

**TO STUDY ON CUSTOMER PREFERENCE AND SATISFACTION TOWARDS  
MAHINDRA SUV**

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**ABSTRACT**

This research investigates customer preferences and satisfaction towards Mahindra SUVs, focusing on Coimbatore city, Tamil Nadu. With the rising demand for SUVs in India, Mahindra has become a prominent brand in the market, offering a range of vehicles known for their ruggedness and reliability. The study identifies the factors that drive consumer choices, such as vehicle features, pricing, performance, after-sales service, and brand perception. Data for the study was gathered through surveys with existing Mahindra SUV owners and potential customers in Coimbatore. The results of the study aim to provide actionable insights for Mahindra to refine its product offerings and marketing approaches, ensuring they meet the evolving preferences of customers in the region, ultimately improving customer satisfaction and brand loyalty.

**KEYWORDS:** Automotive Industries, Buyer's Behaviour, Marketing Approaches.

**INTRODUCTION :**

The Automotive Industry has witnessed significant growth and transformation over the years, with customers becoming increasingly selective about their preferences, especially when it comes to sports utility vehicles (SUVs). Among the prominent players in this competitive market, Mahindra & Mahindra stands out as a leading manufacturer of SUVs in India, known for its ruggedness, innovation, and value-driven offerings. This marketing project aims to study customer preferences and satisfaction towards Mahindra SUVs with a special focus on Coimbatore city, which is an important automotive market in Tamil Nadu.

Customer satisfaction plays a crucial role in shaping brand loyalty and influencing purchase decisions. As a growing market, Coimbatore has a diverse customer base, each with unique requirements and expectations when it comes to automotive products. Understanding these preferences is vital for Mahindra to enhance customer experience, improve product offerings, and tailor its marketing strategies effectively to meet local demands.

This study seeks to explore the various factors that influence customer satisfaction, such as vehicle performance, price, features, after-sales service, brand reputation, and more. By gathering insights from current Mahindra SUV owners and potential customers in Coimbatore, this research will provide valuable data that can help the company strengthen its position in the local market and improve customer engagement.

The Essence of modern marketing concept is that all elements of business should be geared towards the satisfaction of consumers. This requires a thorough understanding of consumer behaviour and buying motivations. Without such insights, marketers will fail to segment markets effectively and define strategies for an effective penetration into the defined market segments. Recognizing the importance of consumer understanding, research into consumer motivation, belief, attitudes, learning perception and opinion has made tremendous stride during the last decade. Consumer Behaviour is the study of how people make decisions about what they buy, want, need, etc. Buying behaviour is focused towards the needs of individuals, group and organization. So requirement is to have proper understanding related to relevance of the needs with consumers buying behaviour. It is important to determine the interaction of consumer with the marketing mix to understand the consumer buying behaviour. The results of this study will offer actionable recommendations for Mahindra to align

its product offerings and marketing strategies with the evolving needs and expectations of customers in Coimbatore, ultimately leading to increased customer satisfaction and loyalty.

#### **REVIEW OF RELATED LITERATURE:**

Kalaiselvi<sup>1</sup> & Nidhyanth (2018) had conducted research on Consumer Brand Preference towards Sedan Cars with Special Reference to Erode District. The objective of the study is to identify the brand preference of consumers and the factors influencing towards sedan cars. For conducting the research researcher had collected data through descriptive research. The research concluded that Sedan car manufacturers are the major players in the car segment and there is tough competition among Maruti Suzuki, Hyundai, Tata Motors, Honda, Ford, etc., the authorized dealers for the sedan car companies have initiated many steps towards boosting sales operations. They sell different models to gain more volume and more availability to the customer. So dealers' preference to push a particular brand to the customer play major role in the sedan cars. The dealers' advertising and promotional schemes along with other schemes also affect the customer's willingness.

Narmadha (2017) had conducted research on consumer preference towards selected luxury products with special reference to Coimbatore City. The objective of the study is to find and understand the luxury consumer preference when it comes to buying luxury products. The finding that the consumers are considered themselves as modern prefers luxury cars. The hypothesis between that there is significant association between income and prefer the luxury product is supported. Consumers who are inclined towards excitements choose luxury car and I phone.

**Gayatri Chopra (2023)** in his study entitled "Consumer Preference towards Maruti Suzuki and Mahindra: A Comparative Study of the Automobile Sector", to compare the preferences of consumers while buying Maruti Suzuki and Mahindra brands over five dimensions namely colour, interior/design/features, price, after sales service and resale value. The required data for the study have been collected in a primary data through issue of questionnaire. She finds that more consumers are already using their respective services are well satisfied with each of their performances.

**Samaria Khushboo (2017)** in his study entitled "A study on Consumers' Perception and Preference towards small Cars", to identify consumers' preferred attributes, features in small cars. The required data for the study have been collected in primary through issuing of questionnaire. She find that majority of the respondents are interested in purchasing cars of Mahindra and then they might switch over to Hyundai, Toyota, Maruti Suzuki.

**Ranganathan and Mangaiyarkkarasi (2017)** in their study entitled "Consumers Satisfaction towards Various Product Attributes of Compact Cars and the Problems Faced by the Consumers after Purchase – A study with reference to Coimbatore City", to know the various problems faced by the consumers by the use of their cars. They find that most of respondents have said that they face problems due to heavy cost of spares at the dealers' service centre.

**Pandurangan and Senthilkumar (2015)** in their study entitled "Consumers Level of Satisfaction towards the Performance of Pre-Owned Cars with reference to Coimbatore City". This study is used to measures consumers' level of satisfaction towards the pre-owned cars. The primary data was collected from 360 respondents by adopting Convenience sampling method. He finds that the dealers should improve the existing attitudes, information for purchasing pre-owned car through their detail information of used car and so on.

#### **STATEMENT OF THE PROBLEM:**

Consumers have now changed their attitude that yesterday's luxuries are today's necessities. At present the demand for the passenger car is on the increase in the country. There are several car brands exist in the market, attempt is being made to know which makes the consumer in preferring the car. The marketing strategy followed by the manufacturer and the marketer as well as pre-conceived idea of the buyer also play a vital role in the selection of a particular cars. Consumers are the masters of their money and they have an enormous influence on economic market change

because they possess the ability to implement and saving in their purchase decision. Customers are value maximizes within bounds of research costs and limited knowledge, mobility, and income. They form an expectation of value and act on it. There are various types of Mahindra products available in our country and they are playing an important role in who people buying the Mahindra product. The needs of the customers must be fulfilled. A study on consumers' preference for various brands of Mahindra product will be certainly help for further growth and development in right direction. Based on the basic questions, the researcher has developed an interest to study the factors contributing brand preference towards various models and its impact on customer satisfaction level of Mahindra SUVs.

#### **OBJECTIVES OF THE STUDY:**

- To analyse the demographic characteristics of customers who purchased Mahindra SUVs.
- To assess the brand preference and the factor influencing the customers of Mahindra.
- To understand the purchasing behaviour of consumers regarding Mahindra SUVs in Coimbatore city.
- To evaluate the level of consumer satisfaction with Mahindra SUVs in Coimbatore city.

#### **SCOPE OF THE STUDY:**

The automobile market is getting saturated with many models of cars, competing against each other, in sharp contrast to the monopolistic industry behaviour, which was prevalent till late 80. It requires tremendous amount of marketing efforts to keep and grow their market share in this scenario, by adopting quite innovative features and value-added services, which are very attractive to the customers. Companies are adopting new methods to see, if small families using the two wheelers, can be converted into the car buyer.

The study focuses on analyzing marketing strategies adopted by the Mahindra SUV in the minds of the customers. The study also makes an effort to show the inter relation between the product and the consumer. The result of the study helps the company to give better service. And it also provides a base for the company to know the customer demand and expectations. It helps in understanding the need and preferences of the customers.

#### **RESEARCH METHODOLOGY:**

Research methodology involves systematically planning, executing, and analysing research, utilizing methods like study design, data collection, sampling, and statistical analysis to address particular research questions.

The study is based prominently on primary data. The primary data is collected with questionnaire. The simple random technique has been chosen for this study. Sample size of 125 people has been selected for the study.

#### **STATISTICAL TOOLS:**

- Percentage Analysis
- Chi – Square Test
- Analysis of Variance (ANOVA)
- Mean Rank
- Weighted Average Score Analysis

#### **LIMITATIONS OF THE STUDY :**

- The study was limited with the car owners of Coimbatore District.
- The study questionnaire was only collected through Google Forms, so data couldn't be gathered from nonmobile users.

# ANALYSIS AND INTERPRETATION :

## 1) Percentage Analysis

**Table – 1 : Demographic Profile of the Respondents**

Demographic Variables		No. of Respondents	Percentage (%)
Age	Upto 20	45	36.0
	21-40	57	45.6
	41-60	14	13.6
	Above 60	6	4.8
Gender	Male	83	66.4
	Female	42	33.6
Area	Town	57	46.0
	Village	68	54.0
Educational Qualification	Uneducated	7	5.6
	HSC	25	20.0
	Graduate	68	54.4
	Professional	25	20.0
Occupation	Employed	58	46.4
	Business	45	36.0
	Professional	17	13.6
	Student	5	4.0
Annual Income	Up to 2,00,000	14	11.2
	2,00,001-3,00,000	34	27.2
	3,00,001-5,00,000	56	44.8
	Above 5,00,000	21	16.8

Table 1 shows that, out of 125 respondents, 45.6% of the respondents are belong to the age group between 21-40 years, Majority of 66.4% of the respondents are Male respondents. 54.0% of the respondents are residing in village, Majority 54.4% of the respondents are under graduate holders, Majority of 46.4% of 125 respondents are under employed, 44.8% of the respondent's Annual income is between Rs.3,00,001 – Rs.5,00,000.

**Table – 2 : Purchase Price of the SUV**

Price	No. of Respondents	Percentage (%)
Below Rs. 10,00,000	38	30.4
Rs.10,00,001 – Rs.15,00,000	32	25.6
Rs.15,00,001 – Rs.20,00,000	33	26.4
Above Rs.20,00,000	22	17.6
<b>Total</b>	<b>125</b>	<b>100.00</b>

From the above table it is found that 30.4% respondents have spent below Rs.10,00,000 for their SUV purchase, 25.6% respondents have spent between Rs.10,00,001 – Rs.15,00,000 for their SUV purchase, 26.4% respondents have spent between Rs.15,00,001 – Rs.20,00,000 for their SUV purchase and the remaining 17.6% respondents have spent above Rs.15,00,000.

**Table – 3 : Frequency of Using**

Frequency	No. of Respondents	Percentage (%)
Less than 2 years	31	24.8
2-4 years	39	31.2
4-6 years	29	23.2
Above 6 years	26	20.8

<b>Total</b>	<b>125</b>	<b>100.0</b>
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From the above table shows that 24.8% respondents have using less than 2 years, 31.2% respondents have using 2-4 years, 23.2% respondents have using 4-6 years and the remaining 20.8% respondents have using above 6 years of SUV.

**Table – 4 : Sources of Information**

<b>Sources</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Advertisement	52	41.6
Friends	33	26.4
Relatives	27	21.6
Dealer's representative	13	10.4
<b>Total</b>	<b>125</b>	<b>100.0</b>

From the above table it is clear that, 41.6% came to know about the SUV through advertisement, 26.4% came to know about the SUV through their friends, 21.6% came to know about the SUV through their relatives, 10.4% came to know about the SUV through their dealer's representative.

**Table – 5 : Mention the Media of Advertisement**

<b>Media</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Newspapers	28	22.4
Magazines	22	17.6
Television	68	54.4
Posters & Pamphlets	7	5.6
<b>Total</b>	<b>125</b>	<b>100.0</b>

It is observed from the above table that 22.4% respondents came to know about the SUVs through newspaper advertisements, 17.6% respondents came to know about the SUVs through magazines advertisements, 54.4% respondents came to know about the SUVs through television advertisements, 5.6% respondents came to know about the SUVs through posters and pamphlets advertisements.

**Table – 6 : Purpose of Possession of SUVs**

<b>Purpose</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Personal use	102	81.6
Business use	23	18.4
<b>Total</b>	<b>125</b>	<b>100.0</b>

The above table highlights that, 81.6% of the respondents possess the SUV for their personal use, 18.4% of the respondents own the SUV for their business use.

**Table – 7 : Place of Purchase**

<b>Place</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Dealers	72	57.6
Sub - dealers	20	16.0
Mechanics	14	11.2
Friends	19	15.2
<b>Total</b>	<b>125</b>	<b>100.0</b>

The above table clearly shows that, 57.6% of the respondents have purchased their SUV from dealers, 16.0% of the respondents have purchased from sub-dealers, 11.2% of the respondents have purchased their SUV from Mechanics, 15.2% of the respondents have purchased from friends.

**Table – 8 : Mode of Purchase**

<b>Mode</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
Cash	73	58.4
Credit	30	24.0
Both	22	17.6
<b>Total</b>	<b>125</b>	<b>100.0</b>



Above table highlights the respondents on the basis of their mode of purchase of SUV. Out of 125 respondents, 58.4% of the respondents have purchased with their own cash, 24.0% of the respondents have purchased their SUV through credit mode and the remaining 17.6% respondents have purchased their SUV through both credit and cash purchase.

**Table – 9 : Feel about Price of the SUV**

Opinion	No. of Respondents	Percentage (%)
Costly	28	22.4
Moderate	45	36.0
Economical	39	31.2
Low	13	10.4
<b>Total</b>	<b>125</b>	<b>100.0</b>

Out of the total 125 respondents, 22.4% respondents have felt costly price of the SUV, 36.0% respondents have felt moderate price of the SUV, 31.2% respondents have felt economical price of the SUV and the remaining 10.4% respondents have felt low price of the SUV.

**Table – 10 : Type of Fuel used in the SUV**

Fuel	No. of Respondents	Percentage (%)
Petrol	76	60.8
Diesel	49	39.2
<b>Total</b>	<b>125</b>	<b>100.0</b>

The above table outlines the type of fuel used by the respondents. 60.8% of the respondents use petrol as fuel for their SUV followed by diesel with 39.2%. It is observed that majority of the respondents 60.8% use petrol.

**Table – 11 : Mileage Per Litre used**

Mileage Per Liter	No. of Respondents	Percentage (%)
Upto 10 kms	17	13.6
10-15 kms	39	31.2
15-20 kms	43	34.4
Above 20 kms	26	20.8
<b>Total</b>	<b>125</b>	<b>100.0</b>

The above table clearly shows that, 13.6% of the respondents viewed that their SUV run on Average Mileage of up to 10 kms, 31.2% of the respondents view that their SUV run an Average Mileage of 10 to 15 kms, 34.4% of the respondent's SUV run an Average Mileage of 15-20 kms and the remaining 20.8% viewed that their SUV run above 20 kms.

**Table – 12 : Frequency of Service**

Frequency	No. of Respondents	Percentage (%)
Once in 6 Months	45	36.0
Once in a Year	30	24.0
Based on Running (Kms)	50	40.0
<b>Total</b>	<b>125</b>	<b>100.0</b>

Table 12 indicates that 36% of the respondents of service their SUV once in 6 months, 24% service their SUV yearly once and the remaining 40% of the respondents' service their SUV based on its usage measured kilometres travelled.

**Table – 13 : Amount Spent on Maintenance Cost**

Expenditure	No. of Respondents	Percentage (%)
Upto Rs.5,000	29	23.2
Rs.5,001 - Rs.10,000	58	46.4
Rs.10,001 - Rs.15,000	27	21.6
Above Rs.15,000	11	8.8
<b>Total</b>	<b>125</b>	<b>100.0</b>

The above table indicates that 23.2% of the respondents spend upto Rs.5,000 for SUV maintenance, 46.4% respondents have spent between Rs.5,001 – Rs.10,000 for SUV maintenance, 21.6% respondents have spent between Rs.10,001 – Rs.15,000 for SUV maintenance and the remaining 8.8% respondents have spent above Rs.15,000 for SUV maintenance.

**Table – 14 : Opinion about Maintenance Cost**

Opinion	No. of Respondents	Percentage (%)
Very High	20	16.0
High	42	33.6
Normal	51	40.8
Low	12	9.6
<b>Total</b>	<b>125</b>	<b>100.0</b>

Table 14 shows that 16.0% of the respondent's opinion that the maintenance cost for their SUV are very high, 33.6% of the respondents are of the opinion that the maintenance cost of their SUV is high, 40.8% of the respondents are of the opinion that the maintenance cost of their SUV is normal and the remaining 9.6% of the respondents opined that the maintenance cost for their SUV are low.

**Table – 15 : Opinion about Resale Value**

Opinion	No. of Respondents	Percentage (%)
Very Good	49	39.2
Moderate	75	60
Very Poor	1	0.8
<b>Total</b>	<b>125</b>	<b>100.0</b>

The above table clearly shows that, 39.2% of the respondents are of the opinion that the resale value is very good, 60% of the respondents are of the opinion that the resale value of their SUV is moderate and the remaining 0.8% of the respondents opined that the resale value for their SUV is very poor.

**Table – 16: Reasons for Prefer Same Brand Again**

Reasons	No. of Respondents	Percentage (%)
Due to Attractive Look & Design	67	53.6
Due to Value for money	7	5.6
Due to After Sale Service	13	10.4
Due to Advanced Technology	38	30.4
<b>Total</b>	<b>125</b>	<b>100.0</b>

Table 17 reveals the reasons for prefer again over of the sample respondents. It is found that 53.6% of the respondents had prefer attractive look and design reason to purchase again, 5.6% of the respondents had prefer value for money reason to purchase again, 10.4% of the respondents had prefer after sales and service reason to purchase again and the remaining 30.4% of the respondents had prefer advanced technology reason to purchase again.

### CHI-SQUARE ANALYSIS:

**H<sub>0</sub>:** There is no significant relationship between the demographic variables of the respondents and the Maintenance Cost.

**Table – 17 : Demographic Variables \* Maintenance Cost**

S. No	Demographic Variables	P value	Significance
1.	Age	0.013	Significant
2.	Gender	0.756	Not Significant
3.	Educational Qualification	0.955	Not Significant
4.	Occupation	0.046	Significant
5.	Annual Income	0.009	Highly Significant

The Chi-square result indicates that the p-value for Annual Income (0.009) is below 0.01, hence it is concluded that there is a highly significant relationship between demographic variables of the respondents and maintenance cost.

Age (0.013) and Occupation (0.046) and is between 0.01 – 0.05, hence it is concluded that there is a significant relationship between demographic variables of the respondents and maintenance cost. Gender (p-value = 0.756) & Educational Qualification (p-value = 0.955) is above 0.05, hence it is concluded that there is no significant relationship between demographic variables of the respondents and maintenance cost.

#### **ANALYSIS OF VARIANCE (ANOVA):**

**H<sub>0</sub>:** There is no significant relationship between the Demographic Variables of the respondents and the Sources of Information.

**Table – 18 : Demographic Variables \* Sources of Information**

Age		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	6.399	3	2.133	2.071	0.108
	Within Groups	124.593	121	1.030		
	Total	130.992	124			
Gender		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	0.004	1	0.004	0.004	0.951
	Within Groups	130.988	123	1.065		
	Total	130.992	124			
Education Qualification		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	7.728	3	2.576	2.529	0.041
	Within Groups	123.264	121	1.019		
	Total	130.992	124			
Occupation		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	10.499	3	3.500	3.514	0.007
	Within Groups	120.493	121	0.996		
	Total	130.992	124			
Annual Income		Sum of Squares	df	Mean Square	F	Sig.
	Between Groups	8.132	3	2.711	2.670	0.050
	Within Groups	122.860	121	1.015		
	Total	130.992	124			

The ANOVA result indicates that the p-value for Occupation (0.007) is below 0.01, hence it is concluded that there is a highly significant relationship between demographic variables of the respondents and Sources of Information.

Educational Qualification (0.041) and Annual Income (0.050) and is between 0.01 – 0.05, hence it is concluded that there is a significant relationship between demographic variables of the respondents and Sources of Information. Age (0.108) & Gender (0.756) is above 0.05, hence it is concluded that there is no significant relationship between demographic variables of the respondents and Sources of Information.

#### **WEIGHTED AVERAGE SCORE ANALYSIS:**

**Table – 19 : Levels of Satisfaction about the Usage of Mahindra SUV Cars**

Factors	Total Score	Weighted Average	Rank
Price	438	7.41	VIII
Fuel Economy	433	7.33	X
Driving Comfort	439	7.43	VII
Maintenance Cost	435	7.36	IX



Attractive Model	498	8.43	II
Status Symbol	288	4.87	XII
Resale Value	496	8.39	III
Latest Technology	469	7.94	V
Brand Image	468	7.92	VI
Pick Up	398	6.74	XI
Road Grip	241	4.08	XIV
Internal Space	470	7.95	IV
After Sales Service	594	10.05	I

The weighted average scores reflect consumer satisfaction levels across different factors. After Sales Service (10.05) shows that the highest satisfaction indicating excellent consumer experiences ranked first, Attractive Model (8.43) and Resale value (8.39) also receive strong satisfaction scores ranked second and third, Internal space (7.95) and Latest technology (7.94) show moderate satisfaction, suggesting consumers are satisfied but not overly excited ranked fourth and fifth.

### **SUGGESTIONS :**

- The company should also focus on improving the existing features which helps to increase the level of customer satisfaction. As majority of the customers are highly satisfied with the service and design of the product, the company should not try to maintain it but should try to enhance the same.
- As majority of the respondents are satisfied with the safety and comfort feature of Mahindra SUV, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor. Some of the respondents are recommended to improve the luggage space and outlook of Mahindra Bolero. A significant number of respondents said that there is need to improve the technology of Mahindra Bolero.
- Mahindra should continue focusing on after-sales service, which is already strength, by enhancing service quality, reducing response times, and offering loyalty programs to encourage regular maintenance. In addition, improving fuel economy through research and development can increase customer satisfaction and appeal to cost-conscious buyers.
- The attractive model and design of Mahindra SUVs should be maintained, with more customization options to cater to diverse customer preferences. Addressing lower satisfaction scores in latest technology and status symbols, Mahindra could enhance SUVs with advanced infotainment, connectivity, and driver assistance features. Reducing high maintenance costs through affordable service packages and extended warranties will address customer concerns and improve long-term satisfaction.
- Improving road grip, suspension and handling of SUVs, particularly for off-road capabilities, and ensuring better availability of spare parts will also enhance the driving experience. Targeted marketing campaigns, emphasizing key factors like design, technology, and after-sales service, could further increase customer awareness and loyalty.
- Offering customization options, such as tailored models for specific needs, and enhancing the brand's resale value by improving quality and reliability would strengthen Mahindra's position in the competitive SUV market. By addressing these areas, Mahindra can significantly enhance customer satisfaction, attract new customers, and improve its brand image in the market.

### **CONCLUSION:**

Mahindra and Mahindra Co. is a Good automobile company in Coimbatore city. They also provide good features vehicles every year for their customer for increase the satisfaction level of customer

they always launched the motors according to customer demand but in heavy competition market. Mahindra Company must need to focus on updated features in vehicles and design. As 80% of respondents are satisfied that they are happy with bolero it satisfies that customer satisfaction level high if the company were to be identify the pitfalls in the product and undertake remedial measure, this it will lead to more good publicity . Through majority of the respondents are satisfied that the maintenance cost of Mahindra Bolero is less, around 20% are not satisfied which may be because of comparison of bolero with the new launched competing brands coming with even maintenance cost. As 80% of the respondents are happy with the space availability of a bolero vehicle, it can be conducted that the company has undertaken proper R & D in this aspect. The 20% of the respondents who have answered negatively may be comparing with the vehicle in the same category launch very recently. The study also identifies high service costs and passenger discomfort as key issues faced by SUV owners. Overall, while Mahindra SUVs enjoy a positive reputation for features like resale value, technology, and comfort of driver, improvements in service costs, road grip, and spare part availability are necessary to enhance customer satisfaction and loyalty in Coimbatore city.

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