

Impact of Consumer Perception on Sales and Performance of Tyre Industry of Pakistan

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ABSTRACT

The aim of doing this study is to find the impact of consumer perception on sales and performance of tyre industry in Pakistan. Consumer perception and buying behavior can affect the Sales and performance of any organization. Established brands and corporation can be the victim of negative impact of consumer perception. When it comes to the selection between the Locally Manufactured products with Imported Brands, consumer perception will severely impact the Sales and Performance of Locally Manufactured Products. Therefore, it is important to study the impact of consumer perception on sales and performance of tyre industry in Pakistan. Consumer perception can impact the sales and performance of tyre industry through many factors, but we will consider only few of them in this study. We have studied the impact of consumer perception due to Price, Branding, Brand Quality and Brand Reputation. Mostly consumer will focus one of these factors while purchasing tyres. Quantitative questionnaires will be conducted to collect the data for the impact of consumer perception. We have compared the consumer perception of made in Pakistan tyres with European, American, Korean and Chinese tyre. We also compared their Brand Reputation, Brand Quality, Branding and Price for Made in Pakistan Tyres with Made in Tyres of European, American, Korean, and China.

Keywords: Sales, Consumer perception, Brand Reputation, Brand Quality, Branding, Price

INTRODUCTION

Background

In today's world the customers are kings they drive the market, they will tell the manufacturer about what they want, how they want and when they want. Customer expects and demands more because they can get more. As today's world are customer decide themselves therefore consumer perception is very important for any industry. If the consumer perception is not good the organization cannot survive in market. For the survival in market it is necessary for any organization to analyze the impact of consumer perception on their sales and performance. If the consumer perception is good there is positive impact on sales for any industry. If the consumer perception is bad there is a negative impact of consumer perception on sales for any industry. Consumer perception is changing due to the competition in any business increasing. If one organization is not providing according to customer demanded, then competitor will provide, and organization will lose their sales and the perception will be changed from positive to negative and same will go on. Therefore, it is necessary for any organization to focus on customer need, what the competitor is doing and what the change customer wants. Similarly, the sale of tyre industry of Pakistan is decreasing day by day and no study previously done in Pakistan related to impact of consumer perception on sales and performance of tyres industry in Pakistan. Sales of tyre industry in Pakistan is declining and this is due to the competitors. The competitors are from different region of the world. Mostly are from European, American, Korean and China.

Statement of the problem

Decline in Sales of Consumer Product manufactured in Pakistan is become most important issue in Pakistan. It is very difficult to grab, retain and satisfy customer especially for Tyre Industry in Pakistan. Consumer want to purchase best Tyres for this he need consultancy from different peoples about Reputation, Quality, and Branding and Price then he will purchase Tyre. Consultant provide his perception about Tyres and Motivate to Purchase Tyres. Due to this I have decided to study the "Impact of Consumer Perception on Sales of Tyre Industry in Pakistan

Aims And Objectives Of Study

1. To determine the preferred Tyre and Reason of preference for Consumer.
2. To determine the factors that motivate to Purchase Tyres.

3. To know the Experience of Consumer with Tyre Industry in Pakistan.
4. Determine the Impact of Consumer Perception on Sales of Tyre Industry in Pakistan.
5. To evaluate the Consumer Perception on Sales of Tyre Industry in Pakistan due to Brand Reputation, Brand Quality, Branding and Price.

Scope And Limitations

This study for investigation of impact of consumer perception on sales of tyre industry in Pakistan is absolutely founded on the review led in Karachi, a well-known city of Pakistan that have more than 2 million consumers of Tyres. The investigation covers the data about the outlook which may fluctuates from circumstance and where the respondents will most likely be able to give required and precise data. Due to the busy schedules of respondents, the survey done at different shops in Replacement market of Tyres during the changing of Tyres. This will be the best scenario for both the surveyor and respondent to share accurate information due to free time. As we have two main constraints one is time and another is cost of survey, the sample size selected is 250 surveys. Survey is done in order to collect information that is perceived by consumers about tyres. The sample size selected is much smaller as compared with the population. But the respondents are able to provide accurate and precise information. So, selected samples provide accurate information. This is study will help Tyre industries of Pakistan to work on improving consumer perception and increase their sales and performance. No study is done before that is related specifically Tyre industries in Pakistan

LITERATURE REVIEW

Sales Of Company

The fulfillment of one's demands and needs by exchanging the products or services to fulfil other's demands and needs is termed as sale (Aliya & Bushra, 2014). Mostly Sales is done between two parties, party who provide goods or service is known as seller and the party who receive goods and services and pay value of good or service is consumer is termed as buyer.

Any transaction done for completion of demands or needs of two or more than two parties in which one exchange their good or service to fulfill others needs and receive the required goods or services can be termed as sales (Ron D'Andrea, 2005). Nowadays one provides their product or service to other one for exchange these in-terms of money to fulfill their demand by exchanging this money to another ones and this sales process continues.

In today's world, any organization provide their goods or service to full fill consumer's demand or need is Organizational sales (Clinton, 2014). Organizations sale their products or services to earn value of their products or services from their consumer can be referred as organizational sales. The performance of any organization can be determined by how much they sale their products or services.

Concepts Of Consumer Perception

The opinion of any consumer about goods, services, brands and organization referred as consumer perception. It can be evaluated by how consumer feels about goods, services, brands and organization through experience of their own or from others (Adriana, 2018). By analyzing impact of consumer perceptiveness, organizations can spot regular consumer torment focuses and improve the consumer venture.

The concept of marketing for showcasing idea that includes a consumer's impression, mindfulness or cognizance about an organization or its contributions (Jessica, 2018). Ordinarily, consumer perceptiveness is influenced by brand reputation, branding, providing quality products, low price, publicizing, audits, advertising, internet-based life, individual encounters, and different channels.

Consumer perception for any goods or services offered may contrast from what the manufacturer or service provider expected to offer. This is neither beneficial nor profitable for both parties for focused condition (Khurram, 2019). Additionally, it is beneficial for attaining positive perceptiveness of consumers as in current world of business the exposure to each and every information for any product or service is of immense value. It is surpassingly hard for the offering of any business to achieve total consideration of consumers particularly in circumstances where the consumer perceptiveness is not equivalent to that of the advertising.

FACTORS OF CONSUMER PERCEPTION

Price

The representational value that is used to acquire any product or service in terms of Money is termed as money (Jerome, 2018). The amount of money which consumer agrees to pay to acquired desired product is called Price.

Price is the monetary estimation of a goods, services or any sort of things produced during an exchange (Bertsimas, 2019). Price can be set by a manufacturer or provider of product when they have imposing business model power, and are said to be value producers, or set through the market itself, when firms are value takers. Price can likewise be set by the purchaser or seller at which both agree to perform transaction(s).

Quality

A proportion of greatness or a condition of being free from deformities, inadequacies and noteworthy varieties. It is realized by severe and steady responsibility to specific measures that accomplish consistency of an item so as to fulfill consumer's prerequisites. The characteristics or features that can be used to satisfy consumer demands or need can be termed as quality (Clifford, 2019).

The totality of characteristics and attributes of any goods or services that bears its capacity to fulfill expressed or inferred needs (ISO TQM Standard). Organizations develop internal standards, execution of such standards so that final products meet all requirements is also termed as quality.

Branding

Branding is the advertising practice of effectively forming your image in consumer's eye (Cheney, 2019). Branding is the thing that your business needs to get through the messiness and catch your consumer's eye. It's what changes first-time purchasers into lifetime buyers and transforms an apathetic consumer into brand evangelists. It's what you have to stick out, have an effect and take your business to the new level.

The activities for creating a positive image of businesses in consumers mind is called Branding (Rene Karen, 2015). Branding creates the connection between the organization and consumer. It also increases brand recognition and helps out in standing against the rivals.

Brand Reputation

Brand Reputation implies how the specific brand of the organization is seen and saw by consumers, stakeholder and the overall market (Brooke Z. Graham, 2018). It is the completion of thoughts and feelings that a consumer associate with the brand with other consumer had experienced during the acquisition of products or services, while utilizing them, and after-sales services that had catered by the organization.

A well-disposed brand reputation implies buyers trust your organization and likes acquiring your products. A brand notoriety, in any case, will make customers doubt your organization and be reluctant about acquiring your products (Goodwin, 2017).

RELATION BETWEEN CONSUMER PERCEPTION AND SALES

Your consumer perception is impacted by organizational image, and organizational image drives Business recognition. Any organization that impact impression of their organization in a positive manner frequently converts into more customer to buy your product and this will increase sales and performance.

Understanding of Consumer perception can be a troublesome field to explore. It is difficult to accumulate the data that can be deciphered as discernment. You need to depend on informal, responses on social media, or study results to discover what consumers are stating about products or services.

Consumer surveys are one of the main strategies for understanding consumers. In any case, more strategies are being acquainted that permits you with assemble consumer notions from web services or social media

The inclined or declined in any business, as it were, is impacted by consumer perception. In spite of the fact that a consumer's recognition about any product or services somewhat is said to be founded on their actual experience they have from the utilization of products or services, it is likewise, all things considered, affected by an assortment of different factors, for example, value, quality, and notoriety of the producer, branding and packaging including other major/ minor elements that includes other psychological factors (d'Astous, A., 2003).

For example, the positive perception about a particular product or service will increase business to greater extent, while a negative perception about a particular products or services of any organization will prompt its sales decline. In this manner, consumer perception impacts sales as well as influences the performance of any organization that effect profitability of the business. This is the reasons why large organization invest higher portion of their budget to influence the consumer perception towards their organization in positive (Tan, S., 2005).

METHODOLOGY

We have used the mixed-method research approach for collection of data. We have conducted surveys with sample of consumers of tyres in Pakistan. We have done a convenient sampling method as there is a large number of consumer and we cannot survey with all of them therefore we used this sampling method. We questioned them about their perception for locally manufactured tyres to identify the impact of consumer perception on sales of tyre industries in Pakistan. We apportioned questionnaire among the consumer of tyres at different tyres shops in Replacement Market of Karachi, Pakistan. We have done a quantitative survey in empirical manner to test the reason that causes decline in sales of tyre industry of Pakistan. The main objective of this research is to determine the impact of consumer perception on sales and performance of tyre industries of Pakistan.

Sample Criteria And Sampling

The first 20 samples are done for pilot study in which we diagnosed that there are some issues in Questionnaire that will not clear the image of respondent. Therefore, we make changes is questionnaire as per requirement then again survey with other 30 respondents. After performing such activity, we concluded that this questionnaire will helps us in concluding the required information. The final sample of 200 respondents is based on the following criteria: owns automobile, having salary that can purchase local and imported products, using different imported and locally manufactured products and mostly have experience and technical knowledge of tyres.

Theoretical Framework And Variables

The variables that are used in our study are

Sales: Selling of organization product in terms of Money.

Price: Monetary value of any product.

Brand Quality: Customer Satisfaction for given product.

Branding: Marketing that influence consumer to purchase product.

Brand Reputation: Value of Product in consumer's eye

Figure I

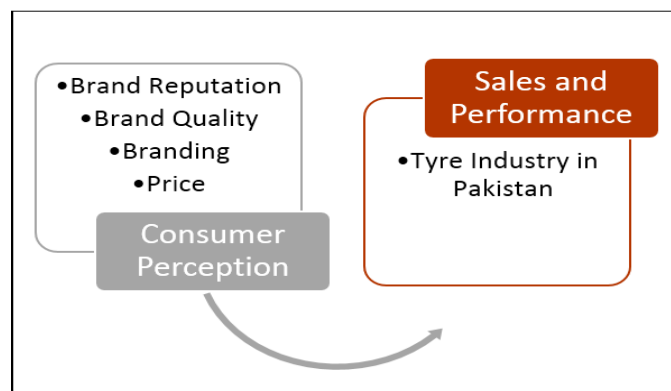


Figure I illustrate the conceptual/ theoretical framework

RESEARCH HYPOTHESIS

H1: There is a Negative impact of Consumer Perception on Sales and Performance of Tyres Industry in Pakistan due to Brand Reputation.

Independent Variable: Brand Reputation
Dependent Variable: Sales

H2: There is a Negative impact of Consumer Perception on Sales and Performance of Tyres Industry in Pakistan due to Brand Quality.

Independent Variable: Brand Quality
Dependent Variable: Sales

H3: There is a Negative impact of Consumer Perception on Sales and Performance of Tyres Industry in Pakistan due to Branding.

Independent Variable: Branding
Dependent Variable: Sales

H4: There is a Negative impact of Consumer Perception on Sales and Performance of Tyres Industry in Pakistan due to Price.

Independent Variable: Price
Dependent Variable: Sales

FINIDINGS & DISCUSSIONS:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Matric	2	1.0	1.0	1.0
	Intermediate	5	2.4	2.4	3.4
	Graduate and above	200	96.6	96.6	100.0
	Total	207	100.0	100.0	

96.6% of Respondent has Qualification of Graduate and above, 2.4% are Intermediate and 1.0% of Respondents are Matric Pass.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 30000	10	4.8	4.8	4.8
	30000-40000	2	1.0	1.0	5.8
	40000-50000	43	20.8	20.8	26.6
	Above 50000	152	73.4	73.4	100.0
	Total	207	100.0	100.0	

73.4 % of respondents have monthly income above PKR 50000, 20.8% have monthly income of PKR 40000-50000, 1.0 % have monthly income of PKR 30000-40000 and 4.8 % of respondents have monthly income less than PKR 30000.

Consumer Perception For Different Products

Survey is done in compare of different products for the analysis of consumer perception and behavior towards Local and Imported Products. To identify behavior of consumer towards Local vs Non-Local Products The selected products are Led/LCD, Sunglasses, Travelling Bags, Cosmetics, Kitchen Appliances, Perfume, Handbags.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	192	92.8	92.8	92.8
	Non-Local	15	7.2	7.2	100.0
	Total	207	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	57	27.5	27.5	27.5
	Price	147	71.0	71.0	98.6
	Service	3	1.4	1.4	100.0
	Total	207	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	46	22.2	22.2	22.2
	Good	12	5.8	5.8	28.0
	Average	6	2.9	2.9	30.9
	Bad	143	69.1	69.1	100.0
	Total	207	100.0	100.0	

92.8% of Respondent prefer Local Led/LCD and 7.2% prefer Non-Local. 71.0% of respondent prefer due to price and 27.5% preferred due to Quality. In compare of Local vs Non-Local Led/LCD 22.2% response are very good, 5.8% are good, 2.9% are average and 69.1% response as bad, 0% responses are very bad.

Table VI					
Sunglasses Preferred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	195	94.2	94.2	94.2
	Non-Local	12	5.8	5.8	100.0
	Total	207	100.0	100.0	

Table VII					
Reason Sunglasses Preferred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	16	7.7	7.7	7.7
	Price	187	90.3	90.3	98.1
	Service	4	1.9	1.9	100.0
	Total	207	100.0	100.0	

Table VIII					
Compare Sunglasses (Local vs Non-Local)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	47	22.7	22.7	22.7
	Good	13	6.3	6.3	29.0
	Average	3	1.4	1.4	30.4
	Bad	1	.5	.5	30.9
	Very Bad	143	69.1	69.1	100.0
	Total	207	100.0	100.0	

94.2% of Respondent prefer Local Sunglasses and 5.8% prefer Non-Local. 90.3% of respondent prefer due to price and 7.7% preferred due to Quality. In compare of Local vs Non-Local Sunglasses 22.7% response are very good, 6.3% are good, 1.4% are Average, 0.5% response as Bad, and 69.1% response as very bad.

Table IX					
Traveling Bag Preferred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	49	23.7	23.7	23.7
	Non-Local	158	76.3	76.3	100.0
	Total	207	100.0	100.0	

Table X					
Reason Prefer Traveling Bag					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	201	97.1	97.1	97.1
	Price	4	1.9	1.9	99.0
	Service	2	1.0	1.0	100.0
	Total	207	100.0	100.0	

Table XI					
Compare Travelling Bags (Local vs Non-Local)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	7	3.4	3.4	3.4
	Good	52	25.1	25.1	28.5
	Average	4	1.9	1.9	30.4
	Very Bad	144	69.6	69.6	100.0
	Total	207	100.0	100.0	

23.7% of Respondent prefer Local Travelling Bags and 76.3% prefer Non-Local. 1.9% of respondent prefer due to price and 97.1% preferred due to Quality. In compare of Local vs Non-Local Travelling Bags 3.4% response are very good, 25.1% are good, 1.9% are Average, 0% response as Bad, and 69.6% response as very bad.

Table XII Cosmetic Preferred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	6	2.9	2.9	2.9
	Non-Local	201	97.1	97.1	100.0
	Total	207	100.0	100.0	

Table XIII Reason Prefer Cosmetic					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	202	97.6	97.6	97.6
	Price	5	2.4	2.4	100.0
	Total	207	100.0	100.0	

Table XIV Compare Cosmetic (Local vs Non-Local)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	6	2.9	2.9	2.9
	Good	10	4.8	4.8	7.7
	Average	46	22.2	22.2	30.0
	Bad	144	69.6	69.6	99.5
	Very Bad	1	.5	.5	100.0
	Total	207	100.0	100.0	

2.9% of Respondent prefer Local Cosmetic and 97.1 % prefer Non-Local. 2.4% of respondent prefer due to price and 97.6% preferred due to Quality. In compare of Local vs Non-Local Cosmetic 2.9% response are very good, 4.8% are good, 22.2% are Average, 69.6% response as Bad, and 0.5% response as very bad.

Table XV					
Kitchen Appliance Preferred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	192	92.8	92.8	92.8
	Non-Local	15	7.2	7.2	100.0
	Total	207	100.0	100.0	

Table XVI					
Reason Prefer Kitchen Appliance					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	199	96.1	96.1	96.1
	Price	7	3.4	3.4	99.5
	Others	1	.5	.5	100.0
	Total	207	100.0	100.0	

Table XVII					
Compare Kitchen Appliance (Local vs Non-Local)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	149	72.0	72.0	72.0
	Good	52	25.1	25.1	97.1
	Average	6	2.9	2.9	100.0
	Total	207	100.0	100.0	

92.8 % of Respondent prefer Local Kitchen Appliance and 7.2% prefer Non-Local. 96.1% of respondent prefer due to Quality and 3.4% preferred due to Price. In compare of Local vs Non-Local Kitchen Appliances 72.0% response are very good, 25.1% are good, 2.9% are Average, 0% response as Bad, and 0% response as very bad.

Table XVIII					
Perfume Preferred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	149	72.0	72.0	72.0
	Non-Local	58	28.0	28.0	100.0
	Total	207	100.0	100.0	

Table XIX					
Reason Preferred Perfume					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	59	28.5	28.5	28.5
	Price	148	71.5	71.5	100.0
	Total	207	100.0	100.0	

Table XX					
Compare Perfume (Local vs Non-Local)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	6	2.9	2.9	2.9
	Good	54	26.1	26.1	29.0
	Average	145	70.0	70.0	99.0
	Bad	1	.5	.5	99.5
	Very Bad	1	.5	.5	100.0
	Total	207	100.0	100.0	

72.0 % of Respondent prefer Local Perfume and 28.0% prefer Non-Local. 28.5% of respondent prefer due to Quality and 71.5% preferred due to Price. In compare of Local vs Non-Local Perfume 2.9% response are very good, 26.1% are good, 70.0% are Average, 0.5% response as Bad, and 0.5% response as very bad.

Table XXI					
Handbags Preferred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local	154	74.4	74.4	74.4
	Non-Local	53	25.6	25.6	100.0
	Total	207	100.0	100.0	

Table XXII					
Reason Preferred Handbags					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	56	27.1	27.1	27.1
	Price	151	72.9	72.9	100.0
	Total	207	100.0	100.0	

Table XXIII					
Compare Handbags (Local vs Non-Local)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	11	5.3	5.3	5.3
	Good	50	24.2	24.2	29.5
	Average	146	70.5	70.5	100.0
	Total	207	100.0	100.0	

74.4% of Respondent prefer Local Handbags and 25.6% prefer Non-Local. 27.1% of respondent prefer due to Quality and 72.9% preferred due to Price. In compare of Local vs Non-Local Handbags 5.3% response are very good, 24.2% are good, 70.5% are Average, 0% response as Bad, and 0% response as very bad.

It is clear from the above data that consumer preferred to purchase good quality of consumer goods whether the product is of Local Manufacturer or Non-Local Manufacturer. It also cleared that our respondents are not only focused to non-local products they are also using Local product although their buying power is enough strong they can buy non-local product but they prefer to buy quality product whether they are satisfied with the quality of local product they are using such products. Some of the consumers are quite conscious about price but they prefer quality in durable goods whether in local or non-local products.

Consumer Perception For Vehicles

Survey is done in compare to identify behavior of consumer towards Local vs imported vehicles.

Table XXIV					
Vehicle Preferred					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Imported	4	1.9	1.9	1.9
	Local Manufacturer	203	98.1	98.1	100.0
	Total	207	100.0	100.0	

Table XXV					
Brand preferred Local vehicle					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Toyota	1	0.5	0.5	0.5
	Honda	60	29.0	29.0	29.5
	Suzuki	145	70.0	70.0	99.5
	Kia	1	0.5	0.5	100.0
	Total	207	100.0	100.0	

98.1% of Respondent Prefer Local Manufactured Vehicles and 1.9% prefer Imported Vehicles. Respondent who prefer Local Manufactured, 70.0% prefer Suzuki, 29.0% prefer Honda 0.5% Prefer Toyota, and 0.5% prefer Kia. Mostly consumer prefer local manufactured vehicles. Mostly respondent prefer to buy Suzuki due to fuel economic products as fuel prices are increasing. Other respondents prefer to buy Honda due to quality, they are getting what they perceived about Honda.

Consumer Perception For Tyres

Survey is done in compare to analyze perception of consumer for Tyre Made in Pakistan vs imported vehicles.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Tyre Made in Pakistan	9	4.3	4.3	4.3
	Imported Tyre	198	95.7	95.7	100.0
	Total	207	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	205	99.0	99.0	99.0
	Price	1	.5	.5	99.5
	Service	1	.5	.5	100.0
	Total	207	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	American	1	0.5	0.5	0.5
	European	188	90.8	90.8	91.3
	Chinese	16	7.7	7.7	99.0
	Korean	2	1.0	1.0	100.0
	Total	207	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	12	5.8	5.8	5.8
	Good	8	3.9	3.9	9.7
	Average	3	1.4	1.4	11.1
	Very Bad	184	88.9	88.9	100.0
	Total	207	100.0	100.0	

4.3% respondent prefer Tyres Made in Pakistan and 95.7 % respondent prefer Imported Tyres. 99.0% respondent prefer imported tyre due to Quality, while 98.1% respondent prefer Local manufactured vehicles. Consumer perception for Tyre made in Pakistan is not good. 88.9% market Tyre made in Pakistan is very bad and 1.4% respond average, 3.9% respond good and only 5.8% respond very good.

DECLINE IN SALES

Due to negative consumer perception there is decline in sales of tyre industry of Pakistan. 0% of respondent purchased made in Pakistan tyre from replacement, 6.8% respondent purchased Chinese manufactured tyres and 93.2% respondent purchased European/ American/ Korean Tyres.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	14	6.8	6.8	6.8
	European/ American/ Korean	193	93.2	93.2	100.0
	Total	207	100.0	100.0	

CONSUMER PERCEPTION OF BRAND REPUTATION FOR MADE IN PAKISTAN TYRE

Made In Pakistan Tyre Incompare With Chinese

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	7	3.4	3.4	3.4
	Good	56	27.1	27.1	30.4
	Average	1	0.5	0.5	30.9
	Very Bad	143	69.1	69.1	100.0
	Total	207	100.0	100.0	

Perception of consumer for Brand Reputation is analyse by comparison of Chinese Tyres vs Made in Pakistan Tyres. 69.1% respondent respond brand reputation of Made in Pakistan Tyres very bad and 3.4% respond very good, 27.1% respond good.

Made In Pakistan Tyre Incompare With European/ American/ Korean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	7	3.4	3.4	3.4
	Good	11	5.3	5.3	8.7
	Average	5	2.4	2.4	11.1
	Very Bad	184	88.9	88.9	100.0
	Total	207	100.0	100.0	

Perception of consumer for Brand Reputation is analyse by comparison of European/ American/ Korean Tyres vs Made in Pakistan Tyres. 88.9% respondent respond brand reputation of Made in Pakistan Tyres very bad and 3.4% respond very good, 5.3% respond good, 2.4% respond average.

CONSUMER PERCEPTION OF BRAND QUALITY FOR MADE IN PAKISTAN TYRE

Made In Pakistan Tyre Incompare With Chinese

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	9	4.3	4.3	4.3
	Good	11	5.3	5.3	9.7
	Average	4	1.9	1.9	11.6
	Bad	183	88.4	88.4	100.0
	Total	207	100.0	100.0	

Perception of consumer for Brand Quality is analyse by comparison of Chinese Tyres vs Made in Pakistan Tyres. 88.4% respondent respond brand quality of made in Pakistan Tyres very bad and 4.3% respond very good, 5.3% respond good, 1.9% respond average.

Made In Pakistan Tyre Incompare With European/ American/ Korean

Table XXXIV					
Compare European/ American/ Korean Tyres vs Made in Pakistan Tyres (Brand Quality)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	4	1.9	1.9	1.9
	Good	11	5.3	5.3	7.2
	Average	8	3.9	3.9	11.1
	Bad	40	19.3	19.3	30.4
	Very Bad	144	69.6	69.6	100.0
	Total	207	100.0	100.0	

Perception of consumer for Brand Quality is analyse by comparison of European/ American/ Korean Tyres vs Made in Pakistan Tyres. 69.6% respondent respond brand quality of made in Pakistan Tyres very bad and 19.3% respond bad, 5.3% respond good, 1.9% respond very good and 3.9% respond average.

CONSUMER PERCEPTION OF BRANDING FOR MADE IN PAKISTAN TYRE

Made In Pakistan Tyre Incompare With Chinese

Table XXXV					
Compare Chinese Tyres vs Made in Pakistan Tyres (Branding)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	9	4.3	4.3	4.3
	Good	9	4.3	4.3	8.7
	Average	189	91.3	91.3	100.0
	Total	207	100.0	100.0	

Perception of consumer for Branding is analyse by comparison of Chinese Tyres vs Made in Pakistan Tyres. 91.3% respondent respond branding of made in Pakistan Tyres average, 4.3% respond very good, 4.3% respond good.

Made In Pakistan Tyre Incompare With European/ American/ Korean

Table XXXVI					
Compare European/ American/ Korean Tyres vs Made in Pakistan Tyres (Branding)					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	1	.5	0.5	.5
	Good	14	6.8	6.8	7.2
	Average	7	3.4	3.4	10.6
	Bad	1	.5	0.5	11.1
	Very Bad	184	88.9	88.9	100.0
	Total	207	100.0	100.0	

Perception of consumer for Branding is analyse by comparison of European/ American/ Korean Tyres vs Made in Pakistan Tyres. 88.9% respondent respond branding of made in Pakistan Tyres very bad and 0.5% respond bad, 6.8% respond good, 0.5% respond very good and 3.4% respond average.

CONSUMER PERCEPTION OF PRICE FOR MADE IN PAKISTAN TYRE

Made In Pakistan Tyre Incompare With Chinese

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	7	3.4	3.4	3.4
	Good	11	5.3	5.3	8.7
	Average	4	1.9	1.9	10.6
	Bad	1	0.5	0.5	11.1
	Very Bad	184	88.9	88.9	100.0
	Total	207	100.0	100.0	

Perception of consumer for Price is analyse by comparison of Chinese Tyres vs Made in Pakistan Tyres. 88.9% respondent respond price of made in Pakistan Tyres very bad, 0.5% respond bad, 1.9% respond average, 5.3% respond good, 3.4% respond very good.

Made In Pakistan Tyre Incompare With European/ American/ Korean

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Good	4	1.9	1.9	1.9
	Good	52	25.1	25.1	27.1
	Average	6	2.9	2.9	30.0
	Bad	1	0.5	0.5	30.4
	Very Bad	144	69.6	69.6	100.0
	Total	207	100.0	100.0	

Perception of consumer for Price is analyse by comparison of European/ American/ Korean Tyres vs Made in Pakistan Tyres. 69.6% respondent respond price of made in Pakistan Tyres very bad, 0.5% respond bad, 2.9% respond average, 25.1% respond good, 1.9% respond very good.

PREFERENCE WHILE PURCHASING TYRES

Preference For Buying Tyre

We also ask our respondent that what they prefer to do while purchasing.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Decide your Own Brand of Choice	4	1.9	1.9	1.9
	Will Ask Salesman for Better Tyres	195	94.2	94.2	96.1
	Will Perform Market Survey	8	3.9	3.9	100.0
	Total	207	100.0	100.0	

% respondents respond that they will ask salesman for better tyres, 1.9% of respondents will decide their own brand of choice, and 3.9% of respondents will perform market survey. As 94.2% of respond they will ask salesman for better tyres this means that salesman is very important performance for creating consumer perception for made in Pakistan Tyres.

Table XXXX					
What they are asking for in tyres					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	200	96.6	96.6	96.6
	Price	3	1.4	1.4	98.1
	Service	4	1.9	1.9	100.0
	Total	207	100.0	100.0	

Responds prefer to ask salesmen for better tyres, 96.6% respondents respond that they are asking for quality, 1.4% respond that they are asking for price and only 1.9% respond that they are asking for service. Consumer are quite conscious about quality of tyres and they ask salesmen therefore salesmen can change consumer perception for locally manufactured tyres.

CONCLUSION

Sales of tyre industry of Pakistan is declining, this is because of negative impact of consumer perception due to Brand Reputation, Brand Quality, Branding and Price. Initially we ask our respondent about their preference for different products and the reason of preference. Mostly responds product for quality whether the product is of local brand or non-local brand. After this we ask their preference for tyres in compare with Chinese, European/ American/ Korean Tyres. They prefer to purchase European/ American/ Korean Tyres due to their Brand Reputation, Brand Quality and Branding, and Chinese Tyres due to their price. Mostly consumer responded that the brand reputation, brand quality, branding and price of Made in Pakistan tyres is very bad in compare with European/ American/ Korean and Chinese Tyres. The consumer perception for tyres made in Pakistan is very negative. They perceived that the price of made in Pakistan tyres is very low in compare with European/ American/ Korean Tyres so that they are not providing the good quality of tyres. And when the consumer focus on price while purchasing tyres they will prefer Chinese Tyres because prices of made in Pakistan tyres are very high in compare with Chinese tyres. It is concluded that there is a negative impact of consumer perception on sales of tyre industry of Pakistan due to brand reputation, brand quality, branding and price. It is also concluded that the consumer prefer to ask salesmen for the better performing tyres instead of performing market survey or selecting the own brand of choice. Consumer are quite conscious about the quality of tyres and they have confidence on salesmen therefore they ask salesmen for better tyre. While they are asking for better tyres they are actually asking for quality of tyres instead of price service and other attributes.

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