

A STUDY ON CONSUMER OF PREFERENCE AND SATISFACTION TOWARDS BRANDED CARS

Mr.S.ESAIAMUDHAN

**¹PG Student,School of Management Studies,Sathyabama Institute
Of Science and Technology,Chennai**

ABSTRACT

This research examines the influencing factors, consumer preferences, and satisfaction levels regarding branded passenger cars in Chennai City. The study utilizes a sample of 180 respondents to analyze how socio-economic profiles and product attributes like fuel economy and comfort drive purchasing decisions. Findings suggest that while cars were once luxury items, they are now viewed as necessities driven by status and rising disposable income.

I. Introduction

- **Background:** Rapid industrial advancement and an upgraded standard of living have transformed the Indian car industry. Consumers increasingly purchase cars for social status and prestige.
- **Industry Profile:** The Indian auto industry is the 4th largest globally, contributing approximately 3.1% to India's GDP. Key players include Maruti Suzuki, Hyundai, and Tata Motors.
- **Problem Statement:** Globalization has created stiff competition. To remain successful, marketers must

understand the evolving minds and perceptions of prospective buyers who now view yesterday's luxuries as today's necessities.

- **Objectives:**

- To study the socio-economic profile of car owners in Chennai.
- To analyze consumer preference and satisfaction levels towards branded cars.

II. Review Literature

The study references several previous works to establish context:

- **Kalaiselvi and Nidhyananth (2025):** Found that Maruti remains a preferred brand in the Erode region.
- **Gayatri Chopra (2024):** Compared Maruti and Hyundai, finding high satisfaction levels across dimensions like price and after-sales service.
- **Mathankumar and Velmurugan (2015):** Identified driving comfort and fuel economy as the most critical features for consumers.

III. Research Methodology

- **Design:** Descriptive research design using surveys and fact-finding enquiries.
- **Sampling:** Convenient sampling method was used to select 180 respondents in the Chennai District.

- **Data Collection:** Primary data collected through structured questionnaires.
- **Period:** Conducted over three months from January to March 2026.

IV. Data Analysis and Interpretation

- **Demographics:**
 - **Age:** 47.2% of respondents are between 26-40 years old.
 - **Gender:** 58.9% are male, and 41.1% are female.
 - **Education:** 42.8% of respondents are graduates.
- **Usage Patterns:**
 - 79.4% use their cars for personal purposes.
 - 37.8% of respondents gained information about their cars through advertisements.
- **Statistical Findings:** A significant association exists between family expenditure and the level of satisfaction derived from a car purchase.

V. Findings and Suggestions

- **Key Findings:**
 - Most respondents (51.1%) reside in village areas.
 - Driving comfort and fuel economy are the most valued features.

- 73.9% of respondents belong to families with 2-5 members.
- **Suggestions:**
 - **Fuel Efficiency:** Manufacturers should prioritize fuel efficiency due to fluctuating petrol and diesel prices.
 - **Small Car Segment:** With the rise of nuclear families and parking issues, the demand for small cars is increasing.
 - **Financial Tie-ups:** Dealers should partner with financial institutions to offer low-interest loans to boost sales.

VI. Conclusion

The study concludes that consumer preference is heavily influenced by social status and economic factors. To remain competitive, car manufacturers must focus on better quality and lower costs while maintaining their brand image through effective promotional activities.

References (Selected)

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