

A Study on Buyer Satisfaction Levels in the Automotive Sector in Mysuru

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Abstract -The study aims to address challenges in enhancing buyer satisfaction levels within an automotive dealership. Despite continuous efforts, several issues need to be addressed to improve the overall customer experience. The necessity for this study arises from the need to help consumers make informed brand choices, encourage decision-making, and ultimately boost conversion rates and market share. The primary objectives of this study are to examine buyer satisfaction, gauge client comfort and convenience, analyze feedback on pricing structure and response time, assess perceptions of safety, comfort, and politeness, and determine preferences and satisfaction levels with various aspects of the dealership. The study also explores the impact of customer perceptions and preferences on service delivery and quality. By examining consumer satisfaction, this research seeks to provide insights and enhance understanding of the functional aspects of the dealership's operations.

Key Words: Buyer Satisfaction, Customer Experience, Automotive Dealership, Consumer Preferences

1. INTRODUCTION

Service marketing, a relationship- and value-based approach, is essential for promoting both goods and services. The growing significance of services in the global economy necessitates a dedicated study of service marketing. Services differ from products due to their intangibility, heterogeneity, perishability, and inseparability, presenting unique marketing challenges. In many countries, the value of services surpasses that of manufacturing, agriculture, and raw commodities combined. In developed economies, the service sector is the primary source of new job growth, offering employment opportunities across various pay levels, from minimum wage to highly compensated professionals and technicians. Service firms range from massive international conglomerates to small neighborhood businesses. Government and non-profit organizations predominantly provide services, and both pre-sale and after-sale services are critical components of the customer experience.

The American Marketing Association defines services as offerings that can be sold or delivered alongside goods. Berry describes a service as a deed, performance, or effort, whereas a product is a tangible object. In India, the service sector is a cornerstone of the economy, contributing significantly to GDP, attracting substantial foreign investment, and generating a large number of jobs. The sector encompasses diverse activities, including commerce, hospitality, transportation, communication, finance, real estate, and personal services

Despite its importance, marketing services presents several challenges. Services cannot be proven or stored, and their sale, creation, and consumption occur simultaneously. They cannot be manufactured in advance of demand or patented. Services are inseparable from their providers, leading to inconsistency and non-standardization. Franchisees may face issues with maintaining service quality, and customer perceptions are closely tied to the morale, motivation, and expertise of frontline workers. Addressing these challenges is crucial for improving service marketing and enhancing customer satisfaction in the service sector.

2. Literature Review

Cathy J. Cobb-Walgren, Cynthia A. Ruble, and Naveen Donthu (2014) examined the effects of brand equity on consumer preferences and purchase intentions, finding that brands with larger advertising budgets had higher brand equity, which in turn increased consumer preferences and purchase intentions in both hotel and household cleaner categories.

Zeithaml (2015) discussed how consumer perceptions of a brand are positively influenced by perceived quality and endurance, with brand name and price acting as significant signals influencing buyers' assessments of quality.

Ruchi Shukla, Ashish Chandra, and Himanshi Jain (2016) highlighted the growth of two-wheeler services in urban and rural India, noting the strategy to expand market share, achieve economies of scale, and satisfy customers in major Indian cities. Rexi A. (2016) discussed the regulation of the two-wheeler industry by state governments, emphasizing the importance of providing high-quality services to the public through regulatory measures.

Dr. S. Subadra (2017) explored consumer perceptions and behavior among two-wheeler owners in Namakkal District, Tamil Nadu, stressing the shift towards need-based marketing and the importance of effective marketing communication to reach the target audience.

David A. Aaker (2018) in "Managing Brand Equity" provided a framework for understanding brand equity's value, discussing how brand elements like names, logos, and slogans contribute to a company's competitive advantage and future profits.

David A. Aaker and Erich Joachimsthaler (2018) in "Brand Leadership Management" emphasized the enduring nature of branding and the importance of brand identity as a source of competitive advantage, advocating for strategic brand management.

Jonathan Gabay (2019) in "Brand Psychology" examined why certain companies earn consumer loyalty and trust, using concepts from consumer psychology and neuroscience to explain the factors behind successful branding.

Nigel Hill and Jim Alexander (2019) in "Handbook of Customer Satisfaction and Loyalty Measurement" provided a comprehensive guide on developing and conducting surveys to measure customer satisfaction and loyalty, addressing the entire process from preparation to action.

Sheldon D. Goldstein (2019) in "Superior Buyers Satisfaction and Loyalty" outlined a method for identifying key attributes affecting buyer satisfaction, measuring them, and implementing changes to improve customer loyalty.

Dharmalingam et al. (2019) identified gaps between expected and perceived service quality in new private sector banks, focusing on dimensions like tangibility, reliability, responsiveness, assurance, empathy, accessibility, security, and pricing.

Md. Abdul Mueeed (2020) evaluated service quality in Bangladeshi banks, finding that prompt and accurate transactions, along with investment security, were the highest perceived qualities, while modern equipment and decor were less influential.

Ashfaq Ahmad et al. (2021) compared the perceived quality of services provided by Islamic and conventional banks in Pakistan, showing that Islamic banks scored higher on service quality.

Eastwood, D.B. (2020) defined a consumer unit as one or more individuals who generate and share income for consumption, emphasizing the importance of understanding consumer behavior and perceptions.

Zeithaml (2021) reinforced the importance of perceived quality and brand signals like name and price in shaping consumer perceptions.

Elliot, R. & Wattanasuwan, K. (2021) discussed brand preference, noting that effective advertising can persuade consumers to choose one brand over competitors by establishing its reliability and reputation.

Henry, W. A. (2021) examined how influencers and trendsetters contribute to brand preference, with upper-class endorsements often leading to consumer attachment to certain products.

Barry Berman and Joel R. Evans (2021) highlighted how luxury brands cater to high-net-worth individuals by emphasizing uniqueness and artistic value to meet their demand for true luxury.

Richins, M.L. & Dawson, S. (2021) discussed price sensitivity as a crucial marketing strategy, noting that consumers often prefer lower-priced products, influencing their purchase decisions.

Reda, Susan (2021) described how pricing duties, though essential, are often overlooked in favor of more exciting aspects like market research, product development, and marketing within the retail industry.

The reviewed literature highlights various aspects of consumer behavior and brand management. Studies by Cobb-Walgren et al. (2014) and Zeithaml (2015) emphasize the impact of brand equity and perceived quality on consumer preferences and purchase intentions. Research by Shukla et al. (2016) and Rexi A. (2016) explores the growth and regulation of the two-wheeler industry in India. Aaker (2018) and Gabay (2019) provide frameworks for understanding and managing brand equity and loyalty. Additionally, works by Hill and Alexander (2019) and Goldstein (2019) focus on measuring and improving customer satisfaction, while Mueeed (2020) and Ahmad et al. (2021) compare service quality perceptions in banking sectors. Lastly, studies by Richins & Dawson (2021) and Reda (2021) discuss the importance of price sensitivity and effective marketing strategies in consumer decision-making.

3. PROBLEM STATEMENT & OBJECTIVES

The Challenge faced by automotive sector is to improve Buyer's satisfaction levels within their automotive dealership. Despite their efforts, they have identified several issues that need to be addressed to enhance the overall.

A. *Need for the study:*

- When consumers must purchase many brands, it helps them make decisions.
- It encourages making more decisions.
- It enhances conversion rates and market share customer experience.

B. *Objectives of the study:*

- To examine Buyer's satisfaction.
- To gauge the degree of comfort and convenience experienced by clients.
- To examine client feedback regarding the pricing structure and response time.
- To assess how Buyers feel about the safety, comfort, and politeness of automotive sector.
- To determine Buyer's preferences for and levels of satisfaction with various automotive sectors.

C. *Sources of data:*

- **Primary Data:** Primary data is information collected through firsthand experience. In this study, primary data was obtained by interviewing buyers of two-wheelers. This involved asking personal questions and receiving responses. Additionally, information was gathered through one-on-one telephone interviews with clients and an online survey conducted via Google Forms.
- **Secondary Data:** Secondary data was collected from various sources including books, articles, journals, websites, and pamphlets.
- **Sample Design:** A simple random sampling approach was used to select the participants for this study. A sample size of 100 respondents was chosen, with ages

ranging between 18 and 60 years old, as this age group represents the majority of two-wheeler riders at the automotive sector.

4. DATA ANALYSIS AND INTREPRETATION

The figure:1 illustrate the gender distribution of the 100 respondents. Among them, 78% are male and 22% are female, with no transgender respondents. This data indicates a significantly higher percentage of male respondents compared to female respondents.

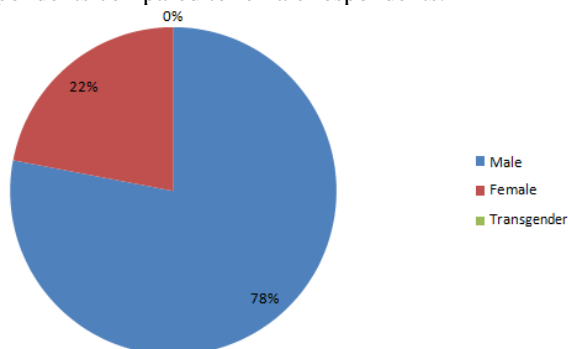


Fig 1: Source : Survey Data Showing Gender of Respondents

The figure:2 presents the age distribution of the respondents. It is found that 3% of the respondents are 20 years old or younger, 44% are between 21-30 years, 28% fall within the 31-40 years range, 13% are between 41-50 years, 8% are aged 51-60 years, and the remaining 4% are above 60 years. The majority of the respondents belong to the 21-30 years age group.

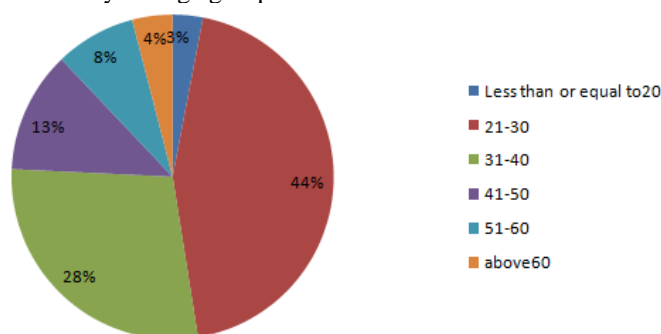


Fig 2: Source : Survey Data Showing Age of Respondents

The figure:3 reveal the marital status of the respondents. Among the 100 participants, 62% are unmarried, while 32% are married. This indicates that the majority of respondents are single.

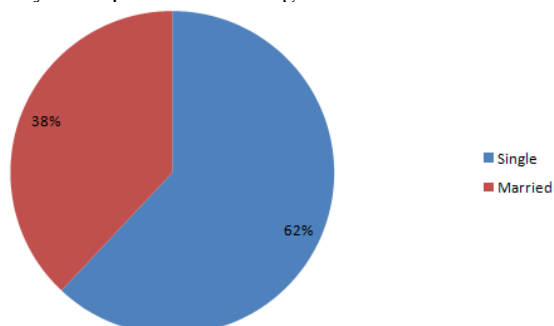


Fig 3: Source : Survey Data Showing Marital status of Respondents

The figure:4 illustrate the educational background of the respondents. Out of 100 participants, 14% have completed schooling, 21% hold undergraduate degrees, 22% are postgraduate graduates, and 43% fall into the category of other graduates. This distribution highlights that a significant portion of respondents have attained higher education levels.

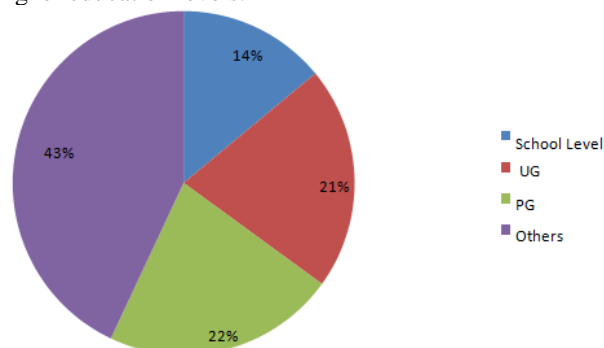


Fig 4: Source : Survey Data Showing Qualification of Respondents

The figure:5 reveal the occupational distribution of the respondents. Among the 100 participants, 42% are employed in the private sector, 15% work in government services, 8% are involved in business, and 35% are self-employed. This data provides an overview of the diverse professional backgrounds of the respondents.

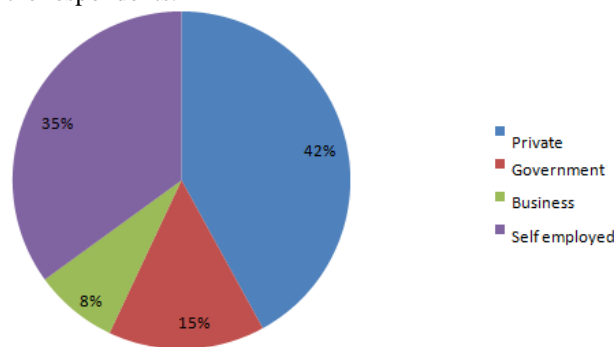


Fig 5: Source : Survey Data Showing Occupation of Respondents

The figure:6 illustrate the annual income distribution among the 100 respondents. According to the data, 12% of respondents earn up to ₹100,000 annually, 24% fall within the ₹100,001 to ₹200,000 range, and 31% have an annual income between ₹200,001 and ₹300,000. Additionally, 15% earn between ₹300,001 and ₹400,000, 10% are within the ₹400,001 to ₹500,000 range, and 8% have an annual income exceeding ₹500,000. This distribution provides insight into the income levels of the respondents.

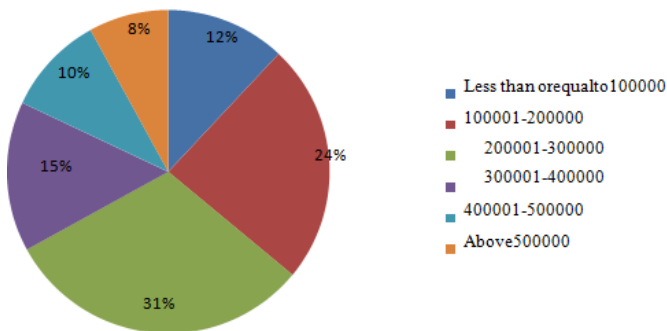


Fig 6: Source : Survey Data Showing Annual income of Respondents

The figure:7 display the levels of satisfaction among the 100 respondents regarding their motorcycles. The data reveals that 30% of respondents are extremely satisfied with their motorcycles, while 39% report being satisfied. Additionally, 19% of respondents hold a neutral opinion, 7% is not satisfied, and 5% are not at all satisfied. This distribution highlights the varying degrees of satisfaction among the respondents.

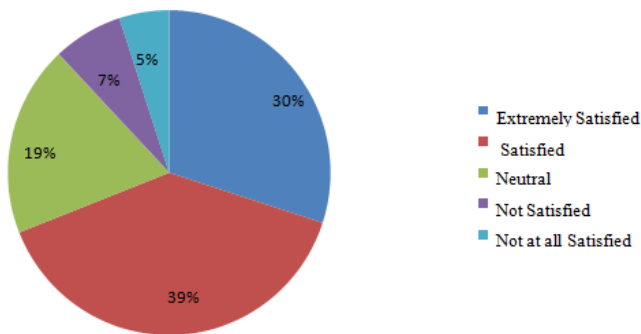


Fig 7: Source : Survey Data Showing Motor Cycle satisfaction of Respondents

The figure:8 illustrate the respondents' satisfaction with their showroom experience. Among the 100 respondents, 41% report being extremely satisfied, while 35% are slightly satisfied. Additionally, 20% have a neutral opinion, 3% are slightly dissatisfied, and 1% are extremely dissatisfied. This data provides a clear view of the overall satisfaction levels related to the showroom experience.

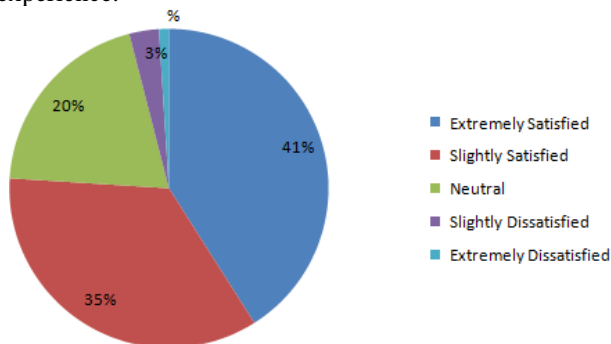


Fig 8: Source : Survey Data Showing Showroom experience of Respondents

The figure:9 reveal the respondents' satisfaction with after-sales service. Out of 100 respondents, 37% are extremely satisfied, 29% are satisfied, and 20% hold a neutral opinion. Meanwhile, 11% are not satisfied, and 3% are not

at all satisfied. This distribution highlights varying levels of satisfaction with the after-sales service provided.

The figure:9 illustrate the respondents' satisfaction with service quality. Among 100 respondents, 35% are extremely satisfied, 40% are satisfied, and 12% have a neutral opinion. Additionally, 8% are not satisfied, and 2% are not at all satisfied. This breakdown indicates a generally positive perception of service quality, with a small proportion expressing dissatisfaction.

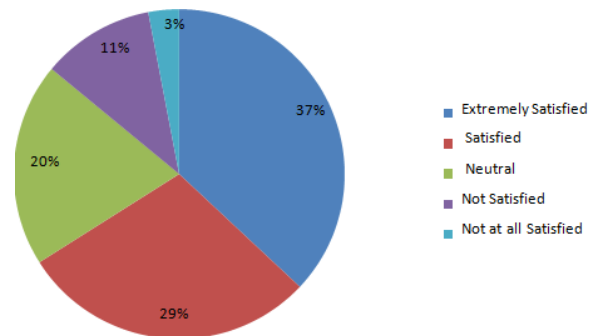


Fig 9: Source: Survey Data Showing After-Sales Service Satisfaction of Respondents

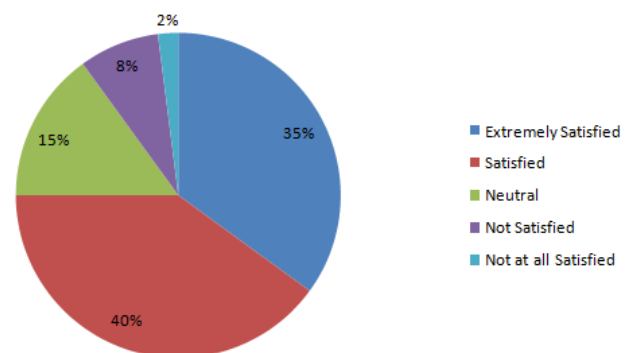


Fig 10: Source: Survey Data Showing Service quality Satisfaction of Respondents

The figure: 11 reveal respondents' satisfaction with employee behavior. Out of 100 respondents, 32% are extremely satisfied, 44% are satisfied, and 12% have a neutral opinion. Meanwhile, 8% are not satisfied, and 4% are not at all satisfied. This distribution reflects a generally favorable view of employee behavior, though there are a few respondents who remain dissatisfied.

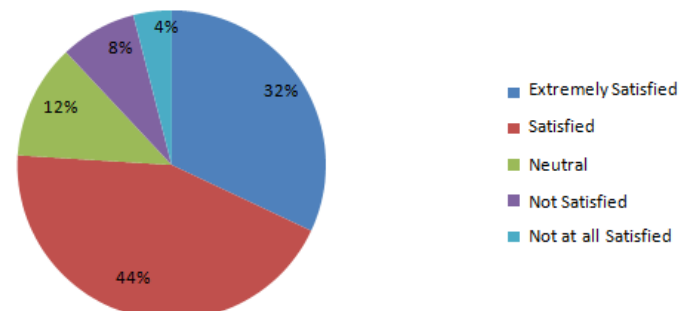


Fig 11: Source: Survey Data Showing Employees behavior satisfaction of Respondents

The figure:12 illustrate respondents' satisfaction with pricing. Out of 100 respondents, 35% are extremely satisfied, 25% are satisfied, and 10% hold a neutral opinion. In contrast, 23% are not satisfied, and 7% are not at all satisfied. This indicates a mixed response regarding pricing, with a notable portion of respondents expressing dissatisfaction.

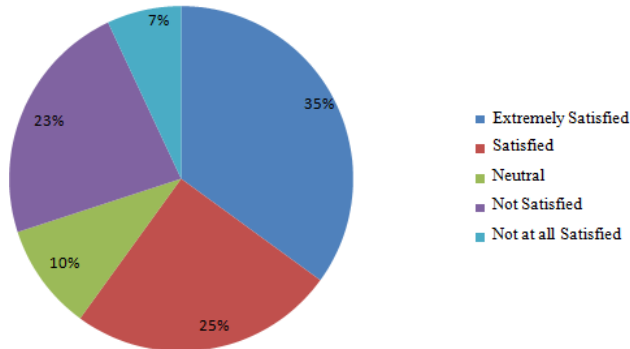


Fig 12: Source: Survey Data Showing Price satisfaction of Respondents

The figure:13 illustrate the sources of finance among the 100 respondents. It shows that 31% of respondents used their own resources, 43% relied on bank loans, 24% secured company loans, and 2% utilized other sources for their financing needs.

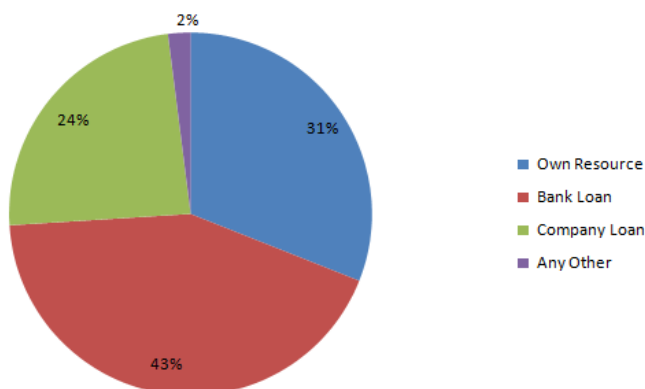


Fig 13: Source: Survey Data Showing Source of finance of Respondents

5. FINDINGS & SUGGESTIONS

The survey reveals that the majority of respondents is male, predominantly within the 21-30 age range, and is single. Educationally, most respondents have either completed undergraduate or postgraduate studies. Employment trends show a strong presence in the private sector, with a significant portion earning an annual income between 200,001 and 300,000. Regarding bike ownership, the Suzuki Access emerges as the most commonly owned model, closely followed by the YYY. This demographic and financial profile highlights a young, educated, and economically active group with specific preferences in motorcycle models.

This study highlights that:

- Customers are generally satisfied with the bikes sold at the Automotive sector.

- Satisfaction is high with the showroom experience and after-sales service provided by the Automotive sector
- The majority of employees are satisfied with the company's service and customer handling.
- Price is the most critical factor considered when purchasing a bike, followed by fuel efficiency.
- Respondents are satisfied with the price of bikes the Automotive sector
- Satisfaction is high regarding the comfort, performance, fuel efficiency, and maintenance costs of the bikes.
- Most respondents find the bikes easy to ride and are satisfied with the availability of accessories.
- Customers primarily prefer bikes at the Automotive sector due to their affordability, comfort, and low maintenance costs.
- Many customers finance their bike purchases through bank loans.
- The majority of customers recommend the Automotive sector

6. CONCLUSIONS

The findings and analysis indicate a strong preference for the motorcycles over other brands in the same segment within the automotive sector. Based on a consumer satisfaction survey conducted via Google Forms, the majority of consumers expressed satisfaction with motorcycles' performance and after-sales service. However, there were some respondents who voiced dissatisfaction. Customers predominantly favor the motorcycles for their affordability, comfort, and low maintenance costs.

Service quality is crucial in establishing the company as a market leader. Each customer represents a valuable asset, highlighting the importance of promptly addressing areas of dissatisfaction. Retaining existing customers is essential, as acquiring new ones is twice as costly. Therefore, the company should prioritize retaining loyal customers, who are likely to make repeat purchases or recommend Suzuki motorcycles to others, directly contributing to sales growth.

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