CHAPTER - V
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INTRODUCTION

The various factors like age, income level, number of children, occupation and educational status which influences the consumer preferences is analysed. The study was conducted in the Salem District. The data’s collected through questionnaire, tabulated in suitable forms for drawing inferences. Quantitative techniques like percentage analysis, Chi-square analysis, Kendall’s concordance Co-efficient, Weighted average percentage score analysis, Ranking analysis.

FINDINGS

The study desire the different categories of consumers has been assessed and the following conclusions are arrived at.

• The study brings to limelight the fact that above 40 years aged respondents are male have been satisfied in using the Tata Products (Car) at the maximum.
• Majority of respondents used diesel for their cars and changed the car after 6 years use.

• Majority of respondents buying the car for self use.

• Majority of respondents are claiming the depreciation in income tax statement and awareness is created through magazine and newspaper.

The null hypothesis regarding the influence of demographic factors namely age, occupation stats, annual income, number of family members have been tested by applying chi-square test and it is found out that,

• There is a close association between the age and running kilometer covered within a month of the car, period of changing the car, amount spent for fuel consumption of the car.

• There is no close relationship between the occupational status of respondents and kilometers covered within a month of car.

• There is a close association between the Annual Income of the respondents and the running kilometers covered within a month of car.
• There is a close association between the annual income of the respondents period of changing the car, amount spend for fuel consumption of car.

• There is no close relationship between the number of members in their family and running kilometers covered within a month of car, period of changing the car.

• There is no close relationship between the annual income of the respondents and amount spend for fuel consumption of car.

The null hypothesis regard the influence of demographic factors namely age, educational level, occupational status, annual income, model of car have been tested by applying Kendall’s co-efficient of concordance is found that,

• That consumers of all age groups give more importance to fuel consumptions.

• That consumers of educational levels give more importance to fuel consumption.

• That consumers of all occupational status give more importance to fuel consumption and majestic look.
• That consumers of all annual income give more importance to fuel consumption and majestic look.

• That consumers of all models of car give more importance to fuel consumption.

• The respondents are satisfied with Tata Indigo Marino for seating facility, luggage carrying capacity and breaking efficiency.

• The consumers are much satisfied with the factors such as security and safety features, audio features, price of the spare parts, fuel consumptions, appearance, speed, resale value, brand image and overall performance.

• Regarding Tata Indica Diesel the respondents are not satisfied seating facility security and safety features, audio features, break efficiency, resale value, over all performance.

• Regarding Getz the consumers are not satisfied with appearance luggage carrying capacity and speed.

• The main problem of Tata Products (Car) is poor resale value and it is followed by poor mileage, maintenance, not proper clearing, servicing
cost, damage of spare parts when servicing and non availability of spare parts.

SUGGESTIONS

In the light of the above findings the following suggestions has been made.

- Quality, Price, Colour, Technology, Fuel consumption and convenience should be given much importance in order to compete with the competitions.

- Steps may be taken to reduce the cost of the product (Car)

- The facilities of the car can be modernized.

- Space between the driving seat and steering should be adjusted so that it makes more convenient for driving.

- Advertisement should reach all level of customers

- The number of service station can be increased for the convenience of consumers.

- The servicing cost of the car can be reduced.
• Awareness programmes should be made insisting the importance and latest technology developments in Tata Products (Car).

• Improve the Qudlut wheel disk, open getting bend and the engine life of the car.

• Call service station should be an essential requirement of the consumer.
CONCLUSION

Indian market is over crowded and multinationals too have to be entered the scene with a wide range of brands even in cars. Indian products have to excel in providing additional services, benefits, reasonable price, high technology, modern colors, more convenient and less fuel consumption. This study has enabled the researcher to give certain suggestions to the problem existing in Tata Products (Car) which is more useful for the manufacturers. The manufacturer must pay equal attention to the color, price and technology to create long lasting impression in the consumer’s mind. This endeavour of the researcher will be if the suggestions are carried out by the respective institutions.