



A STUDY ON CUSTOMER EXPECTATION AND SATISFACTION TOWARD SERVICE PROVIDE BY AMBAL AUTO IN COIMBATORE CITY

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ABSTRACT

The automobile industry today is the most industry. High quality in service sector is important for comparativeness of service quantity is an essential matter for business in both public and private sector. In order to improve satisfaction of customer problem related service must be solved first ,as customer are much concern about after sales service .Satisfying customer is mainly belonging to identify their needs and demand to achieve target. This paper aims to know about the quantity in automobile service sector , important of customer satisfaction and strategies that can help to enhance quality service

KEY WORDS: *customer satisfaction, Quality, importance, its strategies*

INTRODUCTION

The Automobile industry in India is one of the largest in the world and one of the fastest growing globally. India manufactures over 11 million vehicles (including 2 wheeled and 4 wheeled) and exports about 1.5 million every year. It is the world's second largest manufacturer of motorcycles, with annual sales exceeding 8.5 million in 2009. India's passenger car and commercial vehicle manufacturing industry is the seventh largest in the world, with an annual production of more than 2.6 million units in 2009. In 2009, India emerged as Asia's fourth largest exporter of passenger cars, behind Japan, South Korea, and Thailand. As of 2009, India is home to 40 million passenger vehicles and more than 2.6 million cars were sold in India in 2009 (an increase of 26%), making the country the second fastest growing automobile market in the world.

According to the Society of Indian Automobile Manufacturers, annual car sales are projected to increase up to 5 million vehicles by 2015 and more than 9million by 2020. By 2050, the country is expected to top the world in car volumes with approximately 611 million vehicles on the nation's roads. A chunk of India's car manufacturing industry is based in and around Chennai, also known as the " Detroit of India" with the India operations of

BMW, Ford, Hyundai and Nissan head quartered in the city. Chennai accounts for 60 per cent of the country's automotive exports. Gurgaon and Manesar near New Delhi are hubs where all of the Maruti Suzuki cars in India are manufactured.

EVOLUTION OF THE AUTOMOBILE INDUSTRY IN INDIA

In India, since the early 1940s when the auto industry rolled out first passenger car, its significance in the economy has progressively increased. However, from its early days until the mid-1980s for two-wheelers and LCVs, and until the early 1990s for passenger cars, the focus of development of the automotive industry has been on import substitution. The current low penetration levels in India in all three segments of the industry, namely commercial vehicles, passenger cars and two wheelers and under-exploitation of the potential of this industry to foster. The growth of the economy have resulted in the auto industry contributing a relatively low (nearly 5 per cent) share of industrial output in India compared to the 8-10 per cent range in other developing countries such as Mexico and Brazil and much higher (15-17 per cent range) in developed countries such as the United States and Germany.



Even the share of employment is low at 2.5 per cent for the auto industry in India compared to 3-7 per cent in developing countries and around 15 per cent in mature economies. The economic liberalization that dawned in India in the year 1991 has succeeded in bringing about a sustained growth in the automotive production sector triggered by enhanced competitiveness and relaxed restrictions prevailing in the India soil. A number of Indian automobile manufacturers including Tata Motors, Maruti Suzuki, Mahindra and Mahindra, and TVS motors have dramatically and internationally to attain its rightful place in the world trade. A global recession for last two year notwithstanding, the industry has shown appreciable resilience and adjusted to the challenges of the environment.

FACTORS ABOUT THE AUTOMOBILE INDUSTRY

- The first automobile in India rolled in 1897 in Bombay.
- India is being recognized as potential emerging auto market.
- Foreign players are adding to their investments in India auto industry.
- Within two-wheelers, motorcycles contribute 80% of the segment size.
- Unlike the USA, the Indian passenger vehicle market is dominated by cars (79%).
- Tata Motors dominates over 60% of the Indian commercial vehicle market.

AMBAL AUTO

Ambal Auto, one of the leading Maruti dealer networks in the country has entered their 15th Year which stands a testimony for the status of Ambal in the Automobile segment. Right from the inception in 1998, Ambal Auto's prime focus was on building better relationships with the customers. "What helps us move ahead is the idea of looking at things from the customer's angle.

That way, there is little chance of making a wrong move," says Asokan Muthuswamy, Managing Director of Ambal Auto. This vision definitely reflects in their work culture, especially when it comes to after-sale service. The Ambal Auto network consists of a showroom, 3 workshops, a TrueValue outlet (meant to sell, buy and exchange used Maruti cars) and 2 Maruti Driving Schools in Coimbatore, showroom cum service centre in Erode, service centre in Ooty, Sales information centre in Coonoor & Gudalur and each showroom cum service centre in Namakkal, Dharapuram, Gobichettipalayam & Thiruchengod.

There are more than 600 employees whose dedicated efforts have made Ambal Auto one of the

best establishments in this region. The number of cars sold has exceeded 42000.

STATEMENT OF THE PROBLEM

This study develops and tests a conceptual framework relating after sales service in TVS two wheeler urban marketing activities. Specifically, the study tests the relationship between the customer and service provider in the company. This study also offerings the market competition towards relative products quality and market power in the urban distribution channel. Result generally support the brand loyalty of the products and originality of spare parts. The after sales service found to enhance consumer perception of product quality and quality of the service.

Customers support following the purchase of a products or service. In some cases, after-sales service can be almost as important as the initial purchases. The manufacturer, retailer, or service provider determines what is included in any warranty (or guarantee) package. This will include the duration of the warranty traditional one year from the date of purchase, but increasingly two or more years-maintenance and replacement policy, items included, labour cost, and speed of response.

OBJECTIVES OF THE STUDY

- To know the customer satisfaction about the safety and comfort provided by ambal auto.
- To know the customer relationship management and customer satisfaction toward service provided by ambal auto.
- To provided suggestion in improving the customer satisfaction and the company sales and profitability

METHODOLOGY OF THE STUDY

This chapter aims to understand the research methodology establishing a framework of evaluation and reevaluation of primary and secondary research. the techniques and concept used during primary research in order to arrive at finding; which are also death to a logical deduction toward the analysis and result

SAMPLE SIZE

The sample unit is any field of inquiry constitutes 155 respondents. with the information of those respondents, the analysis was done in percentages; mean score value method of calculation.

DATA COLLECTION

Data was collected to both primary and secondary data source. Primary data was collected through questionnaire. The study was done in the form of direct personal interviews.

**Primary data**

The primary data is data which is was collected for the first time for the particular interest to collect more information . In this study , the secondary data was collected from studies , journals and websites.

Secondary data

Secondary data consists of information that already exists somewhere , having been collected for some other purpose. In this study, the secondary data was collected from studies, journals, websites.

TOOLS USED FOR ANALYSIS

The rules of statistics in research is to function as a tools in designing research , analysis the data, drawing its conclusion from most research studies result in large volume of raw data that must be suitable reduce so that the same can be read easily and can be used for future analysis. The tools used are

- Simple percentage
- Weighted average analysis
- Chi-Square Test

REVIEW OF LITERATURE

Mandeep Kaur et al (2012)¹⁴ made Study on Factors Influencing Buying Behavior of Maruti Car Market.” The study aimed to find out the important features considered by the buyers while going for the purchase of a new car. The population of the study

covers the owners of maruti cars major cities of Punjab and Chandigarh. The study concluded that the respondents remarksafety and comfort as the most important features of the maruti car followed by luxury. It has been also suggested that the manufacturers must design the product giving maximum weightage to these factors.

Suresh et al (2012)¹⁵ made an attempt to measure the customer satisfaction with small cars in Bangalore city. In this study, the customer satisfaction was measured by using many variables. They are after sales service, ability to understand customer needs, behaviour and knowledge of the mechanics, warranty, prompt delivery, 24 hours customer care, information about the cars, horse power, engine capacity, power steering, technology, fuel capacity, acceleration, easy finance, convenience and accessibility, ground clearance, easy processing and documentation, price, discount and rebates, fuel efficiency, maintenance cost, luggage capacity, safety measures, model and color of the car, music accessories, engine pickup, availability of spares, cost of labour and spares. It has been identified from the research that sales support, vehicle design, purchase support, cost of ownership and delight features are the underlying factors that have satisfied the customers.

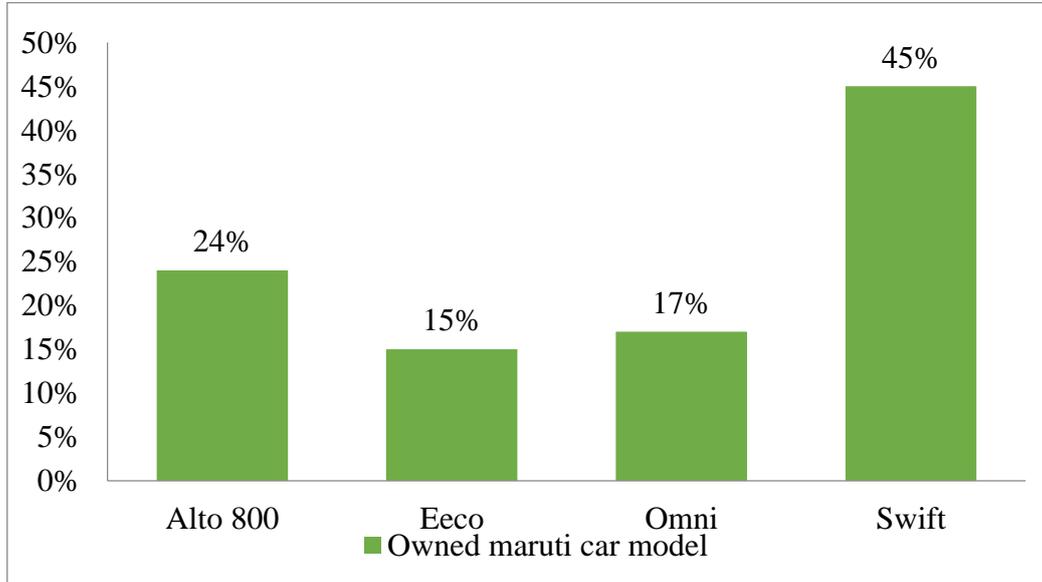
SIMPLE PERCENTAGE ANALYSIS**OWNED MARUTI CAR MODEL OF THE RESPONDENTS**

S.No	Owned maruti car model	Number of Respondents	Percentage (%)
1	Alto 800	37	24
2	Eeco	23	15
3	Omni	26	17
4	Swift	69	45
	Total	155	100

Source: Questionnaire



OWNED MARUTI CAR MODEL OF THE RESPONDENTS



WEIGHTED AVERAGE ANALYSIS

FACTORS INFLUENCED WHILE YOU PURCHASING CAR

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Price	24	77	24	30	0	155	37.33
	120	308	72	60	0	560	
Fuel economy	40	41	40	22	12	155	36.00
	200	164	120	44	12	540	
Driving comfort	16	55	35	28	21	155	32.13
	80	220	105	56	21	482	
Maintenance cost	33	47	34	41	0	155	35.80
	165	188	102	82	0	537	
Attractive model	40	62	40	11	2	155	39.47
	200	248	120	22	2	592	
Availability of spare parts	66	32	33	24	0	155	40.33
	330	128	99	48	0	605	
After sales Service	66	21	44	18	6	155	39.20
	330	84	132	36	6	588	
Internal space	47	48	47	13	0	155	39.60
	235	192	141	26	0	594	
Pick up	56	28	54	14	3	155	39.00
	280	112	162	28	3	585	
Road grip	46	55	23	20	11	155	38.00

INTERPRETATION

The above table shows the various factors influenced while you purchasing car. The highest mean score rise 40.33 for the Availability of spare parts.

CHI-SQUARE TEST

Null Hypothesis (Ho)

There is no significant relationship between influence to choose ambal auto and overall opinion.

Alternative Hypothesis (Ha)

There is significant relationship between influence to choose ambal auto and overall opinion.



Opinion Influence	Excellent Poor	Very good	Good	Average	Poor	Total
Self made	2	10	0	1	0	13
Friend's recommendation	11	41	14	1	0	67
Dealer's approach	2	9	24	1	0	36
Family members	0	10	10	2	1	23
Others	0	10	4	2	0	16
Total	15	80	52	7	1	155

The table value showing chi-square analysis:

Calculated Value	Table Value	Degree of freedom	Level of significance	Result
84.39	26.30	16	5%	Rejected

The table 4.21 deals with the calculated value of (26.30) is less than table value (84.39) so the hypothesis is rejected. Hence it can be concluded that there is significant relationship between influence to choose ambal auto and overall opinion.

CONCLUSION

It has been observed that most customers are satisfied with pre sales services similarly most of these customers are dissatisfied with the post sales service which is the matter of concern for the company. Maruti cars need to improve some parts of cars specifically the interiors. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. Most of the customers are satisfied with the maruti cars.

Customers feel that maruti cars have variety of brands available in various departments and also feel that buying with maruti cars is convenient and saves their valuable time. This is due to the proper facility that is available in maruti cars. The customers are very loyal towards maruti cars; hence they want to visit maruti car showroom again and say that they definitely like to visit maruti cars showroom again. This shows that customers are satisfied with their service while buying at maruti cars in ambal auto. Hence sales and service at ambal auto is good.

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