A STUDY ON THE CUSTOMER UTILITY OF SMALL CAR WITH REFERENCE TO TAMILNADU

N. Selvaraj

Department of Commerce, Saraswathi Narayanan College, India

Abstract

Middle income people never thought of owning a car in the past. The village people in those days in the past used to see the car as rare thing. Due to effect of globalization, cultural transformation was felt everywhere which in turn gave rise to the knowledge development by way of increase in the educational ratio in the country. A modern consumer theory regards consumers as full members of the market who create their utility in the context of household". Therefore, the consumers' value that goods to be purchased or the goods already purchased should have the maximum utility. In the context of purchasing a small car, a consumer looks for the utility value of the car. This study may help the car manufacturers to understand their position in service quality, manufacturing and marketing systems. So the manufacturers can boldly enter into the venture of small car production by involving suitable strategies commensurate with the expectations of customers and give them satisfaction. The methodology followed in this study has been detailed below: Since the study is based heavily on primary data, the customer of small cars is identified by contacting respective Regional Transport offices, the petrol bunks, friends, relatives and service stations. The total customers are the global population and from them, sample customers were identified.

Keywords:
Customers, Manufacturers, Purchasing and Utility

1. INTRODUCTION

Once owning a car was considered as act of respect and prestige. People with high esteem, big business magnates, famous cinema stars and political leaders used the car to maintain mainly their prestige and status. Middle income people never thought of owning a car in the past [1]. The village people in those days in the past used to see the car as rare thing. Due to effect of globalization, cultural transformation was felt everywhere which in turn gave rise to the knowledge development by way of increase in the educational ratio in the country. Hence the quality awareness among people increased. This resulted in the middle income people have an urge to buy a car. India consists mostly the people of middle income group. Therefore, the car manufacturers started targeting the middle income group to sell their products [2].

1.1 UTILITY

"After Galbrith, the narrow scenario of reality drawn by neoclassical economists has been heavily criticized on several grounds and a shift towards new foundations in micro economics has taken place [3] [4]. A modern consumer theory regards consumers as full members of the market who create their utility in the context of household". Therefore, the consumers' value that goods to be purchased or the goods already purchased should have the maximum utility. In the context of purchasing a small car, a consumer looks for the utility value of the car. Some of the attributes / factors of utility of a small car have been identified and

incorporated in the interview schedule under the dimension 'utility' [5]-[7].

1.2 SIGNIFICANCE OF THE STUDY

A review of literature reveals that there are more studies on customer satisfaction besides certain factors influencing consumer's buying behaviour. But it may change due to the influence of various economic, cultural and environmental factors. It is vital to find out the determinants of the behaviour and intention of the customer in purchasing a small car. Also their expectations and delivery of services in the areas of tangibles, individualized attention, performance, assurance and empathy or courtesy. As these dimension are prime importance for any car manufacturing company, they generate interest in knowing the factors which give rise to customer satisfaction. This study may help the car manufacturers to understand their position in service quality, manufacturing and marketing systems. So the manufacturers can boldly enter into the venture of small car production by involving suitable strategies commensurate with the expectations of customers and give them satisfaction.

1.3 PERIOD OF THE STUDY

The survey was conducted by the researcher during the period from August 2017 to March 2018 after having fully understood the concepts and systems in marketing the small cars. The referred period of the survey was to the calendar year.

2. METHODOLOGY

The methodology followed in this study has been detailed below: Since the study is based heavily on primary data, the customer of small cars is identified by contacting respective Regional Transport offices, the petrol bunks, friends, relatives and service stations. The total customers are the global population and from them, sample customers were identified.

2.1 STATISTICAL TOOLS USED

The following statistical tools were employed. They are: Frequency Analysis – Descriptive statistics, Percentage Analysis, 't' test, One-way ANOVA, Factor Analysis and Discriminant Analysis

3. DESCRIPTIVE STATISTICS

The descriptive statistics include the measures of central tendency and dispersion. The mean and standard deviation for all the factor under the ten dimensions were calculated and studied. The nature of distribution of the factors, which give satisfaction to customer taken in the study, could be assessed from the mean

and standard deviation of the different groups among the profile variable.

When a customer looks for a small car, automatically, the utility value of the car is considered as one of the important factor for satisfaction. If he finds a car with more utility purposes, the customer is satisfied on the purchase. The agreement level on the sixteen variables which support to dimension utility has been detailed in the Table.1 below.

Table.1. Utility of Car Perceived by Customers

Variables	Level of agreement			Total
	Agree	Undecided	Disagree	
I use the car to go to office/institution	333 (66.6)	70 (14.0)	97 (19.4)	500 (100.00)
The car is used for children going school	213 (42.6)	110 (22.0)	177 (35.4)	500 (100.00)
Use the car for business work	337 (67.4)	73 (14.6)	90 (18.0)	500 (100.00)
For family use	407 (81.4)	45 (9.0)	48 (9.6)	500 (100.00)
To go on family tours	337 (67.4)	90 (18.0)	73 (14.6)	500 (100.00)
To keep it in home as prestigious one	243 (48.6)	88 (17.6)	169 (33.8)	500 (100.00)
Since friend purchased a car I also purchased	133 (26.6)	158 (31.6)	209 (41.8)	500 (100.00)
Purchased on the compulsion of family members	183 (36.6)	140 (28.0)	177 (35.4)	500 (100.00)
To maintain status	206 (41.2)	153 (30.6)	141 (28.2)	500 (100.00)
The car is spacious one	244 (48.8)	135 (27.0)	121 (24.2)	500 (100.00)
Leg room space of the car is more	255 (51.0)	155 (31.0)	90 (18.0)	500 (100.00)
To accommodate more luggage	185 (37.0)	170 (34)	145 (29.6)	500 (100.00)
Free video/audio system fixed	226 (45.2)	125 (25.0)	149 (29.8)	500 (100.00)
My ambition from my child hood to own a car	255 (51.0)	83 (16.6)	162 (32.4)	500 (100.00)
Since my parents owned a car, I continue to own one	235 (47.0)	122 (24.4)	143 (29.6)	500 (100.00)
The car is more comfort	301 (60.2)	156 (31.2)	43 (8.6)	500 (100.00)

Source: Primary data

From the Table.1, it is understood that, the mostly favoured utility values are, to use the car to go to office, for business work, Family use, and Family Tours. Also the customers prefer the car, which has spacious leg room, and more comfort. To some customers, it is not the utility works out, but the child hood ambition to buy a car also seems to be a factor for satisfaction.

The 't' test result of the perception of male and females' customers in respect of variables under the dimension 'utility' was presented in Table.2.

Table.2. Perception of male and female customers on the dimension 'Utility'

Variables	Gender				't'	Sig. Level
	Male N=458		Female N=42			
	Mean	SD	Mean	SD		
I use the car to go to office / institution	3.7773	1.268	3.6429	1.055	0.78	0.441
The car is used for children going school	3.0393	1.308	3.8333	1.167	-4.18*	0.000
Use the car for business work	3.8450	1.187	3.3810	1.396	2.09*	0.042
For family use	4.1812	0.954	3.6429	1.411	2.42*	0.020
To go on family tours	3.7052	1.060	3.5714	1.272	0.66	0.512
To keep it in home as prestigious one	3.2380	1.237	3.5476	1.194	-1.60	0.115
Since friend purchased a car I also purchased	2.7096	1.174	3.1429	1.201	-2.24*	0.030
Purchased on the compulsion of family members	3.0087	1.130	2.8093	1.292	0.97	0.339
To maintain status	3.1900	1.148	3.4762	1.215	-1.47	0.149
The car is spacious one	3.3013	1.095	3.5952	1.835	-1.02	0.313
Leg room space of the car is more	3.3930	1.054	3.1667	1.010	1.38	0.172
To accommodate more luggage	3.0568	1.167	3.3810	1.147	-1.75	0.086
Free video/audio system fixed	3.3210	1.356	3.2857	0.944	0.22	0.825
My ambition from my child hood to own a car	3.4017	1.336	2.9286	1.276	2.29*	0.026
Since my parents owned a car, I continue to own one	3.1747	1.194	3.5476	1.173	-1.97*	0.055
The car is more comfort	3.7183	0.975	3.5238	1.018	1.19	0.240

*Significant 5 percent level

It is deduced from the Table.2, significant difference of perception found in respect of the variables, the car is used for children going school (-4.18), "use the car for business work" (2.09), "For family use" (2.42), "Since friend purchased the car, I also purchased the car" (-2.24), "My ambition from my child hold to own a car" (2.29), "Since my parents owned a car, I continue to own one" (1.97). The variable "For family use "(4.1812) has been highly perceived by males and the variable "car is used for children going school" (3.8333) has been perceived highly by females.

Most of the females who own the car drive their children to school, also using the car for family purposes are inevitable.

Thus, the hypothesis, "there is no difference of perception among male and female customers in respect of utility" has been partially rejected 't' values of the above six variables are significant at 5 percent level in the 2 tail 't' test. No significant difference of perception found with regard to other ten variables. Hence the hypothesis is mostly accepted in respect of the ten variables.

Table.3. Utility - Perceived by Different Age Group of Customers

Variables	Mean Square (Age in years)				F Statistics	F Probability
	Below 30 to 40 Gr.-I	31-40 Gr.-II	41-50 Gr.-III	Above 50 Gr.-IV		
I use the car to go to office / institution	3.7222	3.9040	3.4854	3.7368	2.8160*	0.0387
The car is used for children going school	3.0556	3.1160	3.0097	3.3158	0.7167	0.5424
Use the car for business work	3.6222	3.8880	3.5534	4.1930	4.6022*	0.0035
For family use	4.0111	4.2040	4.1262	4.0526	0.9695	0.4069
To go on family tours	3.8444	3.7480	3.3495	3.8421	4.7610*	0.0028
To keep it in home as prestigious one	3.1333	3.1160	3.5437	3.6140	4.9334*	0.0022
Since friend purchased a car I also purchased	2.5778	2.6920	2.7864	3.1754	3.3793*	0.0182
Purchased on the compulsion of family members	2.9000	2.9200	3.1262	3.2105	1.6946	0.1672
To maintain status	3.1111	3.0480	3.5049	3.5789	6.2189*	0.0004
The car is spacious one	3.4889	3.2880	3.1748	3.5088	1.6971	0.1667
Leg room space of the car is more	3.1889	3.2760	3.4951	3.8772	6.6895*	0.0002
To accommodate more luggage	3.1333	3.0960	3.0874	2.9474	0.3214	0.8099
Free video/audio system fixed	3.3111	3.3480	3.4563	2.9474	1.9129	0.1264
My ambition from my child hood to own a car	2.9333	3.6560	3.1650	3.1053	8.9746*	0.000
Since my parents owned a car, I continue to own one	2.9111	3.4200	3.0777	2.9649	5.8232*	0.0006
The car is more comfort	3.9667	3.7680	3.3398	3.6491	7.6119*	0.0001

* Significant 5 percent level

The cars are purchased mainly on utility purposes. There are sixteen factors, identified as utility. Sometimes customers may think keeping a car in home is prestigious one. So to find out the actual reason for purchased the car the four age group of customers were asked to rate the sixteen factors given in five-point scale. The result of one-way ANOVA has been presented in Table.3.

On examination of Table.3 the Group-I customers considered the factors, use the car to go to office / Institutions, for family use and to go on family tours, since the mean scores are 3.722, 4.0111, and 3.8444. The group II customers considered the factors use the car to go to office, for business work, and for family use. The respective mean scores are 3.9040, 3.8880 and 4.2040. The factors, family use was considered by the group III customers as utility value since the mean score is 4.1262. The group IV customers considered the factors, to go to family tours and the leg room space of the car is more. The respective mean scores are 3.7368, 4.1930, 4.0526, 3.8421 and 3.8772.

Significant differences in perception among the four groups of customers regarding the utility values, in respect of the factors, use the car to go to office / Institution (2.8160), use the car for business work (4.6022), to go on family tours (4.7610), to keep it in home as prestigious one (4.9330), since friends purchased a car I also purchased (3.3793), to maintain status (6.2189), leg room space is more (6.6895), ambition from childhood to own a car (8.9746) and since my parents own a car, I continue to own one (5.8232), since the respective. 'F' statistics are significant at five percent level.

The utility values of a product consider to be important in buying the product. The huge investment on one product, should be utilized ideally in proper way to get benefit out of it. In this respect, the sixteen factors given below may satisfy the customers in one or other way. If any one of utility factor is meted out to the customers' expectation, then the satisfied with the purchase. Accordingly, the above factors were examined through the mean scores of their perception of customers belong to different educational groups and the satisfied factors were identified in respect of the three groups of customers. The result of the test of one-way ANOVA, computing the mean scores and 'F' statistics has been presented in Table.4.

Table.4. Utility

Variables	Mean Square (Education)			F Statistics	F Probability
	Up to +2 Gr.-I	UG GR.-II	PG Gr.-III		
I use the car to go to office / institution	3.9286	3.6842	3.8174	1.0352	0.3559
The car is used for children going to school	3.6905	3.0044	3.1000	4.9161*	0.0077
Use the car for business work	3.9762	3.8070	3.7739	0.4943	0.6103
For family use	4.3571	4.1009	4.1304	1.1494	0.3177
To go on family tours	3.6190	3.6623	3.7391	0.4006	0.6701
To keep it in home as prestigious one	3.8095	3.2325	3.1957	4.5887*	0.0106
Since friend purchased a car I also purchased	3.1429	2.7061	2.7130	2.6046	0.0749

Purchased on the compulsion of family members	2.7619	2.9956	3.0304	0.9790	0.3764
To maintain status	3.4762	3.2237	3.1565	1.3762	0.2535
The car is spacious one	3.5238	3.3772	3.2391	1.4407	0.2377
Leg room space of the car is more	3.4286	3.3509	3.3870	0.1289	0.8791
To accommodate more luggage	2.9762	3.1184	3.0696	0.2948	0.7448
Free video/audio system fixed	3.0476	3.3289	3.3565	0.9789	0.3764
My ambition from my child hood to own a car	3.0952	3.3816	3.3913	0.9159	0.4008
Since my parents owned a car, I continue to own one	3.1429	3.2456	3.1783	0.2447	0.7830
The car is more comfort	3.3810	3.7807	3.6826	3.0632*	0.0476

*Significant 5 percent level

The Group-I customers, who qualified up to +2, have highly perceived the following factors as satisfying ones. They are I use the car to go to office/ Institution (3.9286), I use the car for business work (3.9762) and, the family use (4.3571). The favoured perceptional satisfying factor with regard to group II; the under graduates are for family use only (4.1009). The group III, the Post Graduates are also satisfied with the car for family use (4.1304).

Only two factors namely, the car is used for children going to school and to keep it in home as prestigious one are found to be significant at five percent level since the 'F statistics of the respective factors are 4.9161 and 4.5887. Hence there is significant difference of perception found among the three groups of customers in respect of the above two factors under the dimension utility.

The factors leading to satisfaction of the customers were considered by taking into account the high perception on them by the customers. The mean scores with regard to the group in respect of the factors were considered as measurement of high perception. Accordingly, the mean scores and the 'F' statistics with regard to the factors relating to the dimension utility were computed by using one-way ANOVA and displayed in Table.5.

Table.5. Utility Perceived by Customers belong to Different Occupation

Variables	Mean Square (Occupation)						F Statistics	F Probability
	1	2	3	4	5	6		
I use the car to go to office / institution	3.7526	4.0690	3.4839	3.8387	3.8164	3.1667	1.6636	0.1418
The car is used for children going to school	3.0206	3.2069	2.8065	3.1613	3.2077	2.9167	1.0927	0.3635

Use the car for business work	3.7938	3.7241	3.5806	3.8387	3.8889	3.5833	0.7442	0.5906
For family use	4.1340	4.0345	3.9032	4.1935	4.2319	3.5000	2.1274	0.0609
To go on family tours	3.7320	3.6552	3.5000	3.6559	3.7923	3.0833	1.5789	0.1644
To keep it in home as prestigious one	3.2062	3.4483	2.7419	3.1398	3.4879	3.0833	4.1120*	0.0011
Since friend purchased a car I also purchased	2.6082	2.6207	2.5484	2.8172	2.8841	2.2500	1.7441	0.1229
Purchased on the compulsion of family members	2.9072	2.6207	2.9839	2.8280	3.1787	2.6667	2.4289*	0.0343
To maintain status	3.1856	2.5862	2.8548	3.2688	3.4203	2.8333	4.7138*	0.0003
The car is spacious one	3.3299	3.1034	3.2097	3.4516	3.3188	3.5833	0.6559	0.6571
Leg room space of the car is more	3.1959	3.0690	3.1129	3.4731	3.5024	3.9167	3.3101*	0.0060
To accommodate more luggage	2.9485	3.0000	2.8548	3.1828	3.1643	3.4167	1.2962	0.2642
Free video/audio system fixed	3.1856	3.2414	3.0484	3.3763	3.4106	3.9167	1.4610	0.2011
My ambition from my child hood to own a car	3.0722	3.0690	3.5806	3.3978	3.4396	3.6667	1.8152	0.1082
Since my parents owned a car, I continue to own one	2.8351	2.8621	3.5806	3.3656	3.2560	3.2560	4.1655*	0.0010
The car is more comfort	3.8557	3.8621	3.4839	3.5484	3.7488	3.5833	1.8507	0.1015

*S-Significant at 5 percent level

The company Executive, Academicians and Professionals were satisfied with the factor, use the car to go to office/institution (4.0696, 3.8887 and 3.8164). The academician and professionals also satisfy with the factor, use the car for business work (3.8387

and 3.8889). The Business men, company executives, government staff, academicians and professionals were satisfied with the factor, for family use (4.1340, 4.0345, 3.9032, 4.1935 and 4.2319). The Ex-service staff satisfied with the factor free video-audio system fixed (3.9167). The business people and company executives satisfied with the factor the car is more comfort (3.8557 and 3.8621).

The 'F' statistics of the factors, to keep it in home as prestigious one (4.1120), purchased on the compulsion of family members (2.4289), to maintain status (4.7138), legroom space of the car is more (3.3101) and since my parents owned a car, I continue to own a car (4.1655) are found to be statistically significant at five percent level. Hence the significant difference in perception among the six groups of customers were noticed with regard to the above factors.

The difference in perception if any, among the customers belong to Joint and Nuclear family was examined by fitting 't' test to the data and the result has been shown in Table.6.

Table.6. Utility - Perceived by the Customers Belong to Joint and Nuclear Family

| Variables | Nature of Family | | | | 't' | Sig. level |
| | Joint N=123 | | Nuclear N=377 | | | |
	Mean	SD	Mean	SD		
I use the car to go to office / institution	3.6585	1.273	3.8011	1.244	-1.08	0.280
The car is used for children going to school	3.0650	1.395	3.1194	1.288	-0.38	0.703
Use the car for business work	3.8618	1.270	3.7878	1.193	0.57	0.570
For family use	4.2683	0.888	4.0928	1.044	1.82	0.070
To go on family tours	3.7154	1.052	3.6870	1.088	0.26	0.797
To keep it in home as prestigious one	3.3984	1.220	3.2202	1.238	1.40	0.162
Since friend purchased a car I also purchased	2.9919	1.163	2.6658	1.178	2.69*	0.008
Purchased on the compulsion of family members	3.0488	1.200	2.9735	1.127	0.61	0.540
To maintain status	3.3415	1.085	3.1724	1.176	1.47	0.143
The car is spacious one	3.1789	0.992	3.3740	1.227	-1.78	0.076
Leg room space of the car is more	3.3496	1.123	3.3820	1.028	-0.28	0.777
To accommodate more luggage	2.8130	1.176	3.1724	1.153	-2.96*	0.003
Free video/audio system fixed	2.9919	1.321	3.4244	1.311	-3.16*	0.002
My ambition from my child hood to own a car	3.4390	1.338	3.3369	1.337	0.74	0.463
Since my parents owned a car, I continue to own one	3.2276	1.186	3.1989	1.201	0.23	0.816
The car is more comfort	3.5447	1.034	3.7533	0.957	-1.98*	0.049

*Significant at 5 percent level

The Table.6 revealed, the difference in perception among the above two types of customers, with regard to four variables, that

are, since friend purchased a car I also purchased (2.69), To accommodate more luggage's (-2.96), Free Video/Audio System fixed (-3.16) and the car is more comfort (-1.98). The 't' values of all the four variables are more than the tabled 't' value, hence they are significant at five per cent level.

Therefore, the hypothesis, "there is no difference of perception among the customers belong to Joint and Nuclear family in respect of the dimension utility" was partially rejected, since only four variables have the significant difference in perception. The other twelve variables were found, no significance, hence it is concluded that both the types of customers think alike on majority of the variables.

The perception of the customers belongs to different categories of family size in respect of the dimension 'utility' was compared by obtaining the 't' values to find out the significant difference of perception among them. The result has been presented in the Table.7.

Table.7. Utility - Perceived by the Customers Belong to Joint and Nuclear Family

| Variables | Family Size | | | | 't' | Sig. level |
| | Below 3 N=118 | | Above 3 N=382 | | | |
	Mean	SD	Mean	SD		
I use the car to go to office / institution	3.5339	1.357	3.8377	1.210	-2.18*	0.031
The car is used for children going to school	2.7119	1.302	3.2277	1.295	-3.77*	0.000
Use the car for business work	3.5593	1.317	3.8822	1.168	-2.39*	0.018
For family use	4.0000	1.147	4.1780	0.961	-1.53	0.128
To go on family tours	3.5932	1.031	3.7251	1.092	-1.20	0.233
To keep it in home as prestigious one	3.0678	1.245	3.3246	1.227	-1.96*	0.051
Since friend purchased a car I also purchased	2.5593	1.106	2.8037	1.200	-2.06*	0.041
Purchased on the compulsion of family members	2.7288	1.130	3.0733	1.139	-2.89*	0.004
To maintain status	2.9661	1.205	3.2906	1.130	-2.59*	0.010
The car is spacious one	3.2797	1.455	3.3403	1.077	-0.42	0.676
Leg room space of the car is more	3.0678	1.100	3.4686	1.018	-3.52*	0.001
To accommodate more luggage	2.9068	1.177	3.1387	1.161	-1.88	0.062
Free video/audio system fixed	3.2288	1.368	3.3455	1.313	-0.82	0.414
My ambition from my child hood to own a car	3.3475	1.323	3.3665	1.343	-0.14	0.892
Since my parents owned a car, I continue to own one	3.2119	1.293	3.2042	1.166	0.06	0.954
The car is more comfort	3.6780	0.942	3.7094	0.992	-0.31	0.754

*Significant at 5 percent level

It is inferred from the Table.7 significant difference of perception was found in respect of eight variables namely, I use the car to go to office or institution, the car is used for children

going to School, I use the car for business work, to keep in hence as prestigious one, since friends purchased a car, I also purchased, purchased on the compulsion of family members, to maintain status and the leg room space of the car is more, since the 't' values are -2.18, -3.77, -2.39, -1.96, -2.06, -2.89, -2.59 and -3.52 respectively. All the 't' values were found to be significant at 5 percent level. There is no significance found in respect of other eight variables.

Hence the hypothesis, "there is no significant difference of perception among the customers belong to the two categories of family size with regard to the dimension 'utility'" is partially rejected except in respect of other eight variables, to which there is no significant difference in their perception. It is inferred that; the customers have bought the car with definite utility purposes.

The factors contributing to the utility for satisfaction of the customers were rated by the four groups of customers belong to various income. The computed mean scores of the factors and its 'F' statistics have been presented in Table.8. The highly perceived factors were taken as the satisfying factors of the concerned group of customers.

Table.8. Utility - Perceived by Different Income Group of Customers

Variables	Mean Square (Income)				F Statistics	F Probability
	15000 to 30000	31000 to 50000	51000 to 70000	71000 and Above		
I use the car to go to office / institution	3.7572	3.7989	3.8393	3.2941	0.9155	0.4332
The car is used for children going to school	3.1481	3.0000	3.2679	3.1176	0.7652	0.5139
Use the car for business work	3.7490	3.7826	4.2679	3.3529	3.7706*	0.0107
For family use	4.1152	4.2609	3.8214	4.1176	2.8163*	0.0387
To go on family tours	3.8189	3.6304	3.3750	3.6471	2.9800*	0.0311
To keep it in home as prestigious one	3.0782	3.4022	3.3929	4.0000	4.9305*	0.0022
Since friend purchased a car I also purchased	2.6543	2.7065	3.1071	3.2941	3.5734*	0.0140
Purchased on the compulsion of family members	2.8313	3.1576	3.0714	3.2353	3.2699*	0.0211
To maintain status	3.1276	3.2446	3.5714	2.9412	2.6240*	0.0499
The car is spacious one	3.4033	3.2120	3.2143	3.8235	2.1244	0.0962
Leg room space of the car is more	3.2881	3.3315	3.7857	3.7059	4.1494*	0.0064
To accommodate more luggage	3.2816	2.9457	3.0536	3.0000	1.7326	0.1594
Free video/audio system fixed	3.4321	3.2880	2.8036	3.7056	4.0005*	0.0078

My ambition from my child hood to own a car	3.5514	3.2772	2.8393	3.2941	4.8535*	0.0024
Since my parents owned a car, I continue to own one	3.3580	3.1359	2.8929	2.8235	3.4281*	0.0170
The car is more comfort	3.8107	3.6033	3.5536	3.7059	2.0633	0.1042

*Significant at 5 percent level

The Group I, II and III customers' perceived satisfying factors are, use the car to go to office or Institution (3.7577, 3.7989, 3.8393), use the car for business work (3.7490, 3.7826, 4.2679), and for family use (4.1152, 4.2609, 3.8214). The perceived satisfying factors of Group IV customers are, for family use (4.1176), to keep it is home for prestigious one (4.0000) and the car is spacious one (3.8235).

Regarding the significant difference of perception among the four groups of customers with regard to the dimension utility, the following factors were found to be significant. They are the eleven factors, except the factors use the car to go to office, used for children going to school, car is spacious one, To accommodate more luggage and the car is more comfort, since the 'F' statistics of the eleven factors except the above five factors are found to be statistically significant at five percent level.

Table.9. Factor Analysis for Utility

Statements of Factor	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6
Leg Room space of the case is more	.71036	.19124	-.26340	.02207	-.06801	-.00786
To maintain Status	.67421	.02864	.26391	.07795	.19522	-10970
The Car is spacious one	.59902	-19027	-.08111	.15949	.01258	-10780
Purchased on the compulsion of family members	.55542	-.47202	.18987	-07704	.85764	.12309
Since friends purchased a car I also purchased	.54908	-.05796	-03098	-.19965	.24539	.35060
Free Video/ Audio systems fixed	.0466	.75527	-.13669	-.15989	-0.5435	-.00455
To accommodate more luggage	.4303	.64146	-.13669	-.15989	-0.5435	-0.7183
The car is more comfort	.0317	.53103	.19641	.29914	.20296	.00396
For family use	.0057	-.10446	.79896	.21940	-.11976	.04169
To go on family Tours	-0142	-0.2866	.76933	-0.1440	.19367	.11877

Use the Car for business work	.1239	.00133	-.00426	.83382	-0.4477	.08900
Use the car to go to Office/ Institution	-.0294	-0.18172	.20487	.74033	.16476	.01358
The car is used in children going to School	.11528	.17120	.04252	.21954	.79624	.14736
To keep it is home as prestigious one	.49700	-.18876	.22665	-.18949	.51583	0.2636
Since my parents owned a car, I continue to own one	-.04610	-.09139	.03110	.03555	.22983	.84533
My ambition from my childhood to own a car	-05246	.09754	.32247	.14958	-.43595	.64194
Eugene Value	2.7521	2.55628	1.46000	1.29607	1.07143	1.02138
Percentage of variance	17.2	16.0	9.1	8.1	6.7	6.4
Cumulative percent	17.2	33.2	42.1	50.4	57.1	63.5

Six factors were F1, F2, F3, F4, F5 and F6 extracted from the sixteen factors, which were supported to give satisfaction to the customer under the dimension utility, according to the high loadings on the concerned group of factors.

- **Factor I (F1):** There are five factors namely, Leg room space of the car is more (.71036), to maintain status (.67421), the car is spacious one (.59902), purchased on the compulsion of family members, since friends purchased car, I also purchased (.54908), have high loadings on Factor I (F1). The customers have purchased the car without any definite utility purposes. Hence this factor F1 can be referred as Purchase for Status.

- **Factor II (F2):** The three factors namely, Free Video / Audio system fixed (.75527), to accommodate more luggage (.64146), and the car is more comfort (.53103) have high loadings in the Factor II (F2). Customer seeking a comfortable journey seems to be satisfying factor. Hence the factor F II (F2) may be named as Comfort.

- **Factor III (F3):** The two factors under this group are, to family use (.79896) and to go on Family tours (.76933) have sign loadings on Factor III (F3). These factors have relevance to Family use. Hence this Factor III (F3) may be referred as Family use.

- **Factor IV (F4):** The factors use the car for business work (.83382) and use the car to go to office or Institution have high loadings on this group. Since the customers' idea seem to be the use of car purely for work. Therefore, this Factor IV (F4) may be referred as Office Use.

- **Factor V (F5):** The factors, the car is used for children going to school (.79624) and to keeping in home as prestigious one are loaded heavily. Since the car used for sundry purposes and mainly to keep the prestige, this Factor V may be referred as status symbol.

- **Factor VI (F6):** The factors, since my parents owned a car, I continue to own a car (.84533) and my ambition from child hood to own a car (.64194) also have high loadings in the Factor VI (F6). These factors did not reveal every utility purpose to own a car. Hence this Factor V (F6) can be named as Childhood Ambition.

Table.10. Brand Discriminants - Utility

Variables	Coefficients		
	Maruti	Hyundai	Tata
I use the car to go to office / institution	1.8523	2.3057	2.0205
The car is used for children going school	-0.2142	-0.0493	-0.4204
Use the car for business work	1.5996	1.3287	1.1391
For family use	3.4843	4.1813	3.8515
To go on family tours	1.5785	1.3552	1.9362
To keep it in home as prestigious one	1.5234	2.0988	1.6921
Since friend purchased a car I also purchased	0.1965	-0.0550	-0.0080
Purchased on the compulsion of family members	0.9203	0.4946	1.2323
To maintain status	-0.8597	-0.8850	-0.8082
The car is spacious one	-0.8468	1.0218	0.9293
Leg room space of the car is more	2.9253	3.5063	3.4097
To accommodate more luggage	1.3454	1.3962	1.4431
Free video /audio system fixed	2.4693	2.8898	2.2890
My ambition from my child hood to own a car	0.8342	0.7590	0.6933
Since my parents owned a car, I continue to own one	1.3139	1.2666	1.2270
The car is more comfort	2.3430	2.2749	2.4945

The availability using the car to go to office/institution, for family use, more leg room space and free video/audio systems discriminate the Hyundai from other two models Maruti and Tata in the utility point of view.

4. UTILITY

Significant difference of perception found in respect of the factors, the car is used for children going school, "use the car for business work", "For family use", "Since friend purchased the car, I also purchased the car", "My ambition from my child hold to own a car", "Since my parents owned a car, I continue to own one". The factor "For family use" has been highly perceived by males and the factor "car is used for children going school" has been perceived highly by females. Most of the females who own the car drive their children to school, also is evident that using the car for family purposes are inevitable.

The below 30 years of customers considered the following utility factors, use the car to go to office / Institutions, for family use and to go on family tours. The customers belong to 31-40 years of age considered the factors, use the car to go to office, for

business work, and for family use. The factors, family use was considered by the 41-50 years ae of customers as utility value. The above 50 years' age of customers considered the factors, to go to family tours and the leg room space of the car is more.

Significant differences in perception among the above four groups of customers regarding the utility values, in respect of the factors, use the car to go to office/Institution, use the car for business work, to go on family tours, to keep it in home as prestigious one, since friends purchased a car I also purchased, to maintain status, leg room space is more, ambition from childhood to own a car and since my parents own a car, I continue to own one.

The Group-I customers, who qualified up to +2, have highly perceived the following factors as satisfying ones. They are, I use the car to go to office/Institution, I use the car for business work and, the family use. The favoured perceptional satisfying factor with regard to the under graduates and post graduates is for family use only. Only two factors namely, the car is used for children going to school and to keep it in home as prestigious one are found to be significant

The company Executive, Academicians and Professionals were satisfied with the factor, use the car to go to office/institution. The academician and professionals also satisfy with the factor, use the car for business work. The Business men, company executives, government staff, academicians and professionals were satisfied with the factor, for family use. The Ex-service staff satisfied with the factor free video-audio system fixed. The business people and company executives satisfied with the factor the car is more comfort. The factors, to keep it in home as prestigious one, purchased on the compulsion of family members, to maintain status, legroom space of the car is more and since my parents owned a car, I continue to own a car are found to be statistically significant.

The difference in perception among the customers belong to joint and nuclear family noted with regard to four variables, that are, since friend purchased a car I also purchased, to accommodate more luggage's, Free Video/Audio System fixed and the car is more comfort.

Significant difference of perception was found among the family of below three and above three members in respect of eight variables namely, I use the car to go to office or institution, the car is used for children going to School, I use the car for business work, to keep in hence as prestigious one, since friends purchased a car, I also purchased, purchased on the compulsion of family members, to maintain status and the leg room space of the car is more. Both groups use the car mainly for family.

The Group-I, II and III customers belong to Rs.15000-30000, Rs.31000-50000 and Rs.51000-70000 perceived the following factors, use the car to go to office/Institution use the car for business work and for family use. The perceived satisfying factors of Group IV customers belong to Rs.70000 and above are, for family use, to keep it is home for prestigious one and the car is spacious one. The following factors were found to be significant. They are, the eleven factors, except the factors, use the car to go to office, used for children going to school, car is spacious one, to accommodate more luggage and the car is more comfort.

While comparing the perception of males and females in respect of the variables under the dimension 'Ambience',

significant difference in perception among them were noticed with regard to the variables, "Liking the colour", "Liking the shape" and "Liking the shape of the front side". The variables liking the colour and liking the shape were highly perceived by males and the variable "interior is more attractive" was perceived highly by the females. Generally, females are more particular about the attractive interiors.

All the four age groups of customers, have highly perceived all the factors. Hence it is inferred that all the age group of customers are considering the ambience of the car while they go for purchase a small car. However, significant difference of perception among the four age group of customers with regard to the factors, liking the colour, liking the shape, liking the shape of the rear side and interior is more attractive. It is inferred that all the age group of customers get satisfied in the factors contributing to ambience of the car.

The Group-I customers who qualified up to +2, have satisfied with the factors, liking the shape of the car the front side, the rear side and the attractive interiors, since the mean scores of the respective The factors liking the colour, liking the shape of the car, front side and attractive interiors are more satisfied for the Group II customers, who are under graduates. The Group III customers the post graduates, satisfied with the factors, liking the colour, liking the shape, shape of the front side and attractive interiors. Interestingly all the customers were satisfied with the factors, liking the shape, attractive interiors and shape of the front side. However, significant difference in their perception was found with regard to the factors, liking the colour, liking the shape and liking the shape of the front side.

The two factors relating to the dimension ambience of the car, namely, liking the colour and liking the shape of the car were considered as satisfactory factors by the six groups of customers, belong to business, the company executives, Government Staff, Academicians Professionals and Ex-service staff. Barring the ex-service staff, other five categories of customers, satisfied from the factor liking the shape of the front side of the car. The company executives, Academicians Professionals got satisfied with the factor liking the shape of the rear side of the car. Barring the ex-service staff, other five categories of customers satisfied with the factor, the interior is more attractive. The significant difference of perception among the six categories of customers were found in respect of the factors, liking the shape of the car, liking the shape of the rear side and interior is more attractive.

Significant difference of perception between the customers belong to Joint and Nuclear Family in respect of only one variable that is 'the interior is more attractive'. Hence it is presuming they all think alike about the other variables.

Significant difference in perception between the customers belong to the family size of three or below three and above three members in respect of the variable liking the colour. For the other four variables the customers think alike. Hence, the colour of the car plays a significant role in choosing the car. It is inferred that the customers are in the same opinion about, the shape of the car, front side, rear side and interiors. But the colour seems to be significant among them.

All the four groups of customers belong to different level of income perceived highly about all the five factors. Hence all the five factors are considered to be the satisfying factors of Ambience. Significant difference in perception among the four

groups in respect of the critical factor ambience was found in one factor that is liking the shape of the front side.

5. CONCLUSION

The utility value of the car has been considered most important by the customers. They get more satisfaction by fulfilling the utility values. The car is being utilized by most of the customers to go to office/institutions, to ferry children going to school, business work and for the use of family. It is also being utilized going tours. Hence the customers preferred the cars with more space to accommodate more persons and luggages and needed the space of legroom to the more. Some of the customers, bought the car to maintain symbol of status, childhood ambition and since their parents had the car. Hence no utility purposes served in this regard. Altogether the customers looked for comfort in owning the car.

6. SUGGESTIONS

The Quality Function Deployment (QFD) technique is one to be considered. This technique primarily concentrates on the customer needs and identification and ranking of the necessary design requirements that would be satisfy the customer's needs.

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