



## **Factors Influencing Customer Satisfaction in SUV Car Purchase Decisions Among Consumers in Coimbatore**

**NAVANEETHAN S<sup>1</sup>, Mr. A. DAVID<sup>2</sup>**

<sup>1</sup> Department of Commerce with Professional Accounting Dr. N. G. P Arts and Science College, Coimbatore, Tamil Nadu, India

**Mail ID:** [navaninavaneethan840@gmail.com](mailto:navaninavaneethan840@gmail.com)

<sup>2</sup> Assistant Professor, Department of commerce with Professional Accounting Dr. N. G. P Arts and Science college, Coimbatore, Tamil Nadu, India.

### **ABSTRACT**

Sports Utility Vehicles (SUVs) are gaining popularity in the Indian automobile market due to their appearance, size, and performance. The present study focuses on consumer choice and satisfaction with SUV cars in Coimbatore city. Brand, safety, design, and environmental issues are considered. Brand preferences, purchase drivers, and switching to green vehicles are also recommended in the study.

**Key Words:** SUV, Brand Preference, Customer Satisfaction, Fuel Efficiency, Eco-Friendly Vehicles.

### **INTRODUCTION**

SUVs are no longer niche vehicles, but standard options due to their spacious interiors, robust build, and comfort features. They are so attractive because they are capable of city commutes, family outings, and off-road adventures. Greater disposable incomes, better infrastructure, and lifestyle changes also helped this cause.

### **STATEMENT OF THE PROBLEM**

Though the sales of SUVs are rising in cities like Coimbatore, the drivers behind the purchases are still not well-examined. Safety, mileage, and design could be among the factors shaping decisions, but regional drivers like terrain, earnings, and trust in brands too play a part. This study will try to investigate these elements in depth.

What are the drivers behind the purchase of SUVs in Coimbatore?

Which are the preferred brands and why so?

How much do satisfaction and features drive repeat purchases?

### **SCOPE OF THE STUDY**

The study is among Coimbatore city consumers who own or want to buy SUVs. It examines the economic and emotional drivers of SUV buying behaviour such as fuel economy, resale value, and social status as well as technical specifications and brand strength.

### **OBJECTIVE OF THE STUDY**

- To research the driving forces of SUV buying decisions.
- To determine whether there are consumer brand preferences or not among buyers of SUVs.
- To determine the levels of satisfaction with currently owned SUVs.

### **RESEARCH METHODOLOGY**

- **Research Design:** Descriptive Research
- **Sampling Size:** 110 respondents
- **Sampling Technique:** Convenience Sampling
- **Statistical Tools:** Percentage Analysis, Ranking Analysis, Chi-square Test
- **Primary Data:** Collected by structured questionnaire
- **Secondary Data:** Books, journals, and websites related to consumer behaviour and the automobile industry.

**LIMITATIONS OF THE STUDY**

- Limited to owners and buyers of SUVs in Coimbatore.
- The 110 sample size cannot represent the total population of the city.
- Only focuses on SUVs, not the other vehicle segments like hatchback or sedan.

**FINDING AND INTERPRETATION****SIMPLE PERCENTAGE ANALYSIS:**

$$\text{PERCENTAGE} = \frac{\text{NUMBER OF RESPONDENTS}}{\text{TOTAL NUMBER OF RESPONDENT}} \star 100$$

INTERROGATION	RESPONSE	FREQUENCY	PERCENTAGE
FACTORS INFLUENCE RESPONDENTS TO BUY AN SUV	Brand reputation	8	7.3%
	Price	14	12.7%
	Fuel Efficiency	20	18.2%
	Safety Features	20	18.2%
	Design and Aesthetics	22	20%
	After – sales Service	14	12.7%
	Resale Value	12	10.9%
	<b>Total</b>	<b>110</b>	<b>100%</b>
BRAND PREFERENCE FOR SUV	Maruthi Suzuki	24	21.8%
	Hyundai	18	16.4%
	Tata Motors	34	30.9%
	Mahindra	20	18.2%
	Toyota	14	12.7%
	<b>Total</b>	<b>110</b>	<b>100%</b>
PURPOSE OF BUYING AN SUV	Daily Commute	30	27.3%
	Family trips	42	38.2%
	Off-road adventures	24	21.8%
	Status symbol	14	12.7%
	<b>Total</b>	<b>110</b>	<b>100%</b>

**INTERPRETATION:**

1. Design and aesthetics (20%) is the top factor influencing SUV purchases, followed by fuel efficiency and safety features (18.2% each), indicating a blend of style and practicality matters most to consumers.
2. Tata Motors is the most preferred SUV brand (30.9%), showing strong brand trust, with Maruti Suzuki and Mahindra also being popular choices.
3. The primary reason for buying an SUV is for family trips (38.2%), highlighting the importance of space and comfort, followed by daily commuting and off-road usage.

**RANKING ANALYSIS:****TABLE SHOWING FOLLOWING FEATURES CHOOSING A SUV BY THE RESPONDENTS**

S.NO	SELECTION OF CAR IN COIMBATORE	5	4	3	2	1	TOTAL	RANK
1	Brand Reputation	100(5) 500	6(4) 24	4(3) 12	0	0	536	I
2	Price	6(5) 30	54(4) 212	46(3) 138	4(2) 8	0	338	VI
3	Fuel efficiency	28(5) 140	14(4) 56	58(3) 174	10(2) 20	0	390	V
4	Safety features	38(5) 190	26(4) 104	22(3) 66	22(2) 44	1(1) 1	405	III
5	Design and aesthetics	24(5) 120	68(4) 272	14(3) 42	1(2) 2	1(1) 1	437	II
6	After – sales service	12(5) 60	20(4) 80	19(3) 57	4(2) 8	0	205	VII
7	Resale value	24(5) 140	38(4) 152	34(3) 102	4(2) 8	1(1) 1	403	IV

**INTERPRETATION**

It could be noted that the Brand Reputation is Rank I by the respondents, Design and aesthetics is Rank II by the respondents, Safety features is Rank III by the respondents, Resale value is Rank IV by the respondents, Fuel efficiency is Rank V by the respondents, Price is Rank VI by the respondents, After – sales service is Rank VII by the respondent

**SUGGESTION**

Based on the research findings, it is advised that SUV manufacturers and dealers in Coimbatore focus on enhancing design appearance and incorporating high-tech elements, as these matter the most to customers. Increasing the affordability of maintenance, delivering better after-sales service, and promoting green models like hybrids or electric SUVs can further grow satisfaction and trust by a significant margin. It should emphasize family usability, reputation, and fuel efficiency among middle-income, self-employed buyers aged 36–45 who constitute most SUV buyers. Emphasis on dealer experiences and reasonable pricing and warranties will also have a positive influence on purchases.

**CONCLUSION**

The research identifies that SUV purchases by consumers in Coimbatore are influenced by interactions of demographic, economic, social, and psychological factors. The most important determinants are design, brand name, safety features, and cutting-edge technology, the topmost concerns of all majority purchasers being comfort and appropriateness for family use. The popularity trend of brands such as Tata Motors and increasing demand for eco-friendly and technologically advanced cars indicate changing consumer aspirations. Apart from this, maintenance cost, dealership experience, and after-sales service also have a significant impact on overall satisfaction. Therefore, it is necessary to understand these varied preferences so that manufacturers and marketers can properly address the requirements of this new and competitive SUV market.

**REFERENCE**

1. Vishal S. Rana & Murlidhar A. Lokhande (2013). Performance Evaluation of Maruti Suzuki India Limited: An Overview. International Journal of Business and Management Invention.
2. Clement, J. (2010). Consumer Buying Decision Process for Durable Goods. Journal of Marketing Research.
3. Debasish Rout & Somabhusana Janakiballav Mishra (2022). SUV Market Trends in India. Indian Journal of Marketing.
4. Nirupama Prakash & Rashmi Kapoor (2014). Alternative Fuels for Transportation: A Global Perspective. Clean Energy Review.
5. K. Vidyavathi (2012). Consumer Behavior towards Small Cars in India. International Journal of Marketing Studies.