling Adequacy, Communality values of all variables were also observed.

Extraction communalities for a variable give the total amount of variation, explained by all factors. If the communality exceeds 1.0, there is a spurious solution, which may reflect too small a sample or the researcher has too many or too few factors. The table 4.16 depicts the communalities of consumers' level of awareness about the brand of car and its models.

Table 6: Cumulative Consumers' Level of Awareness About the Brand of Car and Its Models

Variables	Initial	Extraction
Hyundai	1.000	.841
Maruti	1.000	.773
Fiat	1.000	.916
Honda	1.000	.748
Ford	1.000	.763
Volkswagen	1.000	.786
Tata	1.000	.809
Chevrolet	1.000	.843
Nissan	1.000	.778
Toyota	1.000	.768
Mahindra	1.000	.818
Renault	1.000	.744

In order to provide a more parsimonious interpretation of the results, 12-item scale was then factor analyzed using the principal component method with Varimax rotation. It is always difficult to interpret the loadings in the factor matrix. There are many other variables with high loadings on more than one factor in the factor matrix. Rotation solves this problem. For a good factor solution, the particular variable should load high on one factor and low on all other factors on a rotated factor matrix.

Table 7: Rotated Component Matrix Consumers' Level of Awareness About the Brand of Car and Its Models

Variables	Level of Awareness				
	Highly Aware	Aware	Moderate	Low Aware	Very Low Aware
X_1-Hyundai	-	-	-	.895	-
X_2-Maruti	-	-	-	.811	-
X_3-Fiat	-	-	-	-	.895
X_4-Honda	-	-	.533	-	.582
X_5-Ford	-	-	.829	-	-
X_6-Volkswagen	-	-	.846	-	-
X_7-Tata	-	.775	-	-	-
X_8-Chevrolet	-	.859	-	-	-
X_9-Nissan	-	.749	-	-	-
X_{10}-Toyota	.812	-	-	-	-
X_{11}-Mahindra	.858	-	-	-	-
X_{12}-Renault	.832	-	-	-	-
Eigen value	5.04	1.69	1.14	1.08	0.63
% of Variance	42.02	14.11	9.49	8.99	5.27
Cumulative	42.02	56.13	65.62	74.62	79.88

Level of Significance: 5 per cent

Factor analysis helps in summarizing the total variation explained by the useful factors. Here initial Eigen values give the variance explained by all the possible factors. There are 12 factors, which are equal to the number of variables entered in to factor analysis.

Through an analysis of items in each factor, new dimensions were defined (Table 4.17), excluding items with a value lower than 0.5. Five factors extracted together account for 79.88 percent of the total variance (information contained in the original 12 variables). This is pretty good, because we are able to economize on the number of variables (from 12 researcher has reduced them to five underlying factors), while the data lost only about 20.12 percent of the information content (79.88 per cent is retained by the five factors extracted out of the 12 original variables).

Five factors were identified as being maximum percentage variance accounted. The variables $X_{10,}$ $X_{11}$and $X_{12}$are grouped as factor I and it accounts for 42.02 per cent of the total variance. The variables $X_{7,}$ X_8 and X_9 constitute the factor II and they account for 14.11per cent of the total variance. The variables $X_{4,}$ X_5 and X_6 constitute the factor III and they account for 9.49 per cent of the total variance. The variables X_1 and X_2constitute the factor IV and they account for 8.99 per cent of the total variance. The variables X_4 and X_5 constitute the factor V and they account for 5.27 per cent of the total variance.

A Scree plot is a graph that plots the total variance associated with each factor. It is a visual display of how many factors are there in the data. The Scree plot graphs the

Eigen value against the factor number. It has been observed that although there are twelve principal components only four factors have Eigenvalues over one. The curve indicates the inflexion on the curve [5].

Table 8: Summary of Rotation Factor Analysis and Reliability Test Consumers level of Awareness About the Brand of Car and Its Models

Factors	Factor Interpretation	Variables included in the factors	Cronbach's Alpha
F_1	Highly Aware	Toyota, Mahindra and Renault	.891
F_2	Aware	Tata, Chevrolet and Nissan	.851
F_3	Moderate	Honda, Ford and Volkswagen	.814
F_4	Low Aware	Hyundai and Maruti	.712
F_5	Very Low Aware	Honda and Ford	.619

Source: Computed from Primary Data

The internal consistency of each factor was estimated individually using the alpha coefficient of Cronbach's (α). Factor analysis was applied to establish and reveal the correlation between consumers' level of awareness about the brand of car and its segment. The Cronbach's reliability values (.891, .851, .814, .712 and .619) indicate significant correlation between the variables tested and a good internal consistency.

Table 9: Time Taken by The Consumers for Deciding to Purchase the Compact Car

Sl. No	Time Taken	No. of Respondents	Percentage
1.	Less than Two Weeks	156	21.67
2.	Two Weeks- One Month	190	26.39
3.	One-Three Months	126	17.50
4.	More than Three Months	248	34.44
	Total	720	100

Source: Primary Data

It has been inferred from the above table that 34.44 per cent of the respondents have said that they took more than three months for deciding to buy a new car. Followed by 26.39 per cent of the respondents have said that they took two weeks to a month for taking their buying decision and 21.67 per cent of the respondents have said that they decided to buy a new car in a time span of less than two weeks. Batch of 17.50 per cent of the respondents have said that they reviewed the vehicle features for one to three months before taking their initial decision to buy a new car.

From the above data discussion it has been observed that 34.44 per cent of the respondents have said that they took more than three months for deciding to buy a new car

Table 10: Consumers' Opinion on Acceptance of An Alternative Model of Car Suggested by the Sales Person

Sl. No	Variables	No. of Respondents	Percentage
1.	Have taken the suggestion	278	38.61
2.	Stick to the Model Decided	442	61.39
	Total	720	100

Source: Primary Data

It has been inferred that, 61.39 per cent of the respondents did not accept an alternative model of car suggested by their sales executive when they couldn't have the desired model and color of car. Batch of, 38.61 per cent of the sample subjects have chosen the alternative model of car suggested by the dealers' sales representative.

It is evident from the data analysis that majority i.e., 61.39 per cent of the respondents did not prefer to switch their preferred model at the time of purchase.

Table 11: Nature of Product Differentiation Criterion Fixed by the Consumers While Selection of Alternative Model

Alternate Specification	Mattered a Lot	Mattered Slightly	Didn't Really Matter	Sum	Mean	Rank
Engine Type	151 (54.32)	90 (32.37)	37 (13.31)	670	2.41	2
Interior Options	129 (46.40)	124 (44.60)	25 (8.99)	660	2.37	3
Exterior Options	134 (48.20)	99 (35.61)	45 (16.19)	645	2.32	4
Price	193 (69.42)	52 (18.71)	33 (11.87)	716	2.58	1

***Source*:** Primary Data

The above table indicates that 86 per cent (Mean score of 2.58) of the consumers preferred to switch to alternative model of a car as it is economic. Whereas, educated modern day youth i.e., 80.33 per cent of the respondents (Mean score of 2.41) have paid more attention to the engine type. On the contrary to above two statements 79 (Mean score of 2.37) and 77.33 per cent (Mean score of 2.32) of the consumers have focused on the interior and exterior features of the vehicle respectively.

It is evident from the data analysis that majority i.e., 86 per cent (Mean score 2.58) of the consumers preferred to switch to alternative model of a car as it is economic and well suit to their budget.

Table 12: Consumers' Opinion On Benefits Received By Them For Choosing Alternative Vehicle

Sl. No	Options	No. of Respondents	Percentage
1.	Received Benefits	231	32.08
2.	Did Not Receive Benefits	489	67.92
	Total	720	100

Source: Primary Data

The above table indicates that out of the respondents who preferred alternative model of car during their purchase, 67.92 per cent of them have said that they did not receive any benefits for choosing an alternative model of compact car as suggested by their dealer's sales person. Whereas, 32.08 per cent of the respondents have said that they received some benefits for choosing the alternative model suggested by the sales representative.

It is evident from the data analysis that out of the respondents who preferred alternative model of car during their purchase majority i.e., that 67.92 per cent of the them have said that they did not receive any benefits for choosing an alternative model of compact car as suggested by their dealer's sales person.

Table 13: Consumers' Opinion on Nature Of Benefits Reaped By Them For Choosing Alternative Model Of Car

Sl. No	Nature of benefits	No. of Respondents (N=231)	Proportionate Percentage
1.	Discount on price	122	16.94
2.	Specification upgrade	69	9.58
3.	Better price on trade- in	81	11.25
4.	Good finance deal	65	9.03
5.	After sales offer	34	4.72

Source: Primary Data

The above table indicates that out of the respondents who preferred alternative model of car and got various benefits, 16.94 per cent of them have said that they got discount on price for choosing alternative model of car. Followed by 11.25 per cent had availed better price on trade- in specific and 9.48 per cent had availed upgrade model of compact car. Subsequently it has been observed that 9.03 per cent had availed good finance deals. Batch of 4.72 per cent of them have said that they received after sales offer in specific as benefits.

The study observed that out of the respondents who preferred alternative model of car and got various benefits, most 16.94 per cent of the respondents have said that they got discount on price.

Suggestions from the study

1. It has been found that consumers do not search for information of all brands of car during the search process. They look for only the brands they considered. So the awareness and information about new brands and the remaining car brands left unobserved. So the marketers should design their advertisement campaign in such a way it should reach the minds of all the people.
2. There are few brands of compact cars where consumers are still not aware of. So, such manufacturing companies should increase the brand awareness and promotional activities among the people to make the consumers aware of their brand in the market
3. In the Pre-Purchase stage, apart from gathering information from various sources about the brand considered for purchase many customers visit the showroom directly to know about the product description in person. In such cases the sales executives must be properly trained in order to describe the product for better understanding to the customer.

Conclusion

It has been concluded from the study that all the car manufacturing companies are giving tight competition to each other equally by attracting consumers to their sides by adopting innovative and creative marketing strategies. It has been ascertained that currently the small car industry in India is dominated by Hyundai and Maruti. Key finding which emerged for this study is that Hyundai Santro and Maruti Alto 800 are the compact car models that are highly aware and well known to the customers surveyed.

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