



## A STUDY ON CUSTOMER'S SATISFACTION TOWARDS SKODA CARS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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### ABSTRACT

Satisfaction is crucial concern for both customers and organizations. It depends on many factors and varies from person to person and product to product. Customer satisfaction is a measure of post purchase behaviors of the customers. SKODA initially entered the business with the strategy of reasonable price of car for the customers but while making it affordable and low price the company forgot to look on its design according to new technological advancements and the latest market trends. The tools that are used in this study are simple percentage method, Rank analysis and Likert scale analysis. The suggestions reveal most of the customers believe that SKODA is doing well in Coimbatore and its visibility is increasing in roads day by day.

**KEYWORDS:** SKODA, Price, Technology, Satisfaction.

### 1. INTRODUCTION

Satisfaction is a crucial concern for both customers and organizations. The importance of customer satisfaction in strategy development for customers and market oriented cannot be determine. SKODA initially entered the business with the strategy of reasonable price of car for the customers but while making it affordable and low price the company forgot to look on its design according to new technological advancements and the latest market trends. The new strategy was customer satisfaction along with new innovative technologies for the car making it lovelier and quality was great and the new car was engineered with practicality and value for money.

### 2. STATEMENT OF THE PROBLEM

The craze for cars never seems to end.in fact, the car market is swamped with all segment of cars viz.

sports car, big car, small car, rental cars, cheap cars and many others. As a result, the competition among the car manufacturer is also increasing and they are finding innovative ways of capturing the market. Also, the mind set of the people fluctuates from one period to another thus it is essential to study the root cause to opt the product of the company and the level of satisfaction they have obtain.

### 3. OBJECTIVES OF THE STUDY

- ❖ To know the factors influencing the customer to buy a Skoda car.
- ❖ To analyse the satisfaction level of the customer.
- ❖ To examine the problem faced by the customer.
- ❖ To analyze the suggestion from the customer.

### 4. RESEARCH METHODOLOGY

Methods of data collection	Both Primary and Secondary data
Sampling design	Convenient sampling technique
Area of the study	Coimbatore City
Sampling size	110 respondents



## 5. STATISTICAL TOOLS

- Simple Percentage analysis
- Ranking analysis

## 6. REVIEW OF LITERATURE

- **SONIYA POUDEL- 2019** The purpose of this study aimed on how the automobile industry in Nepal and their customers view the value of after sales service. The main objective was to recognize the differences, if any, between their perception and the way it will impact on customer satisfaction level. This study makes a significant contribution to the literature by extending and improving the existing information of the company to increase the after-sales service satisfaction of the customer in automobile industry in Nepal.
- **MURALI KRISHNA REDDY and P. BALAJI PRASAD -2017** This paper deals with the importance of customer satisfaction in small car segment in Andhra Pradesh and also presents a review on customer

satisfaction, service quality and factors which affect customer satisfaction in Select Companies in Andhra Pradesh. This paper also gives an idea about latest techniques and methods used by the previous researchers in different years. The customer plays a role of backbone for success of any Industry. The establishment and progress of any industry is completely depending on customer and its satisfaction. The increment and decrement in the no. of customer is totally depending on customer satisfaction.

- **S. JAMMUNA. and. P. BHARATHIRAJA -2014** The present study is based on the awareness of TATA NANO cars among the customers. A sample survey of 110 respondents was undertaken to find out the awareness of TATA NANO cars in TRICHY city. The study mainly concentrated on general applications, general awareness, advantages and consumer preferences of TATA NANO cars

## 7. TOOLS USED TABLES

### SIMPLE PERCENTAGE METHOD

#### Does The Respondents Have A Skoda Car?

S.No	Does They Have Skoda Car	No Of Respondents	Percentage
1	YES	99	90%
2	NO	11	10%
	TOTAL	110	100

Source: primary data

### INTERPRETATION

It is clear from above table out of this total respondent taken from study 90% of the respondents have SKODA car, 10% of the respondents do not

have SKODA car.

### INFERENCE

Majority (90%) of the respondents have SKODA car.

### RANK ANALYSIS

#### Factors Which Influence To Buy a Skoda Car

Factors	Value	5	4	3	2	1	Total	Rank
<b>PRICE</b>	<b>NO</b>	4	7	25	10	61	204	5
	<b>SCORE</b>	20	28	75	20	61		
<b>LOOKS</b>	<b>NO</b>	1	10	13	55	23	217	3
	<b>SCORE</b>	5	40	39	110	35		
<b>COMFORT</b>	<b>NO</b>	5	7	28	25	35	222	2
	<b>SCORE</b>	25	28	84	50	35		
<b>SAFTEY</b>	<b>NO</b>	5	13	23	31	28	210	4
	<b>SCORE</b>	25	26	69	62	28		
<b>SERVICE</b>	<b>NO</b>	14	16	32	20	20	290	1
	<b>SCORE</b>	70	64	96	40	20		

Source: primary data



## INTERPRETATION

The above table indicates that, out of those respondents taken for the study, the respondents has given top priority to service, followed by factors like to comfort, looks, safety and price.

## INFERENCE

It is concluded that the respondents have given top priority to service factor to buy a SKODA car

## 8. SUGGESTIONS

- Most of the customers believe that SKODA is doing well in Coimbatore and its visibility is increasing in roads day by day. However, they seemed to be unhappy and dissatisfied with the price of spare parts.
- Even though the survey showed that the satisfaction level of SKODA customers are very high, a considerable number of SKODA customers suggested to improve after sale service as well as overall customer service.
- Pricing is one factor that SKODA needs to consider for competing in the market in the long run. Few customers find SKODA products relatively expensive.
- Customers felt that SKODA has very less range of products to choose from. They strongly feel that it should increase its range of products

## 9. CONCLUSIONS

This study is an attempt to focus attention of the customers satisfaction towards SKODA cars in Coimbatore city. The main aim of the project was to understand people and their opinion of SKODA cars. Most of the people are like and satisfied SKODA cars due to its comfort and safety. There are many competitors to SKODA cars but its stand leading because of its brand image. In the present study, it is found that the cost of SKODA cars is high and people though like the quality of cars with out hesitating to buy only for this reason. The findings help to identify the strong and weak points of brand and suggestion have been framed with a view to generating higher degree of opinions and satisfaction towards SKODA cars. The study concluded that more variants, and reducing the cost will induce the people to choose this brand and this will help them to defeat the competitors.

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