A STUDY THE BUYER BEHAVIOUR TOWARDS SMALL CARS PRODUCED BY MARUTI SUZUKI INDIA LIMITED IN THE NILGIRIS DISTRICT OF TAMIL NADU

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Abstract

A study on the buyer behavior towards small cars is the most important for the car manufactures. Such an analysis will provide car manufacturers, a quantitative estimate of level of satisfaction being perceived by the customers. Therefore, in this study an attempt has been made to seek answers to the research questions such as how are the buyers satisfied with the price, fuel efficiency, maintenance, after-sale services and overall product features of the small cars in the study area? And what are the factors that influence the customers. Hence, in the present study, an attempt has been made to analyze the variables that affect the buyer behavior towards small cars particularly the small cars manufactured by the Maruti Suzuki India Limited in the Nilgiris district of Tamil Nadu.

Keywords:
Behaviour, Monopoly, Passenger, Small Car

1. INTRODUCTION

Small car is one of the commonly used conveyances by the upper and middle-class people. Two decades ago, only a few industrialists and rich people had small cars. But after the industrialization the earning capacity among the middle-class people has also increased and this paved the way for them to go in for small cars. Nowadays a car is not only bought for social status, but also it is felt as a necessity. As the population is increasing, the government and private sectors are not able to provide adequate conveyance for all the passengers. For going to office and business establishments, within a stipulated time the staff of both government and private sectors needs cars. Financial companies are also providing financial facilities for the purchase of small cars.

The small car segment has always been the high growth segment of the Indian automobile market right from the first launching of the small car in the Indian market by Maruti Udyog Company in 1983. As such for many years, small cars have accounted for major part of the revenue of the fast expanding passenger-car market. In future, Indian consumers now want the latest technological and functional features in such cars and not ready to wait for long to get the latest models from foreign car manufacture as they did in the past. Now there are enough local and multinational players in the Indian market. The increased income of middle-class family motivates and fulfills their dreams of owning a small car, which is suitable for the Indian road condition.

The small car market in India is increasing by leaps and bounds. The main players in the car market like Tata Motors and Maruti Suzuki are fiercely competitive and more or less all the automobile companies in India that have forayed into the production of small cars are trying to out-do each other in terms of design, innovation, pricing and technology. Tata Motors have decided to launch a mini-car 'NANO' in 2009, which will cost much less. Tata Motors is also going through a process of decision-making, to launch a variety of mini-cars in association with Fiat. In addition, several global brands like Suzuki, Hyundai, Daewoo, Ford, etc. have entered in the Indian car industry while some others like Volkswagen, General Motors are closely watching the market. The increase in the demand for small cars can be attributed to the inspirational lifestyle of people which makes them strive for a car early on in life. The overall age for owing a car has also decreased in recent years. Further, with the growing affluence of the rural sector, owing a car, at least a small car, is a foregone conclusion in modern India. However, since small cars are more affordable and utilitarian, the demand for them has shot through the roof.

After liberalization and globalization, the car industry in India has undergone a phenomenal change. The days of monopoly in the Indian market are over. The small passenger car market has reached a stage which nobody would have dreamt of few years back. The small car industry in India is fast adapting to the changing times. Since small cars are looking more beautiful and technologically superior, the customers are naturally drawn into buying them. This makes the car manufactures to satisfy the customer as well as compete with their rival manufactures.

1.1 STATEMENT OF THE PROBLEM

In India, till early eighties, consumers had very limited options for passenger cars. Therefore, in olden days, people bought passenger cars, to use and keep it for the whole duration of their lives. In those days, passenger cars used to be considered as a luxury, rather than a necessity. Due to the economic boom, higher income levels and the growing purchasing power of the Indian urban populace, cars have transformed into a necessitated ingredient for Indian middle-class families.

Due to the emergence of globalization, liberalization due to technological revolution there is a tough competition among the car makers. The necessity of purchasing a car among individuals to make their life comfort is increasing day-by-day. "Yesterday's luxuries is today's necessities". So the purchasing of small cars for a mid-sized family is on the rise. At present, the demand for the passenger cars is expanding considerably in the country. To be a successful marketer it is absolutely essential to read the minds and behaviour of the buyers.

1.2 SCOPE OF THE STUDY

This study throws light on the customer satisfaction towards small cars produced by Maruti Suzuki India Limited. The study is restricted to Nilgiris district of Tamil Nadu. This study will be helpful to improve customer satisfaction with passenger cars in the study area and act as a secondary data for further research.

1.3 RESEARCH GAP

A study on the buyer behaviour towards small cars produced by Maruti Suzuki India Limited is has not yet been made by the researcher in the Indian context. This study fills the research gap.

Hence, an attempt has been made by the researcher to study the buyer behaviour towards small cars produced by Maruti Suzuki India Limited in the Nilgiris district of Tamil Nadu

1.4 OBJECTIVES OF THE STUDY

- To analyze the buyer behaviour towards small cars produced by Maruti Suzuki India Limited.
- To offer some viable and practicable suggestions to the car manufacturers to increase customer satisfaction and to improve their market share in the competitive business environment.

1.5 HYPOTHESIS

The hypotheses were formulated keeping the content and coverage of the framed objectives. The formulated hypotheses are tested by employing appropriate statistical tools. The hypotheses framed in the study are:

- There is no significant difference between demographic variables and level of awareness of the respondents about product features.
- There is no significant difference between demographic variables and level of satisfaction with fuel efficiency, maintenance, delivery time, free services, price, after- sale services, product features of the small car.

2. RESEARCH METHODOLOGY

The study analyzes the buyer's behaviour towards small cars and perceptions of the customers about service quality of the authorized dealers in Nilgiris district of Tamil Nadu. Survey method has been used to fulfill the objectives of the research.

2.1 SAMPLE SIZE

The Nilgiris District in Tamil Nadu comprises of six taluks viz. Udhagamandalam, Kundah, Coonoor, Kotagiri, Gudalur and Pandalur. Since the number of customers in the district is large, the customers could not be selected on a proportional basis. Hence, 50 customers from each taluk were randomly selected for the study, thus, a total of 300 respondents were selected on the basis of non-probability purposive sampling method. Among the manufactures of passenger cars, Maruti Suzuki India Limited has major share in the passenger car segment in India as well as in the study area; therefore, this company has been purposively selected for the study. The customers who purchased the small cars of Maruti Suzuki India Limited during the period from 2009 to 2014 alone were considered for the study.

2.2 STATISTICAL TOOLS

The statistical tests used in the study include, simple percentage, mean, rank, standard deviation, *t*-test, ANOVA test, chi-square test, correlation matrix and Garrett ranking technique. SPSS (Statistical Package for Social Sciences) version 16.0 was used to compute and analyze the data.

2.3 PERIOD OF THE STUDY

The required primary data have been collected through a survey made on buyer behaviour and service quality from 2009 to 2014. During the period, the required data were collected for the study.

2.4 LIMITATION OF STUDY

The study is limited to owners of the small cars manufactured by Maruti Suzuki India limited. The respondents who purchased the small cars of the company during the period from 2009 to 2014 alone considered for the study.

The study is purely based on the customer's opinion. The researcher felt that the customer might express a biased opinion, which may limit the validity of the study.

As a convenience sample was used, the results of the study are only representative of those who participated in this research study. This imposes limitations on the generalization of the results of the study.

3. REVIEW OF LITERATURE

The aim and scope of the present study has been discussed in the previous chapter. Review of literature is an important aspect of any research. It helps us to trace out the past trends in any particular branch of subject. Review of literature helps us to identify the areas of research. There have been many studies conducted in the field of buyer behaviour and satisfaction both at national and international level. Some of the previous related research studies have been reviewed in this chapter.

Chacko and Selvaraj [1] concluded that there may be a number of factors which are responsible for the changing purchase preference of the consumer in four-wheelers. Among those variables - safety, maintenance, mileage, easy mode of financing and easy driving are found to be pointed influencing buying preference of consumers. With the rapid and consistent growth in the price of the fuel consumers are more conscious about mileage. So they highly prefer mileage while buying a car. This study found that consumers also prefer easy mode of financing a car. With the growing competition in automobile sector, companies are providing easy financing facility to grab maximum of consumers. This allows consumers from a middle income group to conveniently own a car by giving easy installments which is also forcing consumers to buy a car. Lastly, it was found that consumers also prefer model while purchasing a car.

Mishra [2] observed that mostly, Tata customers purchased cars on loan and using them for personal purpose. It is also seen that mostly people recommend to their friends and relatives who have car, to adopt preventive maintenance of car from authorized dealer only once it completes one year and up to five years. In terms of level of customer satisfaction, it was found that the customers are mostly satisfied with price, design, safety, mileage, interior space, status brand name, comfort level, spares part and after-sale service. Finding also indicates that the most influencing factor for customer satisfaction in the case of Tata Motors were price, mileage and interior space. Talking of competitiveness among cars is concern it is seen that customer mostly prefers Maruti car as more loyal than Tata Motors.

John and Pragadeeswaran [3] investigated the impact of profile of respondents and influencing factors in purchasing decision. They concluded that the income fluctuation and enhanced petrol prices are the factors driving demand of small cars in India. Small car

sector offers immense potential as penetration and consumption of small cars is very less in Pune compared to its population.

Grover and Hundal [4] carried out a study to identify the perception of urban and rural people towards promotional activities that are followed by the car manufacturers. Results of cluster analysis clearly show that rural respondents can be classified under two groups named as contemporary and indifferent. The first group is very positive about latest schemes and tools, whereas second group seems to be neutral about promotional schemes, that is, they are not affected by these schemes. Cluster analysis divided urban respondent in four different groups. The first group named as "monetary incentive". This group is very positive towards monetary benefits. Second group named as "influenced". These respondents are very outgoing as they consider promotional strategies as important part of decision-making. The third groups "Indifferent" do not consider these tools as effective and fourth group "Conventional" focuses more on older promotional tools like TV advertisements and newspapers.

Rao and Kumar [5] made study on customer satisfaction towards passenger cars (Tata Motors) in Warangal district of Andhra Pradesh with the objectives to study the customer satisfaction with the usage of vehicles, after-sale service, key area of strength, pricing affects, service and quality. They took a sample of 100 respondents and used the percentage technique. They concluded from the study that majority of the customers are satisfied with the safety, dealer service, customer relationship and availability of spares.

Banerjee et al. [6] investigated about car acquisition and ownership trends in Surat city of motorized vehicle owning households. It concluded that household income is the prime factor of the number and size of cars that household buys, besides that family size is proved to be an irrelevant factor as it was found that smaller vehicles were preferred even by larger families.

Mahapatra [7] made a study on customer satisfaction, dissatisfaction and post-purchase evaluation: an empirical study on small size passenger cars in India with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance of different attributes in automobile in giving satisfaction to customers with the sample size of 150 customers and they used the multiple regression techniques and they revealed from this study that customers are highly satisfied with the performance of attributes like pickup, wipers, etc. and other attributes like pollution, engine, quietness, battery performance, and pick-up influence the consumer's future purchase decisions and consumers give more importance to these factors.

Muthuraman [8] highlights the changes that brought about a flood of local and international competitors in car market. The researcher emphasizes strong points such as easy availability of raw materials high quality of iron and steels from Jamshedpur in India, similarly the obstacles faced by these industries are highlighted. They are lobbying for policy changes to reduce red tape, cut in taxes and relaxing labour laws by concentrating in this arena with a small car. The researcher says that India is taking big step on to global stage moving beyond outsourcing. It is believed that India is becoming competitor in exports.

Varshney [9] the primary data regarding consumer perception was collected from a sample of 300 respondents revealed that the consumer perception positively affects marketing trends of cars. Hence the companies are marking their utmost effort to market the

cars which are perceived by the consumers. There is a need to translate the suggestions referred to as above into practice so that consumers 'perception might be converted into consumer's delight and companies might stand to the force of worldwide competition.

Renukadevi [10] found that most of the respondents are satisfied with purchases process. The dealer can improve their performance by the way of extending marketing services, sales promotion and can create more awareness regarding the utility, has to create among the buyer to sustain its present market share as well as to a progressive growth in forthcoming years.

Parameswari [11] selected a sample of 200 respondents and used percentage analysis, average, range and standard deviation were used for the study. The study revealed that most of the consumers prefer Maruti 800 due to satisfaction in color, price, and technology and fuel economy. The majority of the respondents are attracted by the advertisements.

3.1 PROFILE OF THE RESPONDENTS

Generally the buyer behaviour varies according to their individual demographic variables such as, sex, age, educational qualifications, marital status, place of the residence, size of family, occupational status and income. Therefore, the profile of the respondents is given in the succeeding pages and on the basis of which the analysis has been made in the study.

3.2 SEX-WISE DISTRIBUTION OF THE RESPONDENTS

In the study, the samples were selected at random, which includes both male and female owner of the small car in the study area. The sex-wise distribution of the sample respondents in the study units is given in Table.1.

Table.1. Sex-wise distribution of the sample respondents in the study units

Sl. No.	Sex	No. of respondents	Percentage
1	Male	249	83
2	Female	51	17
Total		300	100

Source: Primary data

It is observed from Table.1 that out of 300 respondents, more than three-fourth of the respondents are male and nearly 17% are female. The Table.1 reveals that due to availability of employment opportunities and prosperous agricultural activities in study area significant portion of male and female have purchased small cars in the study area.

4. EDUCATIONAL QUALIFICATIONS

The behaviour of the buyer towards passenger cars may differ based on their educational qualifications. Therefore, the educational qualifications of the respondents are given in Table.2.

The Table.2 shows that 60% of the respondents are undergraduates, 23% of the respondents are postgraduates and 15% of the respondents are having professional qualifications. It is noteworthy to mention that more than 50% of the respondents are graduates, which shows the customers base of

the small car manufacturers consists of highly educated customers in the study area.

Table.2. Educational Qualifications of the Respondents

Sl. No.	Educational qualifications	No. of Respondents	Percentage
1	Up to higher secondary education	06	2.00
2	Undergraduate	180	60.00
3	Postgraduate	69	23.00
4	Professional qualifications	45	15.00
	Total	300	100.00

Source: Primary data

4.1 BRAND OF SMALL CAR OWNED

The brand of small car owned by the respondents in the study area is shown in Table.3.

Table.3. Brand of small car owned by the respondents

Sl. No	Brand	No. of Respondents	Percentage
1	Maruti Suzuki Alto	115	38.33
2	Maruthi Suzuki Swift	59	19.67
3	Maruti Suzuki Swift DZire	76	25.34
4	Maruti Suzuki Ritz	07	02.33
5	Maruti Suzuki SX4	05	01.67
6	Maruti Suzuki A-Star	13	04.33
7	Maruti Suzuki Omni	25	08.33
	Total	300	100.00

Source: Primary data

It is observed from the Table.3 that out of 300 respondents as much as 38% of the respondents owned the Maruti Suzuki Alto followed by nearly 25% of the respondents owned Maruti Suzuki Swift DZire and 20% of the respondents owned Maruti Suzuki Swift. A small portion of the respondents owned Maruti Suzuki Ritz, Maruti Suzuki SX4, Maruti Suzuki A-Star and Maruti Suzuki Omni. Therefore, it can be inferred from the Table.3 that the customers mostly prefer small cars brand of Maruti Suzuki Alto, Swift DZire and Swift in the study area.

4.2 LEVEL OF AWARENESS

The level of awareness of the respondents about product features of small cars produced by the Maruti Suzuki India Limited in the study area is shown in Table.4.

The Table.4 shows that about 43% of the respondents' awareness level were to some extent followed by 32% of the respondents' awareness level was to a considerable extent and only 12% of the respondents' awareness level was to a very great extent about the product features. Therefore, it can be inferred from the table that the customers have minimum awareness about product features of the small car of companies in the study area.

The level of awareness of the respondents about product features of the small car is given in Fig.1.

Table.4. Level of awareness of the respondents

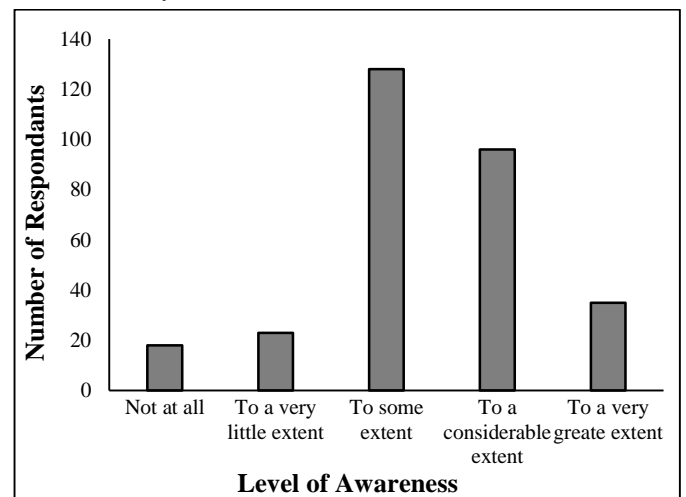| Sl. No.	Level of Awareness	No. of Respondents	Percentage
1	Not at all	18	6.00
2	To a very little extent	23	7.66
3	To some extent	128	42.67
4	To a considerable extent	96	32.00
5	To a very great extent	35	11.67
	Total	300.00	100.00

Source: Primary data

Fig.1. Level of Awareness

4.3 DEMOGRAPHIC VARIABLES AND LEVEL OF AWARENESS

In order to find out whether there is a significant difference between demographic variables such as sex, age, educational qualifications, occupations, income, marital status, number of family members, place of residence and level of awareness of the respondents, a null hypothesis is framed and tested with the help of ANOVA test.

- Null hypothesis: There is no significant difference between demographic variables and level of awareness of the respondents about product features.

The result is given in Table.5.

The result of the ANOVA test reveals that the calculated value is less than the tabulated value at 5% and 1% level of significance; hence the null hypothesis is accepted. Therefore, it can be concluded that there is no significant relationship between demographic variables and level of awareness of the respondents about product features of the small cars.

Table.5. Anova Test

Variables		SS	df	MS	F	Significance
Sex and Level of awareness	Between sample	3920.40	1	3920.4	4.75	Not significant
	Within sample	6589.60	8	823.70		
	Total	10510.0	9			
Age and Level of awareness	Between sample	1286.40	2	643.20	1.66	Not significant
	Within sample	4639.60	12	386.63		
	Total	5926.00	14			
Educational Qualifications and Level of awareness	Between sample	3344.40	3	1114.80	2.46	Not significant
	Within sample	7259.60	16	453.73		
	Total	10604.0	19			
Occupation and Level of awareness	Between sample	1934.80	3	644.93	2.38	Not significant
	Within sample	4327.20	16	270.45		
	Total	6262.00	19			
Income and Level of awareness	Between sample	1430.80	2	715.40	1.70	Not significant
	Within sample	5037.20	12	419.77		
	Total	6468.00	14			
Marital status and Level of awareness	Between sample	2890.00	1	2890.00	3.06	Not significant
	Within sample	7542.00	8	942.75		
	Total	10432.0	9			
No. of family members and Level of awareness	Between sample	1908.40	2	954.20	1.90	Not significant
	Within sample	6041.60	12	503.47		
	Total	7950.00	14			
Place of residence and Level of awareness	Between sample	2822.40	1	2822.40	3.48	Not significant
	Within sample	6491.60	8	811.45		
	Total	9314.00	9			

4.4 FACTORS INFLUENCED THE CUSTOMERS

To analyze the factors that influenced the customers to purchase a small car in the study area, all the factors in were made known to the respondents. They were asked to rank the factors the order of their importance. The ranks given by them were quantified by using the Garrett Ranking Technique (Garrett, 1969).

The formula is,

$$Percent\ Position = \sum_{j=1}^{n} \left[\frac{R_{ij} - 0.5}{N_j} \right] \times 100 .$$

where, R_{ij} = Rank given for the ith item by the jth individual, and N_j = Number of items ranked by the jth individual.

The various factors affecting the purchase decision of buying small cars in the study area is discussed in the Table.6.

Table.6. Factors Influenced the Customers

Sl. No.	Factors	Mean score	Rank
1	Price	96	I
2	Appearance	82	IV
3	Fuel efficiency	89	II
4	Color	73	VI
5	Driving Comfort	75	V
6	Company Reputation	70	VII
7	After-Sales Services	85	III

Source: Primary data

The Table.6 indicates the factors influenced the customer to buy a small car of the company in the study area. It is observed from the Table.6 that lower price when compared to other brands of small cars is ranked as the first factor with a score of 96 Garrett points. Fuel efficiency and after-sales services are second and third factors with a mean score of 89 and 85 Garrett points. Therefore, it can be inferred from the table that customers are influenced by the factors price, fuel efficiency and after-sales services to buy small cars of the company in the study area.

4.5 REASONS FOR SELECTING A PARTICULAR BRAND

The reasons for selecting a particular brand of small car manufactured by the Maruti Suzuki India Limited is given in Table.7.

Table.7. Reasons for selecting a particular brand

Sl. No.	Reasons	Mean score	Rank
1	Low cost	91	I
2	Fuel efficiency	86	II
3	Low maintenance	82	III
4	Style	73	VI
5	Seating comfort	76	IV
6	Brand reputation	79	V

Source: Primary data

It is observed from the Table.7 that lower price of the small car of the company is ranked as the first reason with a score of 91 Garrett points. Fuel efficiency and low maintenance cost are second and third reasons with a mean score of 86 and 82 Garrett points to buy a small car of the company. Therefore, it can be inferred from the table that due to lower price, fuel efficiency and low maintenance customers prefer particular brand of the small car of the company in the study area.

5. DEMOGRAPHIC VARIABLES AND LEVEL OF SATISFACTION WITH FUEL EFFICIENCY

The relationship between demographic variables of the respondents and their level of satisfaction with fuel efficiency is shown in Table.8.

- Null hypothesis: There is no significant difference between demographic variables and level of satisfaction with fuel efficiency of the small car.

Table.8. Chi-Square Test Result

Variable	Chi-Square Test - Value	Table value 5% level	Table value 1% level	Result
Sex and Level of satisfaction with fuel efficiency	13.70	9.49	13.23	**Significant
Age and level of satisfaction with fuel efficiency	3.54	15.51	20.09	Not significant
Educational Qualifications and Level of satisfaction with fuel efficiency	30.20	21.03	26.22	**Significant
Occupation and Level of satisfaction with fuel efficiency	29.8	21.03	26.22	**Significant
Income and Level of satisfaction with fuel efficiency	7.73	15.51	20.09	Not significant
Marital status and Level of satisfaction with fuel efficiency	17.1	9.49	13.23	**Significant
No. of family members and Level of satisfaction with fuel efficiency	20.20	15.51	20.09	**Significant
Place of residence and Level of satisfaction with fuel efficiency	3.18	9.49	13.23	Not significant

** Significant at 5% level and 1% level

It is clear from the Table.8 that calculated value was higher than that of the Table.8 value at 5% level of significance for the variables sex and level of satisfaction with fuel efficiency, educational qualifications and level of satisfaction with fuel efficiency, occupation and level of satisfaction with fuel efficiency, marital status and level of satisfaction with fuel efficiency and number of family members and level of satisfaction with fuel efficiency, hence the null hypothesis is rejected. Therefore, it can be concluded that there is a relationship among sex, educational qualifications, occupation, marital status, number of family members of the respondents and their level of satisfaction with fuel efficiency. However, there is no significant relationship between age and level of satisfaction with fuel efficiency, income and level of satisfaction with fuel efficiency and place of residence and level of satisfaction with fuel efficiency.

5.1 DEMOGRAPHIC VARIABLES AND LEVEL OF SATISFACTION WITH PRODUCT FEATURES

The relationship between demographic variables of the respondents and their level of satisfaction with product features is shown in Table.9.

- Null hypothesis: There is no significant difference between demographic variables and level of satisfaction with product features of the small car.

Table.9. Chi-Square Test Result

Variable	Chi-Square Test - Value	Table value 5% level	Table value 1% level	Result
Sex and Level of satisfaction with product features	44.3	9.49	13.23	**Significant
Age and Level of satisfaction with product features	19.7	15.51	20.09	*Significant
Educational Qualifications and Level of satisfaction with product features	76.6	21.03	26.22	**Significant
Occupation and Level of satisfaction with product features	58.1	21.03	26.22	**Significant
Income and Level of satisfaction with product features	21.2	15.51	20.09	**Significant
Marital status and Level of satisfaction with product features	93.1	9.49	13.23	**Significant
No. of family members and Level of satisfaction with product features	30.5	15.51	20.09	**Significant
Place of residence and Level of satisfaction with product features	72.4	9.49	13.23	**Significant

**Significant at 5% level and 1% level, *Significant at 5% level

The Table.9 shows that there is a significant difference among the sex, age, educational qualifications, occupation, income, marital status, number of family members and place of residence and level of satisfaction with product features of the small car of the company.

5.2 FINDINGS

The major findings of the study are:
- The study reveals that the customers mostly prefer small cars brand of Maruti Suzuki Alto, Swift DZire and Swift in the study area.
- It is understood from the study that words of mouth and advertisements given in the media are the effective media to disseminate information about product features of the small cars of the company in the study area.
- The customers are satisfied with overall product features of the small cars manufactured by the company.
- The study shows that there is a relationship among sex, educational qualifications, occupation, marital status, number of family members of the respondents and their level of satisfaction with fuel efficiency. However, there is no significant relationship between age and level of satisfaction with fuel efficiency, income and level of satisfaction with fuel efficiency and place of residence and level of satisfaction with fuel efficiency of the small car.
- The customers take purchase decision to buy a small car of the company after comparison of product features of the small cars of other manufactures in the study area.

5.3 SUGGESTIONS

- The study reveals that the customers mostly prefer small car brand of Maruti Suzuki Alto, Swift DZire and Swift. The company should create awareness among its customers about its other brands of cars through innovative marketing strategies to improve its market shares.
- At present, the numbers of nuclear families are on the increase, so the car manufacturer should analyzes the need, want, taste, preference of the customer and design the product accordingly.
- The company should reduce all types of fees and charges for after-sale services to a considerable extent and which are affordable to middle-class customers.

6. CONCLUSIONS

The result of the study reveals that the customers are influenced by the factors like price, fuel efficiency and after-sales services of the company. The customers are satisfied with product features of the small cars manufactured by the company, but they are not satisfied with fuel efficiency, maintenance cost, delivery time, free services, price of the car, spare parts price and after-sales services of the company. The study also reveals that the major problems of the customers are high price of the car, high price spare parts and high maintenance cost in the study area.

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