

**THE EFFECT OF SERVICE QUALITY AND CUSTOMER VALUE ON CUSTOMER SATISFACTION ON AUTOMOBILE INDUSTRY: A CASE OF VOLKSWAGEN WITH SPECIAL REFERENCE TO COIMBATORE CITY.**

**PROJECT REPORT  
(Lab on Project)**

Submitted in partial fulfillment of the requirements for the award of the degree of  
**BACHELOR OF BUSINESS ADMINISTRATION WITH COMPUTER APPLICATIONS**

At the Bharathiar University



**S. ARUN KUMAR**  
(Reg. No.: 201BM005)

**S.DEEPAKKUMAR**  
(Reg. No.:201BM014)

**J. HARIHARAN.**  
(Reg. No.: 201BM020)

**S. KARTHIK**  
(Reg.No.:201BM029)

**M. MINITHRA**  
(Reg. No.: 201BM038)

Under the Guidance of

**V.SARANYA M.Sc., M.Phil.,**

**DEPARTMENT OF MANAGEMENT STUDIES**



**Dr. N.G.P. ARTS AND SCIENCE COLLEGE**

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore) Approved by  
Government of Tamil Nadu & Accredited by NAAC with A<sup>++</sup> Grade (3<sup>rd</sup> Cycle -3.64 CGPA)

Dr. N.G.P.-Kalapatti Road, Coimbatore-641 048, Tamil Nadu, India. Website: [www.drngpasc.ac.in](http://www.drngpasc.ac.in) |  
Email: [info@drngpasc.ac.in](mailto:info@drngpasc.ac.in). | Phone: +91-422-2369100

**NOVEMBER – 2022**

## **DECLARATION**

**Mr.S.ARUNKUMAR (Reg. No.: 201BM005), Mr.S.DEEPAKKUMAR (Reg. No.: 201BM014), Mr.J.HARIHARAN (Reg. No.: 201BM020), Mr.S.KARTHIK (Reg. No.: 201BM029), Ms.M.MINITHRA(Reg. No.: 201BM038)** hereby declare that the project report entitled **“THE EFFECT OF SERVICE QUALITY AND CUSTOMER VALUE ON CUSTOMER SATISFACTION ON AUTOMOBILE INDUSTRY: A CASE OF VOLKSWAGEN WITH SPECIAL REFERENCE TO COIMBATORE CITY.”** submitted in partial fulfillment of the requirement for the award of the degree of **Bachelor of Business Administration with Computer Applications at the Bharathiar University** is a record of original project work done during the period of study supervision and under the guidance of **V.SARANYA M.Sc., M.Phil., Department of Management Studies, Dr.N.G.P. Arts and Science College, Coimbatore - 48**, and it has not formed on the basis of award of any Degree/ Diploma/ Associateship/ Fellowship or other similar title to any candidate of any university.

## **CONTENTS**

<b>CHAPTERS</b>	<b>TITLE</b>	<b>PAGE NO</b>
<b>I</b>	<b>INTRODUCTION</b>	
	<b>1.1. INTRODUCTION OF THE STUDY</b>	
	<b>1.2. STATEMENT OF THE PROBLEM</b>	
	<b>1.3. SCOPE OF THE STUDY</b>	
	<b>1.4. OBJECTIVES OF THE STUDY</b>	
	<b>1.5. RESEARCH METHODOLOGY</b>	
	<b>1.6. TOOLS AND TECHNIQUES</b>	
	<b>1.7. LIMITATION OF THE STUDY</b>	
<b>II</b>	<b>REVIEW OF LITERATURE</b>	
<b>III</b>	<b>ANALYSIS AND INTERPRETATION</b>	
<b>IV</b>	<b>FINDINGS AND SUGGESTION</b>	
<b>V</b>	<b>CONCLUSION</b>	

	<b>BIBLIOGRAPHY</b>
	<b>ANNEXURE</b>

# **CHAPTER- I**

## **INTRODUCTION AND DESIGN OF THE STUDY**

### **1.1 INTRODUCTION:**

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It 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. The Marketing Accountability Standards Board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in Marketing Metrics as part of its ongoing Common Language in Marketing Project. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. A business ideally is continually seeking feedback to improve customer satisfaction. "Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. "Customer satisfaction data are among the most frequently collected indicators of market perceptions. Their principle 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."

"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. Much research has focused on the relationship between customer satisfaction and retention. Studies indicate that the ramifications of satisfaction are most strongly realized at the extremes." On a five-point scale, "individuals who rate their satisfaction level as '5' are likely to become return customers and might even evangelize for the firm. (A second important metric related to satisfaction is willingness to recommend. This metric is defined as "The percentage of surveyed customers who indicate that they would recommend a brand to friends." When a customer is satisfied with a product, he or she might recommend it to friends, relatives and colleagues. This can be a powerful marketing advantage.) "Individuals who rate their satisfaction level as '1,' by contrast, are unlikely to return. Further, they can hurt the firm by making negative comments about it to prospective customers. Willingness to recommend is a key metric relating to customer satisfaction."

## **1.2 STATEMENT OF THE PROBLEM:**

This paper makes a study on the customer satisfaction of Volkswagen car. The entry of new multinational car companies had made fall in the demand for Volkswagen. The paper confined to determine the liking and disliking features of Volkswagen by its customer.

### **1.3 SCOPE OF THE STUDY:**

- The research measures the experience of the customer.
- Defines and analysis the experience based on key deliverable.
- Gains insight in customer expectation.



#### **1.4 OBJECTIVES OF THE STUDY:**

- To identify the opinion of the customer satisfaction on Volkswagen.
- To know the factors affecting the buying decision of the customers with the regard to the Volkswagen.
- To analyze the market potentiality for the Volkswagen cars.

## **1.5 RESEARCH METHODOLOGY:**

The preparation of the report included extensive study of the organization and market research, which was the primary source of the report. I have collected information from customer by preparing questionnaires

Primary data: The primary data was obtained through specially designed questionnaire schedule that will be logically framed and basically aimed at achieving the objectives of the study.

Secondary data: The secondary data are data which have already been collected by someone. Its main source is journals, newspapers, magazines and internet etc.

Sampling method: The selection criteria were based upon the data availability, convenience and the level of participation. Hence, the convenience sampling method is adopted.

## **1.6 THE TOOL FOR ANALYSIS:**

The study has various satisfied tools for the analysis of data. They are percentage analysis and cross tabulation.

- Simple percentage analysis

## **1.7 LIMITATIONS OF THE STUDY:**

- The study is based upon primary data, so wrong information given by the respondents may mislead the findings.
- The sample size is restricted to 120 respondents

## **CHAPTER- II**

### **REVIEW OF LITERATURE**

**Ruan and xiaowen** (2016) “With the fast economic development, china has been the largest automobiles market in the world since 2009.china has been the most important market for global automobiles enterprises in the past years. Germany Volkswagen brand has been enjoying the top popularity in Chinese market and china has been the largest market for Volkswagen automobiles. This study indicated that Chinese customer had very positive comments on Germany country of origin image due to the friendly relationship between china and Germany; due to the popularity of automobiles manufacture and automobiles engineering; due o fame of Germany which mainly behaved as a developed country and had rich experiences and innovations in automobile manufacture and development.

**Angie zhou** (2016) “the Volkswagen scandal is a notorious example of how corporations can shape the ethical and political issue of the environment. The Volkswagen group that is headquartered in Wolfsburg, Germany owns Bentley, Bugatti, Lamborghini, Audi and Skoda. The company is also facing lawsuits and criminal charges and the future of company looks grim. The analysis attempts to examine the problems of social concern presented by the behavior of Volkswagen in the international economy and provide some recommendation to increase the system of accountability within the global auto industry.

**Christopher soh xuan yi** (2016) Volkswagen group is a German multinational automotive manufacturing company headquartered in Wolfsburg, the purpose of this plan focuses towards generating greater brand awareness, gaining a larger market presence to achieve higher sales-revenue. Through market research and

data from interim and investor reports, it aims to retain and increase customer, generate sales and profit margins.

Customer Satisfaction is a feeling of pleasure or disappointment of someone who appears after comparing the performance (results) of the product thought against the expected performance results (Kotler 2006:177, 2019). The dimension or indicator of Customer Satisfaction is if the performance is below the expectations of eating dissatisfied customers, if the performance meets expectations then the customer is satisfied, if the performance exceeds expectations then the customer is very satisfied or happy (Kotler 2006:177, 2019) .

Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself that provides a level of consumer pleasure with regard to meeting consumer consumption needs (Sugeng, 2016). Dimensions or indicators of Customer Satisfaction can be created through quality, service, and value. The key to generating customer loyalty is to provide high customer value. (Sugeng, 2016) Customer Satisfaction is the customer's response to the evaluation of perception of differences in initial expectations prior to purchase (or other performance standards) and the actual performance of the product as perceived after wearing or consuming the product in question. (Tjiptono, 2012)

Satisfied customers determine long-term success of business, and the link between customer satisfaction and customer behavior has been well documented in marketing literature. High consumer satisfaction leads to greater customer loyalty. Increased customer satisfaction leads to decreased customer complaints and increased customer loyalty (Fornell & wernerfelt 1988). Satisfaction is caused when results meet the level of expectations or it is higher while dissatisfaction

exists when output of the services is lower than consumer expectations. Simply stated, customer satisfaction can also be defined as satisfaction based on an outcome or a process. To sum up, customer satisfaction is imperative to all commercial businesses because of its impact on repeat purchases and recommendations through word of-mouth. Satisfaction is not a universal phenomenon, and not everyone reaches the same level of satisfaction out of use of same goods or service. Customers have various needs, objectives and experiences that influence their expectations. It is significant to understand customer needs and objectives that correspond to different kinds of satisfaction. This requires segmenting the service, because no service can offer everyone the same degree of proper satisfaction.

Analysis and Interpretation refers to a systematic and critical examination of the financial statements. It not only establishes cause and effect relationship among the various items of the financial statements but also presents the financial data in a proper manner. The main purpose of Analysis and Interpretation is to present the financial data in such a manner that is easily understandable and self-explanatory. This not only helps the accounting users to assess the financial performance of the business over a period of time but also enables them in decision making and policy and financial designing process. Analysis and interpretation is essential for usefulness and utility of resources finding Analysis of data and interpretation in a general way involves a number of closely related operations, which are performed with a purpose of summarizing the collected data, organizing these in such a manner that they answer the research questions.

Researcher can better be appreciated only through the interpretations where these findings are, which can make others to understand the real significance of his/her research finding.

### **SIMPLE PERCENTAGE ANALYSIS:**

This analysis is carried out for the most of the question givens in questionnaires. This analysis described the classification of the respondents failing each category. The percentage analysis is used mainly for the standardization and comparisons are in support with the analysis.

### **FORMULA:**

$$\text{Percentage} = \frac{\text{Number. Of respondents}}{\text{Total number of respondents}} \times 100$$



## **CHAPTER- III**

### **ANALYSIS AND INTERPRETATION**

#### **1. TABLE SHOWING GENDER OF THE RESPONDENTS**

SNO	GENDER	NO. OF RESPONDENTS	PERCENTAGE
1	MALE	36	60
2	FEMALE	24	40
3	TOTAL	60	100

*(Source: primary data)*

#### **INTERPRETATION:**

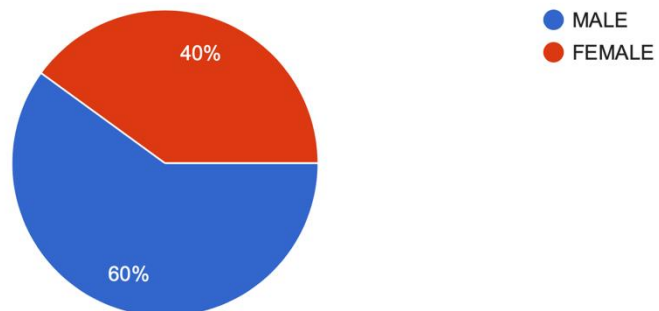
The above table shows out of total 60 respondents, 60% of the respondents are male and 40% of the respondents are female.

**INFERENCE:** Majority, 60% of the respondents are male.

CHART: 1

THE FOLLOWING CHART SHOWING THE GENDER OF THE RESPONDENTS OF THE ABOVE TABLE:

GENDER  
60 responses



## 2. TABLE SHOWING THE AGE OF RESPONDENTS:

S.NO	AGE	NO. OF RESPONDENTS	PERCENTAGE
1	Below 20 years	27	45%
2.	20-35 years	28	46.7%
3.	35-45 years	2	3.3%
4.	Above 45 years	3	5%
5.	Total	60	100%

*(Source: primary data)*

### INTERPRETATION:

From the above table it is observed that 45% of the respondents are below 20 years, 46.7% of the respondents are between 20-35 years, 3.3% of the respondents are between 35-45 years and 5% of the respondents are above 45 years of age.

### INFERENCE:

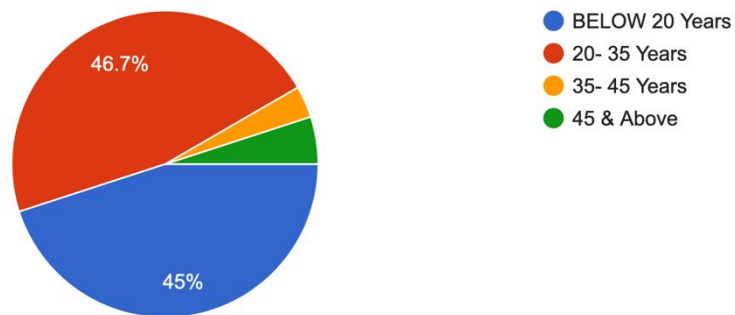
The majority of the respondents are between the age group of 20- 35 years (46.7%).

## CHART: 2

THE FOLLOWING CHART SHOWING THE AGE OF RESPONDENTS:

AGE

60 responses



**3. TABLE SHOWING THE EDUCATIONAL QUALIFICATION OF THE RESPONDENTS:**

<b>SNO</b>	<b>QUALIFICATION OF THE RESPONDENTS</b>	<b>NO.OF THE RESPONDENTS</b>	<b>PERCENTAGE</b>
1	Schooling	6	10%
2	Diploma	-	-
3	UG Degree	46	76.7%
4	PG Degree	8	13.3%
5	Total	60	100%

*(Source: primary source)*

**INTERPRETATION:**

From the above table it is observed that 10% of the respondents are doing their school level, 76.7% of the respondents are doing their PG degree and 13.3% of the respondents are doing their PG degree.

**INFERENCE:**

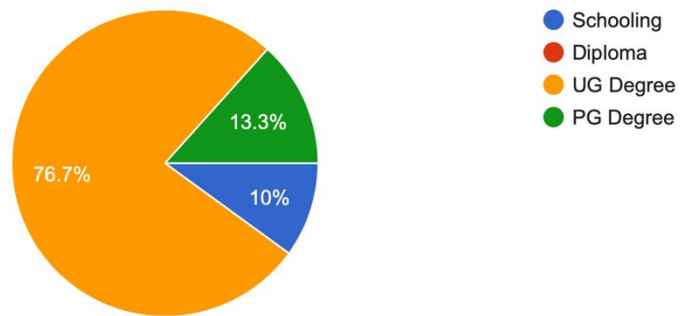
Majority of the respondents are graduates (76.7%)

### CHART 3

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE ABOVE TABLE:

#### EDUCATIONAL QUALIFICATION

60 responses



#### **4. TABLE SHOWING THE OCCUPATION OF THE RESPONDENTS:**

SNO	OCCUPATION OF THE RESPONDENTS	NO. OF RESPONDENTS	PERCENTAGE
1	Students	46	78.3%
2	Employees	6	10%
3	Business/ Profession	5	8.3%
4	Retired/ Housewife	2	3.3%
5	TOTAL	60	100%

#### **INTERPRETATION:**

From the above table it is observed that 78.3% of the respondents are students, 10% of the respondents are employees, 8.3% of the respondents are professionals and 3.3% of the respondents are retired people and housewives.

#### **INFERENCE:**

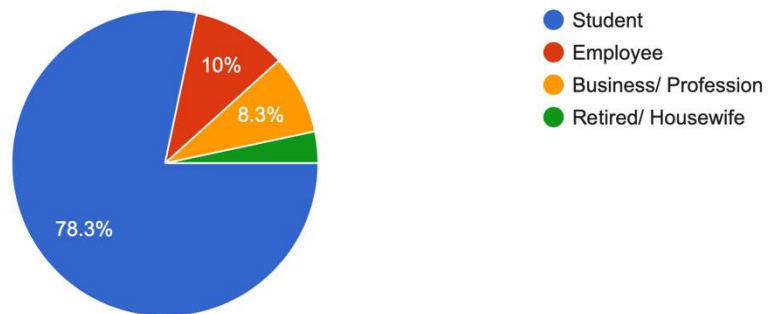
The majority of the respondents are students (78.3%).

## CHART 4

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE ABOVE TABLE:

### OCCUPATION

60 responses





## **5. DO YOU OWN A VOLKSWAGEN CAR?**

**THE TABLE SHOWING THE RESPONDENTS OF THE ABOVE STATEMENT:**

SNO	YES/ NO	NO.OF RESPONDENTS	PERCENTAGE
1	YES	44	73.3%
2	NO	16	26.7%
3	TOTAL	60	100%

*(Source: primary source)*

### **INTERPRETATION:**

From the above table it is observed that 73.3% of the respondents do own a Volkswagen and 26.7% of the respondents do not own any Volkswagen.

### **INFERENCE:**

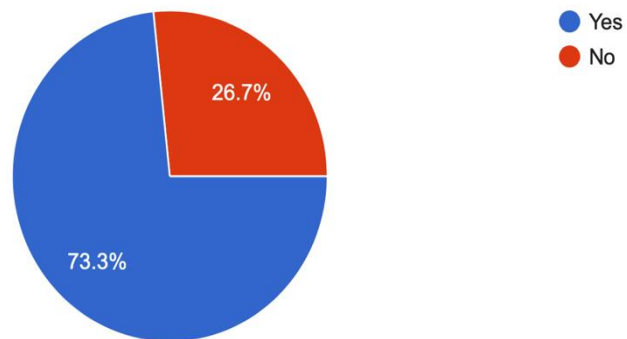
The majority of the respondents do own a Volkswagen car (73.3%)

## CHART 5

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE TABLE

DO YOU OWN VOLKSWAGEN CAR?

60 responses



## **6. WHAT KIND OF MODEL DO YOU OWN?**

**THE TABLE SHOWING THE RESPONDENTS OF THE ABOVE STATEMENT:**

SNO	VW MODELS	NO.OF RESPONDENTS	PERCENTAGE
1	VW TIAGUN	14	23.3%
2	VW TIGAUN	9	9%
3	VW VIRTUS	19	31.7%
4	OTHER	18	36%
5	TOTAL	60	100%

*(Source: primary data)*

### **INTERPRETATION:**

From the above table it is observed that 23.3% of the respondents own Volkswagen Tiagun, 9% of the respondents own Volkswagen Tigaun, and 31.7% of the respondents own Volkswagen Virtus and the 36% of the respondents own other types of VW model.

### **INFERENCE:**

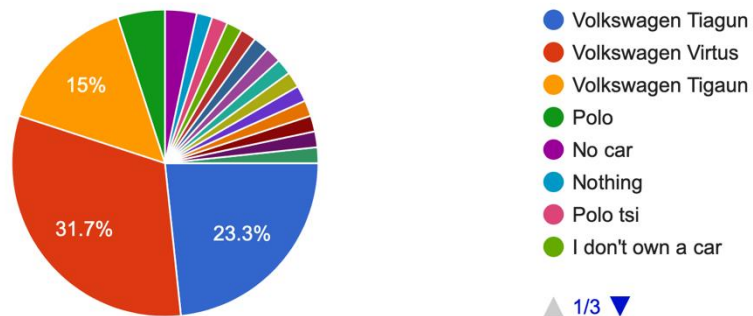
The majority of the respondents own other types of model(36%).

## CHART 6

THE FOLLOWING CHART SHOWS THE RESPONSE OF THE ABOVE TABLE:

WHAT KIND OF MODEL DO YOU OWN?

60 responses



## 7. HOW WOULD YOU RATE THE VW CAR?

**THE TABLE SHOWING THE RESPONDENTS OF THE ABOVE STATEMENT:**

SNO	BASIS	NO.OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	27	55%
2	GOOD	33	45%
3	FAIR	-	
4	POOR	-	
5	TOTAL	60	100%

*(Source: primary data)*

### **INTERPRETATION:**

From the above table it is observed that 55% of the respondents have given excellent and 45% of the respondents have given good based on their experience.

### **INFERENCE:**

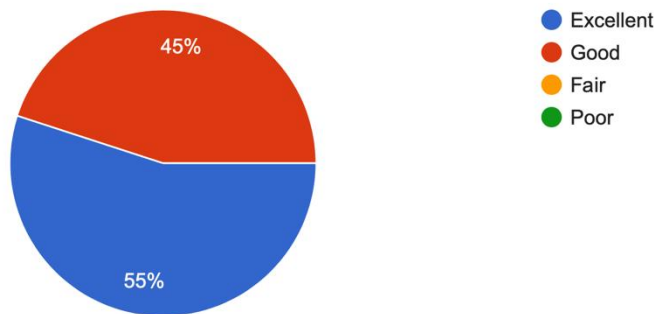
The majority of the respondents have given excellent (55%).

## CHART 7

THE FOLLOWING CHART SHOWS THE RESPONSE OF THE ABOVE TABLE:

HOW WOULD YOU RATE THE VW VEHICLE?

60 responses



**8. HOW WOULD YOU RATE YOUR SERVICE EXPERIENCE AT VW SHOWROOM?**

**THE TABLE SHOWING THE RESPONDENTS OF THE ABOVE STATEMENT:**

SNO	BASIS	NO.OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	26	43.3%
2	GOOD	30	50%
3	FAIR	4	6.7%
4	POOR	-	-
5	TOTAL	60	100%

*(Source: primary data)*

**INTERPRETATION:**

From the above table it is observed that 43.3% of the respondents have given excellent, 50% of the respondents have given well and 6.7% of the respondents have given fair based on their experience.

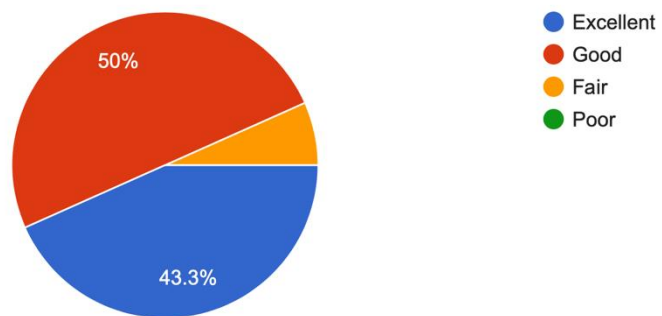
**INFERENCE:**

The majority of the respondents have given well (50%).

## CHART 8

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE ABOVE TABLE:

HOW WOULD YOU RATE YOUR SERVICE EXPERIENCE AT VW SHOWROOM  
60 responses





**9. ARE YOU SATISFIED WITH THE OVERALL BUYING EXPERIENC?**

**THE FOLLOWING TABLE SHOWS THE RESPONDENTS OF THE ABOVE STATEMENT:**

1	YES/ NO	NO.OF RESPONDENTS	PERCENTAGE
2	YES	56	93.3%
3	NO	4	6.7%
4	TOTAL	60	100%

*(Source: primary data)*

**INTERPRETATION:**

From the above table it is observed that 93.3% of the respondents have given yes and 6.7% of the respondents have given no.

**INFERENCE:**

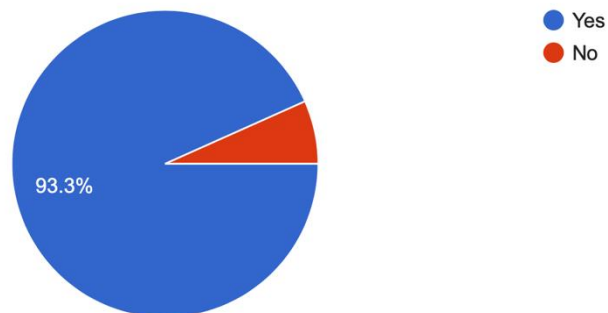
The majority of the respondents have given yes (93.3%).

## CHART 9

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE ABOVE TABLE:

ARE YOU SATISFIED WITH THE OVERALL BUYING EXPERIENC?

60 responses



**10. WHAT DO YOU THINK OF THE PERFORMANCE OF VW IN IT'S QUALITY ACCORDING TO YOUR EXPERIENCE?**

**THE FOLLOWING TABLE SHOWS THE RESPONDENTS OF THE ABOVE STATEMENT:**

SNO	BASIS	NO.OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	34	56.7%
2	GOOD	24	40%
3	FAIR	2	3.3%
4	POOR	-	-
5	TOTAL	60	100%

*(Source: primary data)*

**INTERPRETATION:**

From the above table it is observed that 56.7% of the respondents have given excellent, 40% of the respondents have given well and 3.3% of the respondents have given fair based on their experience.

**INFERENCE:**

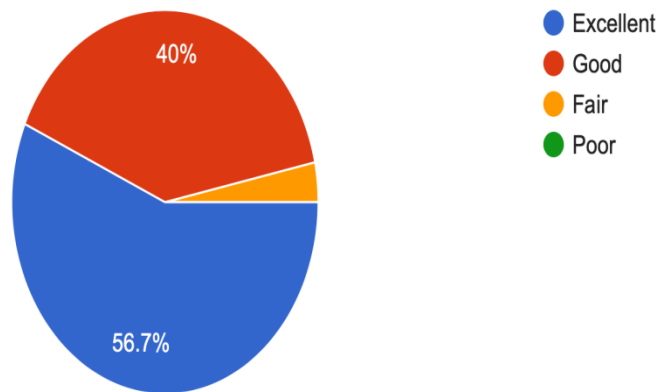
The majority of the respondents have given excellent (56.7%)

## CHART 10

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE ABOVE TABLE:

WHAT DO YOU THINK OF THE PERFORMANCE OF VW IN IT'S QUALITY ACCORDING TO YOUR EXPERIENCE?

60 responses



## 11. WHAT DO YOU THINK OF THE BRAND POSITION OF VW AUTO?

THE FOLLOWING TABLE SHOWS THE RESPONDENTS OF THE ABOVE STATEMENT:

SNO	BASIS	NO.OF RESPONDENTS	PERCENTAGE
1	IT IS GOOD	40	66.7%
2	BRAND POSITION IS TOO HIGH	19	31.7%
3	BRAND POSITION IS TOO LOW	1	1.7%
4	TOTAL	60	100%

*(Source: primary data)*

### INTERPRETATION:

From the above table it is observed that 66.7%% of the respondents have given good, 31.7% of the respondents have given topo high and 1.7% of the respondents have given too low.

### INFERENCE:

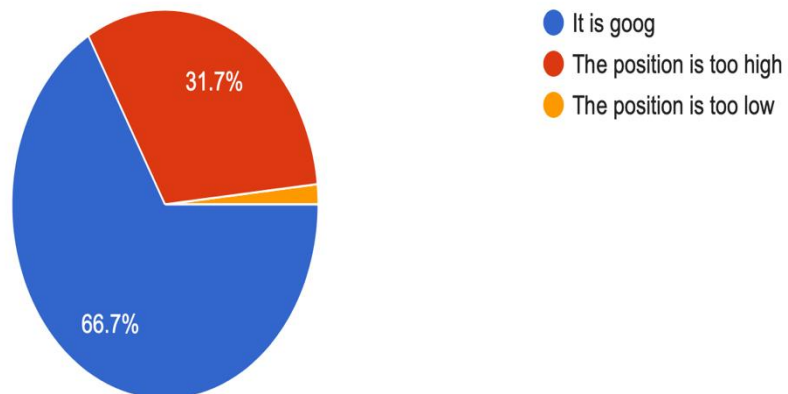
The majority of the respondents have given well (66.7%).

## CHART 11

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE ABOVE  
TABLE:

WHAT DO YOU THINK OF THE BRAND POSITION OF VW AUTO?

60 responses



**12. DO YOU FEEL SATISFIED WITH THE PRICE OF VW PRODUCTS?**

**THE FOLLOWING TABLE SHOWS THE RESPONDENTS OF THE ABOVE STATEMENT:**

SNO	YES/ NO	NO.OF RESPONDENTS	PERCENTAG E
1	YES	50	83.3%
2	NO	10	16.7%
3	TOTAL	60	100%

*(Source: primary data)*

**INTERPRETATION:**

From the above table it is observed that 83.3% of the respondents have given yes and 16.7% of the respondents have given no.

**INFERENCE:**

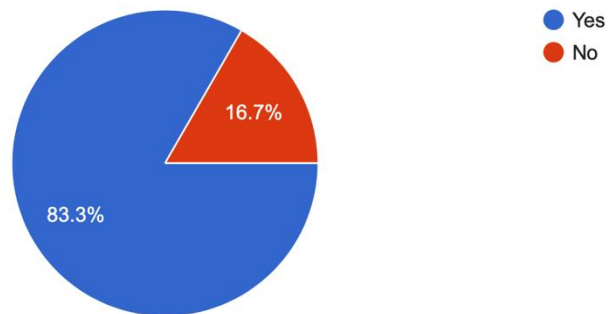
Majority of respondents have given yes (83.3%)

## CHART 12

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE ABOVE  
TABLE:

DO YOU FEEL SATISFIED WITH THE PRICE OF VW PRODUCTS?

60 responses





**13. WHAT DO YOU THINK OF THE ADVERTISING PROMOTION AND SALES PROMOTION OF VW PRODUCTS?**

**THE FOLLOWING TABLE SHOWS THE RESPONDENTS OF THE ABOVE STATEMENT:**

SNO	BASIS	NO.OF RESPONDENTS	PERCENTAGE
1	EXCELLENT	23	38.3%
2	GOOD	27	45%
3	FAIR	10	16.7%
4	POOR	-	-

*(Source: primary data)*

**INTERPRETATION:**

From the above table it is observed that 38.3% of the respondents have given excellent, 45% of the respondents have given well and 16.7% of the respondents have given fair based on their experience.

**INFERENCE:**

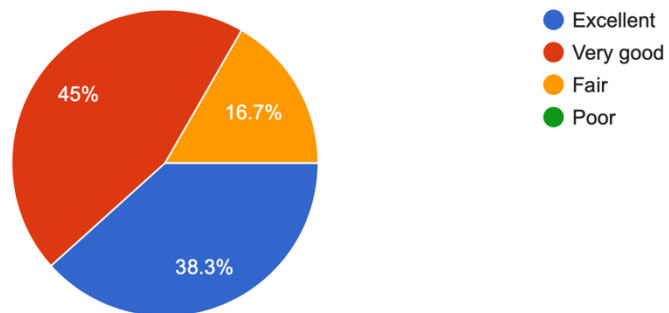
The majority of the respondents have given well (45%).

### CHART 13

THE FOLLOWING CHART SHOWING THE RESPONSE OF THE ABOVE TABLE:

WHAT DO YOU THINK OF THE ADVERTISING PROMOTION AND SALES PROMOTION OF VW PRODUCTS?

60 responses



## **CHAPTER- IV**

### **FINDINGS**

Majority, 60% of the respondents are male.

Majority of the respondents are between the age group of 20- 35 years (46.7%).

Majority of the respondents are graduates (76.7%).

Majority of the respondents are students (78.3%).

Majority of the respondents do own a Volkswagen car (73.3%).

Majority of the respondents own other types of model (36%).

Majority of the respondents have given excellent (55%).

Majority of the respondents have given well (50%).

Majority of the respondents have given yes (93.3%).

Majority of the respondents have given excellent (56.7%)

Majority of the respondents have given well (66.7%).

Majority of respondents have given yes (83.3%).

Majority of the respondents have given well (45%).

**SUGGESTIONS:**

More attractive advertisement has to provide through various advertisement.

Respondents are incurring high maintenance costs and it has to be considered by the manufacturer.

Respondents are also facing problems in mileage & performance, so this is another suggestion to the manufacturer is to an additional care.

Company should upgrade or invent a new technical feature in Volkswagen.

The company should keep in mind that the need of young generation.

## **CHAPTER- V**

### **CONCLUSION**

Today there are number of brands of products available in the market which differ in price , taste, and performance , quality etc., but customer prefers to purchase their brands due to various reasons. The attitude of customer's may change their preference of the choice of the product that may influence because of various factors like price, appearance, performance etc., so the manufacturers may give more attention to the customer preference which may host to the possession of company in the market. The present study reveals that majority of the respondents preferred to buy Volkswagen for its design and comfort, so the company holds maintain it and increase the more number of customers.

## **BIBLIOGRAPHY:**

## **ANNEXURE**

NAME: .....

GENDER:

- a) Male
- b) Female

AGE

- a) Below 20 years
- b) 20- 35 years
- c) 35-45 years
- d) 45 & above

EDUCATIONAL QUALIFICATION

- a) Schooling
- b) Diploma

c) UG Degree

d) PG Degree

#### OCCUPATION

a) Student

b) Employee

c) Business/ Profession

d) Retired/ Housewife

#### DO YOU OWN VOLKSWAGEN CAR?

a) Yes

b) No

#### WHAT KIND OF MODEL DO YOU OWN?

a) Volkswagen Tiagun

b) Volkswagen Virtus

c) Volkswagen Tigaun

d) Others



WHAT KIND OF MODEL DO YOU PREFER THE MOST?

- a) Volkswagen Tiagun
- b) Volkswagen Virtus
- c) Volkswagen Tigaun
- d) Others

HOW WOULD YOU RATE THE VW VEHICLE?

- a) Excellent
- b) Good
- c) Fair
- d) Poor

WOULD YOU RECOMMEND THE VW VEHICLE TO YOUR FRIENDS,  
FAMILY OR NEIGHBORS?

- a) Yes
- b) No

HOW MANY VW VEHICLES DO YOU OWN?

.....

HOW WOULD YOU RATE YOUR SERVICE EXPERIENCE AT VW  
SHOWROOM

a) Excellent

b) Good

c) Fair

d) Poor

HOW LONG HAVE YOU BEEN USING THE VW VEHICLE?

.....

ARE YOU SATISFIED WITH THE OVERALL BUYING EXPERIENCE?

a) Yes

b) No

WHAT WERE THE FACTORS INFLUENCING YOU ON PURCHASING VW  
VEHICLE?

a) Well-known brand name

b) Luxurious

c) High quality

d) Good price

WHAT DO YOU THINK OF THE PERFORMANCE OF VW IN IT'S QUALITY ACCORDING TO YOUR EXPERIENCE?

a) Excellent

b) Good

c) Fair

d) Poor

WHAT DO YOU THINK OF THE BRAND POSITION OF VW AUTO?

a) It is good

b) The brand position is too high

c) The brand position is too low

DO YOU FEEL SATISFIED WITH THE PRICE OF VW PRODUCTS?

a) Yes

b) No