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Factors affecting consumer behavior of customers at NISSAN TAN PHU Company

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Abstract

With the development of society and the economy, people's lives are increasingly improving and life needs are increasing day by day. Therefore, car businesses have also been able to grasp the tastes, needs and attitudes of consumers about car products in the Vietnamese market. Besides, products have more and more rich, unique, luxurious designs, suitable for different classes and classes, which are increasingly favored and consumed by many people, not only in big cities. but also in rural areas, cars are also the optimal choice of consumers. In the context of such fierce competition, to maintain an advantage in car market share in the market, car manufacturers and dealers in the Vietnamese market must properly understand consumer tastes, Consumer attitudes of customers towards these types of vehicles. Faced with that situation, we chose to research this topic in order to explore and measure the factors that affect people's purchasing tendencies. consumers as well as their attitudes towards Nissan car brands, and thereby help Nissan car businesses have a reasonable perspective and direction in their business strategy to fully meet the criteria and satisfaction of customers. Satisfy customer needs to be able to stand firmly in the market, develop the brand and gain maximum profits.

Keywords: NISSAN, customers, PHU Company

Introduction

1. Consumers

1.1.1. Concept

A consumer is an individual, an organization or a group that directly participates or influences the formation of needs - desires, making decisions to buy, use and dispose of a product or service. specifically. They are the final consumers of the products created by the production process. Consumers can be buyers, influencers or users

1.1.2. Introducing car consumers

With the growing economy, people's lives are increasingly improving, thereby increasing the demand for cars. Most customers who buy cars use them for purposes such as going to work, traveling or being recognized as people with status in society, while others want to show their class.

1.2. Consumer Market

1.2.1. Consumer market concept

Consumer market is the actual and potential individuals, households and groups of people who purchase or in some way obtain goods and services for personal consumption to satisfy needs.

1.2.2. Basic characteristics of the consumer market

The consumer market is large in scale, constantly growing in both the number of consumers and sales.

1.3. Consumer behavior

“Consumer behavior is the dynamic interaction of influencing, cognitive, behavioral and environmental factors that change their lives”

2. Factors affecting customer consumption behavior.

- 2.1.1.** Cultural factors: The cultural factors that have the most profound influence on the behavior of the 5 consumers are: Culture, subculture, social class.
- 2.1.2.** Social factors: Consumer behavior is also influenced by social factors such as reference groups, family and the role of social status.
- 2.1.3.** Personal factors: Buyer decisions are also influenced by personal characteristics, most notably the buyer's age and life cycle stage, occupation, economic situation, lifestyle, that person's personality and self-concept.
- 2.1.4.** Psychological factors: A person's shopping choices are also influenced by four psychological factors

2: Current consumption behavior status at nissan tan PHU

2.1 Brief introduction of the company

1.1.1. General information

Tax code: 0317001517

Business type: Authorized dealer of Nissan Vietnam

Company name: Tan Phu automobile service and trade investment joint stock company (Nissan Tan Phu)

Headquartered at: 69 Che Lan Vien, Tay Thanh Ward, Tan Phu District, City. HCM.

Nissan Tan Phu was established with a total investment capital of up to 2,000,000 USD. Tan Phu Nissan dealer is considered the largest and most modern Nissan 3S dealer in Saigon. Total area of more than 3500 M2 divided into 2 areas:

- **Vehicle display area** with an area of nearly 1000 M2.
- **The service workshop area** is equipped with modern equipment with an area of more than 2500 M2.

Establish: October 28, 2021

Representative : Nguyen Thanh Trong

Website: <https://nissantanphu.com.vn/>

Vision: Become Nissan's No. 1 Dealer in Vietnam in sales, customer experience services and marketing.

Mission: Bringing prestigious global Nissan products and services to Vietnamese consumers.

Core values

- *Respect:* Shareholders, investors, customers, partners, employees.
- *Honesty and transparency:* in transactions, conduct and business
- *Solidarity:* common will, strong belief together to overcome difficulties and challenges.
- *Creativity:* always looking for opportunities, new things, self-innovation to increase work performance and business efficiency.
- *Responsibility:* comply with the law, contribute to the community and society.

With a team of dynamic staff, experienced young leaders and reputable collaborators, every member of the NTPH family

works together for the common interests of the company.

1.1.2. Current situation in the car buying market in Ho Chi Minh City

Vietnam's automobile market in 2023 has passed half of its journey, but sales only reached nearly 177,000 vehicles, nearly 1/3 of the whole year of 2022. It is forecast that the whole year of 2023 will only consume 70% of cars compared to the previous year. last year.

By the end of June 2023, car consumption in Vietnam rebounded after many consecutive months of decline thanks to strong business promotions and the Government's policy of reducing registration fees by 50%. However, it is forecasted that in the remaining months and the whole year of 2023, the auto market will hardly achieve sales like last year.

To better understand the sales activities at Emaar land, I will describe in turn the contents including main customer groups, main products and the number of customers using Emaar land's products.

To better understand the influencing factors of consumers on Nissan Tan Phu, I proceed with the content of the main customer groups one by one.

Customer group using Nissan Navara pickup truck

This is a group of customers whose needs are mainly to transport goods, but also want to travel with families with the desire to be able to transport many items.

Customer group using B series sedan, 5 seats Nissan Almera

This is a group of customers who need to use a car to serve service work such as running grabs, etc., and also want to travel with small families.

Group of customers using electric vehicles without charging Nissan Kicks e-Power

This is a group of customers who already have a car and want a car with a new engine.

1.1.3. Market share of Nissan products in the world

Currently, Nissan has a network of 24 dealers nationwide (as of July 2022), 5 sales points and plans to open 7 more points in fiscal 2022. In addition, the company also develops a mobile application. Smart operation, helping customers experience services and products via tablets

With a history of more than 100 years, Nissan is currently one of the oldest automobile manufacturers in the world. Through many ups and downs in history, Nissan has gained a solid foothold in the world market.

Up to the present time, Nissan Motor is currently the third largest automobile manufacturing corporation in Japan, behind Toyota and Honda.

According to the report, 2022 sales fell in all of Nissan's major markets. Specifically, sales in Japan decreased by 0.5%. While in the US sales fell by 20.7% and by 23.8% for the entire North American market. European markets decreased by 23.1% and China decreased by 22.1%.

Table 1

	Dec. 2022 (vehicles)	Year-on-year change (%)	Jan. - Dec. 2022 (vehicles)	Year-on-year change (%)	Jan. - Dec. 2021 (vehicles)
Passenger vehicles	16,996	+ 13.3	234,749	+ 4.6	224,403
Commercial vehicles	3,171	-5.1	37,253	-25.3	49,864
Japan (registration)	20,167	+ 10.0	272,002	-0.8	274,267
Japan (minivehicles)	14,323	+ 134.6	177,438	※+0.0	177,379
Japan (incl. minivehicles)	34,490	+ 41.1	449,440	-0.5	451,646
U.S.	64,151	-17.5	729,349	-25.4	977,639
Canada	4,691	-11.5	76,411	-22.4	98,405
Mexico	23,059	+ 31.8	169,787	-17.0	204,569
North America	91,990	-8.6	976,678	-23.8	1,281,663
Europe	28,433	-10.7	286,225	-23.1	372,337
China	70,482	※-41.7	1,045,197	※-22.1	1,381,494
Others	39,491	-20.5	468,009	-19.0	577,856
Sales outside Japan	230,396	-27.1	2,776,109	-23.2	3,613,350
Global sales	264,886	-22.2	3,225,549	-20.7	4,064,996

Notes:

- 1) Japan sales are categorized into passenger vehicles and commercial vehicles based on chassis.
- 2) Europe sales include Israel.
- 3) China sales figures (excluding commercial vehicles) have been retail since January 2015. Year-on-year percentage change excludes commercial vehicles.
- 4) China sales include Dongfeng-brand passenger vehicles and light commercial vehicles.
 - *Due to the transfer of shares, LCVs sold by Dongfeng Automotive Company (DFAC) are no longer included in Nissan's sales figures from October 2022. Percentage increase or decrease year-on-year have also been calculated, excluding DFAC's sales figures.
 - ※ vs. 177,379 vehicles a year earlier

Reported data shows that Nissan also produced fewer cars worldwide in 2022. The company produced about 3.25 million vehicles, down 9.4% compared to 2021 (3.586

million vehicles). Although factories in Japan increased production by more than 12.6%, factories in other parts of the world decreased by 12.9%.

Table 2

	Dec. 2022 (vehicles)	Year-on-year change (%)	Jan. - Dec. 2022 (vehicles)	Year-on-year change (%)	Jan. - Dec. 2021 (vehicles)
Passenger vehicles	53,116	+ 108.9	503,791	+ 18.3	425,946
Commercial vehicles	5,771	+ 36.1	55,523	-21.4	70,631
Production in Japan	58,887	+ 98.5	559,314	+ 12.6	496,577
U.S.	39,560	+ 16.7	538,750	+ 19.2	451,788
Mexico	33,775	+ 7.7	390,932	-27.1	536,153
U.K.	18,614	+ 17.6	238,249	+ 16.3	204,838
Spain	0	-100.0	0	-100.0	26,461
China	33,638	※-75.2	1,057,598	※-17.9	1,330,592
Others	36,235	-12.5	465,957	-13.8	540,544
Production outside Japan	161,822	-41.2	2,691,486	-12.9	3,090,376
Global production	220,709	-27.6	3,250,800	-9.4	3,586,953

Notes:

- 1) "Others" represent the combined total of production in markets including Taiwan, Thailand, South Africa, Brazil, India, Egypt, Russia, France, and Argentina (excluding complete knock-down production).
- 2) China production includes Dongfeng-brand passenger vehicles and light commercial vehicles.
 - *Due to the transfer of shares, LCVs produced by Dongfeng Automotive Company (DFAC) are no longer included in Nissan's production figures from October 2022. Percentage increase or decrease year-on-year have also been calculated, excluding DFAC's production figures.

1.1.4. Overview of Nissan market in Vietnam

Vietnam Automobile Industry Development Company Limited (VAD), established less than a month ago, will be the new partner of the Japanese automaker.

VAD will officially take over Nissan Vietnam from October 1. Previously, Nissan Japan announced the end of cooperation with Tan Chong (Malaysia) at the end of September. Tan Chong has also found a new brand to continue doing business in Vietnam, which is MG, a British car manufactured in Vietnam. China.

This company has a charter capital of 350 billion VND, registered in 28 business lines, with the main field being the wholesale of cars and other motor vehicles. The General Director and legal representative of VAD is Mr. Dao Phong Truc Dai, born in 1975. Mr. Dai is one of two main shareholders of VAD with 25% ownership, the other shareholder is Mr. Nguyen Toan Thang (own 75%). Both of these shareholders are members of the Board of Directors of a company owned by Thanh Cong Group, which is distributing Hyundai cars through its subsidiary TC Motor. Managers of some Nissan dealerships shared that they have received information about the new distributor and there are currently no changes in structure, sales and service. However,

it is possible that the dealer system will have more standards in the near future, especially regarding factories and sales commitments. An agency director revealed that the new distributor wants sales in 2021 to triple that of 2020. To do this, the company will sell about 5 key products.

Nissan Vietnam currently distributes size B sedan Sunny, size C crossover X-Trail, size D SUV Terra and pickup truck Navara. The company only announced sales of two assembled vehicles, Sunny and X-Trail, totaling 1,417 vehicles after eight months of this year, ranking near the bottom of the sales table of brands in the Vietnamese market. Nissan products are rated well in terms of performance but are not good in design, equipment as well as after-sales service.

Advanced Solutions

Although Nissan is a very popular brand in the European market. But expanding in the Vietnamese market is not all rosy. First, the Government's financial (purchase subsidies and tax exemptions) and non-financial (electric vehicle lanes, special parking areas...) policies are still in their early stages. Next, infrastructure will be a challenge for "pure" electric vehicles. Besides, Nissan as well as other foreign car

manufacturers will face strong competition from their "host" rival Vinfast, which has many advantages.

To develop in the Vietnamese market, the company will have its own strategy. First, Nissan will coordinate with VAD representative company in Vietnam to build a strong brand. Accordingly, Nissan uses technology as its strength. Next is to provide Nissan's latest products and technologies, including electrification technologies. There is also a need to improve customer experience through digitalization, product quality and dealer network.

Besides, marketing should be promoted to bring the brand closer to customers, thereby improving sales productivity. Organize more test drives in many places in Ho Chi Minh City to increase brand coverage.

Stronger promotions to strengthen the pricing strategy, thereby attracting customers.

Strengthen market research work.

Conclusions

Product quality: One of the most important factors affecting consumer behavior is the quality of automotive products. Customers often want to buy cars with good quality, durability and reliability.

Brand: The car manufacturer's brand also plays an important role in customers' purchasing decisions. Famous and recognized brands are often associated with reliability and high quality, which can instill trust and confidence in customers when purchasing a car.

Price: The price of the product is another important factor in a customer's car buying decision. Customers often consider the value and benefits they receive from purchasing a car compared to the amount of money they have to spend.

After-sales service: After-sales service, warranty and repair also play an important role in the decision to buy a car. Customers want to know that they will receive good support and care after purchasing a vehicle.

Trends and styles: Some customers tend to keep up with market trends and wish to own cars that suit their style. Factors such as design, advanced technology, new features can also influence customer choice.

Personal psychology and values: Buyers can be influenced by personal psychology, values and priorities when deciding to buy a car. Some customers may view owning a car as a social symbol or sign of success in life.

However, it should be noted that these factors may not apply to all customers and the influence of each factor may vary from person to person. Furthermore, these factors can also change over time and with the development of the automobile market.

Hopefully this thesis has contributed a small part in providing a deeper insight into how to research customer behavioral factors of Nissan Tan Phu Company and similar businesses, and is an important step forward. important in promoting growth and prosperity in the automotive industry and many other sectors in the future.

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