

Problems faced by Consumers in their present cars in Pune

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ABSTRACT

Consumer service reformation is taking place in every industry these days due to intense competition. The story isn't different for the automobile industry. It's essential, it's across-the-board and it's being determined by consumers.

On the face of it, it seems a worrying development for businesses. But there's a happy side to these changes. New networks and technologies open up fresh prospects that can make a company prominent from the rest of the crowd. Building an ongoing dialogue with prospective consumers. Occasions to learn from consumers and to increase the significance of the products and services. So, it's time for every business to start looking for and nurturing lasting association with their consumers, an association that goes far past the initial sale.

This call for action may not be new for some. Even so, finding the depth and breadth of this reformation and determining how to confront it is a massive task. And that's why this research brings out the major problems faced by the consumers who buy cars. The present study lists out various problems faced by consumers who buy cars in Pune. A study was undertaken for Pune and Pimpri Chinchwad of Pune region. A total of 225 respondents residing in Pune and Pimpri Chinchwad form the sample. SPSS 21 was used for the statistical analysis of the study along with some graphs and percentage.

Key Words: *Buying, consumer, problems, service, car.*

I. INTRODUCTION

Consumer service has conventionally been dependent on 'what now' rather than 'what next'. Why should consumer service be different? Recognizing pertinent problems and apprising consumers through ideal touchpoints achieves consumer expectations and trust grows when things do go wrong. Capitalizing in up-front service notices will lessen the amount of incoming calls and distinguish one from the competition. In today's, digital world, organizations must comprehend the complete customer journey and productively apply the right skill at the right time to shape greater consumer engagement. Conventionally, maintenance has followed a remedial or preventive method. In the remedial method, maintenance is done when failure occurs. This leads to unexpected activities and a high stock of spare parts. In the preventive method, maintenance is done periodically to reduce unforeseen failures. However, over-maintenance and cost of spare parts leads to extra costs. Today's technology advances in both data analytics and connected devices that present the opportunity to improve upon outdated methods and apply a predictive maintenance method. Maintenance is done based on the condition of

the asset compared to the dependability model. Monitoring should be useful for the root causes of failures rather than on the signs when failure has previously begun. This means maintenance is only done when essential, therefore evading over-maintenance. This method precisely plans economical maintenance and leads to improved handiness of the asset, prolonged asset life and better engineer competence.

II.NEED OF THE STUDY

The Indian automobile market is growing and it also has a huge potential for the international market. The study is vital for both marketers and car manufacturers to understand the problems faced by consumers in their present cars.

III.REVIEW OF LITERATURE

Naik et al., (1999) [1] has expressed that the financial, emotional and sociological features of the customers and their drives, viewpoints, perceptions, traits etc. can aid to realize new marketplace openings, to deliver a sharper division of the marketplace and a significant product diversification and to frame selling policies based on consumer response as a major variable. A customer gives much significance to the contributions offered by the company to the product than what the product contributed him / her. Therefore, the knowledge of consumer behaviour makes it simple to analyse the marketplace with suitable policies.

Pasricha (2007) [4] states that customers no longer reply to mass marketplace requests; they have more specific tastes and they are looking for a more specific style. When faced with similar products they may select the brand towards which they have an emotional bonding and which accomplishes their emotional needs.

A research was conducted on customer life style effect of customer behaviour with respect to auto industry in Chennai by Vidyavathi (2012). [2] A questionnaire was distributed to 350 respondents randomly and only 327 actual interviews were possible in Chennai town of Tamil Nadu. Interviews were held to ascertain insight of the respondents on the use of automobiles. The purpose of the research was to evaluate the automobile owner's insight and behaviour relating to the acquisition of automobiles and to identify and analyse the issues inducing the buying of the automobiles. Most of the respondents in the investigation faced technical problems with their present cars and some were going to change over to a new brand as they wanted to buy a car with the modern knowhow. The researcher feels that the government should promote research and development to make world class quality car in India. He has concluded saying that the rising middle-class populace of India has fascinated the automobile industry. Hence, sellers who learn the behaviour of customers and provide to their desires will be victorious in the future in the coming LPG era.

A review on features inducing customer preference for procuring a car with respect to Maruti Suzuki in Bhilai-Durg, India was brought out by Sahu (2017) [3] to analyse the main issues which are accountable for inducing the preference of customers to acquire the car. Primary data was collected through a questionnaire from 90

respondents in Bhilai Durg district. He found that most of the customers were servicemen, non-service class and students. Most of them 55

% looked for comfort and mileage in a car of their preference. The researcher suggests that as self-esteem and social status are the major factors for the customers the company should work on the external and internal looks of the cars in various models. They should also work on the fuel consumption of their cars as the fuel prices are increasing and they should also increase free servicing for their customers and come up with more new models. The author concludes saying that market is very competitive and hence the complex understanding of the consumer behaviour is very vital for marketing success and taking the right decisions. The customers are satisfied by the performance and promotions of Maruti Suzuki cars and feel they can increase the market share if they act on the other factors discussed above.

IV. RESEARCH METHODOLOGY

The data for the purpose of the present study have been collected through primary and secondary data. In order to realize the aforementioned research objectives, following research methodology was adopted by the researcher.

V. OBJECTIVES OF THE STUDY

To study the major problems faced by car buyers in Pune.

1. Research Hypotheses

Major problems faced by car buyers were communication and servicing followed by maintenance issues and availability of spares.

Structured questionnaires were used to collect primary data. The study was undertaken for Pune and Pimpri Chinchwad of Pune region. A total of 225 respondents residing in Pune and Pimpri Chinchwad were considered for the study. Convenience sampling technique was followed for collecting responses from the respondents.

2. Secondary data collection

The sources of secondary data include published data such as data from books, journals, periodicals, reports, etc.

3. Tools for Analysis

1. The statistical tools used for the purpose of this study are simple percentages and graphs.
2. Cochran's Test was done using SPSS version 21 to prove the hypothesis.

4. Data Analysis and Interpretation

Problems faced by the respondents in the present car

SNo	Problems faced by the respondents in the present car	N = 225	Percentage
1)	Communication and servicing	37	16.44
2)	Maintenance issues	36	16.00
3)	Availability of spare parts	22	9.78
4)	Higher fuel consumption	13	5.78
5)	Often breaks down	8	3.56
6)	Old styling	9	4.00
7)	Lacks in safety	11	4.89
8)	Not easy to drive	5	2.22

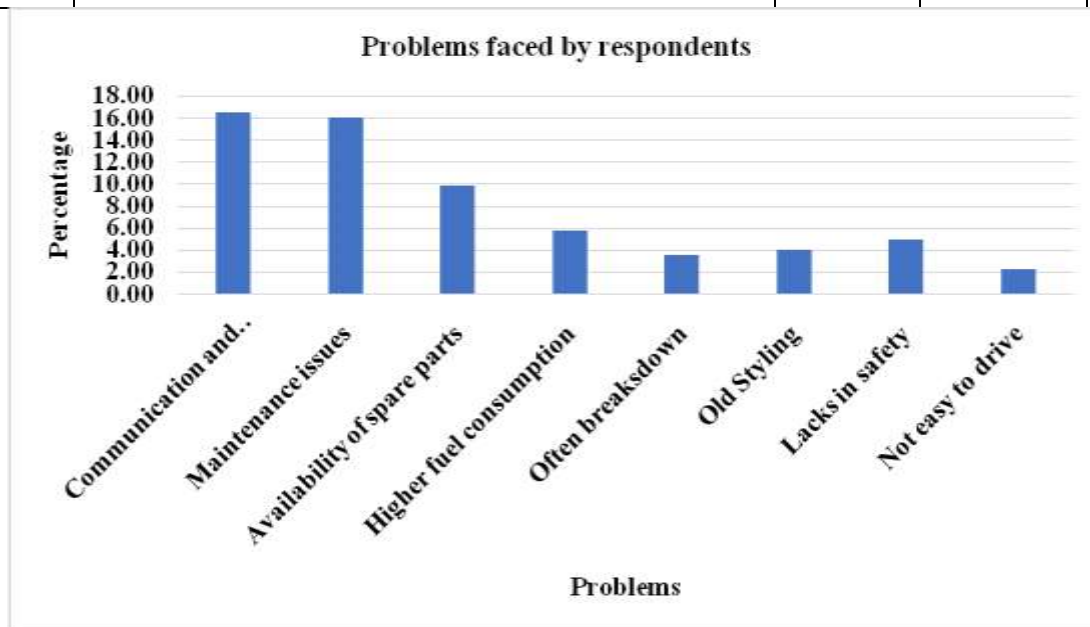


Figure. Respondents’ problems in the present car

Most of the respondents’ (16.44 %) problems in the present car were communication and servicing whereas 16 % had maintenance issues. Only 2 % problems in the present car were ‘not easy to drive’.

VI.HYPOTHESIS TESTING

H0: Problems faced in their present car do not differ in frequency of preference.

H1: Problems faced in their present car significantly differ in frequency of preference.

Level of significance $\alpha = 0.05$

Frequencies	Value		Test Statistics	
	0	1		
Communication and Servicing	188	37	N	225
Maintenance issues	189	36	Cochran's Q	825.613
Availability of Spares	203	22	df	8
Higher fuel Consumption	212	13	Asymp. Sig.	0.000
Often breaks down	217	8		
Old styling	216	9		
Lacks in Safety	214	11		
Not easy to Drive	220	5		

$Q(8) = 825.613, P < 0.05$

VII. CONCLUSION

Since the P value is less than level of significance (0.05) the null hypothesis is rejected hence it is concluded that problems faced in their present car differ in frequency of preference. To know where the difference lies the frequency statement table is referred. From the frequency table it can be seen that communication and servicing have a frequency count of 37, maintenance issues have a frequency count of 36, availability of spare parts have a frequency count of 22, higher fuel consumption have a frequency count of 13, lacks in safety have a frequency count of 11, old styling have a frequency count of 9, often breaks down have a frequency count of 8 and not easy to drive have a frequency count of 5. Hence there are top three problems faced by the respondents in their present cars. (Communication and servicing, maintenance issues and availability of spare parts.) Hence the hypothesis is proved.

VIII.FINDINGS

Majority of the problems faced by the respondents were communication and servicing followed by maintenance issues and availability of spares.

IX.RECOMMENDATION AND CONCLUSION

Inter-departmental communication is very important as this affects consumer service if the consumer is not updated with the latest updates. The HR department should provide additional training to all people within the organization and specially the service advisor who is the face of the dealer and the company when one deals with the consumers. To retain existing consumers and getting potential consumers the management should aim for high level of customer service. The service advisor should have an attitude for selling, should have sufficient knowledge of the product to give sufficient technical feedback to the consumers. Should maintain a proper inventory system based on past and present consumption trends. The spare parts business can be increased by short term promotions to increase sales or invest in the service one offers. The consumer should be given better value, faster delivery, for a product that is difficult to obtain from elsewhere as this can help in maintaining and

building a stronger relationship. The prospective consumer should be educated with the value of quality spare parts and service in comparison to low cost alternatives that may fail earlier and cause safety issues, as this will help to increase the business. Further consumers should be offered long warranties, express service, separate delivery options to improve convenience and same day delivery. Increase short-term sales by running promotions on popular, high-volume parts such as car-servicing kits that include filters, spark plugs and oil at a promotional price. Offer discounts on seasonal products such as windshield wipers etc. Set up incentive schemes for regular customers to encourage repeat sales by offering rewards for customers who exceed a purchase target that one sets.

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