A STUDY TO IDENTIFY THE EXPECTATION AND PERCEPTION BETWEEN FORD AND NISSAN, PASSENGER CAR BUYERS IN THANJAVUR DISTRICT
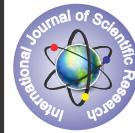
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ABSTRACT This paper is a study on the comparative analysis between Ford and Nissan Passenger car at Thanjavur. The main reason to do this study is to understand which car brands the people of Tanjore prefer based on various features and factors provided two leading automobile companies Ford & Nissan. The Comparative Study between Ford, Nissan passenger car. The Project report entitled "Comparative Study between Ford & Nissan passenger car with special Reference to Lakshmi Ford in Thanjavur District". The study starts with an introduction of the Comparative Study, Review of literature; objectives are set out for the study. Research methodology, date analysis and interpretation finding and suggestions on the study follow. The response given by 76 customers were analyzed and interpreted using Percentage Analysis.

Introduction:

Comparative Study is the Automobile Industry is used for analyzing of date collection is customers. A Comparative study on distributed in sales and services in passenger car. The two car comparative quality, and collars design, and etc, This paper concentrates on the Comparative study between Ford and Nissan passenger car in Tanjore, Tamilnadu, India

Organizations to increase the number of their customers, their loyalty, revenue, profit and Market share and subsequently increased survival, attempt to assess customer satisfaction in Their business. Customer satisfaction for organizations that wish to create a comparative study in Advantage in the today's extremely competitive world. Therefore, many researches and funding have been to identify the proper evaluation of customer satisfaction. It can be said that the origin of all the goals, programs and organizational practices in modern marketing concept is referred to market in general and customer in particular. Customer Comparative study can be defined in various situations that are associated with goods and services. Customer satisfaction is feeling or attitude toward a product sales & service after its use. Customer satisfaction is the result of between marketing activities that acts as a Communication bridge between different stages comparative study of customers.

This paper is organized gives the brief introduction of reversible logic gates used in proposed architecture that describes the design. The architectures against our proposed COMPARATIVE STUDY and shows the advantage of our proposed architecture between the passenger car

02. REVIEW OF LITERATURE

Selvakumar S,SITE,VIT University, Vellore, 2013 did a study on This paper deals with comparative study on various vehicle detection and tracking approach in aerial videos with its experimental results and measures working condition, hit rate and false alarm rate.

Kimberly Aguirre, 2012, did a study on Lifecycle Analysis Comparison of a Battery Electric Vehicle and a Conventional Gasoline Vehicle. The main purpose of this study was to examine the environmental impact of each vehicle type, taking into account the lifecycle energy usage and both CO_2 equivalents and air pollution emitted.

03. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps that are generally adopted by a research in studying research problem along with the logic behind them.

3.1 Objectives of the study:
• To find the most Preferred model between Ford & Nissan in Tanjore
• To identify the expectation and perception of Car buyer towards these automobile brand.
• To study the buyer satisfaction level towards automobile brand

3.2 Statement of the problem: To find the reasons why people prefer one particular car brand`

3.3 Scope of the study: To find the reasons where Ford can improve to make its sales even better.

3.4 Research Design
• **Descriptive research design:**
Descriptive research studies are those studies concerned with describing the characteristic of a particular group. Such studies are concerned with specific predictions, with narration of facts and characteristics concerning group or situation.

3.4.1 Sampling Techniques.
Sampling is the selection of some part of an aggregate to totality on the basis of which a judgment about the aggregate or totality is made. Convenient sampling was used in this project.

3.4.2 Population:
The method of sampling used was convenient sampling.
Sample size: 76

3.4.3 Method of data collection:
The primary data collection method was used in the project. First time collected data are referred to as primary data. In this research the primary data was collected by means of a structured questionnaire.

The questionnaire consisted of a number of questions in printed form.

3.4.4 Tools for analysis:
The following tools have been applied in the present study.
• Simple percentage tools have been used to analyze the data.
• The data has been interpreted with the help of various diagrams like bar diagrams and pie chart.

3.4.5 Limitations of the study:
• Due to scarcity of time, the study was limited to 76 respondents.
• Many of the respondents were hesitant to give out information
• Customers were pre occupied with various other works

04. DATA ANALYSIS & INTERPRETATION

Table 1: Type of car

Type of Car	No. of respondents	Percentage
Ford	67	89%
Nissan	9	11%
Total	**76**	**100%**

INTERPREATION: It clearly shows that 89% of the respondents says Ford, and 11% of the respondents says Nissan.
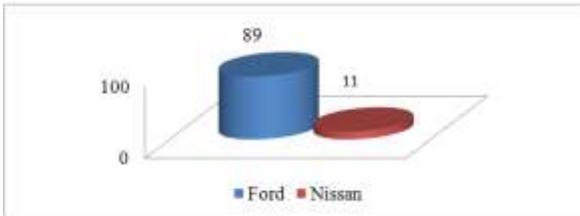
Figure 1: Type of car

Table 2: Rating of expectation

	No. of respondents	Percentage
Rating of expectation		
good mileage	23	30%
Performance	18	23%
comfort	22	30%
maintenance	13	17%
Total	**76**	**100%**

INTERPREATION
It clearly shows that 30% of respondents says Good mileage, 30% of the respondents says Comfort, 23% of the respondents says Performance, 17% of the respondents says Maintenance.
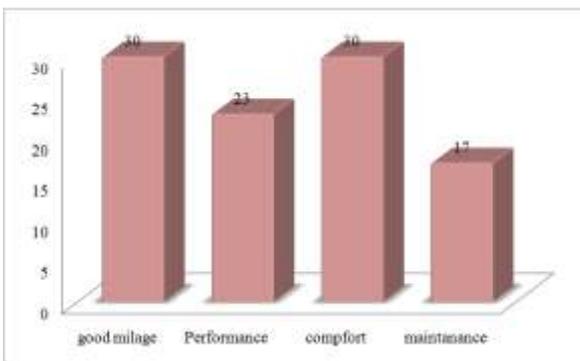
Figure 2: Rating of expectation

Table 3: Type of capacity

Type of capacity	No. of respondents	Percentage
Under 1000cc	17	22%
1200 cc	26	35%
2000cc	20	26%
above 2500cc	13	17%
Total	**76**	**100%**

INTERPREATION
It clearly shows that 35% of respondents says 1200cc, 26% of the respondents says 2000cc, 22% of the respondents says under 1000cc, 17% of the respondents says above 2500cc.

Figure 3: Type of capacity

Table 4: Type of Engine use

Type of engine use	No. of respondents	Percentage
petrol	19	26%
diesel	47	61%
gas	10	13%
total	76	100%

INTERPREATION
It clearly shows that 61% of respondents says Diesel, 26% of the respondents says Petrol, 13% of the respondents says under Gas.
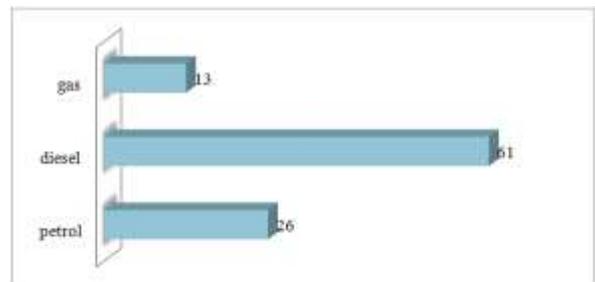
Figure 4: Type of Engine use

Table 5: Ford models

Ford models	No. of respondents	Percentage
Figo	30	39%
Fiesta	18	24%
Eco Sports	16	22%
Endeavour	12	15%
Total	**76**	**100%**

INTERPREATION
It clearly shows that 39% of respondents says Figo , 24% of the respondents says Fiesta, 22% of the respondents says Eco sports, 15% of respondents says Endeavour.
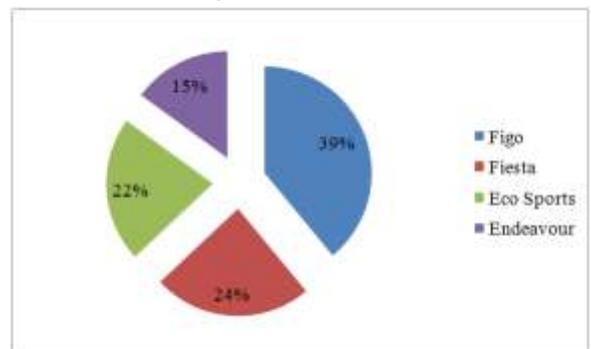
Figure 5: Ford models

Table 6: Nissan car model

Nissan car model	No. of respondents	Percentage
Sunny	22	29%
Micro	22	29%
Terrene	18	24%
Evalla	14	18%
Total	**76**	**100%**

INTERPREATION

It clearly shows that 29% of respondents says Micro, 29% of the respondents says sunny, 24% of the respondents says Terrene, 15% of respondents says Endeavour.
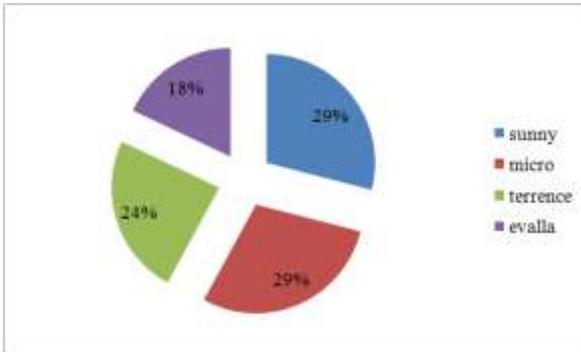
Figure 6: Nissan car model

Table 7: Rating of mileage

Rating of mileage	No. of respondents	Percentage
Ford	57	55%
Nissan	19	25%
Total	**76**	**100%**

INTERPREATION

It clearly shows that 55% of respondents says Ford, 25% of respondents says Nissan
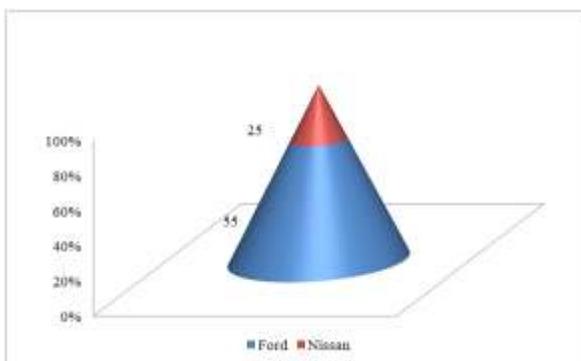
Figure 7: Rating of mileage

Table 8: Better loan facility

Better loan facility	No. of respondents	Percentage
Ford	45	60%
Nissan	31	40%
Total	**76**	**100%**

INTERPREATION

It clearly shows that 60% of respondents says Ford, 40% of respondents says Nissan.
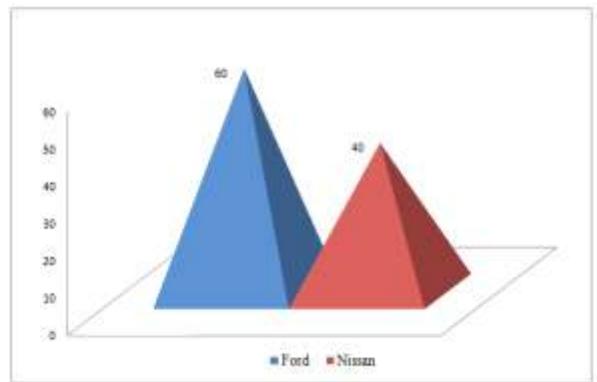
Figure 8: Better loan facility

Table 9: Feature preference

Feature preference	No. of respondents	Percentage
Engine	27	36%
Interior & exterior design	22	28%
safety aspects	20	27%
Entertainment system	7	9%
Total	**76**	**100%**

INTERPRETATION

It clearly shows that 36% of respondents says Engine, 28% of respondents Interior& Exterior design, 27% of respondents says safety aspects, 9% of respondents says entertainment system.
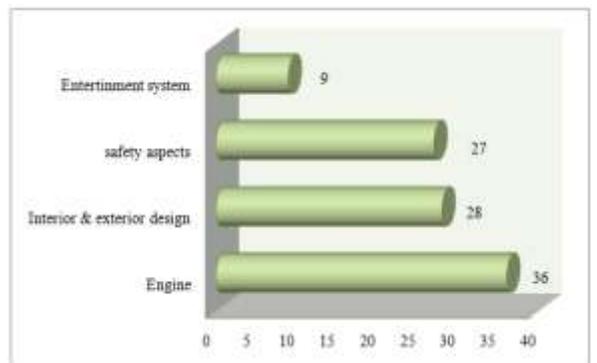
Figure 9: Feature preference

Table 10: Nissan car Feature preference

	No. of respondents	Percentage
Nissan car Feature preference		
Engine	20	26%
Interior & exterior design	29	39%
safety aspects	16	21%
Entertainment system	11	14%
Total	**76**	**100%**

INTERPREATION

It clearly shows that 39% of respondents says Interior & exterior design ,26% of respondents Engine, 21% of respondents says safety aspects, 9% of respondents says entertainment system.

Figure 10: Nissan car Feature preference
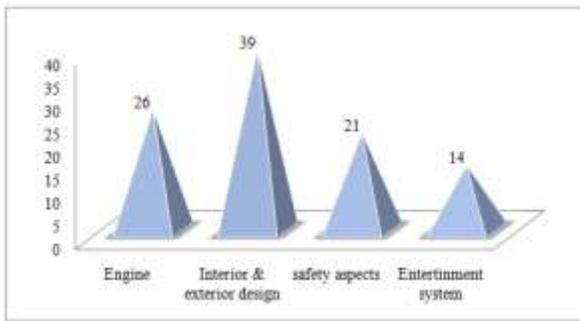
05. CONCLUSION:

According to my research Ford has cars which come in stylish models, a variety of colors and various innovative models. The service is also impeccable. The loan facilities provided are also good. Even though Nissan is a little superior in quality, people still prefer Ford for its various aspects mentioned above.

REFERENCE   http://airccse.org/journal/ijci/papers/2413ijci02.pdf | http://www.environment.ucla.edu/media/files/BatteryElectricVehicleLCA2012-rh-ptd.pdf