



A STUDY ON CONSUMER SATISFACTION TOWARDS DATSUN CARS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

Consumers are the final beneficiary of the retailing activities. No discussion about what the cars used by the consumers, it is all about satisfy the consumer needs. By knowing this the risk has been taken to examine the factors influencing the consumers to choose Datsun cars for their use. This study is completely based on the primary and secondary data which has been collected through questionnaires and journals respectively. The information are collected in Coimbatore city.

INTRODUCTION

Satisfaction is essential factor for both consumer and organization. Satisfaction is an subjective concept and hard to determine. It relies upon numerous factors and differs from person to person and product to product. The importance of consumer satisfaction in strategy development for consumer and market oriented can't be underdetermined. Day to day it has become important factor for every single organization to update the level of consumer satisfaction. Consumer satisfaction is a term is utilized in marketing, it's a measure how product and service provided by the organization meet or surpass consumer needs.

As per ISO 9000, the consumer satisfaction is when the consumer opinion on the product is meets its requirements. Consumer satisfaction is a highly personal assessment. Consumer satisfaction is a measure of post purchase behavior of the consumer. If consumer expectations meet with the perceived value of goods and service then consumer is satisfied but if

the perceived value of goods and service is less than the consumer expectations than consumer is dissatisfied and if the perceived value exceeded the expected value of the goods and service than the customer is delighted. Likewise, consumers want the best possible product at lower price.

The perception of the best product or service at lower cost with safety impact the business and customer portion essentially. Therefore consumer satisfaction is defined as "The number of the consumer or percentage of the total consumers, whose reported an experience with a firm, it product or its service exceeds specified satisfaction goods". Consumer satisfaction is very important for any business whether it sale the product or service in such a case that the consumer is satisfied then they make the repeat purchase and passes the information to different people like their companions, neighborhoods, relatives and so on about their great experience and satisfied consumers pass information to five others concerning their great experience.



SCOPE OF THE STUDY

The scope contains the consumer satisfaction of Datsun company cars. This study has been conducted with the assist of available information from the company database. The study brings the Datsun cars brand images in the market and to know the familiarity among the car consumers. This study gives the information about the consumer satisfaction on different cars in the same Datsun Company. This study reveals information about satisfaction level of consumers on Datsun cars when compared to the other cars.

STATEMENT OF THE PROBLEM

In today world the cars are considered as their pride especially in Indian society. So the people get confusion about what cars that they have to purchase. In this case the people opinion on Datsun cars may be differing when they compared to other cars. Some individuals may not realize the services lend by the Datsun cars showrooms in urban areas like Coimbatore city. More peoples may not have the true knowledge on Datsun cars. The satisfaction on Datsun cars will be differing from person to person. "A Study on consumer satisfaction in Datsun cars" will reveals these above observed issues.

OBJECTIVE OF THE STUDY

- To analyse the consumer satisfaction towards Datsun cars.
- To study about consumers awareness to different cars and models of Datsun company.
- To identify the service offered by Nissan-Datsun showrooms in Coimbatore city.
- To study the consumers opinion on Datsun cars in Coimbatore city.

RESEARCH METHODOLOGY

Research design

The research design is the procedure used for collecting the data and analyzing it for arriving at conclusion. The design adopted for this study is descriptive nature. The study is conducted for consumer satisfaction of Datsun cars in Coimbatore city.

Area of the study

Selected location for the study is Coimbatore.

Sample size

The study is contains of 120 respondents selected from the Coimbatore city.

Source of data

The data is collected through in two ways:

- **Primary data:** The primary data was gathered freshly and thus it was unique. It has been gathered through questionnaire. The questionnaires were issued to the respondents where they visited selected show rooms located in Coimbatore.
- **Secondary data:** Secondary data are information which have been just been gathered by someone. Its main sources are Journals, Newspapers, Magazines, and Internet etc.

Sampling technique

Convenience sampling technique was adopted for the collecting the required data.

Proposed tools

Percentage analysis method and Ranking analysis method where utilized to break down the information.

LIMITATIONS

- The present study has been conducted on the Datsun cars consumers at only in Coimbatore city due to time contract.
- The study has been conducted at only in Coimbatore city. So, result may be varying from place to place.
- Due to time contract just 120 quantities of respondents were considered.
- The result is completely relies upon the collected data which was presented by the respondent.

REVIEW OF LITERATURE

Suriya, Vinotha and Ganga (2015) made study on "Service Quality and consumer Satisfaction towards Tata Indica at VST Motors in Cuddalore." Descriptive research plan was executed. 120 respondent were taken as the sample size in this study. Illustrative measurements and one way ANOVA were utilized for data study. The scientist reasoned that lion's share of the consumers were hoping to limit the consumer holding up time and decrease the organization rate and on both appearance and conveyance of organization.

Akhila and Ali Ashar (2015) made "A Study on Consumer satisfaction towards Maruti Suzuki in Coimbatore." Convenience sampling method was used for gathering required information. 150 respondents were taken as sample size. Rate study and Chi quare test were received for study the gathered required



information. The study found that there is no critical connection between type of gender and maruti cars. The results are that expanding pattern, simultaneously they security and security, better, simple taking care of, and so forth.

Vijayakanth, Santosh Kumar and Hari Roa (2014) conducted research on "A Study on consumer Satisfaction Index in Multi Brand Car Service Centre across Karnataka." Quantitative research configuration was used in this study. Graphic insights were used for information study. The example size was 100 respondent. The study found that Maruti vehicle consumers across Karnataka were happy with the facilities offered by the Multi brand organization focus. The study helps to shows that satisfaction rate was more than dissatisfaction rate.

COMPANY HISTRY

Datsun or Datsun Motor Corporation is an automobile brand owned by Nissan. Datsun's original production run began in 1931. From 1958 to 1986, only vehicles exported by Nissan were identified as Datsun. By 1986 Nissan had phased out the Datsun name, but re-launched it in June 2013 as the brand for low-cost vehicles manufactured for emerging markets.

In 1931, Dat Motorcar Co. choose to name its new small car "Datson", a name which indicated the new car's smaller size when compared to the DAT's larger vehicle already in production. When Nissan took control of DAT in 1934, the name "Datson" was changed to "Datsun", because "son" also means "loss" in Japanese and also to honor the sun depicted in the national flag – thus the name Datsun: Dattosan. Nissan phased out the Datsun brand in March 1986.

The Datsun name is internationally well known for the Fairlady (Datsun Fairlady). Datsun Fairlady was a series of roadsters produced by the Nissan in the 1960’s. The series was a predecessor to the Z-car in the Fairlady line, and offered a competitor

to the European MG, Triumph, Fiat and Alfa Romeo sports cars. The line began with the 1959 S211 and continued through 1970 with the SP311 and SR311 lines.

In Japan, it represented one of three core products offered by Nissan at Japanese Nissan dealerships called Nissan Shop, alongside the Datsun Truck and the Datsun 1000. The Datsun SRL 2000 was the two-seat roadster that made their name. Paul Newman started his racing career in one. It had a potent 1,982cc overhead cam engine with dual SU type side draft cabs and a five-speed transmission. In 1991, Nissan introduced a limited number two-door convertible styled in a retro appearance to the Datsun Sports called the Nissan Figaro.

DATA ANALYSIS AND INTERPRETATIONS

In this chapter the analysis and interpretation of the study on consumer satisfaction of Datsun cars with special reference to Coimbatore city is based on the information supplied by a sample of 120 respondents selected from Coimbatore city.

This chapter contains two different analyses namely:

- Simple percentage analysis.
- Rank analysis.

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is one of the basic statistical tool which is widely used in the analysis and interpretation of primary data. It deals with the number of respondents response to a particular question in percentage arrived from the total population selected for the study.

The simple percentage can be calculated by using the formulae,

Actual respondents

Simple percentage analysis = ----- * 100

Total number of respondents

PREFERENCE TOWARDS THE DATSUN CARS BY THE RESPONDENTS

DATSUN CARS	No. OF RESPONDENTS	PERCENTAGE
DATSUN GO	18	15
DATSUN GO PLUS	77	64.2
DATSUN REDI- GO	25	20.8
TOTAL	120	100

**INTERPRETATION**

It is observed from the above table that the 15% of the respondents were preferred to Datsun Go, 41.7% of the respondents were preferred to Datsun Go Plus and 20.8% of the respondents were preferred to Datsun Redi- Go.

INFERENCE

Hence, majority 64.2% of the respondents were mostly preferred to Datsun Go Plus cars.

EFFECTIVE CONDITION LONGLASTING PERIOD OF DATSUN CARS IN THE VIEW OF RESPONDENT

EFFECTIVE CONDITION LONGLASTED PERIOD	No. OF RESPONDENTS	PERCENTAGE
LESS THAN ONE YEAR	12	10
1- 3 YEARS	59	49.2
3- 5 YEARS	27	22.5
5- 10 YEARS	22	18.3
TOTAL	120	100

INTERPRETATION

It is observed from the above table says that effective condition of the new Datsun cars long lasted by 10% of the respondents says less than one year, 49.2% of the respondents says 1- 3 years, 40% of the respondents says 3- 5 years and 0.8% of the respondents says 5- 10 years.

INFERENCE

Hence, majority 49.2% of the respondents says that effective condition of the Datsun car was long lasted up to 1- 3 years.

ATTRACTING EXTERNAL FACTORS ON DATSUN CARS TO THE RESPONDENTS

EXTERNAL FACTORS	No. OF RESPONDENTS	PERCENTAGE
APPEARANCE	18	15
FRONT VIEW	51	42.5
SIDE VIEW	45	37.5
REAR VIEW	6	5
TOTAL	120	100

INTERPRETATION

It is observed from the above table says that attracting external factors is 15% of respondents says appearance, 42.5% of the respondents says front view, 37.5 of the respondents says side view and 5% of the respondents says rear view in Datsun cars.

INFERENCE

Hence, majority 42.5% of the respondents says that front view is the attracting external factor in Datsun cars.

RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either 'ranked higher than', 'ranked lower than' or 'ranked equal to' the second.

**COMPARATIVE RAND PROVIDED FOR VARIOUS FACILITY IN DATSUN CARS**

VARIOUS FACILITIES	1(10)	2(9)	3(8)	4(7)	5(6)	6(5)	7(4)	8(3)	9(2)	10(1)	TOTAL	RANK
PRICE	21 210	7 63	12 96	10 70	11 66	5 25	8 32	11 33	26 52	9 9	120 656	VI
SAFETY	15 150	26 234	7 56	13 91	8 48	12 60	6 24	21 63	11 22	1 1	120 749	II
DRIVING & SEETING COMFORT	9 90	4 36	21 168	13 91	13 78	12 60	22 88	15 45	6 12	5 5	120 673	V
POWER & PICK UP	17 170	14 126	12 96	22 154	12 72	14 70	15 60	8 24	3 6	3 3	120 781	I
MILEGE	4 40	14 126	14 112	9 63	35 210	17 85	8 32	7 21	7 14	5 5	120 708	III
MAXIMUM SPEED	11 110	7 63	14 112	18 126	13 78	25 125	9 36	3 9	11 22	9 9	120 690	IV
STYLING	9 90	9 81	12 96	16 112	8 48	8 40	20 80	16 48	13 26	9 9	120 630	VII
AFTER SALE SERVICE	7 70	16 144	15 120	7 49	8 48	8 40	13 52	25 75	8 16	13 13	120 627	VIII
MAINTANING COST	15 150	12 108	7 56	4 28	5 30	9 45	7 28	7 21	25 50	29 29	120 545	IX
BRAND NAME	12 120	11 99	6 48	8 56	7 42	10 50	12 48	7 21	10 20	37 37	120 541	X

INTERPRETATION

It is observed from the above table that Power and Pick up ranked first, Safety ranked second, Milege ranked third, Maximum speed ranked fourth and driving, Seeting comfort ranked fifth. Price ranked sixth, Styling ranked seventh, After sale service ranked eighth, Maintaning cost ranked ninth and Brand name ranked tenth

FINDINGS, SUGGESIONS AND CONCLUSION**FINDINGS FORM SIMPLE PERCENTAGE**

- Majority 76.7%of the respondents are male.
- Majority 50% of the respondents are between 21-30 years of age.
- Majority 72.5% of the respondents are under graduates.
- Majority 42.5% of the respondents are getting a salary of 500000-1000000.
- Majority 59.2% of the respondents are used the Datsun cars for the period of 1-5 years.
- Majority 57.5% of the respondents are belongs to semi-urban.

- Majority 50% of the respondents are using the Datsun cars for the personal uses.
- Majority 41.7% of the respondents are using the Datsun cars for regular period of weakly once.
- Majority 59.2% of the respondents were suggested to buy the Datsun cars.
- Majority 42.5% of the respondents are came to know about Datsun cars by media.
- Majority 58.3% of the respondents were recommended others to buy the Datsun cars.
- Majority 64.2% of the respondents were mostly preferred to Datsun Go Plus cars.
- Majority 52.5% of the respondents were used EMI payment while purchasing the Datsun cars.
- Majority 49.2% of the respondents says that effective condition of the Datsun car was long lasted up to 1- 3 years.
- Majority 54.2% of the respondents says that fuel consumption new Datsun cars were good to its efficient work.



- Majority 42.5% of the respondents says that front view is the attracting external factor in Datsun cars.
- Majority 51.7% of the respondents made their company services on Datsun cars by 12 month once.
- Majority 72.5% of the respondents says that spare parts for Datsun cars are easily available in the Coimbatore city.
- Majority 52.5% of the respondents says that driving comfort of Datsun cars are good by comparing other cars.

FINDINGS FROM RANK ANALYSIS

- It is observed that the comparative position of Datsun cars when compared to other cars that Hyundai ranked first, Tata Motors ranked second, Datsun ranked third, Maruti ranked fourth and Other car brands ranked fifth.
- It is observed that the comparative position of various facility provided by the Datsun cars that Power and Pick up ranked first, Safety ranked second, Mileage ranked third, Maximum speed ranked fourth and driving, Seating comfort ranked fifth. Price ranked sixth, Styling ranked seventh, After sale service ranked eighth, Maintaining cost ranked ninth and Brand name ranked tenth.

SUGGESIONS

They are few suggesions are made to improve Datsun cars:

- They has to improve the Internally adjustable wing mirrors which is absents in Datsun cars.
- There is no dual airbags available in the Datsun cars. It gets only single airbags for driver.
- After the sales, service is not up to the mark which satisfy the consumer that should make improved.
- Some of the rare Spare Parts are not available in the open market in cities like Coimbatore. So, it has to be improved.
- The service charges should be reasonable to the service made in the Datsun cars show rooms.

CONCLUSION

In this study conducted mostly Datsun cars are purchased on EMI payments. Datsun cars are mostly used for the personal uses and having the Datsun cars

for the period of 1-5 years. The Datsun cars are mostly used by the peoples from Semi-Urban. The Datsun cars were known to the market by media advertisement, and mostly this Datsun cars were suggested others to buy by the respondents. In case of level of consumer satisfaction, it was found that the effective condition of new Datsun cars were long lasted up to 1-3 years and the fuel consumption is good. Consumer says that front view is the most attracting external factor in Datsun cars. Most of the consumer satisfied with preference of Datsun Go Plus cars. The consumer says that they have made their company service yearly once and Spare Parts for Datsun cars are easily available in the Coimbatore city. Nearly half of the consumer says that driving comfort of Datsun car is good while comparing brands of cars. Finally the overall opinion on Datsun cars is good and mostly satisfied by the consumer.

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