A Study on Customer Satisfaction towards Car Proprietors in Theni Town

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ABSTRACT - Satisfaction is crucial concern for both customers and organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot be underdetermined. Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. The overall study reveals that it was found that the customer are mostly satisfied with price , design, safety, mileage,, status brand name, comfort level, Mode of purchase and after sale service.

KEYWORDS - Car proprietor satisfaction, Mileage, Car models.

I.   INTRODUCTION

Increase in Income Level, Decline in Tax and interest rates have helped to increase in personal disposable income. Change in Mindset leading to changing investment, spending pattern from property investment to increasing consumerism and explosive growth in communication have led to urbanization of Rural consumer's attitude and has increased the Propensity to consume.

II.   REVIEW LITERATURE

Following are the some of the review of literature to analyses scientific works by other researchers that aims to review the critical points of current knowledge including substantive findings as well as theoretical and methodological contributions:

❖ **Arpita srivastava and et.al. (2014)** in his study on consumer behaviour towards passengers Cars in Delhi found that the most important factor that influences the consumer to use passenger car is the price of the cars, social status and durability. They concluded that Customers are purchasing the cars not only as a means of transport but as a status symbol also.

❖ **Clement Sudhakar and et.al. (2009**) studied the Influence of peer group in the purchase of car with reference to Theni. It was found that the influence of friends is higher for the purchase of small sized and midsized cars.

❖ **Joseph and Richard** emphasized the known fact that brand loyalty emerges from brand satisfaction. They observed that a relatively strong relationship existed between brand loyalty and satisfaction with a present product of that brand.

❖ **The approach of Edgar A Pessenier (1959)** on brand switching behaviour was based on the price factor. He emphasized the fact that price increase in the most preferred brand relative to the price of the other brands, is essential to introduce brand switching behaviour among Customers.

❖ **Brand attitudes** and usage level vary for different brands. The relationship between the attitudinal change and behavioural change with regard to the same group of people was analyzed and studied by channon and Ehrenberg.

III.   RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. Primary data collected from Theni town. A sample size of 250 respondents has been under taken through judgment sampling method.

RESEARCH OBJECTIVES

The objective of the study is to evaluate car owners to the purchase and use of cars and their satisfaction. The specific objectives of the study are:

❖ To know about the automobile industry.

❖ To provide the personal details of sample respondents and to assess their usage of cars.

❖ To analyze the factors influencing the buying behaviour of car proprietors.

❖ To identify the factors influencing the customers satisfaction.

❖ To offer the suggestions based on the findings of the study.

TOOLS FOR THE STUDY

❖   Percentage

❖   Chi square test

❖   Garrett Rank

❖   Likert Scale

❖   ANOVA – Two Way method

1. PERCENTAGE

TABLE NO: 1 PROFILE OF THE RESPONDENTS

S.no	Gender	No.of.Respondents	Percentage
1	Male	175	70%
2	Female	75	30%
	Total	**250**	**100%**
S.no	**Age**	**No.of.Respondents**	**Percentage**
1	21-30 years	50	20%
2	31-40 years	85	34%
3	41-50 years	65	26%
4	Above 50 years	50	20%
	Total	**250**	**100%**
S.no	**Marital Status**	**No.of.Respondents**	**Percentage**
1	Married	170	68%
2	Single	80	32%
	Total	**250**	**100%**
S.no	**Educational Qualification**	**No.of.Respondents**	**Percentage**
1	Illiterate	60	24%
2	SSLC	30	12%
3	HSC	30	12%
4	Graduate	100	40%
5	Post Graduate	30	12%
	Total	**250**	**100%**
S.no	**Occupation**	**No.of.Respondents**	**Percentage**
1	Business	140	56%
2	Government Employee	65	26%
3	Private Employee	30	12%
4	Others	15	6%
	Total	**250**	**100%**
S.no	**Monthly Income**	**No.of.Respondents**	**Percentage**
1	Rs 10,000- Rs 20,000	40	16%
2	Rs 21,000-Rs 30.000	60	24%
3	Rs 31,000-Rs 40,000	15	6%
4	Above Rs 40,000	135	54%
	Total	**250**	**100%**
S.no	**Brand**	**No.of.Respondents**	**Percentage**
1	Maruti Suzuki	125	50%
2	Tata	50	20%
3	Hyundai	25	10%
4	Renault	50	20%
	Total	**250**	**100%**
S.no	**Purpose**	**No.of.Respondents**	**Percentage**
1	Personal Use	120	48%
2	Business Use	70	28%
3	Social Status	60	24%
	Total	**250**	**100%**
S.no	**Mode of Purchase**	**No.of.Respondents**	**Percentage**
1	Ready Cash	100	40%
2	EMI	75	30%
3	Loan	75	30%
	Total	**250**	**100%**
S.no	**Duration**	**No.of.Respondents**	**Percentage**
1	Once in 6 months	115	46%
2	Once in a year	85	34%
3	Based on Running	50	20%
	Total	**250**	**100%**
S.no	**Maintenance**	**No. of Respondents**	**Percentage**
1	Upto Rs 5000	75	30%
2	Rs 5001 – Rs 10,001	50	20%
3	Rs 10,001 – Rs 15000	50	20%
4	Above Rs 15,000	75	30%
	Total	**250**	**100%**
S.no	**Changing Period**	**No. of Respondents**	**Percentage**
1	Below 5 Years	50	20%
2	5 – 10 years	40	16%
3	Above 10 years	125	50%
4	No Intension	35	14%
	Total	**250**	**100%**

2. CHI SQUARE TEST

GENDER WISE CLASSIFICATION OF THE RESPONDENT

TABLE NO: 2 GENDER OF THE RESPONDENTS AND THEIR LEVEL OF SATISFACTION

S.No	Gender	Number of the respondents			Total
		High	Medium	Low	
1.	Male	45	85	45	175
2.	Female	45	25	5	75
Total		90	110	50	250

(Source: Computed data)

"Gender of the respondents does not have significant relationship with the level of satisfaction of the respondents towards customer satisfaction of car proprietors" is rejected.

MONTHLY INCOME WISE CLASSIFICATION OF THE RESPONDENT

TABLE NO: 3 MONTHLY INCOME OF THE RESPONDENTS AND THEIR LEVEL OF SATISFACTION

S.No	Monthly Income	Number of respondents			Total
		High	Medium	Low	
1.	Rs 10,000- Rs 20,000	70	35	30	135
2.	Rs 21,000-Rs 30.000	5	40	15	60
3.	Rs 31,000-Rs 40,000	-	15	-	15
4.	Above Rs 40,000	15	20	5	40
Total		90	110	50	250

(Source: computed data)

"Monthly income of the respondents does not have significant relationship with the level of satisfaction of respondents towards customer satisfaction of car proprietors" is accepted.

3. GARRETT RANK

The customer like some factor while choosing the car for the purpose of purchase of car. To analyze this factor, Garrett Ranking method is applied. As per this method respondents have been asked to consign the rank for all factors and the outcome of such ranking has been converted into score value with the help of following formula:

$$\text{Percent position} = 100(R_{ij}-0.5) / N_j$$

Where,

R_{ij}= Rank given for the ith variable by j^{th} respondents

N_j= Number of variable ranked by j^{th} respondents

TABLE NO: 4 PROBLEMS FACED BY THE CUSTOMER IN CAR PROPRIETORS

Rank		1	2	3	4	5	6	7	8	Total
Score		79	68	60	53	47	41	32	20	∑fx
F1	F	105	70	15	25	10	0	10	15	16370
	fx	8295	4760	900	1325	470	0	320	300	
F2	F	35	55	55	30	10	15	25	25	13780
	fx	2765	3740	3300	1590	470	615	800	500	
F3	f	10	20	10	65	55	55	10	25	11855
	fx	790	1360	600	3445	2585	2255	320	500	
F4	f	20	5	15	25	30	50	60	45	10425
	fx	1580	340	900	1325	1410	2050	1920	900	
F5	f	20	25	10	20	30	40	60	45	10810
	fx	1580	1700	600	1060	1410	1640	1920	900	
F6	f	15	10	10	15	45	40	60	55	10035
	fx	1185	680	600	795	2115	1640	1920	1100	

F7	f	10	15	50	50	55	25	20	25	12210
	fx	790	1020	3000	2650	2585	1025	640	500	
F8	f	35	50	85	20	15	25	5	15	14515
	fx	2765	3400	5100	1060	705	1025	160	300	

Factors	Total	Average Score	Rank
F1	16370/250	65.48	I
F2	13780/250	55.12	III
F3	11855/250	47.42	V
F4	10425/250	41.7	VII
F5	10810/250	43.24	VI
F6	10035/250	40.14	VIII
F7	12210/250	48.84	IV
F8	14515/250	58.06	II

(Source: Computed Data**)**

The analysis of the first rank is given to technology for the problems are faced by the customers and their last rank is given to Insurance.

4. LIKERT SCALE

The researcher analyzed the satisfaction level towards car proprietors among the sample respondents by applying Liker's scaling technique.

TABLE NO: 5 LIKERT SCALE

S.No	Factors	HS	S	M	DS	HDS	Total Points	Rank
1	Cost of the Vehicle is Reasonable.	175 / 875	40 / 160	30 / 90	5 / 10	0 / 0	1135	I
2	Maintenance cost is Affordable.	150 / 750	60 / 240	35 / 105	5 / 10	0 / 0	1105	II
3	Driving is comfortable and safety.	145 / 725	70 / 280	25 / 75	0 / 0	10 / 10	1090	III
4	Spare parts are freely Available	80 / 400	130 / 520	30 / 90	10 / 20	0 / 0	1030	IV
5	Dealer's service is appreciated	100 / 500	95 / 380	30 / 90	5 / 10	20 / 20	1000	VI
6	Consumption of Fuel is very Economical.	95 / 475	90 / 360	45 / 135	15 / 30	5 / 5	1005	V
7	Latest Technology is introduced.	65 / 325	85 / 340	50 / 150	50 / 100	0 / 0	915	XII
8	Car is a status of symbol.	65 / 325	95 / 380	55 / 165	20 / 40	15 / 15	925	X
9	Insurance premium is nominal.	65 / 325	90 / 360	55 / 165	30 / 60	10 / 10	920	XI

10	Overall quality is satisfactory.	70 350	100 400	40 120	40 80	0 0	950	VIII
11	Company gets feedback from time to time.	90 450	85 340	30 90	25 50	20 20	950	VIII
12	Brand image of the car is very important.	105 525	55 220	45 135	35 70	10 10	960	VII

(Source: Computed Data)

The factor analysis of the cost of the vehicle is reasonable in first rank for the deciding the satisfaction level of the sample respondents and design to get least rank in Latest Technology.

5. ANALYSIS OF VARIANCE - TWO WAY CLASSIFICATION MODEL

Analysis of variance is used to test the effect of independent factors on response variable to interest. Let us take the hypothesis that there is no significant difference between respondents for car proprietors.

TABLE NO: 6 ANOVA TWO WAY CLASSIFICATION TABLE

Source of Variation	Sum of squares	Degree of freedom	Mean squares	Ratio of F
Between columns (Purpose for purchasing the car)	538.9	2	1970.8	48.90
Between Rows (Reason for switch over the brand)	972.2	2	486.1	12.06
Residual	161.2	4	40.3	
Total	**1672.3**	**8**		

Purpose for Purchase the car and Reason for switch over the brand relationship between their significantly.

IV. SUGGESTION

After observing the above findings, the researcher gives the following suggestions for the study. On the basis of the information obtained from the car owners, the researcher feels that it is his duty to offer some valuable suggestions for enhancing better customer.

- The car owners perceive that driving comfort and fuel economy are the most important features of the car followed by the availability of spare parts and the price of the car. Thus manufacturers should design the car giving more importance to these factors.
- With the competition for space, cars with compact bodies which occupy lesser parking space could be given priority. The government can promote car parking lots either on its own or as a joint venture with the private sector in the major cities as in the foreign countries. It is also suggested that the manufacturers should come forward to design the cars with compact bodies.
- The demand for small car segment is increasing because of the growing number of nuclear families as well as parking problems, Therefore, the manufacturers should find out the needs, wants,

tastes and preferences of the consumers in order to design the products.
- Due to steady increase the price of petrol/ diesel, fuel efficiency needs to be improved. Constant improvement and technical up gradation for better fuel efficiency alone will attract and trained more customers.

The present study suggests that the brand image and loyalty could be boosted by selling quality of cars at a reasonable price to suit the needs of the middle income group.

V. CONCLUSION

Now a day's majority of the people depend on car for all our work whether it is small or big. Customer to take proper care and should give a complete servicing in regular time interval basis. Hence in this digital world, car is no longer a luxury. From the discussions made in the study, influencing the car purchase decision making attitudes is needs & wants in our personal life, people accept the technology changes and more number of respondents are switch over the brand for the purpose of personal image & prestige also. Majority of the respondents prefer the Maruti Suzuki Branded car. Because its comfortable price value, variety of models and affordable mileage etc.

Finally, The Manufacturers should concentrate on the features of driving comfort and fuel as they may be the choice of few more prospective buyers. The researcher strongly believes that if all the suggestions are carried out by the car producer the bright future for Automobile industry. It's supporting to development for the economic welfare of the country.

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