A Customer Satisfaction On Luxury Cars With Special Reference To Coimbatore

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Abstract: This study looks at how happy customers are with luxury cars in Coimbatore. It tries to understand what factors like brand, comfort, performance, and after-sales service matter most to customers. By collecting opinions from luxury car owners in Coimbatore, the study aims to find out what they like and what they feel could be improved. The results can help car companies better understand their customers and improve their services in the future.

Keywords: Luxury cars, Car owners, Customer satisfaction.

I.INTRODUCTION

Luxury cars are seen as a symbol of status and comfort. In recent years, more people in India, especially in cities like Coimbatore, are buying luxury cars. These cars offer high quality, advanced technology, and a premium driving experience. Customer satisfaction plays a big role in the success of these car brands. When customers are happy, they are more likely to stay loyal and recommend the brand to others. This study focuses on understanding how satisfied luxury car customers are in Coimbatore and what factors influence their satisfaction.

Objective:

➢ To identify key factors influencing luxury car purchase in Coimbatore.

➢ To examine which luxury car brands have strong customer loyalty in Coimbatore.

II. STATEMENT OF PROBLEM

The upscale automobile market in Coimbatore has been witnessing rapid growth, driven by increasing disposable incomes, changing buyer behavior, and growing demand for premium vehicles. However, customer satisfaction is one of the most important parameters that decide brand loyalty, repeat purchases, and overall business success in the competitive market. This research is an attempt to examine the key determinants of customer satisfaction of luxury car owners in Coimbatore. It is an attempt to look into the strong and weak points of luxury cars in the city and make recommendations for where changes should be implemented. The research will further analyze the role played by demographic, consumer behavior, and quality of service on customers' experience as a whole and brand loyalty among luxury car users.

III. RESEARCH METHODOLOGY

TOOLS USED:

The analysis has been made through the questionnaire.

- Simple Percentage Analysis

- Linkert Scale Analysis

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is used to find out percentage value of all entirely different questions used in finding comparison between two or more series of data

FORMULA

Percentage Analysis = (Number of respondents / Total number of respondents) × 100

LINKERT SCALE ANALYSIS

Likert scales are a common rating format for surveys. Respondents rank quality from higher to lower or worst using five levels. Likert items are used to measure the respondents "attitudes to a particular question or the statement".

FORMULA

$$\text{Likert Scale} = \frac{\Sigma fx}{\text{Total Number of Respondents}}$$

While

f = Number of respondents

x = Likert Scale Value

$\Sigma(fx)$ = Total Score

MID VALUE

Mid value indicates the middle value of Likert Scale.

LIMITATIONS OF THE STUDY

The research is geographically restricted to Coimbatore, and hence the findings may not be generalized to other regions. The study relies heavily on primary data collected through surveys, which may be influenced by respondents' personal biases, limited awareness, or willingness to share honest feedback. The sample size may not fully represent the diverse customer base of the supermarket.

III.ANALYSIS AND INTERPRETATION

Table 1

TABLE SHOWING FACTORS INFLUENCING BEFORE PURCHASING A LUXURY

WHAT YOU PREFERRED SOURCE OF INFORMATION BEFORE PURCHASING A LUXURY CAR	NO. OF. RESPONDENTS	PERCENTAGE
Online Reviews	25	20.8%
Recommendations from Friends/Family	56	46.7%
Showroom Visit & Test Drive	28	23.3%
Social Media Influencers	28	23.3%
TOTAL	120	100%

INTERPRETATION:

The above table reveals that 20.8% of the respondents are online reviews, 46.7% of the respondents are recommendations from friends/family, 23.3% of the respondents are showroom visit & test drive and 23.3% of the respondents are social media influencers.

INFERENCE:

Majority (46.7%) of the respondents are preferred source of information before purchasing a luxury car are recommendations from friends/family.

Table 2

TABLE SHOWING FREQUENCY OF VISIT TO THE SERVICE CENTRE

HOW FREQUENCY VISIT	NO. OF. RESPONDENTS	PERCENTAGE
Once in 6 months	31	25.8%
Once a year	30	25%

Only when required	50	41.7%
Rarely	9	7.5%
TOTAL	**120**	**100%**

INTERPRETATION:

The above table reveals that 25.8% of the respondents visit once in 6 months, 25% of the respondents visit once a year, 41.7% of the respondents visit when required and 7.55% of the respondents visit rarely.

INFERENCE:

Majority (41.7%) of the respondents frequently visit the service center only when required.
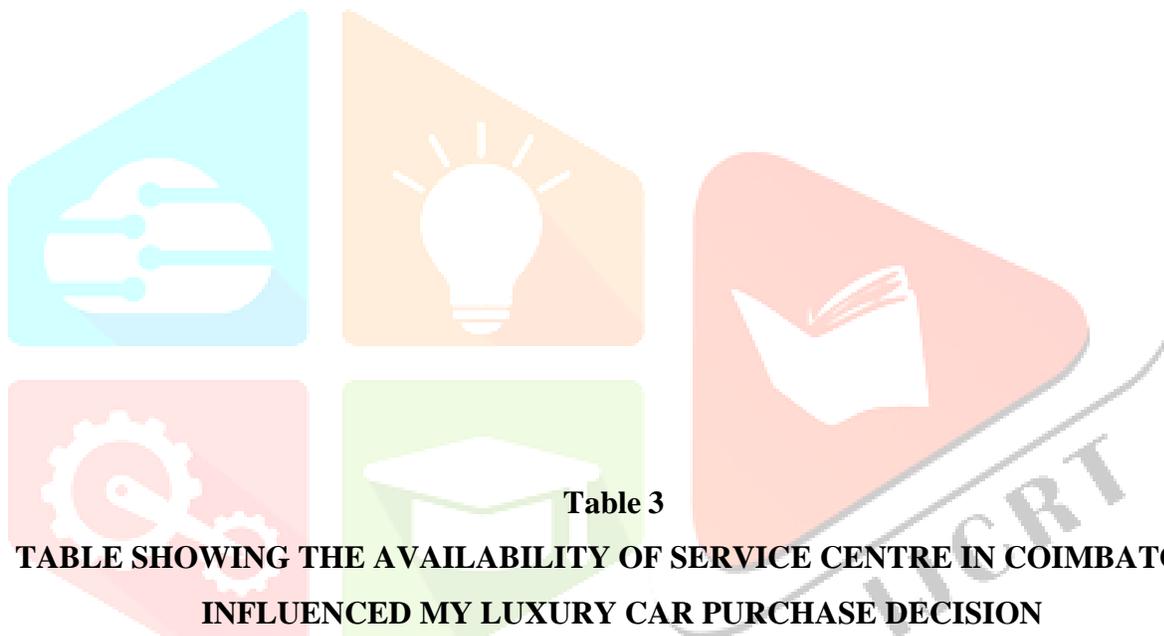
Table 3

TABLE SHOWING THE AVAILABILITY OF SERVICE CENTRE IN COIMBATORE INFLUENCED MY LUXURY CAR PURCHASE DECISION

S.NO	PARTICULARS	NO OF RESPONDENTS	LIKERT SCALE (X)	TOTAL
1	Strongly agree	89	5	445
2	Agree	19	4	76
3	Neutral	6	3	18
4	Disagree	3	2	6
5	Strongly disagree	6	1	6
	TOTAL	**120**		**545**

$$\sum (fx)$$

Likert Scale: _____

Total number of respondents

= 545/120

= 4.54

INTERPRETATION:

It is inferred that 74.17% (89) of the respondents are strongly agree, 15.83% (19) of the respondents are agree, 5% (6) of the respondents are neutral, 2.5% (3) of the respondents are disagree and 5% (6) respondents are strongly disagree.

INFERENCES:

Majority 74.17% (89) of the respondents are strongly the availability of service centre in Coimbatore influenced my luxury car purchase decision.

$= \Sigma(fx)/$ TOTAL NUMBER OF RESPONDENTS

= 356/125

= 2.84

Table 4

TABLE SHOWING SATISFACTION WITH THE AFTER SALES SERVICE PROVIDED BY LUXURY CAR BRANDS

S.NO	PARTICULARS	NO OF RESPONDENTS	LIKERT SCALE (X)	TOTAL
1	Strongly agree	10	5	50
2	Agree	93	4	372
3	Neutral	11	3	33
4	Disagree	4	2	8
5	Strongly disagree	2	1	2
	TOTAL	**120**		**465**

LIKERT SCALE

$$\frac{\Sigma (fx)}{\text{Total number of respondents}}$$

= 465/120

= 3.88

INTERPRETATION:

It is inferred that 8.33% (10) of the respondents are strongly agree, 77.5% (93) of the respondents are

agree, 9.17% (11) of the respondents are neutral, 3.33% (4) of the respondents are disagree and 1.67% (2) respondents are strongly disagree.

INFERENCES:

Majority 77.5% (93) of the respondents are satisfied with the after sales service provided by my luxury car brand.

IV. FINDINGS

The study investigated the influence of various factors on consumer decision-making related to luxury car purchases and service experiences in Coimbatore, based on responses from 120 individuals. It was found that recommendations from friends and family (46.7%) were the most preferred source of information before purchasing a luxury car, followed by showroom visits and test drives (23.3%), and social media influencers (23.3%), while online reviews had a lower impact (20.8%). Regarding service behavior, 41.7% of respondents visited the service center only when required, making it the most common service behavior, followed by regular visits either once a year (25%) or once in 6 months (25.8%). The availability of a service center in Coimbatore significantly influenced purchase decisions, with a high Likert score of 4.54, where 74.17% of respondents strongly agreed with this influence. This suggests that proximity and accessibility of after-sales support is a crucial factor in luxury car buying behavior. In terms of after-sales service satisfaction, the majority of respondents (77.5%) agreed that they were satisfied, reflected in a Likert score of 3.88. This indicates a generally positive perception of luxury car brand services post-purchase.

V. SUGGESTIONS

Since recommendations from friends and family have a stronger influence on luxury car purchases than online reviews or social media influencers, automobile brands should invest in referral programs and word-of-mouth marketing strategies to tap into personal networks and enhance trust among potential buyers. As showroom visits and test drives also play a key role, car dealerships should focus on improving the in-person experience, offering personalized consultations, and ensuring convenient scheduling for test drives. Given that most customers visit service centers only when required, brands should work on proactive service reminders and loyalty incentives to encourage more regular

maintenance visits. Since the availability of a service center significantly affects purchase decisions (as indicated by a high Likert score of 4.54), luxury car companies should expand their service network and clearly communicate service accessibility during the sales process. Although satisfaction with after-sales service was generally high (Likert score of 3.88), continuous efforts should be made to maintain service quality, including training staff, minimizing wait times, and offering premium care packages. Feedback mechanisms should be strengthened to gather insights from dissatisfied customers and address their concerns effectively.Additionally, luxury car brands can leverage customer satisfaction data in marketing to strengthen brand reputation, highlighting the quality of their after-sales service as a competitive advantage in influencing new buyers.

VI. CONCLUSION

The study highlights that customer satisfaction in the luxury car segment in Coimbatore is significantly shaped by key factors such as brand image, vehicle performance, interior comfort, and advanced technological features. While most customers express high satisfaction levels with their vehicles, concerns remain regarding after-sales service quality and the high cost of maintenance. These areas require immediate attention to ensure a more holistic ownership experience. Automotive manufacturers and dealers who prioritize customer-centric strategies, transparent service practices, and focused marketing efforts tailored to the target demographic are more likely to enhance customer loyalty, attract new buyers, and maintain a competitive edge in the market.

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