



A Study on Customers Preference and Satisfaction of Cars in Coimbatore City

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ABSTRACT

The world of today is changing fast. India is no exception especially after the opening up of the economy the place of change that India and its people are explaining in their socio -cultural millennium in mind bugging with the opening up of the Indian economy marketers today are facing a back age of new challenges and opportunities. The Indian market emerging as a dynamic and competitive where "The anything is permanent is change"

KEYWORDS

car, Automobile industry, Indian economy

INTRODUCTION

The entry of motorcar on Indian streets dates back to the close of 19th century. But, for the first 50 years, only imports were meeting the demand for cars in India. Premier automobile limited took the lead to manufacture first Indian car around 1950's. Around that time, the Govt. of India also took some initiative to guide and develop passenger car industry in the country. Thereafter the industry started to gain under 'INDIAN' brand.

The entry of Maruthi brought about substantial change in the Indian passenger car industry. Backed by Suzuki of Japan, Maruthi Udyog Ltd, a public sector unit, introduced the fuel efficient Maruthi 800 model in the Indian market. The growth of Maruthi has brought along with it, the qualitative and quantitative thrust in Indian passenger car market. This has resulted in a remarkable change in the industry. These positive changes started attracting the mind of Indian customer towards passenger cars. With the opening up of Indian economy and the de-licensing of the passenger car industry, The Indian passenger car industry has entered the competitive phase. The Government has allowed any foreign collaboration to take-up up to 51% industry stake in any Indian car manufacturing unit. In this situation, India became a fertile ground for global car producers to put up their units in India. Thus, a new and wide range of cars including that of global giants like FORD, HYUNDAI, HONDA and the like have come to the doorsteps of the Indian customers. Though HYUNDAI, TATA and FORD companies are gradually increasing their share in the Indian passenger car market, Maruthi is still the leader having major share in the market.

Motor car is one of the commonly used conveyances by the upper and middle class people before 2 decades only a few industrialize and rich people had cars. But after the industrialization, earning capacity among the middle class has also increased now a day's motor car is not only bought for social status, but it is felt as a necessary one. If the population size is in increasing trend the government and private sectors are not able to provide adequate conveyance for all the passengers, especially for all the office going and business establishments for within a stipulated time the staff of both the government and private sectors need motor car facilities for the purpose of motor car a lot of car manufactures companies have come into the picture to cater the needs of the people.

OBJECTIVES OF THE STUDY:

1. To find out the most preferred car by the customers.
2. To identify the factors influencing in pre-purchase of car.
3. To study about the satisfaction level of customers owing car.

METHODOLOGY:

Period of study

The survey to know about the customer's preference and satisfaction of cars in Coimbatore city lasted for the period of 6 months.

Study area:

The study is undertaken in Coimbatore city.

Data source:

- **Primary data:**
Primary data are collected through questionnaire.
- **Secondary data:**
Secondary data are collected from the internets and newspapers.

Sampling techniques:

Convenience sampling technique was used in arriving at a sampling size.

Size of sample

The size of sample for the study is 152.

Tools used:

The following statistical tools were used to analyze and interpret the data

1. Simple percentage analysis
2. Ranking Analysis
3. Chi-square test

LIMITATIONS:

- This study was limited to in and around Coimbatore city the finding s of the study cannot be extended to other areas.
- Time, cost and other factors limited to study to a sample of 152 respondents
- As the customers preference may change from time to time and also would change due to introduction of new cars, so the study is relevant for this period only.

REVIEW OF LITERATURE

- Raphelle Lambect and Gilles Laurent (2003) HEC school or management Paris conducted a research titled – “Reasons for the higher repeat purchase rate of cars by older consumers”. The study revealed that buying new car older consumers repurchase the same brand much more often than the younger ones – 67% of the buyers aged above 60 years and 48% of buyers in the age group of below 60 years repeat purchase the same brand.
- J.D Power (1997), Japan conducted, India customer satisfaction (CSI) study for cars in the year 1997 which includes a manufacturers with the primary analysis conducted at the manufacturers level. Roughly 2400 samples were taken from vehicle owners. In this study Mahindra and ford motor company has taken the top spot with a score of 112 second place is shared by Maruti Udyog the joint venture between Suzuki and the Indian government followed by general motors’ with DCM. Daewoo is premier automobile rounding the above industry average performers the distinction between Mahindra Ford and the rest of the competition shown that Mahindra, Ford has differentiated the quality of its dealers service from other makes within the industry.

INTRODUCTION OF CARS:

Cars can be categorized as Small Cars (1-3 Lacs), Mid Size Cars (3-8 Lacs), Premium Cars (7-15 Lacs), Luxury Cars (above 20 lacs) and SUV’S. (<http://auto.indiamart.com/>).

- Small Cars** (1-3 Lacs) includes Ford Figo, Maruti Alto, 800, Omni, Reva, Tata Nano etc. (<http://auto.indiamart.com/cars/small-cars.html>)
- Mid Size cars** (3-8 Lacs) consists of Ambassador, Chevrolet Aveo, Beat Spark, Fiat Linea, Palio, Fiesta, Ikon, 110, I20, Honda Jazz, Hyundai Santro, Elantra, Verna, Wagon R, Versa, Swift, Swift Desire, Indica, Indigo, Volkswagen Polo, Skoda Fabia, Honda City, Maruti SX4 etc. (<http://auto.indiamart.com/cars/midsize-cars.html>)
- Premium Cars** (8-19 Lacs) includes Audi A4, A6, A8, Chevrolet Cruze, Optra, Ford Mondeo, Accord, Civic, Hyundai Sonata, Mitsubishi Lancer, Laura, Octavia, Superb, Toyota Camry, Passat, Jetta, Beetle etc. (<http://auto.indiamart.com/cars/premium-cars.html>)
- Luxury Cars** (above 20 lacs) includes BMW Z4, 3S, 5S, 6 & 7 Series, Bentley Continental, Arnage, Mercedes Benz C, S & E, Porsche Panamera etc. (<http://auto.indiamart.com/cars/luxury-cars.html>)
- Sports Utility Vehicle** includes Ford Endeavor, Fusion, Chevrolet Tavera, Captiva, Honda CRV, Hyundai Terracan, Tucson, Grand Vitara, Mahindra Bolero, Scorpio, Xylo, Mitsubishi Montero, Tata Safari Decor, Sumo etc.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS CAR OWNED BY THE RESPONDENTS

passenger car	No. of Respondents	Percentage
City Zx	14	9.0
Indigo	21	14.0
Octavia	12	8.0
Swift Dzire	21	14.0
Lancer	22	14.5
Fiesta	25	16.5
Jetta	11	7.0
Accent	22	14.5
Others(specify)	4	2.5
Total	152	100

From the above table it is found that 9% of the respondents are owning city zx, 14% of the respondents are owning Indigo, 8% of the respondents are owning Octavia, 14% of the respondents are owning swift dzire, 14.5% of the respondents are owning Lancer, 16.5% of the respondents are owning fiesta, 7% the respondents are owning jetta, and 14.5%

of the respondents are owning Accent, 2.5% of the respondents are owning other cars.

Most (16. 5%) of the respondents own Fiesta.

RANKING ANALYSIS

FACTORS INFLUENCING WHILE PURCHASING THE CAR’S

factors		Rank1	Rank2	Rank3	Rank4	Rank5	Rank6	to-tal
Driving com-fort	No. of Resp.	35	39	31	24	15	8	152
	%	23.0	25.5	20.5	15.5	10.0	5.5	100
Space	No. of Resp.	25	22	30	24	26	25	152
	%	16.0	15.0	19.5	15.5	17.5	16.5	100
Tech-nology	No. of Resp.	37	29	22	27	18	19	152
	%	24.5	19.5	14.5	17.5	11.5	12.5	100
Safety	No. of Resp.	14	25	42	24	30	17	152
	%	9.0	16.5	27.5	15.5	20.5	11.0	100
Mile-age	No. of Resp.	26	32	13	29	22	30	152
	%	17.0	21.0	8.5	19.0	14.5	20.0	100
Break-ing	No. of Resp.	15	9	17	26	39	46	152
	%	10.0	6.0	11.0	17.0	25.5	30.5	100

It could be observed from the table that factors towards the “technology” placed as **First Rank** followed by “Driving com-fort and Mileage” both placed as **Second Rank**. “Space and Safety”, “Breaking” occupied **Third and Sixth Rank** respectively.

CHI-SQUARE TEST

Hypothesis:

There is no significant relationship between the personal factors and factors influencing while purchasing the car.

SHOWING THE RELATIONSHIP BETWEEN THE PERSONAL FACTORS AND THEIR INFLUENCING IN PURCHASING THE CAR

Factors	Chi square	Df	P.Value	Sig / NS
Age group	27.357	15	0.26	NS
Sex	14.872	5	.011	S
Marital status	6.349	5	.274	NS
Educational qualification	40.882	15	.000	S
Occupation	26.530	20	.149	NS
Monthly income	7.473	15	.943	NS
No. of members in the family	29.638	15	.013	S

It’s clear from the above chi-square results that there is a significant relationship between the personal factors like sex, educational qualification, No. of members in the family and factors considered while purchasing the car. Hence the hypothesis is rejected @ 5% level of significance.

But in case of age group, marital status, occupation, monthly income has no significant relationship with factors considered while purchasing the car. Hence the hypothesis framed is accepted.

FINDINGS

- As per survey, most of the respondents has fiesta.
- It could be observed from the table that factors towards the “technology” placed as First Rank followed by “Driving comfort and Mileage” both placed as Second Rank. “Space and Safety”, “ Breaking” occupied Third and Sixth Rank respectively.
- It's clear from the above chi-square results that there is a significant relationship between the personal factors like sex, educational qualification, No. of members in the family and factors considered while purchasing the car. Hence the hypothesis is rejected @ 5% level of significance.

SUGGESTION

1. Increase market share through a differentiation strategy based on quality service and the culture of delivering value.
2. The company cars grow the customer base through word-of mouth advertising from satisfied customers.
3. Improve productivity of the employees, by focusing on their quality of job, and by maintaining positive relationship with the co-workers and with customers too.
4. Generate positive attitudes and build enthusiasm among the work force.
5. Improve morale and communication among the employees.
6. Improve customer's satisfaction and the brand image in the market place.
7. Make every employees deliver superior service to each customer, each time, every minutes.
8. Increase customer retention rate to achieve company growth.

CONCLUSION

After the detailed analysis of the study, it is the time to bring this exhaustive study to a meaningful conclusion. India car-makers have shown remarkable agility to cope with global players. The expected rise in income levels of rural people, wide choice of models, and easy availability of finance at low interest rates will drive growth in passenger car segment and future looks even brighter. The study brings out the fact that there is a great attitudinal and structural change in the rural market; and marketers need to concentrate the greener pasture called rural market. Every effort have been made to make the implications fruitful for the marketers whenever they have to make strategies to tap the rural market and to organize the urban market. The data collected, compiled and analyzed to bring profitable insights for the marketers. Various factors and motivators that propel the purchase behaviour of urban and rural masses have been compiled through primary data and the changes in the outlook of the rural and urban mindset has to be considered carefully by the marketers. The rising income levels, the advancing technological changes, the broadening of horizons have compelling effects on the marketers to now concentrate on a wide variety of factors demonstrated by target consumers in rural as well as urban markets.

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