A STUDY ON THE INTENTIONS OF CONSUMERS IN MUMBAI WITH REGARDS TO PURCHASE OF CNG CARS

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ABSTRACT

The scientific community has highlighted the impact of harmful emissions from various industrial units, automobiles, etc. on the environment. Related concerns have influenced the behaviour of people in society, as consumers of various products across sectors, manufacturers, government bodies, environmental activists, and very importantly, marketers. In response to such environmental concerns, green marketing is commonly practiced among marketers, to become more ecologically conscious in their marketing strategies; to offer consumers eco-friendly products, and add credibility to the social image of organizations. The present paper begins with an introduction to the CNG car segment in India; CNG car business being a green marketing initiative by automobile companies. The paper then proceeds to study and identify consumer intentions for purchase of CNG cars and influencing factors. The methodology of research adopted for the study is empirical in nature wherein the primary data is collected from the residents of Mumbai Metropolitan Region. Major findings of the study conclude that consumers consider parameters like cost of fuel, eco-friendliness of the car, safety aspects of the car with respect to the fuel type used, before considering purchase. Consumers have been found to prefer company-fitted CNG cars rather than retrofitted cars, based on trust as a factor. The study concludes with certain recommendations for CNG car manufacturers considering the findings.

KEYWORDS: Compressed Natural Gas (CNG), Consumer purchase intention, Green Marketing, Environment.