

CUSTOMER SATISFACTION TOWARDS LUXURY CARS WITH REFERENCE TO ERNAKULAM DISTRICT

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Abstract

The luxury car market has experienced substantial growth globally, driven by consumer demand for high-quality, premium vehicles that offer superior performance, advanced features, and a sense of exclusivity. In India, cities like Ernakulam, which is a key urban center in Kerala, have seen an increasing presence of luxury car brands catering to a growing affluent population. This rise in the number of luxury car buyers reflects changing attitudes towards status, lifestyle, and quality among consumers. Luxury car buyers not only seek a vehicle that offers superior performance and aesthetics but also expect exceptional customer service and an overall satisfying ownership experience.

Keywords :Luxury cars, Customer satisfaction, Brand

Introduction

Customer satisfaction, which refers to the degree to which a product or service meets or exceeds a customer's expectations, is a crucial metric for businesses in any industry. In the luxury automobile sector, customer satisfaction plays an even more vital role, as these consumers often invest substantial amounts of money into their purchase. Understanding the factors that contribute to customer satisfaction in the luxury car market in Ernakulam will provide valuable insights for car manufacturers, dealerships, and service providers aiming to enhance their offerings and improve customer retention.

This study aims to examine the various factors influencing customer satisfaction towards luxury cars in Ernakulam, evaluating the performance, quality, and post-purchase services that contribute to an overall positive ownership experience.

Statement of the Problem

Despite the growing demand for luxury cars in Ernakulam, there is limited research that delves into the specific factors affecting customer satisfaction within this market. While luxury car brands offer a range of high-end features, it is not only the vehicle's performance or aesthetics that determine customer satisfaction but also factors such as after-sales service, brand reputation, and the overall buying experience.

The problem this study aims to address is to identify the critical drivers of customer satisfaction in the luxury car market in Ernakulam. By understanding what contributes to or detracts from satisfaction levels, the study seeks to offer actionable insights to luxury car manufacturers and dealerships to improve customer experiences, ensure better service quality, and strengthen brand loyalty in this competitive market.

Objective

1. To study the level of satisfaction towards luxury cars.
2. To examine the satisfaction towards each factor of luxury cars

Research Methodology

A sample of 200 respondents from Ernakulam District, Kerala was used for study. The method of sampling used for the study is stratified random sampling. Top five Luxury cars based on the market share and sales turnover were selected for the study. It includes Mercedes-Benz, Range Rover, BMW, Audi, Volvo. In Ernakulam district, there are 7 taluks. Each taluk is considered as different strata. Data was collected from these 7 taluks of Ernakulam district for which Proportionate sampling method was used. Tools used for analysis are weighted average method and Anova.

Data Analysis

LEVEL OF SATISFACTION TOWARDS LUXURY CARS

Particulars	Highly dissatisfied	Dissatisfied	Unsure	Satisfied	Highly satisfied
Driving comfort	21	11	36	62	70
Maintenance cost	39	41	28	36	56
Fuel consumption	34	39	65	28	34
Performance of the car	6	14	31	58	91
Latest Technology	19	34	33	53	61
Size & Aesthetic	22	28	37	61	52
Physical appearance	18	24	36	65	57
Resale value	22	26	32	55	65
price	25	40	34	49	52

Regarding driving comfort, 62 were satisfied, 70 were highly satisfied. In Maintenance cost 36 were satisfied, 56 were highly satisfied. For Fuel consumption, 28 were satisfied, 34 were highly satisfied. In Performance of the car, 58 were satisfied, 91 were highly satisfied. In Advanced Technology, 53 were satisfied, 61 were highly satisfied. In Size & Aesthetic, 61 were satisfied, 52 were highly satisfied. In physical appearance 57 were highly satisfied and 65 were satisfied. In Resale value, 65 were highly satisfied and 55 were satisfied. In price 52 were highly satisfied and 49 were satisfied.

One way ANOVA between Age and level of satisfaction on Driving comfort of luxury cars

H_0 :There is no significant difference between age and level of satisfaction on Driving comfort of luxury cars.

H_1 :There is significant difference between age and level of satisfaction on Driving comfort of luxury cars.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	15.305	2	7.653	14.939	.000
Within Groups	100.915	197	.512		
Total	116.220	199			

The F value is .189. The Significance value is .828

H_0 is accepted since, the significance value of 0.828 is greater than 0.05, it implies that age doesn't influence satisfaction level on maintenance cost of luxury cars. So there is no significant difference between age and satisfaction level on maintenance cost of luxury cars.

One way ANOVA between Age and satisfaction level on fuel consumption of luxury cars.

H_0 :There is no significant difference between age and level of satisfaction on fuel consumption of luxury cars.

H_1 :There is significant difference between age and level of satisfaction on fuel consumption of luxury cars.

The F value is 14.939. The Significance value is .000

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	15.305	2	7.653	14.939	.000
Within Groups	100.915	197	.512		
Total	116.220	199			

H_0 is rejected since, the significance value of 0.000 is less than 0.05, it implies that age influence the satisfaction level on fuel consumption. So there is significant difference between age and satisfaction level on fuel consumption.

One way ANOVA between Age and satisfaction level of satisfaction on performance of luxury cars

H_0 :There is no significant difference between age and level of satisfaction on performance of luxury cars.

H_1 :There is significant difference between age and level of satisfaction on performance of luxury cars.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	15.305	2	7.653	14.939	.000
Within Groups	100.915	197	.512		
Total	116.220	199			

The F value is 14.939. The Significance value is .000.

H_0 is rejected since, the significance value of 0.000 is less than 0.05, it implies that age influence satisfaction level on performance of car. So there is significant difference between age and satisfaction level on performance of car of luxury cars.

One way ANOVA between Age and satisfaction level on advanced technology of luxury cars.

H_0 :There is no significant difference between age and level of satisfaction on advanced technology of luxury cars.

H_1 :There is significant difference between age and level of satisfaction on advanced technology of luxury cars.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.238	2	3.119	5.656	.004
Within Groups	108.642	197	.551		
Total	114.880	199			

The F value is 5.656. The Significance value is .004

H_0 is rejected since, the significance value of 0.004 is less than 0.05, it implies that age influence the satisfaction level on advanced technology. So there is significant difference between age and satisfaction level on advanced technology.

One way ANOVA between Age and satisfaction level on size and aesthetic of luxury cars.

H_0 :There is no significant difference between age and level of satisfaction on size and aesthetic of luxury cars.

H_1 :There is significant difference between age and level of satisfaction on size and aesthetic of luxury car

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.085	2	3.043	5.442	.005
Within Groups	110.135	197	.559		
Total	116.220	199			

The F value is 5.442. The Significance value is .005

H_0 is rejected since ,the significance value of 0.005 is less than 0.05,it implies that age influence the satisfaction level on size and aesthetic of luxury cars.So there is significant difference between age and the satisfaction level on size and aesthetic of luxury cars.

One wayANOVA between Age and satisfaction level on physical appearance of luxury cars .

H_0 :There is no significant difference between age and level of satisfaction on physical appearance of luxury cars.

H_1 :There is significant difference between age and level of satisfaction on physical appearance of luxury cars.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.318	2	1.159	4.806	.009
Within Groups	47.502	197	.241		
Total	49.820	199			

The F value is 4.806.The Significance value is .009

H_0 is rejected since ,the significance value of 0.009 is greater than 0.05,it implies that age influence the satisfaction level on physical appearance of luxury cars.

So there is significant difference between age and satisfaction level on physical appearance of luxury cars.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.085	2	3.043	5.442	.005
Within Groups	110.135	197	.559		
Total	116.220	199			

One way ANOVA between Age and satisfaction level on resale value of luxury cars.

H_0 :There is no significant difference between age and level of satisfaction on resale value of luxury cars.

H_1 :There is significant difference between age and level of satisfaction on resale value of luxury cars.

The F value is 5.442.The Significance value is .005

H_0 is rejected since,the significance value of 0.005 is less than 0.05,it implies that age influence the satisfaction level on resale value of luxury cars.So there is significant difference between age and satisfaction level on resale value of luxury cars.

One way ANOVA between Age and satisfaction level on price of luxury cars

H_0 :There is no significant difference between age and level of satisfaction on price of luxury cars.

H_1 :There is significant difference between age and level of satisfaction on price of luxury cars.

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	6.805	2	3.043	5.442	.005
Within Groups	110.135	197	.559		
Total	116.220	199			

The F value is 5.442.The Significance value is .005

H_0 is rejected since,the significance value of 0.005 is less than 0.05, it implies that age influence the satisfaction level on price of luxury cars.So there is significant difference between age and satisfaction level on price of luxury cars.

Findings

1.Regarding driving comfort,62 were satisfied, 70 were highly satisfied with the luxury cars.In Maintenance cost 36 were satisfied,56 were highly satisfied. For Fuel consumption, 28 were satisfied,34 were highly satisfied.In Performance of the car,58 were satisfied,91 were highly satisfied.In Advanced Technology,53 were satisfied,61 were highly satisfied.In Size&Aesthetic,61 were satisfied,52 were highly satisfied.In physical appearance 57 were highly satisfied and 65 were satisfied.In Resale value,65 were highly satisfied and 55 were satisfied.In price 52 were highly satisfied and 49 were satisfied with the luxury cars.

2.There is significant difference between age and level of satisfaction on Driving comfort of luxury cars.

3.There is no significant difference between age and level of satisfaction on maintenance cost of luxury cars.

4.There is significant difference between age and level of satisfaction on fuel consumption of luxury cars.

5.There is significant difference between age and level of satisfaction on performance of luxury cars.

6.There is significant difference between age and level of satisfaction on advanced technology of luxury cars.

- 7. There is significant difference between age and level of satisfaction on size and aesthetic of luxury cars.
- 8. There is significant difference between age and level of satisfaction on physical appearance of luxury cars.
- 9. There is significant difference between age and level of satisfaction on resale value of luxury cars.
- 10. There is significant difference between age and level of satisfaction on price of luxury cars.

Conclusion

The study on customer satisfaction towards luxury cars in the Ernakulam district highlights the growing preference for premium vehicles driven by rising income levels, changing lifestyles, and aspirations for superior quality and status. Key factors influencing customer satisfaction include performance, after-sales service, advanced technology, brand reputation, and overall value for money.

The findings indicate that while customers are generally satisfied with the performance and features of luxury cars, there is room for improvement in areas such as after-sales service and affordability of maintenance. Consumers in Ernakulam value personalized experiences and innovative features, underscoring the need for manufacturers and dealers to focus on these aspects to enhance satisfaction further.

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