

# FACTORS INFLUENCING WOMEN CUSTOMER SATISFACTION TOWARDS SMALL CARS IN CHENNAI CITY.

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## **INTRODUCTION:**

Now - a- days Women customers prefers to travel in a comfortable way. They prefer light motor vehicles to move from one place to another. Road transport plays a vital role in the contemporary years. Small is really a big in Indian automobile industry. Styling and general appearance of automobiles will also influence the buyer to buy small cars. The intention of this research paper is to find the factors that influence the women Customer Satisfaction towards small cars.

## **FACTORS INFLUENCING WOMEN CUSTOMER SATISFACTION:**

The Customer Satisfaction is not a unique Phenomenon but it's a mixture of Product Quality, Price Fairness, Comfortability and Convenience. Customers expect high quality products and exceptional experiences from the Product . Culture of collaboration and continuous improvement in the products makes the customer satisfied . The Vision of the industries is to achieve best in world quality and productivity and their mission is to deliver high-quality vehicles to their customers. Product development process always starts with the customer. Industries identify who the customers are and what they want , with the help of advanced technologies the industries meet the customers needs and expectations. Engineers , designers and product marketing teams work together to finalize a vehicle concept and once it gets approval , it is brought to the market using Global Product Development System (GPDS), which combines the best production methods from across global operations. Global Quality

Operating System helps to ensure that the vehicles meet or exceeds customer expectations at every stage of vehicle development and manufacture.

Customer Satisfaction can be denoted only when price of the products are fair. Certain factors influence fairness perception including price perception and consumer vulnerability. Based on the conceptualization theory the price perceptions directly influence satisfaction Judgements as well as indirectly through price perceptions indicates that consumer's vulnerability which is induced by a perceived demand and supply relationship and the urgency of need from the consumers side had a negative effect on perceived price fairness.

As cars inch closer and closer to automated driving, people are going to be doing a lot more sitting in cars and a lot less actual driving. As much as we love to wax poetic and high-powered sports car and exotics, thrilling performance and lap times, those aren't the sorts of things that matter when you are sitting in traffic. Comfort and serenity can be automotive virtues too, To avoid getting too indulgent and picking the obvious choices like compact cars. These cars can make the journey considerably less stressful.

Michael Finney (2017) in Consumer Reports surveys says that most of the car owners whatever the brand of the small cars, they would feel to buy back or stay with same brand for their continuous usage. This shows their loyalty towards the particular brand of the cars. The loyalty arised only because, these customers are satisfied with concerned manufacturer. The satisfaction arrives only when their expectations met.

The customer expectations towards small cars other than the above are accessibility, navigation speed, convenience, Paired Devices (Bluetooth) for answering the call while driving, Fuel capacity, Intuition, real – time, deliverability, reliability, mileage, and most important thing Safety. If these expectations met, the customers get satisfied.

## **REVIEW OF LITERATURE:**

1. Mohammad Dimiyati (2015) found that a) Marketing Communication has a significantly positive effect on Customer Satisfaction. b) Marketing Communication has a significantly positive effect on customer loyalty. C) Customer Satisfaction has a significantly positive effect on customer loyalty and d) Customer Satisfaction has a very important role in mediating Marketing Communication effect on Customer Loyalty.
2. Haneef et. al (2006) studies says that fuel economy, Price, quality, and maintenance expenses are the main factors influencing buying decision.
3. Ratan Tata and Jagdish Khattar., (2011) conveys out of a case study on "Tata Nano Revolution in the Auto Industry", that the websites are a great catchment area for the

Nano because people between the age of 25 and 35 are most likely to browse internet for making their purchase from pin to a car. In addition to this, that is the age group, which flocks to sites such as Facebook or Orkut.

4. Lakshminarasimha., (2011) in his article says that With increasing fuel prices, the Indian customers, especially those in the middle of the pyramid, are bound to look for value for money. The small car will increasingly become the symbol of affluence for the middle class. Customers in 2020 would be smart and what else but “Smart Marketing” would truly reach out to them.
5. Hosseing Vazifehdust and Sahel Farokhian (2013), The study reveals that the accessibility, reliability, behaviour, amount of responsiveness, insurance services positive and important in making satisfaction to the customers.
6. Md. Hasber Rahman (2014) found that service innovativeness, service reliability, service competitiveness and service consistency have significant influence on making customer satisfied.
7. Flynn et.al (2002) says that to the only way to manage decision making doubts is to establish a long-term relationship with the customers.
8. Seyed Fathollah Amiri Aghdaie., (2011) in his article found that the most important aspect in designing new products is to consider the needs and demands of the customers.
9. Kopnina (2011) in his research study titled as “Kids and Cars” analysed the certain themes like positive experiences and negative experiences with cars, It was recommended that there must be a curriculum for addressing the development of children awareness of sustainable transportation alternatives.
10. Peter et al. (2011) It was found that problem awareness, symbolic motives and response efficacy influence the respective behaviours indirectly via effecting the direct predictors. Results reflected the salient valued features of new technology and alternative fuels.
11. Juyoung Kim and Myung Suk Kim studies (2014) found that VIP centres and service centres are effective marketing tool and dealers should show more attention to existing and new customers.

## **RESEARCH GAP:**

The researcher meticulously observed that in all previous research work some specific factors of customers satisfaction are only highlighted whereas they did not highlight all the factors of satisfaction exhaustingly for the particular women customer . Similarly the previous research work did not address the cumulative influence of demographic variables on customer satisfaction. Therefore, the researcher intended to estimate the cumulative influence of demographic variables on the level of satisfaction of women customers of small cars.

## **OBJECTIVE OF THE STUDY:**

1. To study the factors responsible for satisfaction of women towards small cars.
2. To find the relationship between demographic variables of women and their level of satisfaction.

## **HYPOTHESIS:**

There is no significant influence of demographic variables of women on their level of satisfaction.

## **RESEARCH METHODOLOGY:**

This study is based on primary data obtained from women customers of small cars in Chennai city. According to the corporation of Chennai it is divided into 15 zones based on their operation density. The researcher is able to adopt convenience sampling method to collect the response.

## **DATA COLLECTION:**

The researcher applied convenience sampling method in the sense that approaching the women who are regularly using Cars as per the information given by small car dealers in Chennai city. Since the Population is unknown the researcher justifies the research work through convenient sampling method. The researcher collected 10 responses each from all the 15 zones in Chennai City. Hence, the sample size of the study is 150.

## DATA ANALYSIS:

The researcher used both in-variate and multi-variate statistical techniques namely Exploratory Factor Analysis, Conformatory Factor Analysis and Linear multiple Regression Analysis.

## ANALYSIS AND DISCUSSION:

In this section the researcher intended to analyse the factors influencing Women consumer satisfaction towards small cars. In order to determine the factors the researcher applied factor analysis by principal compounded method on 23 variables pertaining to Women customer satisfaction and derive the following factors

**Table 1:**

### **KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.790
Bartlett's Test of Approx. Chi-Square	2746.522
Sphericity Df	253
Sig.	.000

From the above table it is found that the KMO value is 0.790 and Barlett's test of sphericity with approximately Chi-Square value = 2746.522 are statistically significant at 5% level. This shows that the sample size considered for the research is adequate and all the 23 variables are normally distributed and they are suitable for data reduction process. The reduced number of variables and the factors emerged are clearly given in the following total variance table.

**Table 2:**

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.948	21.515	21.515	2.479	10.778	10.778
2	1.884	8.193	29.708	2.342	10.183	20.961
3	1.668	7.254	36.962	2.206	9.591	30.552
4	1.409	6.128	43.089	2.191	9.528	40.080
5	1.307	5.681	48.770	1.562	6.792	46.872
6	1.197	5.204	53.975	1.415	6.153	53.025
7	1.062	4.616	58.590	1.280	5.565	58.590
8	.970	4.218	62.808			
9	.939	4.082	66.890			
10	.845	3.675	70.564			
11	.754	3.279	73.844			
12	.705	3.067	76.911			
13	.649	2.823	79.734			
14	.637	2.769	82.503			
15	.591	2.572	85.075			
16	.521	2.265	87.340			
17	.509	2.214	89.553			
18	.498	2.165	91.719			
19	.461	2.004	93.723			
20	.441	1.916	95.639			
21	.375	1.629	97.267			
22	.324	1.409	98.677			
23	.304	1.323	100.000			

From the above table it is found that 23 variables are reduced into 7 factors with cumulative 58.590%. These factors derived are presented with their individual variances.

1. Appearance Satisfaction - 10.778%
2. Fuel Consumption Satisfaction - 10.183%
3. Comfort Satisfaction - 9.591%
4. Color Satisfaction - 9.528%
5. Convenience Payment Satisfaction - 6.792%
6. Dealers Service Satisfaction - 6.153%
7. Technological Satisfaction - 5.565%

Therefore it can be considered as the small car satisfaction in Chennai City is depending upon the above mentioned 7 factors and they are explained below.

### **1. Appearance Satisfaction:**

Automotive design is the process of developing the appearance, and to some extent the ergonomics of motor vehicles including automobiles, motorcycles, trucks, buses, coaches and vans. Automotive design in this context is primarily concerned with developing the visual appearance or aesthetics of the vehicle, though it is also involved in the creation of the product concept.

### **2. Fuel Consumption Satisfaction:**

The fuel economy of an automobile relates distance travelled by a vehicle and the amount of fuel consumed. Consumption can be expressed in terms of volume of fuel to travel a distance or the distance travelled per unit volume of fuel consumed.

### **3. Comfort Satisfaction:**

Capability on-road ride comfort and handling compared to a cross-over or car based utility vehicle. Driving Comfort or travelling comfort says about the smooth and pleasure in travelling in a car.

### **4. Color Satisfaction:**

It is the characteristic of human visual perception described through color categories with names. In a world full of color people prefer black & white atleast when it comes to cars. For a second consecutive year white is the most popular color for new cars, according to the 2012 DV pont automotive color popularity report. Black, silver, grey and red round out the top.

### **5. Convenience Payment Satisfaction:**

Finance is arranged by various financial companies for buying any kind of durables with a condition of repaying capability of customers. Customers can make their repayment by equated monthly instalments. This makes satisfaction in the minds of customers.

## 6. Dealers Service Satisfaction:

Satisfied car buyers are more likely to visit a dealership for later maintenance and repair work. Customers who were “completely satisfied with their dealers at the point of sale were between 50% and 80% more likely than “very dissatisfied” sales customers to use the selling dealer for all types of service work.

## 7. Technology Satisfaction:

Within 90 days of purchase the customers comes to know about whether they are satisfied or frustrated. More people use a technology, the higher their satisfaction level. Inversely some owners give up on a feature rapidly, deciding the frustration of the early learning curve is not worth it and that they don't really need it and end up not using it at all. The new study identified GPS and WIFI systems as being particularly vulnerable to this phenomenon.

## FINDINGS AND CONCLUSIONS:

The Study concludes that the Women Customers of small cars in Chennai City are peculiar from other metropolitan cities. It is found from the research Women customer satisfaction depends upon mainly the color of the small cars, it is followed by fuel consumed by small cars and the Women customers are very much interested to reduce the cost of fuel consumption. It is also concluded that the Women Customers of small cars significantly contribute to the payment of small cars and expect more from dealer service in the form of gifts and offers periodically. The latest technology in small cars is considered as quite attractive to the younger generation of women and middle aged generation also.

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