A Descriptive Study on Factors Influencing Customer Satisfaction with Special Reference to NEXA in Belgaum City

Dr. D. Goutam
Assistant Professor
P G Department of Business administration
Rani Channamma University, Belgaum (Karnataka)

Abstract
The automobile industry in India is one of the larger markets in the world. It had previously been one of the fastest growing globally but is currently experiencing flat or negative growth rates. India passenger car and commercial vehicle manufacturing industry is the sixth largest in the world, with an annual production of more than 3.01 million units in 2022 India overtook Brazil and become the sixth largest passenger vehicle producers in the world. Now-a-days people have a demanding lifestyle. They do not have time to stop for a moment and feel their own will. They want to be as efficient as possible; want to save as much time as possible. They feel that time is not enough and that they do not have the required energy. All the different choices buyers make when purchasing can be stressful and the possibility and demand on how to act and what to say can be an extra burden. Sometimes, consumers want someone to give them a proposal of a product, or just take a product among many, without even bringing the product in to line with their needs. It can be difficult to make choices, especially at the first purchase in an unknown environment. Therefore, we wanted to know to what extent people are using brand awareness when choosing brand.

Key Words: Customer preference, Customer Preference and Customer Satisfaction

Statement of the Problem
In this modern world, most of the customers are looking for excellent features for competitive price. And it is need of hour for the markets to understand factors influencing on the customers buying decision and satisfaction. And it is very difficult to retain all the customers for the long term. Therefore, this study tries to explore the level of awareness and factors influencing on customer satisfaction with Special Reference to NEXA in Belagavi City. This study also focuses on measuring level awareness and the sources of information. It is also important to understand the customers perception towards NEXA cars when compare to other brands. It is important to understand how well people can associate themselves with NEXA. This will help NEXA to know the about the different factors which are influencing on customers satisfaction and based on these insights they may improve their marketing programs and gain more customers and retain them for the long term.

Objective of the study
- To identify the level of awareness about NEXA Cars among the respondents
- To study the customer perception towards NEXA Cars
- To measure the level of customer satisfaction to NEXA Cars
- To suggest appropriate marketing strategy

Review of Literature
Arun, Venkateswaran, and Sabarirajan (2021), this study mainly focused on understanding the customer satisfaction towards their specific products. Author has used the different dimensions such as Design and appearance, Mileage, Safety, Neat Appearance, Price and to understand the factors influencing on the customers satisfaction. After sales service and Trendy are not significant but they will always add a little to the predictions of Customer satisfaction. Most of the customers are giving complaint about the after sales services. But auto industry management is having to take necessary action immediately. Otherwise, there is a possibility of losing loyal customer through negative word of mouth. Hence management interferes in this and takes fast action to solve the customer complaints quickly

Sharma (2011), the core objective of this paper was to find the satisfaction amongst the customers, Market performance and Market position of NEXA cars. Primary Data and secondary data were used to formulate a regression coefficient to interpret the data. NEXA car is one of the best cars manufacturing company in India, customers are satisfied because of affordable price, but the maintenance is a problem and resale value is very low. These are the two main reasons and other reasons are customer care does not respond to customers complaints, so the customers are dissatisfied. NEXA cars have to improve its customer care and decrease the price of their spare part and make available in all part of the country

Javed et. Al (2015), The study is about customer satisfaction and service quality in four-wheeler automobile industry. It deals with the review on customer satisfaction and its effect on automobile industry. Throughout the study, different variables have been studied such as Customer satisfaction, customer perception and awareness about NEXA cars. The authors have used service quality model in order to indicate that the customer satisfaction is most important part of any industry. Therefore, it is the main
responsibility of service industries to improve customer satisfaction and quality of service which is beneficial to enhance the no. of new customers.

Dillard and Bates (2010) The study was undertaken in order to understand whether dissatisfied customers or intending defectors could be regained as result of efforts of consumer satisfaction and crisis management undertaken by the management and whether the timing of such measures was an important factor in the outcome. Findings indicated that such defectors could be regained with a 50% success rate, provided adequate solutions were provided to the problems faced by them.

Dholakia (2010) The study is about Understanding the Effects of Post-Service Experience Surveys on Delay and Acceleration of Customer Purchasing Behaviour. The objective was to understand the effects of post-service experience surveys on delay and acceleration of customer purchasing behaviour. The authors used data from a large US automotive maintenance service firm to test out various hypothesis. The sample took data from 5225 residents. The results indicated that the short- and longer-term influences of firm-sponsored post-service experience survey participation vary depending on the form of customer behavior examined. As a result, the effects of survey participation may be of, either consistent or contrasting valence, thereby yielding either favourable or unfavourable results to the firm. A laboratory experiment revealed that survey participation leads customers to make inferences of service completeness and enhances their recall of the specific service elements performed during the preventive maintenance visit

Masataka and Kiyohiko (2004) have examined the impacts of factors on changes of consumers attitude in the advent of information and technology on the automobile transactions by combined studies of used-car and a new-car market lucidly. The study has taken sample of 1012 and utilized two-stage random cluster sampling method from Japan. The regression co-efficient was used to measure the influence of the consumer attitudes. The research found that the true market value was a most significant factor, which influences the consumers’ behaviour of used cars and new car

Venugopal (2005) has highlighted that the government of India opened the automobile sector for entry to foreign auto manufacturers in 1993. Peugeot of France was one of the first foreign entrants in India which was fast developing and the Peugeot 309 was at its peak. In the same year, an Indian truck manufacturer, TELCO, marketed a passenger indica without any foreign intervention. The research explained the two cases to identify the antecedents to new product success in emerging market. The right selection of market, positioning of the new product are the important and essential factors for the promotion and sale in the emerging market

Lee and Kang (2007) have examined the Brazilian automobile demand and the factors that are most likely to influence the Brazilian automobile demand. They adopted four variables such as price index of durable goods, the price of fuels, the lending rate and the GDP across some randomly selected car users in Brazil. Auto-correlation test and multiple regressions were used as tools for data analysis which found price of fuels, lending rate and GDP as the main factors influencing the demand for automobiles in Brazil during the observation period. Automobile demand was highly determined by GDP than any other influential factors.

Krati (2012) has inferred that the singsong rhythm of the bullock cart to the Jet Air India which has travelled a long way. It was in 1898 that the first motor car was ridden down in Indian roads and until the First World War, about 4000 cars were directly imported to India from foreign countries. Indian automobiles were also manufactured once by Hindustan motors with quality and durability. This new trend of pre-owned car market has started a long back but recently with the introduction of the branded showrooms in Tamil Nadu also has increased the demand for pre-owned cars. The marketing strategies were the main source to attract any customer. In this research, the marketing strategies and the reasons for the growth of the automobile sector are found which also reflected on car makers in pre-owned car segment.

Research Methodology
In order to meet study objectives, I have prepared structured questionnaire. The measurement scales were adapted from the previous studies which are well established and empirically tested. The measurement items where slightly modified to meet the study objectives. In the questionnaire, there are two parts. First part was focusing on collecting demographic information about the respondents and second part was focusing on questions which are needed for meeting study objectives. Most of the questions are based on five-point Likerts scale. I have used both open ended and closed ended questions in the data collection instrument. Since, I was depending on primary data, I have collected required data through primary data. the NEXA users were the targeted respondents for collecting the data to meet study objectives. I have used convenient sampling method which comes under non-probability sampling technique. I have also collected required information from secondary sources like journals, reports, organization reports and other sources which are relevant and reliable in nature. Due to time constraint, I could able to collect only 70 respondents and all the responses were processed for data analysis. In order to generate the results, I have used MS office (Excell and Word) for the data analysis.

Discussion
The results show that, more than 31 customers out of 70 are business holder and they prefer NEXA cars. And 14 customers are employed and 13 customers are self-employed and 12 customers are agriculturist. These results reveal the fact that NEXA cars are not meant for one category of the customers but they are suitable for all kinds of customers. of customers are belonging to business category. Especially, business class customers prefer they kind vehicle. The reason may be, NEXA cars are having all
the features which meet the customers’ expectations. In this study, 34 percent of the respondents are having income between rupees 50,000 to 1,00,000 and it clearly shows that NEXA cars are suitable for this income level segment. And interestingly, customers who are having level above Rs. 1,00,000 also preferring NEXA cars. The reason could be Cars features, post sales services and other factors. And customers whose income is between Rs. 1,00,000 to 1,50,000 are also more in number. Therefore, I can conclude that NEXA cars are suitable for all kinds of income categories.

The study shows that married customers are more in numbers that is 74 percent and 17 percent customers are unmarried, and rest of the customers are divorced. And it is observed that NEXA cars are more appropriate for Indian families. At the same time, unmarried customers also preferring these vehicles. In this study, nuclear family customers are more in numbers that is 44 (63 percent) and rest of the customers are belongs to joint family that is 16 (33 percent). Therefore, it is clear that, most of the NEXA cars are suitable for joint family and these cars will fulfil the requirement of Indian customers. When I started collecting the responses from the respondent’s owning vehicle, all most all the customers that is 100 percent customers said yes. So that I could proceed further and collect the valuable information to meet the study objectives. It was easy for me to get the reliable information from the suitable customers and information is worth collecting.

The data reveals that, when I asked that which car comes to their mind when they think about cars, almost 100 percent of the customers mentioned NEXA car. It is noticeable point that, customers not only know about the NEXA cars which they are presently using but also, they are having the knowledge about other cars of NEXA. The data reveals that, all most all the respondents said that they know about NEXA cars and these cars are meeting their expectations as well. And it is clear that NEXA is formulating and implementing effective marketing programmes to create brand awareness communicate product benefits. The study results reveal that, all most 30 percent of customers came to know about NEXA cars from social media. And 29 percent respondents came to know about NEXA cars from their friend’s circle and 284 percent of the customers came to know by the Television advertisements. Further, 13 percent of the respondents came to know from billboards and only 4 percent customers came to know from the other sources. With this we can conclude that, most of the customers came to know about NEXA cars through social media and friends’ circle. Therefore, NEXA has to focus more on social media platform to create the awareness among the prospective customers.

The study outcomes show that, more that 73 percent of customers are currently using the NEXA cars and only 27 percent customers are also using others brands. The customers who are using premium brand cars, are also using NEXA cars. Hence, the study finding demonstrate the NEXA cars are having all the features which are required for the all the segment of the customers. The study shows that, only 26 percent of the respondents are agree with the information provided by the company representative is good. And they have to continue the same. Whereas almost 57 percent of customers are saying that they are not sure about company representative providing sufficient information about cars at NEXA showroom. Therefore, NEXA should explore the reason for the customers response words the employee’s response. The outcomes reveal that, 58 percent of the customers are preferring NEXA cars because of brand name, prestige and features. Therefore, I can say that NEXA cars are not only maintaining better features in the car models but also managing better relationship the customers.

More that 52 percent of the customers said that NEXA cars are comfortable in the nature. And 23 percent of the customers are not able to experience the comfortableness. The reason may be customers might have purchased four-wheeler for the first time and they feeling comfortable in driving the cars. Further, only 3 percent of the customers are strongly disagreed with it. 23 percent of the customers are shown neutral reaction towards comfortable. 7 percent of the customers are disagreed with this, 3 percent of the customer is strongly disagreed and rest of the customers are strongly agreed that is 1 percent. The study results demonstrate that, 40 percent of the customers are saying that, NEXA car price is affordable. 17 percent people are saying the price of the car is economic whereas 16 percent of the customers are feeling that price is high. Further, 10 percent of the Therefore, NEXA shown positive reaction towards affordable of the NEXA car. The reason may be the customers are cross checked with the other car brand and finally they got to know the NEXA is best to buy.

The study results disclose that almost 40 percent of customers are strongly agreed with the delivery process of the NEXA cars. Reason may be the NEXA might have promised less and delivered more in terms of waiting period. Further 29 percent of the customer is expressed neutral response towards the NEXA delivery process. The reason could be they might have less exposure to delivery process and they don’t have idea about it. Whereas 20 percent are agreed, 11 percent are disagreed the reason may be the customer could not get delivery on time. Almost 60 percent of the customer are expressed that the maintenance cost of the NEXA car is affordable and they can easily manage it. However, 40 percent of the customers expressed that the maintenance cost is expensive. The reason may be the customer who are saying expensive, their income level may be low and they don’t have more disposable income. In this study, 54 percent of customers are saying that they are not sure about the features and their answer is neutral. And more than 21 percent of the customers expressed that the features are good and they are enjoying the same. And 23 percent of the customers are not happy with features and they are looking for more features. Therefore, NEXA has to understand the requirement of the customers and provide the features to meet their expectations.

70 percent of the customers are expressed their opinion that they are not sure that is neutral. It means they are not sure about the fuel efficiency of NEXA car. And 14 percent of customers are agreed that the fuel efficiency of NEXA car is good, 6 percent of customer are strongly agreed and rest of the customers are disagreed with it. In this study, all most 51 percent customers expressed that the popularity of the vehicle is average and the reason is customer is may not heard much about NEXA cars. And 36 percent customers are saying that popularity is good. Further, 11 percent of the customers are saying it is excellent. Therefore,
it is crucial to understand the reason for not being popular and focus of different marketing strategies to create brand awareness and popular. In this study, 37 percent of customers feel that NEXA cars are safe and 25 percent customers are saying its comfortable. Whereas 17 percent customers are happy with the mileage of the NEXA car 7 percent customers are saying road assistance is good. Therefore, it is clear that NEXA cars maintaining better features in the car along with the post sales services. It is great to know that almost 97 percent of the customers are satisfied and only 3 percent of the customers are not satisfied. The accepted that the NEXA cars mileage is really good and highly satisfied with this NEXA car mileage and rest of the customers are not satisfied with this NEXA car mileage the reason may be, the mileage feature could reach to customers. Hence 3 percent of customers are not satisfied with the NEXA car mileage. 15 percent of the customers agreed that NEXA offers valuable features in their cars and it will satisfy the customer requirements. But more than 68 percent of the respondents are saying that they are not sure about the valuable features. The reason maybe they prefer less features when compare to other customers.

The above result revealed that 63 percent of the customers are saying neutral which means they are not sure about the car requirement and features. More than 25 percent of the customers agreed with car features are as their requirement. And almost 12 percent of the customers are disagreed with the car features. Therefore, NEXA has to focus on understanding the customer requirement and fulfill the same. The above result revealed that 54 percent of the customers are saying neutral that the NEXA is creating brand awareness through word of mouth. 23 percent of the customers are agreed, 14 percent of customers are strongly agreed and rest of the customers are disagreed that is 9 percent. Hence, NEXA has to understand the reason for the same. In this study, 91 percent of the customers are satisfied with the post-sale service, the reason may be the NEXA might have fulfilled customers’ requirements of both pre-sale and post sales services. Whereas 9 percent of the customers are not satisfied with NEXA services. Hence, NEXA has to focus on dissatisfied customers and try to fulfill the purchase requirements.

The above result revealed that the resale value of the NEXA car is really good because 61 percent of responses out of 70 respondents are positive about it. 16 percent of the customers are dissatisfied, 13 percent are agreed, 6 percent are strongly disagreed and rest of the customers are strongly agreed that is 4 percent. In this study, 66 percent respondents are saying that overall experience with NEXA cars was good and 10 percent respondents said very good and 7 percent respondents said excellent. And the reason may be customers might have experienced better service. Not even single customer said bad service.

The findings show that, number of customers are influenced by the brand that is 36 percent. 26 percent of the customers are influenced by the price; the reason may be prices of the NEXA cars are affordable as compare to other car brands. 24 percent of the customers are influenced by the post-sale service, 11 percent customers influenced by features and rest of the customers are influenced by the other things that is 3 percent. The above result revealed that, 70 percent of customers are shown neutral reaction towards mileage of the NEXA cars. Because these customers are felt that mileage of the NEXA car is neutral. 13 percent are disagreed with the mileage of NEXA cars the reason could be they are expecting quite better mileage. And 6 percent of customers are agreed with this mileage.

The above result revealed that, 70 percent of the customers said neutral towards the NEXA cars design and features. 12 percent of customers are strongly agreed, 9 percent of customers are agreed, 6 percent are disagreed and rest of the customers are strongly disagreed that is 4 percent. The above result revealed that, 60 percent of customers are shown neutral reaction towards the NEXA features comfortableness in the nature, 24 percent are agreed with these features, 9 percent of customers are disagreed and rest of the customers are strongly disagreed. The above result revealed that 64 percent the customers are felt that the pickup of the NEXA car is average, 13 percent of customers said the pickup is good, 11 percent customer felt that pickup is excellent and rest of the customers that is 7 percent and 4 percent are below and average respectively.

Limitations of Study

- Since, study is focusing on the customers’ preferences, awareness, and satisfaction of only NEXA cars, it may be possible to generalize the results. Hence, care must be taken before generalizing the results with other car brands.
- I faced some difficulty in collecting the primary data as few customers were not ready to disclose the income related aspects.
- Most of the respondent were not ready to respond for the questionnaire.

Study Findings

It is found that male respondent’s number is more when compare to female respondents. It is traced that educational qualification and income levels are the most important factors which influences customer buying decision. Age between 21 to 30 years is not preferring NEXA vehicles and most of the customers are belongs to 30 to 50 years age category. It is found that, agriculturist and employed people response is low when compare to business holder and self-employed. Less than Rs. 50,000 income level category people would like buy the NEXA cars but they feel the price of the cars are high. Most of the customers are married and only few customers are belonging to unmarried category. It is found that, more that 45 percent of the nuclear family customers preferring NEXA cars but only 16 percent of the joint family customers prefers these vehicles. NEXA is using different promotional tools to create the brand awareness and educate their customers. More that 17 percent of the customers are not happy with price and post-sale services. It is found that most of the respondents are saying they don’t know about the pre-sale service. I found that some customers are not satisfied with the NEXA representative as they not providing sufficient information. It is found that, the NEXA cars could not introduced advanced features in their cars. Some of the features are not acceptable by some the
customer like comfortableness and look. I found some of the customers are satisfied with the delivery process of NEXA but only few customers are not happy with it. Most of the customers are happy with the delivery process and car performance. It is found that, NEXA brand has a very good popularity in the market And because of customer satisfaction and positive word of mouth and Customers are happy with NEXA car’s features and performance as well. And they say NEXA cars are suitable for them. Most of the customers are saying that, their overall experience is excellent and based on this they would like to recommend others.

Suggestion

Some of the customers are not aware of the all the features of the cars. Hence, it is suggested that they have to educate the customers about the features and benefits. The sales person must have focus on illiterate customers and low educational qualification customers and educate them about the NEXA cars, so that they can understand about the car features and usage. So that they can take buying decision. There are customers who are not satisfied with the few aspects that with delivery process, post sales services and payment methods, hence, I would like to suggest that NEXA can appoint a HR person to deal with dissatisfied customers and try to convert them as satisfied customers. Considering customers opinion about product development will have great impact on cars. Hence, I would like to suggest that, NEXA can encourage its customers to offer various ideas to develop the upcoming car models which have great impact on customer satisfaction. It is worth introducing average priced cars which will fulfill the requirements low disposable income category people. So that, it can acquire larger market. NEXA has to take special care about customers who are not happy with paid services and try to build their trust level Over promise always create gap between organization and customers. Hence, NEXA has to promise less and deliver more delivery so that they can retain their customers for the long term. Some customers are not satisfied with the mileage; hence care must be taken in research and development department to increase performance level of the vehicles. I would like to suggest here, most of the customers are satisfied with the overall experience. Therefore, NEXA has to maintain existed strategies and develop innovative marketing strategies to acquire more customers. I would also NEXA to focus more on prospective customers by providing sufficient information about the vehicle and convince them to buy the NEXA cars.

References