



# JOURNAL OF EMERGING TECHNOLOGIES AND INNOVATIVE RESEARCH (JETIR)

An International Scholarly Open Access, Peer-reviewed, Refereed Journal

## A STUDY ON CUSTOMER SATISFACTION TOWARDS 5K CAR CARE WITH SPECIAL REFERENCE COIMBATORE CITY

**MRS. M. SATHIYA PRIYA**

(Assistant Professor) Department of Commerce with Accounting and Finance  
Sri Krishna Adithya College of Arts And Science  
Coimbatore.

**AMEESHA SILDARAS M III BCOM AF**

Department of Commerce with Accounting and Finance  
Sri Krishna Adithya College of Arts And Science  
Coimbatore

### ABSTRACT

This study examines customer satisfaction towards 5K Car Care in Coimbatore, focusing on factors like service quality, pricing, staff behaviour, waiting time, and facility cleanliness. A survey of 150 customers, analyzed using statistical tools, revealed high satisfaction with service quality and affordability but identified waiting time and customer support as areas needing improvement. To enhance customer experience, the study recommends reducing service delays, improving customer engagement, and refining service strategies. Strengthening these aspects can significantly boost customer loyalty and brand perception in the competitive car care market.

### INTRODUCTION

5K Car Care is a request leader in the auto detailing sector in India. The stylish and most distinctive services are available then under a single network, including auto washing, polishing, interior cleaning, and a range of fresh detailing services that give our guests' buses a sublime look. We've 145 branches in Tamil Nadu, Kerala, Karnataka, Telangana, and Puducherry and have been in the bus detailing assiduity for over 11 times. 5k Car Care has an normal of 2000 workers, and each member of our platoon is largely professional, educated, and knowledgeable. 5K auto care private limited is an unrecorded private company incorporated on 17 May 2019. It's classified as a private limited company and is located in Coimbatore, Tamil Nadu. Its sanctioned share capital is INR 1.00 lac and the total paid up capital is INR 1.00 lac.

## OBJECTIVES

- ◆ To study service level of the 5K car care provided to their customers.
- ◆ To study about customer satisfaction of 5K car care services.
- ◆ To analyses difficulties faced by the customers.
- ◆ To give suggestions for improvement of 5K car care services in the view of customer.

## SCOPE OF THE STUDY

The scope of this study on customer satisfaction towards 5K Car Care focuses on analysing customer experiences, service quality, and overall satisfaction levels. It examines factors such as service efficiency, staff professionalism, pricing, cleanliness, and the effectiveness of car care solutions. The study targets existing customers who have availed services, as well as potential customers familiar with the brand. Geographically, it may be limited to specific locations or multiple branches to assess variations in customer perception. Additionally, it considers demographic factors like age, gender, and vehicle type to understand customer preferences better. The findings aim to provide insights into areas for improvement and strategies to enhance customer loyalty.

## RESEARCH METHADODOLOGY

Research is an art of scientific investigation, and it can also be defined as a methodical and scientific search for relevant data on a certain subject.

### PRIMARY DATA:

Primary data was gathered directly from consumers through surveys using a structured questionnaire. The data collected is limited in scope as it relies solely on responses from the selected consumers.

### SECONDARY DATA:

- ◆ Secondary data is information that has been previously collected and analyzed by external sources. Common sources include published journals, books, magazines, and online resources.
- ◆ It may include both published and unpublished materials that provide relevant insights for research.

### TOOLS FOR DATAANALYSIS:

The collected data is analyzed using percentage analysis. This method helps in understanding the distribution of responses and identifying key trends within the data set

### PERCENTAGE ANALYSIS:

The responses obtained from the questionnaire are systematically categorized, tabulated, and examined using a simple percentage method.

$$\text{Percentage analysis} = \frac{\text{Number of responses}}{\text{Total number of respondents}} \times 100$$

Total number of respondents

## LIMITATION OF THE STUDY

1. The sample group is restricted in other city.
2. The sample size has been restricted to 126 respondents.
3. The study purely based on the respondents, so, the attitude may be chance for change.
4. Customer feedback may be biased due to self-reporting in surveys.
5. The impact of external factors (e.g., economic conditions or competitors' actions) on customer satisfaction may not be fully addressed.

## REVIEW OF LITERATURE

### Lee (2021)

Focused on the role of customer service in the 5K car care industry, highlighting that positive interactions with staff strongly correlated with satisfaction.

### Chavez .E , & Hernandez .J (2021)

This paper discusses the perceived value of car care services and its direct relationship to customer satisfaction. The study emphasizes how consumers view the 5k check-up as an essential value-added service, contributing to overall positive perceptions.

### Nguyen . T , & Pham .A (2021)

The paper investigates satisfaction levels of consumers using budget-friendly car maintenance services, especially those priced below 5K, with a focus on value for money and quality service.

### J. J. McAnulty (2021)

Examined the effects of different car service methods on the durability and corrosion resistance of automotive coatings. The study found that high-pressure washing using water and detergent can lead to the degradation of the coating and increased corrosion rates, while hand washing with pH-neutral cleaners can maintain the coating's integrity and improve corrosion resistance.

### Hernandez (2021)

Investigated the role of after-service care, concluding that consumers who received timely follow-ups expressed higher satisfaction.

## INDUSTRY OVERVIEW

5K Car Care is a market leader in the car detailing sector in India. The best and most distinctive services are available here under a single network, including car washing, polishing, interior cleaning, and a range of additional detailing services that give our customers' cars a sublime look. We have 150 branches in Tamil Nadu, Kerala, Karnataka, Telangana, and Puducherry and have been in the auto detailing industry for over 11 years. 5k Car Care has an average of 2000+ workers, and each member of the team is highly professional, experienced, and knowledgeable.

5K Car Care Private Limited is an unlisted private company incorporated on 17 May, 2019. It is classified as a private limited company and is located in Coimbatore, Tamil Nadu. Its authorized share capital is INR 1.00 lac and the total paid-up capital is INR 1.00 lac.

The current status of 5K Car Care Private Limited is – Active. The last reported AGM (Annual General Meeting) of 5K Car Care Private Limited, per our records, was held on December 30, 2023. Also, as per our records, its last balance sheet was prepared for the period ending on 31 March, 2023. 5K Car Care Private Limited has two directors – Karthick Kumar Chinnaraj and Sakthivel Dhivya.

### DATA ANALYSIS AND INTERPRETATION SIMPLE PERCENTAGE ANALYSIS:

To derive meaningful insights from the collected data, the process of data analysis is carried out. This involves collecting, editing, and tabulating the data for effective analysis.

$$\text{SIMPLE PERCENTAGE} = \text{NUMBER OF RESPONDENTS} / \text{SAMPLE SIZE} * 100$$

### TABLE SHOWING EDUCATION CATEGORY OF RESPONDENTS

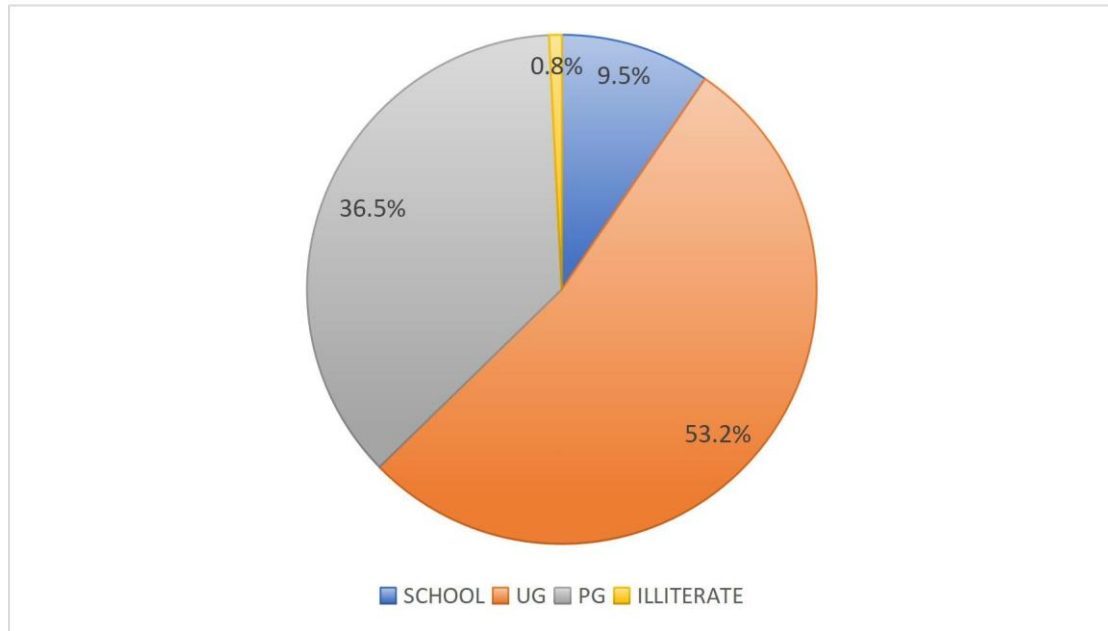
| S.NO | PARTICULARS   | NUMBER OF RESPONDENTS | PERCENTAGE  |
|------|---------------|-----------------------|-------------|
| 1    | SCHOOL        | 12                    | 9.5%        |
| 2    | UNDERGRADUATE | 67                    | 53.2%       |
| 3    | POSTGRADUATE  | 46                    | 36.5%       |
| 4    | ILLITERATE    | 1                     | 0.8%        |
|      | <b>TOTAL</b>  | <b>126</b>            | <b>100%</b> |

SOURCE: PRIMARY DATA

### INTERPRETATION

The table shows 9.5% respondents are school, 53.2% respondents are undergraduate and 36.5% respondents are postgraduate, 0.85% of respondents are illiterate.

**CHART SHOWING EDUCATION CATEGORY OF RESPONDENTS**



**INFERENCE**

A significant majority, comprising 53.2% of respondents are undergraduate.

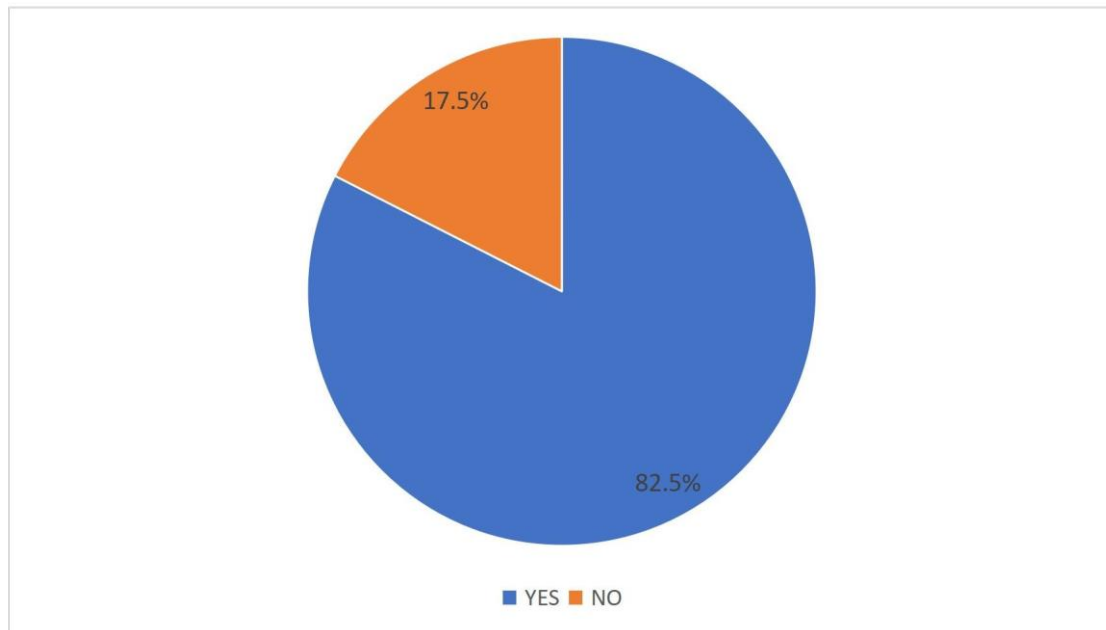
**TABLE SHOWING THE RESPONDENTS EVER SERVICE FROM 5K CAR CARE**

| S.NO | PARTICULARS  | NUMBER OF RESPONDENTS | PERCENTAGE  |
|------|--------------|-----------------------|-------------|
| 1    | YES          | 104                   | 82.5%       |
| 2    | NO           | 22                    | 17.5%       |
|      | <b>TOTAL</b> | <b>126</b>            | <b>100%</b> |

**SOURCE:** PIMARY DATA

**INTERPRETATION**

The table shows 82.5% of the respondents are yEs , 17.5% of resondents are no.

**CHART SHOWING EVER SERVICE FROM 5K CAR CARE****INFERENCE**

A significant majority comprising 82.5% of respondents YES.

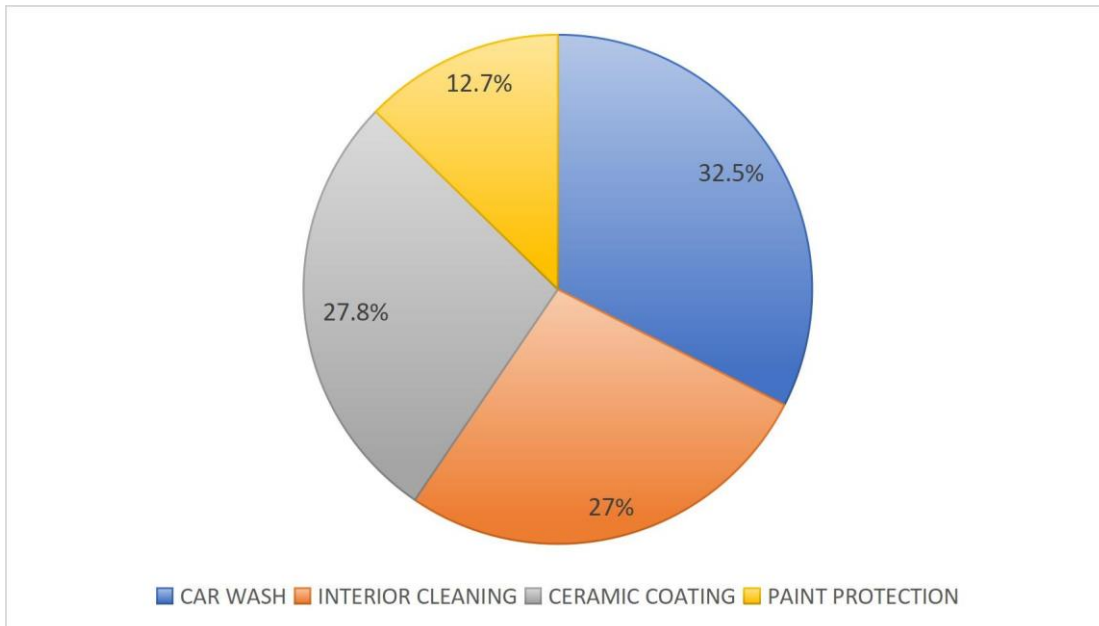
**TABLE SHOWING THE SERVICES OF RESPONDENTS AVAILED FROM 5K CAR CARE**

| S.NO | PARTICULARS       | NUMBER OF RESPONDENTS | PERCENTAGE  |
|------|-------------------|-----------------------|-------------|
| 1    | CER WASH          | 41                    | 32.5%       |
| 2    | INTERIOR CLEANING | 34                    | 27%         |
| 3    | CERAMIC COATING   | 35                    | 27.8%       |
| 4    | PAINT PROTECTION  | 16                    | 12.7%       |
|      | <b>TOTAL</b>      | <b>153</b>            | <b>100%</b> |

**SOURCE:** PIMARY DATA

**INTERPRETATION**

The table shows 32.5% of respondents are car wash , 27% of respondents are interior cleaning , 27.8% of respondents are ceramic coating , 12.7% of respondents are paint protection.

**CHART SHOWING THE SERVICES OF RESPONDENTS AVAILED FROM 5K CAR**

A majority of respondents 32.5% are car wash.

**FINDINGS**

- ◆ Majority comprising 53.2% of respondents are undergraduate.
- ◆ Majority comprising 82.5% of respondents YES.
- ◆ A majority of respondents 32.5% are car wash.

**SUGGESTION**

- ◆ Provide a more comprehensive car cleaning experience.
- ◆ Offer a mobile car wash service where you can travel to customers' homes or workplaces to service their cars on-site. This can be a convenient and time-saving option for busy customers.
- ◆ Create a loyalty program for your customers that rewards them with discounts, free services or other benefits after a certain number of visits or services.
- ◆ Offer gift cards for your services as a way to increase revenue and encourage customers to give the gift of a clean car.
- ◆ Collect customer feedback through surveys or comment cards to improve your services and identify areas for growth.
- ◆ Consider expanding your services to include additional offerings such as detailing, paint protection, or other car-related services.

## CONCLUSION

5K Car Care has successfully built a strong reputation for customer satisfaction in Coimbatore by offering high-quality car care services tailored to meet the unique needs of the local market. By focusing on personalized service, maintaining high standards, and leveraging advanced technology, the company has managed to differentiate itself from competitors, creating a loyal customer base. Moreover, its commitment to convenience, transparency, and eco-friendly practices has contributed significantly to customer loyalty and satisfaction.

The company's continued focus on maintaining and improving service quality, as well as responding to customer feedback, ensures that it remains a trusted brand in Coimbatore's competitive car care industry. As 5K Car Care continues to evolve, its emphasis on customer satisfaction and innovation will allow it to expand its influence in the local market, while maintaining the core values that have made it successful. The ongoing success of 5K Car Care will ultimately depend on its ability to adapt to the ever-changing needs of its customers and to maintain its commitment to excellence in all aspects of its service.

## REFERENCES

1. Arpita srivastava and Mitumatta (2019) – consumer behaviour towards cars- A study in Delhi NCR, global journal of Finance and management. ISSN 0975-6477 Volume 6, Number 6 (2014), pp-589-598.
2. Dr.P.Parasakthi and Dr.P.B.Banudevi - A study on consumer awareness and brand preferences towards small cars in Coimbatore district. Indian journal of Applied Research, Volume: 4, Issue: 9, ISSN - 2249-555X, PP-75.
3. Chidambaram and Alfred, A study on Brand preference of car with preference to Coimbatore city, Indian Journal of Marketing, Volume: 34, No: 9, P.30.
4. International Journal of scientific and Research publications, Volume:4, Issue:2, ISSN:2250-3153,P.No: 7.
5. Suresh A.M. Raja K G (2006) - Measuring customer satisfaction of car- An empirical study “, Indian journal of Marketing, February, pp: 3-8.

## WEBSITES

<http://www.5kcarcare.com> [www.wikipedia.com](http://www.wikipedia.com) <https://www.zaubacorp.com>

<https://www.franchiseindia.com> <https://www.indiafilings.com> <https://www.team-bhp.com>