A STUDY ON CUSTOMER SATISFACTION TOWARDS SUV CARS WITH SPECIAL REFERENCE TO COIMBATORE CITY GOKUL.S,II MBA.,

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ABSTRACT

Customer satisfaction plays a crucial role in the growth of the automobile industry, particularly in the SUV segment, which has witnessed rapid expansion in recent years. This study aims to analyze the level of customer satisfaction towards SUV cars and to identify the factors influencing purchase decisions. The research adopts a descriptive design using both primary and secondary data. Primary data were collected through a structured questionnaire from SUV car owners. Statistical tools such as percentage analysis were applied for interpretation. The findings reveal that factors such as performance, comfort, safety features, price, and after-sales service significantly influence customer satisfaction. The study provides valuable insights for automobile manufacturers and marketers to enhance customer-oriented strategies.

KEYWORDS

Customer Satisfaction; SUV Cars; Consumer Buying Behaviour; Automobile Industry; Brand Preference

INTRODUCTION

The automobile industry has experienced significant growth, with SUVs emerging as a preferred vehicle segment due to their comfort, safety features, and performance. In a highly competitive market, customer satisfaction has become a key factor influencing brand loyalty and repeat purchases. Understanding customer perceptions regarding factors such as price, mileage, design, safety, and after-sales service is essential for automobile manufacturers. Hence, this study focuses on analyzing customer satisfaction towards SUV cars and identifying the factors influencing purchase decisions.

RESEARCH BACKGROUND

The Indian automobile industry has witnessed rapid growth, with the SUV segment emerging as one of the fastest-growing categories. Changing consumer lifestyles, rising income levels, and preference for comfort, safety, and advanced features have significantly increased the demand for SUV cars. Customer satisfaction has become a critical factor for automobile manufacturers in sustaining competitiveness and brand loyalty.

Understanding customer perceptions regarding performance, design, pricing, safety features, and after-sales service is essential for improving product quality and customer experience. Hence, the present study focuses on analyzing customer satisfaction towards SUV cars and identifying the key factors influencing purchasing decisions.

STATEMENT OF THE PROBLEM

Despite the increasing demand for SUV cars, customer satisfaction levels vary due to differences in performance, pricing, service quality, and brand perception. Identifying these factors is essential for improving customer experience.

OBJECTIVES OF THE STUDY

- To study the level of customer satisfaction towards SUV cars
- To identify factors influencing the purchase of SUV cars
- To analyze customer preferences towards SUV brands

LIMITATIONS OF THE STUDY

- The study is based on a limited sample size.
- Data were collected using convenience sampling, which may cause bias.
- The study is confined to a specific geographical area.
- Responses are based on the personal opinions of respondents.
- Time constraints limited detailed analysis.

SCOPE OF THE STUDY

The study focuses on analyzing customer satisfaction towards SUV cars with reference to selected brands and customers within a specific geographical area. It examines key factors such as performance, comfort, safety features, price, mileage, and after-sales service during the study period.

REVIEW OF LITERATURE

Peters et al. (2020): Examined how the "perfect media mix" of diverse media vehicles helps build brand equity in the passenger car market.

Kalpesh B. Prajapati (2015): Investigated factors like riding experience and reference group appeals that influence young people in Ahmedabad when buying cars under 8 lakhs.

Prasanna Mohan Raj (2015): Identified six factors influencing brand preference for economy SUVs and MUVs, including product reliability, monetary factors, and trendy appeal.

Minwir Al Shammari (2014): Analyzed the quality of services provided by automobile companies and the resulting levels of customer satisfaction and loyalty.

K. P. Najeemudeen and Dr. N. Panchanatham (2014): Studied the growth of the Indian automobile industry and the rapid increase in personal vehicle ownership.

Vikram Shende (2014): Identified disposable income and easy finance as the main drivers for high-volume car segments in both rural and urban sectors.

Prof. Elizabeth Chacko and Ms. Punnya Selvaraj (2014): Analyzed the shift in the market toward female consumers and their specific purchasing patterns regarding brand and quality.

RESEARCH METHODOLOGY

Sampling plan

The study uses a Convenience sampling technique. A sample size of 122 respondents was Chosen to ensure fair representation. Data were collected through a structured questionnaire, Providing unbiased and reliable information for analyzing training and development Effectiveness.

Convenience sampling

The type of research used in this project is convenience in nature. The main goal of this type Is to describe the data and characteristics about what is being studied. Convenience sampling Is a type of non-probability sampling that involves the sample being drawn from that part of The population that is close to hand.

Methods of the study

Data was gathered from both primary and secondary sources of information. The Questionnaire is the source of collecting

primary data and the secondary data are collected From various books, journals, websites.

1.   Primary data – Primary data refers to information collected firsthand for the first time. In this study, primary data was gathered using a well-designed structured questionnaire,
And the required information was collected through Google Forms.

2.   Secondary data – secondary data is a type of data that has been collected in the past. It Includes various information's from books, websites etc. Statistical tool
• Percentage Analysis

• Chi square

Percentage Analysis

Percentage analysis is a statistical tool used to analyse and interpret the data collected from Respondents. It helps in understanding the distribution of responses and comparing Different categories in a simple and meaningful manner. The formula used for percentage
Analysis is:

Percentage = $\underline{\text{Total Number of Respondents}} \times 100$

Number of Respondents

Chi- square

Chi-square is a statistical test commonly used to compare observed data with data one would Expect to obtain according to specific hypothesis. The chi-square test is always testing what Scientists call the null hypothesis, between the expected and observed stares that there is no Significant difference result.

The formula for calculating:

Chi-square $= (O-E)2/E$

Findings

• Market Growth: The SUV segment is booming in India, now representing about 10% of the total car market, or 25% when combined with Multi-Utility Vehicles (MUVs).
• Purchase Drivers: Key drivers for the high volume in car segments include an increase in disposable income, availability of easy financing, and a shift in perception where cars are now viewed as a necessity rather than a luxury.
• Top Priorities: For Indian car buyers, deciding the budget is the first priority. Standard safety features (like ABS and airbags) and comfort for urban driving are also primary reasons why customers now prefer SUVs over other vehicles.

• Information Sources: Prospective buyers heavily rely on TV commercials, manufacturer websites, and dealership visits to gather information before making a purchase.
• Brand Preference: Brand reputation, reliability, build quality, and technological innovations (like touchscreen infotainment systems and reverse cameras) are critical factors in brand selection.
• Gender Influence: Research indicates a drastic increase in female car buyers, who tend to be more influenced by brand loyalty and symbolic value than male buyers.

Suggestions

• Focus on Marketing: Companies should increase spending on advertisements and promotions, as advertising is a significant stimulating factor for potential buyers.
• Manufacturer Focus: To attract more buyers, manufacturers should concentrate on meeting specific consumer needs such

as fuel economy, driving comfort, and the availability/price of spare parts.

• Product Innovation: Marketers should prioritize safety, driving experience, and seating comfort when designing and innovating for the SUV segment.

• Improve Weak Points: For diesel segments, it is recommended that producers improve comfort, noise, and vibration levels to maintain a competitive edge.

• Green Marketing: There is a suggestion for both the government and manufacturers to encourage "Green Marketing" and the development of low-cost green technologies.

CONCLUSION

In conclusion, the study highlights that the Indian SUV market is undergoing a rapid transformation driven by shifting consumer perceptions and economic growth. The transition of automobiles from luxury symbols to essential household assets is propelled by increased disposable incomes, the availability of easy financing, and a growing preference for vehicles that offer both urban comfort and off-road capability. Safety features like ABS and airbags, coupled with the status associated with larger vehicle frames, have made models like the Tata Nexon highly desirable among the younger, working-class demographic. Ultimately, the success of manufacturers in this competitive landscape depends on their ability to balance premium features with fuel efficiency and low maintenance costs, ensuring they meet the evolving demands of a diverse and increasingly tech-savvy consumer base.

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