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A STUDY TO IDENTIFY THE EXPECTATION AND PERCEPTION BETWEEN FORD AND NISSAN, PASSENGER CAR BUYERS IN THANJAVUR DISTRICT

Dr.K.V.R.RAJANDRAN || Associate Professor

Department of management studies

Periyar Maniammai University

Thanjavur.

This paper is a study on the comparative analysis between Ford and Nissan Passenger car at Thanjavur. The reason to do this study is to understand which car brands the

which car brands the people of Thanjavur prefer based on various features and factors provided two leading automobile companies Ford & Nissan. The Comparative Study between Ford, Nissan passenger car. The Project report entitled "Comparative Study between Ford & Nissan passenger car with special Reference to Lakshmi Ford in Thanjavur District". The study starts with an introduction of the Comparative Study, Review of literature; objectives are set out for the study. Research methodology, data analysis and interpretation finding and suggestions on the study follow. The response given by 76 customers were analyzed and interpreted using Percentage Analysis.

Comparative study, Comparative study between cars, Automobile

مقدمة

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps that are generally adopted by a research in studying research problem along with the logic behind them.

3.1 Objectives of the study:

To find the most Preferred model between Ford & Nissan in Thanjavur

To identify the expectation and perception of Car buyer towards these automobile brand.

To study the buyer satisfaction level towards automobile brand

To find the reasons why people prefer one particular car brand`

To find the reasons where Ford can improve to make its sales even better.

3.2 Statement of the problem: 3.3 Scope of the study: 3.4 Research Design Descriptive research design:

Descriptive research studies are those studies concerned with describing the characteristic of a particular group. Such studies are concerned with specific predictions, with narration of facts and characteristics concerning group or situation.

3.4.1 Sampling Techniques.

Sampling is the selection of some part of an aggregate to totality on the basis of which a judgment about the aggregate or totality is made. Convenient sampling was used in this project.

3.4.2 Population:

The method of sampling used was convenient sampling.

76 Sample size:

3.4.3 Method of data collection:

The primary data collection method was used in the project. First time collected data are referred to as primary data. In this research the primary data was collected by means of a structured questionnaire.

The questionnaire consisted of a number of questions in printed form.

3.4.4 Tools for analysis:

The following tools have been applied in the present study.

Comparative Study is the Automobile Industry is used for analyzing of data collection is customers. A Comparative study on distributed in sales and services in passenger car. The two car comparative quality, and collars design, and etc, This paper concentrates on the Comparative study between Ford and Nissan passenger car in Thanjavur, Tamilnadu, India.

Organizations to increase the number of their customers, their loyalty, revenue, profit and Market share and subsequently increased survival, attempt to assess customer satisfaction in their business. Customer satisfaction for organizations that wish to create a comparative study in Advantage in the today's extremely competitive world. Therefore, many researches and funding have been to identify the proper evaluation of customer satisfaction. It can be said that the origin of all the goals, programs and organizational practices in modern marketing concept is referred to market in general and customer in particular. Customer Comparative study can be defined in various situations that are associated with goods and services. Customer satisfaction is feeling or attitude toward a product sales & service after its use. Customer satisfaction is the result of between marketing activities that acts as a Communication bridge between different stages comparative study of customers.

This paper is organized gives the brief introduction of reversible logic gates used in proposed architecture that describes the design. The architectures against our proposed COMPARATIVE STUDY and shows the advantage of our proposed architecture between the passenger car.

REVIEW OF LITERATURE .2

Selvakumar S, SITE, VIT University, Vellore, 2013 did a study on This paper deals with comparative study on various vehicle detection and tracking approach in aerial videos with its experimental results and measures working condition, hit rate and false alarm rate.

Kimberly Aguirre, 2012, did a study on Lifecycle Analysis Comparison of a Battery Electric Vehicle and a Conventional Gasoline Vehicle. The main purpose of this study was to examine the environmental impact of each vehicle type, taking into account the lifecycle energy usage and both CO₂ equivalents and air pollution emitted.

RESEARCH METHODOLOGY .3

26%	19	petrol
61%	47	diesel
13%	10	gas
100%	76	total

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It clearly shows that 61% of respondents says Diesel, 26% of the respondents says Petrol, 13% of the respondents says under Gas.

able 5: Ford modelsT

entageercP	o. of respondentsN	ord modelsF
39%	30	Figgo
24%	18	Fiesta
22%	16	Eco Sports
15%	12	Endeavour
100%	76	otalT

NTIOARETERPIN

It clearly shows that 39% of respondents says Figgo , 24% of the respondents says Fiesta, 22% of the respondents says Eco sports, 15% of respondents says Endeavour.

able 6: Nissan car modelT

entageercP	o. of respondentsN	san car modelsiN
29%	22	Sunny
29%	22	Micro
24%	18	Terrene
18%	14	Evalla
100%	76	otalT

NTIOARETERPIN

It clearly shows that 29% of respondents says Micro, 29% of the respondents says sunny, 24% of the respondents says Terrene, 15% of respondents says Endeavour.

Table 7: Rating of mileage

entageercP	o. of respondentsN	ating of mileageR
55%	57	Ford
25%	19	Nissan
100%	76	otalT

NTIOARETERPIN

It clearly shows that 55% of respondents says Ford, 25% of respondents says Nissan.

able 8: Better loan facilityT

entageercP	o. of respondentsN	Better loan facility
60%	45	Ford
40%	31	Nissan
100%	76	otalT

NTIOARETERPIN

It clearly shows that 60% of respondents says Ford, 40% of respondents says Nissan.

Simple percentage tools have been used to analyze the data.

The data has been interpreted with the help of various diagrams like bar diagrams and pie chart.

3.4.5 Limitations of the study:

Due to scarcity of time, the study was limited to 76 respondents.

Many of the respondents were hesitant to give out information

Customers were pre occupied with various other works

4. DATA ANALYSIS & INTERPRETATION**Table 1: Type of car**

entageercP	o. of N respondents	ype of CarT
89%	67	Ford
11%	9	Nissan
100%	76	otalT

It clearly shows that 89% of the respondents **INTERPREATION:** says Ford, and 11% of the respondents says Nissan.

able 2: Rating ofFord, and 11% of the respondents says NissanT expectation

entageercP	o. of respondentsN	ating of expectationR
30%	23	good mileage
23%	18	Performance
30%	22	comfort
17%	13	maintenance
100%	76	otalT

NTIOARETERPIN

It clearly shows that 30% of respondents says Good mileage, 30% of the respondents says Comfort, 23% of the respondents says Performance, 17% of the respondents says Maintenance.

able 3: Type of capacityT

entageercP	o. of respondentsN	ype of capacityT
22%	17	Under 1000cc
35%	26	1200 cc
26%	20	2000cc
17%	13	above 2500cc
100%	76	otalT

NTIOARETERPIN

It clearly shows that 35% of respondents says 1200cc, 26% of the respondents says 2000cc, 22% of the respondents says under 1000cc, 17% of the respondents says above 2500cc.

able 4: Type of Engine useT

entageercP	o. of respondentsN	ype of engine useT
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Table 9: Feature preference

Percentage	No. of respondents	Feature preference
36%	27	Engine
28%	22	Interior & exterior design
27%	20	safety aspects
9%	7	Entertainment system
100%	76	Total

NTIOATRETERPIN

It clearly shows that 36% of respondents says Engine, 28% of respondents Interior & Exterior design, 27% of respondents says safety aspects, 9% of respondents says entertainment system.

Table 10: Nissan car Feature preference

Percentage	No. of respondents	Nissan car Feature preference
		Engine
26%	20	Interior & exterior design
39%	29	safety aspects
21%	16	Entertainment system
14%	11	
100%	76	Total

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It clearly shows that 39% of respondents says Interior & exterior design, 26% of respondents Engine, 21% of respondents says safety aspects, 9% of respondents says entertainment system.

استنتاج

According to my research Ford has cars which come in stylish models, a variety of colors and various innovative models. The service is also impeccable. The loan facilities provided are also good. Even though Nissan is a little superior in quality, people still prefer Ford for its various aspects mentioned above.

ref_str

- 1 <http://airccse.org/journal/ijci/papers/2413ijci02.pdf>
- 2 <http://www.environment.ucla.edu/media/files/BatteryElectricVehicleLCA2012-rh-ptd.pdf>



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