Consumer Attitude Towards Car Servicing: A Study in Hyderbad

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ABSTRACT The automobile industry today is the most lucrative industry. Due to increase in disposable income in both rural and urban sector and availability of easy finance are the main drivers of high volume car segments. Indian Automobile car business is influenced by the presence of many national and multinational manufacturers. This paper presents analysis of research in the area of Consumer Attitude of Automobile Car Customer. Value for money, servicing, safety and driving comforts top the rank in terms of customer requirement; The objective of this study is the identification of factors influencing consumer's attitude towards car servicing for particular segment of cars.

KEYWORDS : Consumer Attitude, Consumer Perception, Influencing Factors and Automobile Industry.

Introduction

An individual with a positive attitude towards a product/service offering is more likely to make a purchase; this makes the study of consumer attitudes highly important for a marketer. An attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object (be it a person, thing or situation). In terms of consumer behavior, consumer attitudes may be defined as an inner feeling of favorableness or unfavorableness towards a product or service offering and the 4Ps. As Schiff man has defined, "Attitudes are an expression of inner feelings that reflect whether a person is favorably or unfavorably predisposed to some "object" (e.g., a brand, a service, or a retail establishment)," and "Attitude formation, in turn, is the process by which individuals form feelings or opinions toward other people, products, ideas, activities, and other objects in their environment". It is not worthy that attitudes cannot be directly observed, the reason being that they are impacted by psychographics like motivation, perception, and learning. Attitudes can only be inferred from what people say or what they do and how they behave.

Review of Literature

Manish Kumar Srivastava, A.K. Tiwari, studies the consumer behavior for A3 segment vehicles such as Honda City and SX4 in a particular region Jaipur. Data collected from 100 respondents 50 each from Honda City and Maruti SX4. Respondents were considered from various backgrounds like Gender, Occupation, Income class. Also word of mouth publicity and advertisements in car magazines are more effective communication medium for promotion of Cars. Prasanna Mohan Raj, studied the factors influencing customers brand preference of the economy segment SUV's and MUV's. Data collection was made through direct interaction and customer intercept survey using questionnaire.

Nikhil Monga, Bhuvender Chaudhary, Saurabh Tripathi, this research attempts to answer some of the questions regarding brand personality of selected cars in India by conducting the market research. This personality sketching will help in knowing what a customer (or a potential customer) thinks about a given brand of car and what are the possible factors guiding a possible purchase. Brand personality of a car is enforced by the sellers in the mindsets of the customers and customers reacts to it by forming their perception about the car and this reflects in the overall brand image of the car. Samin Rezvani, Goodarz Javadian Dehkordi, Muhammad Sabbir Rahman, this paper reviews the country of origin and different variables that influence consumer purchase intention, also highlight the relationship of variables and customer purchase intention.

Studies conducted in developed countries show that consumers in these countries tend to prefer products from their own or other developed countries to those from less developed countries (Wang and Lamb, 1983). In particular, they tend to prefer domestic products to products from other countries (Okechuku, 1994; Verlegh, 2007). There is extensive evidence showing that Americans prefer American-made products to foreign products (Bruskin Report, 1985; Gallup, 1985). Other research findings suggest, however, that the preference for domestic products is not universal but varies from country to country (Papadopolous, Heslop, and Beracs, 1990). Wang and Lamb (1983) have proposed a hierarchy of countries based on their level of economic development.

RESEARCH METHODOLOGY

Need of the Study

The present day Indian economy is viewed as highly competitive and market oriented. At this success of any organization is totally depends on customer and his satisfaction only. Customer attitude is totally intangible and its management is very crucial aspect on the part of the business entrepreneurs. This depends on consumer dynamism, price of the product, proper supply of material, timeliness in supply, customer treatment, after sales service, product uniqueness, and professionalism in marketing, strong brand image and continuous improvement in business and so on.

Objectives of the Study

1. To know the factors in framing consumer attitude towards car servicing.
2. To assess the relationship of above factors.

Research Design

Descriptive Research was conducted.

Sample Design

Sampling Size: 140

Sampling Area: Hyderbad

Sampling Method: Convenience Sampling

Sources of Data

1. Primary Data 2. Secondary Data

1. Primary Data: Primary data was collected through Likert 7.0 point Rating Scale.

2. Secondary Data: Existing data from published sources, company records and Websites.

Tools of Analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower

number of unobserved variables called factors.

Data Analysis and Interpretation
Table No: 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.748
Bartlett's Test of Sphericity	Approx. Chi-Square	706.383
	df	210
	Sig.	.000

ROTATED COMPONENT MATRIX[A]

	Component						
	1	2	3	4	5	6	7
The service persons explain the purpose of services	.726			.277	.190	.191	-.137
I feel the positive difference in my car after servicing in MDH Hyundai motors	.715		.285		-.103		
I get appointment in MDH Hyundai motors work shop quickly	.546		.542		.100		.238
The services persons asked permission for replacement of part	.449	.323		.166	.266	.301	
I satisfied with the delivery of my vehicle after servicing by the MDH Hyundai motors		.672	.203	.243	.163	.238	
The MDH Hyundai motors performance is good		-.656	.273	.246	.199	.210	
They provide the quality of services and repairs carried out in MDH Hyundai motors	.225	.645	.204	.105	.288		
The services persons asked where problem is		.570	.321	.225	.303		.175
The services adviser able to understand and explain my service requirements and needs	.181		.812		.143		
The availability of proper tools and equipments are good in MDH Hyundai motors		.180	.577	.172		.158	
I feel very comfortable in MDH Hyundai motors car services			.219	.700			
MDH Hyundai motors services very systematic	.244	.167		.576			
I satisfied with the price charged by the MDH Hyundai motors for servicing	.432	.371	.192	.484	.154	-.147	.211
MDH Hyundai motors service persons are very friendly	.306		-.195	.472	.428		
MDH Hyundai motors services persons very punctual		.137	.207	-.128	.718		-.240
I get a copy of the repair order at the time of delivery of vehicle		.108		.119	.589		.456
The services processing time is less in MDH Hyundai motors	.333	.223		.117	.502	.116	.130
After services I feel like car has become smooth				.194		.770	-.105
The MDH Hyundai motors services is fast	.263	.114	.109	-.274	.162	.655	.136
I get my vehicle serviced in time	.153	-.264	.310	.136		.586	.175
I like the way I get my serviced in MDH Hyundai motors							.902

Interpretation
The output of factor analysis is extracted by using the Principle Component Analysis. The KMO test values at 0.748 which was adequate to conduct factor analysis. The certain for extracting initial factors were Eigen values of over 1. Rotated Component Matrix table reports the factor loadings for each variable on the components or factors after rotation. Out of them can be extracted 7 factors the seven extracted together account for 60.951% of the total variance. We can be lost only 39.1% of the information content (60.9% is retained by the three factors extracted out of the 21 original variables). By using Rotated Component Matrix the variable number 1,2 and 3 have loading values are .726, .715 and .542 respectively. It tells that factor 1 (**Work Shop Quickly**) combination of these three variables are:

- The service persons explain the purpose of services.
- I feel the positive difference in my car after servicing in MDH Hyundai motors.
- I get appointment in MDH Hyundai motors work shop quickly.

Similarly by using Rotated Component Matrix factor 2(**After Servicing**) is combination of these three variables are:
- I satisfied with the delivery of my vehicle after servicing by the MDH Hyundai motors.
- They provide the quality of services and repairs carried out in MDH Hyundai motors.
- The services persons asked where problem is.

Similarly by using Rotated Component Matrix factor 3(**Equipments are good**) is combination of these three variables are:
- The services adviser able to understand and explain my service requirements and needs.
- The availability of proper tools and equipments are good in MDH Hyundai motors.
- I get appointment in MDH Hyundai motors work shop quickly.

Similarly by using Rotated Component Matrix factor 4(**Customer Comfortable**) is combination of these three variables is:
- I feel very comfortable in MDH Hyundai motors car services.
- MDH Hyundai motors services very systematic.

Similarly by using Rotated Component Matrix factor 5(**Time of delivery**) is combination of these three variables are:
- MDH Hyundai motors services persons very punctual.
- I get a copy of the repair order at the time of delivery of vehicle.

Similarly by using Rotated Component Matrix factor 6(**Car Smoothness**) is combination of these three variables are :

- After services I feel like car has become smooth.
- The MDH Hyundai motors service is fast.

Similarly by using Rotated Component Matrix factor 7(**Satisfied with service**) is combination of these three variables are :
- I get a copy of the repair order at the time of delivery of vehicle.
- I like the way I get my serviced in MDH Hyundai motors.

Conclusion
From the above analysis, we can conclude that the MDH Hyundai motors are perceived to be better in terms of value for money. The consumers perceive Servicing to be more expensive and more stylish compared to another brands. MDH Hyundai motors are perceived better because the Consumers' attitude towards Car Servicing is that the car servicing are more expensive. The seven factors that are used to define consumers' attitudes towards Cars Servicing are:

1. Workshop Quickly
2. After Servicing
3. Equipments are good
4. Customer Comfortable
5. Time of delivery
6. Car Smoothness
7. Satisfied with Service

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