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- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

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- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

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- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

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**SATISFACTION OF SMALL CAR OWNERS IN SELECT AREAS OF AUNDH, BANER AND PASHAN IN PUNE CITY**

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**ABSTRACT**

The automotive industry in India is one of the largest in the world; it is one of the fastest growing industries globally. Its passenger car<sup>1</sup> and commercial vehicle segment is the sixth largest in the world. Indian small car market is increasing by leaps and bounds. The indigenous market for small cars now occupies a substantial share<sup>2</sup> of around 70% of the annual car production in India which is about one million. Almost all automobile components in India are competing with each other in terms of design, innovation, pricing and technology. The following paper is an attempt to study the satisfaction level of customers who own small car. The research covers the areas of Aundh, Pashan, Baner in Pune, Maharashtra.

**KEYWORDS**

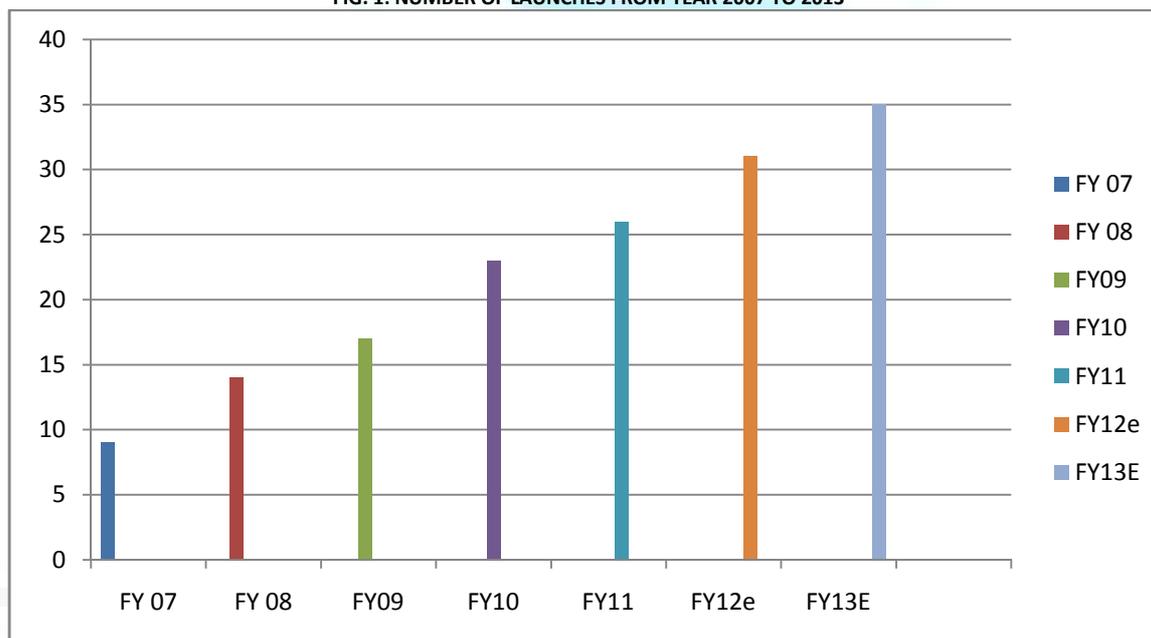
Mileage, cost efficiency, customer satisfaction, durability, variants available, small car hub.

**INTRODUCTION**

The changing lifestyle and other factors like owning a car at a very young age has become very common in India hence the demand for small cars have increased over the period of time. There is a strong domestic demand for small cars. India is well on its path of becoming a global production hub for small-cars. In 2009<sup>3</sup>, it surpassed Japan to become the largest small car market in the world.

In 1984, Government of India and Suzuki Motors Japan, formed a joint venture and launched Maruti 800 popularly known as the 'Peoples car' which has highest sales. It created new segment in the automobile sector. In 1998 the South Korean car makers Hyundai came up with Santro and Daewoo came up with Matiz which created vigour to the Indian small car market segment. However, year 2009 proved to be the year of small cars in India for apart from its historical launch of the worlds cheapest car Tata Nano. A number of new model were launched in the small car segment. It witnessed the highest number of launches, it launched 11 new cars in the last three years( out of which five were launched in 2010) with major ones being Ritz, A-Star, Zen Estilo (from Maruti Suzuki) i10, i20(from Hyundai) Indica Vista (from Tata Motors), Ford Figo, Chevrolet Beat, Polo(from Volks Wagen) and Etios (from Japan).

Figure showing number of launches over the past five years and the estimated launches in the year to come.

**FIG. 1: NUMBER OF LAUNCHES FROM YEAR 2007 TO 2013**

Source: ICRA research

**OBJECTIVES**

1. To study the market of small car segment in Aundh, Pashan, Baner & Sus road in Pune.
2. To study consumer preferences and their perception towards purchase of small car.
3. To study the consumers satisfaction of small car owners.

**RESEARCH PROBLEM**

Following questions were raised for the purpose of the research

- What are the parameters buyers consider while selecting a small car?
- What are the factors that influence the customer to purchase a small car?
- What decisions a buyer takes while buying a small car?

<sup>1</sup> <http://oica.net/wp-content/upload/all-vehicles-2010>

<sup>2</sup> Small car market in India-Ankit Agarwal

<sup>3</sup> Indian Passenger Vehicle Industry-An ICRA perspective

- What aspects are considered while purchasing a small car?
- What factors are compared by the buyer while choosing a small car?

**RELEVANCE & SCOPE AND OF THE STUDY**

Buyers or customers form an integral part of business, there are number of factor customers considered before buying the product. With the increasing disposable incomes, owing cars is no more a status symbol; in fact it has become a necessity. Hence this research has relevance to modern day business where the automobile market is rapidly growing and the life of the automobile is quickly diminishing. Automobile industry has shown rapid growth at the macro and micro level and hence this study is relevant for the present day times.

The study covers the areas of Aundh, Baner, Pashan and Sus road areas in Pune.

**HYPOTHESIS**

For the purpose of the study the hypothesis is formulated as follows:  
 "80% of buyers of small cars are satisfied with their choice of small car".

**RESEARCH METHODOLOGY**

Sample Size	50 respondents
Sampling Technique	Random Sampling
Statistical Tools	Chi-square test

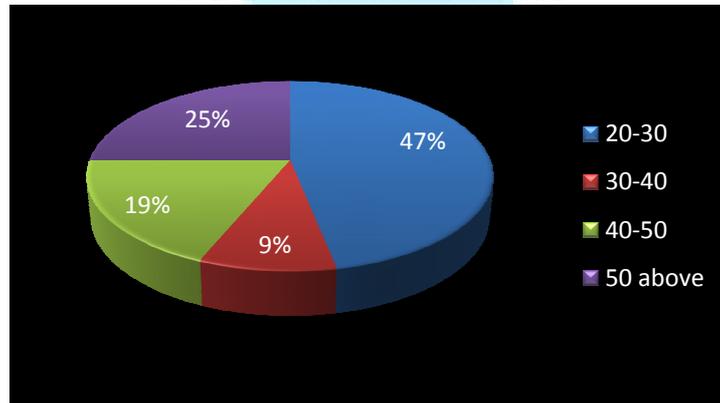
**Primary Data:** Information was collected through structure questionnaire , random sampling was used. The data was compiled and presented in diagrammatic form by using pie-charts for pictorial presentation of the information and bar diagrams for analytical presentation of the information, hypothesis was tested by applying chi-square as a statistical tool.

**Secondary Data:** Secondary data was collected from the published articles, papers, magazines.

**FINDINGS**

**1. SMALL CAR OWNERS CLASSIFIED ACCORDING TO AGE**

**FIG 2: CLASSIFICATION ACCORDING TO AGE**

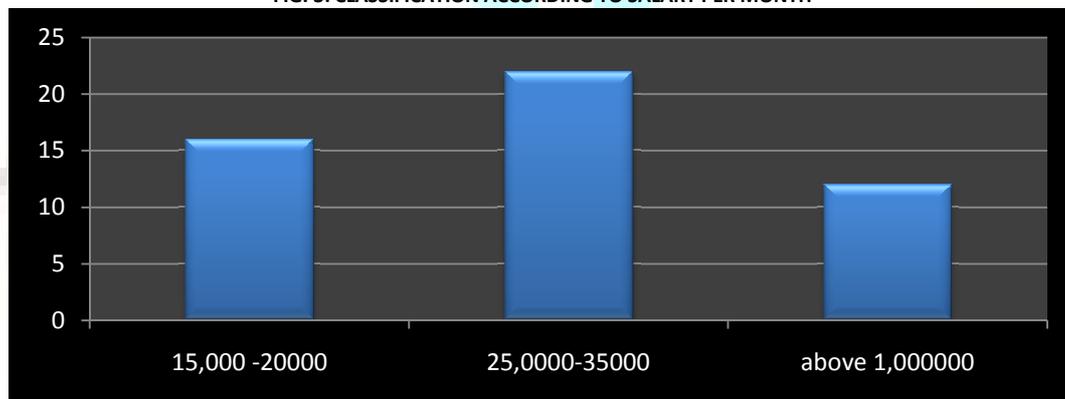


**Interpretation**

It can be interpreted that 25% respondents who own small car are above 50 years of age, 19% respondents are from the age group of 40-50, 9% are from the age group of 30-40 and 47% are from the age group of 20-30. This shows that young people prefer to have a small car as compared to older people.

**2. SMALL CAR OWNERS CLASSIFIED ACCORDING TO SALARY**

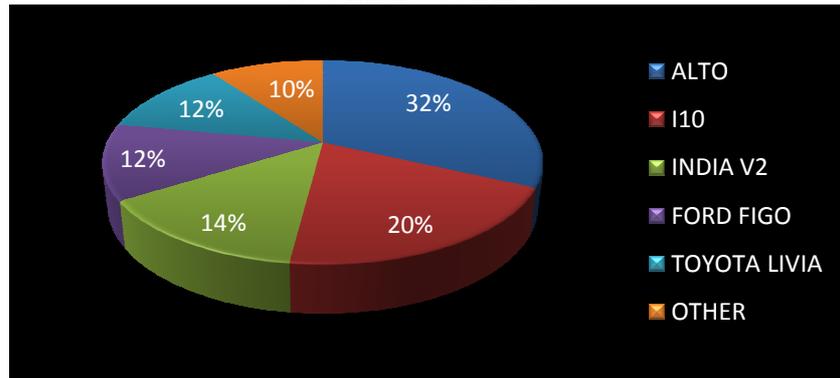
**FIG. 3: CLASSIFICATION ACCORDING TO SALARY PER MONTH**



Interpretation: It can be interpreted that 17 respondents earn salary between 15000-20000 per month, 22 respondents earn salary between 25000-30000 per month and 11 respondents earn salary above 100000 per month. This shows that middle income group people own small cars.

3. CLASSIFICATION OF DIFFERENT BRAND OF SMALL CARS

FIG 4: BRANDS OF SMALL CARS

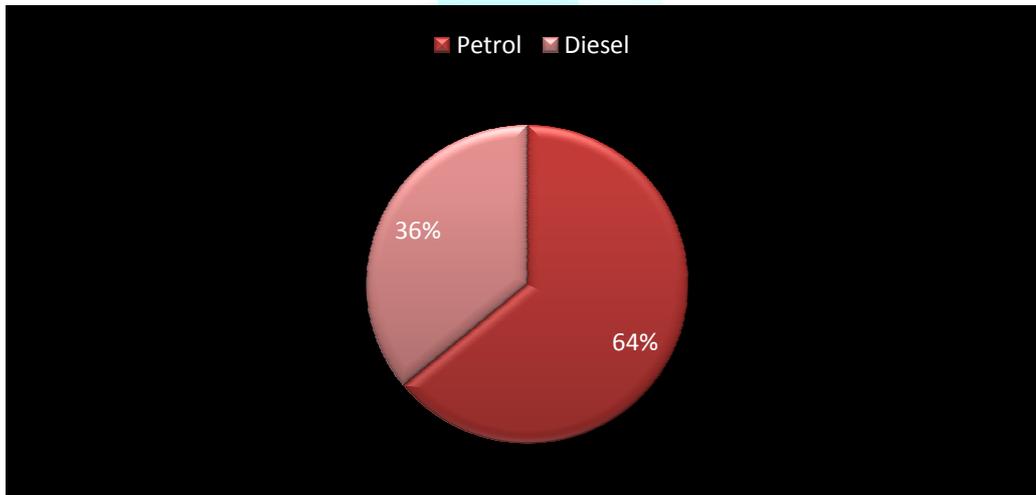


Interpretation

It can be inferred that 32% prefer Alto as their small car, 20% prefer I10, 14% prefer Indica V2, 12% prefer Ford figo and Toyota Livia and 10% prefer other cars.

4. CLASSIFICATION OF SMALL CAR ACCORDING TO PETROL AND DIESEL VERSIONS

FIG 5: VERSIONS OF CARS



Interpretation

64% respondents prefer diesel version while 36% prefer petrol version, this can be interpreted by saying that diesel version is more popular than petrol.

5. REASON FOR PURCHASING A SMALL CAR

FIG 6: REASONS FOR BUYING SMALL CAR

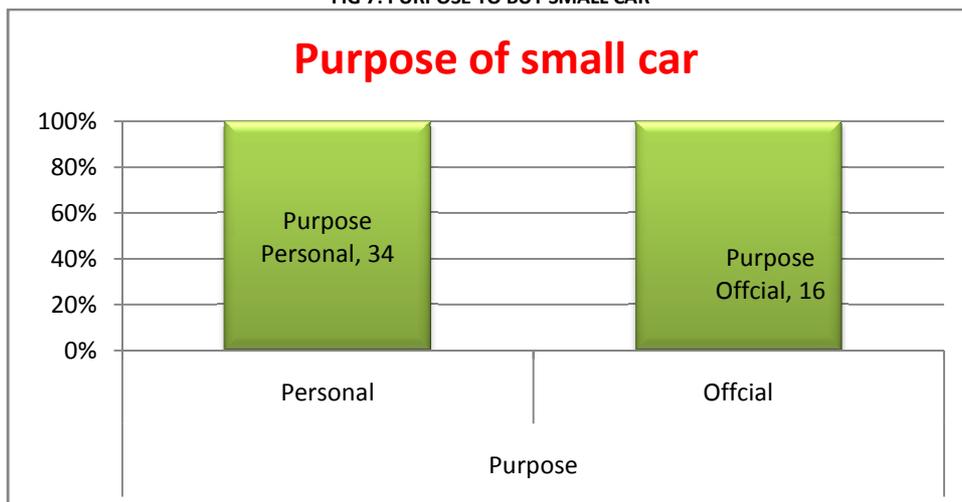


Interpretation

Factors like Affordability, low maintenance, easy handling, mileage and comfort were considered. 23% prefer Mileage as the most important factors, 20% prefer both comfort and low maintenance, 19% prefer easy handling and 18% affordability. So it can be inferred that people do not mind spending more on buying the cars but factors like mileage, comfort and low maintenance are taken care of rather than affordability.

6. PURPOSE OF BUYING SMALL CAR

FIG 7: PURPOSE TO BUY SMALL CAR

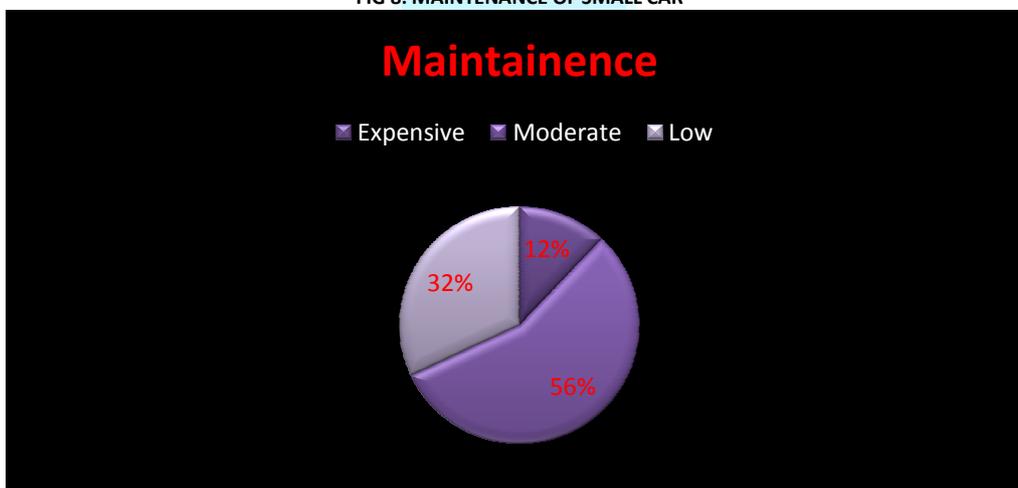


Interpretation

The above bar-graph shows that 68% of the sample surveyed use their car for personal purpose while 32% use it for official purpose.

7. MAINTENANCE OF THE SMALL CAR

FIG 8: MAINTENANCE OF SMALL CAR

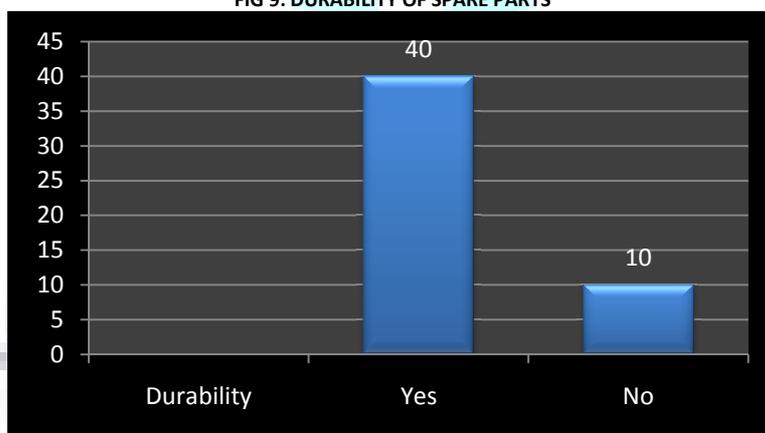


Interpretation

It can be interpreted that 56% are of the opinion that the maintenance of their car is moderate while 32% say that the maintenance of their car is low and 12% express their opinion as the maintenance of their car is expensive

8. DURABILITY OF SPARE PARTS OF SMALL CARS

FIG 9: DURABILITY OF SPARE PARTS



Interpretation

80% of the consumers feel that the spare parts for their small car are durable while 20% feel that they are not durable and they have to get it changed quite often.

9. SERVICING OF THE SMALL CAR

FIG 10: CAR SERVICING

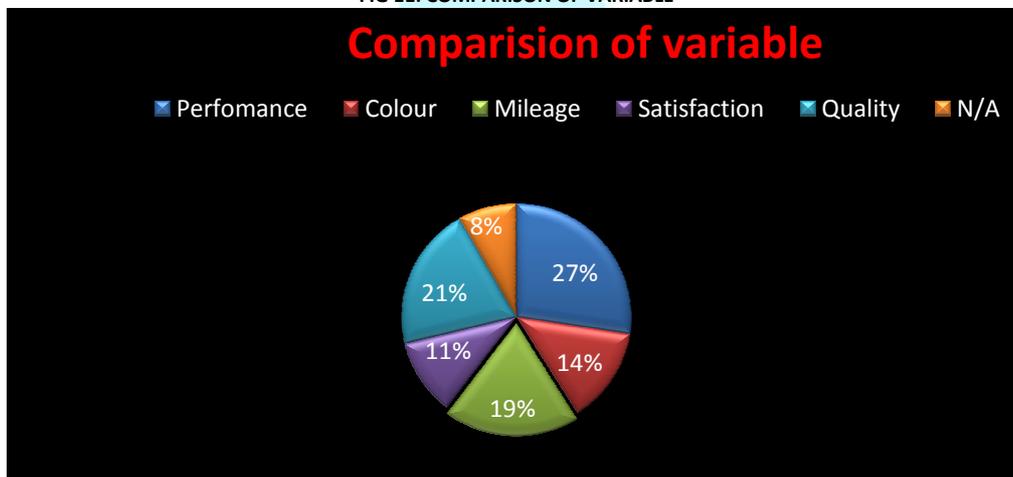


Interpretation

92% respondents service their car as per schedule while 8% service their car whenever the car breaks down .

10. BASIS OF COMPARISONS

FIG 11: COMPARISON OF VARIABLE



Respondents took the decision of buying the small cars after considering the variable like performance, colour, mileage, satisfaction, quality and others.27% respondent have taken the decision to buy the car based on its performance,21% have decided based on quality and19% have taken the decision to buy the car after knowing the mileage given by the car. Colour and other factor were not given that importance.

HYPOTHESIS TESTING

H0: 80% buyers of small cars are satisfied with small cars

H1: Less than 80% of buyers of small cars are not satisfied with their choice of small car

Specified proportion test was applied ( Large sample test).Hypothesis is accepted at 5% and 1% levels

CONCLUSION

It can thus be concluded by saying that customers are happy to purchase and are satisfied with small cars. Small Cars has truly gained popularity due its affordability factor and low cost.

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