



A STUDY ON CONSUMER SATISFACTION TOWARDS CAR WITH SPECIAL REFERENCE TO RENAULT DUSTER IN BANGALORE CITY

Vasu V

Assistant Professor, Department of Commerce, St. Claret College, Bangalore.

Anand R

Assistant Professor, Department of Commerce, St. Claret College, Bangalore.

Chaitra KS

Assistant Professor, Department of Commerce, St. Claret College, Bangalore.

ABSTRACT

Consumer plays a vital role in the health of economy. The decision we make regarding our consumption behavior affect the demand for basic raw materials, transportation, and production he has made. Adequacy of satisfaction is a result of matching actual past purchase and consumption experience with the expected reward from the brand in terms of its anticipated potential to satisfy the consumer's motive. Once consumer purchase use products then they may become either satisfied or dis satisfied. The research has covered the satisfaction of the customer towards Renault Duster in Bangalore City. The paper has uncovered several points like demographic, personality, expectations, and other factors of the consumer

KEYWORDS : Consumer, Customer, Brand, Motives, Purchasing power

INTRODUCTION

Consumers market relates to the buyers who buys goods and services for consumption rather than resale, it is the sum of all goods and services purchased in a given period by the consumer for satisfying their needs, consumer markets usually consist of people, their needs for a product, willingness to purchase product, and purchasing power. The needs of the consumers are dominated by the behavior of consumer, buying motives. In today's marketing world consumer satisfaction is the most challenging task for the manufactures. Survival of the business is mainly depends on how the customer satisfied from the given product. This paper is makes an attempt to study the level of customer satisfaction towards cars with special reference to Renault duster company.

STATEMENT OF PROBLEM

This paper makes a study on the consumer satisfaction of Renault Duster car users in the Bangalore city. The entry of many new multinational car companies had made fall in the demand for Renault Duster. The paper confined to determine the linking and disliking features of Renault duster enjoyed by its customer.

OBJECTIVE and SCOPE OF THE STUDY

- The main objective of the study is to know the level of satisfaction of Renault Duster users.
- To know the socio- economic factors of the respondents.
- To know the satisfaction of the respondents regarding after services provided by the company.
- The scope of the study is limited to Bangalore City and variants of Renault Duster Diesel Engine cars

Methodology

The study is a descriptive study, based on a survey method. The project depends on all kinds of primary and secondary source data, the researcher conducted a sample survey and necessary primary data were collected through issuing interview schedules. Since it is a normative research the interview was conducted related manner. The study tried to identify the consumer satisfaction of Renault Duster in Bangalore City. The secondary data was collected from leading journals, newspapers, text books and websites.

Table -1 Relation between gender and Variants of Renault Duster

Gender	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
Male	51	8	6	16	21	40	22	164
Female	5	4	2	8	5	4	8	46
Total	56	12	8	24	26	44	30	200

Source: Primary data

The survey observed that the relationship between the sex of the respondents and the respondent having different variant of Renault duster car out of 200 respondents the majority of the respondents were men (164). Out of 200 respondents 28% of them preferred 85 PS diesel Std model.

Table -2 Relation between Occupation and variants Renault Duster.

Occupation	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
Businessman	10	06	4	8	7	17	10	62
Govt Employee	08	03	2	6	6	08	09	43
Pvt Employees	20	2	-	4	3	09	04	42
Students	08	--		2	3	08	04	25
Others	10	1	2	4	7	1	04	29
TOTAL	56	12	8	24	26	43	30	200

Source: Primary data

The survey reflects the relationship between the occupation of the respondents and the type of the Renault Duster users. 62 respondents are business man, 43 respondents were Government employees and 42 were private employees and 25 were students and 29 were others professionals. It is concluded the most of the Renault Dusters are business men use 110 PS Diesel RXL AMT model of Car, and most of private employees use 85 PS Diesel Std model.

Table -3 Relation between Annual Income and variants Renault Duster

Income P.A	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
500000-700000	10	04	03	04	06	01	02	30
700000-1000000	15	03	03	10	05	06	05	47

1000000-1500000	12	04	01	08	07	15	07	54
1500000>	19	1	01	02	08	22	16	69
TOTAL	56	12	8	24	26	44	30	200

Source: Primary data

The above table reflects the relationship between the annual income of the respondents and the variant of the Renault Duster car users and it concluded that most of the users are having an annual income of 1500000 use 110 PS Diesel RXL AMT model car.

TABLE 4 Most used variant Renault Duster

85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD
56	12	8	24	26	44	30

Source: Primary data

The above table shows the variant of the car used by the respondents and it discloses that model 85PS Diesel Std is most used variant by the respondents and the 85 PS adventure editions is the least used model among the respondents.

Table – 5 Source of information for purchasing the car

source	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
salesman	7	2	1	2	2	3	5	22
Car garage	10	2	2	7	9	12	7	49
friends	12	4	1	6	6	9	8	46
Relatives	15	2	1	5	6	8	6	43
TV	5	1	1	2	1	6	2	18
Print media	7	1	2	2	2	6	2	22
TOTAL	56	12	8	24	26	44	30	200

Source: Primary data

The survey reveals the source of information that is used by the Renault Dusters users while purchasing the car, it is concluded that most of the customers use mechanic, friends and Relative advice more compare to and give less importance to the TV and Print media while buying the Renault Duster Car as it shows that mouth to mouth promotional technique are most effective compared to print media.

Table – 6 Performance of the Car

Perfor mance	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
WORST	6	5	0	4	6	5	0	26
GOOD	18	4	2	10	8	17	6	65
BETTER	25	2	3	8	8	12	12	70
BEST	7	1	3	2	4	10	12	39
TOTAL	56	12	8	24	26	44	30	200

Source: Primary data

The table reveals the Renault Duster users reaction to the performance of the car, and it concludes that 35% of the car users felt better performance of the car and only 13% of the car users felt it has worst performance.

Table – 7 Usage experience of the car

experience	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
miserable	10	2	1	3	2	4	3	25
Somewhat satisfactory	8	3	1	5	5	6	7	35
Very satisfactory	20	5	4	8	10	20	10	77
Delight full	18	2	2	8	9	14	10	63
TOTAL	56	12	8	24	26	44	30	200

Source: Primary data

The above table shows that experience of the respondents after using the car 77 respondents' have a very satisfactory opinion , 63 respondents have a delightful opinion and only 25 respondents have miserable experience, it is concluded that around 39% of the respondents are satisfied with Diesel Std and Diesel RXL AMT model of the car.

Table -8 Would you recommend RENAULT DUSTER to others?

experie nce	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
YES	40	10	4	17	16	36	28	151
NO	14	2	3	3	10	6	2	40
Neutral	2	0	1	4	0	2	0	9
TOTAL	56	12	8	24	26	44	30	200

Source: Primary data

The above table shows the respondents interest in recommending the Car to their other people and maximum i.e., 151 respondents have a positive opinion and said yes and only 40 respondents have said no.. it is concluded that more number of respondents would recommend 85 PS Diesel Std model car

Table -9 What is your opinion about the after sales service?

experience	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
miserable	2	1	1	4	0	1	1	10
Somewhat satisfactory	8	3	1	2	10	1	2	27
Very satisfactory	33	6	5	15	14	6	20	99
Delight full	13	2	1	3	2	36	7	64
TOTAL	56	12	8	24	26	44	30	200

Source: Primary data

The above table shows that experience of customers after sales services and 99 customers have said that they are very satisfied, 64 customers are delight full with the service of the car and mean while only 10 customers are miserably satisfied with the after sales service of car

Table 10 Please Rate your overall satisfaction

Rating s	Variants							Total
	85 PS Diesel Std	85 PS diesel RXE	85 PS Adventure Edition	85 PS diesel rxl	85 PS diesel RXZ	110 PS Diesel RXL AMT	110 PS diesel RXZ AWD	
1-3	2	0	2	2	1	2	5	14
3-5	10	5	2	4	9	2	6	38
5-8	30	5	2	15	12	38	15	117
8-10	14	2	2	3	4	2	4	31
TOTAL	56	12	8	24	26	44	30	200

Source: Primary data

The above table shows the over ratings given by the respondents 117 respondents have given 5-8 rating which is considered as a better and they are satisfied with the car and 31 respondents have given a delightful rating of 8-10, whereas only 14 respondents have given a 1-3 ratings. From the above table it is concluded that majority of the respondents have a better satisfaction level with the usage of car

FINDINGS:

- The survey observed that the relationship between gender category and the respondent having Renault Duster. 164 men respondents of Renault Duster. it is concluded that the most of the male respondent have 85 PS Diesel Std model of Renault Duster.
- The survey reflects the relationship between the occupation of the respondents and the type of the Renault Duster users. 62 respondents are business man, 43 respondents were Government employees and 42 were private employees and 25 were students and 29 were others professionals. It is concluded the most of the Renault Dusters are business men use 110 PS Diesel RXL AMT model of Car, and most of private employees use 85 PS Diesel Std model.
- The above table reflects the relationship between the annual income of the respondents and the variant of the Renault Duster car users and it concluded that most of the users are having an annual income of 1500000 use 110 PS Diesel RXL AMT model cars.
- The survey reveals the source of information that is used by the Renault Dusters users while purchasing the car, it is concluded that most of the customers use mechanic, friends and Relative advice more compare to and give less importance to the TV and Print media while buying the Renault Duster Car
- The above table shows the respondents interest in recommending the Car to their other people and maximum i.e., 151 respondents have a positive opinion and said yes and only 40 respondents have said no.. it is concluded that more number of respondents would recommend 85 PS Diesel Std model car
- The above table shows the over ratings given by the respondents 117 respondents have given 5-8 rating which is considered as a better and they are satisfied with the car and 31 respondents have given a delightful rating of 8-10, whereas only 14 respondents have given a 1-3 ratings. From the above table it is concluded that majority of the respondents have a better satisfaction level with the usage of car

RECOMMENDATIONS AND SUGGESTIONS

The followings are the recommendations and suggestion to make Renault Duster as a Best Quality product.

- The respondent recommended changing in design. Modern designs may be implemented to boost the level of customer satisfaction.
- The customer are dissatisfied with cost of spares it would be still better if the cost of spare parts are reduced
- The customers are dissatisfied with the availability of spares it would be better if the spares are made available on time by the company.
- The customers are will be still more satisfied if the economy of

vehicle is increased.

- The labor cost charges at the service centers are found to be high and customers recommended to bring uniformity in all service centers.
- The customers also request to increase the safety features.
- The interior seems to be outdated so some preference should be given towards the interiors.

REFERENCES

1. Gupta, S.P., "Statistical Method", Sultan Chand and Sons, 1997.
2. Kothari, C.R., " Research Methodology, Methods and Techniques", Second Edition, Wadhwa Prakasham New Age International Publications(P) Ltd., New Delhi, 2000.
3. Philip Kotler, "Principles of Marketing", Prentice Hall of India Private Limited, New Delhi, 1983.
4. Rahbir Singh Pal, " Marketing and Consumer Behaviour", Deep& Deep Publications, New Delhi, 1989.
5. Philip Kotler, (2007), Marketing Management: Analysis, Planning and Control, Prentice Hall, New Delhi.

WEBISTES

1. www.Google.com.
2. http://ManagementStudyguide.com
3. http://Scribd.com
4. http://wikipedia.com