

## **CONSUMER SATISFACTION DISSATISFACTION AND POST-PURCHASE EVALUATION: AN EMPIRICAL STUDY ON SMALL SIZE PASSENGER CARS IN INDIA**

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### **ABSTRACT**

The primary purpose of this study is to explore the performance of different attributes in automobiles in giving satisfaction to the consumers by comparing the same performance with the performance of the product attributes when it was brand new and how these attributes performance satisfaction affecting consumers' future purchase decision. Consumer satisfaction is a central concept in modern marketing thought and practice. The marketing concept emphasizes delivering satisfaction to consumers and obtaining profits in return. As a result, overall quality of life is expected to be enhanced. Thus, consumer satisfaction is crucial to meeting various needs of consumers, business, and society. Data collected from the respondents in Dehradun city who are actually using the car. Consumers' satisfaction for these attributes (maintenance cost, fuel efficiency, comfortness, brake safety, vibration, pollution/emission, engine sound, ignition, battery performance, horn, wiper performance, pickup and light) are measured by using seven point interval scale. The product attributes used to measure satisfaction have shown a little variation in their performance when the consumers' compare the same performance with the car when it was brand new. Out of total thirteen attributes consumers are highly satisfied with the performance of attributes like ignition, vibration, wiper performance and pickup. It indicates that performance of these attributes has not been changed with time. It has been observed that product performance significantly influencing the consumers' future purchase decision. The product attributes such as pollution, ignition, battery performance and pickup are highly influencing the consumers' future purchase decision.

**Keywords:** Consumer, Customer, Dissatisfaction and Satisfaction

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