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## **A Study on Changes in Customer Behaviour Towards AMT Cars in Coimbatore**

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### **INTRODUCTION:**

In the recent times the craze for automatic transmission car has increased to great extent. Many people are attracted towards automatic transmission car. But it didn't decrease the sale of manual transmission car. Many companies of car manufacturing have manufactures both automatic and manual transmission cars. A transmission basically transfers the power from a car's engine to drive shaft and the wheels. The Gears present inside the transmission change the drive wheel speed and torque in relation to the engine speed and torque (pulling power), Lower gear ratios helps the engine to build up enough of power so that the car can accelerate easily from a halt.

The transmission is a device that is connected to the back of the engine and sends the power from the engine to the drive wheels. An automobile engine runs at its best at a certain RPM (Revolutions per Minute) range and it is the transmission's job to make sure that the power is delivered to the wheels while keeping the engine within that range. It does this through various gear combinations. In first gear, the engine turns much faster in relation to the drive wheels, while in high gear the engine is loafing even though the car may be going in excess of 70 MPH. In addition to the various forward gears, a transmission also has a neutral position which disconnects the engine from the drive wheels, and reverse, which causes the drive wheels to turn in the opposite direction allowing you to back up. Finally, there is the Park position. In this position, a latch mechanism (not unlike a deadbolt lock on a door) is inserted into a slot in the output shaft to lock the drive wheels and keep them from turning, thereby preventing the vehicle from rolling. Let us see the basics of manual and automatic transmission individually. Many drivers prefer manual transmission system over an automatic transmission system in their vehicle and yet an automatic gear box has lot of advantages.

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### **SCOPE OF STUDY:**

- 1) By the end of the project, I would like to know the customers preference towards AMT cars over manual transmission cars.
- 2) We would also find out the satisfaction of the consumers using AMT cars.
  1. The importance of AMT cars in future.
  2. we would like to find out when people do prefer AMT cars.

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### **STATEMENT OF PROBLEM:**

- AMT cars are an emerging trend in the market as it is very convenient for the driver.
- To find out the market growth of AMT cars over manual transmission is the main aim of the project.
- To understand the current trend in the motor vehicle sectors is a were the save of manual transmission is getting affected by automatic transmission

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### **OBJECTIVES:**

- i. To find peoples preference for AMT cars over manual cars.
- ii. To find the views of people towards AMT cars.
- iii. To find the customer satisfaction towards AMT technology.
- iv. To analyses the market growth of AMT cars over manual transmission.

**RESEARCH METHODOLOGY:**

- There are various statistical tools which are used in analyzing data. The following tools are used for representing and analyzing data.
- Descriptive research is used in this study in order to identify the Amt cars and determining customer's level of satisfaction. The method used was questionnaire.

**RESULTS:****GENDER**

GENDER	NO.OF.RESPONDENT	PERCENTAGE
FEMALE	32	32
MALE	68	68
TOTAL	100	100

**AGE**

AGE GROUP	NO.OF.RESPONDENT	PERCENTAGE
18-28	35	35
29-38	35	35
39-48	26	26
ABOVE 48 YEARS	5	5
TOTAL	100	100

**Why you are giving first preference to AMT cars while buying**

OPTIONS	NO.OF.RESPONDENT	PERCENTAGE
GOOD FACILITY	24	24
PRICE	17	17
EASY TO DRIVE	57	57
QUALITY SERVICE	4	4
TOTAL	100	100

**FINDINGS:**

- The majority 68% of respondents are male.
- The majority 35% of respondent are from the age group of 18-28,29-38.
- The majority of 44% the respondents are business.
- The majority of 48.5% respondents says that their income level is 2,50,000.
- The majority 59% of respondents are using AMT.
- The majority of the 30% respondents are using MARUTHI SUZUKI.
- The majority of 57% of respondents are giving first preference is easy to drive the AMT cars while buying.
- The majority of 47% of respondents say that reason for their choice is Features.

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**SUGGESTIONS:**

- The pricing of AMT cars should be affordable for all the class of the people.
- It makes elder people life better because there no shifting of gears.
- This is easier to drive, especially in stop and go traffic conditions.
- There is no need to use the clutch pedal or shifting of several gears to drive the cars as the AMT gear box takes care of most of the work.

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**CONCLUSION**

An automatic transmission car is far much better to drive than a manual one. The ease of driving an automatic car makes it suitable for many motorists especially the older ones. As it has been discussed, automatic cars offer low risks of collisions from the fact that they are easier to control. The older drivers will perform better with automatic cars. It was only in the manual cars that many collisions were witnessed. Resultantly, I would recommend that drivers be trained using automatic transmission cars. The automatic cars will ensure that drivers get used to automatic cars. This will avoid the problem of time required to adapt to automatic cars from the manual ones. Since automatic cars has proved to be suitable to all, regardless of age, they should be the main cars used on our roads. Their use will reduce the number of collisions occurring on the road.

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**WEBSITE:**

<https://auto.economictimes.indiatimes.com/amp/news/auto-technology/how-consumer-preferences-are-shifting-gears-for-transmission-technologies/88183293>