

Customer Satisfaction towards C- Segment Cars in Chennai City**J. VICTOR CHARLES****Doctoral Scholar,****Dept of Business Administration****Manonmaniam Sundaranar University,****Tirunelveli, Tamil Nadu, India****Dr. C. KATHIRAVAN****Assistant Professor,****Dept of Business Administration****Annamalai University****Chidambaram, Tamil Nadu, India****C. VELAUDHAM****Doctoral Scholar,****Dept of Business Administration****Annamalai University****Chidambaram, Tamil Nadu, India****ABSTRACT**

The automobile sector is a key performer in the global and Indian economy. The automotive industry in India is one of the largest in the world and one of the fastest growing global. The study covers customer satisfaction towards C- Segment cars in Chennai city. Sample size is 680 in all, obtained through the simple random sampling technique in Chennai. Various statistical tools employed are frequency distribution, percentage analysis, factor analysis and independent sample t test. The study found that C-segment car customers are average satisfied with the factors like relevant expense, safety technology, engine reliability, internal design, external design, brand reliability, service provision and internal quality. Hence it is concluded that In order to fulfill the expectations of the respondents a proper market survey should be conducted to ascertain their needs and expectations, and accordingly they should be fulfilled to satisfy the customers and entice this lot to buy c-segment cars.

Keywords: C- Segment cars, customer satisfaction, simple random sampling technique

Introduction

The C - segment car has always been the high growth segment of the Indian automobile market right from the very first launching of the C- segment car in the Indian market by the Maruti Company in 1983. The multiplied growth of the same today, in many ways, reflects the psychographics and demographics of the car purchasing population in India. As such, for many years, small cars have accounted for a major part of the revenue of the fast expanding passenger-car market. But the best thing about the demand for small cars is that there are upgrades possible, even in this segment – attending to the mature levels that the Indian car industry has reached. Further, Indian consumers now want the latest technological and functional features in such cars and are not ready to wait for long to get the latest models from foreign car manufacturers as they did in the past. Now there are enough local and multinational players in the Indian market.

Need of the study

India produced about one million passenger cars and six million two-wheelers in 2014-15. It is a global major in the primarily produces motorcycles, two-wheeler industry and mopeds and scooters of engine capacities below 200 cc. It's position 13th in the production of passenger cars and 2nd in the world in the manufacturing of two-wheelers. The car industry has grown at a compounded annual growth velocity of greater than 10 percent during the last five years and also witness a move in the require mix particularly, with sales of C- segment cars showing an accelerated trend. The increased income level of the middle class family motivates and fulfilled their dream of owning a car through purchasing a C- segment car, which is much suitable for the Indian road condition and financial capacity of the middle-middle and lower-middle category of the respondents.

Scope of the Study

The scope of the study is as follows

1. The study is centered at Chennai only.
2. The study is related only with C- segment cars.
3. Age, education and occupation and income as demographic and price and sales points as product related variables only considered.

Review of literature

Suriya, Vinotha and Ganga (2015) studied about "Service Quality and Customer Satisfaction towards Tata Indica at VST Motors in Cuddalore." Descriptive research plan was adopted. 120 samples were used in this study. Descriptive statistics and one way ANOVA were used for data analysis. The researcher concluded that majority of the customers were expecting to minimize the customer waiting time and reduce the service rate and on both arrival and delivery of service.

Akhila and Ashar (2015) studied about "A Study on Customer Satisfaction towards Maruti Suzuki in Coimbatore." Convenience sampling technique was adopted for collecting primary data. 150 respondents were to collect data through a structured questionnaire. Percentage analysis and Chi square test were adopted for analysis the collected primary data. The study found that there is no significant relationship between type of gender and Maruti cars. The result concluded that increasing trend, at the same time they expected safety and security, higher performance, easy handling, etc.

Mathankumar and Velmurugan (2015) studied about "Determinants of Customers Satisfaction – With Special Reference to Four Wheelers on Coimbatore District." Convenience sampling technique was adopted for collecting primary data. 260 respondents were to collected data through structured questionnaire. Chi square test was used for the data analysis for collected primary data. The study found that Customer's car satisfaction is associated with variables such as status in family, occupation, monthly expenditure on car maintenance. The result concluded that Car manufacturers may focus on after sales and service, manufacturing fuel saving cars, which was fitting to Indian financial conditions that may encourage middle income group consumers to purchase the car.

Sayed (2015) conducted a study on "Does Brand Experience Build Customer's Satisfaction and Loyalty in the Automobile Industry." The data's were collected from 511 car owners through structured questionnaire in the Kingdom of Bahrain. Descriptive statistics, factor analysis, one way ANOVA, correlation and multiple regressions were used for data analysis. The study indicated that relationship among brand satisfaction, brand experience and brand loyalty in the automobile industry. The study also found that the highest correlation coefficient was found in the super luxurious car categorization in terms of satisfaction and brand loyalty.

Priyanka (2015) studied about "A Study of Customer Satisfaction of Two Wheelers on Yamaha." Sample size was 100 respondents who used Two Wheelers on Yamaha. Percentage analysis was used in this study. The study found that the satisfaction of customers in various categories like different gender, age, income levels and factors influencing them to buy Yamaha and satisfaction level on various factors. The analysis concluded that the Yamaha bikes were well known for their performance, designs and the satisfaction was high towards all other factors except mileage, because youth is the main target for Yamaha, if Yamaha bike satisfied its customers with the mileage, comfort, style and free service.

Jamuna and Bharathiraja (2014) studied about "A Study on Customer Satisfaction towards Tata Nano in Trichy Town." The study was conducted in Musiri town. Descriptive research plan was adopted. Convenience sampling was used for primary data collection. 110 samples were used in this study. Descriptive statistics and Chi-square tests were used for data analysis. The study found that highly satisfied the customers mainly on the factor of vehicle price. The researcher concluded that the respondents expectation was manufacturer focus of improve their advertisements need improve the style and quality of the vehicle.

Usha and Nallabala (2014) conducted a research on "A Study on Customer Satisfaction on Fiat Car at Concorde Motors in Chennai." Objectives of the study were factors that lead to customer satisfaction, level of satisfaction towards the FIAT car and opinion about quality and services of Product. Sample size was taken 150 respondents who used FIAT car. Descriptive statistics and Chi-square analysis were used for data analysis. The study found that (59%) of the respondents were satisfied with after sales services, (76%) of the respondents were satisfied with the test drive and (61%) of the respondents were satisfied FIAT car users.

Kishor (2014) researched that "A Study on Customer Satisfaction of 'B' Segment Maruti Cars in Hyderabad City." 150 respondents were chosen for collecting primary data with structured questionnaire. Simple Percentage Method, Weighted Average Method and Chi Square Test were used for the data analysis. The study shows that most of the customers felt maintenance cost of Maruti Car is high. Some of the customers were opinion uncomfortable with the back foot area and boot space area and etc.

Duggani and Durga (2014) studied about "Customer Satisfaction towards Honda Two Wheelers: A Case Study in Tirupati." Descriptive research plan was adopted in this study. The convenience sampling method was adopted for primary data collection. The sample size was 100. Chi-square test, percentage analysis was used for data analysis. The study found that most of the customers agreed that Honda is the best quality with reasonable price. But 10% of the customers were asking for development in the quality.

Vijayakanth, Santosh and Rao (2014) studied about "Customer Satisfaction Index in Multi Brand Car Service Centre across Karnataka." Quantitative research design was adopted in this study. Descriptive statistics were used for data analysis. The sample size was 100. The study found that Personal Car Users across Karnataka were satisfied with the services offered by the Multi brand service centre. The study also shows that satisfied percentage was more than dissatisfies.

Research Methodology**Objectives of the study**

1. The main Objective of the study is to study the consumer satisfaction towards C- segment cars in Chennai City.
2. To identify the existence of demographic variables is the second objective.

Hypothesis of the study

1. Respondents do not differ significantly towards customer satisfaction with respect to gender.
2. Respondents do not differ significantly towards customer satisfaction with respect to marital status.

Primary data collection

With the help of structured interview schedule primary data was collected. The interview schedule was prepared after sufficient reviews of literatures and books to pre-testing and pilot went with 60 dealers and car users, and it was further critically analyzed by research scholars and research experts. Then finally redrafted interview schedule was administered among the car users from Chennai city.

Secondary data

Through possible mass media such as textbooks, magazines, journals and dailies, internet web resources, others published and unpublished sources of information, the secondary data was received.

Simple Random Sampling Technique

The simple random sampling technique is usually opted and given the equal chance of C-Segment car users. Here area as well as sample strength allocated to that area are constructed (Kothari, 2009). This method allows a lottery method of data collection Chennai city. The technique can be allocated on the Demographic, Sociographic and psychographic elements of any study.

Sampling Frame

Under this technique, the random sampling technique was opted. The Sample size was 680. The list of the consumers who had bought the car was collected through dealers and authorized company show rooms in Chennai city. Based on the lists on Saturday, Sunday and National Holidays were used for data collection from October 2014 to March 2015. Based on the Yamane (1973) formula for determining the sample strength was adopted which suggested 625 as suitable sample size. In anticipation of non response, an additional 30 percentage of the expected sample size was planned. Therefore, a total of 811 questionnaires were distributed. But, 740 questionnaires have been collected out of which 60 were found to be improperly filled and hence, 680 questionnaires were found to be fit for further analysis.

Statistical tools

S.No.	Tools
1	Descriptive Statistics
	Frequency Analysis
	Percentage Analysis
2	Factor Analysis
3	One way ANOVA
4	Multiple regression analysis

Data analysis and interpretation**Table 1.1 Showing Gender of the Respondents**

Variable	Category	Frequency	Percentage
Gender	Male	604	88.8
	Female	76	11.2
	Total	680	100.0

Source: Primary Data

It is observed that among 680 respondents, majority of the respondents are male 604 (88.8%), and 76(11.2%) are female.

Table 1.2 Showing Marital Status of the Respondents

Variable	Category	Frequency	Percentage
Marital Status	Married	636	93.5
	Single	44	6.5
	Total	680	100.0

Source: Primary Data

It is found that among 680 respondents, the majority of the respondents are married 636 (93.5%), and 44 (6.5%) are single.

Table 1.3 Factor Analysis of Satisfaction

Factor analysis through the principal component method is applied on all 40 dimensions of satisfaction towards post purchase behavior of consumers with special reference to C - Segment Car in Chennai. The following results are obtained for the classification of the factors and the results are discussed below.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.845
Bartlett's Test of Sphericity	Approx. Chi-Square	14111.067
	df	780
	Sig.	.000

Source: Primary Data

Sampling adequacy is 0.845 through KMO measure, Bartlett's Test of Sphericity with approximated chi-square value 14111.067 are statistically significant at the 1 percent level. This indicates that all the 39 dimensions are normally distributed and suitable for data reduction.

Total Variance Explained

Com.	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.006	25.014	25.014	10.006	25.014	25.014	4.024	10.059	10.059
2	3.154	7.885	32.899	3.154	7.885	32.899	3.898	9.744	19.804
3	2.775	6.938	39.837	2.775	6.938	39.837	3.460	8.651	28.455
4	2.199	5.499	45.335	2.199	5.499	45.335	3.133	7.833	36.288
5	2.048	5.119	50.454	2.048	5.119	50.454	2.930	7.326	43.614
6	1.696	4.240	54.694	1.696	4.240	54.694	2.756	6.890	50.504
7	1.446	3.614	58.308	1.446	3.614	58.308	2.611	6.527	57.031
8	1.185	2.962	61.270	1.185	2.962	61.270	1.599	3.997	61.029

Extraction Method: Principal Component Analysis. **Source: Primary Data**

From the table it is found that 40 dimensions are reduced into eight factors with individual variances 25.014, 7.885, 6.938, 5.499, 5.119, 4.240, 3.614 and 2.611 and the total Cumulative 63.881%. This shows that the 39 dimensions of satisfaction are reduced into eight predominant factors to represent their respective underlying variables. The following information clearly explains the variable loadings in each factor.

Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
Maintenance Cost	.741							
Fuel efficiency	.711							
Price	.686							
Oil consumption	.633							
Financing schemes	.627							
Re-Sale value	.550							
Availability of Spare parts and its cost	.527							
Brake safety		.716						
Vibration		.711						
Safety		.709						
Central locking system / Alarm system		.604						
Impact Protection system		.594						
Pollution		.586						
Engine sound			.818					
Powerful Engine			.781					
Size of engine			.711					
Pickup			.695					
Vehicle model			.573					

Interior Design				.792				
Exterior Design				.772				
Inner space				.762				
Audio system				.670				
Battery performance					.732			
Horn					.706			
Light					.694			
Wiper performance					.691			
Driving comfort						.755		
Style/Design						.736		
Comfort/Luxury						.708		
Brand Image						.637		
Color						.546		
Innovative technology						.515		
After Sales service							.833	
Warranty							.749	
Durability							.597	
Number of service station and its performance							.541	
Heating and cooling							.516	
Quality Stability								.798
Power Performance								.715

Source: Primary Data

1. From the table below it is found that the first factor comprises of seven dimensions namely:

S.No.	Factors	Factor Loadings	Eigen Value
1.	Maintenance Cost	.741	10.006
2.	Fuel efficiency	.711	
3.	Price	.686	
4.	Oil consumption	.633	
5.	Financing schemes	.627	
6.	Re-Sale value	.550	
7.	Availability of Spare parts and its cost	.527	

Therefore the first factor is named as "Relevant Expense."

2. From the table below it is found that the second factor comprises of six dimensions namely:

S.No.	Factors	Factor Loadings	Eigen Value
1.	Brake safety	.716	3.154
2.	Vibration	.711	
3.	Safety	.709	
4.	Central locking system / Alarm system	.604	
5.	Impact Protection system	.594	
6.	Pollution	.586	

Therefore the second factor is named as "Safety Technology."

3. From the table below it is found that the third factor comprises of five dimensions namely:

S.No.	Factors	Factor Loadings	Eigen Value
1.	Engine sound	.818	2.775
2.	Powerful Engine	.781	
3.	Size of engine	.711	
4.	Pickup	.695	
5.	Vehicle model	.573	

Therefore the third factor is named as **"Engine Reliability."**

4. From the table below it is found that the fourth factor comprises of four dimensions namely:

S.No.	Factors	Factor Loadings	Eigen Value
1.	Interior Design	.792	2.199
2.	Exterior Design	.772	
3.	Inner space	.762	
4.	Audio system	.670	

Therefore the fourth factor is named as **"Internal Design."**

5. From the table below it is found that the fifth factor comprises of four dimensions namely:

S.No.	Factors	Factor Loadings	Eigen Value
1.	Battery performance	.732	5.119
2.	Horn	.706	
3.	Light	.694	
4.	Wiper performance	.691	

Therefore the fifth factor is named as **"External Design."**

6. From the table below it is found that the sixth factor comprises of six dimensions namely:

S.No.	Factors	Factor Loadings	Eigen Value
1.	Driving comfort	.755	1.696
2.	Style/Design	.736	
3.	Comfort/Luxury	.708	
4.	Brand Image	.637	
5.	Color	.546	
6.	Innovative technology	.515	

Therefore the sixth factor is named as **"Brand Reliability."**

7. From the table below it is found that the seventh factor comprises of five dimensions namely:

S.No.	Factors	Factor Loadings	Eigen Value
1.	After Sales service	.833	1.446
2.	Warranty	.749	
3.	Durability	.597	
4.	Number of service station and its performance	.541	
5.	Heating and cooling	.516	

Therefore the seventh factor is named as **"Service Provision."**

8. From the table below it is found that the eighth factor comprises of two dimensions namely:

S.No.	Factors	Factor Loadings	Eigen Value
1.	Quality Stability	.798	1.185
2.	Power Performance	.715	

Therefore the eighth factor is named as "Internal Quality."

Table 1.4 Showing independent sample t test between gender and consumer satisfaction towards C - Segment Cars

Factors	Gender	N	Mean	SD	t	Sig.
Relevant Expense	Male	604	3.2893	.67154	2.700	.008
	Female	76	3.3252	.40446		
Safety Technology	Male	604	3.6730	.67662	.849	.396
	Female	76	3.6031	.67767		
Engine Reliability	Male	604	3.7166	.73251	3.234	.002
	Female	76	3.8026	.63371		
Internal Design	Male	604	3.3853	.86853	1.644	.101
	Female	76	3.2105	.91201		
External Design	Male	604	3.5327	.77392	1.278	.202
	Female	76	3.4145	.63712		
Brand Reliability	Male	604	3.6457	.60396	4.205	.000
	Female	76	3.3202	.85104		
Service Provision	Male	604	3.5828	.64561	2.240	.025
	Female	76	3.4105	.50691		
Internal Quality	Male	604	3.3361	.82486	.982	.327
	Female	76	3.2368	.87740		

Source: Primary Data

Above the table shows the frequency distribution, mean, standard deviation and t ratio of the different two groups of gender towards satisfaction. The total sample strength is 680. The dependent variable satisfaction is sub divided in to eight sub factors such as relevant expense, safety technology, engine reliability, internal design, external design, brand reliability, service provision and internal quality. Gender is includes two groups such as male and female.

Null hypothesis H_0 = Respondents does not differ significantly towards satisfaction with respect to gender.

Alternate hypothesis H_A = Respondents differ significantly towards satisfaction with respect to gender.

Relevant expense shows the t ratio 2.700 and p value is 0.008; engine reliability shows the t ratio 3.234 and p value is 0.002; brand reliability shows the t ratio 4.205 and p value is 0.000 and service provision shows the t ratio 2.240 and p value is 0.025. All the p values are less than 0.05 and the hypotheses are rejected and significant at 5% level of significance.

The factors safety technology shows the t ratio 0.849 and p value is 0.396; internal design shows the t ratio 1.644 and p value is 0.101; external design shows the t ratio 1.278 and p value is 0.202 and internal quality shows the t ratio 0.982 and p value is 0.327. All the p values are greater than 0.05 and the hypotheses are accepted and not significant.

Further the mean wise comparison of relevant expense shows the highest mean of 3.3252 is with the gender group female; lowest mean value of 3.2893 is with the gender group male; engine reliability shows the highest mean of 3.8026 is with the gender group female; lowest mean value of 3.7166 is with the gender group male; brand reliability shows the highest mean of 3.6457 is with the gender group male; lowest mean value of 3.3202 is with the gender group female; service provision shows the highest mean of 3.5828 is with the gender group male; lowest mean value of 3.4105 is with the gender group female.

It is found that the respondent's opinion significantly differs with respect to their five age groups towards satisfaction factors such as relevant expense, engine reliability, brand reliability and service provision. It is also identified that the factors safety technology, internal design, external design and internal quality are not significantly differs based on the five age groups.

Table 1.5 Showing independent sample t test between marital status and consumer satisfaction towards C - Segment Cars

Factors	Marital	N	Mean	SD	t	Sig.
Relevant Expense	Married	636	3.2900	.65464	-2.257	.029
	Single	44	3.3409	.52936		
Safety Technology	Married	636	3.6596	.69235	-.821	.412
	Single	44	3.7462	.37782		
Engine Reliability	Married	636	3.7195	.73031	-3.540	.001
	Single	44	3.8227	.59175		
Internal Design	Married	636	3.3589	.87442	-.785	.433
	Single	44	3.4659	.88033		
External Design	Married	636	3.4961	.76216	-3.072	.002
	Single	44	3.8580	.65236		
Brand Reliability	Married	636	3.5846	.63332	-3.837	.000
	Single	44	3.9659	.69474		
Service Provision	Married	636	3.5585	.64139	-.788	.431
	Single	44	3.6364	.50903		
Internal Quality	Married	636	3.3035	.81804	-2.581	.010
	Single	44	3.6364	.95457		

Source: Primary Data

Above the table shows the frequency distribution, mean, standard deviation and t ratio of the different two groups of marital status towards satisfaction. The total sample strength is 680. The dependent variable satisfaction is subdivided into eight sub factors such as relevant expense, safety technology, engine reliability, internal design, external design, brand reliability, service provision and internal quality. Marital status includes two groups such as married and single.

Null hypothesis H_0 = Respondents does not differ significantly towards satisfaction with respect to marital status.

Alternate hypothesis H_A = Respondents differ significantly towards satisfaction with respect to marital status.

Relevant expense shows the t ratio -2.257 and p value is 0.029; engine reliability shows the t ratio -3.540 and p value is 0.001; external design shows the t ratio -3.072 and p value is 0.002; brand reliability shows the t ratio -3.837 and p value is 0.000 and internal quality shows the t ratio -2.581 and p

value is 0.010. All the p values are less than 0.05 and the hypotheses are rejected and significant at 5% level of significance.

The factors safety technology shows the t ratio -0.821 and p value is 0.412; internal design shows the t ratio -0.785 and p value is 0.433 service provisions shows the t ratio -0.788 and p value is 0.433. All the p values are greater than 0.05 and the hypotheses are accepted and not significant.

Further the mean wise comparison of relevant expense shows the highest mean of 3.3409 is with the marital status group single; lowest mean value of 3.2900 is with the marital status group married; engine reliability shows the highest mean of 3.8227 is with the marital status group single; lowest mean value of 3.7195 is with the marital status group married; external design shows the highest mean of 3.8580 is with the marital status group single; lowest mean value of 3.4961 is with the marital status group married; brand reliability shows the highest mean of 3.9659 is with the marital status group single; lowest mean value of 3.5846 is with the marital status group married and internal quality shows the highest mean of 3.6364 is with the marital status group single; lowest mean value of 3.3035 is with the marital status group married.

It is found that the respondent's opinion significantly differs with respect to their two groups of marital status towards satisfaction factors such as relevant expense, engine reliability, external design, brand reliability and internal quality. The factors, safety technology, internal design and service provision are do not significantly differs base on two groups of marital status.

Findings

It is observed that among 680 respondents, the majority of the respondents are male 604 (88.8%), and 76 (11.2%) are female.

It is found that among 680 respondents, the majority of the respondents are married 636 (93.5%), and 44 (6.5%) are single.

The study found that the respondent's opinion significantly differs with respect to gender groups towards satisfaction factors such as relevant expense, engine reliability, brand reliability and service provision. It is also identified that the factors, safety technology, internal design, external design and internal quality are do not differs significantly based on the gender groups. The analysis found that eight factors are average satisfied based on gender groups.

It is found that the respondent's opinion significantly differs with respect to their two groups of marital status towards satisfaction factors such as relevant expense, engine reliability, external design, brand reliability and internal quality. The factors safety technology, internal design and service provision factors are do not significantly differs base on two groups of marital status. The analysis found that eight factors are average satisfied.

Suggestions

Marital status of the respondents-wise analysis shows Joint family, unmarried customers are highly satisfied towards c- segment cars when compared married of the customers. In order to fulfill the expectations of married respondents a proper market survey should be conducted to ascertain their needs and expectations, and accordingly they should be fulfilled to satisfy the married respondents and entice this lot to buy c-segment cars.

Conclusion

The automobile sector is a key performer in the global and Indian economy. The automotive industry in India is one of the largest in the world and one of the fast growing globally. The study covers customer satisfaction towards C- Segment cars in Chennai city. Sample size is 680 in all, obtained through simple random sampling in Chennai. Researcher designed questionnaire is with the 5 point

scale in the continuum of agreeing. The reliability of this tool is 0.80. Various statistical tools employed are frequency distribution, percentage analysis, factor analysis and independent sample t test. The study found that C-segment car customers are average satisfied with the factors like relevant expense, safety technology, engine reliability, internal design, external design, brand reliability, service provision and internal quality. Hence it is concluded that In order to fulfill the expectations of the respondents a proper market survey should be conducted to ascertain their needs and expectations, and accordingly they should be fulfilled to satisfy the customers and entice this lot to buy c-segment cars.

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