

A STUDY ON FACTORS INFLUENCING THE CUSTOMER SATISFACTION OF SMALL CAR OWNERS WITH REFERENCE TO TAMIL NADU REGION

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Abstract

The Economic Globalization has improved the purchasing power of the Indian society. Attracting and convincing the customers by supplying the commodity that suits their needs and expectations are the major aspects for the manufacturers to survive in the market. This paper presents the analysis of data collected for the study along with interpretation of the results. The data were analyzed using various and appropriate statistical tools. The results thus obtained are portrayed in Tables for easy understanding and interpretation. The results are presented in a sequential manner. As revealed by the respondents, there are nine supporting variables that have influenced the customer to purchase the car. They are: prompt service, delivery of the serviced vehicle at the correct time, nice experience with the workshop service, the company's capacity to instill confidence in customers, convenient working hours, maintenance of error free records, sending prompt reminders to the customers for regular service, thorough check-up to detect even the mistakes that are not noticed by the customer, and most importantly roadside assistance throughout India. Since there is no significant difference of perception found in any of the factors, the significant difference of perception among the three groups of customers was ruled out and concluded that the different groups of customers' opinions on the factors are the same. The perception of six types of customers namely, Business, Company Executives, Government Staff, Academicians, Professionals and Ex-service staff on the five factors of Tangibles in service-quality were considered to determine the satisfactory factors. The high mean score signifies optimum satisfaction. Though there is a significant difference of perception among the four groups of customers on the dimension of Courtesy or Empathy, the 'F' statistics of the factor 'consistently courteous with customer' is found to be at the 5% level. Hence, it is inferred that the factor that causes the difference is the perception of the customers.

Keywords:

Tangibles, Service, Perception, Customers and Empathy

1. INTRODUCTION

The study investigates the determinants of the customer satisfaction quotient involved in the sales and service of 'small cars'. With a motive to promote the marketing of the small cars, the study probes the aspects that attract customers to small cars and the aspects that customers prefer in small cars. The Globalization of the Indian economy has improved the purchasing power of the Indian society [1] [6]. Attracting and convincing the customers by supplying the commodity that suits their needs and expectations are the major aspects for the manufacturers to survive in the market. This study sheds light on the factors that the manufactures should focus to improve and develop their market strategy and to improve the market potential and to target the middle income group, who are the major consumers of small cars [2] [3] [8] - [11].

1.1 PERIOD OF THE STUDY

After acquiring complete knowledge of the concepts and systems in marketing the small cars the survey was conducted between August 2017 and March 2018. The referred period of the survey is 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 are identified by contacting respective Regional Transport offices, petrol bunks, friends, relatives and service stations. For the purpose of the survey, sample customers were identified to typify the global population.

2.1 STATISTICAL TOOLS USED

The following statistical tools that were employed for conducting the survey are as follows:

- Frequency Analysis - Descriptive statistics
- Percentage Analysis
- *t* test
- One way ANOVA
- Factor Analysis
- Discriminant Analysis
- 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 [4] [5].

This paper presents the analysis of data collected for the study along with interpretation of the results. The data were analyzed using various and appropriate statistical tools. The results thus obtained are portrayed in Tables for easy understanding and interpretation. The presentation of results are arranged sequentially.

One of the important dimensions in customer satisfaction is the service quality. This is broadly divided into five critical factors [7], and the agreeableness on these critical factors is presented in the following five tables. The Table.1 shows the level of agreement of the respondents in respect of the critical factor "Tangibles".

Table.1. “Tangibles” as Perceived by Respondents (Customers)

Variables	Level of agreement			Total
	Agree	Undecided	Disagree	
Modern equipment for checking the engine	418 (83.6)	64 (12.8)	18 (3.6)	500 (100.00)
Visually appealing physical facilities	386 (37.2)	104 (12.8)	10 (2.0)	500 (100.00)
Neat in appearance	360 (72.0)	132 (26.4)	8 (1.6)	500 (100.00)
Visually appealing materials	325 (65.0)	157 (31.4)	18 (3.6)	500 (100.00)
Fully computerized office and workshop	340 (68.0)	98 (19.6)	62 (12.4)	500 (100.00)

Source: Primary Data

As the customers are well informed of the after sales service of any product, they prefer to purchase the cars that come with the facilities that match their expectations. This inference is gained from the observation that the majority of the samples or respondents of this study have agreed to the criteria of ‘Variables’ mentioned in Table.1 while deciding to purchase a car.

The five variables were agreed by most of the customers. Since their expectations were fully met out by the manufacturer, they tend to buy the car from the manufacturer having such quality service station and thus satisfied.

The other facility that is expected from the service stations is “Individualized Attention” to the car and the customer. The level of agreement on the 10 supporting variables is detailed in Table.2.

Table.2. Individualized Attention - as Perceived by Customers

Variables	Level of agreement			Total
	Agree	Undecided	Disagree	
Willing to help the customer immediately	384 (76.8)	98 (19.6)	18 (3.6)	500 (100.00)
Never be too late to carry out repairs	345 (69.0)	134 (26.8)	21 (4.2)	500 (100.00)
Personnel gives Personal attention	310 (62.0)	168 (33.6)	22 (4.4)	500 (100.00)
Company has customer’s best interest at heart	348 (69.6)	132 (26.4)	20 (4.0)	500 (100.00)
Sincere interest in solving the problems	332 (66.4)	134 (26.8)	34 (6.8)	500 (100.00)
Gives customers’ individual attention	329 (65.8)	142 (28.4)	29 (5.8)	500 (100.00)
Waiting lounge is provided with entertainment and other amenities	300 (60.0)	139 (27.8)	61 (12.2)	500 (100.00)
User friendly	304 (60.8)	134 (26.8)	62 (12.4)	500 (100.00)

Provide their drivers to pick up vehicles to and fro to service station and home	246 (49.2)	143 (28.6)	111 (22.2)	500 (100.00)
After service, feedback is solicited from customer and mistakes and suggestions carried out	281 (56.2)	124 (24.8)	95 (19.0)	500 (100.00)

Source: Primary data

It is understood from Table.2 that, while buying a car, the customers look for good after sales service that involves quick response and personalized attention to them and the vehicle. They expect the company to have the customer’s best interest at heart and meet out their needs in best possible fashion.

Further, the customers expect the following aspects to be satisfied: entertainment in waiting lounge, user friendliness, pick-up and drop facilities between their residence and service station, and immediate attention to their suggestions. This is evident from the high scores earned by the factors in Table.2.

The performances of service station perceived by the customers or the respondents as agreed by them on the nine factors are presented in Table.3.

Table.3. Performance of Service Station

Variables	Level of agreement			Total
	Agree	Undecided	Disagree	
Prompt service	415 (83.0)	70 (14.0)	15 (3.0)	500 (100.00)
Delivery of vehicle at the correct time	401 (80.2)	73 (14.6)	26 (5.2)	500 (100.00)
Good Experience with the workshop service	316 (63.2)	158 (31.6)	26 (5.2)	500 (100.00)
Instills confidence in customers	305 (61.0)	168 (33.6)	27 (5.4)	500 (100.00)
Convenient operating hours	327 (65.4)	146 (29.2)	27 (5.4)	500 (100.00)
Error free records	285 (57.0)	150 (31.2)	65 (13.0)	500 (100.00)
Reminders are being sent to customers for regular service	289 (57.8)	156 (30.0)	55 (11.0)	500 (100.00)
Usually checkup the car in a whole and finds out default which were not noticed by customer	269 (53.8)	158 (31.6)	73 (14.6)	500 (100.00)
Road side assistance is provided	250 (50.0)	164 (32.8)	86 (17.2)	500 (100.00)

Source: Primary data

As revealed by the respondents, there are nine supporting variables that have influenced the customer to purchase the car. They are prompt service, delivery of the serviced vehicle at the correct time, nice experience with the workshop service, the

company’s capacity to instill confidence in customers, convenient working hours, maintenance of error free records, sending prompt reminders to the customers for regular service, thorough check-up to detect even the mistakes that are not noticed by the customer, and most importantly roadside assistance throughout India.

The levels of agreement on the critical factor “Trust worthiness/Assurance” as perceived by the respondents have been presented in Table.4.

Table.4. Trust Worthiness/Assurance - Perceived by the Customers

Variables	Level of agreement			Total
	Agree	Undecided	Disagree	
The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle	352 (70.4)	115 (23.0)	33 (6.6)	500 (100.00)
Promises to do something by a certain time and does so	282 (56.4)	182 (36.4)	36 (7.2)	500 (100.00)
Service station is approved by the manufacturing company	395 (79.0)	87 (17.4)	18 (3.6)	500 (100.00)
Personnel of SS have in depth knowledge to find out the defaults in the machine / car	361 (77.2)	125 (25.0)	14 (2.8)	500 (100.00)
Well experienced workers are in SS	325 (65.0)	149 (29.8)	26 (5.2)	500 (100.00)
The service costs are reasonable	346 (69.2)	109 (21.8)	45 (9.0)	500 (100.00)

Source: Primary data

The Table.4 shows the level of agreement on the six supporting variables of “Trust worthiness/Assurance” quotient of the service quality. The agreement of the customers to the six variables mentioned in the table is crucial in determining the quality of service. The customers, who were informed of the work to be done and were given an estimate of the corresponding charges involved, were very satisfied. The service station of the companies that stick to the promise are the approved ones. The extent of knowledge of the service personnel, the level of training received by them, and their professional experience are factors that augment customer satisfaction. These are aspects that also keep the cost of the service within reasonable limits.

The critical factor “Courtesy/Empathy” is supported by six variables and the level of agreement on the six independent variables are shown in Table.5.

It is ascertained from the Table.5 that all the six variables have high scores on agreement. Hence it is concluded that, the critical factor like Courtesy or Empathy of the company towards the customers, satisfied them to go for the product. The customers were greeted with courtesy and smile on the arrival, and their specific needs were understood. The companies that would stand up to the customer’s expectations show courtesy in service, and

are polite and receptive. They also get things done at the first time itself and are consistently courteous with the customer.

Table.5. Courtesy or Empathy - as Perceived by the Customer

Variables	Level of agreement			Total
	Agree	Undecided	Disagree	
An arrival at work shop, greeted with courtesy and smile	366 (73.2)	119 (23.8)	15 (3.0)	500 (100.00)
Understand the specific needs of the customer	367 (73.4)	120 (24.0)	13 (2.6)	500 (100.00)
Courtesy in service	355 (71.0)	133 (26.6)	12 (2.4)	500 (100.00)
Polite and receptive	347 (69.4)	120 (24.0)	33 (6.6)	500 (100.00)
Get things right at the first time	323 (64.6)	145 (29.0)	32 (6.4)	500 (100.00)
Consistently courteous with customer	318 (61.6)	151 (30.2)	41 (8.2)	500 (100.00)

Source: Primary data

Service Quality is considered to be one of the main factor in customer satisfaction. As noted by Parasuraman *et al.* [7], the data of the five critical ‘Tangible’ factors that are crucial in contributing to the service quality were first subjected *t* test to find out the significant difference in perception of the male and female customer. The result of *t* test is presented in Table.6.

Table.6. Tangibles - Perception of Male and Female compared

Variables	Gender				<i>t</i>	Sig. Level
	Male N=458		Female N=42			
	Mean	SD	Mean	SD		
Modern equipment for checking the engine	4.0808	0.763	4.1905	0.917	-0.75	0.456
Usually appealing physical facilities	4.0131	0.760	4.1667	0.908	-1.06	0.294
Neat in appearance	4.0655	0.834	4.0952	0.958	-0.19	0.847
Visually appealing materials	3.8603	0.830	4.0000	1.249	-0.71	0.481
Fully computerized office and shop	3.7249	1.045	4.0238	1.137	-1.64	0.107

*Significant 5% level

The Table.6 shows the result of the *t* test performed on the data of perception of male and female customers. The satisfactory level of the male and female customers with regard to the availability to the service from the company is revealed through the highly perceived mean scores of the variables registered by both of them. Hence it is concluded that both are well satisfied

with the 'Tangibles' of the service station and hence they have made up their mind to purchase the car where they get good quality service.

The hypothesis "there is no difference of perception among male and female customers with regard to 'Tangibles'" in the service quality, is accepted, since there is no significant difference in their perception found regarding the critical factor 'Tangibles'.

The experts and the famous authors in marketing consider, service quality as the most important factor in customer satisfaction. It is evident that quality of service offered by a company is the main reason for it earn customers' preference. To measure the SERVQUAL [12], the standardized questionnaire developed by Parasuraman et al. [7] was taken as base and the five critical factors of his questionnaire were retained along with the factors with slight modifications to suit the present study. Because Parasuraman et al. [7] questionnaire, dealt with the SERVQUAL of Banks and other financial services. Since this study entirely deals with the marketing concept, the modifications were mandatory inclusions in this study. Also some additional factors, which were considered more relevant to this study, were incorporated under the respective critical factors, wherever necessary.

One of the critical factors demonstrated by Parasuraman et al. [7] in the SEUQUAL is Tangibles. The four groups of customers categorized under their age, were asked to rate their perception in the five point scale giving more intensity to the scale 5, and less intensity to scale 1. The data measured were employed with one-way ANOVA and the result has been presented in Table.7.

Table.7. Tangibles - Perceived by Different Age Group of Customers

Variables	Mean Square (Age in years)				F Statistics	F Probability
	Below 20	31-40	41-50	Above 50		
Modern equipment for checking the engine	4.1111	4.2040	3.7767	4.1228	7.7412*	0.0000
Visually appealing physical facilities	3.9111	4.0280	4.0583	4.1404	1.1379	0.3332
Neat in appearance	4.0111	4.1240	4.0291	3.9825	0.7696	0.5114
Visually appealing materials	3.8889	3.8600	3.9223	3.8070	0.2456	0.8645
Fully computerized office and shop	3.7111	3.7320	3.5922	4.1754	3.9906*	0.0079

*Significant at 5% level

On examination of Table.7 the satisfying factors considered by Group-I customers in respect to the critical factor Tangibles are: modern equipment for checking the engine, visually appealing physical facilities, neat in appearance, since their mean scores are 4.1111, 3.9111 and 4.0111 respectively. The Group-II

customers were also considered the same factors as that of Group-I, with the mean scores of 4.2040, 4.0280 and 4.1240. The satisfying factors in Tangibles considered by the Group-III customers are visually appearing physical facilities, neat in appearance and visually appealing materials, since their mean scores are 4.0585, 4.0291 and 3.9223 respectively. The Group-IV customers considered the factors, modern equipment for checking the engine, visually appealing physical facilities, neat in appearance and fully computerized office and work shop as satisfying factors, since their respective mean scores are 4.1228, 4.1404, 3.9825 and 4.1574.

Regarding the significant difference of perception among the four age groups of customers, in respect of the critical factor Tangibles are: modern equipment for checking the engine (7.7412) and fully computerized office and work shop (3.9906) and these are found to be significant at 5% level.

The service Quality is considered to be the important for the customer satisfaction. As was done earlier, the customers were grouped into three namely Group I - Qualified up to +2, Group II - Under Graduates and Group III - Post Graduates. They were asked to rate their perception on the five factors which mainly contribute to the critical factor. Tangibles under 'service quality'. On the basis of the SEUQUAL scores obtained, the satisfying factors perceived by each group was determined. To calculate the mean scores of the perceived factors, the test of one way ANOVA was performed and the result has been detailed in the Table.8.

Table.8. Tangibles - Perceived by Customers belong to Different Educational Qualifications

Variables	Mean Square (Education)			F Statistics	F Probability
	Upto +2 Gr.-I	UG Gr.-II	PG Gr.-III		
Modern equipment for checking the engine	4.1190	4.0965	4.0783	0.0634	0.9386
Visually appealing physical facilities	4.1429	3.9605	4.0696	1.6647	0.1903
Neat in appearance	4.0714	4.0439	4.0913	0.1806	0.8348
Visually appealing materials	3.9048	3.9298	3.8087	1.1365	0.3218
Fully computerized office and shop	3.9286	3.6930	3.7739	0.9930	0.3712

*Significant at 5% level

It is evident from the mean scores, that the Group-I customers were satisfied with the following factors. They are, modern equipment for checking the engine, Visually appealing physical facilities, neat in appearance, visually appealing materials and fully computerized office and workshop. The respective mean scores of the above factors are 4.1190, 4.1429, 4.0714, 3.9048 and

3.9286. The Group-II customers also perceived the same factors as the satisfying factors since the respective mean sense are 4.0965, 3.9605, 4.0439 and 3.9098. The Group-III customers were also followed the suit by giving the mean scores as 4.0783, 4.0696, 4.0913 and 3.8087 respectively.

Since there is no significant difference of perception found in any of the factors, the significant difference of perception among the three groups of customers was ruled out and concluded that the different groups of customers' opinions on the factors are the same.

The six types of customers namely, Business, Company Executives, Government Staff, Academicians, Professionals and Ex-service staff have perceived about the following five factors of Tangibles in the service quality to determine the satisfactory factors. The high mean score would signify the satisfaction. The Table.9 presents the results of one way ANOVA.

Table.9. Tangibles - Perceived by the Different Occupation of Customers

Variables	Mean Square (Occupation)						F Statistics	F Probability
	1	2	3	4	5	6		
Modern equipment for checking the engine	4.1031	4.1724	4.1613	4.1720	4.0000	4.3333	1.1766	0.3195
Visually appealing physical facilities	3.9381	4.2414	4.1935	4.0000	4.0242	3.5833	2.1116	0.0628
Neat in appearance	4.0000	4.0345	4.1290	4.3118	3.9662	4.2500	2.5019*	0.0298
Visually appealing materials	3.7938	3.8276	3.8387	3.9140	3.9082	3.8333	0.3059	0.9094
Fully computerized office and shop	3.6701	3.7586	3.7581	3.8495	3.7343	3.8333	0.2995	0.9131

* Significant 5% level

It is inferred from the Table.9 that all the five factors, were highly perceived by all the six types of customers namely, business, company executives, government staff, academicians, professionals and ex-service staff. All the mean scores of the five factors relating to the six types of customers were found to be higher than 3.6000. The significant difference of perception was found with regard to the factor Neat in appearance, since the 'F' statistics (2.5019) is found to be statistically significant at 5% level. Accordingly all the five factors were perceived as satisfactory by the six types of the customers.

The perceptions of the two types of customers of joint and nuclear family on the dimension Tangibles was tested with *t* test to find out the significant difference of perception among them in respect of the five factors. The result of *t* test has been shown in Table.10.

It is noticed from Table.10 that the significant difference in perception of the two family groups found in respect of the one variable "modern equipment for checking the engine", since the *t* value is -2.69, which is more than the tabled *t* value. However, the

above two types of customers, think alike on the other four variables, since it is found that there is no significant difference.

Table.10. Tangibles - Perceived by the Customers Belong to Joint and Nuclear Family

Variables	Nature of Family				<i>t</i>	Sig. Level
	Joint N=123		Nuclear N=377			
	Mean	SD	Mean	SD		
Modern equipment for checking engine	3.9431	0.657	4.1379	0.807	2.69*	0.008
Visually appealing physical facilities	4.0488	0.798	4.0186	0.766	0.37	0.713
Neat in appearance	4.0325	0.914	4.0796	0.821	0.51	0.612
Visually appealing materials	3.8862	0.870	3.8674	0.874	0.21	0.836
Fully computerized office and shop	3.8049	1.030	3.7321	1.064	0.68	0.500

* Significant at 5% level

This result supports the hypothesis, "there is no significant difference of perception among the customers belonging to Joint and Nuclear family in respect of the dimension, Technology". However, it is partially rejected due to one variable which shows the significance in its *t* value.

It is concluded, even though they have difference of opinion on one aspect, both types of customers prefer the service station having appealing physical facilities, neat in appearance, visually appealing materials and fully computerized office and workshop.

Among the critical factor, service qualify out of the five dimensions, the dimension, 'Tangible', is one and the perception of customers on the dimension were compared with the calculated *t* values of the variables supporting the dimension. The obtained *t* values are presented in Table.11.

Table.11. Tangibles - Perceived by the Customers Belong to the Different Family Size

Variables	Family Size				<i>t</i>	Sig. Level
	Below 3 N=118		Above 3 N=382			
	Mean	SD	Mean	SD		
Modern equipment for checking the engine	4.0169	0.816	4.1126	0.764	-1.13	0.360
Visually appealing physical facilities	3.8729	0.833	4.0733	0.749	-2.34*	0.020
Neat in appearance	3.9492	0.885	4.1047	0.829	-1.69	0.092
Visually appealing materials	3.7712	0.900	3.9031	0.862	-1.41	0.162
Fully computerized office and shop	3.4576	1.035	3.8403	1.047	-3.50*	0.001

*Significant at 5% level

The Table.11 furnishes the *t* values of the five variables supporting the dimension 'Tangibles' under service quality. Significant difference of perception found in respect of two variables namely visually appealing physical facilities (-2.34) and fully computerized office and workshop (-3.50). The *t* values are found to be statistically significant at 5% level.

Hence the hypothesis, "there is no significant difference in perception between the customers belonging to the two family-size, below three and above three members, in respect of the dimension tangible" is mostly accepted except for the 2 variables which are statistically significant.

It is inferred that, while accepting the presence of modern equipment for checking the engine, neat in appearance and visually appealing materials in the service station, the customers still give importance to visually appealing physical facilities and computerized office and workshop.

Different groups of customers grouped under different levels of monthly income rated the five factors related to the critical factor, Tangibles, under service quality. The mean scores of the factors as rated by the profile variables income, were obtained using the one way ANOVA. The results are displayed in Table.12.

Table.12. Tangibles - Perceived by Different Income Group of Customers

Variables	Mean Square (Income)				F Statistics	F Probability
	15000 to 30000 Gr.-I	31000 to 50000 Gr.-II	51000 to 70000 Gr.-III	71000 and above Gr.-IV		
Modern equipment for checking the engine	4.1934	3.9620	4.0357	4.1765	3.3105*	0.0199
Visually appealing physical facilities	3.9547	4.0707	4.2500	3.8235	2.8768*	0.0357
Neat in appearance	4.0700	4.0761	4.0714	3.9412	0.1335	0.9401
Visually appealing materials	3.9342	3.8370	3.6250	4.1765	2.7244*	0.0437
Fully computerized office and shop	3.6749	3.7337	4.0179	4.1176	2.3337	0.0732

*Significant at 5% level

The satisfying factors perceived by the Groups I, II, III and IV customers are, the modern equipment for checking the engine (4.1934, 3.9620, 4.0357 and 4.1765), visually appealing physical facilities (3.9547, 4.0707, 4.2500 and 3.8285), and neat in appearance (4.0700, 4.0761, 4.0714 and 3.9412). In addition, the satisfying factor visually appealing materials is favored as satisfying factor by Group I (3.9342), Group II (3.8370) and Group IV (4.1765) customers. The Group III and IV customers

favored the factor, fully computerized office and work shop (4.0179 and 4.1176)

The perception of the four groups of customers on the three factors namely, modern equipment for checking the engine (3.3105), visually appealing physical facilities (2.8768), and visually appealing materials (2.7244) were found to be significant ARE differed as their 'F' statistics are statistically significant at five per cent level.

The data regarding the perception of male and female customers in respect of the critical factor individualized attention was fitted with *t* test (2 tail) and the result is shown in Table.13.

Table.13. Individualized Attention - Perception of Male and Female - Compared

Variables	Gender				<i>t</i>	Sig. Level
	Male N=458		Female N=42			
	Mean	SD	Mean	SD		
Willing to help the customer immediately	3.9432	0.734	4.0000	1.012	-0.36	0.724
Never be too late to carry out repairs	3.7882	0.769	4.2381	0.878	-3.21*	0.002
Personnel gives personal attention	3.7140	0.804	3.9048	0.759	-1.55	0.127
Company has customer's best interest at heart	3.8755	0.844	4.0000	0.663	-1.14	0.261
Sincere interest in solving the problems	3.8035	0.878	3.7619	0.932	0.28	0.782
Gives customers individual attention	3.8231	0.896	3.7857	0.813	0.28	0.778
Waiting lounge is provided with entertainment and other amenities	3.6943	1.080	3.8095	0.804	-0.86	0.393
User friendly	3.6878	1.034	3.7619	1.144	-0.41	0.687
Provide their drivers to pick up vehicles to and fro to service station and home	3.3755	1.110	3.2381	1.206	0.71	0.480
After service, feedback is solicited from customer and mistakes and suggestions carried out	3.5677	1.095	3.3810	1.058	1.09	0.280

*Significant at 5% level

According to the mean scores, the highly perceived variables by male customers are: Willing to help the customers immediately

(3.9432) Company has customers’ best interest at heart (3.8755), sincere interest in solving the problems (3.8035), and Gives customers individual attention (3.8231). The females perceived the following variables highly: Willing to help the customer immediately (4.0000), never be too late to carry out repairs, (4.2581), personnel gives personal attention (3.9048), and company has best interest at heart (4.0).

Significant difference of perception is found among the male and female customers, in respect of the only variable, never be too late to carry out repairs, since the *t* value is -3.21 which is above the tabled *t* value of 2.96.

Hence the hypothesis, “there is no difference in the perception among male and female customers with regard to the critical Factor Individualized attention” is mostly accepted.

There are 10 satisfying factors identified by the researcher in the critical factor individualized attention under service quality. To measure the satisfaction of customers, about the factors, customers were asked to rate the factors according to their level of satisfaction. The scale 5, which denotes strongly agree shows the highest intensity. To examine the factors, which contribute to the satisfaction of the customer, the mean scores of the perception of the customer were considered. Accordingly the test of one way ANOVA was performed and the result has been presented in Table.14.

Table.14. Individualized Attention

Variables	Mean Square (Age in years)				F Statistics	F Probability
	Below 30	31-40	41-50	Above 50		
Willing to help the customer immediately	3.9556	3.9320	3.9515	4.0000	0.1287	0.9431
Never be too late to carry out repairs	4.0667	3.8000	3.7573	3.6842	3.8292*	0.0099
Personnel gives personal attention	3.8444	3.6400	3.7864	3.8421	2.2204	0.0849
Company has customer’s best interest at heart	4.0333	3.8920	3.7573	3.8596	1.7993	0.1464
Sincere interest in solving the problems	3.8000	3.7920	3.5631	4.2632	8.0543	0.0000
Gives customers individual attention	3.5556	3.8240	3.9029	4.0702	4.5616*	0.0036
Waiting lounge is provided with entertainment and other amenities	3.5444	3.6320	3.6214	4.4211	10.5487*	0.0000

User friendly	3.6889	3.7920	3.5437	3.5439	1.8549	0.1363
Provide their drivers to pick up vehicles to and fro to service station and home	3.4333	3.5200	2.9126	3.3860	7.6340*	0.0001
After service, feedback is solicited from customer and mistakes rectified and suggestions carried out	3.7000	3.6720	3.4757	2.9298	8.2273*	0.0000

* Significant at 5% level

On scrutinizing the Table.14, it is found that the most favored factors which give, satisfaction to the Group-I customers on Individualized attention are, willing to help customer immediately, never be too late to carry out repairs, Personnel gives personal attention, and their respective mean scores are 3.9556, 4.0667, 3.8444 and 4.0333. The Group-II customers favored the factors, willing to help the customers immediately, never be too late to carry out repairs, company has customer’s best interest at heart and Gives customer’s individual attention since their mean scores are 3.9320, 3.8000, 3.8920 and 3.8240 respectively. The satisfying factor considered by the Group-III customers are willing to help the customer immediately, gives customers’ individual attention since their mean scores are 3.9515 and 3.9029. The Group IV customers favored the following as satisfying factors, that are, willing to help the customer immediately, sincere interest to solving the problem, Gives customers’ individual attention, and waiting lounge is provided with entertainment and other amenities, since their mean scores are 4.000, 4.2632, 4.0702 and 4.4211, respectively.

Regarding the significant difference of perception among the four groups of the customers with regard to the variables individually, the following factors were found to have statistically significant difference in perception. They are, Never be too late to carryout repairs (3.8292), sincere interest in solving the problems (8.0543), gives customers’ individual attention (4.5616), and waiting lounge is provided with entertainment and other amenities (10.5487), provide their drivers to pick up the vehicles to and fro to service station and home (7.6340), and after service feedback is solicited from customers and mistakes rectified and suggestions carried out (8.2273). Hence these factors seems to be important and lead to satisfaction to all the customers.

The expectation of every customer is to be attended individually and listen to the complaints patiently. If this process is being maintained religiously by service station, then the customer gets satisfied. There are 10 factors identified supporting the critical factor, Individualized Attention. The factors were rated by three groups of customers belonging to different types of qualifications and the Mean scores were computed. From the higher ratings of the factors, satisfaction is concluded. The Table.15 shows the mean scores and ‘F’ statistics of the factors relating to the each group of customers. These were derived from the data of ratings by employing the one way ANOVA test.

Table.15. Individualized Attention - Perceived by Customers belong to Different Educational Qualifications

Variables	Mean Square (Education)			F Statistics	F Probability
	Up to +2	UG	PG		
Willing to help the customer immediately	4.0476	3.8947	3.9826	1.1582	0.3149
Never be too late to carry out repairs	4.0714	3.7719	3.8348	2.6047	0.0749
Personnel gives personal attention	3.8810	3.7105	3.7217	0.8238	0.4393
Company has customer's best interest at heart	3.8095	3.7982	3.9870	3.1747*	0.0427
Sincere interest in solving the problems	4.1190	3.6754	3.8652	5.7609*	0.0034
Gives customers individual attention	3.8810	3.7500	3.8783	1.3029	0.2727
Waiting lounge is provided with entertainment and other amenities	3.8095	3.6623	3.7261	0.4340	0.6481
User friendly	3.7143	3.6009	3.7826	1.7541	0.1741
Provide their drivers to pick up vehicles to and fro to service station and home	3.1429	3.3246	3.4435	1.5480	0.2137
After service, feedback is solicited from customer and mistakes rectified and suggestions carried out	3.1667	3.6009	3.5739	2.9087*	0.0555

*Significant at 5% level

As manifested by the respective mean scores 4.0476, 4.0714 and 4.119, it is inferred from the Table.15 that the Group I customers favored the factors, 'Willing to help the customers immediately', 'Never be too late to carry out the repairs', and 'Sincere interest in solving the problems'. The group II customers identified the following factors as satisfied: willing to help the customer immediately, never be too late to carryout repairs and company, customers' best interest at heart, since their mean scores are, 3.8947, 3.7719, and 3.7982 respectively. The Group III customers' choice as the satisfying factors are, willing to help the customer immediately, never be too late to carry out repairs, company has customers' best interest at heart, sincere interest is solving the problem and gives customer individual attention. The mean sense of the above respective factors are 3.9826, 3.8348, 3.9870, 3.8652 and 3.8783.

Significant differences of perception among the three groups of the customers were identified in respect to the following three factors, namely company has customers' best interest at heart (3.1747), sincere interest in solving the problems and after service (5.7609), feedback is solicited from customer and defaults were rectified, suggestions were carried out (2.9087). Because, the 'F' statistics of the three factors, are found to be statistically significant at 5% level. These three factors play significant role in the critical factor, individualized attention.

The customers belong to different occupations perceived the satisfying factors in purchasing the car in respect of the dimension Individual attention in service quality. The mean scores of the respective factors have been presented in Table.16.

Table.16. Individualized Attention - Perceived by Customers of Different Occupation

Variables	Mean Square (Occupation)						F Statistics	F Probability
	1	2	3	4	5	6		
Willing to help the customer immediately	3.9175	4.1724	3.8065	3.9570	3.9614	4.0833	1.0576	0.3832
Never be too late to carry out repairs	3.8969	4.1724	3.7581	3.9140	3.7585	3.2500	3.2606*	0.0066
Personnel gives personal attention	3.7732	3.9655	3.4032	3.6344	3.8019	4.0000	3.5789*	0.0034
Company has customer's best interest at heart	3.9794	4.0000	3.9032	3.8925	3.8068	3.0833	0.8714	0.5000
Sincere interest in solving the problems	3.7835	3.7586	3.7903	3.9032	3.7585	4.0000	0.4888	0.7847
Gives customers individual attention	3.5155	4.1724	3.8871	3.7742	3.9034	4.0000	3.8852*	0.0018
Waiting lounge is provided with entertainment and other amenities	3.5464	3.7931	3.8065	3.5699	3.8213	3.2500	1.8474	0.1021
User friendly	3.6186	3.8966	3.7258	3.7634	3.6763	3.4167	0.5941	0.7045
Provide their drivers to pick up vehicles to and fro to service station and home	3.3299	3.5517	3.2742	3.4086	3.3816	3.0000	0.5534	0.7358
After service, feedback is solicited from customer and mistakes rectified and suggestions carried out	3.5773	3.9310	3.3387	3.3656	3.6280	3.6667	1.9683	0.0819

*Significant at 5% level

Based on the mean scores ascertained through the survey conducted among customers belonging to business, company executive, government staff, Academicians, Professionals, and Ex-service staff, the satisfactory factor in purchasing a car is 'willing to help the customer immediately' (3.9175, 4.1724, 3.8065, 3.9570, 3.9614 and 4.0833). The factors, never be too late to carry out repairs, and company has customers best interest at heart were identified as satisfactory factors by five types of customers except the ex-service staff, since the mean scores of the above two factors are above 3.700. The customers belonging to business, company, executives, professional's and ex-service staff perceived the factor personnel gives personal attention as satisfactory one, since the mean scores are 3.7332, 3.9655, 3.8019 and 4.0000 respectively. The factor gives customers' individual attention was perceived as satisfactory factor by all the five types of customers, except business people (4.1724, 3.8871, 3.7742, 3.9034 and 4.0). The factor waiting lounge is provided with entertainment and other amenities is the satisfactory factor of government staff and professional (3.4065, and 3.8213). The company executives, Government staff and Academicians identified the factor "user friendly" as satisfactory one (3.8966, 3.7258 and 3.7634). The factor, sincere interest in solving the problem was identified as satisfactory by all the six types of customers, since the mean scores are 3.7835, 3.7586, 3.7903, 3.9032, 3.7585 and 4.0.

The differences in perception among the six types of customers with regard to the dimension, Individualized attention was found with the factors, never be too late to carry out repairs (3.2606), personnel gives personal attention (3.5789) and gives customer individual attention (3.8852), since the 'F' satisfies are statistically significant at 5% level.

To find out the difference of perception among the following two types of customers namely, joint and nuclear family in respect of the dimension 'Individualized attention' the result of *t* test performed on the data were presented in the following Table.17.

Table.17. Individualized Attention - Perceived by the Customers Belong to the Joint and Nuclear Family

Variables	Nature of Family				<i>t</i> Value	Sig. Level
	Joint N=123		Nuclear N=377			
	Mean	SD	Mean	SD		
Willing to help the customer immediately	3.9106	0.736	3.9602	0.769	-0.64	0.521
Never be too late to carry out repairs	3.8293	0.721	3.8249	0.810	0.06	0.955
Personnel gives personal attention	3.7805	0.825	3.7135	0.794	0.79	0.431
Company has customer's best interest at heart	3.6911	0.831	3.9496	0.822	-3.00*	0.003
Sincere interest in	3.9268	0.889	3.7586	0.877	1.83	0.069

solving the problems						
Gives customers individual attention	3.9106	0.878	3.7905	0.891	1.31	0.191
Waiting lounge is provided with entertainment and other amenities	3.8455	0.932	3.6578	1.095	1.85	0.065
User friendly	3.6016	0.998	3.7241	1.056	-1.17	0.245
Provide their drivers to pick up vehicles to and fro to service station and home	3.3008	1.166	3.3846	1.103	-0.70	0.484
After service, feedback is solicited from customer and mistakes rectified and suggestions carried out	3.3902	1.150	3.6048	1.070	-1.83	0.069

* Significant at 5% level

The Table.17 shows that the *t* value of the variable. "The Company has customers' best interest at heart" is -3.0 which is higher than the tabled *t* value and hence found significant. Since other nine variables were found no significance, the above customers think alike about the other nine variables.

Hence the hypothesis, there is no difference of perception among the customers belong to the families of Joint and Nuclear" is accepted and it has been rejected partially in respect of one variable.

The result of the 2 tail *t* test on the data of the perception of the customers belong to the two different family sizes have been detailed in Table.18.

Table.18. Individualized Attention - Perceived by the Customers Belong to the Family of below Three and Above Three Members

Variables	Family Size				<i>t</i>	Sig. Level
	Below 3 N=118		Above 3 N=382			
	Mean	SD	Mean	SD		
Willing to help the customer immediately	3.8305	0.840	3.9843	0.732	1.79	0.075
Never be too late to carry out repairs	3.9068	0.739	3.8010	0.802	1.33	0.185

Personnel gives personal attention	3.6186	0.866	3.7644	0.778	1.63	0.104
Company has customer's best interest at heart	3.8136	0.795	3.9084	0.841	1.12	0.265
Sincere interest in solving the problems	3.6525	0.871	3.8455	0.881	2.10*	0.037
Gives customers individual attention	3.5000	0.985	3.9188	0.833	4.18*	0.000
Waiting lounge is provided with entertainment and other amenities	3.4068	1.080	3.7958	1.037	3.45*	0.001
User friendly	3.6102	1.094	3.7199	1.026	0.97	0.335
Provide their drivers to pick up vehicles to and fro to service station and home	3.3814	1.037	3.3586	1.143	0.20	0.839
After service, feedback is solicited from customer and mistakes rectified and suggestions carried out	3.5169	1.019	3.5628	1.115	0.42	0.676

*Significant at 5% level

It is ascertained from Table.18, significant difference of perception was found among the customers belonging to the family consisting of below Three and above three members, in respect of three variables namely, sincere interest in solving the problem, gives customers individualized attention, and waiting lounge is provided with entertainments and other amenities and the t values are 2.10, 4.18 and 3.45 respectively, which are found to be statistically significant at 5% level. There is no significant difference of perception with regard to other seven supporting variables.

Therefore, the hypothesis, "there is no significant difference of perception among the customers of the family consisting of below three and above three members, in respect to the dimension 'Individualized attention' is mostly accepted except the three variables having significant t values.

It is concluded that, the customers expect individual attention by way of showing the willingness to help the customer, minimizing the repair time, personal attention, the interest of the customers to be taken best into heart, sincere interest in solving problems, user friendly, provision of driver to drive the car to the

service station and the suggestions received through feedback to be carried out promptly. However, the three variables, sincere interest in solving the problems, gives customers individual attention and entertainments in the lounge considered to be significant in nature.

The mean scores and F statistics of the perception of the different income group of customers, in respect of the 10 factors regarding Individual Attention, have been shown in Table.19.

Table.19. Individualized Attention - 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		
Willing to help the customer immediately	3.9424	3.9674	3.8571	4.1176	0.5912	0.6210
Never be too late to carry out repairs	3.8848	3.7717	3.8036	3.6471	1.0490	0.3705
Personnel gives personal attention	3.6914	3.7391	3.8750	3.7059	0.8114	0.4879
Company has customer's best interest at heart	3.9259	3.8098	3.9464	3.9412	0.8260	0.4800
Sincere interest in solving the problems	3.7366	3.7391	4.1786	4.1176	5.0042*	0.0020
Gives customers individual attention	3.7695	3.8315	3.9286	4.0588	0.9597	0.4115
Waiting lounge is provided with entertainment and other amenities	3.5391	3.7174	4.2321	4.1765	8.0653*	0.0000
User friendly	3.7366	3.7391	3.4464	3.4118	1.7264	0.1606
Provide their drivers to pick up vehicles to and fro to service station and home	3.5514	3.2120	3.0536	3.3529	4.9662*	0.0021
After service, feedback is solicited from customer and mistakes rectified and suggestions carried out	3.7860	3.4837	2.9286	3.0000	12.2568*	0.0000

*Significant at 5% level

The highly perceived factors by all the four groups as satisfying factors are, willing to help the customer immediately (3.9424, 3.9674, 3.8571 and 4.1176), company has customer's best interest at heart (3.9259, 3.8098, 3.9464 and 3.9412), sincere interest in solving the problems (3.7366, 3.7391, 4.1786 and

4.1176) and Gives customer’s individual attention (3.7695, 3.8315, 3.9286 and 4.0585). The factor, Personnel gives personal attention was favored as satisfying factor by Group-II (3.7391) and Group-III (3.8750) customers. The satisfying factor, waiting lounge is provided with entertainment and other amenities is opted by Group-III (4.2321) and Group-IV (4.1765) customers. The Group-I and II customers opted the factor, user friendly (3.7366 and 3.7391) as the satisfying one. The satisfying factor, after service, feedback is solicited from customer and the defaults were rectified and suggestions were carried out (3.786) was opted by Group-I customers.

Significant difference in perception among the four groups of customers were identified in the four factors namely, Sincere interest in solving the problems (5.0042), waiting lounge is provided with entertainment and other amenities (8.0653), provide their drivers to pick up vehicles to and fro to service station and home (4.9662) and after service, feedback is solicited from customers, defaults rectified and suggestion carried out (12.2568), since the *F* statistics of the factors statistically significant at 5% level.

The perception of male and female customers in respect of the critical factor performance was compared by filling the *t* test to the data to find out the existence of any difference. The result is presented in Table.20.

Table.20. Performance - Perception of Male and Female Customers Compared

Variables	Gender				<i>t</i>	Sig. Level
	Male N=458		Female N=42			
	Mean	SD	Mean	SD		
Prompt service	4.0262	0.727	3.8810	0.861	1.06	0.295
Delivery of vehicle at the correct time	3.9017	0.781	3.9048	1.008	0.02	0.985
Experience with the workshop service	3.7642	0.876	3.7381	0.912	0.18	0.859
Instils confidence in customers	3.7576	0.826	3.6667	0.846	0.67	0.507
Convenient operating hours	3.7817	0.805	3.5000	0.917	1.92	0.061
Error free records	3.6769	1.003	3.6667	0.979	0.06	0.949
Reminders are being sent to customers for regular service	3.6332	0.927	3.7143	0.835	0.60	0.553
Usually checkup the car in a whole and finds out	3.4825	0.959	3.3571	1.032	0.76	0.452

default which were not noted by customer						
Road side assistance is provided	3.4541	1.118	3.3571	1.055	0.57	0.573

*Significant at 5% level

It is deduced from Table.20, according to the mean scores, both male and female customers’ think alike in respect of all the variables. However, the variables in the statements are perceived highly by them. No significant difference is found in their perception. Hence the hypothesis, “there is no significant difference of perception among male and female customers with regard to the critical factor performance” has been accepted.

Usually customers like good performance of the service station which will in turn reflect the quality of the service. Accordingly, the researcher has identified nine factors under performance which would give satisfaction to the customers. Different types of customers may expect different factors to be off for good performance. The different groups of customers under the different category of age were asked to rate the factors how far they are satisfied with the performance of SS. The means scores obtained by employing the test of one way ANOVA were used to identify the favored satisfying factors. The result of ANOVA explain the means scores and the ‘F’ statistics of each variable has been presented in Table.21.

Table.21. Performance - Perceived by Different Age Group of Customers

Variables	Mean Square (Age in years)				F Ratio	F Probability
	Below 30	31-40	41-50	Above 50		
Prompt service	4.0889	4.0600	3.8252	4.0351	2.9155*	0.0339
Delivery of vehicle at the correct time	4.1111	3.9520	3.5437	4.0000	10.0404*	0.0000
Experience with the workshop service	4.0333	3.8480	3.3010	3.7895	14.1923*	0.0000
Instils confidence in customers	3.8333	3.7520	3.7676	3.5789	1.1318	0.3357
Convenient operating hours	3.8667	3.7880	3.5243	3.8772	3.9175*	0.0088
Error free records	3.9667	3.7520	3.2524	3.6491	9.6580*	0.0000
Reminders are being sent to customers for regular service	3.6444	3.7040	3.5728	3.4737	1.2129	0.3044

Usually checkup the car in a whole and finds out default which were not noted by customer	3.4556	3.5840	3.3786	3.1754	3.2923*	0.0204
Road side assistance is provided	3.3333	3.5000	3.3689	3.5263	0.7668	0.5130

*Significant at 5% level

From the Table.21, it is ascertained that, the Group I customers have favored the factors, Prompt Service, Delivery of Vehicle at the correct time, Good experience with the workshop service, and error free records, since their mean scores are 4.0889, 4.1111, 4.0333 and 3.9667 respectively. The Group II customers' favorite factors for their satisfaction are prompt service and Delivery of vehicle at correct time, since the mean scores of these factors are 4.06 and 3.957, respectively. The mostly favored factor of satisfaction of Group III customers is the prompt service with the mean score of 3.8252. The group IV customers favored, the factors, prompt service, delivery of vehicle at the correct time, and convenient operating hours, since their mean scores are 4.0351, 4.0 and 3.8772 respectively.

Regarding the significant difference of perception among the four groups of customers, with regard to the critical factor performance, the significant difference of perception was found in the following factors. They are Prompt Service (2.9155), Delivery of vehicle at the correct time (10.04), Good experience with the work shop service (14.1923), convenient operating hours (3.9175), error free records (9.658) and usually checkup the car is whole and find out defaults which were not noted by customers (3.2923). Hence it can be considered these factors are the important ones.

The performance of the service station makes the customer to stick on to the product. The satisfaction in the service quality is decided by the performance of the service stations. There are nine factors that support the critical factor performance. The higher mean scores decided the higher satisfaction of that factor. The mean scores computed by fitting the statistical tool have been presented in Table.22.

Table.22. Performance - Perceived by Customers belong to Different Educational Qualifications

Variables	Mean Square (Education)			F Statistics	F Probability
	Up to +2	UG	PG		
Prompt service	3.8810	3.9693	4.0826	2.0952	0.1241
Delivery of vehicle at the correct time	3.7381	3.8991	3.9348	1.0736	0.3426

Experience with the workshop service	3.7619	3.6798	3.8435	1.9969	0.1368
Instills confidence in customers	3.5714	3.7281	3.8043	1.5573	0.2117
Convenient operating hours	3.4524	3.6886	3.8826	6.5674*	0.0015
Error free records	3.6429	3.6053	3.7522	1.2608	0.2843
Reminders are being sent to customers for regular service	3.7857	3.5482	3.7043	2.2405	0.1075
Usually checkup the car in a whole and finds out default which were not noted by customer	3.4524	3.4693	3.4783	0.0144	0.9857
Road side assistance is provided	3.3333	3.5088	3.4043	0.7388	0.4782

*Significant at 5% level

The factors highly perceived by the Group I customers are prompt service, Delivery of the vehicle at the correct time, Good experience with the work shop service and reminders are being sent to customer for regular service, since their mean scores are 3.8810, 3.7381, 3.7619 and 3.7857 respectively. Hence these factors are considered to be the satisfying factors by the Group I customers. The Group II customers' choice as the satisfying factors are prompt service (3.9693) and Delivery of vehicle at the correct time (3.8991). The Group III customers perceived the factors, prompt service, and delivery of vehicle at correct time, and good experience with the work shop service, instills confidence in customers and convenient operating hours, since their mean scores are 4.876, 3.9348, 3.8435, 3.8043 and 3.8876 respectively. The only factor convenient operating hours has the significant difference of perception among the three groups, since the 'F' statistics (6.5674) is significant at 5% level.

The perception of the customers of different occupation, in the form of mean scores to the respective factors are presented in Table.23.

Table.23. Performance - Perceived by Customers of Different Occupation

Variables	Mean Square (Occupation)						F Statistics	F Probability
	1	2	3	4	5	6		
Prompt service	4.0103	4.1034	3.9355	3.9247	4.0773	3.8333	0.9421	0.4533
Delivery of vehicle at the correct time	4.0619	4.0000	3.8871	4.0000	3.7585	4.1667	2.7823*	0.0172
Experience with the workshop service	3.9485	3.9310	3.7581	3.6989	3.6908	3.5833	1.5664	0.1680

Instills confidence in customers	3.8247	3.8276	3.6935	3.7419	3.7391	3.5000	0.4923	0.7821
Convenient operating hours	3.7320	3.9655	3.8548	3.7204	3.7391	3.5833	0.7358	0.5968
Error free records	3.7732	3.9310	3.7742	3.6022	3.6377	3.0000	1.9556	0.0838
Remainders are being sent to customers for regular service	3.6186	4.0000	3.2903	3.7097	3.6067	3.7500	2.9292*	0.0128
Usually checkup the car in a whole and finds out default which were not noted by customer	3.4330	3.3103	3.6613	3.6989	3.3720	3.1667	2.4194*	0.0350
Road side assistance is provided	3.2887	3.5862	3.2903	3.3978	3.5652	3.5000	1.2420	0.2882

*Significant at 5% level

The customers doing business perceived the factors, prompt service, delivery of vehicle at the correct time, experience with the work shop service, and instills confidence in customers as the factors satisfied to them since the mean scores are 4.0103, 4.0619, 3.9485 and 3.8747. The company executives', perception as satisfying factors are, prompt service, Delivery of Vehicle at the correct time, experience with the workshop service, instills confidence in customers, convenient operating hours, error free records, and reminders are being sent to customers for regular service, since the mean scores are, 4.1034, 4, 3.931, 3.8276, 3.9655, 3.931 and 4, respectively. The government staff perceived the factors, prompt service, and delivery of vehicle at correct time, and convenient operating hours as satisfying factors, since the respective mean scores are 3.9355, 3.8871, and 3.8548. Academicians' preference goes to prompt service and delivery of vehicle at the correct time, as the mean scores are 3.9247 and 4. The professionals' perceived the prompt service, since the mean score is 4.0773. The Ex-service staff perceived the factors prompt service and the delivery of vehicle at the correct time, since the mean scores are 3.8333 and 4.1667.

Significant difference in perception among the six types of customers with regard to the dimension performance was found among the factors, delivery of vehicle at the correct time (2.7823), remainders are being sent to customers for regular service (2.9292) and usually checkup the car in whole and find out default which were not noted by customer (2.4194), since the 'F' statistics of the respective factors are found to be statistically significant at 5% level.

The perceptions about the dimension 'Performance' between the customers of Joint and Nuclear families were compared and the result has been presented in Table.24.

Table.24. Performance - Perception of the Customers Belong to Joint and Nuclear Family - Compared

Variables	Nature of Family				t	Sig. Level
	Joint N=123		Nuclear N=377			
	Mean	SD	Mean	SD		
Prompt service	3.8455	0.758	4.0690	0.726	2.87*	0.005
Delivery of vehicle at the correct time	3.6911	1.049	3.9708	0.689	2.77*	0.006
Experience with the Good service station	3.4959	0.961	3.8488	0.832	3.65*	0.000
Instills confidence in customers	3.7480	0.855	3.7507	0.820	0.03	0.976
Convenient operating hours	3.7154	0.873	3.8779	0.800	0.64	0.526
Error free records	3.4797	0.953	3.7401	1.009	2.59*	0.010
Remainders are being sent to customers for regular service	3.4878	0.813	3.6897	0.946	2.29*	0.023
Usually checkup the car in a whole and finds out default which were not noted by customer	3.3089	0.933	3.5252	0.970	2.21*	0.028
Road side assistance is provided	3.4959	0.970	3.4297	1.156	0.63	0.532

*Significant at 5% level

It is interesting to note the result of the above Table.25, out of the nine variables, significant difference in perception found among the above two types of customers, in respect of six variables namely, prompt service (2.87), delivery of vehicle of correct time (2.77), Good experience with the work service station (3.65), Error free records (2.59), Remainders are being sent to customers for regular service (2.29) and usually checkup the car in a whole and finds out defaults which were not noted by customer (2.21).

Therefore, the hypothesis, "there is no difference of perception among the two types of customers in respect of the dimension performance" was mostly rejected.

Hence it is concluded that the customers have varied experience with the service stations with regard to its performance.

The perception on the dimension 'performance' of service station by the two groups of customers were compared through the t values of each variable and the result obtained from the data computed with the help of 2 tail t test has been presented in Table.25.

Table.25. Performance - Perceived by the Customers Belong to the Family of Below Three and Above Three Members

Variables	Family Size				t	Sig. Level
	Below 3 N=118		Above 3 N=382			
	Mean	SD	Mean	SD		
Prompt service	3.9068	0.667	4.0471	0.758	1.93*	0.055
Delivery of vehicle at the correct time	3.9492	0.772	3.8874	0.810	0.75	0.454
Experience with the workshop service	3.8051	0.798	3.7487	0.902	0.65	0.516
Instills confidence in customers	3.7119	0.828	3.7618	0.828	0.57	0.568
Convenient operating hours	3.6356	0.834	3.7958	0.810	1.84	0.068
Error free records	3.6102	0.848	3.6963	1.043	0.91	0.363
Reminders are being sent to customers for regular service	3.4915	0.824	3.6859	0.942	2.16*	0.032
Usually checkup the car in a whole and finds out default which were not noted by customer	3.3644	0.940	3.5052	0.971	1.41	0.160
Road side assistance is provided	3.2712	1.122	3.5000	1.105	1.94*	0.053

*Significant at 5% level

It is ascertained that from the Table.25 significant difference was found among the perception of the two types of customers in respect of three variables under the dimension performance. The variables are, prompt service (1.93), Reminders are being sent to customers for regular service (2.16), and Road side assistance is provided (-1.94) where all the *t* values are statistically significant at 5% level. For the other six variables, no significant difference in perception found.

Therefore the hypothesis, "there is no significant difference in perception between the customers belong to the family consists of below three and above three members, with regard to the dimension performance", is mostly accepted except on three variables which are significant.

It is inferred that, the customers, considered the variables, prompt service, reminders for regular service and Road side assistance as important one. At the same time they give same opinion on other variables also.

The ratings of different income groups of customers with regard to the nine factor under the critical factor performance, were fitted with the test of one way ANOVA and the mean scores and 'F' statistics were computed. The result has been displayed in Table.26.

Table.26. Performance - Perceived by Different Income Groups of Customers

Variables	Mean Square (Income)				F Statistics	F Probability
	15000 to 30000	31000 to 50000	51000 to 70000	71000 and Above		
Prompt service	4.0535	3.9891	3.9286	4.0000	0.5501	0.6483
Delivery of vehicle at the correct time	4.0165	3.7011	4.0357	4.0000	6.3124*	0.0003
Experience with the workshop service	3.8765	3.6359	3.6429	3.8824	3.1342*	0.0253
Instills confidence in customers	3.7284	3.7717	3.8393	3.5294	0.7162	0.5426
Convenient operating hours	3.7737	3.6576	4.0893	3.5294	4.5554*	0.0037
Error free records	3.7572	3.5870	3.6607	3.5294	1.1463	0.3299
Reminders are being sent to customers for regular service	3.6790	3.6576	3.4464	3.5294	1.0798	0.3572
Usually checkup the car in a whole and finds out default which were not noted by customer	3.6091	3.3641	3.1429	3.7647	5.2233*	0.0015
Road side assistance is provided	3.5267	3.3315	3.3750	3.7647	1.6235	0.1830

*Significant at 5% level

It is ascertained from the result of Table.26, the satisfying factors perceived by Group I customers are, prompt service (4.0535), delivery of vehicle at the correct time (4.0165), good experience with the work shop service (3.8765). Instills confidence in customers' needs (3.7572). The satisfying factors perceived by Group II customers are, prompt service (3.9891), Delivery of vehicle at the correct time (4.03577). Instills confidence in customers (3.8393) and convenient operating hours (4.0893). The satisfying factors chosen by the Group IV

customers are, prompt service (4.0), delivery of vehicle at correct time (4.0) and good experience with the work shop service (3.8874).

Significant difference of perception among the four groups of customers with regard to the critical factor performance was noticed in respect of the four satisfying factors namely, delivery of vehicle at the correct time (6.3124), experience with the workshop service (3.1342), convenient operating hours (4.5554) and usually checkup the car in a whole, and finds out defaults which were not noted by customer (5.2233), since the ‘F’ statistics are found to be statistically significant at 5% level.

By employing *t* test on the data to compare the perception of male and female customers in respect of the critical factor Trust Worthiness or Assurance, and the result was obtained and the same is in Table.27.

Table.27. Trust Worthiness/Assurance - Perception of Male and Females Compared

Variables	Gender				<i>t</i>	Sig. Level
	Male N=458		Female N=42			
	Mean	SD	Mean	SD		
The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle	3.8930	0.887	3.4524	0.968	2.84*	0.007
Promises to do some-thing by a certain time and does so	3.5808	0.947	3.8333	0.730	2.09*	0.042
Approved by the manufacturing company	4.2162	0.921	4.0238	0.975	1.23	0.225
Personnel have in-depth knowledge to find out the defaults in the machine/ car	3.8908	0.786	3.9762	0.680	-0.77	0.446
Well Experienced workers	3.8384	0.837	3.5000	0.994	2.14*	0.038
The service costs are reasonable	3.8624	0.917	3.6429	1.078	1.28	0.207

*Significant at 5% level

The Table.27 reveals the result of the *t* test. Accordingly only one variable the service station “Approved by the manufacturing company” was perceived highly by both the male and female customers (4.2162 and 4.0238).

Significant difference in perception among both the sex, was found in respect of variables: the work to be carried out and the

charges are explained to customer an estimate is being given after inspection of vehicle, promises to do something by a certain time and does so and well experienced workers, since the *t* values are 2.84, 2.09 and 2.14 respectively, which are more than the tabled *t* value and hence statistically significant.

Hence the hypothesis, “there is no differences among male and female customers in their perception with regard to the critical factor ‘Trust Worthiness/Assurance’, partially rejected and partially accepted with regard to other three variables.

It is concluded that both of them have accepted that, they prefer only the company approved service stations and the personnel should have in-depth knowledge in finding the faults in the engine of the car.

The Trust Worthiness/Assurance play important role in registering the satisfaction of customers. To create Trust Worthiness among customers if the factors presented below are permanently instilled, it not only will give satisfaction but also capture the customer permanently. The factors were rated by the different age groups of customers through five point scale and the mean scores for each of the factors were calculated by computing the data of customers’ perception through the test of one way ANOVA. The result thus obtained has been shown in Table.28.

Table.28. Trust Worthiness/Assurance - Perceived by Different Age Groups of Customers

Variables	Mean Square (Age in years)				F Statistics	F Probability
	Below 30 Gr. I	31-40 Gr. II	41-50 Gr. III	Above 50 Gr. IV		
The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle	3.8778	3.9480	3.4660	4.1228	9.4271*	0.0000
Promises to do something by a certain time and does so	3.5667	3.7160	3.5437	3.2632	4.0035*	0.0078
Approved by the manufacturing company	4.3556	4.2440	3.8641	4.3684	6.3797*	0.0003
Personnel have indepth knowledge to find out the defaults in the machine/ car	4.0556	4.0080	3.6408	3.6316	9.3292*	0.0000
Well Experienced workers	3.9222	3.8000	3.6699	3.9298	1.8315	0.1405
The service costs are reasonable	3.8333	3.8480	3.7767	3.9649	0.5023	0.6808

*Significant at 5% level

It is deduced from the Table.28 it is noted that the Group-I customers satisfying factor for Trust Worthiness are, the work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle, the service station is approved by the manufacturing company, Personnel have in-depth knowledge to find out the defaults in the car Well Experienced workers and the service costs are reasonable, since the mean scores are 3.8778, 4.3556, 4.0556, 3.9222 and 3.8333 respectively. The Group-II Customers also favored all the factors perceived by Group-I, the mean scores of these factors are 3.9480, 3.7160, 4.0080, 3.8000 and 3.8480 respectively. But the Group-III customers favored only one factor, the service station approved by manufacturing company (3.8641). The Group-IV customers' satisfying factors are, the work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle, the service station approved by manufacturing company, Well Experienced workers and the service costs are reasonable. The respective mean scores of these four factors are 4.1228, 4.3684, 3.9298 and 3.9649.

Significant difference in perception among the four groups of customers were found in the factors, the work to be carried out and the charges are explained to customers and on estimate is being given after inspection of vehicle (9.4271), promises to do something by a certain time and does so (4.0035), approved by the manufacturing company (6.3791) and personnel have in-depth knowledge to find out the defaults in the car (9.3292), since the 'F' statistics are statistically significant at 5% level.

The three group of customers categorized according to their qualifications were asked to rate the six factors under the critical factor Trust Worthiness/Assurance. From their ratings, the mean scores were computed from which the satisfying factors with regard to each group were determined by considering the highest perceived value of mean scores. The Table.29 explaining the mean scores and the 'F' statistics have been presented.

Table.29. Trust Worthiness or Assurance - Perceived By Customers Having Different Educational Qualifications

Variables	Mean Square (Education)			F Statistics	F Probability
	Up to +2 Gr.-I	UG GR.-II	PG Gr.-III		
The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle	3.667	3.7982	3.9478	2.6034	0.0750
Promises to do something by a certain time and does so	3.7857	3.5877	3.5826	0.8914	0.4107
Approved by the manufacturing company	4.2143	4.1754	4.2217	0.1480	0.8624
Personnel have indepth knowledge to find out the defaults in the engine/ car	3.5714	3.9123	3.9435	4.1876*	0.0157
Well Experienced workers	3.6429	3.7763	3.8739	1.6254	0.1979
The service costs are reasonable	3.6667	3.7895	3.9304	2.1475	0.1179

*Significant at 5% level

The Group-I of customers have identified the factors promise to do something by a certain time and does so and the service station approved by the manufacturing company as the satisfying factors since their mean scores are 3.7857 and 4.2143 respectively. The Group II customers chosen the factors, approved by the manufacturing company and personnel have in depth knowledge to find out the defaults in the engine since the mean scores are 4.1754 and 3.9123 respectively. The Group III customers' satisfying factors on Trustworthiness are the works to be carried out and the charges are explained to customers and an estimate is being given after inspection of the vehicle, the service station approved by the manufacturing company, personnel have in depth knowledge to find out the defaults in the engine and the service costs are reasonable. The mean scores are 3.9478, 4.2217, 3.9435 and 3.9304. Significant difference of perception among the three groups of customers found in respect of the only factor personnel have in depth knowledge to find out the defaults in the engine/car. The 'F' statistics (4.1876), of the respective factor is found to be statistically significant at 5% level.

To identify the factors that have given satisfaction to the customers on the dimension Trust worthiness or Assurance, the mean scores were examined and the factor having higher mean scores were considered. The Table.30 shows that the mean scores of the factors under Trust worthiness or Assurance.

Table.30. Trust Worthiness or Assurance - Perceived By Customers of Different Occupation

Variables	Mean Square (Occupation)						F Statistics	F Probability
	1	2	3	4	5	6		
The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle	3.8557	4.1034	3.8387	3.8602	3.8213	3.9167	0.5117	0.7875
Promises to do something by a certain time and does so	3.5876	3.6207	3.6452	3.8925	3.4734	3.4167	2.7690*	0.0177
Approved by the manufacturing company	4.3299	4.1724	4.2581	4.2473	4.0773	4.6667	1.8354	0.1044
Personnel have in-depth knowledge to find out the defaults in the machine/ car	3.9175	3.7931	4.1774	4.0000	3.7778	3.8333	3.1087*	0.0090
Well Experienced workers	3.8351	3.7586	3.8065	3.6667	3.8841	3.5833	1.0398	0.3935
The service costs are reasonable	3.8041	3.6897	3.7097	3.8710	3.9275	3.5833	0.9870	0.4250

*Significant at 5% level

The factor, the work to be carried out and the charges are explained to the customer and an estimate is being given after inspection of vehicle, was considered as satisfactory ones by business people, (3.8859), Company Executives (4.1034), Government Staff (3.8387), Academicians (3.8607), Professionals (3.8213) and Ex-service staff (3.9667). The two factors, approved by the manufacturing company and Personnel have in depth knowledge to find out the faults in the engine of the car have given satisfaction to the business people (4.3299, 3.9175), Company Executives (4.1724, 3.7931), Government staff (4.2581, 4.1774), Academicians (4.2473, 4.0000), Professionals (4.0773, 3.7978) and Ex-service staff (4.6667, 3.8333). The factor, well experienced workers has given satisfaction to customers of Business (3.8351), Company Executives (3.7586), Government Staff (3.8065), and Professionals (3.8841). The service costs are reasonable has been satisfactory to Business People (3.8041), Government Staff (3.7097), Academicians (3.8710), and Professionals.

The two factors, promises to do something by a certain time and does so (2.7690), Personnel have in depth knowledge to find out the defaults in the engine or car (3.1087) are significantly differed in the perception among the six types of customers, since the 'F' statistics of the respective factors are found to be statistically significant at 5% level.

The perception of the two types of customer were tested and compared with the help of significance of *t* values. The result obtained from the *t* is shown in Table.31.

Table.31. Trust Worthiness or Assurance - Perceived by the customer belong to Joint and Nuclear Families

Variables	Nature of Family				<i>t</i>	Sig. Level
	Joint N=123		Nuclear N=377			
	Mean	SD	Mean	SD		
The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle	3.6667	0.997	3.9178	0.861	2.50	0.013
Promises to do something by a certain time and does so	3.3415	1.115	3.6870	0.849	3.15	0.002
Approved by the manufacturing company	4.0569	1.147	4.2467	0.838	1.69	0.092
Personnel have indepth knowledge to find out the defaults in the machine or car	3.7480	0.816	3.9469	0.760	2.39*	0.018
Well Experienced workers	3.6829	0.813	3.8515	0.866	1.96*	0.051
The service costs are reasonable	3.7480	0.955	3.8753	0.924	1.29	0.197

*Significant at 5% level

The obtained *t* values with regard to the four variables namely, the work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle, promises to do something by a certain time and does so, the service station and personnel have in depth knowledge to find out the defaults in the machine or car and well experienced workers are 2.50, 3.15, 2.39 and 1.96, respectively and found statistically significant.

Therefore, the hypothesis, “there is no difference in perceptions among the customers belong to Joint and Nuclear families in respect of the dimension ‘Trust worthiness or Assurance’” is mostly rejected, expect on the variables namely, the service station is approved by the manufacturing company, and the service costs are reasonable.

It is concluded that, the customers of both types of considered the four factors of the service station important.

The perception of customers belonging to different size of families with regard to the dimension, Trust Worthiness or Assurance was compared with the help of obtained *t* values of the variable, the result is presented in Table.32.

Table.32. Trust Worthiness or Assurance - Perceived by the Customers Belong to the Family Consists of below Three and above Three Members

Variables	Family Size (Members)				<i>t</i>	Sig. Level
	Below Three N=118		Above Three N=382			
	Mean	SD	Mean	SD		
The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle	3.7881	0.876	3.8770	0.910	0.95	0.341
Promises to do something by a certain time and does so	3.6864	0.922	3.5759	0.935	1.13	0.258
Approved by the manufacturing company	4.2288	0.831	4.1911	0.954	0.42	0.678
Personnel have indepth knowledge to find out the defaults in the machine/ car	3.9237	0.753	3.8901	0.786	0.42	0.675
Well Experienced workers	3.6949	0.842	3.8455	0.857	1.69	0.092
The service costs are reasonable	3.7203	1.053	3.8822	0.890	1.51	0.133

*Significant at 5% level

It is inferred from the Table.32 that no significant difference of perception was found among the two groups of customers with regard to the six variables under the dimension Trust Worthiness or Assurance, since all the *t* values are not significant at 5% level.

Hence the hypothesis “there is no significant difference of perception among the customers belonging to the families

consisting of below three and above three members”, is accepted in full.

It is concluded that they had trust worthiness or assurance on the service quality of their service station.

The mean scores of the factors belonging to the profile variable ‘income’ were computed and the result was examined to identify the satisfying factors with regard to the four groups of customers grouped under the basis of income in respect of the critical factor Trust worthiness or Assurance.

Table.33. Trust Worthiness or Assurance - 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		
The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of vehicle	3.9671	3.6141	4.1250	4.0000	7.7520*	0.0000
Promises to do something by a certain time and does so	3.7078	3.5217	3.4464	3.4706	2.1447	0.0937
Approved by the manufacturing company	4.2305	4.1250	4.3571	4.0588	1.1600	0.3245
Personnel have in depth knowledge to find out the defaults in the machine / car	4.0206	3.8152	3.7321	3.5882	4.5504*	0.0037
Well experienced workers	3.7778	3.8261	3.8750	3.8824	0.2839	0.8371
The service costs are reasonable	3.8313	3.8370	3.8571	4.0588	0.3218	0.8096

*Significant at 5% level

On examination of the mean scores, the satisfying factor, the work to be carried out, and the charges are explained to customer and an estimate is being given after inspection of vehicle was identified by the Group I, Group III and Group IV customers since the means scores are 3.9671, 4.1250 and 4.000 respectively. The factor, promises to do something by a certain time and does so, was opted as satisfying one by Group I customer. The factor, the service station approved by the manufacturing company was identified by all the four groups of customers, since the mean scores are 4.2305, 4.1250, 4.3571 and 4.0588. The factor, personnel have in depth knowledge to find out the defaults in the engine or car was chosen by Group I customers (4.0256), Group II customers (3.8152) and Group III customers (3.7321).

Likewise, the four groups were chosen the factor well experienced workers (3.7778, 3.8261, 3.8750 and 3.8824) and the service costs are reasonable (3.8313, 3.8370, 3.8571 and 4.0588).

The significant differences in perception among the four groups of customers with regard to the factors supporting the dimension Trust Worthiness or Assurance were noticed in respect of the factors, The work to be carried out and the charges are explained to customer and an estimate is being given after inspection of the vehicle (7.7520) and personal have in depth knowledge to find out the defaults in the engine or car (4.5504), since the ‘F’ statistics of the above two factors found to be statistically significant at 5% level.

Perception on the critical factor courtesy or empathy among the male and female customers was compared to find out whether there are any significant difference with regard to the variables supporting the above critical factor. The statistical tool *t* test was employed.

Table.34. Courtesy or Empathy - Perception of Male and Female compared

Variables	Gender				<i>t</i>	Sig. Level
	Male N=458		Female N=42			
	Mean	SD	Mean	SD		
An arrival at work shop, greeted with courtesy and smile	3.8712	0.721	3.9762	0.924	-0.72	0.477
Understand the specific needs of the customer	3.9563	0.795	4.1190	0.772	-1.30	0.198
Courtesy in service	3.8559	0.731	4.1190	1.064	-1.57	0.124
Polite and receptive	3.8319	0.829	3.9762	0.897	-1.00	0.320
Get things right at the first time	3.7511	0.807	3.6429	1.246	0.55	0.583
Consistently courteous with customer	3.6965	0.889	3.7381	1.191	-0.22	0.826

*Significant at 5% level

It is noted from the Table.34 above, according to the mean score value, of the males, the variables are perceived highly by them (3.8712, 3.9563, 3.8559 and 3.8319). The highly perceived variables by females are 3.9762, 4.1190, 4.1190 and 3.9762. Interestingly, the same variables were highly perceived by both groups. Also, there is no significant difference in their perception, since, all the *t* values are less than the tabled *t* value.

Therefore, the hypothesis, “there is no difference of perception among male and female customer in respect of the dimension Courtesy or Empathy” is accepted.

It is concluded that, both the categories of customers were shown Courtesy or Empathy by the personnel’s of the service station.

Any customer, who receives Courtesy or Empathy while dealing with an organization is naturally satisfied to their fullest. The six factors given below portray the treatment of the service station to the customers. If the expected factors below are meted out, then the customers get satisfied. In line with the above, the customers rated the factors to show their intensity of the perception in respect of each factor. The mean scores of the perception with regard to the factors have been considered for the study. The higher mean score shows the high perception and their option on the factor. The factors opted by the different age group of customers, as satisfactory with regard to the critical factors courtesy or empathy have been explained from the following Table.35, which furnishes the result of the one way ANOVA.

Table.35. Courtesy or Empathy - perceived by different age group of customers

Variables	Mean Square (Age in years)				F Ratio	F Prob – ability
	Below 30	31-40	41-50	Above 50		
On arrival at work shop, greeted with courtesy and smile	3.9000	3.8080	4.0194	3.9123	2.0825	0.1016
Understand the specific needs of the customer	3.9333	4.0080	3.9223	3.9474	0.3926	0.7583
Courtesy in service	3.8556	3.8840	3.8932	3.8596	0.0548	0.9831
Polite and receptive	3.7444	3.8520	3.9027	3.8596	0.6104	0.6085
Get things right at the first time	3.6778	3.6800	3.8835	3.8596	1.9345	0.1231
Consistently courteous with customer	3.6778	3.6440	3.6602	4.0526	3.2508*	0.0216

*Significant at 5% level

The Table.35 debits that, the Group I customers, get satisfaction on the presence of the following factors on arrival at workshop: greeted with courtesy and smile, understand the specific need of the customer, and courtesy in service, since their mean scores are, 3.9000, 3.9333 and 3.8556 respectively. Also, the Group II customers opted the same factors with the mean scores 3.8080, 4.0080 and 3.8840. Further, they favor polite and receptive nature of the personnel (3.8570). The group II customers also favored the five factors what the group II customers did. The mean scores are 4.0194, 3.9223, 3.8932, 3.9023 and 3.8835. At the same time the group IV customers favored all the six factors, since the mean scores are 3.9123, 3.9474, 3.8596, 3.8596, 3.8596 and 4.0526 respectively.

Significant difference in perception among the four groups of customers is found in the factor, ‘consistently courteous with

customer’, since the ‘F’ statistics (3.2508) of the factor is statistically significant at 5% level.

Courtesy or Empathy is most expected factor of the customers. There are six supporting factors regarding the critical factor courtesy or empathy. The mean scores computed have been displayed in the Table.36.

Table.36. Courtesy or Empathy - Perceived by Customers Belong to Different Educational Qualification

Variables	Mean Square (Age in years)			F Statistics	F Probability
	Up to +2	UG	PG		
On arrival at work shop, greeted with courtesy and smile	3.7143	3.8904	3.9000	1.1621	0.3137
Understand the specific needs of the customer	4.1905	3.8553	4.0435	5.0664*	0.0066
Courtesy in service	4.0952	3.8246	3.8913	2.2843	0.1029
Polite and respective	4.1429	3.7675	3.7652	1.9835	0.1387
Get things right at the first time	3.9524	3.6798	3.7652	1.9835	0.1387
Consistently courteous with customer	4.2619	3.4316	3.6652	8.9758*	0.0001

*Significant at 5% level

The group I customers get satisfied with the factors, understand the specific needs of the customer, courtesy in service, polite and respective, get things right at the first time and consistently courteous with customer, since their mean scores are 4.1905, 4.0952, 4.1429, 3.9524 and 4.2619 respectively. The group II customer’s preference of the satisfying factors are: ‘on arrival at work shop, greeted with courtesy and smile’, ‘understand the specific needs of the customer and courtesy in service’. Their mean scores are 3.8904, 3.8553 and 3.8246. The Group III customers’ satisfying factors are also the same factors preferred by group II customers since their mean scores are 3.9000, 4.0435, 3.8913 and 3.8652, respectively.

Regarding the significant difference of perception among the three groups of customers in respect of the factors supporting the dimension Courtesy or Empathy, the three factors namely understand the specific needs of the customer (5.0664), polite and receptive (3.7622), and consistently courteous with customer (8.9758) were identified, since their F statistics are statistically significant at 5% level.

The customers of different occupation have rated the following factors to measure the factor that gives them satisfaction. The mean scores were taken for the measurement. The mean scores of the factors have been presented in Table.37.

Table.37. Courtesy or Empathy - Perceived by Customers of Different Occupation

Variables	Mean Square (Occupation)						F Statistics	F Probability
	1	2	3	4	5	6		
On arrival at work shop, greeted with courtesy and smile	3.8454	4.0000	3.7097	3.8065	3.9855	3.5000	2.5534*	0.0270
Understand the specific needs of the customer	3.9485	3.7931	3.8871	4.2043	3.9565	3.4167	3.3098*	0.0060
Courtesy in service	3.8454	3.7586	3.8710	3.9140	3.8986	3.8333	0.2536	0.9380
Polite and receptive	3.7526	3.9310	3.8226	4.0000	3.8261	3.5833	1.2087	0.3038
Get things right at the first time	3.7216	3.6552	3.7419	3.8925	3.7005	3.6667	0.7678	0.5733
Consistently courteous with customer	3.7732	3.7586	3.5968	3.7419	3.6667	3.7500	0.4033	0.8466

*Significant at 5% level

All the above factors have been perceived highly by the customers belong to Business, Company Executives, Government staff, Academicians, Professionals and Ex-service staff, since except with regard to some variables, which certain types of customers rated moderately. The Government staff have perceived the factor, 'consistently courteous with customer' moderately. The Ex-service staff also had a moderate perception on the factors: 'on arrival at workshop, greeted with courtesy and smile' (3.5), and polite and receptive (3.5833). Those factors perceived high by the customers could be the customers' satisfaction of the respective customers.

Significant difference of perception among the six types of customers was found with regard to two factors, on arrival at workshop, greeted with courtesy and smile (2.5534) and understand the specific needs of the customers (3.3098), since the *F* statistics of the respective factors are found to be statistically significant at 5% level.

A comparison of perception of the two types of customers belong to joint and nuclear family have been presented in Table.38.

It is found out from Table.38 that, the above two types of customers perceived differently on the two variables namely Polite and receptive and consistently courteous with customers since the *t* values are 2.37 and 2.09 respectively, which are found to be statistically significant. But the other four variables have no significance and hence it is presumed that the perceptions are the synonymous.

Table.38. Courtesy or Empathy - Perceived by the 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		
An arrival at work shop, greeted with courtesy and smile	3.8943	0.787	3.8753	0.724	0.24	0.813
Understand the specific needs of the customer	4.0244	0.844	3.9523	0.777	0.84	0.403
Courtesy in service	3.8943	0.777	3.8727	0.765	0.27	0.788
Polite and receptive	3.9837	0.713	3.7984	0.867	2.37*	0.019
Get things right at the first time	3.7724	0.808	3.7321	0.866	0.47	0.638
Consistently courteous with customer	3.8374	0.803	3.6552	0.947	2.09*	0.038

*Significant at 5% level

Therefore, the hypothesis, "there is no difference in perception among the customers belonging to Joint and Nuclear family" is mostly accepted except on the two variables which are found significant.

It is concluded that, the customers give importance to the two variables since they mostly prefer the service station to be polite and receptive and consistently courteous with customers.

The perception of the two groups of customers belonging to below 3 members and above three members in respect of the dimension courtesy or empathy by the service station was compared by fitting 2 tail *t* test. The Table.39 consists of *t* values of the variables.

Table.39. Courtesy or Empathy - Perceived by the Customers Belong to the Family Consists of below three and above three members

Variables	Family Size				<i>t</i>	Sig. Level
	Below 3 N=118		Above 3 N=382			
	Mean	SD	Mean	SD		
An arrival at work shop, greeted with courtesy and smile	3.8136	0.773	3.9005	0.729	1.08	0.280
Understand the specific needs of the customer	3.9576	0.810	3.9738	0.790	0.19	0.849
Courtesy in service	3.8390	0.751	3.8901	0.773	0.64	0.522
Polite and receptive	3.7966	0.930	3.8586	0.804	0.65	0.514
Get things right at the first time	3.6695	0.868	3.7644	0.846	1.04	0.298
Consistently courteous with customer	3.6610	0.829	3.7120	0.942	0.57	0.573

It is noticed from the Table.39, no significant difference was found among the perception of the customers belonging to the above two groups in respect to the six variables under the

dimension courtesy or empathy. All the *t* values are not significant at 5% level.

Therefore, the hypothesis, “there is no significant difference in perception between the two types of customers in respect of the dimension Courtesy or Empathy” is accepted in whole. It is inferred the customers are satisfied with all the variables supporting the dimensions.

The six factors related to the dimension Courtesy or Empathy were examined through the mean scores of the respective factors obtained from the perception of the four groups of customers grouped on the basis of income. The Table.40 shows the mean scores and the ‘*F*’ statistics.

Table.40. Courtesy or Empathy - 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		
An arrival at work shop, greeted with courtesy and smile	3.8313	3.9239	3.9464	3.8824	0.7176	0.548
Understand the specific needs of the customer	3.9218	4.0598	3.8393	4.1176	1.7932	0.1475
Courtesy in service	3.9424	3.8261	3.7321	4.0000	1.6770	0.1710
Polite and receptive	3.8601	3.8370	3.8214	3.7647	0.0986	0.9608
Get things right at the first time	3.6914	3.7391	3.8393	4.1765	2.0189	0.1103
Consistently courteous with customer	3.6831	3.5924	4.0714	3.8824	4.2459*	0.0056

*Significant at 5% level

Upon inspection of the Table.40, it is understood that the four groups of the profile, variable income, have highly perceived most of the factors and hence that are satisfied. The factor, ‘on arrival, work shop greeted with courtesy and smile’ has satisfied all the four groups (3.8313, 3.9289, 3.9464 and 3.8824). Likewise, the next factor, ‘understand the specific needs of the customers’, also is opted by all the four groups (3.9218, 4.0598, 3.8393 and 4.1176). ‘Courtesy in service’ is also favored as a satisfactory one by all the four groups (3.9424, 3.8261, 3.7321 and 4.0000). Similarly, the factor, ‘polite and receptive’ (3.8601, 3.8370, 3.8214 and 3.7647). At the same time, the factor ‘get things right at the first time’ was perceived as a satisfying factor by Group II (3.7391), Group III (3.8393) and Group IV (4.1765) customers. The sixth factor, ‘consistently courteous with customer’ was opted by Group III (4.0714) and Group IV (3.8824) customers.

Regarding the significant difference of perception among the four groups of customers with regard to the dimension, ‘Courtesy or Empathy’, and the ‘*F*’ statistics of the factor, ‘consistently

courteous with customer’ (4.2459) was found to be statistically significant at 5% level. Hence it is inferred that the only factor for is differed in the perception of the customers.

3. CONCLUSION

In light of the inferences derived through the study, the important criteria for customer satisfaction is discerned to be service quality. Most of the customers have purchased the cars that come with a good after sales service package. Therefore, to attract the customers, the car manufacturing companies have now begun to extend their service facilities at any place, even at the roadside anywhere in India. The study also revealed that the customers lay more emphasis on the after-sales-service.

The customers’ satisfaction in purchasing the car lies in the service quality rendered by the company. M/s Maruthi Udyog Ltd., stands first in the service quality and it is the reason for its voluminous sales achievements. The next one is M/s Hyundai Cars and the third one is Tata Motors. The three companies have occupied three fourth of the small car market in India.

As per the view of the customers, they get more satisfaction on the service quality of the respective companies. The customers were satisfied with the modern equipment to check the engine, visually appealing physical facilities and materials, neat in appearance and fully computerized workshop. The individualized attention given by the service station personnel would have actually attracted and convinced the customer to go for purchase of the car. The service station’s willingness to help the customer immediately, less time taken to carry out repairs and personal attention given to the customers are some of the factors for the customer satisfaction. Also they have sincere interest in solving the problems.

The performance of service station is considered to be the source of total satisfaction for the customer. Some of the striking factors that satisfied the customers the most are: prompt service, delivery of vehicle at correct time, convenient operating hours, error free records, provisions of road side assistance, reminders sent to customers for regular service, and good service delivered to the customer at the service station. The customers were convinced of the trustworthiness of the service delivered by the service station. The estimate of the works to be carried out furnished to customers soon after the inspection, highly experienced workers, reasonable service cost, etc. - the service stations offering a few or all the services mentioned above are approved by the customers as the ones delivering optimum customer satisfaction. Also, the courtesy offered by the service station also satisfied the customers to a great extent while buying the car.

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