

CHAPTER V

Chapter V **Analysis and Interpretation of Data**

This chapter presents data that has been collected through quantitative survey. At first, we give an overview of the sample population and after that the data is presented according to the research questions and the variables identified in the frame of reference. Then, the outcome of the statistical analysis is presented and discussed.

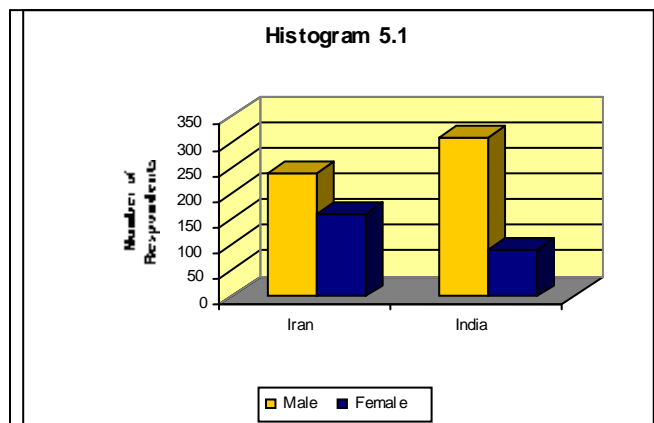
5.1 Gender classification of the samples

Table and Histogram 5.1 depict the gender of the samples of Indian and Iranian car users. Out of four hundred Indian sample car users, three hundred and ten (77.5 per cent) car users are male and ninety (22.5 per cent) car users are female. The majority of Indian sample car users are male. Out of four hundred Iranian car users, two hundred and forty (60 per cent) car users are males and one hundred and sixty (40 per cent) car users are female. Taken together both countries samples show that most car users are male.

Table 5.1 Gender classification

<i>Gender</i>	<i>Iran</i>	<i>India</i>
<i>Male</i>	240	310
<i>Female</i>	160	90

Source: survey data



Source: survey data

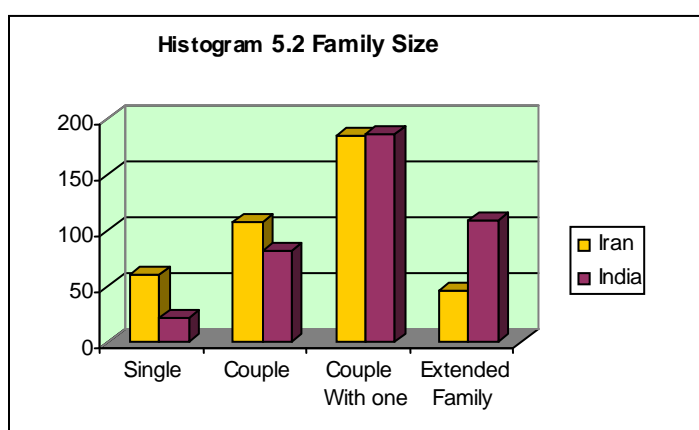
5.2 Family Size Classification

According to table and Histogram 5.2, out of four hundred Indian car owners, eighty two (20.5 per cent) car users are couple with no children and one hundred and eighty seven (46.75 per cent) car users are couples with one child and twenty two (5.5 per cent) car users are single and one hundred and nine (27.25 per cent) are extended family. This illustrates that a large proportion of Indian car users are married while only a few of them are unmarried. Out of four hundred Iranian car owners, one hundred and eight (27 per cent) car users are couple with no children and one hundred and eighty six (46.5 per cent) are couple with one child and sixty (15 per cent) are single and forty six (11.5 per cent) are extended family. Comparatively, couples with no children increase a little (27.25 per cent). The single car users have considerably increased to 15 percent while extended family has dropped to 11.5 percent.

Table 5.2 Family Size Classification

Family Size	Iran	India
Single	60	22
Couple	108	82
Couple with one	186	187
Extended Family	46	109

Source: *survey data*



Source: *survey data*

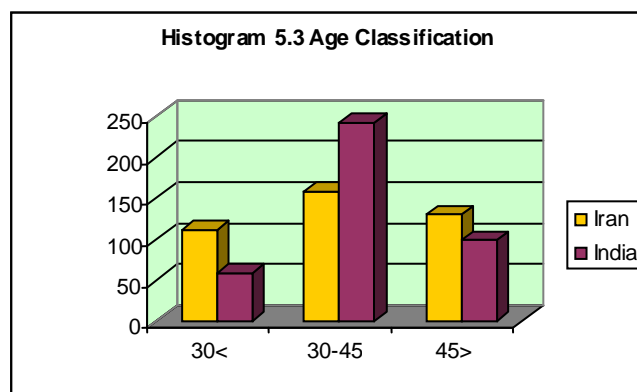
5.3 Age Based Classification of the Sample

This part of the research investigates the age groups of car owners in Indian and Iranian sample size. According to the table and Histogram 5.3, out of 400 Indian car users, 59 (14.75 per cent) car owners are in the age group of below 30 years, 242 (60.5 per cent) car owners in the age group of 30 to 45, finally 99 (24.75 per cent) car owners are in the age group of 45 and above. Out of 400 Iranian car owners, 112 (28 per cent) car owners are in the age group of below 30 years, 158 (39.5 per cent) car owners in the age group of 30 to 45 and 130 (32.5 per cent) car owners are in the age group of 45 and above. The table and histogram in 4.3 clearly show that the majority of the car users in both the countries are in the age group of 30 to 45 years (60.5 percent and 39.5 per cent respectively). The car owners below 30 years of age are almost double in the Iranian sample size than that of its Indian counterpart. Similarly there is a considerable increase in the car users of the Iranian sample who are above the age of 45 years (32.5 per cent) as compared to those in the Indian sample (24.75 per cent).

Table 5.3 Age Classification

Age	Iran	India
30<	112	59
30-45	158	
45>	130	99

Source: survey data



Source: survey data

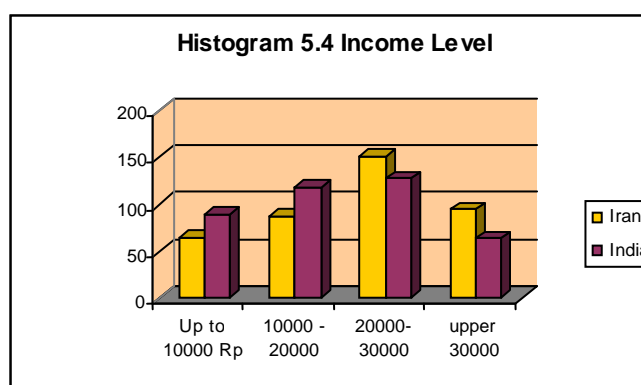
5.4 Income level Classification

Out of 400 Indian car owners, 90 (22.5 per cent) are in the income group of up to Rp. 10000 (2000000 Rial), 118 (29.5 per cent) are in the income group of Rs .10000 to Rs. 20000, 128 (32 per cent) are in the income group of Rs. 20000 to Rs. 30000, and 64 (16 per cent) are in the income group of above Rs. 30000. Out of 400 Iranian car users, 65 (16.25) are in the income group of up to Rs .10000 (200000 Rial), 88 (22 per cent) are in the income group of Rs.10000 to Rs.20000 (2000000 to 4000000 Rial), 152 (38 per cent) are in the income group of Rs.20000 to Rs. 30000 (4000000 to 6000000 Rial), 95 (23.75 per cent) are in the income group of above Rs. 30000 (6000000 Rial). The survey table and histogram depict that the majority of the car owners fall in the income group of Rs. 20,000 to Rs. 30,000 for both Iranian and Indian car owners. In the Indian sample, there is not much difference between the car users in the income group of Rs. 10,000 to Rs. 20,000 and Rp.20, 000 to Rs. 30,000 (29.5 per cent and 32 per cent respectively) whereas, there is a considerable difference in the Iranian sample in the same two income groups (22 per cent and 38 per cent respectively). In the income group of up to Rs. 10,000 the Indian car users are more by 6.25 percent but in the income group of above Rs. 30,000 the Iranian car users are more by 7.5 percent.

Table 5.4 Income level

Income	Iran	India
Up to 10000 Rp	65	90
10000 - 20000	88	118
20000- 30000	152	128
above 30000	95	64

Source: survey data



Source: survey data

5.5 Data Analysis

5.5.1 Service Quality Dimensions

Table 5.5 Satisfaction levels: Tangibles attributes

Attributes	Iran			India		
TAN1	2.60	3.00	0.94	4.49	5.00	0.54
TAN2	2.70	3.00	0.98	4.49	5.00	0.56
TAN3	2.60	3.00	0.99	4.44	4.00	0.57
TAN4	2.70	3.00	0.98	4.46	5.00	0.62
TAN5	2.70	3.00	1.01	4.45	4.00	0.57
TOTAL(TAN)	2.70	2.60	0.85	4.47	4.40	0.33

Source: survey data

According to the figures listed in table 5.5, from the views of automobile owners, it can be seen that the satisfaction of tangibles factor for Iranian owners were lesser than Indian owners (Mean (Median) =2.7(2.60) vs. 4.47(4.40)). The Iranian respondents felt particularly strong about the fifth attribute (TAN5) and it has the highest mean (Mean =2.73). The least rated attribute is the first one (Mean =2.63). The Indian respondents felt particularly strong about the first and second attributes (TAN1, 2) which have the highest mean (Mean =4.49) and the least rated attribute is the third one (Mean =4.44).

Table 5.6 Satisfaction levels: Reliability attributes

Attributes	Iran			India		
REL1	2.66	3.00	1.02	4.46	4.50	0.57
REL2	2.68	3.00	0.99	4.62	5.00	0.56
REL3	2.76	3.00	0.91	4.63	5.00	0.56
REL4	2.80	3.00	0.89	4.63	5.00	0.48
REL5	3.03	3.00	0.88	4.66	5.00	0.49
TOTAL(REL)	2.78	2.80	0.77	4.60	4.60	0.33

Source: survey data

Table 5.6 shows the result of Mean and Std. Deviation of the attributes which are related to Reliability factor. Among the above attributes the fifth attribute (REL5) has the highest meaningful result for Iranian owners' satisfaction (Mean =3.03) and the first one has the lowest score (Mean =2.66). The second attribute (REL5) has the highest meaningful result for Indian owners' satisfaction (Mean =4.60) and the first one has the lowest score (Mean= 4.46).

Table 5.7 Satisfaction levels: Responsiveness attributes

Attributes	Iran			India		
RES1	3.37	3.00	0.69	4.55	5.00	0.61
RES2	3.45	3.00	0.70	4.39	5.00	0.71
RES3	3.41	4.00	0.84	4.29	4.00	0.67
RES4	3.43	4.00	0.84	4.22	4.00	0.78
RES5	3.65	4.00	0.77	4.15	4.00	0.79
RES6	3.53	4.00	0.76	3.95	4.00	0.81
TOTAL(RES)	3.48	3.50	0.52	4.60	4.60	0.33

Source: survey data

Tale 5.7 shows the result of Mean and Std. Deviation of the attributes which are related to Responsiveness. Among the above attributes the fifth attribute (RES5) has the highest meaningful result for Iranian owners' satisfaction (Mean =3.65) and the first one has the lowest score (Mean =3.37). Whereas for Indian owners the first attribute (RES1) has the highest meaningful result (Mean =4.55) and the sixth one has the lesser score (Mean= 3.95).

Table 5.8 Satisfaction levels: Assurance attributes

Attributes	Iran			India		
ASS1	3.42	3.00	0.74	4.03	4.00	0.77
ASS2	3.29	3.00	0.81	4.06	4.00	0.82
ASS3	3.44	3.00	0.73	4.07	4.00	0.78
ASS4	3.45	4.00	0.74	4.05	4.00	0.79
ASS5	3.51	3.00	0.76	4.04	4.00	0.79
TOTAL(ASS)	3.43	3.40	0.52	4.05	4.00	0.59

Source: survey data

The Iranian respondents felt particularly strong about the fifth attribute (ASS5) which has the highest mean (Mean =3.51) and the less highly rated attribute is the second one (Mean =3.29). The Indian respondents felt particularly strong about the third attribute (ASS3). It has the highest mean (Mean =4.07) and the less highly rated attribute is the first one (Mean =4.03). According to the figures listed in table 5.8, from the views of car owners, it can be seen that the satisfaction of Assurance factor for Iranian owners was lesser than Indian owners (Mean (Median) =3.43(3.40) vs. 4.05(4.00)).

Table 5.9 Satisfaction levels: Empathy attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
EMP1	3.70	4.00	0.75	4.08	4.00	0.73
EMP2	3.87	4.00	0.72	4.21	4.00	0.71
EMP3	3.93	4.00	0.80	4.43	5.00	0.68
EMP4	4.27	4.00	0.71	4.56	5.00	0.57
EMP5	4.14	4.00	0.79	4.65	5.00	0.48
EMP6	4.29	4.00	0.77	4.68	5.00	0.51
EMP7	4.44	5.00	0.72	4.75	5.00	0.43
TOTAL(EMP)	4.09	4.14	0.51	4.48	4.57	0.31

Source: survey data

The table, **5.9** shows the result of Mean and Std. Deviation of the attributes which are related to Empathy factor. Among the above attributes the seventh attribute (EMP7) has the highest meaningful result for Iranian owners' satisfaction (Mean =4.44) and the first one has the lowest score (Mean =3.70). The seventh attribute (EMP7) has the highest meaningful result for Indian owners' satisfaction (Mean =4.75) and the first one has the lowest score (Mean= 4.08). It can be seen that the satisfaction of Empathy factor for Iranian owners was less when compared to Indian owners (Mean (Median) =4.09(4.14) vs. 4.48(4.57)).

Table 5.10 Importance levels: Service Quality

Dimensions	Iran			India			
	Mean	Median	Std		Mean	Median	Std
TOTAL(REL)	4.59	4.6	0.34	TOTAL(TAN)	4.31	4.40	0.35
TOTAL(TAN)	4.43	4.40	0.99	TOTAL(REL)	4.13	4.20	0.43
TOTAL(EMP)	4.32	4.29	0.35	TOTAL(EMP)	4.05	4.14	0.51
TOTAL(RES)	3.25	3.33	0.51	TOTAL(ASS)	4.05	4.00	0.44
TOTAL(ASS)	3.23	3.20	0.49	TOTAL(RES)	3.93	4.00	0.45
TOTAL	3.97	3.97	0.27	TOTAL	4.09	4.09	0.22

Source: survey data

The above table **5.10**, showing the highest and least scores of the importance (expectation) and satisfaction (experience) factors are brought based on predefined aspects related to service quality dimensions. Service quality dimensions have been ranked by their importance and satisfaction scores. According to the figures listed in table **5.10**, from the views of car owners, it can be seen that the importance of service quality factors for Iranian owners was less while it was more for Indian owners (Mean =3.97 vs. 4.09). Comparing the importance scores in different rows, it can be understood that all service quality dimensions are important and have very little difference with each other when compared to either society. Among the above attributes **Reliability**

dimension (REL) has the highest meaningful result (Mean =4.59) and the Assurance attribute (ASS) has the lowest score (Mean =3.23) for Iranian owners. Tangibility attribute (TAN) has the highest meaningful result in the case of Indian owners (Mean =4.31) and the Responsiveness attribute (RES) has the lowest score (Mean= 3.93).

Table 5.11 Satisfaction levels: Service Quality Dimensions

Dimensions	Iran			India			
	Mean	Median	Std		Mean	Median	Std
TOTAL(EMP)	4.09	4.14	0.51	TOTAL(REL)	4.60	4.60	0.33
TOTAL(RES)	3.48	3.50	0.52	TOTAL(EMP)	4.48	4.57	0.31
TOTAL(ASS)	3.43	3.40	0.52	TOTAL(TAN)	4.47	4.40	0.33
TOTAL(REL)	3.43	2.78	2.80	TOTAL(RES)	4.26	4.33	0.44
TOTAL(TAN)	2.67	2.60	0.85	TOTAL(ASS)	4.05	4.00	0.59
TOTAL	3.31	3.31	0.48	TOTAL	4.37	4.39	0.23

Source: survey data

According to the figures listed in table 5.11, from the views of car owners, it can be seen that the satisfaction of service quality factor for Iranian owners was lesser than Indian owners (Mean (Median) =3.31(3.31) vs. 4.37(4.39)). The Iranian respondents felt particularly strong about the Empathy dimension (EMP) as it has the highest mean (Mean =4.09) and the lesser rated dimension is the Tangibles (TAN, Mean =2.67). The Indian respondents felt particularly strong about the Reliability dimension (REL) with the highest mean (Mean =4.60) and the lesser rated dimension is the Assurance (Mean =4.05).

Table 5.12 Satisfaction levels: Service Quality dimensions

Dimensions	Iran			India			F	T	Sig
	Mean	Median	Std	Mean	Median	Std			
TOTAL(TAN)	2.67	2.60	0.85	4.47	4.40	0.33	201.29	39.26	0.00
TOTAL(REL)	2.78	2.80	0.77	4.60	4.60	0.33	177.91	43.33	0.00
TOTAL(RES)	3.48	3.50	0.52	4.26	4.33	0.44	15.13	22.94	0.00
TOTAL(ASS)	3.43	3.40	0.52	4.05	4.00	0.59	19.52	15.80	0.00
TOTAL(EMP)	4.09	4.14	0.51	4.48	4.57	0.31	65.83	13.02	0.00
TOTAL	3.31	3.31	0.48	4.37	4.39	0.23	106.53	39.74	0.00

Source: survey data

Table 5.13 shows the correlation between the importance (expectation) and satisfaction (experience) levels which are brought based on predefined aspects related to service quality dimensions. There is a strong correlation between satisfaction and importance of service quality factor in the Iranian society ($r=0.065$, $P<0.01$). The correlation between satisfaction of empathy and importance is positive ($r=0.148$, $P<0.01$); so, it be interpreted as saying that if the satisfaction of empathy increases then

the importance of empathy will also increase.

Table 5.13: Correlation between Satisfaction and Importance of Service Quality (Iranian car users)

<i>Pearson Correlation</i>	TOTALTAN (I)	TOTALREL(I)	TOTALRES (I)	TOTALASS (I)	TOTALEMP (I)	SERVICE Q (I)
TOTALTAN (S)	0.093	-0.028	0.032	-0.047	-0.016	0.051
TOTALREL(S)	0.017	0.015	0.041	0.054	0.120*	0.064
TOTALRES (S)	0.024	0.015	0.103*	0.016	0.084	0.071
TOTALASS (S)	0.058	0.118*	0.018	0.017	0.054	0.070
TOTALEMP (S)	0.020	0.038	-0.057	0.000	0.148**	-0.030
SERVICE Q (S)	0.059	0.033	0.046	0.013	0.092	0.065**

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed).

Table 5.14, showing the correlation between the importance (expectation) and satisfaction (experience) factors brought based on predefined aspects related to service quality dimensions, can be interpreted to say that there is a strong correlation between satisfaction of service quality and importance of this factor in the Indian society ($r=0.197, P<0.01$). In this case, the situation is interpreted as saying that if the satisfaction of service quality increases then the importance will also increase. The correlation between satisfaction and importance of assurance attribute is negative ($r=-0.183, P<0.01$); so it can be interpreted as saying that if the satisfaction of assurance increases then the importance of assurance will decrease and vice versa. T-test indicates that the difference is significant ($t = 39.74, p < 0.001$). This means that first hypothesis (*H1*) **cannot be rejected** (Table 5.12).

Table 5.14: Correlation between Satisfaction and Importance of Service Quality (Indian car users)

<i>Pearson Correlation</i>	TO TALTAN (S)	TO TALREL(S)	TO TALRES (S)	TO TALASS (S)	TO TALEMP (S)	SERVICEQ (S)
TO TALTAN (I)	-0.001	0.007	-0.07	-0.04	0.053	-0.031
TO TALREL(I)	-0.046	0.005	-0.116*	0.028	0.101*	-0.015
TO TALRES (I)	0.066	-0.042	-0.01	0.087	0.012	0.051
TO TALASS (I)	-0.118*	0.097	-0.180**	-0.183**	-0.049	-0.181**
TO TALEMP (I)	-0.189**	-0.034	-0.221**	-0.270**	0.042	-0.275**
SERVICEQ (I)	-0.128*	0.01	-0.249**	-0.166**	0.062	0.197**

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed),

*Correlation is significant at the 0.05 level (2-tailed).

5.5.2 Brand Dimensions

Table 5.15 Satisfaction levels: Brand Image Attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
BI1	4.48	4.00	0.52	3.92	4.00	0.71
BI2	4.36	4.00	0.52	3.73	4.00	0.65
BI3	4.29	4.00	0.57	3.76	4.00	0.62
TOTAL(BI)	4.38	4.33	0.37	3.80	3.67	0.45

Source: survey data

These items were in association with Brand Image which is one of the Brand dimensions. As noted in table 5.15, the mean scores were high compared with all other attributes. Among the above attributes the first attribute (BI1) has the highest meaningful result for Iranian owners' satisfaction (Mean =4.48) and the third one has the lowest score (Mean =4.29). The first attribute (BI1) has the highest meaningful result for Indian owners' satisfaction (Mean =3.92) and the second one has the lowest score (Mean= 3.73). According to the figures listed in table 5.15, from the views of car owners, it can be seen that the satisfaction of brand image variable for Indian owners was lesser than Iranian owners (Mean (Median) =3.80(3.67) vs. 4.38(4.33))

Table 5.16 Satisfaction levels: Brand Awareness Attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
BA1	3.76	4.00	0.71	4.29	4.00	0.70
BA2	3.71	4.00	0.73	4.46	5.00	0.61
TOTAL(BA)	3.74	3.50	0.60	4.38	4.50	0.55

Source: survey data

These items are related to Brand Awareness variable. The Iranian respondents felt particularly strong about the second attribute (BA2) which has the highest mean (Mean =3.71). The Indian respondents felt particularly strong about the second attribute (BA2) and it has the highest mean (Mean =4.46). According to the figures listed in table 5.16, from the views of car owners, it can be seen that the satisfaction of brand awareness variables for Iranian owners were worse than Indian owners (Mean (Median) =3.74(3.50) vs. 4.38(4.50)).

Table 5.17 Satisfaction levels: Brand Excitement Attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
EC1	4.27	4.00	0.60	3.14	3.00	0.85
EC2	4.36	4.00	0.61	3.09	3.00	0.71
EC3	4.34	4.00	0.55	3.31	3.00	0.69
TOTAL(EC)	4.32	4.33	0.35	3.18	3.33	0.53

Source: survey data

The items were to assess Brand Excitement variables. In overview the mean score of Iranian owners the second attribute (EC2) was higher than the other two attributes (Mean =4.36) and in Indian society the third attribute (EC3) was higher than the other two attributes (Mean =3.31). According to the figures listed in table 5.17, from the views of car owners, it can be seen that the satisfaction of brand excitement variable for Indian owners was less in comparison to Iranian owners (Mean (Median) =3.18(3.33) vs. 4.32(4.33)).

Table 5.18 Satisfaction levels: Brand Sincerity Attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
SI1	4.21	4.00	0.62	3.18	3.00	0.80
SI2	4.17	4.00	0.68	3.06	3.00	0.71
SI3	4.10	4.00	0.58	3.07	3.00	0.76
TOTAL(SI)	4.16	4.33	0.44	3.10	3.00	0.52

Source: survey data

These items are related to Brand Sincerity which is one of the brand dimensions. The Iranian respondents as well as the Indian respondents felt particularly strong about the first attribute (SI1) which has the highest mean (Mean =4.21 and Mean =3.18) respectively. According to the figures listed in table 5.18, from the views of car owners, it can be seen that the satisfaction of brand sincerity attribute for Indian owners was lesser than Iranian owners (Mean (Median) =3.10(3.00) vs. 4.16(4.33)).

Table 5.19 Satisfaction levels: Brand Equity Attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
BE1	4.44	4.00	0.54	3.75	4.00	0.70
BE2	4.44	4.00	0.52	3.69	4.00	0.69
BE3	4.31	4.00	0.56	3.70	4.00	0.64
TOTAL(BE)	4.40	4.33	0.33	3.71	3.67	0.51

Source: survey data

The above items were to assess Brand Equity variable. In overview the mean score of Iranian owners the first and second attributes (BE 1, 2) were higher than the other attribute (Mean =4.44) and in Indian society the first attribute (BE1) was higher than the other two attributes (Mean =3.75). According to the figures listed in table 5.19, from the views of car owners, it can be seen that the satisfaction of brand equity attribute for Indian owners were lesser than Iranian owners (Mean (Median) =3.71(3.67) vs. 4.40(4.33)).

Table 5.20 Satisfaction levels: Brand Sophistication Attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
SO1	4.53	5.00	0.52	4.11	4.00	0.65
SO2	4.77	5.00	0.42	4.44	5.00	0.62
TOTAL(SO)	4.65	4.50	0.36	4.28	4.50	0.53

Source: survey data

Table 5.20 shows the result of Mean and Std. Deviation of the attributes which are related to Brand Sophistication variable. Among the above attributes, the second attribute (SO2) has the highest meaningful result for Iranian owners' satisfaction (Mean =4.77). The second attribute (SO2) has the highest meaningful result for Indian owners' satisfaction (Mean =4.44). It can be seen that the satisfaction of brand sophistication attribute for Indian owners was lesser than Iranian owners (Mean (Median) =4.28(4.50) vs. 4.65(4.50)).

Table 5.21 Satisfaction levels: Brand Competence Attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
CO1	4.30	4.00	0.54	3.35	3.00	0.77
CO2	4.29	4.00	0.54	3.46	3.00	0.70
CO3	4.37	4.00	0.54	3.74	4.00	0.77
TOTAL(CO)	4.32	4.33	0.34	3.52	3.33	0.58

Source: survey data

These items are related to Brand Competence variable. The Iranian respondents felt particularly strong about the third attribute (CO3) and it has the highest mean (Mean =4.37). The Indian respondents also felt particularly strong about the third attribute (CO3) which has the highest mean (Mean =3.74). According to the figures listed in table 5.21, from the views of car owners, it can be seen that the satisfaction of brand competence variable for Indian owners were lesser than Iranian owners (Mean (Median) =3.52(3.33) vs. 4.32(4.33)).

Table 5.22 Importance levels: Brand Dimensions

<i>Variables</i>	<i>Iran</i>			<i>Variables</i>	<i>India</i>		
	Mean	Median	Std		Mean	Median	Std
<i>TOTAL(SO)</i>	4.66	4.75	0.38	<i>TOTAL(BA)</i>	4.24	3.00	0.56
<i>TOTAL(BA)</i>	4.50	4.50	0.44	<i>TOTAL(SO)</i>	4.23	3.48	0.44
<i>TOTAL(BI)</i>	4.33	4.33	0.36	<i>TOTAL(BE)</i>	3.69	4.50	0.36
<i>TOTAL(BE)</i>	4.27	4.33	0.34	<i>TOTAL(BI)</i>	3.63	3.67	0.37
<i>TOTAL(CO)</i>	4.17	4.33	0.37	<i>TOTAL(CO)</i>	3.13	4.00	0.54
<i>TOTAL(EC)</i>	3.88	3.67	0.47	<i>TOTAL(SI)</i>	2.84	3.00	0.56
<i>TOTAL(SI)</i>	3.85	3.67	0.42	<i>TOTAL(EC)</i>	2.78	3.33	0.61
<i>TOTAL</i>	4.24	4.21	0.15	<i>TOTAL</i>	3.50	3.47	0.26

Source: survey data

Table 5.22 shows the highest and least scores of the importance (expectation) and satisfaction (experience) dimensions. These are brought based on predefined aspects related to brand dimensions. Brand dimensions have been ranked by their importance and satisfaction score. According to the figures listed in the table 5.22, from the views of car owners, it can be seen that the importance of brand dimensions for Iranian owners was better than Indian owners (Mean =4.24 vs. 3.50)). Comparing the importance scores in different rows, it is understood that all brand dimensions are important and have very slight difference with each other in Iranian society when compared to Indian society. Among the above variables Brand Sophistication (SO) has the highest meaningful result for Iranian owners (Mean =4.66) and the Brand Sincerity attribute (SI) has the lowest score (Mean =3.85). Brand Awareness attribute (BA) has the highest meaningful result for Indian owners (Mean =4.24) and the Brand Excitement attribute (EC) has the lowest score (Mean= 2.78).

Table 5.23 Satisfaction levels: Brand Dimensions

<i>Dimensions</i>	<i>Iran</i>			<i>Variable</i>	<i>India</i>		
	Mean	Median	Std		Mean	Median	Std
TOTAL(SO)	4.65	4.50	0.36	TOTAL(BA)	4.38	4.50	0.55
TOTAL(BE)	4.40	4.33	0.33	TOTAL(SO)	4.28	4.50	0.53
TOTAL(BI)	4.38	4.33	0.37	TOTAL(BI)	3.80	3.67	0.45
TOTAL(EC)	4.32	4.33	0.35	TOTAL(BE)	3.71	3.67	0.51
TOTAL(CO)	4.32	4.33	0.34	TOTAL(CO)	3.52	3.33	0.58
TOTAL(SI)	4.16	4.33	0.44	TOTAL(EC)	3.18	3.33	0.53
TOTAL(BA)	3.74	3.50	0.60	TOTAL(SI)	3.10	3.00	0.52
TOTAL	4.28	4.31	0.15	TOTAL	3.71	3.74	0.30

Source: survey data

The table, 5.23 showing the highest and least scores of the satisfaction (experience) dimensions are brought based on predefined aspects related to brand dimensions. Brand attributes have been ranked by their satisfaction score. According

to the figures listed in the table 5.23, from the views of car owners, it can be seen that the satisfaction of brand factor for Iranian owners were better than Indian owners (Mean =4.28 vs. 3.71)). Comparing the satisfaction scores in different rows, it is understood that all brand dimensions are important and have very little difference in either society. Among the above dimensions Brand Sophistication (SO) has the highest meaningful result for Iranian owners (Mean =4.65) and the Brand Awareness attribute (BA) has the lowest score (Mean =3.74). Brand Awareness attribute (BA) has the highest meaningful result for Indian owners (Mean =4.38) and the Brand Sincerity attribute (SI) has the lowest score (Mean= 3.10).

Table 5.24 Satisfaction levels: Brand Dimensions

Dimensions	Iran			India			F	T	Sig
	Mean	Median	Std	Mean	Median	Std			
TOTAL(BI)	4.38	4.33	0.37	3.80	3.67	0.45	26.12	19.63	0.000
TOTAL(BE)	4.40	4.33	0.33	3.71	3.67	0.51	72.57	22.29	0.000
TOTAL(BA)	3.74	3.50	0.60	4.38	4.50	0.55	6.80	15.70	0.000
TOTAL(SI)	4.16	4.33	0.44	3.10	3.00	0.52	7.53	30.73	0.000
TOTAL(EC)	4.32	4.33	0.35	3.18	3.33	0.53	56.08	35.62	0.000
TOTAL(CO)	4.32	4.33	0.34	3.52	3.33	0.58	104.86	23.66	0.000
TOTAL(SO)	4.65	4.50	0.36	4.28	4.50	0.53	68.31	11.49	0.000

Source: survey data

Table 5.25 shows the correlation between the satisfaction (experience) and importance (expectation) attributes. These are brought based on predefined aspects related to Brand factor. There is a strong correlation between satisfaction of Brand dimensions and importance of these dimensions in Iranian society if the satisfaction of brand factor increases then the importance of this factor will also increase ($r=0.189$, $P<0.01$). The correlation between satisfaction and importance of Brand Image is negative ($r=-0.102$, $P<0.05$) so, it can be interpreted as saying that if the satisfaction of Brand Image increases then the importance of this dimension will also decrease and vice versa.

Table 5.25 Correlation between Satisfaction and Importance of Brand (Iranian car users)

<i>Pearson Correlation</i>	TO TALBI (S)	TO TALBE (S)	TO TALBA (S)	TO TALS I (S)	TO TALEC (S)	TO TALCO (S)	TO TALSO (S)	TO TALBRAND
TO TALBI (I)	-0.102*	0.019	-0.016	-0.05	0.108*	0.102*	-0.206**	-0.062
TO TALBE (I)	-0.139**	0.132**	0.044	0.124*	0.032	-0.036	-0.156**	0.015
TO TALBA (I)	0.021	0.023	0.056	0.017	0.119*	-0.079	-0.031	0.057
TO TALS I (I)	0	0.086	0.084	-0.024	0.280**	0.183**	-0.035	0.203**
TO TALEC (I)	0.043	0.056	0.041	0.012	0.013	-0.01	0.125*	0.105*
TO TALCO (I)	-0.055	-0.044	0.184**	-0.130**	0.109*	0.233**	0.178**	0.189**
TO TALSO (I)	0.02	-0.004	-0.180**	-0.038	0	0.160**	0.056	-0.042
TO TALBRAND (I)	-0.065	0.103*	0.085	-0.034	0.256**	0.201**	-0.009	0.189**

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed).

Table 5.26 shows the correlation between the satisfaction (experience) and importance (expectation) dimensions. These are brought based on predefined aspects related to Brand factor. There is a strong correlation between satisfaction of Brand factor and importance of this factor ($r=-0.116, P<0.05$). In Indian society, if the satisfaction of brand factor decreases then the importance of this variable will decrease. The correlation between satisfaction and importance of Brand Sophistication is positive ($r=0.192, P<0.01$). So, it can be interpreted as saying that if the satisfaction of Brand Sophistication increases then the importance of this dimension will also increase and vice versa. The correlation between satisfaction of Brand Competence and importance of Brand Sophistication is negative ($r=-0.162, P<0.01$). So, it can be interpreted as saying that if the satisfaction of Brand Competence increases then the importance of Brand Sophistication will decrease and vice versa. T-test indicates that the difference is significant ($t = 33.86, p < 0.001$). This means that the second hypothesis (**H2**) *can be accepted* (Table 5.24).

Table 5.26 Correlation between Satisfaction and Importance of Brand (Indian car users)

<i>Pearson Correlation</i>	TOTALBI (S)	TOTALBE (S)	TOTALBA (S)	TOTALSI (S)	TOTALLEC (S)	TOTALCO (S)	TOTALSO (S)	TOTAL BRAND
TOTALBI (I)	0.041	0.055	0.171**	-0.011	-0.101*	-0.164**	-0.038	-0.017
TOTALBE (I)	0.107*	0.226**	0.114*	-0.017	-0.025	-0.216**	0.111*	0.067
TOTALBA (I)	-0.02	-0.077	0.011	0.135**	0.053	0.025	-0.069	0.016
TOTALSI (I)	0.071	0.138**	0.103*	0.085	0.033	0.170**	0.052	0.168**
TOTALLEC (I)	-0.015	0.027	0.092	0.076	-0.026	0.124*	0.047	0.087
TOTALCO (I)	-0.113	0.107*	-0.05	0.204**	-0.027	-0.029	0.035	0.033
TOTALSO (I)	0.007	0.288**	-0.052	0.08	-0.126*	-0.162**	0.192**	0.05
TOTALBRAND (I)	0.008	0.185**	0.095	0.167**	-0.047	-0.026	0.082	0.116*

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

5.5.3 Price Factor

These attributes are in association with Price factor. As noted in table 5.27, the mean scores are high compared with any other attributes. Among the attributes listed below the last attribute (PI8) has the highest meaningful result for Iranian owners' satisfaction (Mean =3.91) and the fifth one has the lowest score (Mean =2.28). The last attribute (PI8) has the highest meaningful result for Indian owners' satisfaction (Mean =4.20) and the third one has the lowest score (Mean= 3.55). According to the figures listed in the table 5.27, from the views of car owners, it can be seen that the satisfaction of Price attributes for Indian owners was better than Iranian owners (Mean (Median) = (3.72 (3.75) vs. 3.09 (3.13)).

Table 5.27 Satisfaction levels: Price Attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
PI1	3.75	4.00	0.63	3.85	4.00	0.72
PI2	3.44	3.00	0.52	3.59	4.00	0.55
PI3	3.29	3.00	0.57	3.55	4.00	0.59
PI4	2.42	3.00	0.78	3.71	4.00	0.57
PI5	2.28	2.00	0.77	3.57	4.00	0.63
PI6	2.33	2.00	0.82	3.61	4.00	0.60
PI7	3.27	3.00	0.72	3.72	4.00	0.65
PI8	3.91	4.00	0.71	4.20	4.00	0.62
TOTAL(PI)	3.09	3.13	0.32	3.72	3.75	0.31

Source: survey data

Table 5.28 shows the highest and least of the importance (expectation) and satisfaction (experience) factors. These are brought based on predefined aspects related to price attributes. Price attributes have been ranked by their importance and satisfaction score. According to the figures listed in table 5.28, from the views of car

owners, it can be seen that the importance of price attributes for Iranian owners was lesser than Indian owners (Mean =2.68 vs. 3.58). Comparing the importance scores in different rows, it is understood that all price attributes are important and have very slight difference with each other in Iranian society in comparison to the Indian society. Among the above attributes, the eighth attribute (PI8) has the highest meaningful result for Iranian owners (Mean =3.22) and the sixth attribute (PI6) has the lowest score (Mean =2.20). The eighth attribute (PI8) has the highest meaningful result for Indian owners (Mean =4.07) and the fourth attribute (PI4) has the lowest score (Mean= 3.44).

Table 5.28 Importance levels: Price Attributes

Attributes	Iran			Attributes	India		
	Mean	Median	Std		Mean	Median	Std
PI8	3.22	3.00	0.69	PI8	4.07	4.00	0.62
PI1	2.96	3.00	0.72	PI1	3.62	4.00	0.61
PI2	2.79	3.00	0.64	PI6	3.54	3.50	0.61
PI7	2.61	3.00	0.83	PI7	3.53	3.50	0.56
PI3	2.60	3.00	0.66	PI3	3.50	3.00	0.63
PI4	2.54	3.00	0.84	PI5	3.49	4.00	0.58
PI5	2.52	3.00	0.86	PI2	3.48	3.00	0.54
PI6	2.20	2.00	0.84	PI4	3.44	3.00	0.65
TOTAL(PI)	2.68	2.75	0.35	TOTAL(PI)	3.58	3.63	0.31

Source: survey data

Table 5.29 Satisfaction levels: Price attributes

Attributes	Iran			India			F	T	Sig
	Mean	Median	Std	Mean	Median	Std			
PI1	3.75	4.00	0.63	3.85	4.00	0.72	2.73	2.12	0.00
PI2	3.44	3.00	0.52	3.59	4.00	0.55	2.38	3.86	0.00
PI3	3.29	3.00	0.57	3.55	4.00	0.59	9.36	6.34	0.00
PI4	2.42	3.00	0.78	3.71	4.00	0.57	68.16	26.48	0.00
PI5	2.28	2.00	0.77	3.57	4.00	0.63	14.97	25.79	0.00
PI6	2.33	2.00	0.82	3.61	4.00	0.60	57.14	25.15	0.00
PI7	3.27	3.00	0.72	3.72	4.00	0.65	1.04	9.12	0.00
PI8	3.91	4.00	0.71	4.20	4.00	0.62	0.01	6.07	0.00
TOTAL(PI)	3.09	3.13	0.32	3.72	3.75	0.31	0.04	28.37	0.00

Source: survey data

Table 5.30 shows the correlation between the satisfaction (experience) and importance (expectation) levels and are brought based on predefined aspects related to Price factors. There is a strong correlation between satisfaction of first price attribute and importance of this in Iranian society. If the satisfaction of this attribute decreases then the importance of this attribute will also decrease ($r=-0.111, P<0.05$). The correlation between satisfaction and importance of fourth attribute is negative ($r=-0.137, P<0.01$) so, it can be interpreted as saying that if the satisfaction of the fourth attribute increases then the importance of this attribute will decrease and vice versa. The correlation between importance of fifth price attribute and satisfaction of eighth attribute is negative ($r=-0.104, P<0.05$); so, it can be interpreted as saying that if the satisfaction of eighth attribute increases then the importance of fifth attribute will also decrease and vice versa. The correlation between importance of fourth price attribute and satisfaction of price attribute is negative ($r=-0.174, P<0.01$); so, the above example can be interpreted as saying that if the satisfaction of price attribute increases then the importance of fourth attribute will decrease and vice versa.

Table 5.30 Correlation between Satisfaction and Importance of Price (Iranian car users)

<i>Pearson Correlation</i>	PI1 (S)	PI2 (S)	PI3 (S)	PI4 (S)	PI5 (S)	PI6 (S)	PI7 (S)	PI8 (S)	TOTALP (S)
PI1(I)	0.111*	0.048	0.150**	-0.041	-0.089	-0.251**	0.06	0.071	-0.012
PI2(I)	0.043	-0.02	0.032	-0.022	0.061	-0.174**	0.016	0.157**	0.018
PI3(I)	0.022	-0.007	0.178**	-0.001	0.006	-0.124	-0.023	0.157**	0.043
PI4(I)	-0.141**	-0.139**	-0.163**	-0.137**	-0.051	0.103*	-0.128*	-0.052	-0.174**
PI5(I)	0.04	-0.139**	0.078	-0.016	0.081	0.241**	-0.297**	-0.104*	-0.017
PI6(I)	-0.095	0.003	-0.018	0.039	0.084	0.02	-0.008	0.064	0.032
PI7(I)	-0.042	-0.039	0.094	-0.164**	-0.047	-0.03	0.011	0.025	-0.04
PI8(I)	0.013	-0.164**	0.04	0.088	-0.023	-0.167**	0.101*	0.041	-0.015
TOTALP (I)	0.001	-0.129*	0.095	-0.077	0.007	-0.073	-0.09	0.081	-0.052

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

Table 5.31 below shows the correlation between the satisfaction (experience) and importance (expectation) levels. These are brought based on predefined aspects related to Price factors. This can be interpreted to say that there is a strong correlation between satisfaction of fourth price attribute and importance of seventh attribute in Indian society ($r = -0.100, P < 0.05$). If the satisfaction of this attribute decreases then the importance of this attribute will increase. The correlation between satisfaction of the eighth price factor and importance of first factor is negative ($r = -0.124, P < 0.05$) so, it can be interpreted as saying that if the satisfaction of 8th attribute increases then the importance of first attribute will decrease and vice versa.

Table 5.31 Correlation between Satisfaction and Importance of Price (Indian car users)

<i>Pearson Correlation</i>	PI1 (S)	PI2 (S)	PI3 (S)	PI4 (S)	PI5 (S)	PI6 (S)	PI7 (S)	PI8 (S)	TOTALP (S)
PI1(I)	-0.005	0.044	-0.048	-0.073**	0.014	0.016	-0.057	-0.124*	-0.058*
PI2(I)	-0.008	0.009	-0.03**	-0.036	-0.024*	0.075	0.087	-0.066	0.002*
PI3(I)	-0.061*	0.024	0.04	-0.036	0.015	0.079	0.064**	0.055	0.042
PI4(I)	-0.025	-0.038	-0.078*	-0.034**	0.018	0.023**	-0.038	-0.139**	-0.077
PI5(I)	0.014	0.045**	0.06	0.021	-0.01**	0.002	-0.005	-0.144**	-0.007
PI6(I)	0.008	0.036	0.006	-0.097	0.001	0.075	0.05	0.029	0.028**
PI7(I)	-0.002*	-0.072	-0.053*	-0.100*	-0.025	0.018	0.019**	-0.042	-0.059*
PI8(I)	-0.004*	0.018*	-0.086	-0.006	-0.05**	0.039	-0.025	-0.088	-0.051
TOTALP (I)	-0.021	0.016	-0.047	-0.087	-0.014	0.079	0.02	-0.126*	0.044**

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

The correlation between satisfaction and importance of price variable is positive ($r=0.044$, $P<0.01$); so, it can be interpreted as saying that if the satisfaction of attribute increases then the importance of attribute will increase. T-test indicates that the difference is significant ($t = 6.07$, $p < 0.001$). This means that the third hypothesis (**H3**) is accepted (Table 5.29).

5.5.4 Advertising Dimensions

These items listed in Table 5.32, are in association with Media Advertising of Advertising factor. As noted in the table, the mean scores are high compared with any other attributes. Among the above attributes the first attribute (MD1) has the highest meaningful result for Iranian owners' satisfaction (Mean =3.37) and the sixth one has the lowest score (Mean =3.24). The seventh (MD7) and third attribute (MD3) have the highest meaningful result for Indian owners' satisfaction (Mean =4.49) and the sixth one has the lowest score (Mean= 3.96). According to the figures listed in the table, from the views of car owners, it can be seen that the satisfaction of media advertising attributes for Indian owners were better than Iranian owners (Mean (Median) =3.31(3.43) vs. 4.36(4.29)).

Table 5.32 Satisfaction levels: Media Advertising Attributes

Variables	Iran			India		
	Mean	Median	Std	Mean	Median	Std
MD1	3.37	3.00	0.81	4.43	4.00	0.55
MD2	3.34	3.00	0.76	4.38	4.00	0.56
MD3	3.29	3.00	0.81	4.49	5.00	0.60
MD4	3.34	3.00	0.91	4.42	4.00	0.58
MD5	3.29	3.00	0.96	4.33	4.00	0.55
MD6	3.24	3.00	0.80	3.96	4.00	0.73
MD7	3.32	3.00	1.03	4.49	4.00	0.50
TOTAL(MD)	3.31	3.43	0.65	4.36	4.29	0.31

Source: survey data

Table 5.33 shows the result of Mean and Std. Deviation of the attributes which are related to Advertising factor. Among the above attributes the first attribute (AD1) has the highest meaningful result for Iranian owners' satisfaction (Mean =3.37) and the sixth one (AD6) has the lowest score (Mean =2.88). The second attribute (AD2) has the highest meaningful result for Indian owners' satisfaction (Mean =4.44) and the first one has the lowest score (Mean= 3.98). It can be seen that the satisfaction of Advertising

factor for Iranian owners was lesser than Indian owners (Mean (Median) =3.02(3.00) vs. 4.35(4.43)).

Table 5.33 Satisfaction levels: Advertising Attributes

Variables	Iran			India		
	Mean	Median	Std	Mean	Median	Std
AD1	3.37	4.00	1.06	3.98	4.00	0.78
AD2	3.07	3.00	0.87	4.44	4.00	0.54
AD2	3.00	3.00	0.87	4.40	5.00	0.57
AD4	2.98	3.00	0.77	4.38	4.00	0.54
AD5	2.94	3.00	0.90	4.39	4.00	0.58
AD6	2.88	3.00	0.93	4.40	4.00	0.65
AD7	2.91	3.00	0.92	4.41	4.00	0.59
TOTAL(D)	3.02	3.00	0.58	4.35	4.43	0.32

Source: survey data

According to the figures listed in table 5.34, from the views of car owners, it can be seen that the satisfaction of Advertising factors for Iranian owners was lesser than Indian owners (Mean (Median) =3.17(3.54) vs. 4.35(4.36)). The Indian respondents felt particularly strong about the Media Advertising (MD) as it shows the highest mean (Mean =4.36).

Table 5.34 Satisfaction levels: Advertising Dimensions

Dimensions	Iran			India		
	Mean	Median	Std	Mean	Median	Std
TOTAL(MD)	3.31	3.43	0.65	4.36	4.29	0.31
TOTAL(D)	3.02	3.58	0.76	4.35	4.43	0.32
TOTAL	3.17	3.54	0.81	4.35	4.36	0.28

Source: survey data

The below table 5.35 shows the highest and least of the importance (expectation) and satisfaction (experience) levels which are brought based on predefined aspects related to Advertising attributes. Advertising attributes have been ranked by their importance and satisfaction score. According to the figures listed in this table, from the views of car owners, it can be seen that the importance of advertising attributes for Iranian owners was lesser than Indian owners (Mean =2.96 vs. 4.14)). Comparing the importance scores in different rows, it is understood that all media advertising attributes are important and have very little difference with each other in Iranian society when compared to Indian society. Among the above attributes the first attribute (MD1) has the highest meaningful result for Iranian owners (Mean =3.29) and the fifth attribute (MD5) has the lowest score (Mean =2.81). The eighth

attribute (MD7) has the highest meaningful result for Indian owners (Mean =4.26) and the fifth attribute (MD5) has the lowest score (Mean= 4.04).

Table 5.35 Importance levels: Media Advertising Attributes

Attributes	Iran			Attributes	India		
	Mean	Median	Std		Mean	Median	Std
MD1	3.29	3.00	0.96	MD7	4.26	4.00	0.64
MD2	3.10	3.00	0.91	MD1	4.21	4.00	0.62
MD7	3.02	3.00	0.79	MD6	4.17	4.00	0.63
MD3	2.84	3.00	0.92	MD3	4.16	4.00	0.69
MD6	2.84	3.00	0.87	MD2	4.09	4.00	0.68
MD4	2.82	3.00	0.89	MD4	4.08	4.00	0.64
MD5	2.81	3.00	0.84	MD5	4.04	4.00	0.63
TOTAL(MD)	2.96	2.86	0.59	TOTAL(MD)	4.14	4.29	0.38

Source: survey data

Table 5.36 shows the highest and least of the importance (expectation) and satisfaction (experience) levels which are brought based on predefined aspects related to Advertising factor. Advertising attributes have been ranked by their importance and satisfaction score. According to the figures listed to table 5.36, from the views of car owners, it can be seen that the importance of advertising attributes for Iranian owners were lesser than Indian owners (Mean =3.02 vs. 4.02). Comparing the importance scores in different rows, it is understood that all advertising attributes are important and have very little difference with each other in Iranian society in comparison to Indian society. Among the above attributes, the sixth attribute (AD6) has the highest meaningful result for Iranian owners (Mean =3.25) and the second attribute (AD2) has the lowest score (Mean =2.91). The first attribute (AD1) has the highest meaningful result for Indian owners (Mean =4.35) while the fifth attribute (AD5) has the lowest score (Mean= 3.84).

Table 5.36 Importance levels: Advertising Attributes

Attributes	Iran			Attributes	India		
	Mean	Median	Std		Mean	Median	Std
AD6	3.25	3.00	1.10	AD1	4.35	4.50	0.73
AD7	3.09	3.00	0.98	AD2	4.16	4.00	0.75
AD5	3.05	3.00	1.05	AD3	3.98	4.00	0.63
AD4	3.01	3.00	0.89	AD4	3.96	4.00	0.72
AD1	2.93	3.00	0.90	AD7	3.93	4.00	0.73
AD3	2.92	3.00	1.02	AD6	3.92	4.00	0.72
AD2	2.91	3.00	0.99	AD5	3.84	4.00	0.66
TOTAL(D)	3.02	3.00	0.66	TOTAL(D)	4.02	4.00	0.31

Source: survey data

The Iranian respondents felt particularly strong about the eighth attribute (PF8) as it has the highest mean (Mean =4.10) and the less highly rated attribute is the fourth one (Mean = 2.63). The Indian respondents felt particularly strong about the first attribute (PF1), seen from has the highest mean (Mean =2.85) and the less highly rated attribute are the fifth and seventh one (Mean =2.40). According to the figures listed in the table , from the views of car owners, it can be seen that the satisfaction of Product feature for Iranian owners were better than Indian owners (Mean (Median) =3.43(3.40) vs. 4.05(4.00)).

Table 5.37 Satisfaction levels: Media Advertising Attributes

Attributes	Iran			India			F	T	Sig
	Mean	Median	Std	Mean	Median	Std			
MD1	3.37	3.00	0.81	4.43	4.00	0.55	43.34	23.76	0.00
MD2	3.34	3.00	0.76	4.38	4.00	0.56	19.31	23.17	0.00
MD3	3.29	3.00	0.81	4.49	5.00	0.60	31.61	22.17	0.00
MD4	3.34	3.00	0.91	4.42	4.00	0.58	45.98	21.19	0.00
MD5	3.29	3.00	0.96	4.33	4.00	0.55	57.14	20.18	0.00
MD6	3.24	3.00	0.80	3.96	4.00	0.73	30.78	22.37	0.00
MD7	3.32	3.00	1.03	4.49	4.00	0.50	57.10	9.98	0.00
TOTAL(MD)	3.31	3.43	0.65	4.36	4.29	0.31	187.03	28.99	0.00

Source: survey data

Table 5.38 Satisfaction levels: Advertising Attributes

Variables	Iran			India			F	T	Sig
	Mean	Median	Std	Mean	Median	Std			
AD1	3.37	4.00	1.06	3.98	4.00	0.78	49.01	9.21	0.00
AD2	3.07	3.00	0.87	4.44	4.00	0.54	8.01	26.93	0.00
AD2	3.00	3.00	0.87	4.40	5.00	0.57	3.92	26.95	0.00
AD4	2.98	3.00	0.77	4.38	4.00	0.54	0.11	29.85	0.00
AD5	2.94	3.00	0.90	4.39	4.00	0.58	10.29	27.13	0.00
AD6	2.88	3.00	0.93	4.40	4.00	0.65	5.13	26.77	0.00
AD7	2.91	3.00	0.92	4.41	4.00	0.59	10.02	27.45	0.00
TOTAL(D)	3.02	3.00	0.58	4.35	4.43	0.32	78.63	39.64	0.00

Source: survey data

According to the figures listed in Table 5.39 below, from the views of car owners, it can be seen that the satisfaction of Advertising factors for Iranian owners was worse than Indian users (Mean (Median) =3.17(3.54) vs. 4.35(4.36)). Both Iranian and Indian respondents felt particularly strong about the Media Advertising attribute (MD) which has the highest mean (Mean =3.31 & 4.35 respectively).

Table 5.39 Satisfaction levels: Advertising Attributes

Variables	Iran			India		
	Mean	Median	Std	Mean	Median	Std
TOTAL(MD)	3.31	3.43	0.65	4.36	4.29	0.31
TOTAL(D)	3.02	3.58	0.76	4.35	4.43	0.32
TOTAL	3.17	3.54	0.81	4.35	4.36	0.28

Source: survey data

The tables 5.40 below showing the correlation between the satisfaction (experience) and importance (expectation) levels have been brought based on predefined aspects related to Media Advertising factor. There is a significant relation between satisfaction and importance of the Media factors. The correlation between satisfaction of the first factor and importance of the seventh factor is ($r=0.121, P<0.05$) The correlation is positive; so, it can be interpreted as saying that if the satisfaction of the first attribute increases then the importance of the seventh attribute will increase and vice versa.

Table 5.40 Correlation between Satisfaction and Importance of M-Advertising (Iranian car users)

Pearson Correlation	MD1 (S)	MD2(S)	MD3(S)	MD4(S)	MD5(S)	MD6(S)	MD7(S)	TOTALMD(S)	TOTALD(S)
MD1 (I)	0.176	0.266	0.220	0.213	0.251	0.269	0.233	0.311	0.329
MD2(I)	0.186	0.239	0.138**	0.202	0.197	0.204	0.195	0.260	0.252**
MD3(I)	0.209	0.312	0.160	0.206	0.248	0.262	0.262	0.317	0.243
MD4(I)	0.127	0.186	0.116	0.170	0.176*	0.195	0.14**	0.212	0.224
MD5(I)	0.099	0.143**	0.131	0.109	0.138	0.155	0.118	0.170	0.194
MD6(I)	0.104	0.175	0.113*	0.107*	0.120	0.152	0.158	0.179	0.140
MD7(I)	0.121*	0.172	0.096	0.098	0.097	0.106	0.101	0.149**	0.098
TOTALMD(I)	0.103	0.225	0.132	0.257	0.278**	0.249	0.201**	0.079*	0.092*
TOTALD(I)	0.161	0.262	0.156	0.268	0.312**	0.315	0.256	0.034	0.018*

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

Table 5.41 shows the correlation between the satisfaction (experience) and importance (expectation) scores. These are brought based on predefined aspects related to Advertising factor. There is a significant relation between satisfaction and importance of the advertising factors. The correlation is positive($r=0.042, P<0.01$). This can be interpreted to say that there is a strong correlation between satisfaction of media advertising factor and importance of this factor in Iranian society and if the satisfaction of this factor decreases then the importance of this attribute will increase. The correlation between satisfaction and importance of first factor is ($r=0.052, P<0.01$). The correlation is positive. So, it can be interpreted as saying that if the

satisfaction of the first attribute increases then the importance of the first attribute will increase and vice versa.

Table 5.41 Correlation between Satisfaction and Importance of Advertising (Iranian car users)

<i>Pearson Correlation</i>	<i>AD1(S)</i>	<i>AD2(S)</i>	<i>AD3(S)</i>	<i>AD4(S)</i>	<i>AD5(S)</i>	<i>AD6(S)</i>	<i>AD7(S)</i>	<i>TOTALAD(S)</i>	<i>TOTALD(S)</i>
<i>AD1(I)</i>	0.052**	0.035	0.048	0.088	0.010	0.073	0.046	0.173	0.103
<i>AD2(I)</i>	0.120	0.021	-0.023	0.037	-0.046	-0.003	0.010	0.101	0.029*
<i>AD3(I)</i>	0.199	0.142**	0.111	0.043**	0.144	0.036**	0.170	0.059**	0.232
<i>AD4(I)</i>	0.148	0.067	0.107	0.110	0.110	0.137	0.133	0.220	0.188
<i>AD5(I)</i>	0.030**	0.178	0.063**	0.111	0.056**	0.200	0.058**	0.366	0.178
<i>AD6(I)</i>	0.319	0.192	0.209	0.200	0.215	0.271	0.285	0.037**	0.378
<i>AD7(I)</i>	0.237	0.151	0.061**	0.033**	0.191	0.077**	0.240	0.323	0.089**
<i>TOTALAD(I)</i>	0.325	0.180	0.184	0.201	0.194	0.246	0.288	0.042**	0.064**
<i>TOTALD(I)</i>	0.232	0.202	0.282	0.204	0.088**	0.364	0.317	0.029	0.018*

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

The correlation between satisfaction and importance of the fifth factor is ($r=0.056, P<0.01$). The correlation is positive so, it can be interpreted as saying that if the satisfaction of the fifth attribute increases then the importance of the fifth attribute will increase and vice versa.

Table 5.42 shows the correlation between the satisfaction (experience) and importance (expectation) levels which are brought based on predefined aspects related to Media Advertising factor. There is a significant relation between satisfaction and importance of this factor. The correlation is ($r=0.089, P<0.01$). This can be interpreted to say that there is a strong correlation between satisfaction of media advertising factor and importance of this factor in Indian society. If the satisfaction of this factor increases then the importance of this will increase. The correlation between importance of the seventh attribute and satisfaction of this attribute is positive ($r=0.025, P<0.05$); hence, it can be interpreted as saying that if the satisfaction of the seventh attribute increases then the importance of this attribute will increase and vice versa.

Table 5.42 Correlation between Satisfaction and Importance of M- Advertising (Indian car users)

<i>Pearson Correlation</i>	<i>MD1 (S)</i>	<i>MD2(S)</i>	<i>MD3(S)</i>	<i>MD4(S)</i>	<i>MD5(S)</i>	<i>MD6(S)</i>	<i>MD7(S)</i>	<i>TOTALMD(S)</i>	<i>TOTALD(S)</i>
<i>MD1 (I)</i>	0.003	0.013	-0.033	-0.099*	-0.074	-0.010	0.091	-0.023	0.050
<i>MD2(I)</i>	0.016	0.076	0.072	0.020	0.049	0.012*	0.064**	0.043**	0.125*
<i>MD3(I)</i>	0.068	0.135**	-0.004	0.075	0.050	0.003*	0.078	0.034**	0.057
<i>MD4(I)</i>	0.036*	0.068	-0.027*	-0.042	0.053*	0.012	0.044	0.039	0.005
<i>MD5(I)</i>	0.028	-0.010*	0.002	-0.030	0.045**	0.029	0.085*	0.046	0.049
<i>MD6(I)</i>	0.021*	0.077	-0.071	-0.030**	0.029	0.009	0.016	0.009	-0.062
<i>MD7(I)</i>	0.012	0.005**	-0.021	-0.101*	-0.020	0.009	0.025*	0.007**	0.050
<i>TOTALMD(I)</i>	0.070**	0.089	0.018**	-0.071	0.036*	0.067**	0.048*	0.089**	0.168*
<i>TOTALD(I)</i>	0.009	-0.014	0.030	-0.027*	-0.072	0.005	0.035	0.091*	0.077*

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

The table 5.43, showing the correlation between the satisfaction (experience) and importance (expectation) levels are brought based on predefined aspects related to Advertising factors. There is a significant relation between satisfaction and importance of the fifth factor. The correlation is positive ($r=0.029, P<0.05$). This can be interpreted to say that there is a strong correlation between satisfaction of the seventh attribute of media advertising factor and importance of this factor in Indian society. If the satisfaction of this factor decreases then the importance of this attribute will increase. There is a significant relationship between satisfaction and importance of advertising attribute ($r=0.066, P<0.05$).

Table 5.43 Correlation between Satisfaction and Importance of Advertising (Indian car users)

<i>Pearson Correlation</i>	<i>AD1(S)</i>	<i>AD2(S)</i>	<i>AD3(S)</i>	<i>AD4(S)</i>	<i>AD5(S)</i>	<i>AD6(S)</i>	<i>AD7(S)</i>	<i>TOTALAD(S)</i>	<i>TOTALD(S)</i>
<i>AD1(I)</i>	0.030*	-0.020	-0.025	0.020**	0.090	-0.013	-0.021**	0.017	0.018
<i>AD2(I)</i>	-0.033	0.032**	-0.060	-0.054	0.019*	0.014	-0.050	-0.050	-0.036**
<i>AD3(I)</i>	-0.026**	0.004	0.037*	-0.029	-0.067	-0.035**	-0.031	-0.069	-0.042
<i>AD4(I)</i>	-0.042	-0.029*	0.011	-0.048*	-0.020	-0.091	-0.018*	-0.034	-0.067*
<i>AD5(I)</i>	0.018	-0.029	0.014	0.061	0.029*	0.060	0.018	0.047*	0.073
<i>AD6(I)</i>	0.064	-0.012	0.066**	0.012	0.033	0.042*	0.036	0.076	0.069
<i>AD7(I)</i>	-0.025*	-0.055	-0.023	-0.021	0.083**	0.023	0.044**	0.011	0.007
<i>TOTALAD(I)</i>	0.085*	-0.007**	0.046*	0.074**	0.037	-0.016**	-0.026	0.066**	0.055**
<i>TOTALD(I)</i>	-0.004	-0.035	0.004	-0.021	0.087*	0.000	-0.007*	0.078*	0.077*

Source: survey data

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)

5.5.5 Automobile Feature Factor

Table 5.44 Satisfaction levels: Product Feature attributes

Attributes	Iran			India		
	Mean	Median	Std	Mean	Median	Std
PF1	3.42	3.00	0.59	2.85	3.00	0.84
PF2	3.46	3.00	0.57	2.76	3.00	0.79
PF3	3.42	3.00	0.57	2.60	3.00	0.75
PF4	2.63	3.00	0.81	2.49	3.00	0.82
PF5	3.80	4.00	0.81	2.40	2.50	0.92
PF6	3.92	4.00	0.63	2.45	3.00	0.85
PF7	4.05	4.00	0.65	2.40	3.00	0.79
PF8	4.10	4.00	0.76	2.48	3.00	0.76
PF9	3.91	4.00	0.75	2.63	3.00	0.67
PF10	3.20	3.00	0.69	2.57	3.00	0.67
PF11	3.00	3.00	0.57	2.62	3.00	0.70
TOTAL(PF)	3.54	3.55	0.27	2.57	2.64	0.29

Source: survey data

Table 5.44, showing the highest and least mean of the importance (expectation) and satisfaction (experience) levels are brought based on predefined aspects related to Product feature attributes. Product feature attributes have been ranked by their importance scores. According to the figures listed in this table, from the views of car owners, it can be seen that the importance of product feature attributes for Iranian owners was better than Indian owners (Mean =3.54 vs. 2.57). Comparing the importance scores in different rows, it is understood that all product feature attributes are important and have very little difference with each other in Iranian society when compared to Indian society. Among the above attributes, the fourth attribute (PF4) has the highest meaningful result for Iranian owners (Mean =4.21) and the sixth attribute (PF6) has the lowest score (Mean =3.91). The first attribute (PF1) has the highest meaningful result for Indian owners (Mean =2.83) and the fifth attribute (PF5) has the lowest score (Mean= 2.26).

Table 5.45 Importance levels: Product Feature Attributes

Attributes	Iran			Attributes	India		
	Mean	Median	Std		Mean	Median	Std
PF4	4.21	4.00	0.65	PF1	2.83	3.00	0.79
PF9	4.18	4.00	0.61	PF2	2.66	3.00	0.73
PF1	4.13	4.00	0.63	PF11	2.61	3.00	0.76
PF3	4.10	4.00	0.58	PF8	2.53	3.00	0.83
PF11	4.07	4.00	0.59	PF7	2.50	3.00	0.76
PF10	4.07	4.00	0.59	PF9	2.50	3.00	0.88
PF5	4.07	4.00	0.59	PF10	2.48	3.00	0.81
PF8	4.06	4.00	0.60	PF6	2.45	2.00	0.82
PF2	4.05	4.00	0.57	PF3	2.34	2.00	0.79
PF7	4.03	4.00	0.64	PF4	2.33	2.00	0.78
PF6	3.91	4.00	0.60	PF5	2.26	2.00	0.76
TOTAL(PF)	4.08	4.09	0.28	TOTAL(PF)	2.50	2.50	0.31

Source: survey data

Table 5.46 Satisfaction levels: Product Feature Attributes

Attributes	Iran			India			F	T	Sig
	Mean	Median	Std	Mean	Median	Std			
PF1	3.42	3.00	0.59	2.85	3.00	0.84	11.79	11.09	0.00
PF2	3.46	3.00	0.57	2.76	3.00	0.79	10.38	14.34	0.00
PF3	3.42	3.00	0.57	2.60	3.00	0.75	31.34	17.42	0.00
PF4	2.63	3.00	0.81	2.49	3.00	0.82	1.89	2.43	0.00
PF5	3.80	4.00	0.81	2.40	2.50	0.92	154.83	25.96	0.00
PF6	3.92	4.00	0.63	2.45	3.00	0.85	94.86	27.73	0.00
PF7	4.05	4.00	0.65	2.40	3.00	0.79	61.61	32.21	0.00
PF8	4.10	4.00	0.76	2.48	3.00	0.76	5.36	30.31	0.00
PF9	3.91	4.00	0.75	2.63	3.00	0.67	2.64	25.37	0.00
PF10	3.20	3.00	0.69	2.57	3.00	0.67	5.11	13.08	0.00
PF11	3.00	3.00	0.57	2.62	3.00	0.70	91.98	8.41	0.00
TOTAL(PF)	3.54	3.55	0.27	2.57	2.64	0.29	1.10	48.23	0.00

Source: survey data

Tables 5.47 and 5.48 showing the correlation between the satisfaction (experience) and importance (expectation) levels of automobile feature attributes are brought based on predefined aspects related to the same. There is a significant relation between satisfaction and importance of automobile feature factor. The correlation is positive ($r=0.214$, $P<0.01$). This can be interpreted to say that there is a strong correlation between satisfaction of automobile feature factor and importance of this factor in Iranian society. If the satisfaction of this factor decreases then the importance of this attribute will increase. There is a significant relation between satisfaction and importance of the ninth attribute. The correlation is positive ($r=0.124$,

$P < 0.05$). This can be interpreted to say that there is a strong correlation between satisfaction of the 9th factor and importance of this factor in Iranian society. There is a significant relation between satisfaction and importance of the sixth attribute. The correlation is negative ($r = -0.205$, $P < 0.01$). Hence, it can be interpreted as saying that if the satisfaction of the sixth attribute increases then the importance of this attribute will decrease and vice versa. There is a significant relation between satisfaction and importance of the attribute. The correlation is negative ($r = -0.102$, $P < 0.05$). Hence, it can be interpreted as saying that if the satisfaction of the attribute increases then the importance of this attribute will decrease and vice versa.

Conclusion

This chapter presents data that has been collected through quantitative survey. At first, we give an overview of the sample population and after that the data is presented according to the research questions and the variables identified in the frame of reference. Thereafter, the outcome of the statistical analysis was presented and discussed. T-test indicates that the difference is significant ($t = 39.74$, $p < 0.001$). This means that the first hypothesis (***H1 cannot be rejected***). Hence, we can conclude that Indian automobile users expect more service quality from manufacturers than Iranian automobile users. T-test indicates that the difference is significant ($t = 33.86$, $p < 0.001$). This means that the second hypothesis (***H2 can be accepted***). Hence, we can conclude Iranian automobile users are more brand oriented than Indian automobile users. T-test indicates that the difference is significant ($t = 6.07$, $p < 0.001$). This means that that third hypothesis (***H3 can be accepted***). Hence, it can be said that Price is a more crucial factor for Indian automobile users than Iranian automobile users. T-test indicates that the difference between satisfaction of Iranian and Indian car users is significant ($t = 48.23$, $p < 0.001$). This means that the fourth hypothesis (***H4 can be accepted***). In conclusion, we can say that, Features of automobile are more considerable among Iranian car users than Indian users. T-test indicates that the difference between satisfaction of Iranian and Indian car users is significant ($t = 6.07$, $p < 0.001$). This means that the fifth hypothesis (***H5 cannot be rejected***). Here, we can draw the conclusion that Indian automobile users are more influenced by advertising than Iranian users.

Table5.47: Correlation between Satisfaction and Importance of Automobile Features (Iranian car users)

<i>Pearson Correlation</i>	PF1 (S)	PF2(S)	PF3(S)	PF4(S)	PF5(S)	PF6(S)	PF7(S)	PF8(S)	PF9(S)	PF10(S)	PF11(S)	TOTALPF
PF1(I)	0.260**	0.112	0.043	-0.162**	0.102*	0.026	0.131**	-0.027	0.280**	-0.014	-0.141**	0.123*
PF2(I)	0.206	0.204**	-0.034	-0.025	0.216**	-0.072	0.02	0.058	0.360**	0.05	-0.062	0.201**
PF3(I)	0.024	-0.049	-0.251**	-0.114*	0.062	-0.172**	0.04	0.184**	0.253**	-0.176**	0	-0.03
PF4(I)	0.162**	0.116*	-0.049	-0.08	-0.076	-0.081	-0.025	-0.022	0.100*	0.018	0	0.01
PF5(I)	0.002	-0.007	-0.118*	0.033	-0.018	-0.148**	-0.009	-0.083	-0.031	-0.108*	-0.241	-0.150**
PF6(I)	-0.091	0.178**	-0.006	0.199**	0.241**	-0.205**	-0.065	-0.024	0.159**	0.019	-0.029	0.09
PF7(I)	0.046	-0.038	-0.172**	0.196**	0.155**	0.006	-0.075	-0.089	0.172**	-0.126*	-0.166**	-0.004
PF8(I)	0.128**	0.036	-0.163**	0.150**	-0.053	0.120*	0.018	-0.191**	-0.077	-0.029	0.03	-0.008
PF9(I)	0.125*	0.193**	-0.016	0.197**	-0.012	0.117*	0.179**	0.092	0.124*	0.01	-0.058	0.218**
PF10(I)	0.089	0.083	-0.118*	0.012	-0.138**	0.042	0.095	-0.106*	-0.099*	-0.01	-0.06	-0.047
PF11(I)	0.176**	-0.125*	-0.118*	-0.051	-0.078	0.069	0.121*	0.052	0.151**	-0.01	-0.03	0.043
TOTALPF(I)	0.225**	0.141**	-0.197**	0.072	0.079	-0.058	0.084	-0.034	0.276**	-0.074	-0.151**	0.214**

**Correlation is significant at the 0.01 level (2-tailed).

*Correlation is significant at the 0.05 level (2-tailed).

Table5.48: Correlation between Satisfaction and Importance of Automobile Features (Indian car users)

<i>Pearson Correlation</i>	PF1 (S)	PF2(S)	PF3(S)	PF4(S)	PF5(S)	PF6(S)	PF7(S)	PF8(S)	PF9(S)	PF10(S)	PF11(S)	TOTALPF
PF1(I)	-0.038	0.095	0.156**	0.036	-0.141**	-0.332**	-0.068	0.036	0.013	-0.063	0.082	-0.07
PF2(I)	0.048	0.172**	-0.122*	-0.107*	-0.006	-0.173**	-0.06	0.006	-0.053	-0.054	0.08	-0.066
PF3(I)	0.137**	0.179**	-0.074	-0.118*	0.047	-0.123*	-0.154**	-0.022	-0.045	-0.045	0.07	-0.033
PF4(I)	-0.031	0.064	-0.083	-0.081	-0.017	0.002	-0.102*	0.02	-0.034	-0.035	-0.118*	-0.097
PF5(I)	-0.033	-0.097	-0.011	-0.044	-0.193**	0.005	-0.024	0.097	-0.066	-0.095	0.017	-0.112*
PF6(I)	0.069	0.028	0.147**	-0.076	0	-0.004	0.109**	-0.123*	-0.097	0.08	-0.103*	0.01
PF7(I)	0.008	0.05	0.124*	-0.073	-0.173**	0.023	0.084	-0.035	0.03	0.169**	0	0.035
PF8(I)	0.028	0.225**	-0.045	-0.191**	-0.068	-0.181**	-0.034	-0.023	-0.204**	-0.04	0.191**	-0.086
PF9(I)	0.088	0.116*	-0.091	-0.160**	-0.112*	-0.100*	-0.043	-0.06	-0.127*	-0.009	0.210**	-0.076
PF10(I)	0.283**	0.134**	0.053	0.053	0.119*	-0.198**	-0.145**	0.065	-0.152**	-0.118*	0.110*	0.061
PF11(I)	0.237**	0.177**	-0.063	0.082	0.08	-0.161**	-0.09	-0.127*	-0.204**	-0.055	0.022	-0.009
TOTALPF(I)	0.185**	0.266**	-0.002	-0.161**	-0.107	-0.288**	-0.121*	-0.041	-0.221**	-0.061	0.135**	-0.102*

**Correlation is significant at the 0.01 level (2-tailed),

*Correlation is significant at the 0.05 level (2-tailed).