



A STUDY ON CUSTOMER SATISFACTION OF TOYOTA PRODUCTS IN LANSON

Dr.M.S.Vijaya Rao

Assistant Professor, MEASI Institute of Management, Chennai.

Abstract

Customer satisfaction defined as the study of how people buy, what they buy, and why they buy. It is a subcategory of marketing that blends elements from psychology, marketing and economics. It attempts to understand the buyer decision making process, both individually and in groups.

The study of customer satisfaction is viewed as one of the most important areas in the marketing major. An understanding of the psychological and sociological aspects of consumers search and choice processes is vital to an in depth appreciation of later subjects such as promotion management marketing research, strategic marketing and others.

The study of customer satisfaction helps companies and organization improve their marketing strategies by understanding issues such as the psychology of how consumers think, feel, reason and select between different alternatives (E.g. Brands, products), the psychology of how the consumer is influenced by his or her environment (E.g. culture, family, signs, media), the behavior of consumers while shopping or making other marketing decision now consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer and now marketers can adopt and improve their marketing campaigns and marketing strategies to more effectively reach the customer.

Introduction

Satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer/consumer and a company-environment-product-service. Satisfaction involves the three psychological elements: cognitive, affective and behavioral.

The individual car ownership does offer a leap in freedom and opportunity. The freedom to go where and when you want. A freedom undreamt of for working class people of earlier generations indeed, for mean learning to drive is the major break from the stifling restrictions of the family and the first step to adulthood.

As the car becomes the norm, the freedom of the car becomes a necessity, as the mundane acts such as shopping become impossible without access to a car. The car has long since become less of a mere means of transport and more a means identity. Whether it is that we are upwardly mobile or a conscientious environmentalist, the car says it all old patriarchal family structure which found its modern material expression in the family farther driven car designed with a wife and 2 kids, has long since been recuperated in the drive to sell cars to women and the young.

So the car has not only become central to the accumulation of capital over the past fifty years, but has also become vital means in consolidating the class compromise that has made such accumulation possible. The promise of physical freedom and mobility offered by the car has led to the political demobilization of the working class. The car has become a symbol of freedom, which promises physical mobility, identity and status.

Objectives of the Study

- To study the satisfaction of customers towards the products and its features in Lanson Toyota pvt ltd, chennai.
- To analyse the opinion of the customers on the sales and services offered by Lanson Toyota pvt ltd, chennai.
- To study the reasons for purchase of cars at Lanson Toyota pvt ltd, chennai.
- To study the customers opinion towards the quality and performance of cars at Lanson Toyota pvt ltd, chennai.

Scope of the Study

- The study helps to identify the satisfactory level of customers after sales, services and overall satisfaction.
- It will be helpful for the management to identify the performance of the sales personnel and service advisors.
- This study helps to determine the association between the variables among the customers.
- This project can be the base for the students who are doing the project in the related area.



Review of Literature

Lohana and Sharma (2012), conducted a study on "customer satisfaction towards Hyundai cars in Nanded city" with the objectives is to identify the customer preferences and parameter about the Hyundai cars. They have taken the sample of 60. They concluded from the study that 50% customers are satisfied with the overall performance of their vehicle. The customers are satisfied with the fuel efficiency, brand image, after sales service and economy in purchase etc.

Sharma, Kiran Sharma and Khan (2011), conducted "A study and analysis of customer satisfaction of Tata motors in Jaipur, Rajasthan with the objectives to find out the satisfaction among the customers, market performance and market position of Tata motors. They take the sample size of 100 customers in Jaipur city and concluded from this study that 73% people feel that safety are affordable whereas 12% do not agree, 74% believe that attractive discount are offered but 26% are not satisfied with the discount offered , but the overall opinion about Tata Motors is very good.

Research Methodology: Research is a systematic and scientific approach of identification of problem, collecting, processing of data and analysis of data, findings, report preparation, ultimately to find a solution to a problem.

Research Design: A research design is the specification of methods and procedures for acquiring the information needed to structure or solve problems. The research design used in the study is descriptive research design.

Sample Size: The sample size taken for the study is 120 respondents.

Convenience Sampling: The sampling used in the study is Convenient Sampling. As the name implies, is based on the convenience of the researcher who is to select a sample. This type of sampling is also called accidental sampling as the respondents in the sample are included in it merely on account of their being available on the spot where the survey is in progress. Thus a researcher may stand at a prominent point and interview all those selected people who pass through that place.

Methods of Collecting Primary Data

Primary Data: The data which has been collected for the first time is called primary data. In this project the primary data has been collected through questionnaire.

Secondary Data: Secondary data has been collected through journals, magazines, websites, annual reports, etc.

Statistical Tools

The statistical tools used for the study are Chi-square Test and One way ANOVA Test.

Data Analysis And Interpretation

Table 1, Marital status

Marital Status	No. of. Respondents	Percentage
Married	75	63
Unmarried	45	38
Total	120	100

Source: Primary Data.

Inference: It is evident from the survey that 75% of the respondents are Male and 45% of the respondents are Female.

Table 2, Gender

Gender	No. of. Respondents	Percentage
Male	106	88
Female	14	12
Total	120	100

Source: Primary Data.

Inference: The table shows that out of 120 respondents 106 respondents (88%) were Male and 14 respondents (12%) were Female.

Table 3,Occupation

Occupation	No. of. Respondents	Percentage
Business	65	54
Professional	31	26
Others	24	20
Total	120	100

Source: Primary Data.

Inference: It is inferred that majority of the respondents are doing Business as their occupation.

Chi-Square Test

Null Hypothesis: H0 there is no significant difference between annual income and the cost of maintenance & spares.

Alternative Hypothesis: H1 there is significant difference between annual income and the cost of maintenance & spares.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.543 ^a	4	.162
Likelihood Ratio	6.690	4	.153
Linear-by-Linear Association	2.636	1	.104
N of Valid Cases	120		

a. 5 cells (55.6%) have expected count less than 5. The minimum expected count is .13.

Calculated Value: 6.543

Tabulated Value: 14.9

Inference: Since the calculated value is lesser than the table value the null hypothesis is rejected and alternative hypothesis is accepted.

So there is significant difference between Annual Income & Cost of Maintenance & Spares.

ANOVA						
Null Hypothesis: H0 there is no significant difference between gender and reason to choose Lanson Toyota.						
Alternative Hypothesis: H1 there is significant difference between gender and reason to choose Lanson Toyota.						
Cross tabulation						
Gender	What is the reason for you to choose LANSON TOYOTA?					Total
	Product	Service Quality	Convenience	Service Rate	Others	
Male	27	23	7	12	7	76
Female	6	11	8	9	10	44
Total	33	34	15	21	17	120

Calculated Value: 2.799

Tabulated Value: 1.61

Inference: Since the calculated value is greater than the table value the null hypothesis is accepted and alternative hypothesis is rejected.

So there is no significant difference between Gender & Reasons to choose Lanson Toyota.

Findings

- It is evident from the survey that 75% of the respondents are Male and 45% of the respondents are Female.
- It is inferred that the majority of respondents are from the age group of (25-35) years.
- The table shows that out of 120 respondents 106 respondents (88%) were Male and 14 respondents (12%) were Female.
- It is inferred that majority of the respondents are doing Business as their occupation.
- It is inferred from the survey that majority 71 respondents (59%) are from the income level Up to 4 Lakhs.
- It is inferred that the majority of the respondents are telling that service stations are available at all branches.



- It is found from the survey that 100 respondents (83%) are telling that spares are easily available, 17 respondents (14%) are telling that spares are available only at selected places and only 3 respondents (3%) are telling that spares are rarely available.
- It is found from the survey that 6 respondents (5%) are telling that service rates are highly expensive, 39 respondents (33%) are telling that service rates are expensive and 75 respondents (63%) are telling that service rates are reasonable.
- It is found from the survey that 26 respondents (22%) are telling that the maintenance cost is high, 91 respondents (76%) are telling that the maintenance cost is normal and 3 respondents (3%) are telling that the maintenance cost is low.
- It is inferred from the average score method those 22 respondents (18%) were highly satisfied, 60 respondents (50%) were satisfied, 32 respondents (27%) were neutral, 4 respondents (3%) were dissatisfied and 2 respondents (2%) were highly dissatisfied with the performance of mileage of the car.
- Since the calculated value is lesser than the table value the null hypothesis is rejected and alternative hypothesis is accepted. So there is significant difference between Annual Income & Cost of Maintenance & Spares.
- Since the calculated value is greater than the table value the null hypothesis is accepted and alternative hypothesis is rejected. So there is no significant difference between Gender & Reasons to choose Lanson Toyota.

Suggestions

- The quality of the suspensions of the vehicle can be increased, so that the customer can have more satisfaction towards their product.
- The sales promotional activities should be based on the needs or requirements of the customers. To ascertain the needs of the consumer's studies may be conducted periodically.
- Few of the respondents have complained of the limited choice of color patterns offered by car industries; so it is advisable to offer consumer with a wide range of selection.
- As the consumer feel that good service is only available at selected places, the company should take immediate remedial actions to improve the same.
- The safety features loaded in the car can be increased so that remaining unsatisfied consumers are also can be satisfied.
- Cost of the spare parts can be made cheaper so that customer pick up may be increased.

Conclusion

Customer satisfaction is an important element in selling process. For any organization to sell its products, it is essential to understand the needs of the customer. This study was to analyze the satisfaction of customers towards car market. A sample size of 120 respondents was obtained for which convenient sampling technique has been employed.

The findings of the study suggest that though majority of the consumers are satisfied with the services offered by Lanson Toyota, it is important to note that the suspension and safety standard of the vehicle can be improved. The cost of spares can be also reduced by the company.

Hence, customer satisfaction is complex aspect, which has to determine by careful analysis of the above factors.

References

1. Clark, C.Robert, Dorazelski, Ulrich, Dragonska, Michaela, 2009 The effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data. *Quantitative Marketing and economics* 7(2), 207-236.
2. Percy, Larry, Rossiter, R.John 2008 A Model of Brand Awareness and Brand Attitude Advertising Strategies, *Psychology and Marketing* 9(4) 263.
3. Bedman Narteh; Odoom, Raphael; Braimah, Mahama; Buame, Samuel 2012 Key drivers of automobile brand choice in sub-Saharan Africa: the case of Ghana. *The Journal of Product and Brand Management* 21(7) 516-528.
4. Leger, Jean-Marc; Scholz, Dave 2008 what sells cars best?: Leger marketing compares ads to awareness when it's come to auto sales. *Marketing Magazine* 107(20) 22.
5. Herrmann, Andreas; Xia, Lan; Monroe, Kent B; Huber, Frank 2007 The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *The Journal of Product and Brand Management* 16(1) 49-58.
6. Chen, S C; Chen, K S; Hsia T C 2005 Promoting Customer Satisfactions by applying Six Sigma: An Example from the Automobile Industry *The Quality Management Journal* 12(4) 21-33.