

A STUDY ON CUSTOMERS ATTITUDE TOWARDS PASSENGER CAR IN MUMBAI CITY (WITH SPECIAL REFERENCE TO SANTACRUZ AREA)

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Abstract

The story of the car is one of the most important and existing chapters in the history of transport. World Wide, there are more than 400 million passenger cars and over 100 million light trucks such as vans and pick-ups. Millions of people use their cars to help them earn a living or to travel for pleasure. People in the United States often refer to cars as automobiles. In Britain and many other countries, they are sometimes called motor cars. Most of the world's cars are in the United States, Canada, Japan and Western Europe and ways of life have changed greatly in all those countries because of the car. Increased mobility for all types of people has led to greater enjoyment of leisure time. The development of the car has meant that city dwellers can travel into the country for a relaxing treat and people can visit relatives living in remote or distant areas.

Keywords: light trucks, Passenger Car, Indian Policy makers, Indian Economy, socialism, closed -door policy, license-raj

Origin of the Car

The origin of the car can be traced to Europe. But it became a major form of transportation first in the United States. Most European cars were built by hand and they were expensive only rich people could afford them. In the early 1900's Ransom E. Olds, Henry Ford and other pioneers began mass-production of cars in USA. During the late 1700's the development of steam-powered engines progressed rapidly in Europe. Inventors dreamed of a horseless carriage and a vehicle that could travel under its own power and steam. Nicholas Joseph Cugnot, a French Military Engineer, built the first self-propelled road vehicle in 1769 and 1770. In 1801 and 1803 Richard Trevithick of England demonstrated a four-wheeled steam -propelled road vehicle to carry passenger. During the 1860's another American inventor, Sylvester H.Roper, developed a much smaller steam vehicle. It looked more like the present day car. In later 1800's many engineers experimented with steam cars and the most successful firm was founded by American Twin Brother, Francis. E and Freelan O.Stanley. They built the famous Stanley steamer. Electric Cars were at first more successful than steam cars. They were powered by batteries. In 1990, they accounted for 38 per cent of all sales.

Evaluation of Passenger Car Industry in India

The story of the Indian automobile industry, since independence has been one of missed opportunities and step-fatherly treated on the part of Indian Policy makers. The Government's role in Managing the Indian Economy as a macro level has also influenced the history of the auto industry.

Since 1947, India borrowed the ideals of socialism and central planning from the former Soviet Union. It alienated itself from the rest of the world in the belief that international interaction would lead to economically dependent airports. All foreign investments were banned. This planned approach meant the nationalization of all key sectors of the industry. The private sector was regulated by a strict policy of license and discriminatory controls. This closed-door policy of India came to be known as license-raj.

Statement of the Problem

As we celebrate our entry into the new Millennium and the completion of more than a half century of our country's independent existence, the innings of the Indian Automobile Industry unfolds as a sad story of missed opportunities. India had great opportunity to emerge as a dominant player in Asia Automobile Market, but lost the race due to the conservative policy of the Government of self reliance and indigenization of products. Today, India has become a low cost manufacturing base for multinational giants. The fact remains that the potential in the other developing nations, where the economy has been opened up under a process of liberation, has been fully tapped by MNCs. This leaves India as a point of attraction for world automobile manufacturers. Until 1983, there were limited players in the car market and mainly Hindustan Motors and Premier Automobiles Limited were the two major giants in India's car market. The wind of the automobile market took a turn with the launch of Maruti 800. The Maruti 800 DX was then considered in the premium segment which was earlier shared by Contessa 1.8 GL and Premier 118 NE. Soon in early 1990s, Maruti 1000, Tata Estate, Rover Montego and Maruti Zen became the cars considered as a status symbol.

Objectives of the Study

Major objectives of the present study are as follows:

1. To analyse the attitude of customers' towards the purchase of passenger car in Mumbai city.
2. To offer suitable suggestions based on the findings of the study.

Methodology

The Researcher has used primary data for the present study. The information collected from the survey constitutes primary data. The data collected have been scrutinized, edited and tabulated. The primary data were collected to highlight the attitude of Customers passenger car in Mumbai city. To collect the primary data a detailed interview schedule was drafted, pre-tested and used in field survey.

Sampling Design

The Researcher has collected primary data for the study. The Researcher has collected data from the 115 sample respondents. The Researcher has adopted convenient

sampling method. The Researcher has interviewed the passenger Car customer living in the Santa cruz area in Mumbai City.

Tools for Analysis

The Researcher has used five point scale technique to analysis the Tabulated data and to Interpreted the results.

Age

Age is one of the most important factors. Because of the nature of work, organizations require young and energetic employees. Most of the work requires some physical effort. So, the researcher has made an attempt to know the age-wise classification of marketing of passenger car. The age-wise classifications of employees are presented in Table 1.

Table 1: Age-wise Classification of the Respondents

Sl. No.	Age	No. of Respondents	Percentage to Total
1.	20 - 30 Years	49	42.61
2.	30 - 40 Years	47	40.87
3.	40 - 50 Years	13	11.30
4.	50 - 60 Years	--	--
5.	60 - 70 Years	6	5.22
	Total	115	100.00

Source: Primary Data

It is noted from Table 1 that 49 (42.61%) respondents are at the age group of up to 20-30 years, 47 (47%) of them belong to the age group of 30-40 years, 13 (11.30%) respondents are in the age group of up to 40-50 years, 6 (5.22) respondents are in the age group of -50-60 years. It is inferred that the most of the respondents, 49 (42.61%) respondents are coming under the age group of 20-30 years

Marital Status

Marital status is one of the most important factors. Because of the nature of work, organizations require young and energetic employees. Most of the work requires some physical effort. So, the researcher has made an attempt to know the marital status respondents of marketing of passenger car. The marital status respondents of marketing of passenger car are presented in Table 2.

Table 2: Marital Status of the Respondents

Sl. No.	Marital Status	No. of Respondents	Percentage to Total
1.	Married	59	51.30
2.	Unmarried	56	48.70
	Total	115	100.00

Source: Primary Data

It is clearly noted from the table 2 that out of the 115 respondents, 59 (51, 30%) respondents are married, 56 (48.70%) respondents are unmarried, more than half of the

respondents i.e. 59 (51.30%) respondents are married. Table 2 shows the marital status of the respondents.

Occupation

Occupation is one of the most important factors. Because of the nature of work, organizations require young and energetic employees. Most of the work requires some physical effort. So, the researcher has made an attempt to know the occupation of respondents of marketing of passenger car. The occupation of respondents of marketing of passenger car are presented in Table 3

Table 3: Occupation of the Respondents

Sl. No.	Occupation	No. of Respondents	Percentage to Total
1.	Salaried Employees	37	32.18
2.	Businessmen	43	37.39
3.	Professionals	35	30.43
	Total	115	100.00

Source: Primary Data

It is understood from table 3 that out of the 115 respondents, salaried Employees is 37 (32.218%) respondents, Businessmen is 43 (37.39%) respondents, Professional is the 35 (30.43) respondents. More than half of the respondents i.e. 43 (37.39%) respondents are living under business category.

Monthly Income Level

The respondent's level of monthly income differs from one to another. When they earn more, they can develop their business by rotating their income according to the changes in the business environment. They can also meet all necessary expenses. If they earn less, they can meet the daily expenses of the business and cannot make further progress. Table 4 exhibits the different income levels of the respondents.

Table 4: Average Annual Income of the Respondents

Sl. No.	Average Annual Income	No. of Respondents	Percentage to Total
1.	Less than ₹.3,50,000	37	32.17
2.	₹.3,50,000 - ₹.4,00,000	35	30.44
3.	₹.4,00,000 - ₹.4,50,000	25	21.74
4.	₹.4,50,000 - ₹.5,00,000	--	--
5.	Above ₹.5,00,000	18	15.65
	Total	115	100.00

Source: Primary Data

Table 4 highlights that out of 115 respondents 37(32.17%) respondents income is less than ₹.350,000, 35 (30,44%) respondents earn between ₹.350,000 and ₹.400,000, 25 (21.74%) respondents earn between ₹.4,00,000 and ₹.4,50,000 and 18 (15.65%) respondents income is above ₹.5,00,000. More than one third of the respondents i.e. 37 (32.17%) respondents have a monthly income of ₹.350000.

Table 5: Opinion of the Respondents

Sl. No.	Opinion	H.S.	S.	N.S.	D.S.	H.D.S.	Total
1.	Dealers Staff Paid attention	65 (56.52%)	25 (21.74%)	12 (10.43%)	7 (6.09%)	6 (5.22%)	115 (100.00%)
2.	Dealers staff were knowledgeable	41 (35.65%)	30 (26.09%)	29 (25.22%)	12 (10.43%)	3 (2.61%)	115 (100.00%)
3.	Dealers staff understand my requirements	47 (40.97%)	30 (26.09%)	21 (19.27%)	12 (10.43%)	5 (4.35%)	115 (100.00%)
4.	Dealers staff was friendly and Helpful hire purchase	32 (27.83%)	24 (20.87%)	22 (19.13%)	12 (10.43%)	25 (21.74%)	115 (100.00%)
5.	I am satisfied with the financing terms offered	39 (33.91%)	31 (26.96%)	27 (23.48%)	12 (10.43%)	6 (5.22%)	115 (100.00%)
6.	The vehicle was delivered on the due date	27 (23.48%)	17 (14.78%)	29 (25.22%)	37 (32.17%)	5 (4.35%)	115 (100.00%)
7.	I satisfied with my overall purchase experience with dealers	23 (20.00%)	18 (15.65%)	49 (42.61%)	17 (14.78%)	8 (6.96%)	115 (100.00%)
8.	I will recommend this dealers to other for purchase of vehicle	34 (29.57%)	22 (19.13%)	18 (15.65%)	6 (5.22%)	35 (30.43%)	115 (100.00%)
9.	Service station is conveniently located	83 (72.17%)	6 (5.22%)	11 (9.57%)	5 (4.35%)	10 (8.70%)	115 (100.00%)
10.	Working hours of the service station are convenient	10 (8.70%)	40 (34.78%)	41 (35.65%)	19 (16.52%)	5 (4.35%)	115 (100.00%)
11.	Advanced notice is required for booking my vehicle for servicing	35 (30.43%)	24 (20.87%)	32 (27.83%)	19 (16.52%)	5 (4.35%)	115 (100.00%)
12.	My service requirements were clearly understand	22 (19.13%)	16 (13.91%)	22 (19.13%)	41 (35.65%)	14 (12.17%)	115 (100.00%)
13.	Service Station promptly gives an estimate for repairs	18 (15.65%)	30 (26.09%)	40 (34.78%)	10 (8.70%)	17 (14.78%)	115 (100.00%)
14.	Service Station mechanic are competent	56 (48.70%)	18 (15.65%)	17 (14.78%)	20 (17.39%)	4 (3.48%)	115 100.00
15.	My vehicle is well booked after at service station	9 (7.83%)	30 (26.09%)	47 (40.87%)	18 (15.65%)	11 (9.57%)	115 (100.00%)
16.	I satisfied with condition of vehicle after servicing	41 (35.65%)	23 (20.00%)	20 (17.39%)	18 (15.65%)	13 (11.30%)	115 (100.00%)
17.	I satisfied with time taken for servicing	28 (25.45%)	24 (21.82%)	6 (5.45%)	39 (35.45%)	13 (11.82%)	115 (100.00%)

18.	Charges for paid servicing repair are reasonable	48 (41.74%)	10 (8.70%)	15 (13.04%)	28 (24.35%)	14 (12.17%)	115 (100.00%)
19.	Appeal and Design	87 (75.65%)	7 (6.09%)	11 (9.57%)	5 (4.35%)	5 (4.35%)	115 (100.00%)
20.	Attractive Colour Choice	23 (20.00%)	45 (39.13%)	34 (29.57%)	6 (5.22%)	7 (6.09%)	115 (100.00%)
21.	Seating Arrangement and Comfort	48 (41.74%)	17 (14.78%)	32 (27.83%)	6 (5.22%)	12 (10.43%)	115 (100.00%)
22.	Safety factor	24 (20.87%)	24 (20.87%)	32 (27.83%)	29 (25.22%)	6 (5.22%)	115 (100.00%)
23.	Interior Decoration	31 (26.96%)	23 (20.00%)	31 (26.96%)	24 (20.87%)	6 (5.22%)	115 (100.00%)
24.	Height	29 (25.22%)	28 (24.35%)	18 (15.65%)	28 (24.35%)	12 (10.43%)	115 (100.00%)
25.	Space for Luggage	32 (27.83%)	25 (21.74%)	36 (31.30%)	6 (5.22%)	16 (13.91%)	115 (100.00%)

Source: Computed Data

Findings

The following are the major findings of the study.

1. It is noted from analysis that 42.61 per cent of the respondents are from 20-30 years of age groups.
2. It is understood that 51.30 per cent of the respondents are married.
3. The study reveals that 37.39 per cent of the respondents in the study are Businessman.
4. It is analysed from the study that 32.17 percent of the respondents are coming from less than 3,50,000 Income group.
5. It is inferred from analysis that dealers attention, convenience of service station New design, seating arrangement space for luggage and after sale service conditions are highly satisfied to respondents with high scores.

Suggestions

The following suggestions are offered based on the findings of the study.

- The Advertisement for Newly launching models may be given in all types of daily News papers to reach all sectors.
- Service charges may be a fixed because, Normally it is charged on the basis of customers appearance.
- After sales service should be improved instead of eye wash to the customers.
- The dealers may give loan at lesser rate of Interest rather than exorbitant rate charged by some financial institutions.

Conclusion

The Level of satisfaction is considered to be a sensitive one in many aspects, but it is highly useful to every customer. Normally, it is very difficult to define. It varies from person to person, time to time, place to place and the customer to customer. It aims to improve the quality of manufacturing of car. The quality of cars s can be improved by providing motivation and purchase of car. Due to financial facilities arranged by the dealers at the point of purchase of car for the customers. The dealers should take more efforts to please the customer's attitude at the showroom because it makes the buyer to purchase a car.

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