Premium Cars Study in Bhopal City – A Customer Satisfaction Analysis

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ABSTRACT
When one looks at the global economy and specifically narrows down to the Indian context the automobile sector definitely emerges out as the key player. The Indian automotive industry is one of the largest and the fastest growing industry globally. This study specifically covers the crucial aspect of customer satisfaction for the Premium cars in Bhopal city. The sample size is 660 and has been obtained through the method of random sampling in Bhopal. For the purpose of study, a number of various statistical tools like Factor Analysis, Freq distribution, Percentage Analysis testing has been used. Through the studyit has been found that customers in the Premium segment car category can be rated as average satisfied. Factors to be considered are Design – External as well as Internal, Reliability (brand, Engine), Safety, Advanced Technology, Cost expenses, Maintenance and services, Product Quality. Therefore to fulfill the expectations of respondents we have to conduct surveys and meeting customers so that we can clearly understand their specific requirements and expectationsThis would not merely satisfy the customers but would pull them up toaspire for consider to purchase premium cars.

*Keywords:*Premium Cars, Customer satisfaction, Simple random sampling technique

I INTRODUCTION

One of the most lucrative and progrowth car segment in the Indian market is the Premium cars..From the launch of Premium Cars by Maruti Suzuki in 1984 to its multi fold growth until today shows the economical, consumer behavior and lifestyle of the consumer in India. For a long time in India, main contributor was from small cars in terms of revenue, market share for the business growth of Automobile Market. The demand was also increasing as upgraded technology was offered to the consumer on periodic time intervals. Now Indian customers too are demanding , they look for latest advanced technology, features, design, functional aspects like connectivity, Wi-Fi, Navigation, Safety Advancements in Cars and they do not prefer to wait too long as there are many International reputed brands already in India with their wide product portfolios and product launches.

II BACKGROUND OF THIS STUDY

India is an important global player for producing Two Wheelers like Bikes, Scooters below 180-200 cc Engine Displacement Capacity. By 2015-16, India produced almost 2 Million – Cars and more than 8 Million 2 Wheelers ranking the 13th position for Cars and 2nd position for 2W Globally. The Automobile sector growth rate in India has been phenomenal, almost at the rate of 10 percentage in the last 5 years, most importantly we can witness a sharp growth for the Premium segment cars the consumers are moving towards showing the change in consumer behavior pattern, their economic strength, their needs and expectations are changing year on year rapidly. It looks this segment will be more suitable to the Indian roads, Comfort, Convenience and Safety levels, it will fall in the decision makers from Lower middle and Middle segment of population due to their disposable income growth.

III SCOPE

(a) Research focus with respect of Bhopal City
(b) Related with Premium Cars
(c) Product Variables considered – Education, Occupation, Income , Price & Sales Point and Age

IV REVIEW OF LITERATURE

Usha and Nallabala (2014) researched "A Study on Customer Satisfaction on Fiat Car at Concorde Motors in Chennai." . 150 responses were collected as primary data. The analysis of data was done through Chi Square test and Descriptive statistics. The research concluded that the customer satisfaction levels are

(a) Post Sales service is 59%
(b) Test Driving is 76%
(c) Brand experience is 61% among the same car brand users

Kishor (2014) study on "A Study on Customer Satisfaction of 'B' Segment Maruti Cars in Hyderabad City." 150 responses were collected as primary data through questionnaire's. For analysis of data Chi Square Test, Weighted Average method, Simple percentage method were used. The research concluded with (a) Major customers felt that Cost of maintenance is high(b) Few customer felt that space inside the car is inadequate like rear leg room &dicky area.

Jamuna and Bharathiraja (2014) researched on "A Study on Customer Satisfaction towards Tata Nano in Trichy Town." 110 responses were collected from primary data through Convenience Sampling. The method used was Chi Square test and

Descriptive statistics for analysis of data. The research concluded that customer satisfaction depends on product price. It also found that consumer looks for Car Company to enhance product quality, styling and advertisements.

Akhila and Ashar (2015) researched on "A Study on Customer Satisfaction towards Maruti Suzuki in Coimbatore." The method used was Convenience sampling, 150 responses were collected for primary data. Analysis of data was done through Chi Square test and Percentage analysis. The result concluded that (a) There is no important correlation between Maruti Cars and Gender group. (b) Priority features are security system, safety features, excellent performance, convenience

Suriya, Vinotha and Ganga (2015) researched on "Service Quality and Customer Satisfaction towards Tata Indica at VST Motors in Cuddalore." The method used for primary data collection was through Descriptive research plan. 120 responses were collected, analysis one way ANOVA and Descriptive statistics. The study concluded with the observation that customer wants to reduce their time of waiting when they reach service centres. Also the service time to be better and quick during delivery process.

Mohamed Atteia Sayed (2015) researched on "Does Brand Experience Build Customer's Satisfaction and Loyalty in the Automobile Industry." 511 responses were collected for primary data in Bahrain. The data analysis was done through Factor Analysis, one way ANOVA, Descriptive Statistics, correlation and multiple regressions. The research pointed out that correlation exists between brand loyalty, experience of brand and brand satisfaction and it is more effective towards Luxury segment.

Mathankumar and Velmurugan (2015) researched on "Determinants of Customer cars Satisfaction – With Special Reference to 4 Wheelers on Coimbatore District." The method used for primary data collection was through Convenience sampling. 260 responses were collected through questionaires. Analysis data was done through Chi Square teast method, the research had the observation customer satisfaction depends upon maintenance cost, their work / occupation, family status. The study concluded that automobile manufacturing company had prime focus area of post sales and service, fuel efficient which is preferred and looked by Indian Middle income customers as supports their economic condition for buying cars.

V OBJECTIVES

(a) Main Objective is to understand consumer satisfaction of Premium cars in Bhopal city.
(b) Second Objective was to study variables based on demography

VI HYPOTHESIS

(a) Customer Satisfaction attributes does not change based on Gender
(b) Customer Satisfaction attributes does not change based on Marital Status
   (i) **Primary Data** -Interviews were planned, structured and prepared with books and Literature reviews and pilot interviews were conducted with 30 dealers and car owners, post this pilot testing and then it was analyzed thoroughly by Experts and Research scholars. Finally it was redrafted and interview was conducted with car users from Bhopal City.
   (ii) **Secondary data** - The secondary data was received through possible textbooks, magazines, journals and dailies, internet web resources and other published and unpublished sources of information,
   (iii) **Simple Random Sampling Technique** - This technique was used for collection of date in Bhopal City based on lottery way. It can be done on the basis of psych graphical, Demographical and Sociographical technique for the research. For the equal chance of Premium Car Users, we select Simple Random Sampling. In this the location area and the strength of sample in that location are defined (Kothari 2009)
   (iv) **Sampling Frame** - In this study, we selected the technique of Random Sampling method. The size of the sample was 660. Through the Dealers and Authorized Show rooms collected the details of the car owners (customers). Yamane formula was used to determine strength of the sample for 625 sample size. As a buffer, due to no response, we planned for 30 percentage additional sample size so in totality 900 questionnaires were prepared and distributed. From the distributed one we collected 750 questionnaires, 90 out of that was not complete information filled so we found only 660 questionnaires to be okay and fit for research analysis.

(v) Statistical tools

N0	Tools
1	**Descriptive Statistics –** Frequency Analysis ; Percentage Analysis
2	**Factor Analysis**
3	**One way ANOVA**
4	**Multiple regression analysis**

(vi) Data analysis and interpretation

Table 1.1
Responses based on Gender

Variable	Category	Frequency	Percentage
Gender	Male	562	85.15
	Female	98	14.85
	Total	**660**	**100.0**

Source: Primary Data

From the 660 responses, highest are from Male 85.15% with 562 and from Females 14.85% with 98

Table 1.2
Responses based on Marital Status

Variable	Category	Frequency	Percentage
Marital Status	Married	610	92.42
	Single	50	7.58
	Total	**660**	**100.0**

Source: Primary Data

From the 660 responses, highest are from Marital Status - Married Male 92.42% with 610 and from Marital Status – Single 7.58% with 50

Table 1.3
Customer Satisfaction – Factor Analysis

For all 40 dimensions of customer satisfaction for Post Purchase Behaviour pattern of customers, Factor Analysis done for Premium Cars. The result below shows the further classification of factors as :

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.820
Bartlett's Test of Sphericity	Approx. Chi-Square	14111.067
	df	780
	Sig.	.000

Source: Primary Data

Sampling adequacy is 0.820 through KMO measure, Bartlett's Test of Sphericity with approximated chi-square value 14111.067 are statistically significant at the 1 percent level. This shows all other 39 dimensions are normally distributed and suitable for datareduction.

Total Variance Explained

Com.	Initial Eigen values			Extraction Sumsof SquaredLoadings			Rotation Sumsof SquaredLoadings		
	Total	% of Variance	Cumul ative%	Total	% of Variance	Cumu lative %	Total	% of Variance	Cumul ative%
1	10.006	25.014	25.014	10.006	25.014	25.014	4.024	10.059	10.059
2	3.154	7.885	32.899	3.154	7.885	32.899	3.898	9.744	19.804
3	2.775	6.938	39.837	2.775	6.938	39.837	3.460	8.651	28.455
4	2.199	5.499	45.335	2.199	5.499	45.335	3.133	7.833	36.288
5	2.048	5.119	50.454	2.048	5.119	50.454	2.930	7.326	43.614
6	1.696	4.240	54.694	1.696	4.240	54.694	2.756	6.890	50.504
7	1.446	3.614	58.308	1.446	3.614	58.308	2.611	6.527	57.031
8	1.185	2.962	61.270	1.185	2.962	61.270	1.599	3.997	61.029

Extraction Method: Principal Component Analysis. **Source: Primary Data**

From the table it is found that 40 dimensions are reduced into eight factors with individual variances 25.014, 7.885, 6.938, 5.499, 5.119, 4.240, 3.614 and 2.611and the total Cumulative 63.881%. This shows that the 39 dimensions of satisfaction are reduced into eight predominant factors to represent their respective underlying variables. The following information clearly explains the variable loadings in each factor.

Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
Cost of Servicing	.721							
Fuel economy	.701							
Pricing	.667							
Consumption of Fuel	.614							
Finance Option	.608							
Pre-owned value	.531							
Parts Cost and availability	.508							
Safety – Braking		.704						
Vibration		.691						
Security and Safety		.689						
Security Lock / Buzzer Alarm		.674						
Sudden Impact Protection Feature		.572						
Environmental Hazardious		.565						
Engine Noise Issue			.798					
Engine Power			.762					
Engine Capacity			.693					
Quick Acceleration			.674					
Car Specifications & Model			.552					
Internal Design				.773				
External Design				.754				
Compartment Space				.741				
Infotainment System				.649				
Life of Battery					.714			
Sound of Horn					.685			
Light System					.672			
Wiper performance					.668			
Easy of Drive						.737		
Styling Attractiveness						.715		

Comfortable / Premium ness							.687		
Brand Attractiveness							.618		
Car Body Color							.527		
Advanced technology							.4.94		
Post Sales Support								.814	
Guarantee / Warranty								.728	
Longitivity / Car Durability								.575	
Service Network Quality								.522	
Engine Issue – Heat / Cool								.498	
Quality Assurance									.759
Agility & Power Ratios									.677

Source: Primary Data

1. The below table has mainly 7 factors:

SN	Factors	Factor Loadings	Eigen Value
1.	Cost of Servicing	.721	
2.	Fuel economy	.701	
3.	Pricing	.667	
4.	Consumption of Fuel	.614	8.004
5.	Finance Option	.608	
6.	Pre-owned value	.531	
7.	Parts Cost and availability	.508	

Hence the 1stfactor is catergorizedas" **Cost of Ownership** "

2. The below table has mainly 6 factors :

SN	Factors	Factor Loadings	Eigen Value
1.	Safety – Braking	.704	
2.	Vibration	.691	
3.	Security and Safety	.689	3.012
4.	Security Lock / Buzzer Alarm	.674	
5.	Sudden Impact Protection Feature	.572	
6.	Environmental Hazardous	.565	

Hence the 2nd factor is catergorized as" **Technology for Security and Safety** "

3. The **below table has mainly 5factors** :

SN	Factors	Factor Loadings	Eigen Value
1.	Engine Noise Issue	.798	
2.	Engine Power	.762	
3.	Engine Capacity	.693	2.456
4.	Quick Acceleration	.674	
5.	Car Specifications & Model	.552	

Hence the 3rd factor is catergorized as" **Performance of Engine** "

4. The below table has mainly 4 factors :

SN	Factors	Factor Loadings	Eigen Value
1.	Internal Design	.773	
2.	External Design	.754	
3.	Compartment Space	.741	2.087
4.	Infotainment System	.649	

Hence the 4th Factor is categorized as **"Designing and Styling** "

5. The below table has mainly 4 factors :

SN	Factors	Factor Loadings	Eigen Value
1.	Life of Battery	.714	
2.	Sound of Horn	.685	
3.	Light System	.672	4.897
4.	Wiper performance	.668	

Hence the 5th factor is categorized as **"Exterior Features "**

6. The below table has mainly 6 factors:

SN	Factors	Factor Loadings	Eigen Value
1.	Easy of Drive	.737	
2.	Styling Attractiveness	.715	
3.	Comfortable / Premium ness	.687	
4.	Brand Attractiveness	.618	1.436
5.	Car Body Color	.527	
6.	Advanced technology	.4.94	

Hence the 6th Factor is catergorized as "Brand Power "

7. The below table has mainly 5 factors :

SN	Factors	Factor Loadings	Eigen Value
1.	Post Sales Support	.814	
2.	Guarantee / Warranty	.728	
3.	Longitivity / Car Durability	.575	1.217
4.	Service Network Quality	.522	
5.	Engine Issue – Heat / Cool	.498	

Hence the 7th factor is categorized as " Customer Care Support"

8. The below table has mainly 2 factors :

SN	Factors	Factor Loadings	Eigen Value
1.	Quality Assurance	.759	0.9882
2.	Agility & Power Ratios	.677	

Therefore the 8thfactor is categorized as **"Quality Management System"**

Table 1.4
Shows independent sample t test between Customer Satisfaction and Gender –
Premium Cars

Factors	Gender	N	Mean	SD	t	Sig.
Cost of Ownership	Male	562	3.1734	.66415	2.580	.007
	Female	98	3.2878	.39558		
Technology for Security and Safety	Male	562	3.5904	.64344	.824	.387
	Female	98	3.5417	.64451		
Performance of Engine	Male	562	3.7998	.71414	3.102	.003
	Female	98	3.8499	.62429		
Designing and Styling	Male	562	3.2985	.84889	1.488	.142
	Female	98	3.1922	.89044		
Exterior Features	Male	562	3.4865	.74214	1.278	.198
	Female	98	3.3721	.60406		
Brand Power	Male	562	3.5725	.60011	4.011	.000
	Female	98	3.2943	.82047		
Customer Care support	Male	562	3.4947	.63672	2.147	.019
	Female	98	3.3940	.49886		
Quality Management System	Male	562	3.2876	.80299	.974	.318
	Female	98	3.2968	.85689		

Source: Primary Data

From the table above we can see customer satisfaction significance for both Genders through the calculation table usingFrequency distribution, Mean, Stand Deviation and t ratio. For the total responses of 660 Premium Car Users, the important 8 factors are Cost of Ownership, Technology for Security and Safety, Performance of Engine, Designing and Styling, Exterior Features, Brand Power, Customer Care support and Quality Management system on which customer satisfaction depends. The gender groups are Male and Female.

Null hypothesis H$_o$= Customer Satisfaction attributes does not change based on Gender

Alternate hypothesis H$_A$= Customer Satisfaction attributes does change based on Gender.
From the table, we calculated that Cost of Ownership– t ratio 2.580 and p value 0.007; Performance of Engine – t ratio 3.102 and p value 0.003; Brand Power – t ratio 4.011 and p value 0.000 and Customer Care support – t ratio 2.147 and p value 0.019. If we observe carefully we found that all values of p are less than 5% level of significance (0.05) so the hypothesis are rejected completely.

But factors like Technology for Security and Safety – t ratio 0.824 and p value 0.387; Designing and Styling – t ratio 1.488 and p value 0.142; Exterior Features – t ratio 1.278 and p value 0.198 and Quality Management System – t ratio 0.974 and p value 0.318. On observing we found that all values of p are greater than 5% level of significance (. 0.05) so the hypothesis are accepted and non significant.

If we go further towards analysis we found that Mean of Cost of Ownership exhibits Female as highest with 3.2878 whereas Male with low value of 3.1734; Performance of Engine exhibits Female as highest with 3.8499 whereas Male with low value of 3.7998; Brand Power exhibits Male as highest with 3.5725 whereas the Female with low value of 3.2943;Customer Care Support exhibits Male as highest with 3.4947 whereas the Female with low value of 3.3940.

The analysis tells us that customers response towards customer satisfaction varies with respect to their age groups for the factors like Cost of Ownership, Performance of Engine, Brand Power and Customer Care Support. However customer satisfaction does not vary on these same age groups when we look at the factors like Technology for Security and Safety, Designing and Styling, Exterior Features and Quality Management system.

Table 1.5
Showing independent sample t test between marital status and consumer satisfaction for Premium Cars

Factors	Marital	N	Mean	SD	t	Sig.
Cost of Ownership	Married	610	3.3045	.6478	-2.175	.018
	Single	50	3.3517	.53741		
Technology for Security and Safety	Married	610	3.6049	.68401	-.819	.405
	Single	50	3.6998	.36534		
Performance of Engine	Married	610	3.6946	.71417	-3.421	.002
	Single	50	3.7866	.57846		
Designing and Styling	Married	610	3.2953	.85709	-.747	.397
	Single	50	3.3886	.82409		
Exterior Features	Married	610	3.4359	.74319	-3.051	.003
	Single	50	3.7877	.63362		
Brand Power	Married	610	3.4985	.61447	-3.708	.000
	Single	50	3.9659	.66902		
Customer Care support	Married	610	3.4989	.62934	-.697	.427
	Single	50	3.5881	.49894		
Quality Management System	Married	610	3.2873	.79840	-2.462	.014
	Single	50	3.5938	.92704		

Source: Primary Data

From the table above we can see customer satisfaction significance for Marital Status through the calculation table using Frequency distribution, Mean, Stand Deviation and t ratio. For the total responses of 660, the important 8 factors are Cost of Ownership, Technology for Security and Safety, Performance of Engine, Designing and Styling, Exterior Features, Brand Power, Customer Care support and Quality Management system on which customer satisfaction depends. The Marital Status are Single and Married

Null hypothesis H_o= Customer Satisfaction attributes does not change based on Marital status
Alternate hypothesis H_A= Customer Satisfaction attributes does change based on Marital Status

From the table, we calculated that Cost of Ownership t ratio -2.175 and p value 0.018; Performance of Engine - t ratio -3.421 and p value 0.002; Exterior Features - t ratio -3.051 and p value 0.003; Brand Power - t ratio -3.708 and p value 0.000 and Quality Management system - t ratio -2.462 and p value 0.014. If we observe carefully we found that all values of p are less than 5% level of significance (0.05) so the hypothesis are rejected completely.

But factors like Technology for Security and Safety – t ratio -0.819 and p value 0.405; Designing and Styling – t ratio -0.747 and p value 0.397; Customer Care Support – t ratio - 0.697 and p value 0.427. On observing we found that all values of p are greater than 5% level of significance (. 0.05) so the hypothesis are accepted and non significant.

If we go further towards analysis we found that Mean of Cost of Ownership exhibits Marital Status as Single as highest with 3.3517 whereas Marital status for Married has low value of 3.3045; Performance of Engine exhibits Marital Status as Single as highest with 3.7866 whereas Marital status for Married has low value of 3.6946; Exterior Features exhibits Marital Status as Single as highest with 3.7877 whereas Marital status for Married has low value of 3.4359; Brand Power exhibits Marital Status as Single as highest with 3.9659 whereas Marital status for Married has low value of 3.4985 and Quality Management System exhibits Marital Status as Single as highest with 3.5938 whereas Marital status for Married has low value of 3.2873; Customer Care Support exhibits Male as highest with 3.4947 whereas the Female with low value of 3.3940.

The analysis tells us that customer's response towards customer satisfaction varies with respect to Marital Status for the factors like Cost of Ownership, Performance of Engine, Exterior Features, Brand Power and Quality Management System. However customer satisfaction does not vary based on Marital Status when we look at the factors like Technology for Security and Safety, Designing and Styling and Customer Care Support.

VII FINDINGS

It is observed that among 660 respondents using Premium Cars, the majority of the respondents are male 562 (85.15%), and 98 (14.85 %) are female. It if found that among 660 respondents, the majority of the respondents are married 610 (92.40%), and 50 (7.58%) are single.

From the research study from 660 respondents using Premium Cars, we found that higher percentage of respondents are male with 562 (85.15%) and lower are females with 98 (14.85%). Similarly we also found that higher percentage of respondents have marital status as married with 610 (92.40%) and lower are unmarried /single with 50 (7.58%). It was observed that preferences were quite different based on Gender for cost of ownership, performance of engine, brand power and customer care support, however for Technology for security & safety, Designing and Styling, Exterior Features and Quality Management system the preferences did not differ based on Gender.

It was also observed that preferences in Premium Cars were quite different on both groups of Marital status for cost of ownership, performance of engine, exterior features, brand power and Quality Management system, however for Technology for Security and Safety, Designing and Styling and Customer care support the preferences did not differ between these two groups. The Researcher found that in Premium Cars these important 8 factors are mainly responsible factors for the customer satisfaction.

VIII SUGGESTIONS

The research demonstrates that mostly respondents from joint families and unmarried customers are highly satisfied and occupy a larger number towards c- segment cars when compared to married customers. Therefore, a survey to be done to confirm customer requirements completely and then action to be taken for attracting customers towards premium car segments. .

IX CONCLUSION

The Indian Auto Industry is one of the most important and merging globally. This industry plays a most vital role worldwide and for India in terms of economy, technologically and R&D work. This Research focuses on customer satisfaction for Premium Cars in Bhopal City. The sample selected was 660 and was made through simple Random sampling in the city of Bhopal. Researcher designed the questionnaire with five pointer scale. The accuracy of this method / tool is about 0.80. Different statistical tools were used like Factor Analysis, Freq distribution, Percentage Analysis testing.   The research study pointed that Premium Cars consumers are averagely satisfied with cost of ownership, Technology for Security and Safety, Performance of Engine, Designing and Styling, Exterior Features, Brand Power, Customer Care support and Quality Management system. . It is therefore understood and concluded that for the complete fulfillment of customers requirements a methodological survey to be done to confirm their requirements completely and then action to be taken for attracting customers towards premium cars.

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