



A STUDY ON CUSTOMER'S REVIEW ON SEDAN CAR IN COIMBATORE

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ABSTRACT:

This study focuses on customer reviews of sedan cars in Coimbatore city, aiming to understand consumer preferences, satisfaction levels, and key decision-making factors. Feedback was gathered from a diverse group of sedan owners and potential buyers, highlighting aspects such as performance, comfort, fuel efficiency, design, and after-sales service. Most customers in Coimbatore prioritize mileage and affordability, with brands like Maruti Suzuki, Honda, and Hyundai being particularly popular. Additionally, the availability of service centers and resale value emerged as important considerations. Overall, the findings provide valuable insights into the local market trends and consumer expectations regarding sedan cars in Coimbatore.

1.1 Introduction of the study :

A Customer reviews play an essential role in helping potential buyers understand the real-world performance of sedan cars. While manufacturers highlight their vehicles' best attributes, real users provide insights into aspects such as driving dynamics, fuel economy, maintenance costs, and long-term reliability. By reading customer feedback, buyers can gain a well-rounded perspective on whether a sedan truly meets their expectations. Customer reviews provide real-world insights into how a sedan performs in different driving conditions. While official specifications and expert reviews give a technical perspective, firsthand experiences from actual users highlight aspects that may not be immediately apparent. These reviews cover various factors such as ride quality, handling, acceleration, and braking performance. They also reflect on the overall driving experience, whether on highways, city roads, or rough terrains, helping buyers understand the practical capabilities of a sedan.

1.2 STATEMENT OF THE PROBLEM

Customer reviews play a crucial role in shaping the perception and purchasing decisions of sedan buyers. However, the reliability and consistency of these reviews can be a



challenge due to varying user experiences, driving conditions, and personal expectations. While some customers praise certain sedan models for their fuel efficiency, performance .

1.3 OBJECTIVE OF THE STUDY

- To analyze the current market trends and consumer preferences that are affecting Sedan sales.
- To identify the key factors contributing to the decline of Sedan sales, including design, features, fuel efficiency, and competition from SUVs and crossovers.
- To investigate the impact of technological advancements on Sedan sales, including autonomous features, connectivity, and eco-friendly options.

1.4 RESEARCH METHODOLOGY

Research Methodology is a way to find out consumers satisfaction towards public distributive system. It is conducted if there's any problems faced by consumers based on this system. This methodology includes the following research details:

- Data Collection
- Area of study
- Research Design
- Sample size
- Sampling Techniques
- Period of study
- Statistical tools used in the study

1.4 SCOPE OF THE STUDY

Sedan cars continue to be a dominant segment in the global automotive market due to their practicality, efficiency, and versatility. They cater to a wide range of consumers, including families, professionals, and daily commuters, offering a balance of comfort, fuel economy, and performance. With advancements in technology, sedans now feature modern safety systems, infotainment options, and hybrid or electric powertrains, expanding their appeal to environmentally conscious buyers. The market for sedans spans various categories, from affordable compact models to high-end luxury vehicles, allowing customers to choose based on their needs and budget.

1.5 LIMITATIONS OF STUDY

- Limited Cargo Space Sedans have smaller trunks compared to SUVs and hatchbacks, making them less suitable for carrying large or bulky items.



- Lower Ground Clearance Due to their low ride height, sedans are not ideal for rough terrains, off-road driving, or areas with poor road conditions.
- Less Seating Capacity Most sedans can accommodate only five passengers, unlike SUVs or minivans that offer more seating for larger families or groups.

PROFILE OF THE STUDY

History of sedan cars

Horse-drawn Carriages: Before motor vehicles, the idea of enclosed passenger transport was embodied in horse-drawn carriages, such as the sedan chair A type of enclosed carriage that carried people while offering shelter from the weather. These early forms of enclosed transportation influenced the design of later automobile bodies.

- Origin: The word sedan comes from the sedan chair, a type of enclosed chair carried by servants, which was a popular mode of transportation in Europe during the 17th century. The modern sedan, however, began its journey with the development of the automobile. In the early 1900s, automakers started experimenting with various body styles for cars, including sedans.

- The Rise of Sedans: As automobile technology advanced, the sedan emerged as a distinct body style. The body was typically a four-door vehicle with a closed cabin, offering more comfort and protection compared to open-bodied cars like roadsters or touring cars. This made sedans increasingly popular among middle and upper-class families looking for a practical yet stylish mode of transport.

Main components

- Chassis and Body Chassis: The main structural framework that supports the entire car and its components. It provides rigidity and safety. Body: The outer shell of the car, which defines the sedan shape and style. Typically includes four doors, a separate trunk, and a three-box configuration (engine, passenger and trunk compartments). Crush Zones: Designed to absorb impact in the event of a collision for passenger safety.

- Suspension System Front and Rear Suspension: Absorbs shocks from uneven roads and provides a smooth ride. Common types include: MacPherson Strut Multi-Link Suspension Anti-Roll Bars: Reduces body roll during cornering.

Advantages of Sedan Cars

1. Comfort and Space: Sedans are designed with a focus on comfort, offering spacious interiors and comfortable seating for passengers. They typically have more legroom and headroom compared to smaller cars like hatchbacks.



2. **Better Ride Quality:** Sedans usually have a lower center of gravity, which enhances stability and provides a smooth, balanced ride, especially on highways.
3. **Large Trunk Space:** The separate trunk compartment provides ample storage space, making sedans ideal for long trips or carrying luggage without compromising passenger comfort.
4. **Fuel Efficiency:** Sedans are often more fuel-efficient compared to larger vehicles like SUVs, especially models with smaller engines or hybrid options.
5. **Safety Features:** Sedans often come equipped with advanced safety features and achieve high crash-test ratings, offering better protection for passengers.

Functions of sedan cars

1. **Passenger Transportation:** Sedans are primarily designed to provide comfortable transportation for 4-5 passengers, with spacious interiors and comfortable seating.
2. **Daily Commuting:** Ideal for everyday use, sedans are commonly used for commuting to work, school, or running errands due to their fuel efficiency and ease of handling.
3. **Long-Distance Travel:** Sedans are designed for comfort and stability on highways, making them perfect for road trips and long-distance journeys.
4. **Cargo Transport:** The separate trunk provides sufficient storage for groceries, luggage, sports equipment, or other personal items, keeping the cabin clutter free.
5. **Corporate and Business Use:** Sedans are often used as company cars or for business purposes due to their professional appearance, comfort, and reliability.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

A Percentage analysis is used to interpret the data by the researcher for the analysis and interpretation. Though the use of percentage the data is reduced in the standard form with the base equal to 100 which facilitates relating comparison. In the percentage analysis percentage is calculated by multiplying the number of respondents in to 100 and it is divided by the same size.

No .of respondents



FORMULA: Simple Percentage = $\frac{\text{Number of Respondent}}{\text{Sample size}} * 100$

TABLE SHOWING IMPORTANCE OF HAVING CARS OF THE RESPONDENTS

S.NO	IMPORTANCE OF HAVING CAR	NUMBER OF RESPONDENT	PERCENTAGE
1	IMPORTANT	63	63
2	NOT IMPORTANT	15	15
3	NEUTRAL	22	22
	TOTAL	100	100

SOURCE: Primary Data

INTERPRETATION:

The above exhibit indicates that 63% respondents are important, 15% of the respondents are not important, 22% of the respondents are neutral.

INFERENCE:

Majority 63% respondents are chosen important to have a car.



TABLE SHOWING THE FUEL PREFERENCE OF THE RESPONDENTS

S.NO	FUEL PREFERENCE	NUMBER OF RESPONDENT	PERCENTAGE
1	PETROL	50	50
2	DICSEL	42	42
3	CNG	8	8
	TOTAL	100	100

SOURCE: Primary Data

INTERPRETATION:

The above exhibit indicates that 50% respondents are petrol, 42% of the respondents are diesel, 8% of the respondents are cng.

INFERENCE:



Majority 50% of the respondents are preferred petrol.

CHI – SQUARE:

Chi-square test is the non-parametric test of signification differences between the observed distribution of data among the observed distribution of data among categories and the excepted distribution based on the null hypothesis. The test (pronounced as chi-square test) is one of the simplest and most widely used nonparametric test in statistical work. The symbol is the Greek letter Chi. The test was first used by Karl person in the 1900.

FORMULA:

$$\text{CHI- SQUARE VALUE } (\Sigma) = \frac{(O-E)^2}{E}$$
$$\text{EXPECTED VALUE} = \frac{\text{ROW TOTAL} * \text{COLUMN TOTAL}}{\text{GRAND TOTAL}}$$

$$\text{DEGREE OF FREEDOM} = (\text{ROW} - 1) * (\text{COLUMN} - 1)$$

FINDING, SUGGESTION, CONCLUSION

Findings:

Percentage Analysis:

- Majority 63% respondents are chosen important to have a car.
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Suggestions:

- Budget: Determine your budget for both upfront cost and long-term maintenance.
- Fuel Efficiency: Look for cars that offer good mileage to save on fuel costs.
- Performance: Consider the engine power, handling, and driving dynamics.
- Safety Features: Ensure the sedan has advanced safety features such as airbags, lane assist, and automatic emergency braking.

Conclusion:

Customer reviews of sedan cars provide a valuable insight into the pros and cons of different models, helping potential buyers make informed decisions. Generally, owners tend to praise sedans for their comfort, smooth driving experience, and efficiency. Many customers appreciate the spacious interiors and the quiet cabins, which make for enjoyable long-distance drives. Reviews often highlight the ease of use of infotainment systems and user-



friendly interfaces, making everyday driving more convenient and connected. Safety is another frequent point of praise in customer reviews, as sedans are equipped with various advanced safety features like lane keeping assist, automatic braking, and adaptive cruise control.