

A STUDY ON CUSTOMER PREFERENCES AND EXPECTATION TOWARDS SELECTIVE THREE CAR BRANDS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Mrs.B.Janani

Assistant Professor – Department of Commerce
Rathinam College of Arts & Science(Autonomous),Coimbatore

ABSTRACT

In Today's Scenario the marketing Field is the pinnacle for the Industries. Business people are more concern to understand the customer's expectation before manufacturing a product. One of the high profitable Industries in 2017 is Automobile Industry. This study aspires to contribute to the Automobile Industry about the customer expectation and preferences about cars. In this research, major three Car Manufacturers (Maruti Suzuki, Hyundai, and Tata Motors) are taken into consideration. The customer Preference and Expectation are analysed .A sample of 200 respondents were chosen in Coimbatore District. Based upon the analysis positive suggestions have been given to the Industry.

Index Terms: Price, Quality, Cars, Manufacturers, City

INTRODUCTION

Automobile sector is considered to be the backbone of the Indian economy. Currently four wheelers are considering as the most important transportation. Cars are the denotation of the family status and comfort. In today's competitive world, the Car manufacturers find hard to make the product to buy by the customers. This study attempts to find the customer preferences and expectation of three selective car brands in Coimbatore City. The car brands taken into consideration are Maruti Suzuki, Hyundai, and Tata Motors. Thus, the present study has been carried out to identify the factors considered by a customer before purchasing a car. This research makes the manufacturers to understand the customer preference and to design the cars as per the customer's expectations, which assist them to increase their sales.

STATEMENT OF THE PROBLEM

Customer spends much time to in the selection of durable products, especially four wheelers. This is because of the cost and longevity. The marketing strategies followed by the manufacturer and marketer as well as pre-conceived idea of the buyer also play a vital role in the selection of a particular brand and to get more satisfied. Only a limited number of attempts have been made to study the impact of buying behaviour factors and customer's satisfaction. So in this project, it has made an attempt to identify the customer preference and expectation of three selective car brands in Coimbatore City. In this study the following areas need to be examined

- ✓ What are the preferences of the customer to purchase cars?
- ✓ What is the level of customer satisfaction for cars?
- ✓ What is the expectation of the customers

OBJECTIVE OF THE STUDY

- ✓ To study about the expectation of the customers for selective car brands in Coimbatore City.
- ✓ To find out consumer's awareness about selective car brands in Coimbatore City.
- ✓ To find the preference of selective car brands by the customers in Coimbatore City.

- ✓ To find out the customer's choices of selective car brands

METHODOLOGY OF THE STUDY

Sample Design

The sample design which is used in the study is convenience sampling. Respondents from Coimbatore were selected on the basis of convenience.

Sample size:

Sample size taken for the study is 200 respondents.

Geographical Area:

The study was conducted in Coimbatore city.

Sources of data

- ✓ The primary data is collected through questionnaire. The questionnaire is framed in such a manner to obtain correct information, graded suitably for the study.
- ✓ The Secondary data refers to the information already collected and available for reference from sources such as Library, websites, journal books etc. Secondary data about the company profile and other details such were collected from the company websites and through personal discussion with the company.

Tools used for analysis

- ✓ Percentage analysis
- ✓ Rank Analysis
- ✓ Chi square test

LIMITATIONS OF THE STUDY

- ✓ The study covers only the selective three car brands in Coimbatore City.
- ✓ The data collected for the study are qualitative being subject to the personal bias of the respondents.
- ✓ There is no equal chance for all the citizens of the Coimbatore city is being included for collecting questionnaire in the Sample Size due to purposive study. Hence the study cannot be generalized at the macro level

REVIEW OF LITERATURE

Ajoy Joseph S: (2011). In this paper the analysis was made for passenger cars in Karnataka State, India. Sample sizes of five hundred and twenty five passenger car owners are taken for data collection. The study mainly focuses to analyse the behaviour and expectation of customers to buy the car. Based upon the price the car owners were categorised. The study also focuses on financial assistance and loans for the cars. It suggests the finance company to make the processing duration less, documentation process to be easier and needs lot of explanation about the assistance from the company authorities.

.Nitin Joshi.D Mishra.P (2011) This study was conducted in the Geographical Area of State of Maharashtra in India. This study mainly focused to find out the Environmental Friendly car and its awareness among the people. Sample size is 500. It is found that the awareness about Environmental Friendly car is less and there is no relationship between age and awareness about the cars.

Pallawi B. Sangode (2011) In this paper a comparative analysis made between two branded cars. The brands considered are Maruti Suzuki and Hyundai. Sample Area is Nagpur, Coimbatore. This study mainly analyze the Service quality of the show rooms. Sample size is forty as the showrooms owner where taken for data collection. Convenience sampling method is used.

Thiripurasundari.U (2011). This study was conducted in Pondicherry with a sample size of three hundred .The car owners were taken for consideration. Varies factors such as brand preference, loyalty etc have been analysed in this study. It is founded that brand application is the important factor for selecting a car.

FINDINGS

- ✓ It is inferred that most of the sample respondents are males.
- ✓ Most of the sample respondents are in the age group of less than 25 years.
- ✓ Respondents are in the monthly income of less than 30000.
- ✓ Majority of the sample respondents are in the family members of 4.

- ✓ Respondents used friends and relatives information to buy the car.
- ✓ The sample respondents are using Maruti Suzuki Brand Car comparing to Hyundai and Tata Motors.
- ✓ Order time length taken to place a order is generalized as of 1month to 3months.
- ✓ Sample respondents are selecting the fuel type as petrol rather than Diesel
- ✓ The respondents are highly satisfied with their Vehicle. And also they are suggesting the same brand of car to buy in the future.
- ✓ The respondents are expecting the car as per the order Quality, Fuel efficiency, Price, Facility, Color and After Service.

SUGGESTION

- ✓ The customers are spending high maintenance cost as it is be reduced and controlled by the manufacturer.
- ✓ Customers are expecting more advertisements using normal language terms to mention the specifications.
- ✓ Hyundai Car customers are facing problems in mileage& performance, so this is to be taken care.
- ✓ Tata Motors have to consider the Resale Value where it is very less comparing to other brands.
- ✓ Maruti Suzuki customers are expecting more offers and benefits.

CONCLUSION

Due to the higher economic growth, Comfort and prestigious status demand for cars are increasing continuously. In this project an attempt was made to analysis the customer's preference for three selected car brands in Coimbatore City. Primary data were collected from 100 owners of three selected car brands in Coimbatore City. The analysis of the collected data indicated that a majority of the sample respondents are satisfied using Maruti Suzuki Brand where they convened with price, quality, performance and services back up the car owned. Maruti Suzuki is having a more number of variations in models, so it is easy for the customers to opt. The Tata Motors Car is mainly used for Rental Purposes. Hyunadi Cars are very much comfortable for small and middle class families.

REFERENCES

1. Pallawi B. Sangode, —"Service Quality of Maruti Suzuki and Hyundai Dealer in Nagpur: A Comparative Study", *International Journal of Research in Finance Marketing*, Volume 1, Issue 1, May 2011, pp.41-45.
2. Ranganathan.R, —"Consumer markets and Buyer Behaviour of Cars", *Indian Journal of Marketing*, April 2005, pp. 27-34.
3. Richard F Beltramini Partica S Chapman, —"Do customers believe in automobile industry rebate incentives", *Journal of Advertising Research*, 2003, pp. 16-24.
4. Saikat Banerjee, —"Passenger car market of China:" A study on current scenario and future trends", *Global Vistas- World Trade Trends and Developments*, Vol. V (1), April- June 2006, pp. 6-14.
5. Schiffman, L.G., Kanuk, L.L., (2004), —"Consumer behavior", *Pearson Education, New Delhi*, PHI Pvt. Ltd.
6. Sudharani Ravindran and Gayathridevi, —"A Study on Customer Satisfaction of Hyundai i10 customers in Coimbatore", *CBS E-Journal, Biz n Bytes*, Vol.3, March 2010, pp.22-26.

SIMPLE PERCENTAGE ANALYSIS

Gender			Family Size(in members)		
Gender	Frequency	%	Family Size(in members)	Frequency	%
Male	112	56	2	8	4
Female	88	44	3	64	32
Total	200	100	4	100	50
			Above 5	28	14

AGE			Total	200	100
AGE	Frequency	%	Car Brand		
Less than 25	84	42	Brand	Frequency	%
25-35	48	24	Maruti Suzuki	86	43
35-45	44	22	Hyundi	47	23.5
45-55	24	12	Tata Motors	67	33.5
Total	200	100	Total	200	57
Occupation			Basis of placing order time length		
Occupation	Frequency	%	Time length	Frequency	%
Government	4	2	Less than one month	44	22
Private	116	58	1month-3month	84	42
Business	36	18	3month-6month	48	24
Self	44	22	6month-1year	16	8
Total	200	100	Above 1 year	8	4
			Total	200	100
Monthly income			Fuel type		
Monthly income	Frequency	%	Fuel type	Frequency	%
Less than 30000	64	32	Petrol	104	52
30,000-40,000	56	28	LPG	12	6
40,000-50,000	44	22	Diesel	84	42
Above 50,000	36	18	Total	200	100
Total	200	100	Basis of Overall satisfaction		
			Satisfaction	Frequency	%
Source of information			Highly Satisfied	96	48
Sources	Frequency	%	Satisfied	88	44
Friends & Relatives	76	38	Neutral	16	8
Internet	32	16	Total	200	100
Media	24	12	Buy the same brand		
Dealer/Broker	24	12	Same brand	Frequency	%
family members	40	20	Yes	168	84
Others	4	2	No	32	16
Total	200	100	Total	200	100

RANK ANALYSIS

S.NO	Features	Rank
1	Quality	1
2	Price	3
3	Color	5
4	Fuel efficiency	2
5	Facility	4
6	After Service	6

CHI – SQUARE

Hypothesis (H0): There is no significant relationship between Monthly Income and Fuel Type.

	Petrol	Diesel	LPG	<i>Row</i>
Less than 30000	28 (33.28) [0.84]	6 (3.84) [1.22]	30 (26.88) [0.36]	64
30,000-40,000	31 (29.12) [0.12]	2 (3.36) [0.55]	23 (23.52) [0.01]	56
40,000-50,000	24 (22.88) [0.05]	3 (2.64) [0.05]	17 (18.48) [0.12]	44
Above 50,000	21 (18.72) [0.28]	1 (2.16) [0.62]	14 (15.12) [0.08]	36
<i>Columns</i>	104	12	84	200

The chi-square statistic is 4.3042. The p-value is .635578. The result is not significant at $p < .05$.

