

## A STUDY OF CUSTOMER SATISFACTIONS TOWARDS AUTOMOBILES WITH REFERENCE TO MAHINDRA

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### Abstract

*This research study is all about the feedback given by respondents on various products and services. During research there was some criteria of collecting the data from respondents such as I had to collect the data only from target respondents of target segments. I could not do survey out of sample size. To collect the data I had used questioner and observations methods.*

*This study has give me a lot of practical knowledge about market, customer's perception towards various products and services, and I have learnt a lot of things from respondents. During research I have found that there are many customers exist who are not much satisfied with some of the products and services of the companies.*

*Now companies are needed more attention on their advertisement and promotional activities. This study has introduce me to many products and brands which I had never familiar early. There were some restriction were allowed by company which I had to follow strictly such I could not force to respondent to give his/her opinion.*

### 1. Introduction

The automobile industry has changed the way people live and work. The earliest of modern cars was manufactured in the year 1895. Shortly the first appearance of the car followed in India. As the century turned, three cars were imported in Mumbai (India). Within decade there were total of 1025 cars in the city. The dawn of automobile actually goes back to 4000 years when the first wheel was used for transportation in India. In the beginning of 15th century, Portuguese arrived in China and the interaction of the two cultures led to a variety of new technologies, including the creation of a wheel that turned under its own power. By 1600s small steam-powered engine models was developed, but it took another century before a full-sized engine-powered vehicle was created. Brothers Charles and Frank Duryea introduced the actual horseless carriage in the year 1893. It was the first internal-combustion motor car of America, and it was followed by Henry Ford's first experiment car that same year.

One of the highest-rated early luxury automobiles was the 1909 Rolls-Royce Silver Ghost that featured a quiet 6-cylinder engine, leather interior, folding windscreens and hood, and an aluminum body.

Chauffeurs usually drove it and emphasis was on comfort and style rather than speed. During the 1920s, the cars exhibited design refinements such as balloon tires, pressed-steel wheels, and four-wheel brakes.

Graham Paige DC Phaeton of 1929 featured an 8-cylinder engine and an aluminum body.

### IMRB

Established in 1971, IMRB International is a pioneer in market research. IMRB is a member of the Kantar Group, part of the WPP company. Kantar is one of the worlds largest consumer insight networks. IMRB's footprint extends across 26 offices in 14 countries — Algeria, Australia, Bangladesh, Egypt, Hong Kong, India, Japan, Malaysia, Netherland, Saudi Arabia, Sri Lanka, South Korea, UAE and United Kingdom.

With over 1200 full time staff, IMRB provides high quality conceptualisation, strategic thinking, execution and interpretation skills. IMRB International is the only research company in India that offers such a wide range of research based services to its clients. IMRB International's specialised areas includes consumer market research both quantitative and qualitative, industrial market research, business to business market research, social and rural market research, media research, retail research, and consumer panels.

## 2. Literature Review

Mahindra & Mahindra (M&M) was established in 1945 as Mahindra & Mohammed. Later on, after the partition of India, one of the partners - Ghulam Mohammad - returned to Pakistan, where he became Finance Minister. As a result, the company was renamed to Mahindra & Mahindra in 1948.

M&M started its operation as a manufacturer of general-purpose utility vehicles. It assembled CKD jeeps in 1949. Over the passing years, the company expanded its business and started manufacturing light commercial vehicles (LCVs) and agricultural tractors.

Apart from agricultural tractors and LCVs, Mahindra & Mahindra also showed its dexterity in manufacturing army vehicles. Soon, it started its operations abroad, through its plants set up in China, the United Kingdom and the USA.

Mahindra & Mahindra was set up as a steel trading company in 1955. It soon expanded into manufacturing general-purpose utility vehicles, starting with assembly under licence of the iconic WillysJeep in India. Soon established as the Jeep manufacturers of India, M&M later branched out into the manufacture of light commercial vehicles (LCVs) and agricultural tractors. Today, M&M is the leader in the utility vehicle segment in India with its flagship UV Scorpio and enjoys a growing global market presence in both the automotive and tractor businesses.

### Scope of study

I have done my research study on various retail shops and consumers for IMRB International. The scope of the project is that by analyzing the feedback of consumers and retailers to find out the satisfaction level of customer and their buying behavior.

## 3. Research Methodology

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other.

rint used to guide a research study towards its objective. It is a series of advanced decision taken together comprising a master plan or a model for conducting the research in consonance with the research objectives. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with the minimum effort, time and money.

## 4. Objective of the study

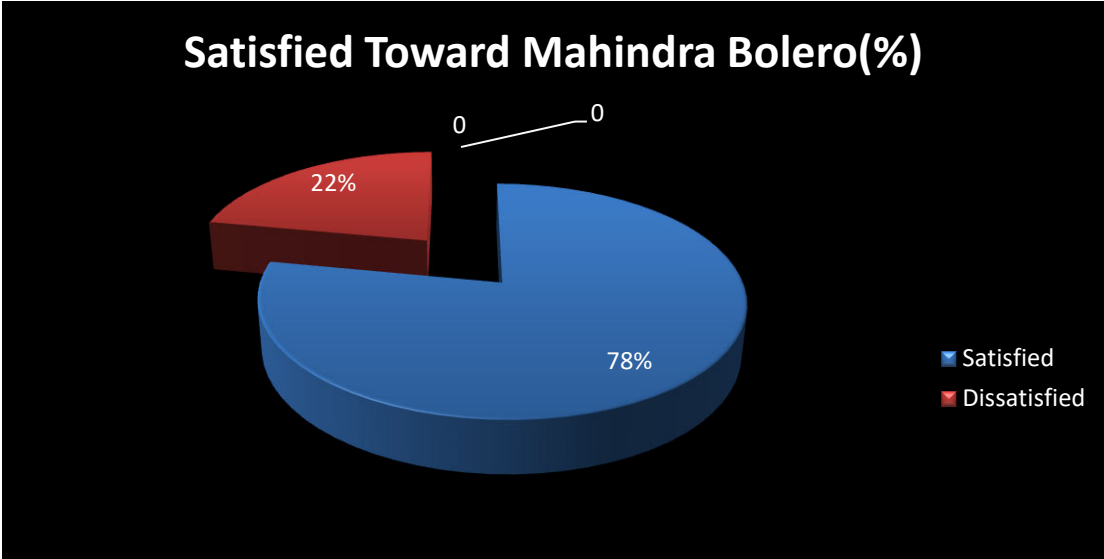
The study has been under taken to analyze the customer satisfaction towards all variant of Mahindra BOLERO in Delhi a special reference to the M&M motors, the other objectives are:

- To gather information about customer satisfaction toward Bolero in the geographic region of Delhi
- To know the customer perception about features, low maintenance cost and looks of Bolero.
- To know the customer satisfaction about the safety and comfort provided by Bolero.
- To provide suggestions, in improving the customer satisfaction and the company sales and profitability
- To know the customer satisfaction towards the after sales service offers by M&M.

5. Data Analysis and Interpretation

Fig 1: Satisfaction towards Mahindra Bolero

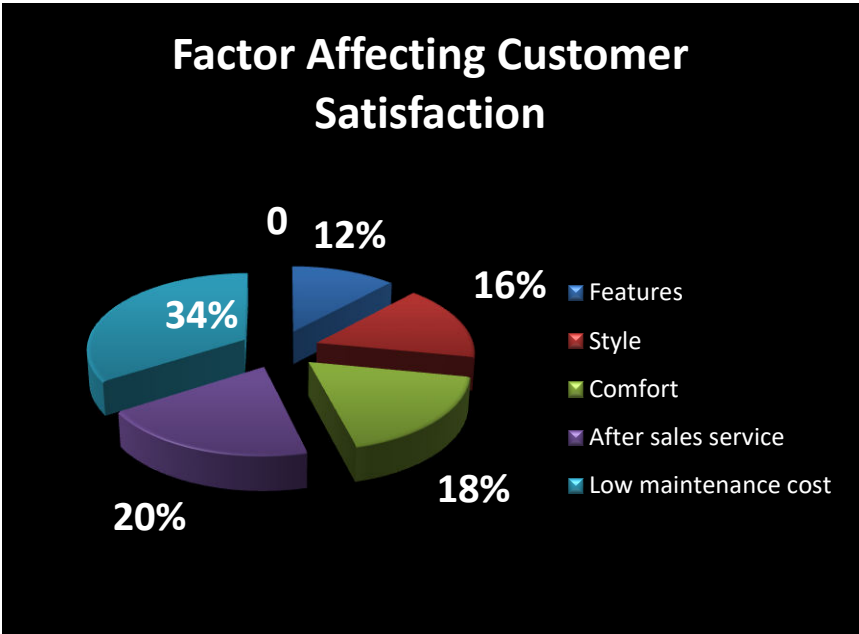
Figure:1



Interpretation 1:

The sample drawn on probability basis shows that 78% of the customers were satisfied with Bolero variant and only 22% were not satisfied with Bolero variant.

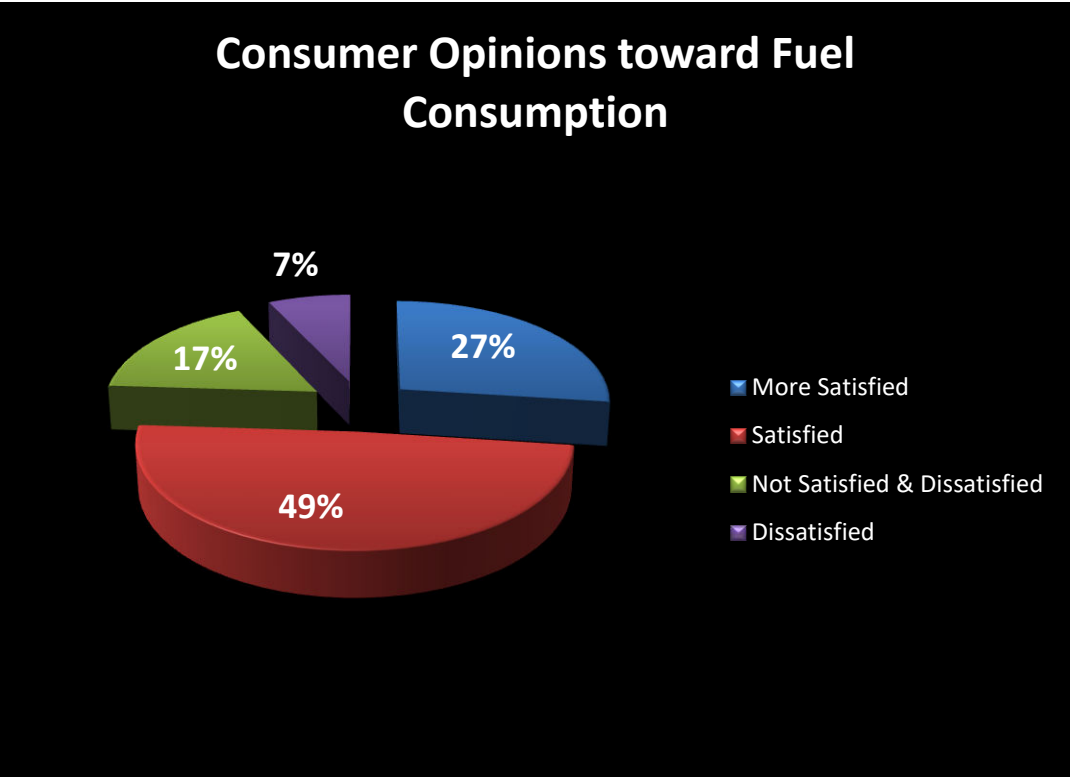
Figure:2



**Interpretation 2:** The sample drawn on the probability basis clearly shows that 34% (51respondents) are the opinion that low maintenance is the satisfaction factor Bolero and 20 % ( 30 respondents) of them who view After Sales Service as a vital factor for customer satisfaction. Followed by Comfort which corresponds to 18

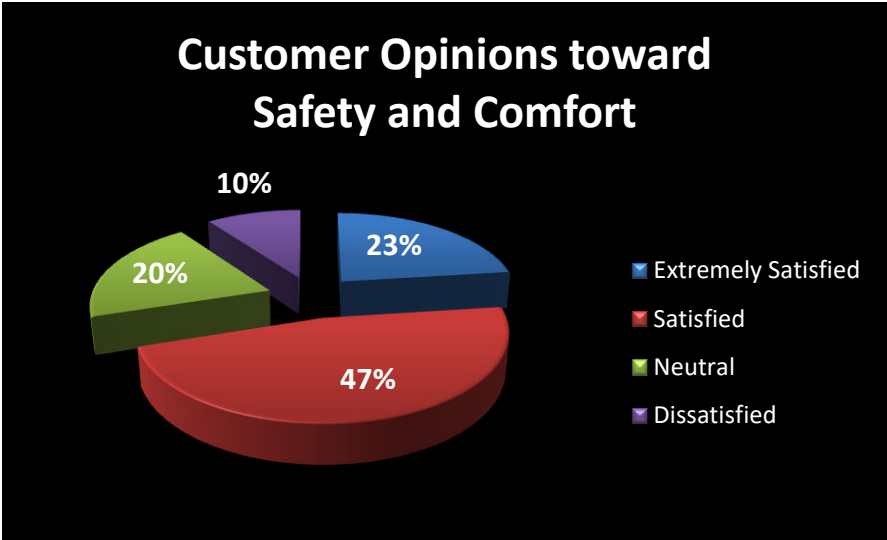
%( 27 respondents), Style with 16 %( respondents) and only 12 %( 18 respondents) of them view that feature of Bolero as satisfaction factor.

Figure: 3



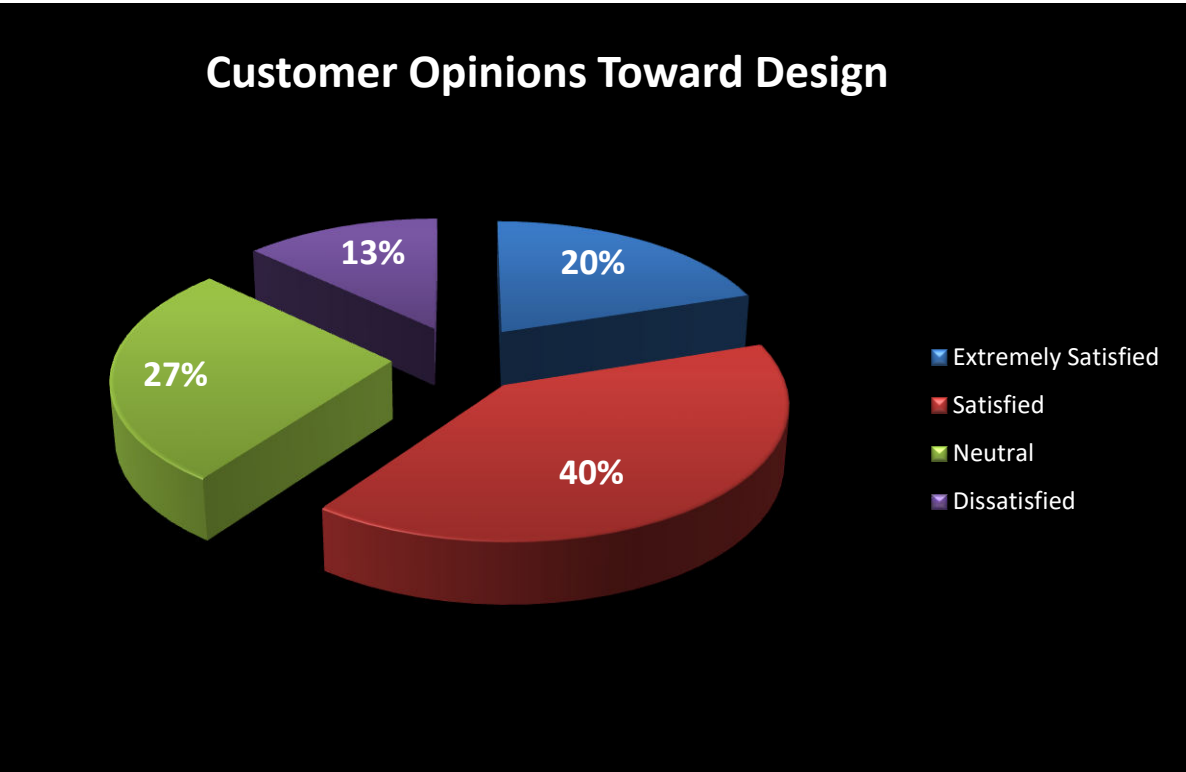
**Interpretation 3:** 100% of the respondents 49% of the respondents approached were satisfied with the fuel consumption of the Bolero. Followed by 27% was extremely satisfied, 17% are neutral and rest of the 7% is more dissatisfied with fuel consumption of Bolero.

Figure: 4



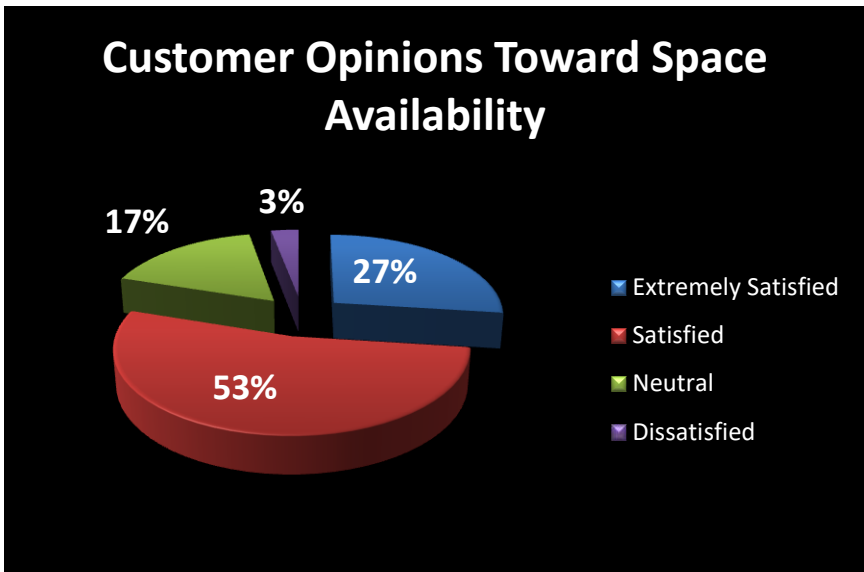
**Interpretation 4:** 100% of the respondents 47% of the respondents approached were satisfied with the safety and comfort feature of the Bolero. Followed by 27% was extremely satisfied, 17% are neutral and rest of the 7% was dissatisfied with safety and comfort feature of Bolero.

Figure: 5



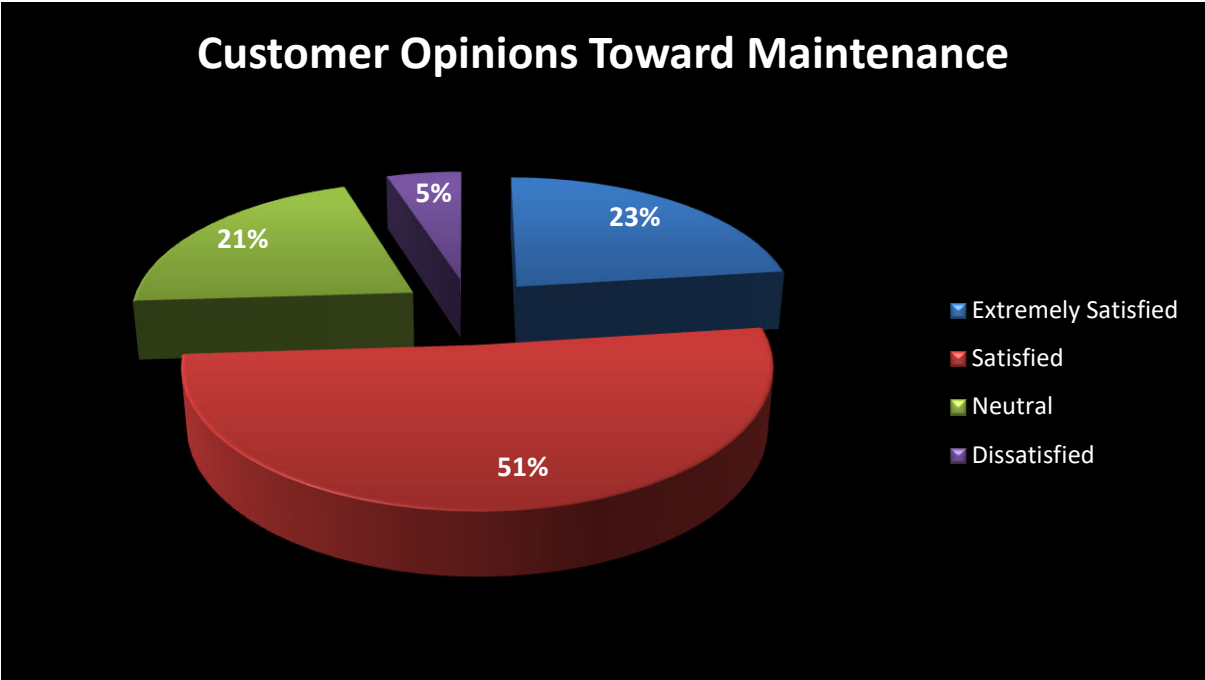
**Interpretation 5:** 100% of respondents 40% of the respondents approached were satisfied with the Design of the Bolero. 20% were more satisfied, 27% of them neutral and 13% are dissatisfied with the design of the Bolero.

Figure: 6



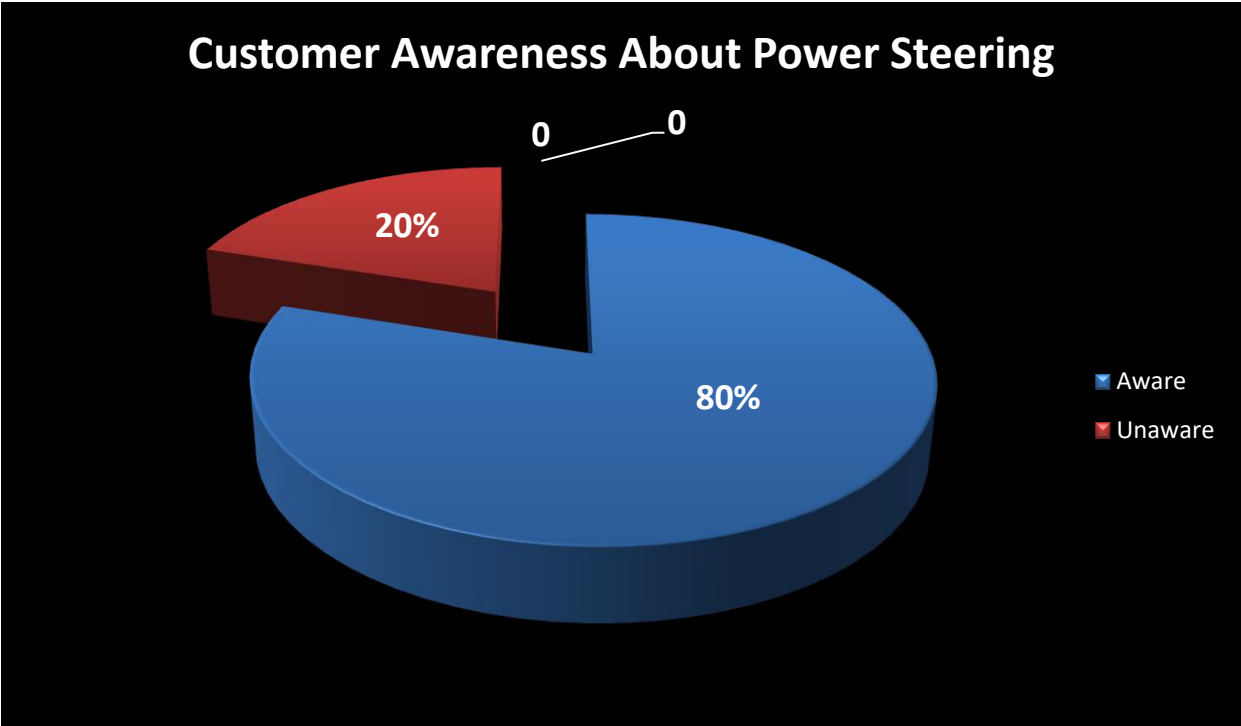
**Interpretation 6:** The sample drawn on the probability basis shows that out of 100% of respondents 53% of the respondents approached were satisfied with the space availability of the Bolero. 27% were more satisfied, 17% of neither satisfied and dissatisfied and 3% are dissatisfied with the space availability of the Bolero.

Figure:7



**Interpretation 7:** The sample drawn on the probability basis shows that out of 100% of respondents 51% of the respondents approached were satisfied with the maintenance of the Bolero. 23% were extremely satisfied, 21% of neutral and 5% are dissatisfied with the maintenance.

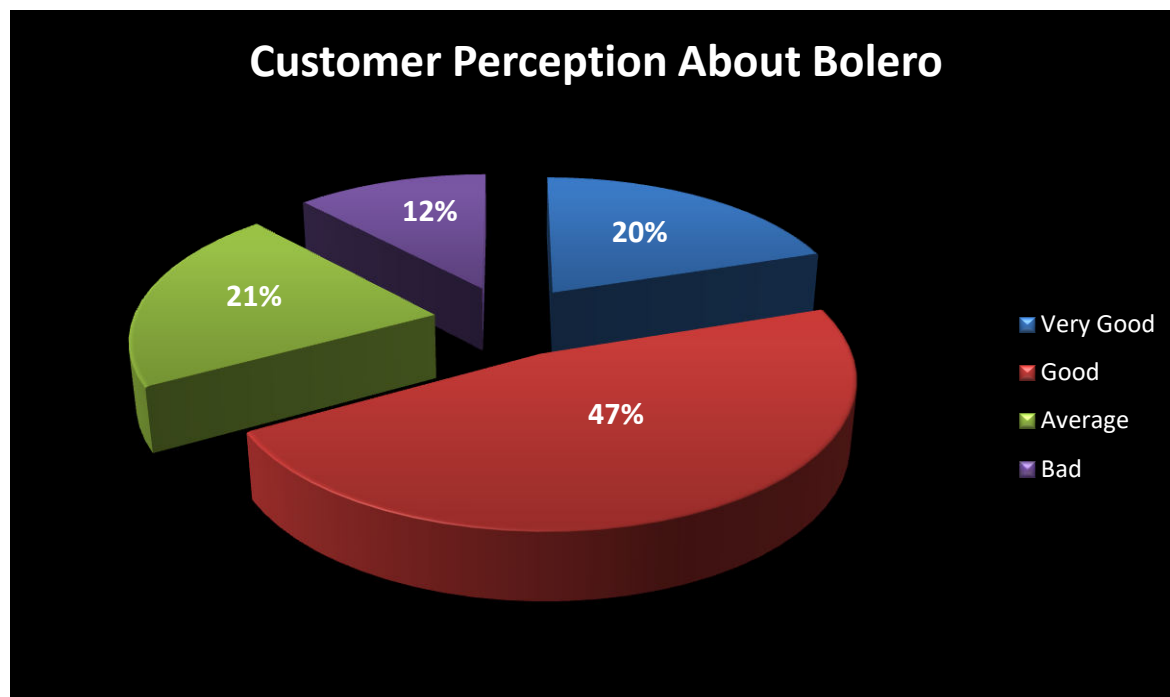
Figure: 8



**Interpretation 8:** Out of 100% of respondents, 80% of the respondents approached were aware of the power steering present in some variant of Bolero and 20% were not aware of the power steering present in some variant of Bolero.

Source: Questionnaire

Figure: 9



**Interpretation 9:** The sample drawn on the probability basis shows that out of 100% of respondents 47% of the respondents gave Good response to Bolero. 20% gave Very Good response, 21% gave Average response and 12% gave bad response to Bolero.

## 6. Conclusion & Recommendations

Mahindra Bolero has a very good market share in the state of BIHAR. for the SUV segment. The company is offering good services, which is reflected on the satisfaction of the customer. Majority of the customer are satisfied with the design of the vehicle. Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level. The company can for the undertake R&D to improve the existing feature which field help increase in the customer satisfaction. The company should promote about the entire feature offered by it. As majority of the customer give opinion that they are satisfied is the factor, services and design of the product of the company should taken not only maintain the existing standard but also enhance the image.

## 7. References

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