AN EMPIRICAL STUDY ON CUSTOMER PREFERENCE ON RENTING A CAR FOR SELF-DRIVE IN COIMBATORE

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ABSTRACT

Current technology developments and potential safety and mobility benefits of self-driving cars are discussed. It poses questions and proposes some initial actions to prepare the profession to become actively engaged in partnerships with a variety of stakeholders, including software and systems developers, auto manufacturers, and regulatory bodies. Self-driving cars offer the promise of allowing older citizens and those with disabilities to enjoy a level of mobility on a par with that enjoyed by licensed drivers with ready access to cars. In addition to the safety and mobility benefits, self-driving cars would allow significant productivity increases for commuting, goods movement, and care giving. When fully autonomous vehicles are permitted on the roadways, the fundamental nature of vehicle trips will change. Vehicles can shuttle empty to preposition themselves where they are needed. Self-driving vehicles are expected to track more precisely within lanes, which could allow lanes to be narrowed.

Keywords: Self-driving cars, Rental cars, productivity.

1. INTRODUCTION

1.1 INTRODUCTION

Nowadays, there are online car reservations which give much benefit to user. A rental service is a service in which customers arrive to request the hire of a rental unit. It is more convenient than carrying the cost of owning and maintaining the unit. A car rental or car hire agency is a company that rents automobiles for short period of time for a fee whether in a few hours or a few days or week. It is an extended form of a rental shop, often organized with numerous local branches (which allow a user to return a vehicle to a different location), and primarily 'located near airports or busy city areas and often complemented by a website allowing online reservations.

Car rental agencies primarily serve people who have a car that is temporarily out of reach or out of service, for example traveller who are out of town or owners of damaged or destroyed vehicles who are awaiting repair or insurance compensation. Because of the variety of sizes of their vehicles, car rental agencies may also serve the self-moving industry needs, by renting vans or trucks, and in certain markets other types of vehicles such as motorcycles or scooters may also be offered. In short, It is a system design specially for large, premium and small car rental business. The car rental system provides complete functionality of listing and booking car. Most companies throughout the industry make a profit based of the type of cars that are rented. The rental cars are categorized into economy, compact, compact premium, premium and luxury. And customers are free to choose any car of their choice based on their purse and availability of such car at the time of reservation.

1.2 NEED FOR THE STUDY

The study has been done to analyze the customer expectation, satisfaction level of customer in owning a car and maintaining their own car. Due to this reason the rental cars business came into market. Now, the rental car is in developing stage on market and still want to increase its customer. So

this study will help the car rentals systems to know how to satisfy the needs of customer and develop their business to next level.

1.3 OBJECTIVES

⇒ To understand the factors which influence customers to switch to rental cars.

⇒ To study the present promotion activities rental car system.

⇒ To know the customers expectation and to ascertain the satisfaction level of customers of shopping malls.

⇒ To validate the Rental Car system using user satisfaction test.

1.4 SCOPE OF THE STUDY

The automobile industry has been the focus of numerous studies in recent years, both in economics and in marketing. Nowadays, the trend is car rental system which give much benefit to user who does not have car. It is more convenient than carrying the cost of owning and maintaining the unit. This increases their saving and also level of satisfaction. This study finds the expectation and satisfaction level of a customer.

1.5 RESEARCH METHODOLOGY

To design the structured questionnaire the 28 items of customer satisfaction are taken from extensive study of literature viz. journals of marketing, international journals of marketing, various business review and marketing management magazines etc.
The primary data was collected from 150 customers about rental cars, whether they have already used cars for rent from any other platforms and also about their experience and satisfactory level of using owned cars and rental cars

1.5.1 AREA OF THE STUDY

The study is made in Coimbatore

1.5.2 PERIOD OF STUDY

The study covers the period of three months April to June 2020.

1.5.3 SAMPLE SIZE

The sample size of the study is 150 respondents.

1.5.4 SOURCE OF DATA

In this research, the collection of data is from various sources and they are
  1. Primary data

  2. Secondary data

1.6 LIMITATIONS OF THE STUDY

⇒ To create a system that will allow car owner to register their cars online for rent.
⇒ To establish a system that will allow rentors to register and rent cars online.
⇒ To create system that can advertise cars for rent online.
⇒ To create a system that will reduce paper work and consumes less time.

2. REVIEWS OF LITERATURE

Nitin Joshi1, D. P. Mishra [1] (2011) The aim of the study is to understand the behaviour of the customer in the State of Maharashtra which is one of the most developed states of India. The study was carried out to understand the customer awareness on environment friendly car (EFC).

U. Thiripurasundari [2] (2011) Brand Equity is the added value endowed by the brand to the Product. Although the idea of using a name or a symbol to enhance a product's value has been known to marketers for a long time, brand equity has gained a renewed interest in recent years. The objectives of the study were to analyse the importance of various factors like brand knowledge, brand preference, brand loyalty, brand application etc. in car market in Pondicherry.

Prof. Pallawi B. Sangode [3] (2011) This research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur. Service quality is a fundamental aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles.

Dr P. Sathyapriya [4] (2011) India is becoming a hub of major manufacturing industries and the automobile industry (in specific for passenger car segment) makes rapid progress in the country. After de-licensing of the industry in 1991, a number of global players have opened their plants in India. The players of automobile industry are developing new strategies to increase their market share. They do this by launching new variants in existing models and new models targeting people who prefer cars in various car segments. An important feature of this industry is that the industry is sensitive and the choice of a brand in passenger cars varies across segments. The study revealed that factors influencing the brand preference among the consumers who prefer passenger cars in mid and premium segments vary, and age and income influence their brand choice.

Dr Ajoy S Joseph [5] (2011) One of the most important factors that influence purchase of passenger cars in India is the availability of auto finance or consumer credit. This empirical study analyses the behavioural pattern exhibited by passenger car customers towards auto loan schemes and Financiers when they purchase their cars.

Ernest Johnson [6] (2011) As the used cars are very inexpensive, they would pose a serious threat to the Indian car industry. To counteract the threat, the Government of India has built tariff and non-tariff barriers. In this study, an attempt has been made to understand the attitude of car buyers towards the import of used cars by using information system. The results reveal that one third of the respondents show interest in the imported used cars.

Asghar Afshar Jahanshahi [7] (2011) In this research, the author addresses the following questions that are becoming increasingly important to managers in automotive industries: is there a relationship between customer service and product quality with customer satisfaction and loyalty in the context of the Indian automotive industry? If yes, how is the relationship between these four variables? On the other hand, customer service can be considered an innate element of industrial products. Customer service quality, product quality, customer satisfaction and loyalty can be measured at different stages, for example, at the beginning of the purchase, and one or two years after the purchase. The population

of the study comprised all of the Tata Indica car owners in Pune. The hypotheses of the study were analysed using regression and ANOVA. The results of the study showed that there was a high positive correlation between the constructs of customer service and product quality with customer satisfaction and loyalty.

Dr S. Subadra [8] (2010) In recent days India is witnessing a change in consumerism. The market is now predominantly consumer-driven. The focus is shifting from productbased marketing to need-based marketing. Consumer is given many options to decide. Passenger car segment is no exception to this general trend. An effective market communication is imperative for reaching the target audience. So it is important to study the consumer perceptions and behaviour of the car owners which will give one feedback on how marketing strategies can be worked.

Dr P. Natarajan and U. Thiripurasundari[9] (2010) this study focuses on the consumer preference of global brands vs. local brands in the Indian car industry. Consumer brand perceptions have substantial implications in marketing.

3. CAR RENTAL SERVICES

A car rental agency is a company that rents automobiles temporarily for short periods of time, generally ranging from a few hours to a few weeks with a fee. Renting a car assists people to get around even when they do not have access to their own personal vehicle or don't own a vehicle at all. The individual who want to rent a car must first contact the car rental company for the desire vehicle. This can be done online. At this point, this person has to supply some information such as; dates of rental, and type of car. After these details are worked out, the individual renting the car must present a valid Identification Card.

Car rental agencies primarily serve people who require a temporary vehicle, for example, those who do not own their own car, travelers who are out of town, or owners of damaged or destroyed vehicles who are awaiting repair or insurance compensation. Car rental agencies may also serve the self-moving industry needs, by renting vans or trucks, and in certain markets, other types of vehicles such as motorcycles or scooters may also be offered. Most companies throughout the industry make a profit based of the type of cars that are rented. The rental cars are categorized into economy, compact, compact premium, premium and luxury. And customers are free to choose any car of their choice based on their purse and availability of such car at the time of reservation.

4. DATA ANALYSIS AND INTERPRETATIONS

4.1 INTRODUCTION

In this chapter the Data Analysis and Interpretation of the study on "A Study On Customer Preference On Tenting A Car For Self-Drive In Tamil Nadu" is presented based on the opinion of a sample of 110 respondents through a questionnaire comprising of 20 questions. The following tools were employed in tune with objective of the study.

4.2 TOOLS USED

- Simple Percentage Analysis

4.2.1 SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the response to a particular question is percentage arrived from the total population selected for the study. It is one of the simple forms of analysis which is very easy for anyone to understand the outcome of the research. It is normally used by commercial research organization and pictorially presented with different diagrams.

TABLE 4.1: SHOWING AGE OF THE RESPONDENTS

| S.No	Age	Frequency	Percentage (%)
1	Below 20	13	8.67
2	20-30	94	62.67
3	30-40	20	13.33
4	40-50	16	10.67
5	Above 50	7	4.67
	Total	150	100
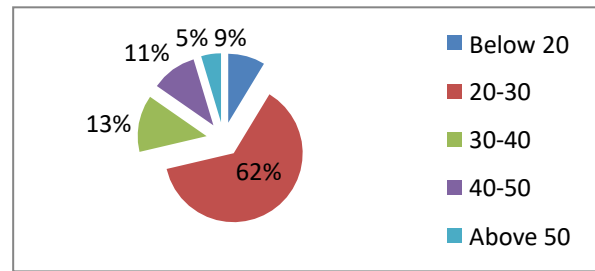
Source: Primary Data

INTERPRETATION

From the above table of the respondents it is clear that out of 150 samples taken for the study, the highest percentage of the sample, fall under the age group 20-30 with 62.67%, under below 20 with 8.67%, under 30-40 with 13.33%, under 40-50 with 10.67% and above 50 with 4.67% respectively.

INFERENCE

From the above table the highest percentage is between age group is 20-30 with 62.67%

TABLE 4.2: SHOWING GENDER OF THE RESPONDENTS

S.No	Gender	Frequency	Percentage (%)
1	Male	67	44.67
2	Female	83	55.33
	Total	150	100
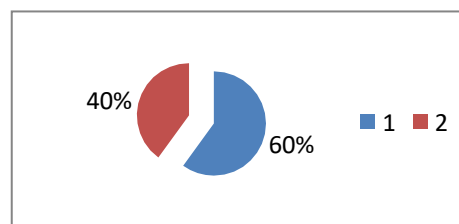
Source: primary Data
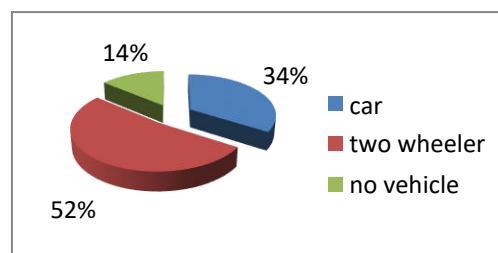
INTERPRETATION

From the above table of the respondents it is clear that out of 150 samples taken for the study, the highest percentage of sample with 55.33% fall under female and 44.67% fall under male respectively.

INFERENCE

From the above table highest percentage fall under female with 55.33%.

TABLE 4.3: SHOWING VEHICLE OWNERSHIP OF THE RESPONDENTS

S.No	ehicle Ownersh	Frequency	Percentage (%)
1	Car	51	34.00
2	Two Wheeler	78	52.00
3	No Vehicle	21	14.00
	Total	150	100

Source: Primary Data

INTERPRETATION

From the above table of the respondents it is clear that out of 150 samples taken for the study, the highest percentage fall under two wheeler with 52.00%, car with 34.00%, no vehicle with 14.00%
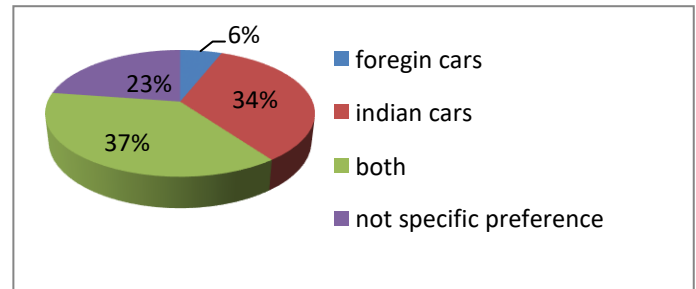
respectively.

INFERENCE

From the above table the highest percentage is two wheeler with 52.99%.

TABLE 4.4: SHOWING CAR PREFERENCE OF THE RESPONDENTS

S.No	Car Preference	Frequency	Percentage (%)
1	Foreign Cars	9	6.00
2	Indian Cars	51	34.00
3	Both	56	37.33
4	Not Specific Preferen	34	22.67
	Total	150	100

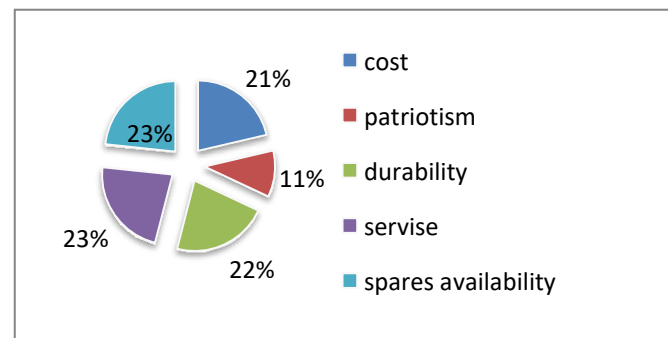**Source: Primary Data**

INTERPRETATION

From the above table of the respondents it is clear that out of 150 samples taken for the study, the highest percentage is in both with 37.33%, foreign cars with 6.00%, Indian cars with 34.00%, not specific preference with 22.67% respectively.

INFERENCE

From the above table the highest percentage is in both with 37.33%.

TABLE 4.5: SHOWING REASON FOR CHOOSING A CAR BY THE RESPONDENTS

S.No	Reason	Frequency	Percentage (%)
1	Cost	32	21.33
2	Patriotism	16	10.67
3	Durability	33	22.00
4	Service	34	22.67
5	Spares Availabilit	35	23.33
	Total	150	100

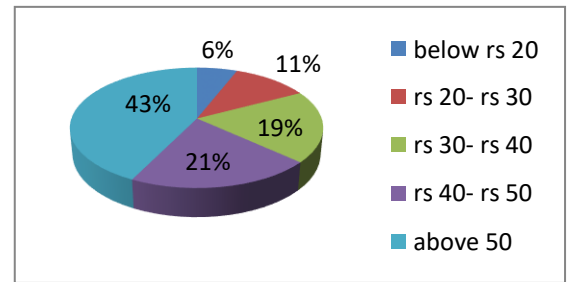**Source: Primary Data**

INTERPRETATION

From the above table of the respondents it is clear that out of 150 samples taken for the study, the highest percentage is in service with 22.67%, cost with 21.33%, patriotism with 10.67%, and spares availability with 23.33% respectively.

INFERENCE

From the above table the highest percentage is in service with 22.33%.

TABLE 4.6: SHOWING EXPENSES ON DAILY TRAVEL BY THE RESPNDENTS

S.No	Expenditure On Daily Travel(In Rs)	Frequency	Percentage (%)
1	Below 20	9	6.00
2	20- 30	17	11.33
3	30-40	29	19.33
4	40-50	31	20.67
5	Above 50	64	42.67
	Total	150	100

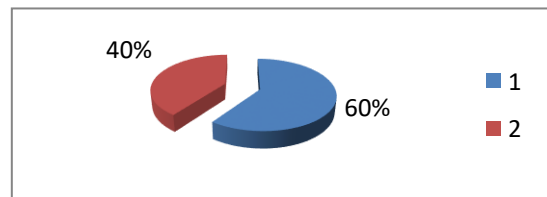
Source: Primary Data

INTERPRETATION

From the above table of the respondents it is clear that out of 150 samples taken for the study, the highest percentage in the sample is above 50 with 42.67%, below 20 with 6%, 20-30 with 11.33%, 30-40 with 19.33%, and 40-50 with 20.67% respectively.

INFERENCE

From the above table the highest percentage is in above 50 with 42.62%.

TABLE 4.7: SHOWING RENTAL CAR USED BY THE RESPONDENTS

S.No	Have Rental Car Use	Frequency	Percentage
1	Yes	88	58.67
2	No	62	41.33
	Total	150	100

Source: Primary Data

INTERPRETATION

From the above table of the respondents it is clear that out of 150 samples taken for the study, the highest percentage in the sample yes with 58.67%, and no with 41.33% respectively.

INFERENCE

From the above table the highest percentage is in the yes with 58.67%.

5. FINDINGS AND SUGGESTIONS

5.1 FINDING

The objective of the study was to analyses the preference and satisfaction of the customers towards rental car. The study has been carefully analysed using the technique of simple percentage analysis.

5.2 SUGGESTIONS

⇒ The customers expect more offers and discounts.
⇒ After sale service has to be improved and service centers to be started even in rural areas.

6. CONCLUSION

These innovative services allow travelers to use their smartphones to arrange for trips by car, shuttle, and public transit and for short-term rental of cars and bikes. The near-instant availability of on-demand services accessible through a smartphone and easily paid for by debit or credit card makes it possible for an increasing number of people to leave their personal car at home for the day, or even reduce the number of household vehicles. Some people are beginning to rethink how they go about their daily travel, with potentially far-reaching implications for longer-term travel and development patterns. Notably, most of these innovative services are being deployed in the private sector, without public financial support, the exception being bikesharing, which typically is publicly subsidized.

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