A STUDY ON CUSTOMER SATISFACTION AND PREFERENCE TOWARDS ZOOM CAR

Dr. D. Sivasakthi

Assistant Professor, Department of Commerce with Professional Accounting,
Dr. N.G.P Arts and Science College, Coimbatore

Sridhar. P

Student of III B.Com(PA), Department of Commerce with Professional Accounting,
Dr. N.G.P Arts and Science College, Coimbatore

ABSTRACT

Customer satisfaction is a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and part of the four perspective of balanced scorecard. In a competitive market place were businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business. High performing businesses have developed principles and strategies for achieving customer satisfaction.

KEYWORDS: *Car, Booking, Satisfaction, Preference, Transportation.*

INTRODUCTION

Customers on a regular basis to increase customer satisfaction. In these interactions and communications it is required to learn and determine all individual customer needs and respond accordingly. Even if the products are identical in competing markets, satisfaction provides high retention rates. For example, shoppers and retailers are engaged with frequent shopping and credit cards to gain customer satisfaction, many high end retailers also provide membership cards and discount benefits on those cards so that the customer remain loyal to them.

SCOPE OF THE STUDY

The scope is related to the study about the customer satisfaction and preference to Zoom cars. This study would enable to create a new idea about the Zoom cars with a view to offering its customers a better service. This study is made among the people who are residing in the coimbatore city.

STATEMENT OF THE PROBLEM

In the recent times the number of rental car services are increasing day by day in India. The companies producing it make aggressive advertising and promotional efforts through various ways.These companies resort to offers and discounts, function addiction and focus advertising and promotional campaigns . There are enumerous number of manufacturers in market who produce similar method of rental cars with desired quality for reasonable price. All the manufacturers of rental car companies try to satisfy the need of customers.

OBJECTIVES OF THE STUDY

- To identify the performance of the respondents about Zoomcar
- To Examine the Zoomcar's influence on respondents upon using it
- To study about the respondent's view of what they like more about Zoom cars
- To identify the problems faced while using zoom cars.

AREA OF STUDY

This study is conducted within the Coimbatore city.

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Likert Scale Analysis

REVIEW OF LITERATURE

D.Shanthi 2018, in the study titled, **" A study on factors influencing the consumers in selection of cab services",** had stated that there was witnessed a sudden growth in travel with the advent of the radio cabs services providers. To assess the impact of each of the five parameters on the overall customer satisfaction derived from the online cab services. Data collection was carried out using an adaptation of the structured questionnaire in primary data. This study takes into consideration just the surface of the iceberg for the huge potential for online cab services in India. The Author concluded that responsiveness or the willingness to help customers and provide prompt service place a vital role in overall customer satisfaction.

Ashima Gupta(2018), In the titled, **'Consumer perception towards app based taxi sector".** T he author describes that, the transportation industry has undergone drastic changes in recent years with the introduction of application-based taxi and car service hailing systems. The objective of the research is to assess the marketing potential of app based passenger transportation system and identify the key factors which influence the customer satisfaction in app based taxi segment. The research is done by collecting primary data from the respondents through random sampling methodology. Through this study it is found that apart form price, people have prioritized safety as an important

factor. In conclusion, the business is booming in a huge way in India with versatile private operators both national and international investing tremendous money in setting up the call centers, acquiring fleets of new cars, and incopating latest technologies in their vehicles.

D.Shanthi(2018),The Author describes, Among various modes of transportation the cabs have become important mode of transportation in metropolitan and urban cities in India. The objectives of the research is to ascertain the role of innovativeness of the consumers in the selection of cab services. The research is done by collecting primary data. Through this study
46 percent of the respondents were getting 10000-20000 income level .In conclusion, There is stringent competition in the organized cab services industry therefore organization need to motivate consumer through coupons.

DATA ANALYSIS AND INTERPRETATION
Simple Percentage Analysis
The percentage analysis is usually employed in any study relating to social science to assess the distribution of respondents under each classification. The distributions of the respondents are expressed in percentage, to facilitate comparison.

Formula

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

TABLE SHOWING GENDER OF THE RESPONDENTS

S. No	Gender	No.of Respondents	Percentage
1	Male	48	41.7
2	Female	76	58.3
	Total	**120**	**100.0**

(Source primary data)

INTERPRETATION
The above table shows that the customer surveyed for vivo mobiles 41.7% are male and 58.3% are female.
Majority (58.3%) of the respondents are female.

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TABLE SHOWING AGE OF THE RESPONDENTS

S. No	Age (Years)	No. of respondent s	Percentage
1	Below 15	2	1.67
2	16 to 25	108	90.00
3	26 to 35	9	7.50
4	36 and above	1	0.83
	Total	**120**	**100.0**

(Source: Primary data)

INTERPRETATION

The above table shows that 1.67% of the respondents are below 15 years, 90% of the respondents are between 16 to 25 years, 7.50% of the respondents are between 26 to 35 years, and 0.83% of the respondents are 36 years and above.
Majority (90.00%) of the respondents are 16-25 years.

LIKERT SCALE ANALYSIS

A Likert scale is a psychometric scale commonly involved in research that employs questionnaires. It is the most widely used approach to scaling responses in survey research, such that the term is often used interchangeably with the rating scale.

FORMULA

LIKERT SCALE=SUM OF (FX)/NUMBER OF RESPONDENTS f=NO.OF RESPONDENTS x=LIKERT SCALE VALUE (fx)=TOTAL SCORE

MID VALUE

Mid-Value indicates the middle most value of the Likert scale

HIGHLY SATISFACTION REGARDING VIEWS OF THE ZOOM CAR

S.NO.	FACTORS	NO. OF. RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	Highly satisfied	1	5	4
2	Satisfied	2	4	57
3	Neutral	19	3	160
4	Highly satisfied	80	2	17
5	Dissatisfied	17	1	103
	Total	**120**		**341**

*(**Source:** Primary data)*

Likert Scale = $\sum$(fx) / Total number of respondents
= 341/120
= 2.841

INTERPRETATION

As a result of Likert Scale analysis, it was determined that the consumers are satisfied with the views of Zoom car.

Likert Scale value 2.841 is greater than mid value (2.5). So, the consumers are Satisfied with views of Zoom car.

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SATISFACTION REGARDING VIEWS OF THE ZOOM CAR

S.NO.	FACTORS	NO. OF. RESPONDENTS	LIKERT SCALE VALUE	TOTAL SCALE
1	Highly satisfied	3	5	15
2	Satisfied	2	4	8
3	Neutral	11	3	33
4	Highly satisfied	83	2	166
5	Dissatisfied	21	1	21
	Total	**120**		**243**

Likert Scale = $\sum$(fx) / Total number of respondents
$$= 243/120$$
$$= 2.025$$

INTERPRETATION

As a result of Likert Scale analysis, it was determined that the consumers are satisfied with the views of Zoom car.

Likert Scale value 2.025 is greater than mid value (2.5). So, the consumers are Satisfied with views of Zoom car.

FINDINGS

- Majority (58.3%) of the respondents are female.
- Majority (90.00%) of the respondents are 16-25 years.
- Majority (75.00%) of the respondents belong to Under Graduates.
- Most (48.33%) of the respondents are Students.
- Majority (54.17%) of the respondents have a Monthly Income below Rs 20,000.
- Majority (90.00%) of the respondents are unmarried.
- Most (40.00%) of the respondents are influenced by Advertisement.
- Majority (42.50%) of the respondents are motivated by Social media.
- Majority (50.83%) of the respondents are preferring Zoom cars because of Better Service.
- Majority (76.7%) of the respondents are accepted vivo mobiles price is affordable.
- Most (40.83%) of the respondents are to know the vivo phones through social media.
- Majority (88.37%) of the respondents are accepted vivo mobiles quality match its price.
- Majority (75%) of the respondents are satisfied to Vivo Company making continues mobile phones.
- Majority (52.5%) of the respondents recommended the vivo mobiles to their friends.
- Most (43.33%) of the respondents are rating comfort of Vivo mobile is good.
- Majority (53.3%) of the respondents are influenced in the Vivo mobiles are well set up compare to others.
- Majority (74.7%) of the respondents are satisfied the customer service of Vivo mobiles.
- Majority (79.7%) of the respondents are satisfied the of Vivo mobiles.

FINDINGS OF LIKERT SCALE

- Likert Scale value 2.841 is greater than mid value (2.5). So, the consumers are Satisfied with views of Zoom car.
- Likert Scale value 2.025 is greater than mid value (2.5). So, the consumers are Satisfied with views of Zoom car.
- Likert Scale value 2.841 is greater than mid value (2.5). So, the consumers are Satisfied with views of Zoom car.
- Likert Scale value 2.241 is greater than mid value (2.5). So, the consumers are Satisfied with views of Zoom car.
- Likert Scale value 2.141 is greater than mid value (2.5). So, the consumers are Satisfied with views of Zoom car.

SUGGESTIONS

- This study suggested that Zoom cars could improve to produce variety of cars.
- Most of the respondents have faced problems in delay of refunding the amount so it can be reduced.

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- Most of the respondents came to know about the Zoom car only through social media. So the advertising can be improved.
- This study suggest that the convenience for people can be mad

CONCLUSION

This study concluded that in this modern business economy it is very important to analyse the customer satisfaction about Zoom cars the result shows that the majority of customers are been satisfied with the service provided by zoom cars but also there is drawback on the ways of inconvenience and delay of refunding charges. If these problems are been resolved the customers for Zoom cars will get increased. Hence it also develop the customer satisfaction based on Zoom.

REFERENCE

1. **D.Shanthi 2018,** in the study titled, **" A study on factors influencing the consumers in selection of cab services",** had stated that there was witnessed a sudden growth in travel with the advent of the radio cabs services providers.
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