

# A STUDY ON THE PERCEPTION OF CUSTOMERS INTENSION OF BUYING THE SMALL CAR IN MADURAI REGION

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## Abstract

*The attributes may vary according to the individual taste, experience, and like. The second one is that, the consumer is likely to attach different importance weights to the relevant attributes namely attributes importance and attributes salience. In the customer's evaluation towards purchase of a car, three additional factors also intervene. The first is the attitude of others. If the wife of customer thinks that the proposed car is pretentious, his favourable attitude is reduced. The post purchase cognitive disagreement is common among purchases of, homes, automobiles, and major appliances. According to Festinger, "The magnitude of post decision disagreement is an increasing function of the general importance of the decision and of the relative attractiveness of the unchosen alternatives". The Consumer form their expectations on the basis of messages, claims sent out by the seller, through blogging, internet, advertisements, media and other communication sources. If the seller makes exaggerated claims for the product, the consumer experiences disconfirmed expectations, which lead to dissatisfaction. The contrast theory says that the amount of dissatisfaction will be larger than the performance gap. 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.*

## Keyword:

*Attributes, Evaluation, Perception, Behaviour and Customer*

## 1. INTRODUCTION

The marketer needs to know how the consumer or the customer processes the incoming information to arrive at product judgements. These are alternative process the consumers follow to judge a product to buy. These process are cognitively oriented that is why they form the judgements largely on a conscious and national basis. The first concept is giving importance to product attributes. The attributes may vary according to the individual taste, experience, and like. The second one is that, the consumer is likely to attach different importance weights to the relevant attributes namely attributes importance and attributes salience. The third is the developing of brand beliefs that is brand image. The fourth one is that the consumer is assumed to have utility function for each attribute. The fifth is that the consumer arrives at an attitude (Judgement and Preference) toward the brand alternatives through some evaluation procedure.

In the customer's evaluation towards purchase of a car, three additional factors also intervene. The first is the attitude of others. If the wife of customer thinks that the proposed car is pretentious, his favourable attitude is reduced. The purchase's decision is also influenced by anticipated situational factors. Anticipating the income, total cost and the benefits one can get for purchase a car. Sometimes, the unanticipated situational factors may also intervene to prevent the customer to buy a car due to critical contact situation.

The post purchase cognitive disagreement is common among purchases of, homes, automobiles, and major appliances. According to Festinger, "The magnitude of post decision disagreement is an increasing function of the general importance of the decision and of the relative attractiveness of the unchosen alternatives". "The dissonant customer will seek to reduce the disagreement because of a drive in the human organism, to establish internal harmony, consistency or congruity among his opinion, knowledge and values". Consumers will resort to one of two courses of action. They many try to reduce the disagreement by removing the product, or selling it to someone else. Or they may try to reduce it by confirming the product, seeking information that might confirm his high value.

The consumers have their expectations on the basis of messages, claims sent out by the seller, through blogging, internet, advertisements, media and other communication sources. If the seller makes exaggerated claims for the product, the consumer experiences disconfirmed expectations, which lead to dissatisfaction. The contrast theory says that the amount of dissatisfaction will be larger than the performance gap. The cognitive disagreement theory says, that the amount of dissatisfaction will be less because the consumer will try to reduce the disagreement by inputting higher performance. The brand experience has an important effect on subsequent brand preference.

### 1.1 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.

## 1.2 PERIOD OF THE STUDY

The survey was conducted by the researcher during the period from August 2018 to March 2019 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. The following statistical tools were employed that includes the following:

- Frequency analysis - descriptive statistics
- Percentage analysis
- *t* test
- One-way ANOVA
- Factor analysis
- 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. There are 12 selected variables which depicts the buying behaviour of a small car. The levels of agreement by the samples on the exhibited variables have been displayed in Table.1 below.

Table.1. Buying intension of the car

Variables	Level of agreement			Total
	Agree	Undecided	Disagree	
This is the first car	329 (65.8)	53 (10.6)	118 (23.6)	500 (100.00)
I have owned cars previously	178 (35.6)	59 (11.8)	263 (52.6)	500 (100.00)
I used to change the car periodically	166 (33.2)	142 (28.4)	192 (38.4)	500 (100.00)
I like to go for the latest models while changing the present one	278 (55.6)	124 (24.8)	98 (19.6)	500 (100.00)
I prefer the same company products while changing the present one	228 (45.6)	141 (28.2)	131 (26.2)	500 (100.00)
I am a model liker	245 (49.0)	145 (29.0)	110 (22.0)	500 (100.00)

When I go for latest models, I bother about the cost of the car	301 (60.2)	88 (17.6)	111 (22.2)	500 (100.00)
I purchase the car considering the better after-sales-service	393 (78.6)	81 (16.2)	26 (5.2)	500 (100.00)
I think owned cars are better	350 (70.0)	104 (20.8)	46 (9.2)	500 (100.00)
I think pre-owned cars will be less expensive in maintenance	194 (38.8)	151 (30.2)	155 (31.0)	500 (100.00)
After-sales-service of the company is important	385 (77.0)	88 (17.6)	27 (5.4)	500 (100.00)
The car should be strongly built	356 (71.2)	123 (24.6)	21 (4.2)	500 (100.00)

Source: Primary data

It is understood from the Table.1 that 329 respondents (65.8%) are owning the car first time. Further agreed, that, 301 (60.2%) respondents are conscious about the cost of the car, 393 (78.6%) respondents are very much concerned for after-sales-service, and 350 (70%) opined that the owned cars are better. Those who preferred pre-owned cars are only 194 (38.8%) and it confirms the opinion that of the already owned cars. 385 (77%) respondents consider the after-sale-service is important for a company and 356 (71.2%) prefer the car should be strongly built. The perception of male and female customers (respondents) were flitted with the *t* test to find out whether, there are any significant differences presents between them with regard to the buying behaviour a small car. The result is displayed in Table.2.

Table.2. The Buying intension of the car

Variables	Gender				t	Sig. level
	Male N=458		Female N=42			
	Mean	SD	Mean	SD		
This is the first car	3.8865	1.343	3.5952	1.191	1.50	0.140
I have owned car previously	2.7336	1.323	2.3810	1.125	1.91	0.061
I used to change the car periodically	2.8974	1.185	2.8095	0.862	0.61	0.545
I like to go for latest models while changing the present one	3.5218	1.071	3.0476	1.147	2.58*	0.013
I prefer the same company products while changing the present one?	3.3755	1.237	2.8571	1.138	2.80*	0.007
I am a model liker	3.3624	1.121	3.0000	1.012	2.20*	0.032
When I go for latest models I bother about the cost of the car	3.6441	1.173	3.3095	1.239	1.68	0.099
I purchase the car considering the better after-sales-service	4.1638	0.886	3.4524	1.194	3.77*	0.000
I think owned cars are better	3.9541	1.054	4.0714	0.997	-0.73	0.471

I think pre-owned cars will be less expensive in maintenance	3.0786	1.145	3.4762	1.366	-1.83	0.074
After-sales-service of the company is important	4.1769	0.873	3.3095	1.538	3.60*	0.001
The car should be strongly built	4.0175	0.892	4.2143	0.925	-1.32	0.192

\* Significant at 5% level.

On analysing Table.2, it is found that, there are significant differences on perception among male and female customers with regard to the following independent variables, namely “I like to go for latest models while changing the present one”, (2.58), “I prefer the same company products while changing the present one” (2.80), “I am a model liker” (2.20), “I purchase the car considering the better after-sales-service” (3.77), and “after-sales-service is important” (3.60). The highly perceived means scores of males are for the three variables (I purchase the car considering the better after-sales-service, After-sales-service of the company is important, and the car should be strongly built) regarding after sales service (4.1638) and the variable, after sales service of the company is important (4.1769) and the car should be strongly built (4.0775). The females perceived highly the variables “The owned cars are better” and “the car should be strongly built”. However, the hypothesis “There is no difference of perception among male and female, customers with regard to buying behaviour of the car is partially rejected in respect of the above three statements have significant difference. The data regarding the perception of different age group of customers in respect of the intension of buying the car was fitted with one-way ANOVA test and the result obtained has been presented in Table.3.

Table.3. Intension of buying the car

Variables	Mean Square (Age in years)				F Ratio	F Probability
	Below 30	31-40	41-50	Above 50		
This is the first car	3.9444	4.0240	3.7087	3.2982	5.3406*	0.0013
I have owned car previously	2.6000	2.8640	2.3301	2.8421	4.5355*	0.0038
I used to change the car periodically	2.8556	2.9880	2.6796	2.8947	1.7550	0.1549
I like to go for latest models while changing the present one	3.5444	3.6600	2.9612	3.5439	10.9432*	0.000
I prefer the same company products while changing the present one?	3.3778	3.4000	3.0971	3.3860	1.5740	0.1948

I am a model liker	3.3222	3.5560	2.8544	3.2281	10.3763*	0.000
When I go for latest models I bother about the cost of the car	3.4889	3.7400	3.5631	3.3684	2.1846	0.0890
I purchase the car considering the better after-sales-service	4.1556	4.1560	3.9417	4.0877	1.3908	0.2448
I think owned cars are better	3.9667	3.9560	3.9223	4.0702	0.2526	0.8595
I think pre-owned cars will be less expensive in maintenance	3.0222	3.2880	2.9515	2.7719	4.4112*	0.0045
After-sales-service of the company is important	4.0000	4.1280	4.1359	4.1053	0.4270	0.7338
The car should be strongly built	3.8667	4.1440	4.0291	3.8246	3.3911*	0.0179

\* Significant at 5% level

The important intensions identified by the customers below 20 and 30-40 years of age are: this is the first car, purchased the car considering better after sales service, owned cars are better and after sales service of the company is important, since their mean scores are 3.9444 and 4.0240, 4.1556 and 4.1500, 3.9667 and 3.9560 and 4.000 and 4.1280. The customers with the age group of 31-40 years, consider the factors, car should be strongly built since, and the mean score is 4.1440. The customers belong to the age group of 41-50 years consider the factors, this is the first car, purchase the car considering the better after sales service, owned cars are better, after sales service of the company is important and the car should be strongly built since, their respective mean scores are 3.7087, 3.9417, 3.9223, 4.1359 and 4.0291. The above same factors were also considered by the customers belong to the age group of 50 years and above, since the mean scores are 3.2982, 4.0877, 4.0702, 4.1053, and 3.8246 respectively. Regarding the perception of different age groups of customers on the factors under the dimension, the “intension to buy a car”, the significant differences among the four age group of customers have been identified in the case of “this is the first car”, “I have owned car previously”, “I like to go for latest models while changing the present one”, “I am a model liker, pre-owned cars will be less expensive in maintenance and the car should be strongly built since the respective *F* statistics are significant at the five% level. The profile variable, Educational qualification of the customers were grouped into three, that are up to +2 come under Group-I, the customers with under Graduation were brought with Group-II and the Group-III customers are the Post Graduates. Twelve factors were identified as satisfying factors in buying a car. The intension, attitude, behaviour and other reasons for buying a car have been explained in the twenty factors. To ascertain the exact

factor or factors satisfy a customer in owning a car, the customers were asked to rate the factors in five-point scale. The data gathered were computed with the help of the statistical tool ANOVA to find out the mean scores and *F* statistics of each factor. From the values of the mean scores, the customer's satisfaction factor or factors on the above dimension was ascertained. The higher mean scores reveal the intension of satisfaction of the factor. The result of the one-way ANOVA presented in the Table.4.

Table.4. Intension of buying the small car

Variables	Mean Square (Age in years)			F Statistics	F Probability
	Upto +2 Gr. I	UG Gr. II	PG Gr. III		
This is the first car	4.0238	3.8640	3.8304	0.3737	0.6883
I have owned car previously	2.6429	2.6667	2.7522	0.2931	0.7461
I used to change the car periodically	2.8810	2.8158	2.9652	0.9491	0.3878
I like to go for latest models while changing the present one	3.4524	3.3991	3.5696	1.4338	0.2394
I prefer the same company products while changing the present one?	2.9762	3.2193	3.5087	5.1177*	0.0063
I am a model liker	3.4048	3.4167	3.2348	1.6237	0.1982
When I go for latest models I bother about the cost of the car	3.1667	3.6623	3.6522	3.3528*	0.0358
I purchase the car considering the better after-sales-service	4.1667	4.2018	3.9957	2.9043*	0.0557
I think owned cars are better	4.3333	3.8860	3.9739	3.2724*	0.0387
I think pre-owned cars will be less expensive in maintenance	2.9524	3.1930	3.0609	1.1597	0.3144
After-sales-service of the company is important	3.7857	4.2018	4.0652	3.6013*	0.0280
The car should be strongly built	4.1429	4.0877	3.9609	1.4894	0.2265

\* Significant at 5% level.

From the Table.5 above, it is deduced that the Group-I customers have satisfied in buying the car due to the factors, this is the first car, considering after-sales-service, owned cars are better, and the car should be strongly built; since their mean scores are 4.0238, 4.1607, 4.3333 and 4.1429. The satisfying factors of Group-II are, considering the better after-sales-service, After-Sales-Service of company is important and the car should be strongly built. The mean scores of these factors are 4.2018, 4.2018 and 4.0877. The Group-III customers satisfied with the factors,

considering the better after-sales-service, owned cars are better, After-Sales-Service of the company is important and the car should be strongly built. Since their mean scores are 3.9957, 3.9739, 4.0652 and 3.9609 respectively. Significant difference in perception among the three group of customers with regard to the critical factor about the intension of buying the car was found among the following factors, I prefer the same company products while changing the present one when I go for latest models, I bother about the cost of the car, I purchased the car considering the After-Sales-Service, I think owned cars are better, and After-sales-service of the company is important. The *F* statistics of the above five factors were found to be significant at 5% level. These five factors are considered as important due to its significance. The profile variable occupation was grouped into six, according to the types of the occupation. The customers belong to various occupational groups were asked to rate the Twelve factors supporting the dimension about the intension of buying the small car. The mean scores and *F* statistics of their perception were computed using the test of one-way ANOVA. The result has been presented in Table.5.

Table.5. Intension of buying the small car

Variables	Mean Square (occupation)						F Statistics	F Probability
	Gr.1	Gr.2	Gr.3	Gr.4	Gr.5	Gr.6		
This is the first car	3.9381	4.0000	4.2581	4.0000	3.6425	3.5833	2.6954*	0.0204
I have owned car previously	2.6907	3.1379	2.5000	2.6344	2.7536	2.5000	1.1106	0.3537
I used to change the car periodically	2.8763	3.1379	2.5968	2.8710	2.9517	3.0000	1.2035	0.3063
I like to go for latest models while changing the present one	3.6495	3.6897	3.7581	3.4301	3.3043	3.6667	2.7496*	0.0184
I prefer the same company products while changing the present one?	3.3918	3.2759	3.1290	3.3441	3.3575	3.5000	0.4526	0.8115
I am a model liker	3.3608	3.428	3.1774	3.3226	3.3285	3.3667	0.5723	0.7212
When I go for latest models I bother about the cost of the car	3.5979	3.7586	3.9839	3.5269	3.5072	4.0833	2.1486*	0.0586

I purchase the car considering the better after-sales-service	4.1856	3.8966	4.4194	3.9570	4.0821	3.8333	2.5649*	0.0264
I think owned cars are better	3.9381	4.0345	3.8548	4.0215	3.9710	4.0000	0.2309	0.9490
I think pre-owned cars will be less expensive in maintenance	3.8557	3.4138	2.9677	3.2688	3.1836	2.7500	2.2569*	0.0477
After-sales-service of the company is important	4.1031	4.1034	4.1774	3.9247	4.1691	4.0000	0.9096	0.4744
The car should be strongly built	3.9278	4.0000	4.1452	4.2473	3.9565	4.0833	1.8593	0.0999

\* Significant at 5% level

An inspection of the Table.5, it is found, that the satisfying factors perceived by Group-I are, this is the first car (3.9381), I purchased the car considering the after-sales-service (4.1856), Owned cars are better (3.9381), After-Sales-Service of the company is important (4.1031) and the car should be strongly built (3.9278).

The satisfying factors considered by Group-II customers are this is the first car (4.0000), purchased the car considering after-sales-service (3.8966), owned cars are better (4.0345), After-sales-service of the company is important (4.1034) and the car should be strongly built (4.0000). The Group-III customers considered the following as satisfying factors. They are, this is the first car (4.2581), when go for latest models, bother about the cost of the car (3.9839), purchased the car considering the after-sales-service (4.4194), owned cars are better (3.8548), after-sales-service of the company is important (4.1774), The car should strongly built (4.1452). The satisfying factors considered by Group-IV customers are, this is the first car (4.0), I purchased the car considering the after sales service (3.9570), owned cars are better (4.0215), After-sales-service of the company is important (3.9247) and the car should be strongly built (4.2473). Group-V and VI have considered the following satisfying factors, purchased the car considering the after-sales-service (4.0821 and 3.8333), owned cars are better (3.9710 and 4.0), After-sales-service of the company is important (4.1691 and 4.0) and the car should be strongly built (3.9565 and 4.0333). In addition, Group-VI have perceived the factor, when go for latest models of bother about cost to the car (4.0833). The significant differences of perception among the six groups of customers with regard to the

dimension about buying the car were noticed in respect of the factors, this is the first car (2.6954), I like to go for latest models while changing the present one (2.7496), when I go for latest models, I bother about the cost of the car (2.1486), I purchased the car considering the after sales service (2.5649) and the pre-owned cars will be less expensive (2.2569). The nature of the family is categorized into two namely joint (123) and nuclear (377) and the perception of the two groups of customers were tested with the help of *t* test to find out whether there is any difference of perception among the customer belong to joint and nuclear family exists with regard to the variables supporting the dimension intension of buying the small car. The result has been presented in Table.6.

Table.6. Intension of buying the small car - perception of customers belong to joint and nuclear family - Compared

Variables	Nature of Family				<i>t</i>	Sig. Level
	Joint N=123		Nuclear N=377			
	Mean	SD	Mean	SD		
This is the first car	3.8211	1.379	3.8753	1.318	-0.38	0.702
I have owned car previously	2.5610	1.255	2.7507	1.325	-1.43	0.153
I used to change the car periodically	2.7073	1.122	2.9496	1.169	-2.06*	0.041
I like to go for latest models while changing the present one	3.3171	1.126	3.5358	1.067	-1.90	0.060
I prefer the same company products while changing the present one?	3.2683	1.300	3.3528	1.216	-0.64	0.526
I am a model liker	3.2195	1.127	3.3687	1.111	-1.28	0.202
When I go for latest models I bother about the cost of the car	3.5366	1.375	3.6419	1.112	-0.77	0.442
I purchase the car considering the better after-sales-service	4.2683	0.860	4.0504	0.954	2.37*	0.018
I think owned cars are better	3.9268	1.026	3.9761	1.058	-0.46	0.646
I think pre-owned cars will be less expensive in maintenance	2.9431	1.320	3.1671	1.111	-1.70	0.092

After-sales-service of the company is important	4.2114	1.088	4.0690	0.934	1.30	0.194
The car should be strongly built	4.1707	0.938	3.9894	0.878	1.89	0.060

\*Significant at 5% level

On verification of the result in the Table.6, according to the mean value, the variables (I purchase the car considering the better after-sales-service, I think owned cars are better, After-sales-service of the company is important, and the car should be strongly built) were highly perceived by the customer belong to joint family (4.2683 and 3.9768) (4.2114 and 4.1707) and Nuclear family (4.0504, 3.9761, 4.0690 and 3.9894) respectively. Significant difference in perception among the two groups were found only in respect of two variables, that are, I used to change the car periodically and I purchased the car considering the after sales service, since the  $t$  values are -2.06 and 2.37 respectively. The  $t$  values are more than the tabled  $t$  value of 1.97. Since out of the twelve variables, the significance found only in the above two variables and all the other ten variables show no differences in perception. It can be stated that, the hypothesis, "there is no difference of perception among the customers belong to Joint and Nuclear family in respect of the dimension intension of buying the small car" is accepted mostly. Therefore, it is concluded that, both the categories of customers have accepted all the ten factors except the two found with significance. The family size was categorized into two namely customers with three members or below and above three members. Their perception was compared and the results of the 2 tail  $t$  test is depicted in Table.7.

Table.7. Buying intension perceived by different sizes of the family

Variables	Family Size				$t$	Sig. level
	Below 3 N=118		Above 3 N=382			
	Mean	SD	Mean	SD		
This is the first car	3.9407	1.256	3.8377	1.355	0.76	0.446
I have owned car previously	2.8051	1.416	2.6728	1.276	0.91	0.365
I used to change the car periodically	2.7034	1.296	2.9476	1.112	-1.85	0.066
I like to go for latest models while changing the present one	3.5678	0.901	3.4555	1.135	1.11	0.268
I prefer the same company products while changing the present one?	3.2797	1.101	3.3482	1.276	-0.57	0.570
I am a model liker	3.2797	0.969	3.3482	1.158	-0.64	0.523
When I go for latest models I bother about the cost of the car	3.7288	1.152	3.5812	1.189	1.21	0.229
I purchase the car considering the better after-sales-service	4.2288	0.861	4.0654	0.9555	1.75	0.081
I think owned cars are better	3.8220	1.099	4.0079	1.031	-1.63	0.105

I think pre-owned cars will be less expensive in maintenance	3.0678	1.060	3.1257	1.201	-0.50	0.616
After-sales-service of the company is important	4.1441	0.981	4.0916	0.974	0.51	0.612
The car should be strongly built	4.2203	0.818	3.9764	0.912	2.75*	0.006

\*Significant at 5% level

From the Table.7 the significant difference of perception among the two sizes of family in respect of the buying intension of a small car was found with regard to the only variable, that is the car should be strongly built, since the  $t$  value is 2.75 which is greater than the tabled  $t$  value of 1.98 and hence significant at 5 per cent level. Therefore, the hypothesis, "there is no difference of perception among the customers belong to the two sizes of family with regard to the dimension 'Buying Intension'" is mostly accepted, except on one factor having significant difference. Hence it is concluded that most of the customers, in variable of the size of the family prefer to buy a small car for with the various intensions mentioned in Sl.No.1-11. The Profile variable income per month of the customer was grouped into four, the Group I customers' income is Rs.15000-30000, the customers having income of Rs.31000-50000 were grouped under Group II, the Group III customers' are having the income of Rs.51000 to 70000. The customers having Rs.71000 and above income have been brought under the Group IV. To identify the satisfying factor or factors in buying a small car, the four groups of customers were asked to rate the twelve factors presented in five-point scale. When the scale increases, the intensity in perception shows the strong agreement on the factor as such, the mean scores of the perception of the four groups of customers in respect of the individual factor was computed and presented in Table.8.

Table.8. Intension of buying the small car - perception of customers belongs to various income groups

Variables	Mean Square (Income)				F Statistics	F Probability
	15000 to 30000	31000 to 50000	51000 to 70000	71000 and Above		
This is the first car	3.9959	3.8152	3.7321	2.8824	4.2159*	0.0058
I have owned car previously	2.8683	2.4837	2.6250	3.000	3.4156*	0.0173
I used to change the car periodically	2.9053	2.9130	2.8214	2.6471	0.3500	0.7892
I like to go for latest models while changing the present one	3.5976	3.3207	3.4286	3.8235	2.8385*	0.0375
I prefer the same company products while changing the present one?	3.3621	3.3098	3.1250	3.8235	1.4910	0.2161
I am a model liker	3.5185	3.1630	3.0893	3.2941	4.6676*	0.0032

When I go for latest models I bother about the cost of the car	3.6708	3.5815	3.6071	3.2353	0.8152	0.4858
I purchased a car considering the better after-sales-service	4.1564	4.0815	4.1429	3.4706	2.9544	0.0322
I think owned cars are better	3.9835	3.9022	4.1964	3.5882	1.8940	0.1296
I think pre-owned cars will be less expensive in maintenance	3.3580	2.9783	2.6607	2.5294	8.9946*	0.0000
After-sales-service of the company is important	4.0905	4.0543	4.3393	4.0588	1.2752	0.2822
The car should be strongly built	4.1728	3.9130	3.9821	3.5294	5.0443*	0.0019

\*Significant at 5% level

On verification of the mean scores in the Table.8, the Group-I customers having the income in range of Rs. 15,000 to 30,000 were satisfied in buying a car due to the factors namely, this is the first car, purchased the car considering the after-sales-service, owned cars are better, after-sales-service is important and the car should be strongly built. The mean scores of these factors are, 3.9959, 4.1564, 3.9835, 4.0905 and 4.1828. The Group-II customers perceived the following factors as satisfied. The satisfying factors are, purchased the car considering better after-sales-service (4.0815), owned cars are better (3.9022), After-sales-service of the company is important (4.0543) and the car should be strongly built (3.9130). The satisfying factors of Group-III are the same as that of the Group-II and the mean scores are, 4.1429, 4.1964, 4.3393 and 3.9821. The Group-IV customers' satisfying factors are I will go for latest models while changing the present one (3.8235), I prefer the same company products while changing the present one (3.8235) and After-sales-service of the company is important (4.0588). Significant difference of perception among the four groups of customers were noticed in respect of the factors, this is the first car (4.2159), I have owned car previously (3.4156), like to go for latest models while

changing the present one (2.8385), I am a model liker (4.6626), pre-owned cars will be less expensive in maintenance (8.9946) and the car should be strongly built (5.0443). These factors are found to be statistically significant at 5% level according to their *F* statistics.

#### 4. CONCLUSIONS

The consumer expectations are based on messages, claims sent out by the seller, through blogging, internet, advertisements, media and other communication sources. If a seller makes claims for the product, consumer experiences disconfirmed expectations that leads to dissatisfaction. The amount of dissatisfaction is larger than performance gap and the dissatisfaction is less if the consumer tries to reduce the disagreement by increasing the performance.

The other important concepts like lean management, just in time and business process re-engineering may be tried if not tried still and it is there in the organization, these can be religiously implemented.

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