CUSTOMER SATISFACTION IN AUTOMOBILE INDUSTRY – AN INDIAN ONLINE BUYERS’ PERSPECTIVE OF CAR MANUFACTURERS’ WEBSITES

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ABSTRACT

Online bookings and online purchase are the current wave in Indian car industry. Internet is gradually hitting the core of every industry including the car industry. It creates a greater awareness of the vehicle and influences the buyer to purchase. Internet is believed to have a greater impact on the sales process and will definitely give higher level of sales satisfaction. This paper analyses consumer attitudes towards Internet-based car manufacturers’ websites. Our aim was to obtain a theoretically and empirically grounded initial reference position, against which later research can examine and interpret the role played by changes in the variables representing consumer preferences and shifts in these preferences, and thus helps the car manufacturers learn in depth the ways to enhance customer satisfaction. Regression analysis shows that the two independent variables significantly affect the satisfaction of Indian car buyers on the Internet. Moreover, through appropriate interpretation of parametric change in the regression analysis, we can explore the consequences of possible (future) changes in Manufacturer’s website over Internet, especially with respect to maximising the quality and easy navigation of website in order to retain a loyal customer. Generalising, we suggest that Internet based car manufacturers can effectively maximise level of satisfaction of the existing and prospective customers by adopting the suggested model.

KEY WORDS: Car manufacturers’ web site, Ease of navigation, Online customer satisfaction, Quality of content.

INTRODUCTION

Traditionally, purchasing a car was considered tedious with numerous visits to car showrooms, comparison of features through brochures, taking opinions from friends, word-of-mouth from peers and finally experiencing the car through a test drive. The information technology revolution has empowered consumers to access information relevant to car purchase easily. There is a wide gamut of information available on the automobile industry online, ranging from car model specifications to pricing, finance options, pre-owned cars et al.
The steady increase of online forums/communities and the constructive opinion they generate is very encouraging. There is a strong belief today this would be a potent tool in the hands of consumers that will strongly influence their buying behaviour in the future. This will also help in increasing competition amongst OEMs, service vendors, partners and associations to acquire and retain a customer. This study provides an excellent insight for auto marketers and will assist them to analyze and understand the current online initiatives vis-à-vis future online marketing strategies. It provides directions for auto marketers to influence the new ‘Digitally Connected Auto Consumers’ and help them decide which car to buy before they enter a dealer’s showroom. This study is incisive, inclusive and opens a window to the mind of today’s digitally connected and empowered consumer and outlines future trends. This study aims to provide a theoretically and empirically grounded initial reference position, against which later research can explore and interpret the effects of changes in variables representing consumer preferences towards websites and shifts in these preferences on the success or failure of online B2C e-commerce of Car manufacturing co’s. over the Internet.

REVIEW OF LITERATURE

The online search behaviour of consumers mirrors the offline world. In a recent survey on online consumers, query volumes on Google search see a 38% increase over first half of the year as Indian consumers tend to make auto purchases during the festive season (2009 to 2010). Indians are also more research oriented when it comes to auto related purchases, with 65% Indians using the Internet as the first place to do their research before deciding on the vehicle of their choice. This is ahead of consumers in mature markets like US and Europe where only 62% of users use Internet as their first stop. In cars, entry and mid segment cars in the price range of (2 lakhs upto 6 lakhs), the highest selling car category by volumes in India, was also the most-searched category registering over 50% year on year growth in query volumes. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. Customer satisfaction, a term frequently used in marketing,(American Marketing Association) is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." Farris(2010).

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. A business ideally is continually seeking feedback to improve customer satisfaction. "Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty."Farris(2010). "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principal use is twofold:” "Within organizations, the collection, analysis and dissemination of these data send a message about the importance of tending to customers and ensuring that they have a positive experience with the company’s goods and services." Secondly, "Although sales or market share can indicate how well a firm is performing currently, satisfaction is perhaps the
best indicator of how likely it is that the firm’s customers will make further purchases in the future.

Work done by Parasuraman et.al., between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman, Zeithaml and Berry as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation.

FIGURE 1: INFORMATION SEEKING PREFERENCE OF CAR BUYERS

(Source : Webchutney online research)

From the above diagram it is evident that from a compilation of consumer search behaviour in the auto category (Cars & Bikes) in the last two years (‘09 & ‘10), by the “Google India Auto Report”, it underlines how nearly three fourth of Indian consumers are increasingly relying on the Internet to make auto purchase decisions.

SALES EXPERIENCE OF INDIAN CAR BUYERS

Sales experience of Indian car buyers is clearly reflected in the India Sales Satisfaction Index Study held by J.D. Power Asia, an international association that conducts research and surveys to help car manufacturers improve their sale and service. The survey is based on the car owners’ satisfaction with respect to the sales and delivery process. According to the study, there are seven factors that contribute to the satisfaction level at the time of purchase. These factors include delivery process, delivery timing, salesperson, sales initiation, dealer facility, paperwork and deal. The 2008 study also finds that the number of online vehicle purchase has increased from
nearly 10% in 2004 to 20% in 2008. First time buyers are comparatively more in numbers than the repeated vehicle buyers.

Google India has conducted a market study on online behavior of car buyers and has interesting data to share

- Every third car buyer in the country’s top cities start their search on the web
- 4 out of every 10 new car buyers and three in every 10 used car buyers use the internet to do their initial research before making the purchase.
- New car buyers take an average of 9.8 days from researching to making the final purchase,
- Used car buyers make up their mind faster, in 7.7 days on an average.

The study, as per Economic Times, covered more than 1,000 people in the 18-55 age bracket with annual household income in excess of Rs 6 lakh in eight top cities in the country.

**FIGURE 2 : AGE PROFILE OF ONLINE USERS BY TYPE OF INTERACTION WITH THE INTERNET**

Source : Google online research
The above data indicates that three fourth of the audience that searches online for cars is in the 25-39 (36%+38%=74%) years age bracket, which has the highest leverage in terms of disposable income.

Google India released a report on the auto sector in India, providing deep insights into consumer search trends in the sector. A compilation of consumer search behavior in the auto category (Cars & Bikes) in the last two years (‘09 & ‘10), the “Google India Auto Report”, underlines how Indian consumers are increasingly relying on the Internet to make auto purchase decisions.

Google India's Vice President and MD, Rajan Anandan, states: “The report shows how crucial the Internet has become in influencing purchase decisions of the consumers. In the last two years, we’ve seen great traction amongst the players in the auto vertical as they continue to embrace digital advertising to engage car & bikes shoppers online. We have seen over 150% growth in revenues from the auto sector in 2010 and we expect the share of auto advertising spends on digital to grow significantly in the next few years”

The boom in the auto Industry in India was reflected in the search behavior of Indian users on Google. According to the report, the auto vertical witnessed tremendous growth in online searches registering 110% and 84% growth in 2009 and 2010 respectively on Google Search. The trend continues to show fast paced growth this year with the auto category showing a growth of 72% in the first six months of 2011 over same period last year. The auto vertical is now also the fastest-growing vertical compared to other key verticals like consumer electronics, finance and travel.

In terms of type of queries, vehicle-shopping queries accounted for over 49% of all cars related queries. Interestingly, in spite of the choices available in fuel efficient small cars category, Diesel cars queries saw a huge jump in query volumes registering 114% growth in 2010. Rising petrol prices weighed on car buyers' minds as diesel car queries saw a jump of 52% in the period of April 2011 to May 2011 when petrol prices increased by 5 Rs/litre.
FIGURE 3: THE EXPECTED USAGE OF INFORMATION SOURCES BY THE ONLINE CONSUMERS IN INDIA

(Source: Capgemini online research)

From the above table, it is evident that the search data clearly indicates that the online customers who search for car related information i.e., nearly 70 percent of the online consumers heavily rely on the Original Car manufacturers’ websites. Nearly 50 percent of online users rely on dealers and franchisees of Manufacturers and from other information sources on website.

NEED/IMPORTANCE OF THE STUDY

It is a well acknowledged fact that the Indian automobile industry has been a trend-setter for the Indian economy. It is one of the few industries that emerged successfully from the recent economic slowdown. The industry continues to witness rising competition with influx of investments and entry of a number of foreign players. The consumer today is spoilt for choice, more informed, confident and largely influenced by the internet. Automotive players are taking
note of this change and experimenting with online marketing with effective use of the digital medium. Many simple steps taken by the car dealers help in improving the level of satisfaction of online consumers. If the website is updated and if it matches the ever changing needs and preference of online customers and is in well maintained condition, it will boost buyer’s satisfaction. A user friendly, efficient and knowledge based website also helps to gain buyer’s confidence. This further aids to create a strong and optimistic perception for both the dealer and the manufacturer.

STATEMENT OF THE PROBLEM

In the present internet age due to fast changing dynamics of the online world the opportunities are myriad and consumer preferences undergo a dramatic change. To increase the fiercely fought market share, automobile companies are increasing their online ad-spends and range of digital executions, particularly in the social media space. The time, the age and the domain we exist in, is not just dynamic but evolving at lightning speed. As India is a part of this global phenomenon, the present study is an incisive effort towards revealing the online behaviour of today’s auto consumers. It is interesting to note how remarkably their decision to purchase a high involvement product like a car, is driven by their attitude and perception of the online medium.

OBJECTIVES

The present study aims at revealing the online behaviour of today's auto consumers and attempts to investigate what prominent factors maximise the online customer satisfaction.

PROPOSED MODEL TO ASSESS ONLINE CUSTOMER SATISFACTION & FORMULATION OF HYPOTHESIS

Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Farris et.al., (2010) in their study define Customer satisfaction as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate. The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Work done by Parasuraman et.al.,(1991) between 1985 and 1988 provides the basis for the measurement of customer satisfaction with a service by using the gap between the customer's expectation of performance and their perceived experience of performance. This provides the measurer with a satisfaction "gap" which is objective and quantitative in nature. Work done by Cronin and Taylor propose the "confirmation/disconfirmation" theory of combining the "gap" described by Parasuraman et.al., as two different measures (perception and expectation of performance) into a single measurement of performance according to expectation.
The usual measures of customer satisfaction involve a survey, Kessler (2003), with a set of statements using a Likert Technique or scale. The customer is asked to evaluate each statement and in term of their perception and expectation of performance of the organization being measured. Their satisfaction is generally measured on a five-point scale.

**FIGURE 4 : FIVE POINT LIKERT SCALE**

![Five Point Likert Scale](image)

**CHALLENGES FOR CAR MANUFACTURERS AND REDEFINING THE ONLINE CUSTOMER BEHAVIOUR :**

In the light of aforementioned insights into a typical online consumer behavioural studies on satisfaction the following research questions arise -

- How do satisfaction scores vary across different types of online customers?
- Are the car manufacturers’ website correctly defined in the light of the online customer satisfaction findings?
- How could a change in design or features of website be effective and does the change add to higher levels of satisfaction by online consumers?

Therefore, we propose that – “There is a significant relationship between the stated independent variables and dependent variable” (Hypothesis).
METHODOLOGY

The study is exploratory in nature and based on primary and secondary information. Secondary information is collected from the different journals, internet and periodicals, car manufacturers’ websites. Primary information is gathered using online survey methods. To elicit the responses, a detailed questionnaire has been designed and surveyed online. Information is obtained from the online visitors of websites of Car manufacturers. A preliminary questionnaire is developed using 5 point Likert scales. The independent and dependent variables are identified and there is one question for each of the variables. The questionnaire is pre-tested several times to arrive at appropriate wording, format, length and sequencing of the questions. Pre-test feedback is used to refine the questionnaire until it is ready for data collection. After fixing the questions for the independent and dependent variables based on the type of questions different values are assigned to the Likert scale.

For a positive statement highest number (5) is assigned for ‘very satisfied’, ‘highest frequency’ and lowest number (1) for ‘very dissatisfied’ ‘lowest frequency’ responses. 50 online customers were elicited the questionnaire and 38 respondents have given their opinions which accounts to 76% response rate. The respondents are selected using simple random sampling technique. For analyzing the survey data we have used the multiple regression to get the output through SPSS 13 package. The present study focuses on the online behaviour of Indian Car buyers. The
survey was conducted online and the results of empirical findings of several statistical tests and major findings of the survey are as follows:

RELIABILITY OF MEASUREMENT MODEL

Analysis of the measurement model starts with the assessment of the significance level of the indicators, followed by verification of the scale validation. According to Nunnally (1978), Cronbach’s $\alpha$-value must be higher than 0.7. Hence the nine factors for testing online customer satisfaction have a high reliability score i.e., Cronbach’s alpha of 0.993 as could be seen from table 1:

<table>
<thead>
<tr>
<th>Cronbach's Alpha</th>
<th>Cronbach's Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>.993</td>
<td>.994</td>
<td>9</td>
</tr>
</tbody>
</table>

Source: SPSS 13 output

FACTORS CONSIDERED FOR OVERALL CUSTOMER SATISFACTION OF AN INDIAN ONLINE CUSTOMER WHILE VISITING THE WEB SITE OF TYPICAL CAR MANUFACTURER

<table>
<thead>
<tr>
<th>Factors</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website knowledge</td>
<td>3.6579</td>
<td>1.45707</td>
<td>38</td>
</tr>
<tr>
<td>Reason for visit</td>
<td>3.1842</td>
<td>1.24890</td>
<td>38</td>
</tr>
<tr>
<td>Frequency of visit</td>
<td>3.7105</td>
<td>1.29255</td>
<td>38</td>
</tr>
<tr>
<td>Website finding</td>
<td>3.9737</td>
<td>1.12675</td>
<td>38</td>
</tr>
<tr>
<td>Ease of navigation</td>
<td>3.5526</td>
<td>1.46486</td>
<td>38</td>
</tr>
<tr>
<td>Accuracy of information</td>
<td>3.5526</td>
<td>1.40842</td>
<td>38</td>
</tr>
<tr>
<td>Quality of content</td>
<td>3.2105</td>
<td>1.43617</td>
<td>38</td>
</tr>
<tr>
<td>Specificity of content</td>
<td>3.1842</td>
<td>1.48607</td>
<td>38</td>
</tr>
<tr>
<td>layout/design</td>
<td>3.4474</td>
<td>1.32945</td>
<td>38</td>
</tr>
</tbody>
</table>

Source: SPSS 13 output
REGRESSION MODEL FOR TESTING THE HYPOTHESIS

The present study investigates the relationship between customer satisfaction and other variables like website knowledge, reason for visit etc., For this research two sets of variables are selected.

- The dependent variable here is the customer satisfaction i.e., the perception of the customer toward company’s website.
- The independent variables are Website knowledge, Reason for visit, Frequency of visit, Website finding, Ease of navigation, Accuracy of information, Quality of content, Specificity of content and layout/design.
- The error term is denoted by ‘e’

THE BASIC MODEL BEING TESTED IN THE STUDY THEREFORE IS:

\[ Y = a + b_1 \cdot X_1 + b_2 \cdot X_2 + b_3 \cdot X_3 + b_4 \cdot X_4 + b_5 \cdot X_5 + b_6 \cdot X_6 + b_7 \cdot X_7 + b_8 \cdot X_8 + b_9 \cdot X_9 + e \]  

\text{(equation 1)}

DEPENDENT VARIABLE

Customer satisfaction = Y

INDEPENDENT VARIABLES

- Website knowledge = X1, Reason for visit = X2, Frequency of visit = X3, Website finding = X4, Ease of navigation = X5, Accuracy of information = X6, Quality of content = X7, Specificity of content = X8, Layout/design = X9

ANALYSIS

In the regression analysis, the following model summary (TABLE 3) describes the strength of association between independent variables and dependent variable. Hypothesis is tested by the ANOVA table where level of significance is considered at 0.05. Finally, we have got the value of coefficient of independent variables individually with level of significance.

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.988(a)</td>
<td>.976</td>
<td>.969</td>
<td>.27110</td>
</tr>
</tbody>
</table>

Source: SPSS 13 output
Predictors: (Constant), layout/design, website finding, reason for visit, quality of content, frequency of visit, ease of navigation, accuracy of information, specificity of content, website knowledge

FINDINGS

As the $R^2$ value is 0.976 which is closer to 1, it indicates there is strong relationship among the dependent variables (layout/design, website finding, reason for visit, quality of content, frequency of visit, ease of navigation, accuracy of information, specificity of content, website knowledge) considered in this model. Here the value of adjusted $R^2$ (0.969) is closer to the $R^2$ value and both are closer to 1. This suggests that adding each of the additional 9 independent variables after the 1st independent variable, makes a significant contribution in explaining the variation in the dependent variable - online customer satisfaction of the website of the car manufacturing companies.

HYPOTHESIS OF THE MODEL

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>84.495</td>
<td>9</td>
<td>9.388</td>
<td>127.736</td>
<td>.000(a)</td>
</tr>
<tr>
<td>Residual</td>
<td>2.058</td>
<td>28</td>
<td>.073</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>86.553</td>
<td>37</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: SPSS 13 output

FINDINGS

From the above table it is found that the significance level of the F value (0.000001) is below $\alpha = 0.05$. At 9 & 28 degrees of freedom the calculated value of F is also greater than the table value. These indicate that the independent variables have significant relationship with the dependent variables. So our hypothesis is accepted. This indicates that the independent variables (Constant), layout/design, website finding, reason for visit, quality of content, frequency of visit, ease of navigation, accuracy of information, specificity of content, website knowledge have significant relationship with the dependent variable customer satisfaction. This indicates the customer is satisfied with the website of the car manufacturing companies.
ANALYSIS OF COEFFICIENTS

Analysis of coefficients indicate which independent variables have the most significant relationship with the dependent variable. In this analysis with \((n-1) = (38-1) = 37\) degrees of freedom and \(\alpha = 0.05\), critical value of \(t = 1.379\) as per table 5:

TABLE 5: ONE-SAMPLE TEST

<table>
<thead>
<tr>
<th>Test Value</th>
<th>df</th>
<th>Sig. (2-tailed)</th>
<th>Mean Difference</th>
<th>Lower</th>
<th>Upper</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web site satisfaction</td>
<td>1.379</td>
<td>37</td>
<td>.176</td>
<td>.34211</td>
<td>-.1606</td>
</tr>
</tbody>
</table>

Source: SPSS 13 output

TABLE 6: ANALYSIS OF COEFFICIENTS

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
</tr>
<tr>
<td>1</td>
<td>(Constant)</td>
<td>-.187</td>
</tr>
<tr>
<td></td>
<td>webstek knowledge</td>
<td>-.229</td>
</tr>
<tr>
<td></td>
<td>reason for visit</td>
<td>-.225</td>
</tr>
<tr>
<td></td>
<td>frequency of visit</td>
<td>.201</td>
</tr>
<tr>
<td></td>
<td>webstsfnd</td>
<td>-.075</td>
</tr>
<tr>
<td></td>
<td>ease of navigation</td>
<td>.360</td>
</tr>
<tr>
<td></td>
<td>accuracy of info</td>
<td>.244</td>
</tr>
<tr>
<td></td>
<td>quality of content</td>
<td>.482</td>
</tr>
<tr>
<td></td>
<td>specificity of content</td>
<td>.131</td>
</tr>
<tr>
<td></td>
<td>layout/design</td>
<td>.154</td>
</tr>
</tbody>
</table>

\(a.\) Dependent Variable: webstesatisfaction

Source: SPSS 13 output
FINDINGS

From the table 6 we can see that only the significance level of Quality of Content (0.010) is below α value, and ease of navigation (0.052), which is very near to alpha value of (α = 0.05). It indicates that independent variable (quality of content) has very significant and another independent variable (ease of navigation) has nearly significant relationship with the dependent variable website satisfaction of online consumers.

On the contrary, other variables have significance level value more than 0.05, which indicates that other variables: (.287) Website knowledge, (.094) Reason for visit, (.204) Frequency of visit, (.682) Website finding, (.218) Accuracy of information, (.460) Specificity of content and (.334) layout/design, do not have any significant relationship with the dependent variable – Website satisfaction.

RESULTS & DISCUSSION

Therefore, we present the modified regression equation to measure the Website satisfaction of online consumers of car manufacturing firms as –

Website satisfaction (Ŷ) = -.187 + 0.482* Quality of content (X1) + 0.360* Ease of navigation (X2) ……………….. (equation 2)

This means online consumers consider the most significant factors for website satisfaction of the Car manufacturing Cos’. website on the basis of:

- Quality of Content* and Ease of Navigation*

- On the other hand online consumers do not consider the factors for website satisfaction like- Website knowledge, Reason for visit, Frequency of visit, Website finding, Accuracy of information, Specificity of content and layout/design.

RECOMMENDATIONS/SUGGESTIONS

The findings of the study clearly indicate that online consumer behaviour is evolving and that automotive companies need to anticipate this evolution in order to be part of, or even influence the changes in the buying behaviour. Companies need to take a fresh look at their approach towards designing of websites. As they consider the potential market for online sales, they need to use cutting edge technology to maintain the Quality of the content of their websites and make the websites user-friendly for ease of navigation which could be possibly lead to increased customer satisfaction and enhanced long-term relations.

CONCLUSIONS

Effective Website management online and B2C web strategies will be vitally important, as the online landscape evolves rapidly with the emergence of powerful consumer-to-consumer tools like blogs, discussion forums, social networking sites and virtual worlds. Automotive companies
will need to stay focussed on evolving consumer attitudes online. As with the web, the issues are dynamic and it is still too early to determine their ultimate impact on the automotive industry. Manufacturer/dealer collaboration in the form of effective retail integration and integrated lead management will become more important than ever to satisfy increasingly sophisticated and demanding consumers and to retain their online loyalty. Companies will need to establish and maintain a true two-way dialogue with individual consumers through personalised communication to enhance online customer satisfaction.

SCOPE FOR FURTHER RESEARCH

This study provides an excellent insight into the website of auto marketers and will assist them to analyze and understand the current online initiatives vis-à-vis future online marketing strategies to enhance online customer satisfaction. It provides directions for auto marketers to influence the new ‘breed of online Consumers’ and help them decide with online content as to which car to buy before they enter a dealer’s showroom. However, the present study includes a small group of online customers who were targeted and the respondents are selected using simple random sampling technique. Future research could be made by selecting a larger sample group covering wider geographical area and different groups of consumers based on age and income in order to broaden the scope and knowledge of the study on online consumer behaviour.

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