A STUDY ON CUSTOMER SATISFACTION OF VOLKSWAGEN WITH SPECIAL REFERENCE TO COIMBATORE CITY

Nitheesh Kumer.S
Student of III B.com (PA), Department of commerce with professional Accounting,
Dr .N.G.P Arts and science College, Coimbatore

Dr. D. Siva Sakthi
Assistant professor, Department of commerce with professional Accounting,
Dr .N.G.P Arts and science College, Coimbatore

ABSTRACT
Volkswagen has been one of the leading manufacturers in terms of hatchback production, which traditionally has been a popular segment in Europe. The brand offered a range of hatchbacks from A-segment, B-segment, and C-segment. The Golf traditionally has been the strongest selling vehicle for the brand in Europe, followed by the smaller Polo which apart from the European market also has a stronghold in emerging markets. Sales for the hatchback category has slowed down due to the rise of the SUV segment

KEY WORDS: Customer’s satisfaction, Customer Simple percentage analysis, Likert scale analysis

INTRODUCTION
Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals.

The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

A business ideally is continually seeking feedback to improve customer satisfaction. "Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:

"Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company's goods and services."

"Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the best indicator of how likely it is that the firm’s customers will make further purchases in the future. Much research has focused on the relationship between customer satisfaction and retention. Studies
indicate that the ramifications of satisfaction are most strongly realized at the extremes."

On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction."
Christopher soh xuan yi (2016) Volkswagen group is a german multinational automotive manufacturing company headquartered in Wolfsburg, the purpose of this plan focuses towards generating greater brand awareness, gaining a larger market presence to achieve higher sales-revenue. Through market research and data from interim and investor reports, it aim to retain and increase customer, generate sales and profit margins.

ANALYSIS AND INTERPRETATION

Analysis and interpretation is essential for usefulness and utility of resources finding Analysis of data and interpretation in a general way involves a number of closely related operations, which are performed with a purpose of summarizing the collected data, organizing these in such manner that they answer the research question.

FORMULA

\[
\text{Percentage} = \frac{\text{Number of Respondents}}{\text{Total No. of Respondents}} \times 100
\]

**TABLE 4.1.1**

<table>
<thead>
<tr>
<th>S.NO</th>
<th>GENDER</th>
<th>NO.OF. RESPONDENTS</th>
<th>PERCENTAGE (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Male</td>
<td>33</td>
<td>22.5</td>
</tr>
<tr>
<td>2</td>
<td>Female</td>
<td>87</td>
<td>72.5</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>120</td>
<td>100</td>
</tr>
</tbody>
</table>

(Source : Primary Data)

INTERPRETATION

In the above table 4.1.1 shows out of total 120 respondents, 72.5% of the respondents are male and 22.5% of the respondents are female. Majority, 72.5% of the respondents are male.

LIKERT SCALE ANALYSIS

A Likert scale analysis is a method of measuring attitudes. Ordinary scale to response to a question or statement, order in hierarchical sequence from strongly negative to strongly positive, used mainly in behavioral science and psychiatry. In Likert’s method a person’s attitude is measured by combining (additional or average) their responses across all items.

FORMULA

\[
\Sigma fx \\
\text{Likert scale} = \frac{\text{Total number of respondents}}{\text{Number of respondents}}
\]

Where;

\(F\) = Number of respondents
\(X\) = Likert scale value
\(FX\) = Total score
MID VALUE
Mid-value indicates the middle most value of the Likert Scale

LIKERT’S SCALING METHOD

TABLE 4.2.1
TABLE SHOWING THE FEATURES OF VOLKSWAGEN FACILITIES

<table>
<thead>
<tr>
<th>S.NO</th>
<th>FACTORS</th>
<th>NO.OF. RESPONDENTS (F)</th>
<th>LIKERT VALUE (X)</th>
<th>TOTAL SCORE (FX)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Excellent</td>
<td>65</td>
<td>5</td>
<td>325</td>
</tr>
<tr>
<td>2</td>
<td>Good</td>
<td>29</td>
<td>4</td>
<td>116</td>
</tr>
<tr>
<td>3</td>
<td>Average</td>
<td>25</td>
<td>3</td>
<td>75</td>
</tr>
<tr>
<td>4</td>
<td>Poor</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>5</td>
<td>Bad</td>
<td>-</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>120</td>
<td></td>
<td>518</td>
</tr>
</tbody>
</table>

(Source: primary data)

LIKERT SCALE VALUE = \( \frac{\sum FX}{\text{No. of. Respondents}} \)
= \( \frac{518}{120} \)
= 4.31

INTERPRETATION
Likert scale value is 4.31, so the features of Volkswagen facilities are excellent.

FINDINGS OF THE STUDY

Finding of simple percentage analysis
- Majority, 72.5% of the respondents are male.
- Majority, 40% of the respondents are 18 years-25 years and 26 years-35 years.
- Majority, 64.2% of the respondents are married.
- Majority, 60.8% of the respondents are nuclear family.
- Majority, 51.7% of the respondents are undergraduate.
- Majority, 42.5% of the respondents are students.
- Majority, 41.7% of the respondent’s monthly income are Rs.25,00,000 – Rs.35,00,000.
- Majority, 30% of the respondents using by 3 years.
- Majority, 40% of the respondents are friends and relatives.
- Majority, 42.5% of the respondents are preferred for good designs.
- Majority, 43.3% of the respondents are good.
- Majority, 35% of the respondents are average.
- Majority, 40% of the respondents are good.
- Majority, 31.7% of the respondents are very well and well.
- Majority, 50.8% of the respondents feel average.
- Majority, 45.8% of the respondents are say yes.

Findings of likert scale analysis
- Likert scale value is 4.31, so the features of Volkswagen facilities are excellent.
- Likert scale value is 3.93, so the features of Volkswagen design are good.
- Likert scale value is 3.76, so the features of Volkswagen service are good.
- Likert scale value is 3.89, so the features of Volkswagen mileage are good.
- Likert scale value is 3.59, so the customers are satisfied with comfort.
- Likert scale value is 3.19, so the customers are satisfied with design.
- Likert scale value is 3.1, so the customers are satisfied with space value.
- Likert scale value is 3.08, so the customers are satisfied with maintenance cost.

SUGGESTIONS
- More attractive advertisement has to provide through various advertisement.
- Respondents are incurring high maintenance costs and it has to be considered by the manufacturer.
- Respondents are also facing problems in mileage & performance, so this is another suggestion to the manufacturer is to an additional care.
Company should upgrade or innovate a new technical features in Volkswagen
The company should keep in mind that the need of young generation.

CONCLUSION
Today there are number of brands of products available in the market which differ in price, taste, and performance, quality etc., but customer prefers to purchase their brands due to various reasons. The attitude of customer’s may change their preference of the choice of the product that may influence because of various factors like price, appearance, performance etc., so the manufacturers may give more attention to the customer preference which may host to the possession of company in the market. The present study reveals that majority of the respondents preferred to buy Volkswagen for its design and comfort, so the company holds maintain it and increase the more number of customers.

REFERENCE
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3. Christopher Soh Xuan Yi (2016) the publication is the marketing plan for Volkswagen, which includes the analysis and research of Volkswagen