



STUDY OF CUSTOMER SATISFACTION AND LOYALTY OF SKODA MOTORS IN DELHI

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ABSTRACT

This report was written as part of the requirements for my M.B.A. These questions are the focus of a "study on customer behaviour of Skoda car owners in New Delhi."

It was decided that the study would take place in New Delhi. Questionnaires and in-person interviews were used for this purpose. The survey data is analysed, and then some helpful tools are used to draw conclusions. The results are also presented in the form of graphs and diagrams.

First, a summary of the company is presented, and then the research methodology is broken down into its component parts: sample selection, statistical analysis, and findings. Recommendations for future improvements to the survey are provided in light of the fact that their competitors have also adopted the survey.

The report's conclusion should include a summary of the study's findings and a discussion of its limitations. The Bibliography is complete at last.

INTRODUCTION

OVERVIEW OF THE INDUSTRY

The Indian economy is expanding at a rapid rate. Increases in both exports and domestic consumption have helped the Indian economy expand by 7.4% in 2014-15, solidifying India's position as an economic superpower. The Indian rupee surprised everyone by driving GDP past the trillion-dollar (42,00,000 crore) mark, despite mounting evidence of an economic slowdown and overheating in India.

The growth of India's auto industry is at the heart of the country's rise to international prominence. The domestic market is thriving on the back of rising disposable incomes and easier access to consumer credit. Local automakers are expanding their operations and their offerings. Automotive companies around the world are keeping their fingers crossed that India will emerge as a major hub for the

manufacturing and outsourcing of high-end automotive components.

India's target is 25 million new automotive jobs.

India's GDP will increase by a factor of ten.

The auto industry needs to double its current cut of the pie.

It is projected that the industry's contribution will quadruple in the next few years, reaching around \$145bn.

The \$45 billion automobile industry in India has enormous growth potential, as both domestic and foreign manufacturers have set up massive production facilities there.

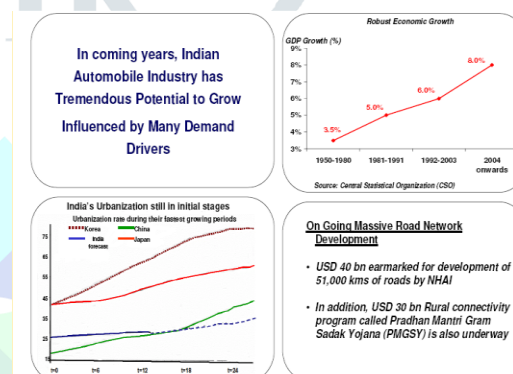
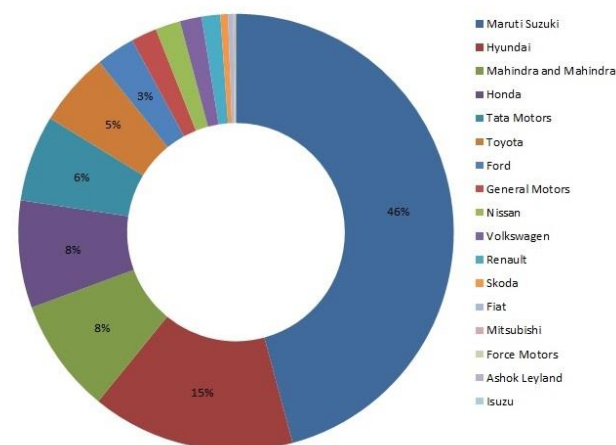
India has the world's second largest and fastest-growing populations, so the country's economic and population growth will have significant long-term effects on the auto industry. The country is off to a good start, producing 1 million four-wheeled vehicles per year and 5 million two- and three-wheelers.

Covering the implications, market drivers, and potential size of the future Indian vehicle market, the India Strategic Market Profile is a new projection of automotive and related activity in India to 2022. The report uses Max Pemberton's original relational long-term forecasting model to predict future growth in the auto industry, population, consumption, and employment.

INDUSTRY GROWTH:

2022 Car Sales India:- Motor Bash Report

Jan 2015 Car Sales India: MotorBash Report



According to a report by Keystone Consulting, an Indian firm, India will have the third-largest auto market in the world by the year 2030. With a CAGR of over 12%, the population is projected to grow to over 20 million.

SWOT ANALYSIS

A SWOT analysis is a useful tool for assessing a company's fortes, faibles, chances, and dangers.

With the aid of the SWOT Analysis tool, a company's opportunities (O), threats (T), internal strengths (S), and weaknesses (W) can be evaluated. A company's strengths, weaknesses, opportunities, and threats can all be mitigated using the information gleaned from a SWOT Analysis.

Strengths:

Instructors are held in high regard by their peers because they

- (1) value the professional designation
- (2) provide excellent customer service.

Weaknesses:

Not quick to make changes or adopt new approaches in the workplace.

We rely far too heavily on a small group of dedicated volunteers to create and deliver our certification training.

Do not have the means to investigate the market or promote the status.

Opportunity:

A growing market, like the Internet Penetration of untapped but lucrative new markets

Threats:

Competition from new entrants; price wars with existing firms; rivals releasing technologically advanced products that threaten your market share

Distribution channels are dominated by competitors.

Analysing Skoda's performance, upkeep costs, and quality of service.

Analysing the shopper profiles of the showroom

RESEARCH METHODOLOGY**SCOPE OF THE STUDY**

The research was based on a survey of the Delhi market conducted for a Skoda showroom there.

One of the things this research can tell you is whether or not Skoda's professional service meets the needs of its customers.

RESEARCH METHODOLOGY**DESCRIPTION OF RESEARCH AND DESIGN**

Research is defined as "the manipulation of generalising to extend, correct, or verify knowledge" in the Encyclopaedia of Social Science. This definition emphasises the central goals of research, namely, arriving at generalisations, and the method of manipulation, which is a facet of experimentation used to achieve these goals.

OBJECTIVE OF THE STUDY**OBJECTIVE OF THE STUDY**

The following are the objective s of the study:

Assessing Skoda's Notoriety.

The purpose is to investigate how people in a specific area feel about Skoda cars.

With the goal of identifying what factors influence consumers when making a purchase.

- **Sampling size:** The study is conducted on a sample size of 100 respondents who are owners of Skoda cars.

- **Sampling Frame:**

The target population for the study consists of customer of NEW DELHI.

- **Research instruments:**

An interview schedule was used to conduct the study.

SOURCE OF DATA

- **PRIMARY DATA:**

When a study doesn't rely on a preexisting data source, like a questionnaire, the researcher is said to be collecting primary data. Fifty individuals have been chosen to participate in the survey for this purpose. The analysis, interpretation, conclusion, and suggestion in this study rely heavily on primary data.

- **SECONDARY DATA:**

This data was originally gathered and assembled for another purpose. Media reports, statistical surveys, and government documents are all examples of secondary sources that can be used by a researcher.

Secondary data have been collected from the following.

1. Various Newspapers
2. Company Brochures
3. Company Reports
4. Information From Internet
5. Car Magazines

DATA COLLECTION INSTRUMENTS

His research makes use of a preplanned, in-depth interview protocol. The bulk of the interview guide consisted of questions directly related to the aims of the research. Most of the questions are of the multiple-choice variety, and respondents are asked to select one of several possible responses.

FIELD WORK

Fieldwork for this project consisted of administering a survey and interviewing people who have used a Skoda service centre.

REFERENCE PERIOD:

The data for the study has been collected the year 2014-15.

LIMITATION OF THE STUDY:

No matter how much work is put into making analysis more condensed and scientific, there will always be caveats to a study of this nature. This study describes an empirical investigation in detail.

Although a conceptual analysis is necessary for reaching the study's objectives, no such effort has been made. The importance of automobiles to economic expansion and future prospects has, however, been adequately elucidated.

Research methods such as interviews, observations, and questionnaires all have their drawbacks. Due to time and other constraints, the survey was sent only to people who owned Skoda vehicles. In addition, a time analysis from the dealers' points of view must be performed for this kind of research. In such cases,

the results are, at best, highly indicative of reality. However, we have reported and analysed the dealer's perspectives in good faith.

FINDINGS OF THE STUDY

- Among Skoda owners in Delhi, those aged 41–50 make up 52% of the total, compared to 46% of those aged 31–40, 14% of those aged 51–60, and just 4% of those aged 30 and under.
- More than two-thirds of Skoda owners have had their cars for more than two years, 30% for more than five years, and 5% for more than ten years.
- 44% of Skoda owners bought their car without any help from a dealership. Some of them are influenced by their social circle (34%). The influence of family members on auto purchase decisions is even lower, at 22%.
- Sixty-eight percent of car buyers used a loan, followed by 26 percent who leased and 6 percent who paid cash. Skoda could increase its sales by making auto loans more accessible to customers.
- The most trusted source of information for Skoda car owners is their friends and family (54%), followed by print media (36%), and finally outdoor media (10%).
- The majority of customers (98%) are pleased with the company's performance in terms of delivery. Only 2% of those who complain about the delivery are actually dissatisfied.
- Skoda owners rated the availability of replacement parts as excellent (46%), good (34%), or

average (14%). But only 6% of business owners responded that things were bad.

- Sixty percent of satisfied customers pointed to the low cost of spare parts. However, 40% of survey respondents said that the cost of replacement parts was prohibitive.
- The Skoda car was rated highly by 34% of respondents, with 46% rating it as "excellent" or "very good." One in five respondents thought the Skoda car was decent but not as nice as the imported luxury model. No survey takers had negative opinions of the Skoda vehicle.
- While 20% of respondents found Skoda's advertising to be good, 44% found it to be merely adequate. However, 28% of people viewed it as an unfavourable advertising method.

CONCLUSION

Skoda is a famous and trusted automaker. The results of a market survey and analysis, including information on customer satisfaction and the company's marketing approach, are detailed below. The firm has an excellent standing in its industry. Skoda is viewed more favourably than its competitors. When compared to its competitors and the industry standard, the company's customer satisfaction ratings are sky-high. Skoda's commitment to protecting the environment has made it a frontrunner in the search for and development of environmentally friendly technologies and fuels. Skoda also participates in philanthropic activities like:

Biofuel made from jatropha plants, programmes aimed at educating children about road safety, and auto repair workshops

When it comes to quality, the company's wares have no equals. The bar for quality assurance has never been higher.

Because of its superior technical performance and focus on safety, it has become the industry standard.

Although Skoda is a leading car manufacturer, the company faces certain challenges and problems in terms of its pricing and promotion strategy. The company needs to overcome these challenges in order to be even more successful in target market segment. Some of the challenges faced by the Co are:

A. Lack of indigenization level leads to high price of its products. Skoda needs to considerably reduce the costs at all levels of production and distribution.

B. The promotional strategy is not aggressive enough as compared to the competitors. Skoda has no advertisements on the T.V. or the radio.

C. The company as only a limited number of dealers and service stations in the country. As a result the company is at disadvantage as compared to some of its competitor, who have a widespread network of dealers and service stations across the country.

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- <http://www.jagatauto.com>