

A STUDY ON CONSUMER SATISFACTION ON GLOBAL BRANDED CARS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT:- Automobiles have been first started evolving from the works of Mr. Nicolas-Joseph Cugnot during the 17th century. After that, the year 1886 is regarded as the year of birth of the modern automobile named Benz Patent-Motorwagen, by the German inventor Mr. Carl Benz. Mr. Henry Ford made automobile that many middleclass people could afford to buy by manufacturing Model T automobiles in the year 1908. There after numerous companies have come out with their models and brands in the field of automobile industry with their own versatile ideas which has reached the present scenario.

The most obvious object marketers have for promotional activities is to convince consumer to make a decision that benefits the marketer. However marketers must understand that getting consumers to commit to a decision, such as a purchase decision, is only achievable when a consumer is ready to make the decision. Those tactics differ in a way a company's capabilities and willingness permit. A company must be careful in using those tactics before globalizing its operations. Because sometimes those tactics may fail and result in loss of profit or even closure of the company.

Thus the research study undertaken does not probe too much about whether the respondents have a very fine insight into Global brand cars. The research revolves around a general awareness level and attitude of the consumers towards Global brand cars. The research would reveal results about the consumer's attitude towards branded cars, their behaviour while making decision of purchase and challenges involved during selection of desired car.

Key words: *Automobiles, Branded Cars, Marketing etc.*

1. INTRODUCTION

Automobiles have been first started evolving from the works of Mr. Nicolas-Joseph Cugnot during the 17th century. After that, the year 1886 is regarded as the year of birth of the modern automobile named Benz Patent-Motorwagen, by the German inventor Mr. Carl Benz. Mr. Henry Ford made automobile that many middleclass people could afford to buy by manufacturing Model T automobiles in the year 1908. There after numerous companies have come out with their models and brands in

the field of automobile industry with their own versatile ideas which has reached the present scenario.

In Indian automobile market the luxury cars are the fastest growing segment. Luxury car market grown at an accelerated pace in the past couple of years because it is a reflection of the changing lifestyle of the affluent class in the country. Indeed for the betterment of the manufacturing companies sales activities and survival measures different marketing strategies should be adopted according to current economic situation due to the increasing competitive car companies (BMW, Audi, Mercedes-Benz, Toyota, Maruthi etc) from various parts of the world.

A marketing strategy is a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase sales and achieve a sustainable competitive advantage. It is most effective when it is integral component of firm strategy, defining how the organization will successfully engage consumer, protect, and competitors in the market arena.

Marketing strategies are dynamic and inter active. It may differ depending on the unique situation of the individual business. Various marketing strategies enable a firm to expand business activities for market reputation, to satisfy human wants, to lead to specialization and efficient performance of production function climaxing in economic stability.

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1.1 OBJECTIVES OF THE STUDY

- ✓ To study the awareness level about global brand cars.

- ✓ To study the factors which influence the consumers to buy the global brand cars.
- ✓ To study the various offers given by the company.
- ✓ To study the satisfaction level of a consumer's towards the purchase of Global branded cars.
- ✓ To offer suggestions based on the study.

1.2 STATEMENT OF THE PROBLEM

Now a day's service to consumers is an important issue. The service rendered by manufacturing Global brand car companies has deteriorated and is also subject to criticism from all quarters. What is consumer's service today may be different from service of tomorrow and a bad service thereafter. The consumer's of Global brand cars are often facing delays, refusal of service and grievances in services of dealers and like.

Marketing strategies used by various car companies is now entering a new phase of development, shifting the emphasis towards improvement in the quality of consumer service and thereby achieving operating efficiency and profitability.

Hence the need for the research is justified to be under taken.

1.3 SCOPE OF THE STUDY

The research study undertaken does not probe too much about whether the respondents have a very fine insight into Global brand cars. The research revolves around a general awareness level and attitude of the consumers towards Global brand cars. The research would reveal results about the consumer's attitude towards branded cars, their behaviour while making decision of purchase and challenges involved during selection of desired car.

1.4 LIMITATIONS OF THE STUDY

1. The area of the study is limited to Coimbatore city alone. Hence the results may not be true for other geographical locations.
2. Due to limitation of time, the sample size is restricted to 200. So the result may not be an accurate one.
3. This study is fully based on consumer satisfaction so it may vary from time to time and so the result may be biased.

1.5 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

1.6 RESEARCH DESIGN

The study adopts Descriptive research design. Descriptive design is one that gives a snapshot of the prevailing environment. It is used to provide a summary of some aspects of the environment when certain aspects of the problem are speculative in nature.

Descriptive research includes surveys and fact-finding enquiries of different kinds. The major purpose of this research is description of state of affairs as it exists at present.

The study undertaken is of descriptive nature as its main objective is to find out the perception of the Consumer's of Global brand cars as of now. The findings of the study give us an idea on how Global brand cars are perceived by the Consumer's in the present.

1.7 DATA SOURCE

Data was collected through both primary and secondary data sources. Primary data was collected through a questionnaire. The research was done in the form of direct personal interviews.

1.8 PRIMARY DATA

A primary data is a data, which is collected for the first time for a particular interest to collect more information. In this study, the primary data was collected using questionnaire.

1.9 SECONDARY DATA

Secondary data consist of information that already exists somewhere, having been collected for some other purpose. In this study secondary data was collected from company website, magazines and brochures

1.10 SAMPLING DESIGN

1.11 POPULATION

The population consists of the entire consumers of Coimbatore who have invested in Global brand cars. The entire population consists of 200 respondents who have invested in Global brand cars.

1.12 STATISTICAL TOOLS

Simple Percentage Analysis, Average Score Analysis, are the main statistical tools used for the study.

1.13 ANALYSIS AND INTERPRETATION

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exist among data groups. Thus, "in the

process of analysis, relationships or differences supporting or conflicting with original or new hypotheses should be subjected to statistical tests of significance to determine with what validity data can be said to indicate any conclusions.”

Interpretation refers to the task of drawing inferences from the collected facts after an analytical and /or experimental study.

The factors are analyzed under the following broad phases:

1. PHASE I: Personal Factors
2. PHASE II: Study Factors

PHASE I

Personal Factors:

This phase includes the personal details of the customer. The factors considered are age, gender, qualification and work status.

PHASE II

Study Factors:

In this particular phase the responses for the various marketing related factors that have been considered in the questionnaire have been analysed. The consumer's attitude and satisfaction related factors have been analysed in this phase.

2. FINDINGS, SUGGESTIONS AND CONCLUSION

2.1 FINDINGS FROM DESCRIPTIVE ANALYSIS

- 1) Majority of the Respondents are Male(61%).
- 2) Majority of the Respondent's age group is between below 25 years(52%).
- 3) Majority of the Respondents are Unmarried(52%).
- 4) Majority of the Respondents are Under Graduated(52%).
- 5) Majority of the Respondents are Employees(47%).
- 6) Majority of the Respondents are from Nuclear Family(62%).
- 7) Majority of the Respondents monthly income are Below ₹25,000(28%).
- 8) Majority of the Respondents aware of global brand cars(99%).
- 9) Majority of the Respondents are getting aware of global brand cars via advertisements (48%).
- 10) Majority of the Respondents thinks that effective mode of advertisement can be done through Internet (46%).

11) Majority of the Respondents makes their purchase decision because of advertisements (86%).

12) Majority of the Respondents preferring global brand cars for social status (36%).

13) Majority of the Respondents are impressed with the feature of technological advancement (37%).

14) Majority of the Respondents are experienced with the challenges against maintenance (45%).

15) Majority of the Respondents thinks that better way of purchasing global brand cars is through cash down payment(45%).

16) Majority of the Respondents are provided with insurance while purchasing branded cars (93%).

17) Majority of the Respondents are provided with free services from manufacturing company (86%).

18) Majority of the Respondents are offered with 3 free services from manufacturing company (45%).

19) Majority of the Respondents are offered with extended warranty and guarantee while purchasing branded cars (29%).

20) Majority of the Respondents are highly satisfied towards price of global brand cars (44%).

21) Majority of the Respondents are highly satisfied with the dealer's information towards global brand cars (43%).

22) Majority of the Respondents are moderately satisfied with the services rendered during the period of delivery (43%).

23) Majority of the Respondents are satisfied with the services rendered during claim of warranty of global brand car (36%).

24) Majority of the Respondents are satisfied with the services rendered during the insurance claim of global brand car (35%).

25) Majority of the Respondents are 50%-75% satisfied on the whole with the global brand cars (53%)

2.2 FINDINGS FROM AVERAGE SCORE ANALYSIS:

- 1) Audi one of the global branded cars secured an average score of (5.14).
- 2) BMW one of the global branded cars secured an average score of (4.82).
- 3) Mercedes-Benz one of the global branded cars secured an average score of (4.37).
- 4) Toyota one of the global branded cars secured an average score of (4.36).
- 5) Ford one of the global branded cars secured an average score of (3.30).
- 6) Honda one of the global branded cars secured an average score of (2.91).

7) Maruthi one of the global branded cars secured an average score of (2.87).

3. SUGGESTIONS

From the study, the important suggestions given by the respondents are as follows

3.1 PRICE BAND

To manufacture more number of models with versatile features particularly low priced fuel efficient cars mainly due to the inflated rate of gasoline and as well as tax rate in India at present.

3.2 SAFETY

To ensure more number of safety measures should be included when manufacturing future models of cars.

3.3 GRIEVANCES

The customer's should not face any fraudulent activities or grievances to achieve the optimum satisfaction of them during the purchase of the global brand car.

3.4 ENVIRONMENTAL PROTECTION

For the welfare of the people in this society, the manufacturing company should make qualitative designs with low rate of pollution creating parts of the global brand cars.

4. CONCLUSION

From the study it is concluded that most of the people have owned global brand cars especially in India for the sole purpose of conveyance along with other factors such as convenience, comfort, luxury and social status. It is indeed from the foreign countries targeting activities towards the Indian automobile sector that the growth of the lifestyle of the people and vast development took place almost in each and every sector's found in India. Even though there is lot of models available at present, the strategies used to attract the customers should also be improved.

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