

**A STUDY CUSTOMER SATISFACTION TOWARDS PASSENGER CARS IN
THANJAVUR DISTRICT**

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ABSTRACT

The study focuses on customer satisfaction based a car providers among the buyer. In a shorter span of usage of vehicle (car) has a drastic increase and that automobile dealer to innovated, but still the process innovation have not supported to make the user consumer more expectation. The dealer sales as a car to buy when the dealer performance to impress the customer and communicate is important one. The customer satisfied very comfortable travel and which we customer (passenger) from the car dealer provider is the offers due more customized offers, add on dealer make the cars shift from one providers to another and leads to solid rivalry among their automobile companies. The purpose of his study is to create customer satisfaction towards passenger cars. The study has been done in Thanjavur district comprising a sample size of 300. After the data collection, researcher has identified satisfaction level of customer view about automobile industry in passenger car dealer the result of this analysis is showed that the respondents were mostly male(85%) as female(15%). The data analysis shows that Gender, Age marital status, Occupation, Income level of customer are significant factor that decide usage of customer satisfaction of various passenger car dealer in the study area. The overall satisfaction level is (95%) has been satisfied.

INTRODUCTION

The automobile sector has become the most important segment in the economic development of a nation. It plays a vital role in moving people from one place to another, be it passenger car, especially when the distances involved are far. In a highly competitive environment the provision of quality vehicle to customer is the core competitive advantage for an automobile profitability and sustain growth customer satisfy based vehicle quality condition influences a firms competitive advantage by retating customer patronage and with this comes market share. Delivery high- quality

service to customer satisfaction is essential for automobile industry survival so company need to understand what customer expectation from their passenger car. Quality can be define as a consumer's overall impression of the relative efficiency of the organization and its services. understanding exactly what customer expect is the most crucial step in define and delivering high quality service performance of a company leads to customer satisfaction with a product or service.

Customer satisfaction fundamental to the practice of consumer soverginity. Recently many researchers customer satisfaction have become an important issue for marketing practioners because of the rabid business environment. Customer satisfaction can be define as a judgement made on the basis of specific service counter. Satisfaction and loyalty are not surrogate for each other. It is possible for customer to be loyal without being highly satisfied and to be highly satisfied and yet to loyal Firms are needed to gain a better understanding of the relationship between satisfaction and expectation intention in the online environment and to allocate the online marketing efforts between initiatives and behavioural intention program. Moreover, the results from their research would assist automobile manager to better serve their customers, monitor and develop to achieve the high level of their customer satisfaction

STATEMENT OF THE PROBLEM

If customers are satisfied with the product or service, they will buy more, and do so more often. The customer has a wide choice to select the suitable car according to their requirements. Therefore, Cars are continuously working on the product development and innovation to differentiate themselves from competitors. During the last few years a variety of in-car product innovations have entered into the market. If the Customer is not satisfied, due to the negative experience, the client will reconsider the buying decision for further cars and will probably switch to another car. This kind of situation belongs to the daily business in the Car industry.

Customer satisfaction is one of the greatest assets for car business in today's competitive environment. There are many factors that can help an Car dealers to build its customer base, and satisfaction and expectation can be a determining factor in the success of an entire operation. The research related to the car dealer in the showroom they know the customer preferences. But do not know how can

communicate to customer come and ask the details for particular car after that only problem.

OBJECTIVES OF THE RESEARCH

- To study the Demographical profile of the customers who owns the passenger cars.
- To study the factors influencing the customer satisfaction towards the passenger car owners.
- To understand the passenger car customer expectation
- To suggest strategies to improve the significant among passenger car owners using this research results To study the co-ordinal relationship between customer expectation and satisfaction.

LIMITATION OF THE STUDY

This project has been going to be proposed in PILLAI & SONS motor company in Authorized Marutidealer Showroom in Thanjavur, Tamilnadu. Thus it was not belong to other region. PILLAI&SONS motor company in Authorized Maruti dealer Showroom in Thanjavu

This was the perception of the customers of using in and around Thanjavur who enters the It was limited time project with 4 weeks thus it does not state every people satisfaction and expectation.

The research collected 300 samples thus it does not cover the entire consumer mindset of PILLAI & SONS motor company in Authorized Maruti Suzuki dealer Showroom in Thanjavur, Tamilnadu

RESEARCH METHODOLOGY

This research follows the survey research methodology based on previous research in related area a questionnaire was constructed to study the customer Satisfaction towards passenger cars Thanjavur district. After pilot testing the questionnaire car dealar customers. Here take minimum 25 age years. The data was obtained through the use of structured questionnaire and convenience sampling. The data were analysed with frequencies and correlation, Regression. Charts and tables are also prepared.

REVIEW LITERATURE

Dr. Sandesh Kumar Sharma D.K (2011), Study focus on customer satisfaction based on better service and better quality. It's regarding mileage, comfort & performance. And it has some gaps between expected and perceived service it's directly affects customer satisfaction. so service industries will provide better service

to customers by ensuring customer satisfaction.

Ms.R.Suriya,Ms,P.Vinotha,Ms.M.Ganga, (2015)Study focus on customers are backbone of the company and the study focus on service quality dimensions. Through this study they recommend some suggestions to improve customer satisfaction these are conducting service camp, service reminders, minimize waiting time and appoint more service person for satisfaction.

Padiri Usha, KallyanNallabala(2014), Study focus on customer satisfaction based on mainly employees responsiveness and answerability. This study describes the customer opinion about the product delivery, location of dealership, test drive of the vehicles .So he suggest that the management brings some changes regarding delivery, test drive, and location of dealership.

Zogo, E. E., &Ogba, I. (2015), The purpose of this study is to explore the customer satisfaction level of the within non-western service setting as well as the impact of on customer satisfaction and brand image of the pasgenger cars.

Herrmann, A., Xia, L., Monroe, K. B., & Huber, F. (2007), This study aims to link conceptually the concepts of price fairness and customer satisfaction and empirically demonstrate the influence of perceived price fairness on satisfaction judgments. Further, it seeks to examine specific factors that influence fairness perceptions including price perception and consumer vulnerability.

Emery, C. R., &Fredendall, L. D. (2002),the use of self-directed work teams increased profit and customer satisfaction was examined, along with whether leadership styles and the compensation system moderated how teams affected performance. All the firms involved were auto dealer service garages. Service garages using teams had significantly higher profits than those that did not. The differences in customer satisfaction levels between service garages using teams and those that did not were significant at the level.

Mohammad Rishad Faridi, (2014), This study on expectation, performance and satisfaction level of institution segment which comprises mainly of automobile industry, Car companies are emphasizing in creating and building long term relationship. On the other hand institutional consumers look.

Dr. Duggani Yuva raju(2014), Study focus on Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectation.

Leena Jenefar (2014), This Study beyond level of customer satisfaction has leads to customer delight. It is very difficult to fulfill the customer expectations. Hence every organization wants to delight the customer in order to retain them. Thus customer retention is directly influenced by customer satisfaction. This paper aims to explore level of satisfaction towards service features and quality of goods and services in the auto automobile industry show room.

DATA ANALYSIS & INTERPRETATION

In the present scenario customer satisfaction towards passenger cars in differ from one person to another person. So to understand Satisfaction of customer researcher have used various measures satisfaction. expectation level of customer using passenger cars.

Table 1- FREQUENCY ANALYSIS OF DEMOGRAPHIC VARIABLE

Variables	Category	Frequency	Percentage frequency
Gender	Male	255	85%
	Female	45	15%
Age	Below25	9	3%
	26-35	43	14.3%
	36-45	129	43%
	45 and above	119	39.7%
Marital status	Single	86	28.7%
	Married	214	71.3%
Occupation	Businessman	16	5.3%
	Private employee	223	74.3%
	Government		

	employee	58	19.3%
	Others	3	1%
Annual income	Bellow 3 lakh	7	2.3%
	3-5 lakh	269	89.7%
	5-8 lakh	21	7%
	8 Lakh above	3	1%

Visit the show room	6Months	7	2.3%
	Once in the year	23	7.7%
	Once in 2 year	261	87%
	Others	9	3%
Source made to buy	News paper	28	9.3%
	Tv	59	19.7%
	Friends	145	48%
	Others	198	66%
Purpose of usage	Personel use	80	80%
	Bussiness use	22	7.3%
Brand use	Maruti & Suszuki	150	50%
	TATA motors	26	8.7%
	Fiat	36	12%
	Hyundai	37	12.3%

	Ford	25	8.3%
	Nissan	26	8.7%
Mode of purchase	Cash basis	251	83%
	Credit basis	43	14.3%
	Loan from bank	1	.3%
	Others	5	1.7%
Fuel Usage	Petrol	165	55%
	Diesel	124	41.3%
	LPG	2	.7%
	LPG & Diesel	9	3%

Level of satisfaction about attributes of car that influenced to buy

Maintain cost	Dissatisfied	17	5.7%
	No so satisfied	14	4.7%
	Moderately satisfied	53	17.7%
	Very satisfied	216	72.7%
Price range	Dissatisfied	7	2.3%
	Moderately satisfied	23	12.7%
	Very satisfied	253	84%
	Extremely satisfied	2	.7%
Availability spare parts	Dissatisfied	7	2.3%
	Moderately satisfied	38	12.7%
	Very satisfied	253	84%
	Extremely satisfied	2	.7%
Service charges	Dissatisfied	7	2.3%
	Moderately satisfied	56	18.7%
	Very satisfied	237	79%

Level of customer satisfaction about after purchase of cars

Low fuel consumption	Very poor	7	2.3%
	Neutral	49	16.3%
	Good	243	81%
	Excellent	1	.3%
Choice of Colors	Very poor	7	.3%
	Neutral	17	16.3%
	Good	252	84%
	Excellent	24	8%
Look and comfort	Very poor	7	2.3%
	Neutral	27	9%
	Good	256	85%
	Excellent	10	3.3%
Engine power	Very poor	7	2.3%
	Neutral	44	14.7%
	Good	234	78%
	Excellent	15	5%
Safety feature	Very poor	7	2.3%
	Neutral	35	11.7%
	Good	256	85.3%

	Excellent	2	.7%
Brand image	Very poor	7	2.3%
	Neutral	4	1.3%
	Good	118	39.3%
	Excellent	171	57%
Air pollution	Very poor	1	.3%
	Neutral	55	18.3%
	Good	227	75.7%
	Excellent	17	5.7%

Variable	Category	Frequency	Percentage frequency
Expectation from manufacture	Enhancement of build feature	13	4.3%
	Refreshing of capacity levels	112	37.3%
	Facilities of free service influencing	107	35.7%
	Lesser price models with compartability	68	22.7%
Expectation from dealer	Service facility	36	12%
	Immediate replacement of spare parts	72	24%
	To be a bridge between the insurer and the insured through cordial rapport	84	28%
	Extending a helping hand during insurance claims	108	36%
Overall satisfaction	Dissatisfaction	4	1.3%
	Neutral	82	27.3%
	Satisfaction	200	66.7%
	High satisfaction	14	4.7%

Above table 1- shows that most of the respondents are male (85%) they are buying passenger cars in research area as compared to female in district.

Out of 300 respondents, 85% are male respondents and 15% are female respondents.

Out of 300 respondents, 9 % are between the age group of below25, 14.3% are between the age group of 26-35, 43% is between the age group of 36-45 and 39.7% is between the age of 46 and above.

Out of 300 respondents, 28.7% are single respondents and 214% are Married respondents

Out of 300 respondents, 5.3 % are between the occupation group of Businessman 5.3%, 74.3% are between the occupation group of Private employess,19.3% are between the occupation group of Government employees and 1% are between the occupation of others

Out of 300 respondents, 2.3 % are between the Annual income group of Bellow 3 lakh, 89.7% are between the Annual income group of 4-5 lakh, 7% is between the Annual income group of 6-8 lakh and 1% is between the of Annual income 8 lakh above.

From the above table 4.1.5 denotes that out of 300 respondents, 2.3 % are between the visit showroom group of 6 months,7.7% are between the visit showroom group of once in year, 87% is between visit showroom the group of once in 2 year and 9% is between the of visit showroom group of others.

Out of 300 respondents, 9.3 % are between the Source made to buy group of Newspapers,19.7% are between the Source made to buy group of TV, 48.7% is between the Source made to buy group of Friends and 22.3% is between the of the Source made to buy group of others.

From the above table 4.1.8 denotes that out of 300 respondents, 66 % are between the purpose of group Personal life,26.7% are between the purpose of group Business use and 7.3% is between the of the purpose of group others.

Out of 300 respondents, 50 % are between the brand usage group of Maruti suzuki, 8.7% are between the brand usage group of TATA motors, 12% is between the brand usage group of Fiat,12.3% is between the brand usage group of Hyundai,8.3% is between the brand usage of Ford and 8.7% is between the brand usage group of Nissan.

Out of 300 respondents, 84 % are between the Modes of purchase group of cash basis, 14.7% are between the Mode of purchase group of credit basis, and 1.3% is between the Mode f purchase group of Loan from bank.

Out of 300 respondents, 55 % are between the Fuel usage of group Petrol,41.3% are between the Fuel usage of group Diesel, 0.7% is between the of the Fuel usage of group LPG and 3% are between the Fuel usage of group LPG& Diesel.

Out of 300 respondents, 1.7 % are between the Maintain cost of group Dissatisfied, 24.7% are between the Maintain cost of group Moderately satisfied and 73.7% is between the Maintain cost of the of group Very satisfied.

Out of 300 respondents, 2.0 % are between the Price range of group Dissatisfied, 28.3% are between the of group Price range Moderately satisfied ,67% is between the Price range of the of group Very satisfied and 2.7% are between the Price range of Extremely satisfied.

Out of 300 respondents, 2.0 % are between the Availability spare parts of group Dissatisfied, 13% are between the of group Availability spare parts Moderately satisfied ,84.3% is between the Availability spare parts of the of group Very satisfied and 0.7% are between the Availability spare parts of Extremely satisfied

Out of 300 respondents, 2.0 % are between the Service charges of group Dissatisfied, 19% are between the of group Service charges Moderately satisfied and 79% is between the Service charges of the of group Very satisfied

Out of 300 respondents, 2.0 % are between the Low fuel consumption group of Very poor, 16.7% are between the low fuel consumption group of Neutral, 81% is between the Low fuel consumption of group good and 0.3% are between the Low fuel consumption group of Excellent.

Out of 300 respondents, 2.0 % are between the Choices of colors group of Very poor, 5.7% are between the Choices of colors group of Neutral, 84.3% is between the Choice of colors group of group good and 8% are between the Choice of colors group of Excellent.

Out of 300 respondents, 2.0 % are between the Look and comfort group of Very poor, 9.3% are between the Look and comfort group of Neutral, 85.3% is between the Look and comfort group of group good and 3.3% are between the Look and comfort group of Excellent

Out of 300 respondents, 2.0 % are between the Engine power group of Very poor, 15% are between the Engine power group of Neutral, 78% is between the Engine power group of group good and 5% are between the Engine power group of Excellent. Out of 300 respondents, 2.0 % are between the Safety feature group of Very poor, 12% are between the Safety feature group of Neutral, 85.3% is between the Safety feature group of group good and 2% are between the Safety feature group of

Excellent.

Out of 300 respondents, 2.0 % are between the Brand image group of Very poor, 1.7% are between the Brand image group of Neutral, 39.3% is between the Brand image group of group good and 57% are between the Brand image group of Excellent. Out of 300 respondents, 0.3 % are between the Air pollution group of Very poor, 18.7% are between the Air pollution group of Neutral, 94.3% is between the Air pollution group of group good and 5.7% are between the Air pollution group of Excellent.

Out of 300 respondents, 4.3 % are between the Expectation from manufacture group of Enhancement of build feature, 37.3% are between the Expectation from manufacture group of Refreshing of capacity levels, 35.7% is between the Expectation from manufacture group of group Facilities of free service influencing and 22.7% are between the Expectation from manufacture group of lesser price models with comparability

Out of 300 respondents, 12% are between the Expectation from dealer group of service facility, 24% are between the Expectation from dealer group of Immediate replacement of spare parts, 28% is between the Expectation from dealer group of group to bridge between the insurer and the insured cordial claims and 36% are between the Expectation from dealer group of Extend a helping hand during insurance claims.

Out of 300 respondents, 1.3% are between the Overall satisfaction group of Dissatisfaction, 27.3% are between the Overall satisfaction group of Neutral, 66.7% is between the Overall satisfaction group of group Satisfaction and 4.7% are between the Overall satisfaction group of High satisfaction.

DESCRIPTIVE STATISTICS – CUSTOMER SATISFACTION OF PASSENGER CARS

Descriptive Statistics

TABLE NO: 4.2.1

	Mean	Std. Deviation
Maintain cost	3.70	.556
Price range	3.68	.625
Availability spare parts	3.82	.533
service charges	3.75	.555
Low fuel consumption	3.78	.549
Choice of colors	3.96	.562
Look and comfort	3.88	.542
Engine power	3.84	.596
Safety feature	3.83	.527
Brand image	4.49	.725
Air pollution	3.86	.502

SOURCE: Primary Data collected using SPSS 14.0

INTERPRETATION:

The satisfaction of attributes of purchasing and after purchasing satisfaction passenger cars in 12 items of the questionnaire were tested relationship with usage of passenger cars. The descriptive statistics of Mean, standard deviation has been in the table 4.2.1. the mean score for all the items of customer satisfaction towards passenger cars were all above the midpoint of 2.5 in a point of Likert scale and these conforming satisfactory responses from respondent.

ANALYSIS -3- CHI- SQUARE TEST

TABLE 4.3.1

Factors	Chi-Square value	Significance value	Result
Maintain cost	45.320	.000	Ho Rejected
Price change	11.820	.224	Ho Accepted
Availability of spare parts	6.789	.659	Ho Accepted
Service charges	5.574	.473	Ho Accepted
Low fuel consumption	14.140	.117	Ho Accepted
Choice of colors	16.304	.061	Ho Accepted
Look and comfort	13.389	.146	Ho Accepted
Engine power	14.847	.095	Ho Accepted
Safety feature	154.710	.000	Ho Rejected
Brand image	21.956	.009	Ho Rejected
Air pollution	39.397	.000	Ho Rejected

From the above the table chi-square value (45.320), Significance value (.000) hence there is significance relationship between Maintain cost and overall satisfaction

From the above the table chi-square value (11.820), Significance value (.224) hence there is no significance relationship between Price range and overall satisfaction

From the above the table chi-square value (6.789), Significance value (.659) hence there is no significance relationship between Availability spare parts and overall satisfaction

From the above the table chi-square value (5.574), Significance value (.473) hence there is no significance relationship between Service charges and overall satisfaction

From the above the table chi-square value (14.140), Significance value (.117) hence there is no significance relationship between Low fuel consumption and overall satisfaction

From the above the table chi-square value (16.304), Significance value (.061) hence there is no significance relationship between Choice of colors and overall satisfaction

From the above the table chi-square value (14.847), Significance value (.095) hence there is no significance relationship between Engine power and overall satisfaction

From the above the table chi-square value (154.710), Significance value (.000) hence there is significance relationship between Safety feature and overall satisfaction

From the above the table chi-square value (21.956), Significance value (.009) hence there is significance relationship between Brand image and overall satisfaction

From the above the table chi-square value (39.397), Significance value (.000) hence there is significance relationship between Air pollution and overall satisfaction

ANALYSIS- 4- CORRELATION

Level of satisfaction about attributes of car that influenced to buy

TABLE NO:4.4.1

Correlations				
	Maintain cost	Price range	Availability spare parts	service charges
Maintain cost	1	.296**	.414**	.387**
Price range	.296**	1	.377**	.339**
Availability spare parts	.414**	.377**	1	.500**
Service charges	.387**	.339**	.500**	1

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

The above table 4.3.1 depicts the inter –correlation between the level of satisfaction about attributes of cars to buy .Out of four satisfaction price range and maintain cost are weakly correlated (0.296), availability spare parts and maintain cost Moderately correlated (.414), Service charges and maintain cost are weakly correlated (0.387), availability spare parts and Price range Weakly correlated (0.377), Service charges and Price range are weakly correlated (0.339) and Service charges and availability spare parts are Moderately correlated (0.339).

CORRELATION - Level of customer satisfaction about after purchase of cars

TABLE NO:4.4.2

Correlations					
Choice of colors	Look and comfort	Engine power	Safety feature	Brand image	Air pollution
.504**	.495**	.606**	.502**	.530**	.119**
1	.545**	.431**	.644**	.619**	.077**
.545**	1	.479**	.583**	.595**	.062**
.431**	.479**	1	.540**	.501**	.061**
.644**	.583**	.540**	1	.558**	.100**
.619**	.595**	.501**	.558**	1	.085**
.077**	.062**	.061**	.100	.085**	1

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

The above table depicts the inter- correlation between the seven satisfaction out of considering the Low fuel consumption, the factors Choice of colors, Look and comfort, Engine power, Safety

feature and Brand image are Moderately correlated Considering the factor Choice of colors factors viz., Look and comfort, Engine power, Safety feature and Brand image are Moderately correlated. Considering the factor Look and comfort, factors viz., Engine power, Safety feature and Brand image are moderately correlated. Considering the factor Engine power, factors viz., Safety feature and Brand image are moderately correlated. The factors brand image and safety feature are moderately correlated. The factor air pollution is always weakly correlated with all the factors viz., Low fuel consumption, Choice of colors, Look and comfort, Engine power, Safety feature and Brand image.

CONCLUSION

Passenger cars play an important role in automobile industry. Most of the buyers are professionals and business people. From the analysis it is found that the pre-purchase satisfaction and post-purchase satisfaction is same. Customer satisfaction is not dependent on air pollution attribute of the cars rather it is dependent on price range, availability of spare parts, service availability. Product quality and service is given prime importance by the customers. Customers expect better services for their cars and each customer expectation is different and unique nature. customers expect from both manufacturers as well as the dealers by expecting extended insurance claims. On the whole this study was helpful to the researcher to learn lot of things. If the management implements the given recommendations, then there will be increased satisfaction level.

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