

**A COMPARATIVE STUDY ON CONSUMER SATISFACTION
BETWEEN HYBRID AND NON-HYBRID VEHICLE USERS IN
BATTICALOA DISTRICT**



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ABSTRACT

Due to the current rapid economic development the need of transport has arisen to a considerable limit in today's world. The increased of transport need has increased the demand for the automobiles as well. The increased of the environmental concerns trend among end consumers in automobile industry has increased the Eco-friendly motor vehicle consumption as well. The eco-friendly motor vehicle concept needed added explanation from the view point of end consumers due to the high empirical gap on that. The customer satisfaction is the marketing and sales related concept and it denotes to the amount to which customers are joyful by the products and services delivered by a corporate. Therefore the main objective of this study is to find out the level of customer satisfaction on hybrid and non-hybrid vehicle users. To achieve this objective a cross-sectional survey using structured questionnaire was used to collect data from 200 vehicle users through convenience sampling in the Batticaloa District. The variable and all the dimensions were tested through reliability test to ensure the reliability of the scale. In this survey three dimensions are addressed under the customer satisfaction as vehicle acquisition, customized motor solution and vehicle maintenance. Univariate analysis-made to find out empirical result. The empirical results obtained through this investigation provided several interesting points that necessitate further discussion. As per the results there is high level of customer satisfaction on hybrid and non-hybrid vehicle users and the hybrid users had the better satisfaction level than the Non-Hybrid vehicle users and there was a significant difference among that in Batticaloa District. Hence the customer satisfaction is the key factor for the automobile industry the findings of this study contributed to the industries to customized their products, derived marketing strategies and provided opportunity to the entrepreneurs in the area to undertake new business activities.

Keywords: customer satisfaction, hybrid vehicles, non-hybrid vehicles

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