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A study on Customer retentions strategies adopted by gennext tata motors, Sri Vijaya Puram

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ABSTRACT

In Port Blair, Gennext Motors, a local Tata Motors hub, navigates a unique market. Sure, there's island bliss, but customer loyalty demands more than palm trees. So, how does Gennext keep car owners from coming back? This study takes a deep dive into Gennext's customer retention strategies. We will explore what makes Port Blair's drivers tick, from their car preferences to competitor options. We will analyse data like sales records and surveys, uncovering the secrets behind satisfied smiles. We will propose recommendations to ensure Gennext keeps its island oasis thriving, not just for car owners, but for the broader understanding of customer retention in unique markets. By examining existing customer demographics, purchase patterns, and competitor landscapes, we find both opportunities and obstacles for Gennext's continued success. Through comprehensive data analysis and expert insights, we propose evidence-based recommendations for tailoring customer retention efforts to resonate with the island's discerning car owners. This research not only sheds light on Gennext's specific journey but also contributes to the broader understanding of customer retention strategies for automotive franchises running in geographically unique and culturally diverse environments.

Key words: Preferences, Strategies, Customer retention

INTRODUCTION TO STUDY

1.1 Introduction to customer retention.

1. Meaning: Beyond Transactions, Cultivating Loyalty

- Financial Boost: Retaining customers is cheaper than acquiring new ones. Loyal customers spend more and have higher lifetime value.

- Competitive Edge: Building a loyal base protects your market share and creates barriers to entry for competitors.

- Brand Advocates: Happy customers become brand ambassadors, spreading positive word-of-mouth and attracting new business.

- Psychological Bond: Cultivating trust and emotional connection fosters a sense of community and belonging, increasing customer satisfaction and loyalty.

- Reduced Churn: Retaining existing customers minimizes customer churn, the rate at which they switch to competitors, stabilizing revenue and growth.

- Predictable Future: A loyal customer base provides a stable foundation for business planning and future projections.

2. Variations: Tailoring the Right Approach

- Loyalty Programs: Tiered rewards, points systems, exclusive discounts.

- Subscription Models: Recurring payment structures for ongoing services or products.

- Promotional Offers: Targeted discounts, coupons, and special deals.

- Referral Programs: Incentives for customers to recommend your brand to others.

- Purchase History Analysis: Personalized recommendations and crossselling opportunities based on past purchases.

- Birthday/Anniversary Rewards: Showcasing appreciation for long-term loyalty.

3. Strategies: Tools for Your Customer Garden

- Product/Service Enhancements (6 points):

- Invest in Quality and Reliability: Prioritize top-notch materials, rigorous testing, and robust after-sales support.

- Introduce New Features and Functionality: Regularly update your offerings with innovative features that add value and address customer needs.

- Personalization Options: Allow customers to customize their products or services to fit their preferences.

- Seamless Usability and Design: Make your products and services userfriendly and aesthetically pleasing.

- Environmental Focus: Offer eco-friendly options and highlight your commitment to sustainability.

- Community Feedback Integration: Incorporate customer suggestions and feedback into product development and improvement.

4. Customer Experience: Sunshine for Your Journey

- Simplify the Purchase Process: Streamline online and offline buying experiences, minimizing friction and delays.

- Personalize Touchpoints: Tailor communication, recommendations, and offers based on individual customer data and preferences.

- Proactive Communication: Address potential concerns and answer questions before they arise.

- Empathetic and Responsive Service: Show genuine care, resolve issues efficiently, and go the extra mile to satisfy customers.

- Omnichannel Experience: Ensure seamless transitions between online and offline interactions, providing consistent service across all channels.

- Gather Feedback and Continuously Improve: Actively seek customer feedback and use it to identify and address pain points in the customer journey.

1.2 Industry profile

1. Reving Up: A Deep Dive into India's Car Market

a high-octane journey through the vibrant landscape of India's car industry, with a special focus on its shining stars - the cars themselves. Get ready to explore the forces driving it, the trends shaping its future, and the challenges it faces, all while keeping Gennext Motors firmly in the driver's seat.

2. Fast Facts: A Geared-Up Overview

India's car market roars onto the global stage as the 4th largest producer and the 3rd largest consumer, with an engine set to propel it to a $160 billion behemoth by 2027. Fuelling this growth is a thriving middle class and a young population with pedal to the metal, eager to hit the road.

3. Shifting Gears: Trends Reshaping the Road

Gone are the days of sedans dominating the scene. Today, it's all about SUVs and MPVs, offering adventure-hungry drivers the space and versatility they crave. Electric vehicles (EVs) are also charging to the forefront, driven by both environmental concerns and government policies pushing this green shift. Technology is taking the wheel, with connected cars becoming increasingly popular, blurring the lines between road and mobile screen. Safety and fuel efficiency are no longer optional upgrades, but essential features every car needs to boast.

4. Bumps in the Road: Challenges to Navigate

While the engine of the Indian car market purrs like a dream, there are roadblocks to overcome. Infrastructure bottlenecks slow down progress, while high tax rates add a heavy weight to the vehicle's price tag. International brands like Volkswagen and Ford are strong competitors, vying for market share. And, most importantly, the transition to EVs requires not just charging stations, but a complete overhaul of the infrastructure and consumer mindset.

5. Future Vision: A Road Map for Success

Despite the bumps, the Indian car market's future shines bright. Rapid growth is projected, with EVs claiming a significant share of the road. Innovation and technology will be the keys to unlocking this potential, attracting foreign investments, and fostering exciting partnerships.

1.3 Company profile

Nestled amidst the turquoise waters and palm-fringed shores of Port Blair, Andaman and Nicobar Islands, lies Gennext Motors. Unlike its high-octane counterparts in bustling metropolises, this Tata Motors franchise navigates a unique terrain - an island automotive oasis where customer loyalty is built on trust, community, and a deep understanding of local needs.

Port Blair whispers a different rhythm than mainland India. Here, car dealerships aren't about flashy showrooms and cutthroat competition. Gennext Motors thrives on genuine relationships, personalized service, and meeting the specific needs of island customers. Think sturdy SUVs for exploring hidden beaches, MPVs for family adventures, and a focus on fuel efficiency and affordability.

By understanding the historical context and comparing the automobile scene of yesteryear with the high-octane thrill of today, Gennext Motors can chart a course for success, carving their own niche in the evolving landscape of India's car market. This knowledge can inform their marketing strategies, product choices, and customer service approach, allowing them to capture the spirit of Indian automotive evolution.

This plot serves as a framework, ready to be enriched with details, data, and specific examples tailored to Gennext Motors' story. Don't hesitate to add your own creative flair, research findings, and local insights to make this project truly your own. Remember, the road to success for Gennext Motors lies not just in selling cars, but in becoming a trusted part of the Port Blair community, a haven of automotive expertise and island camaraderie.

1.4 Problem definition

1. Distinct Customer Needs: Island Life Redefines the Wishlist

Forget sleek city sedans and high-octane sports cars. Port Blair's customers crave vehicles that conquer winding coastal roads, tackle hidden beaches, and serve as the trusty companions for family adventures. Fuel efficiency takes precedence over horsepower, while durability trumps flashy features. Traditional retention strategies focused on the latest models or luxury perks might miss the mark entirely. Gennext Motors needs to understand these unique needs, curate vehicle options like robust SUVs and fuel-efficient MPVs, and tailor their selling approach to resonate with island aspirations.

2. Limited Infrastructure: A Spanner in the Service Engine

Port Blair's charm doesn't extend to its automotive infrastructure. Access to service centres and spare parts availability might be limited compared to the mainland. Imagine a customer's frustration when a minor breakdown turns into a logistical nightmare due to parts delays or long service wait times. This can erode trust and loyalty faster than a monsoon downpour. Building a resilient service network within the island or fostering strong partnerships with mainland providers becomes crucial. Promptness, transparency, and proactive maintenance solutions are key to weathering the infrastructure storm and exceeding customer expectations.

3. Lack of Brand Awareness: Navigating the Uncharted Waters of a New Franchise

While Tata Motors enjoys national recognition, Gennext Motors, as a relatively new franchise, might be a blank slate in the minds of Port Blair residents. Traditional marketing tactics like billboards or TV commercials might not reach the targeted audience effectively. This is where community engagement becomes the compass. Building trust through personalized interactions, sponsoring local events, and creating online and offline forums for car enthusiasts can be transformative. Leveraging the Tata Motors brand heritage while carving out their own local identity as a reliable and trustworthy resource is critical to navigating the uncharted waters of brand awareness in Port Blair.

These three challenges are like intertwined vines, threatening to choke Gennext Motors' customer retention efforts. By understanding their nuances, developing creative solutions, and adapting their approach to the island's unique rhythm, Gennext Motors can transform these hurdles into opportunities for growth and establish themselves as the trusted automotive partner in the sun-kissed paradise of Port Blair.

1.5 Chapterisation

The entire research will work under five chapters. The present study is the detailed study on. The study has been presented with the chapterisation scheme. Each part of the study is significant role in the completion of study.

Chapter I - It deals with the introduction of the study. This introduction has been covered with Introduction, Industry Profile, Company profile, Problem identification and scheme of chapterisation.

Chapter II - It mainly focus on the Theoretical Foundation **Chapter III** - It discuss about the Research methodology.

Chapter IV - It deals with the Data Analysis and Interpretation

Chapter V - It is the closure of the report with mainly deals with the finding, conclusion suggestion and

REVIEW OF LITERATURES

2.1 Author review

1. Reichheld and Sasser (1990) showed that an improvement of 5 percent in customer retention leads to an increase of 25 percent to 75 percent in profit of automobile companies. Further, Wills (2009) reported that it costs more than five times as much to obtain a new customer than to keep an existing one. Moreover, with loyal customers, for example, companies can increase their revenue. First, loyal customers are less price sensitive, and the premiums of loyal customers increase 8percent annually in the personal insurance industry (Reichheld and Teal, 1996). Second, loyal customers are willing to buy often, try the firms' other products or services, and bring new customers to the firms (Reichheld and Sasser, 1990).

2. Payne and Row (2005) had developed a structured framework of customer relationship management (CRM) which helps the better understanding of CRM and the way it enhances the customer value and shareholder. The researchers have found out theoretical aspects of CRM, and they have found 3 alternative perspectives of CRM. The authors emphasized the need for a cross-functional and process-oriented approach that places CRM at a strategic level. Oliver (1997) showed that customer loyalty is defined as a deeply held commitment to repurchase a preferred product or service in the future.

3. Rundle-Thiele, 2002; Jacoby, 1971; Jacoby and Chestnut, 1978), and integration of attitudinal andbehavioral loyalty approach (Dick and Basu, 1994; Jacoby, 1971; Jacoby and Chestnut, 1978; Oliver, 1997). The attitudinal loyalty helps to examine the factors of loyalty, to avoid switchingbehavior (Caceres and Parapodium's, 2007), and to predict how long customers will remain loyal (Jacoby and Chestnut, 1978). Therefore, viewing loyalty as an attitude-behaviour relationship allows integrated investigation of antecedents and consequences of customer loyalty (Dick and Basu, 1994).

4. Meyer-Warden (2008) states previously used definition of loyalty programs as an integrated system of marketing actions that aims at making customers more loyal by developing a personalized relationship with them. Developing approach treats customer loyalty program as a tool for relationship management. This tool gives an opportunity to create personalized communication. Companies record information by loyalty cards and have instruments of dissemination and individualization of marketing mix (Meyer-Warden, 2008).

5. Hoffman & Loowit (2008) show the importance of the way managers run loyalty programs. It is vital to keep a customer's loyalty for a long time. Incentive not only lure customers into occasional purchase but also enhance loyalty. The end dates on loyalty cards enable managers to achieve short term financial goals. Customers will probably try firm's offering, but it is difficult to determine what products they may choose next time. Loyalty programs not only have financial benefits but provide customers with a feeling of intelligence and pride when they buy something for a better price or get something free.

6. Ludin & Cheng (2014) describe customer loyalty as a continuous relationship between the customer and the brand. It can be seen as resistance to switch brands despite any situation or problem met during the business process. Additionally, they describe customer loyalty as repeated purchases of a product from the same brand.

7. Altimeter & Oz Celik (2009) describe new types of electronic loyalty programs. The alternative of solutions mentioned above is equity-based loyalty program where customers become fractional owners of the firms. Customers collect shares instead of discounts, but the amount of equity is exceedingly small, usually around one percent of unit share. How've, it is not possible to implement this program without IT applications and the Internet. In this model, customers are bound to go back to the same firm after a first purchase.

RESEARCH METHODOLOGY

3.1.Meaning of Research:

Research in common par lance refers to a search for knowledge. Once can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. Redman and Mory define research as a "systematized effort to gain new knowledge".

Research is an academic activity and as such the term should be used in a technical sense. According to Clifford woody research forms defining and redefining problems, formulation hypothesis or suggested solution collecting, organizing, and evaluating data making deduction and reaching conclusions, and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

Meaning of Research Methodology

Research method is a way of systematically solving the research problems. It may be understood as a science of how research is done. The purpose of research is to discover answers to the question through application of scientific procedures.

Research Design

- Research design is a structured plan conceptualized and conducted the study has been done by descriptive research with the aim of finding employee's satisfaction level towards their jobs.

- Research design is the arrangements of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose.

- The selection of research design depends on the nature of problems, the question for which the researcher trying to get the answer and use of conclusion by the planner.

3.2.Objective of the study

- ✓ To find out Gennext tata motors can build a stable customer base that returns for future purchases and services.

- ✓ To find out Gennext Tata Motors to friends, family, and the wider Port Blair community, expanding reach and boosting brand reputation.

- ✓ To Port Blair community through events, sponsorships, and online forums establishes Gennext as more than just a car dealership, but a reliable and trusted local partner.

3.3.**Research design**

1. **Research Objectives:**

Main Objective: Analyse the effectiveness of loyalty programs in retaining customers in the retail industry.

Sub-Objectives:

- Identify key success factors of effective loyalty programs.

- Explore the impact of program design elements (e.g., reward structures, tier systems, engagement activities) on customer retention.

- Compare the performance of different program types (e.g., points-based, tiered, experiential) in terms of customer engagement and retention.

2. **Data Collection:**

Quantitative Data:

Secondary Data: Analyse industry reports, academic research, and case studies on successful loyalty programs in retail.

Primary Data: Conduct an online survey of retail customers across different demographics and shopping habits, focusing on their experiences with loyalty programs. Survey questions might include.

- Do you participate in any retail loyalty programs?
- Which program features are most appealing to you?
- How has your program participation impacted your shopping behaviour?
- What changes would make you more engaged with your program?
- Internal Data (if available): Analyse retailer-specific data on customer engagement within their loyalty programs (e.g., redemption rates, purchase frequency, average order value).

Qualitative Data:

Conduct semi-structured interviews with a small group of loyal and non-loyal customers to understand their motivations, preferences, and pain points regarding loyalty programs.

3. **Data Analysis:**

- Quantitative data will be analysed using statistical software to identify trends, patterns, and correlations between program features and customer retention metrics.
- Qualitative data from interviews will be thematically analysed to extract key insights into customer perceptions and behaviour regarding loyalty programs.
- Triangulation of both quantitative and qualitative findings will provide a more comprehensive understanding of the effectiveness of loyalty programs in various retail contexts.

4. **Deliverables:**

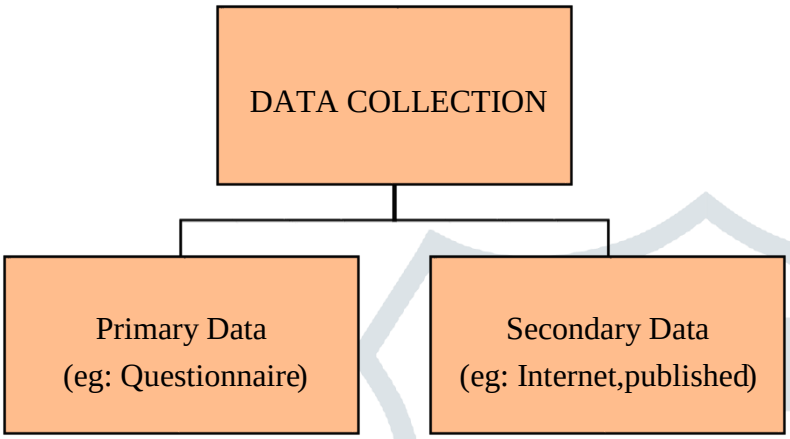
- A comprehensive research report Executive Summary summarizing key findings and recommendations.
- Background on customer retention and loyalty programs in retail.
- Analysis of survey and interview data, highlighting key trends and insights.
- Identification of best practices and success factors for effective loyalty programs.

3.4.Data source and collection methods

A collective recording of observations either numerical or otherwise is called data. Often it is found that data at hand are inadequate to do further study, and hence, it becomes necessary to collect data that are proper.

Sources of data collection

There are two sources of data collection are the primary sources and the secondary sources.



Collection of Primary Data: -

The primary data are those which are collected directly from the customer and thus happen to original in character. The primary data for this study was collected through questionnaire method. In this method, a list of the question about the survey known as questionnaire is prepared and the various respondents are requested to give the information personally. The questionnaire consists of 12 questions.

Collection of Secondary Data: -

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. The secondary data collected from different relevant sources such as in company literature; journal & websites are to be used to analyse the current situation.

3.5.Sampling method and design

Probability Sampling:

Imagine a numbered lottery drum, representing the entire population you want to study. In probability sampling, every member of the population has a known and nonzero chance of being selected. This ensures an unbiased and representative sample, making your results applicable to the entire population.

Here are some common probability sampling methods:

➢ Simple Random Sampling: Each member has an equal chance of being selected. Imagine randomly drawing numbers from the lottery drum.

➢ Systematic Sampling: Every nth member is selected, starting from a random point. Like picking every 10th ticket from a line.

➢ Stratified Sampling: The population is divided into subgroups (strata) based on specific characteristics (age, gender, income), and then random samples are drawn from each stratum. Think of dividing the lottery drum into sections and drawing from each.

➢ Cluster Sampling: Groups (clusters) within the population are randomly selected, and all members within those clusters are included in the sample. Imagine randomly picking neighbourhoods from a city and surveying everyone there.

Non-Probability Sampling:

Unlike the lottery drum, non-probability sampling methods aren't based on random selection. This means some individuals have a higher chance of being included than others, introducing potential bias. However, they can be faster, cheaper, and more convenient than probability methods.

Here are some common non-probability sampling methods:

Convenience Sampling: Selecting readily available subjects, like students in a classroom or volunteers at an event. Imagine choosing only people in line when you need survey participants.

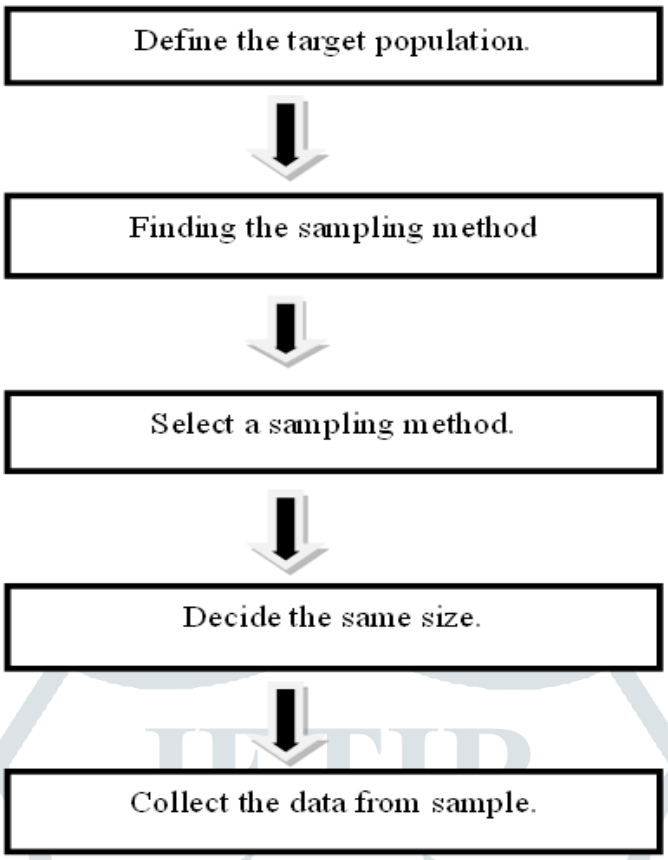
Snowball Sampling: Asking initial participants to recommend others who fit the criteria, like asking friends about their favourite restaurants. Think of building a snowball by rolling it through different groups.

Sample method

➢ Sample Design: Sample is the representative part of a whole group of people or population to be studied. There are different sampling methods used in research study. The random sampling method is used in this study.

➢ Sample Size: The sample chosen to collect data consisted of 60 respondents. Sample size is the number of items to be selected from the universe to constitute a sample.

➢ Sample population: “An assumption can be made from the targeted sample about the population to achieve the research objective”. For collecting the data about the job satisfaction on resort toward form the sample of the targeted population this research will follow the five steps of procedure based on:



3.6.Statistical Tool Use for Analysis

The following statistical tools are used:

- Percentage Analysis
- Pie charts
- Bar Graphs
- MS Excel software
- SPSS Software

In this research various percentage are found in the analysis to have a better quality. To calculated percentage is dividing the total number of respondents for each response by total number of respondents into hundred.

$$\text{Percentage (\%)} = \frac{\text{Number of respondents for each response}}{\text{Total number of respondents}} * 100$$

Limitation of study

Internal Data Access: The research might be limited by the availability and accessibility of internal customer data from Gennext Motors. Incomplete or inaccurate data can lead to flawed analysis and unreliable conclusions.

Sample Bias: Analysing only existing customer data (e.g., surveys, purchase history) might exclude non-customers or dissatisfied customers, leading to a biased understanding of retention factors.

Island Specificity: Findings might be heavily influenced by the unique island context of Port Blair, limiting their applicability to mainland India or other markets with different.

Analysis and Interpretation

4.1 Introduction

Customer retention analysis and interpretation are vital for businesses aiming to foster long-term relationships with their clientele. Through meticulous examination of purchasing patterns, feedback, and engagement metrics, insights emerge to fortify strategies. This analysis unveils trends, strengths, and areas necessitating enhancement in services or interactions. By deciphering these findings, tailored retention tactics can be devised, cementing enduring customer loyalty and sustained business growth.

4.2 Analysis Algorithm

✓ **Part I - Demographical Information** – Frequency Distribution

✓ **Part II – Financial Bond**– Measures of central Tendency, Z Statistics, ANOVA & Correlation

✓ **Part III – Customization Bond-** Measures of central Tendency, Z Statistics, ANOVA & Correlation

✓ **Part IV – Social Bond-** Measures of central Tendency, Z Statistics, ANOVA & Correlation

✓ **Part V –** Enhancements for Success- Measures of central Tendency, Z Statistics, ANOVA & Correlation

4.3 Part I - Demographical Information – Frequency Distribution

In Part I, demographical information is presented through a frequency distribution, providing a systematic overview of the distribution of participants across various demographic categories. This essential section serves as a foundation for understanding the composition and diversity within the studied population, facilitating meaningful insights and analyses in subsequent sections.

Table no.4.1 Age of the Respondents

Age	Frequency	Percent
21 Years - 30 Years	15	60.0

31 Years - 40 Years	4	16.0
Above 40 Years	6	24.0
Total	**25**	**100.0**

The frequency distribution table illustrates the distribution of individuals across different age brackets. Among the sample of twenty-five individuals, the majority, constituting 60.0%, fall within the age range of 21 to 30 years. Meanwhile, 16.0% of the sample falls within the 31 to 40 years age bracket, and the remaining 24.0% are categorized as above 40 years old. This breakdown indicates a significant concentration of younger individuals (21-30 years) within the analysed dataset, while fewer individuals belong to the older age groups (31-40 years and above 40 years)

Table no.4.2 Gender Of the Respondents

Gender	Frequency	Percent
Male	19	76.0
Female	6	24.0
Total	**25**	**100.0**

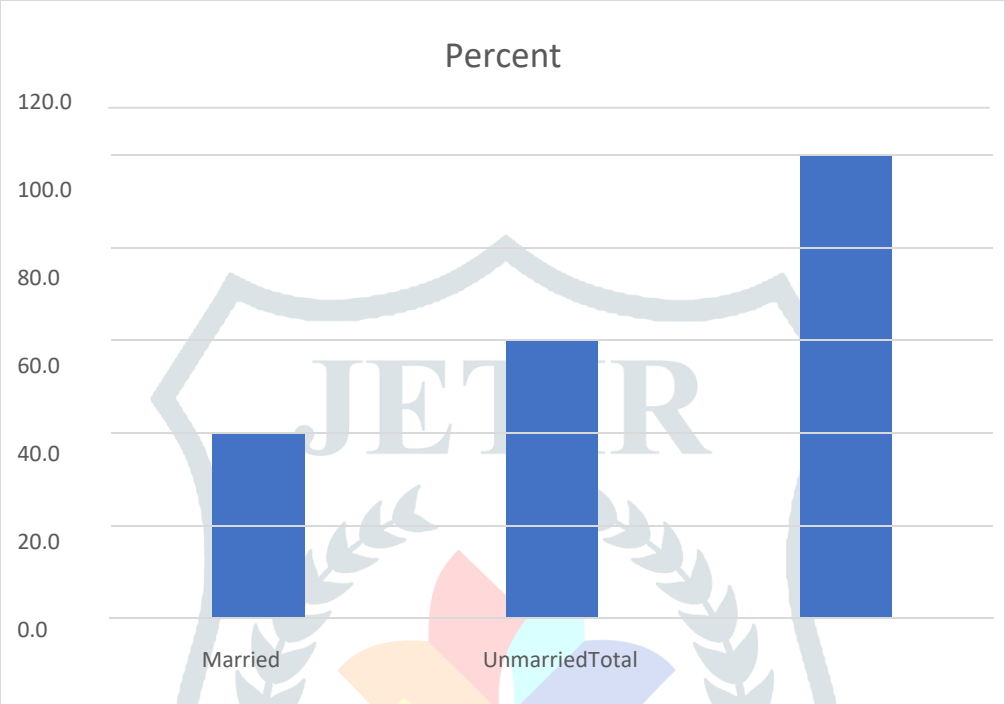
The frequency distribution table illustrates the distribution of gender within a sample size of twenty-five individuals. Among the surveyed group, 76.0% are identified as male, while 24.0% are female. This distribution highlights a significant predominance of males in the analysed sample compared to females.

Table no.4.3 Marital stratus

Marital Status	Frequency	Percent
Married	10	40.0

Unmarried	15	60.0
Total	**25**	**100.0**

figure4.3 Marital stratus

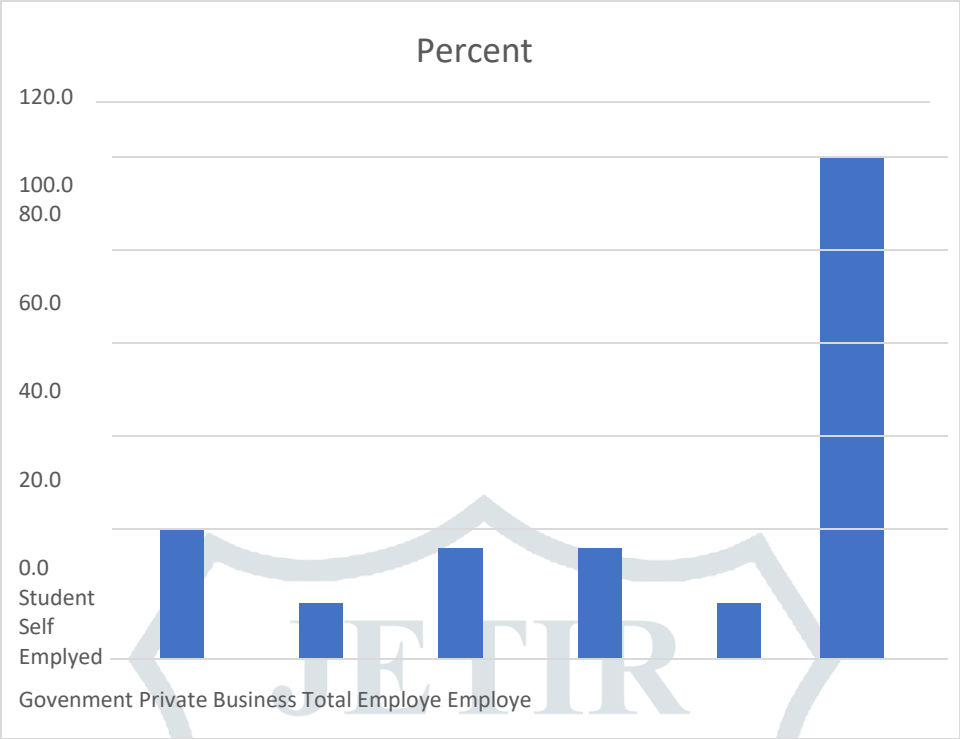


The frequency distribution table presents the distribution of individuals based on their marital status within a sample size of twenty-five individuals. Among the group, 40.0% are categorized as married, while the majority, constituting 60.0%, are identified as unmarried. This breakdown indicates a larger proportion of individuals within the sample are unmarried compared to those who are married.

Table no.4.4 Occupation

Occupation	Frequency	Percent
Student	7	28.0
Self Employed	3	12.0
Government Employee	6	24.0
Private Employee	6	24.0
Business	3	12.0
Total	**25**	**100.0**

figure4.4 Occupation

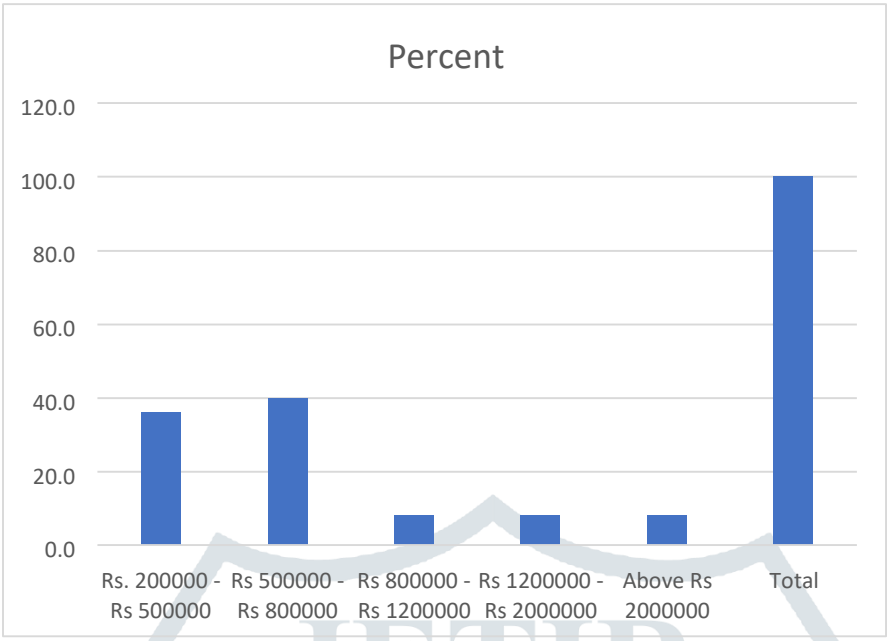


The frequency distribution illustrates the occupation distribution within a sample of twenty-five individuals. Students comprise 28.0%, followed by government employees and private employees, both at 24.0%. Self-employed individuals and those in business each constitute 12.0%. This breakdown signifies a diverse occupational representation in the analysed dataset.

Table no.4.5 Total Annual Income

Total Annual Income	Frequency	Percent
Rs. 200000 - Rs 500000	9	36.0
Rs 500000 - Rs 800000	10	40.0
Rs 800000 - Rs 1200000	2	8.0
Rs 1200000 - Rs 2000000	2	8.0
Above Rs 2000000	2	8.0
Total	**25**	**100.0**

figure4.5 Total Annual Income

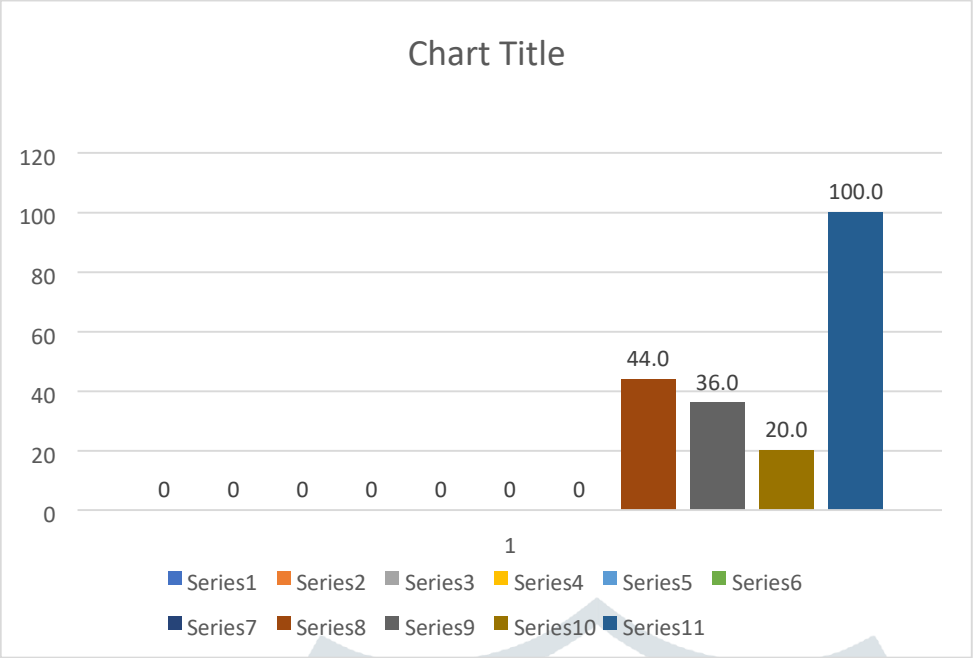


The frequency distribution table outlines the distribution of total annual income among a sample of 25 individuals. The majority, constituting 40.0%, fall within the income range of Rs. 500,000 to Rs. 800,000, followed by 36.0% within the Rs. 200,000 to Rs. 500,000 bracket. Additionally, 8.0% each fall into the income ranges of Rs. 800,000 to Rs. 1,200,000, Rs. 1,200,000 to Rs. 2,000,000, and above Rs. 2,000,000. This distribution reflects a varied income representation in the analyzed dataset, with a considerable portion falling in the mid-range income bracket

Table no.4.6 Know about Gennext Motors

Know about Gennext Motors	Frequency	Percent
Television	11	44.0
Word of Mouth	9	36.0
Social Media	5	20.0
Total	**25**	**100.0**

figure4.6 Know about Gennext Motors



The frequency distribution table illustrates how individuals in a sample of twenty-five acquired information about Gennext Motors. Among them, 44.0% learned about Gennext Motors through television, while 36.0% relied on word of mouth. Social media contributed to 20.0% of the information sources. This breakdown indicates television and word of mouth as the primary channels through which respondents became acquainted with Gennext Motors, with social media playing a less prominent role in dissemination.

4.4 Part II – Financial Bond– Measures of Central Tendency, Z Statistics, ANOVA & Correlation

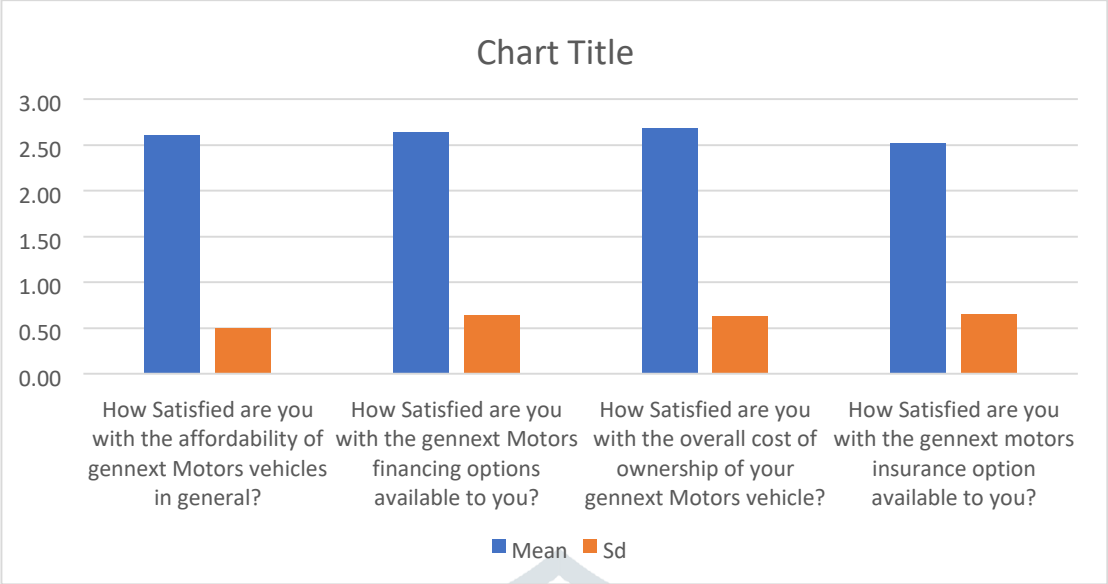
In Part II, we delve into evaluating Communication Effectiveness using statistical measures. Measures of central tendency provide insights into the average performance, Z statistics offer standardized assessments, ANOVA explores group differences, and correlation examines relationships. This comprehensive analysis aims to unveil the nuanced aspects of Communication Effectiveness through diverse statistical perspectives.

4.4.1 Mean – Financial Bond

Table no.4.7 Financial Bond

Measuring Labels	N	Mean	Sd
How Satisfied are you with the affordability of gennext Motors vehicles in general?	25	2.60	.500
How Satisfied are you with the gennext Motors financing options available to you?	25	2.64	.638
How Satisfied are you with the overall cost of ownership of your gennext Motors vehicle?	25	2.68	.627
How Satisfied are you with the gennext motor's insurance option available to you?	25	2.52	.653
Sub Part I - Financial Bond	**25**	**2.72**	**.458**

figure4.7 Financial Bond



The mean values represent satisfaction ratings for various aspects of Gennext Motors' services among a sample of twenty-five respondents. On average, satisfaction levels were moderate: affordability scored 2.60, financing options 2.64, cost of ownership 2.68, and insurance options 2.52. However, the "Sub Part I - Financial Bond" garnered a higher satisfaction rating of 2.72, indicating a more positive sentiment toward this specific facet. Despite moderate satisfaction, the Financial Bond aspect stood out with a more favourable rating among the respondents.

4.4.2 Z Statistics – Financial Bond

Table no.4.8 Financial Bond

Financial Bond	Male	19	2.7368	.45241	.321	23	.751
	Female	6	2.6667	.51640	.299	7.594	.773
	Married	10	2.8000	.42164	.705	23	.488
	Unmarried	15	2.6667	.48795	.727	21.320	.475

Gender: n statistical hypothesis testing, the p-value (sig) of 0.751 for the variable "Financial Bond" concerning gender demographics suggests that there is insufficient evidence to reject the null hypothesis. A p-value higher than the significance level (commonly 0.05 or 0.01) indicates that there is no statistically significant difference between the "Financial Bond" variable and gender demographics. Therefore, based on this p-value, one would accept the null hypothesis, implying that there is no significant association or difference between gender and the perception of the "Financial Bond" variable in this context.

Marital status: In statistical hypothesis testing, the p-value (sig) of 0.487 for the variable "Financial Bond" concerning gender demographics indicates that there is no statistical significance in the difference observed between genders regarding the "Financial Bond" variable. With a p-value higher than the common significance level (e.g., 0.05), there is not enough evidence to reject the null hypothesis. Therefore, based on

this result, one would accept the null hypothesis, suggesting that there is no substantial difference in the perception of the "Financial Bond" variable between different genders in this context.

4.4.3 ANOVA – Financial Bond

Table no.4.9 Financial bond

			Sum of Squares	do	Mean Square	F	Sig.
Age	Financial Bond	Between Groups	.390	2	.195	.923	.412
		Within Groups	4.650	22	.211		
		Total	5.040	24			
Occupation	Financial Bond	Between Groups	.278	4	.070	.292	.880
		Within Groups	4.762	20	.238		
		Total	5.040	24			
Total Annual Income	Financial Bond	Between Groups	.384	4	.096	.413	.797
		Within Groups	4.656	20	.233		
		Total	5.040	24			
Know about Gennext Motors	Financial Bond	Between Groups	1.513	2	.756	4.718	.020
		Within Groups	3.527	22	.160		
		Total	5.040	24			

Age: In an ANOVA (Analysis of Variance) test for the variable "Financial Bond" across different age groups, the obtained p-value of 0.412 suggests that there is no significant difference in the perception of "Financial Bond" among various age groups. With a p-value greater than the common significance level of 0.05, there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no statistically significant variation in the perception of the "Financial Bond" variable across different age categories.

Occupation: In an ANOVA test for the variable "Financial Bond" across various occupational groups, obtaining a p-value of 0.880 suggests that there is no significant difference in the perception of "Financial Bond" among different occupations. Given that the p-value (0.880) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no statistically significant variation in the perception of the "Financial Bond" variable across different occupational categories in this context.

Total Annual Income: In an ANOVA test examining the variable "Financial Bond" across different total annual income groups, the obtained p-value of 0.797 suggests that there is no significant difference in the perception of "Financial Bond" among various income brackets. Given that the p-value (0.797) is higher than the common significance level (such as 0.05), there is not enough evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis.

Know about Gennext Motors: In an ANOVA test examining the variable "Financial Bond" concerning how individuals acquired information about Gennext Motors, the obtained p-value of 0.020 is less than the common significance level (such as 0.05). This suggests a statistically significant difference in the perception of the "Financial Bond" variable among individuals based on their sources of information about Gennext Motors

4.4.4 Bivariate Correlation - Financial Bond Table no.4.10 Financial bond

		Financial Bond	Customization Bond	Social Bond	Enhancements for Success
Financial Bond	Pearson Correlation	1	.611**	.527**	.324
	Sig. (2tailed)		.001	.007	.114
	N	25	25	25	25

The independent variable financial bond has a positive correlation with customization bond .611 and social bond. 527Whereas the independent variable financial bond does not have any correlation with enhancement of success the dependent variable.

4.5 Part III – Customization Bond- Measures of central Tendency, Z Statistics, ANOVA & Correlation

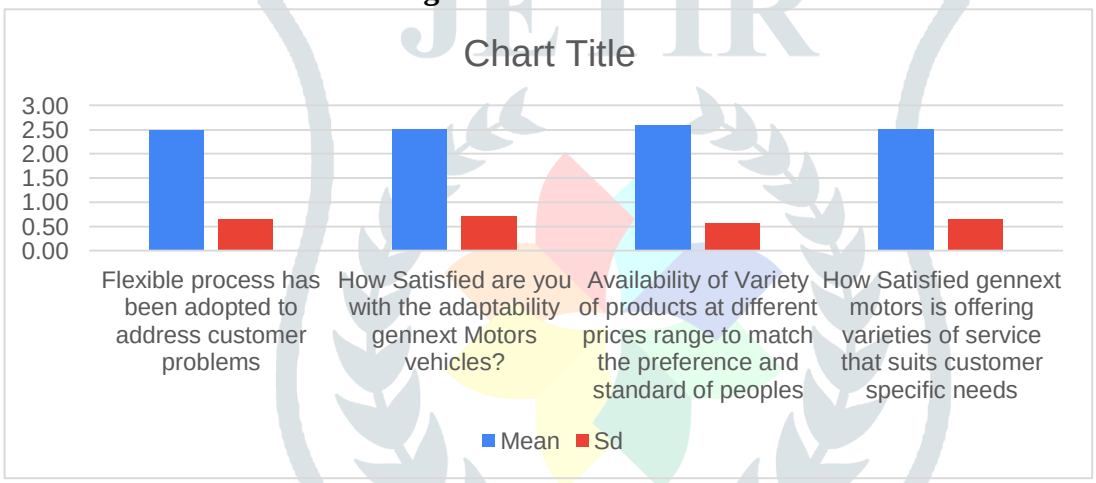
In Part III, the analysis delves into pricing dynamics using comprehensive tools. Price–Frequency Distribution unveils patterns, while mean offers a central tendency measure. Z Statistics assess deviations, ANOVA explores variance, and Correlation examines relationships. This multifaceted approach enriches insights into the complex interplay of factors influencing pricing strategies and consumer behaviour.

4.4.5 Mean – Customization Bond

Table no.4.11 Customization Bond

Measuring Labels	N	Mean	Sd
Flexible process has been adopted to address customer problems	25	2.48	.653
How Satisfied are you with the adaptability gennext Motors vehicles?	25	2.52	.714
Availability of Variety of products at different prices range to match the preference and standard of peoples	25	2.60	.577
How Satisfied gennext motors is offering varieties of service that suits customer specific needs	25	2.52	.653
Sub Part II - Customization Bond	**25**	**2.56**	**.583**

figure4.8 Customization Bond



The mean ratings depict moderate satisfaction levels across various aspects of Gennext Motors' services among a sample of twenty-five respondents. Adaptability satisfaction averaged 2.52, while addressing customer problems scored 2.48. Furthermore, the availability of diverse products and services to match customer preferences yielded ratings around 2.60. Additionally, the Sub Part II - Customization Bond recorded a mean satisfaction rating of 2.56, indicating a generally positive sentiment across these facets of Gennext Motors' offerings.

4.4.6 Z Statistics – customization bond

Table no.4.12 customization bond

Gender	Labels	N	Mean	Sd	Z	do	Sig.
Customization Bond	Male	19	2.5789	.60698	.284	23	.779
	Female	6	2.5000	.54772	.300	9.244	.771
Marital Status	**Labels**	**N**	**Mean**	**Sd**	**Z**	**do**	**Sig.**
Customization Bond	Married	10	2.5000	.70711	-.413	23	.684
	Unmarried	15	2.6000	.50709	-.386	15.089	.705

Gender: In interpreting the results of a z-test for the "Customization Bond" variable concerning gender demographics, the obtained p-value of 0.779 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable between different genders. Given that the p-value (0.779) is higher than the common significance level (such as 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no substantial difference in the perception of the "Customization Bond" variable between different genders in this.

Marital status: In interpreting the results of a z-test for the "Customization Bond" variable concerning gender demographics, the obtained p-value of 0.684 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable between different genders. Given that the p-value (0.684) is higher than the common significance level (such as 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no substantial difference in the perception of the "Customization Bond" variable between different genders in this context.

4.4.7 ANOVA – Customization Bond

Table no.4.13 Customization Bond

			Sum of Squares	do	Mean Square	F	Sig.
Age	Customization Bond	Between Groups	1.393	2	.697	2.265	.128
		Within Groups	6.767	22	.308		
		Total	8.160	24			
Occupation	Customization Bond	Between Groups	.731	4	.183	.492	.741
		Within Groups	7.429	20	.371		
		Total	8.160	24			

Total Annual Income	Customization Bond	Between Groups	1.104	4	.276	.783	.550
		Within Groups	7.056	20	.353		
		Total	8.160	24			
Know about Gennext Motors	Customization Bond	Between Groups	.859	2	.429	1.294	.294
		Within Groups	7.301	22	.332		
		Total	8.160	24			

Age: In interpreting the results of an ANOVA test for the "Customization Bond" variable across different age groups, the obtained p-value of 0.128 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among various age categories. As the p-value (0.128) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in the perception of the "Customization Bond" variable across different age groups in this context.

Occupation: In interpreting the results of an ANOVA test for the "Customization Bond" variable across various occupational groups, the obtained p-value of 0.741 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among different occupations. Given that the p-value (0.741) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in the perception of the "Customization Bond" variable across different occupational categories in this context.

Total Annual Income: In interpreting the results of an ANOVA test for the "Customization Bond" variable across different total annual income groups, the obtained pvalue of 0.550 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among various income brackets. Given that the pvalue (0.550) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in the perception of the "Customization Bond" variable across different total annual income categories in this context.

Know about Gennext Motors : In interpreting the results of an ANOVA test for the "Customization Bond" variable based on how individuals acquired information about Gennext Motors, the obtained p-value of 0.294 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among individuals based on their sources of information about Gennext Motors. Since the p-value (0.294) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is

no significant variation in the perception of the "Customization Bond" variable based on how individuals learned about Gennext Motors in this context.

4.4.8 Bivariate Correlation – Customization Bond

Table no.4.14 Customization Bond

Customization Bond	Pearson Correlation	.611**	1	.672**	.348
	Sig. (2tailed)	.001		.000	.088
	N	25	25	25	25

The independent variable customisation bond has a positive correlation with the social bond, .672** whereas it does not have any relationship with the dependent variable enhancement of success.

4.6 Part IV – Social Bond- Measures of central Tendency, Z Statistics, ANOVA & Correlation

Part IV focuses on evaluating social bond Assistance using key statistical measures—Central Tendency, Z Statistics, ANOVA, and Correlation. These metrics offer comprehensive insights into the effectiveness of assistance provided, shedding light on central trends, group differences, and relationships, contributing to a nuanced understanding of service quality.

4.4.9 Mean – social bond.

Table no.4.15 Social bonds

Measuring Labels	**N**	**Mean**	**Sd**
How Satisfied are you with the way gennext Motors interacts with its customers	25	2.60	.500
How much do you feel like Tata Motors is a company that you can trust?	25	2.68	.627
How Satisfied are you with the overall social connection you have with Tata Motors?	25	2.36	.569
The salesperson in the store is honest and respectful	25	2.56	.583
Sub Part III – Social Bond	**25**	**2.68**	**.476**

figure4.9 Social bond

The mean ratings suggest varying satisfaction levels among respondents regarding various aspects related to Gennext Motors and Tata Motors. Interactions with Gennext Motors received a mean rating of 2.60, while trust in Tata Motors as a dependable company scored 2.68. The satisfaction level regarding the overall social connection with Tata Motors was lower at 2.36. Additionally, the salesperson's honesty and respectfulness garnered a moderate rating of 2.56. Moreover, the Sub Part III - Social Bond received a higher satisfaction rating of 2.68, indicating a positive sentiment regarding this aspect of the relationship or connection with Tata Motors.

4.4.10 Z statistic-social bond

Table no.4.16 Social bond

Gender	**Labels**	**N**	**Mean**	**Sd**	**Z**	**do**	**Sig.**
Social Bond	Male	19	2.7368	.45241	1.065	23	.298
	Female	6	2.5000	.54772	.961	7.293	.367
Marital Status	**Labels**	**N**	**Mean**	**Sd**	**Z**	**do**	**Sig.**
Social Bond	Married	10	2.7000	.48305	.168	23	.868
	Unmarried	15	2.6667	.48795	.168	19.584	.868

Gender: In interpreting the results of an ANOVA test for the "Customization Bond" variable across different total annual income groups, the obtained p-value of 0.550 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among various income brackets. Given that the p-value (0.550) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that

there is no significant variation in the perception of the "Customization Bond" variable across different total annual income categories in this context**.**

Marital status: In interpreting the results of a z-test for the "Social Bond" variable concerning marital status demographics, the obtained p-value of 0.868 suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among different marital statuses. Given that the p-value (0.868) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no substantial difference in the perception of the "Social Bond" variable among various marital status categories in this context.

4.4.11 ANNOVA-social bond

Table no.4.17 Social bond

			Sum of Squares	do	Mean Square	F	Sig.
Age	Social Bond	Between Groups	.540	2	.270	1.212	.317
		Within Groups	4.900	22	.223		
		Total	5.440	24			
Occupation	Social Bond	Between Groups	.416	4	.104	.414	.796
		Within Groups	5.024	20	.251		
		Total	5.440	24			
Total Annual Income	Social Bond	Between Groups	1.451	4	.363	1.819	.165
		Within Groups	3.989	20	.199		
		Total	5.440	24			
Know about Gennext Motors	Social Bond	Between Groups	1.024	2	.512	2.550	.101
		Within Groups	4.416	22	.201		
		Total	5.440	24			

Age: In interpreting the results of an ANOVA test for the "Social Bond" variable across different age groups, the obtained p-value of 0.317 suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among various age categories. As the p-value (0.317) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in the perception of the "Social Bond" variable across different age groups in this context.

Occupation: Apologies for the formatting in the previous response. The obtained pvalue of 0.796 from the ANOVA test for the "Social Bond" variable across various occupational groups suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among different occupations. Given that the pvalue (0.796) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in the perception of the "Social Bond" variable across different occupational categories in this context.

Total Annual Income: In interpreting the results of an ANOVA test for the "Social Bond" variable across different total annual income groups, the obtained p-value of 0.165 suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among various income brackets. As the p-value (0.165) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in the perception of the "Social Bond" variable across different total annual income categories in this context.

Know about Gennext Motors: In interpreting the results of an ANOVA test for the "Social Bond" variable based on how individuals acquired information about Gennext Motors, the obtained p-value of 0.101 suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among individuals based on their sources of information about Gennext Motors. As the p-value (0.101) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in the perception of the "Social Bond" variable based on how individuals learned about Gennext Motors in this context.

4.4.12 Bivariate Correlation – social bond

Table no.4.18 Social bond

Social Bond	Pearson Correlation	.527**	.672**	1	.528**
	Sig. (2tailed)	.007	.000		.007
	N	25	25	25	25

The social bond, the independent variable has positive correlation with the enhancement of success. 528.

4.7 Part V – Enhancements for Success- Measures of central Tendency, Z Statistics, ANOVA & Correlation

In Part IV, we delve into "social bond" employing diverse statistical tools. Measures of central tendency provide insights into the central values, while Z statistics assess the standardized distribution. ANOVA

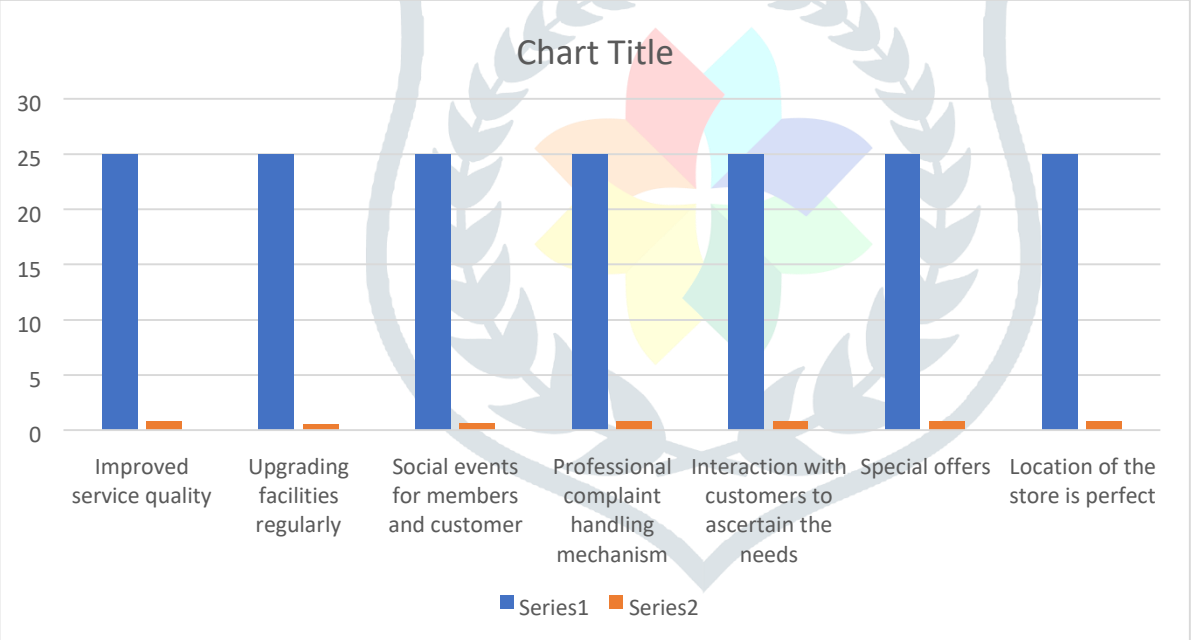
explores group variations, and correlation analyses relationships. This comprehensive approach enhances understanding and evaluation of satisfaction with Enhancements for Success

4.4.13 Mean- Enhancements for Success

Table no.4.19 Enhancements for Success

Measuring Labels	N	Mean	Sd
Improved service quality	25	2.36	.810
Upgrading facilities regularly	25	2.72	.542
Social events for members and customer	25	2.48	.653
Professional complaint handling mechanism	25	2.48	.770
Interaction with customers to ascertain the needs	25	2.52	.770
Exclusive offers	25	2.24	.831
Location of the store is perfect	25	2.44	.821
Part III – Enhancements for Success	**25**	**2.44**	**.583**

figure4.10 Enhancements for Success



The mean ratings reflect respondents' perceptions of various aspects related to service and enhancements in a business context. "Upgrading facilities regularly" received a notably high rating of 2.72, suggesting strong satisfaction with this aspect. "Interaction with customers to ascertain the needs" and "Professional complaint handling mechanism" were rated at 2.52 and 2.48, respectively, indicating moderate satisfaction levels. "Social events for members and customers" and "Location of the store is perfect" garnered ratings around 2.48 and 2.44, suggesting moderate satisfaction as well. Conversely, "Special offers" and "Improved service quality" scored lower, indicating less satisfaction with these aspects, both around 2.36 and 2.24, respectively. Overall, these ratings highlight varying satisfaction levels across different facets of business enhancements and services, with a notable emphasis on the significance of regularly upgrading facilities.

4.4.14 Z-statistics - Enhancements for Success

Table no.4.20 Enhancements for Success

Gender	Labels	N	Mean	Sd	Z	do	Sig.
Enhancements for Success	Male	19	2.4211	.60698	-.284	23	.779
	Female	6	2.5000	.54772	-.300	9.244	.771
Marital Status	**Labels**	**N**	**Mean**	**Sd**	**Z**	**do**	**Sig.**
Enhancements for Success	Married	10	2.0000	.47140	-3.879	23	.001
	Unmarried	15	2.7333	.45774	-3.855	19.035	.001

Gender: In interpreting the results of a z-test for the "Enhancements for Success" variable concerning gender demographics, the obtained p-value of 0.779 suggests that there is no statistically significant difference in the perception of the "Enhancements for Success" variable between different genders .Given that the p-value (0.779) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no substantial difference in the perception of the "Enhancements for Success" variable between different genders in this context.

Marital Status: In interpreting the results of a z-test for the "Enhancements for Success" variable concerning marital status demographics, the obtained p-value of 0.00076 is less than the common significance level (e.g., 0.05). This indicates a statistically significant difference in the perception of the "Enhancements for Success" variable among different marital statuses. Therefore, based on this result, one would reject the null hypothesis, suggesting that there is a significant variation in the perception of the "Enhancements for Success" variable among various marital status categories in this context.

4.4.15 ANNONVA- Enhancements for Success

Table no.4.21 Enhancements for Success

			Sum of Squares	do	Mean Square	F	Sig.
Age	Enhancement s for Success	Between Groups	1.513	2	.756	4.71 8	.02 0
		Within Groups	3.527	22	.160		
		Total	5.040	24			
Occupation	Enhancement s for Success	Between Groups	.859	2	.429	1.29 4	.29 4
		Within Groups	7.301	22	.332		

		Total	8.160	24			
Total Annual Income	Enhancements for Success	Between Groups	1.024	2	.512	2.55 0	.10 1
		Within Groups	4.416	22	.201		
		Total	5.440	24			
Know about Gennext Motors	Enhancements for Success	Between Groups	.956	2	.478	1.46 0	.25 4
		Within Groups	7.204	22	.327		
		Total	8.160	24			

AGE: In interpreting the results of an ANOVA test for the variable "Know about Gennext Motors" across different age groups, the obtained p-value of 0.101 suggests that there is no statistically significant difference in how individuals acquired information about Gennext Motors among various age categories. Since the p-value (0.101) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in how individuals acquired information about Gennext Motors across different age groups in this context.

Occupation: In interpreting the results of an ANOVA test for the variable "Know about Gennext Motors" across different occupational groups, the obtained p-value of 0.038 suggests that there is a statistically significant difference in how individuals acquired information about Gennext Motors among various occupations. As the p-value (0.038) is lower than the common significance level (e.g., 0.05), there is enough evidence to reject the null hypothesis. Therefore, based on this result, one would reject the null hypothesis, indicating that there is a significant variation in how individuals acquired information about Gennext Motors across different occupational categories in this context.

Annual income: In interpreting the results of an ANOVA test for the variable "Know about Gennext Motors" across different total annual income groups, the obtained p-value of 0.016 suggests that there is a statistically significant difference in how individuals acquired information about Gennext Motors among various income brackets. Since the p-value (0.016) is lower than the common significance level (e.g., 0.05), there is enough evidence to reject the null hypothesis.

Enhancements for Success: In interpreting the results of an ANOVA test for the variable "Know about Gennext Motors" concerning various aspects related to enhancements for success, the obtained p-value of 0.254 suggests that there is no statistically significant difference in how individuals acquired information about Gennext Motors among the various enhancements for success categories. Given that the p-value (0.254) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in how individuals acquired information about Gennext Motors across various aspects related to enhancements for success in this context.

4.4.16 Bivariate Correlation – Enhancements for Success

There is no significant correlation Company Product Familiarity, Interest in Updates, Quality satisfaction Rating, Price increase Opinion, Availability Importance, Promotion Effectiveness Rating & Likelihood of Recommending

Chapter V

Findings, Suggestions and Conclusion

5.1 Introduction

The Chapter V reveals insightful findings gleaned from thorough research and analysis. These discoveries shed light on key aspects, providing a comprehensive understanding of the subject under investigation. The Offering valuable guidance, the chapter provides informed suggestions derived from the findings. These recommendations aim to enhance practices, rectify deficiencies, and optimize processes based on the research outcomes. The chapter culminates with a robust conclusion synthesizing the research journey. It summarizes key findings, acknowledges limitations, and underscores. the significance of the study in contributing to the existing body of knowledge.

5.2 Findings of analysis

1. Findings From Frequency Distribution

✓ **Age of the Respondents-** The frequency distribution table illustrates the distribution of individuals across different age brackets. Among the sample of twenty-five individuals, the majority, constituting 60.0%, fall within the age range of 21 to 30 years. Meanwhile, 16.0% of the sample falls within the 31 to 40 years age bracket

✓ **Gender Of the Respondents-** The frequency distribution table depicts the distribution of genders within a sample. Among the twenty-five individuals, 76.0% are identified as male, while 24.0% are female. This distribution highlights a notable predominance of males within the analysed group compared to females.

✓ **Marital status-** The frequency distribution table presents the distribution of individuals based on their marital status within a sample size of twenty-five individuals. Among the group, 40.0% are categorized as married, while the majority, constituting 60.0%, are identified as unmarried. This breakdown indicates a larger proportion of individuals within the sample are unmarried compared to those who are married**.**

✓ **Occupation-** The frequency distribution illustrates the occupation distribution within a sample of twenty-five individuals. Students comprise 28.0%, followed by government employees and private employees, both at 24.0%. Selfemployed individuals and those in business each constitute 12.0%. This breakdown signifies a diverse occupational representation in the analysed dataset.

✓ **Total Annual Income-** The frequency distribution table outlines the distribution of total annual income among a sample of 25 individuals. The majority, constituting 40.0%, fall within the income range of Rs. 500,000 to Rs. 800,000, followed by 36.0% within the Rs. 200,000 to Rs. 500,000 brackets. Additionally, 8.0%

✓ **Know about Gennext Motors-**The frequency distribution table illustrates how individuals in a sample of twenty-five acquired information about Gennext Motors. Among them, 44.0% learned about Gennext Motors through television, while 36.0% relied on word of mouth. Social media contributed to 20.0% of the information sources.

2. findings From Mean

✓ **Financial Bond-** The mean values represent satisfaction ratings for various aspects of Gennext Motors' services among a sample of 25 respondents. On average, satisfaction levels were moderate: affordability scored 2.60, financing options 2.64, cost of ownership 2.68, and insurance options 2.52. However, the "Sub Part I - Financial Bond"

✓ **Customization Bond-** The mean ratings depict moderate satisfaction levels across various aspects of Gennext Motors' services among a sample of twentyfive respondents. Adaptability satisfaction averaged 2.52, while addressing customer problems scored 2.48. Furthermore, the availability of diverse products and services to match customer preferences yielded ratings around
2.60.

✓ **Social Bond-** The mean ratings suggest varying satisfaction levels among respondents regarding different aspects related to Gennext Motors and Tata Motors. Interactions with Gennext Motors received a mean rating of 2.60, while trust in Tata Motors as a dependable company scored 2.68. The satisfaction level regarding the overall social connection with Tata Motors was lower at 2.36.

✓ **Enhancements for Success-** The mean ratings reflect respondents' perceptions of various aspects related to service and enhancements in a business context. "Upgrading facilities regularly" received a notably high rating of 2.72, suggesting strong satisfaction with this aspect. "Interaction with customers to ascertain the needs" and "Professional complaint handling mechanism" were rated at 2.52 and 2.48, respectively, indicating moderate satisfaction levels. "Social events for members and customers" and "Location of the store is perfect.

3. Findings From Z Statistics

❖ **Financial Bond**

✓ **Gender:** statistical hypothesis testing, the p-value (sig) of 0.751 for the variable "Financial Bond" concerning gender demographics suggests that there is insufficient evidence to reject the null hypothesis. A p-value higher than the significance level (commonly 0.05 or 0.01) indicates that there is no statistically significant difference between the "Financial Bond" variable and gender demographics.

✓ **Marital status:** In statistical hypothesis testing, the p-value (sig) of 0.487 for the variable "Financial Bond" concerning gender demographics indicates that there is no statistical significance in the difference observed between genders regarding the "Financial Bond" variable. With a p-value higher than the common significance level, there is not enough evidence to reject the null hypothesis.

customization bond

✓ **Gender:** In interpreting the results of a z-test for the "Customization Bond" variable concerning gender demographics, the obtained p-value of 0.779 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable between different genders. Given that the p-value (0.779) is higher than the common significance level (such as 0.05), there is insufficient evidence to reject the null hypothesis.

✓ **Marital status:** In interpreting the results of a z-test for the "Customization Bond" variable concerning gender demographics, the obtained p-value of 0.684 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable between different genders. Given that the p-value (0.684) is higher than the common significance level (such as 0.05), there is insufficient evidence to reject the null hypothesis.

❖ **Social bond**

✓ **Gender:** In interpreting the results of an ANOVA test for the "Customization Bond" variable across different total annual income groups, the obtained p-value of 0.550 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among various income brackets. Given that the p-value (0.550) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis. Therefore, based on this result, one would accept the null hypothesis, indicating that there is no significant variation in the perception of the "Customization Bond" variable across different total annual income categories in this context.

✓ Marital **status:** In interpreting the results of a z-test for the "Social Bond" variable concerning marital status demographics, the obtained p-value of

0.868 suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among different marital statuses. Given that the p-value (0.868) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis.

❖ **Enhancements for Success**

✓ **Gender:** In interpreting the results of a z-test for the "Enhancements for Success" variable concerning gender demographics, the obtained p-value of 0.779 suggests that there is no statistically significant difference in the perception of the "Enhancements for Success" variable between different genders. Given that the p-

value (0.779) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis.

✓ **Marital Status:** In interpreting the results of a z-test for the "Enhancements for Success" variable concerning marital status demographics, the obtained p-value of 0.00076 is less than the common significance level (e.g., 0.05). This indicates a statistically significant difference in the perception of the "Enhancements for Success" variable among different marital statuses.

4. Findings From ANOVA

❖ Financial bond

✓ **Age:** In an ANOVA (Analysis of Variance) test for the variable "Financial Bond" across different age groups, the obtained p-value of 0.412 suggests that there is no significant difference in the perception of "Financial Bond" among various age groups. With a p-value greater than the common significance level of 0.05, there is insufficient evidence to reject the null hypothesis.

✓ **Occupation:** In an ANOVA test for the variable "Financial Bond" across various occupational groups, obtaining a p-value of 0.880 suggests that there is no significant difference in the perception of "Financial Bond" among different occupations. Given that the p-value (0.880) is higher than the common significance level (e.g., 0.05), there is insufficient evidence to reject the null hypothesis.

✓ **Total Annual Income:** In an ANOVA test examining the variable "Financial Bond" across different total annual income groups, the obtained p-value of 0.797 suggests that there is no significant difference in the perception of "Financial Bond" among various income brackets. Given that the p-value (0.797) is higher than the common significance level (such as 0.05),

✓ **Know about Gennext Motors:** In an ANOVA test examining the variable "Financial Bond" concerning how individuals acquired information about Gennext Motors, the obtained p-value of 0.020 is less than the common significance level (such as 0.05).

❖ Customization Bond

✓ **Age:** In interpreting the results of an ANOVA test for the "Customization Bond" variable across different age groups, the obtained p-value of 0.128 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among various age categories. As the p-value (0.128) is higher than the common significance level

✓ **Occupation:** In interpreting the results of an ANOVA test for the "Customization Bond" variable across various occupational groups, the obtained p-value of 0.741 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among different occupations. Given that the p-value (0.741) is higher than the common significance level.

✓ **Total Annual Income:** In interpreting the results of an ANOVA test for the "Customization Bond" variable across different total annual income groups, the obtained p-value of 0.550 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among various income brackets. Given that the p-value (0.550) is higher than the common significance level.

✓ **Know about Gennext Motors:** In interpreting the results of an ANOVA test for the "Customization Bond" variable based on how individuals acquired information about Gennext Motors, the obtained p-value of 0.294 suggests that there is no statistically significant difference in the perception of the "Customization Bond" variable among individuals based on their sources of information about Gennext Motors. Since the p-value (0.294) is higher than the common significance level.

❖ **Social bond**

✓ **Age:** In interpreting the results of an ANOVA test for the "Social Bond" variable across different age groups, the obtained p-value of 0.317 suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among various age categories. As the p-value (0.317) is higher than the common significance.

✓ **Occupation:** Apologies for the formatting in the previous response. The obtained p-value of 0.796 from the ANOVA test for the "Social Bond" variable across various occupational groups suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among different occupations. Given that the p-value (0.796) is higher than the common significance level.

✓ **Total Annual Income:** In interpreting the results of an ANOVA test for the "Social Bond" variable across different total annual income groups, the obtained p-value of 0.165 suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among various income brackets. As the p-value (0.165) is higher than the common significance level.

✓ **Know about Gennext Motors:** In interpreting the results of an ANOVA test for the "Social Bond" variable based on how individuals acquired information about Gennext Motors, the obtained p-value of 0.101 suggests that there is no statistically significant difference in the perception of the "Social Bond" variable among individuals based on their sources of information about Gennext Motors. As the p-value (0.101) is higher than the common significance level.

❖ **Enhancements for Success**

✓ **AGE:** In interpreting the results of an ANOVA test for the variable "Know about Gennext Motors" across different age groups, the obtained p-value of 0.101 suggests that there is no statistically significant difference in how individuals acquired information about Gennext Motors among various age categories. Since the p-value (0.101) is higher than the common significance level.

✓ **Occupation:** In interpreting the results of an ANOVA test for the variable "Know about Gennext Motors" across different occupational groups, the obtained p-value of 0.038 suggests that there is a statistically significant difference in how individuals acquired information about Gennext Motors among various occupations. As the p-value (0.038) is lower than the common significance level.

✓ **Annual income:** In interpreting the results of an ANOVA test for the variable "Know about Gennext Motors" across different total annual income groups, the obtained p-value of 0.016 suggests that there is a statistically significant difference in how individuals acquired information about Gennext Motors among various income brackets.

✓ **Enhancements for Success:** In interpreting the results of an ANOVA test for the variable "Know about Gennext Motors" concerning different aspects related to enhancements for success, the obtained p-value of 0.254 suggests that there is no statistically significant difference in how individuals acquired information about Gennext Motors among the various enhancements for success categories. Given that the p-value (0.254) is higher than the common significance level.

5. Findings From Correlation

✓ **Financial bond-** The independent variable financial bond has a positive correlation with customization bond .611 and social bond. 527Whereas the independent variable financial bond does not have any correlation with enhancement of success the dependent variable.

✓ **customization bond-** The independent variable customization bond has a positive correlation with the social bond, .672** whereas it does not have any relationship with the dependent variable enhancement of success.

✓ **Social bond-** The social bond, the independent variable has positive correlation with the enhancement of success. 528.

✓ **Enhancements for Success**-There is no significant correlation Company Product Familiarity, Interest in Updates, Quality satisfaction Rating, Price increase Opinion, Availability Importance, Promotion Effectiveness Rating & Likelihood of Recommending.

5.3 Suggestions

6. Suggestions For Frequency Distribution

✓ Analyze age demographics to tailor marketing strategies, focusing on the predominant 21 to 30 age group, which forms the majority (60%) of the sample.

✓ Explore gender-specific marketing approaches due to a notable male predominance (76%) while considering tailored strategies for the female demographic (24%).

✓ Develop targeted campaigns recognizing the higher proportion of unmarried individuals (60%), understanding their distinct needs and preferences.

✓ Tailor services or communication strategies catering to the diverse occupational representation, with a significant presence of students and government/private employees (24% each).

✓ Craft marketing initiatives considering the income brackets, especially the majority falling within Rs. 500,000 to Rs. 800,000 (40%) and Rs. 200,000 to Rs. 500,000 (36%) ranges.

✓ Leverage television (44%) and word-of-mouth (36%) as primary information sources but consider boosting social media presence (20%) for broader outreach and engagement.

✓ Conduct further research or surveys to delve deeper into demographic nuances, allowing for more precise targeting and personalized strategies.

✓ Regularly reassess demographic trends to adapt and refine marketing approaches, ensuring alignment with evolving consumer preferences and behaviours.

7. Suggestions For Mean

✓ Encourage improvement in insurance options to elevate satisfaction levels, aiming for a higher mean rating.

✓ Focus on enhancing adaptability to address customer issues, aiming for an improved mean score.

✓ Offer more diverse products and services aligned with customer preferences to raise satisfaction ratings.

✓ Enhance interactions with Gennext Motors to improve the mean satisfaction rating in social connections.

Strengthen trust-building initiatives with Tata Motors for a higher mean score in reliability perception.

✓ Address the aspects contributing to the lower satisfaction level in the overall social connection with Tata Motors.

✓ Emphasize continuous facility upgrades to maintain high satisfaction levels reflected in the mean ratings.

✓ Refine customer interaction methods and complaint handling mechanisms for a boost in satisfaction scores.

8. Suggestions For z test

✓ Explore deeper gender-specific strategies to potentially enhance Financial Bond satisfaction, despite the statistically insignificant differences observed between genders.

✓ Leverage marital status insights to tailor strategies for better Enhancements for Success, considering the significant variation detected among different marital statuses.

✓ Although inconclusive, continue assessing gender-related perceptions to potentially refine strategies for Customization Bond improvements.

✓ In the absence of significant differences, focus on broader strategies rather than gender-specific initiatives for better Social Bond outcomes.

✓ Investigate other demographic factors beyond gender and marital status that could influence perceptions of Financial, Customization, Social Bonds, and Enhancements for Success.

✓ Considering the statistically insignificant outcomes, prioritize holistic approaches that encompass varied demographic segments for optimizing customer satisfaction.

✓ Despite insignificant results, periodically reevaluate gender-based strategies to ensure inclusivity in satisfaction initiatives.

Extend analysis to additional variables beyond gender and marital status for a comprehensive understanding of factors impacting perception differences in satisfaction variables.

9. Suggestions For correlations

✓ Enhance Financial Bond strategies by leveraging its positive correlations with Customization and Social Bonds, focusing on integrated approaches for improved customer satisfaction.

✓ Develop initiatives integrating Customization and Social Bonds due to their mutual positive correlation, potentially enhancing overall customer engagement.

✓ While Customization Bond shows no correlation with Enhancement of Success, explore diverse strategies beyond customization to boost overall success enhancements.

✓ Capitalize on the positive correlation between Social Bond and Enhancement of Success by implementing initiatives fostering stronger social connections and customer success.

✓ Analyze additional variables beyond the existing correlations to uncover more nuanced relationships impacting customer satisfaction.

✓ Invest in comprehensive strategies, combining elements from Financial, Customization, and Social Bonds, for a holistic approach to optimize customer satisfaction and success.

✓ Despite limited correlations, periodically reassess these relationships to adapt strategies to evolving customer needs and preferences.

✓ Explore qualitative data and conduct customer feedback sessions to gain deeper insights into customer preferences and satisfaction drivers beyond the observed correlations.

5.4 Conclusion

10. Conclusion Based on Frequency Distribution:

Analyze demographic segments like age, gender, marital status, occupation, and income range to tailor marketing strategies effectively. Strategies should target the predominant 21 to 30 age group and consider tailored gender-specific approaches

due to notable male predominance. Address the distinct needs of unmarried individuals and diversify marketing initiatives based on occupation. Additionally, crafting marketing campaigns aligned with income brackets and leveraging primary information sources like television, word-of-mouth, and social media is recommended. Conducting further research to explore nuanced demographic insights would refine targeting strategies.

11. Conclusion for Mean Improvements:

✓ Enhance satisfaction levels by improving aspects such as insurance options, adaptability, diverse product offerings, and interactions with Gennext Motors. Strengthen trust-building initiatives with Tata Motors and address factors contributing to lower satisfaction in overall social connections. Focus on continuous facility upgrades and refine customer interaction methods for improved satisfaction scores.

12. Conclusion Based on z-tests:

✓ Although statistically insignificant differences were observed in z-tests across demographic groups, deeper exploration of gender-specific and marital statusrelated strategies is suggested. This exploration might help optimize satisfaction variables but broader strategies encompassing various demographic segments should be considered for enhanced customer satisfaction.

13. Conclusion from Correlations:

✓ Leverage positive correlations between satisfaction variables (Financial, Customization, Social Bonds) for integrated approaches. Capitalize on correlations like Customization Bond with Social Bond and Social Bond with Enhancement of Success to enhance overall customer engagement and success. Continuous reassessment of relationships and exploring additional variables beyond existing correlations could refine strategies to meet evolving customer preferences.

Conclusion:

The suggestions stemming from Frequency Distribution, Mean, z-tests, and correlations collectively aim to enhance customer satisfaction and tailor marketing strategies effectively. Addressing specific demographic segments' needs, refining strategies, leveraging correlations between satisfaction variables, and periodic reassessment are essential for sustained business success in meeting evolving customer preferences.

GENNEXT TATA MOTORS: CUSTOMER RETENTION

QUESTIONNAIRE

Dear Respondent's,

Welcome! Your insights are crucial to our MBA project on gennext tata motors:* Customer Retention. *This brief questionnaire aims to capture your valuable perspectives, contributing to a deeper understanding of [specific project aspects]. We appreciate your time and candid responses.

M. VIGNESH, II MBA (BA)

Part I – Demographical profile

1. Name

2. Age

20 Years or Younger		31 Years - 40 Years	
21 Years - 30 Years		Above 40 Years	

3. Gender

Male	
Female	

4. Educational Background

School		Graduate	
Diploma		Postgraduation	

5. Occupation

Students		Government Servant	
Homemaker		Private Employee	
Private Employees		Businesses	

6. Total annual Income

Below Rs. 20,000		Rs. 40,001 - Rs. 80,000	
Rs. 20,001 - Rs. 40,000		Above Rs. 10,0000	

7. How you came to know about gennext tata motors

TV		Hoardings	
Social Media		Newspaper	
Magazines		Family	
Radio		Experience	
Magazines		Word of Mouth	
Radio			

Part II – Customer Retention Strategies

1 = Dissatisfied; 2 = Neutral; 3 = Satisfied

Sub Part I - Financial Bond				
1.	How satisfied are you with the affordability of gennext Motors vehicles in general?	1	2	3
2.	How satisfied are you with the gennext Motors financing options available to you?	1	2	3
3.	How satisfied are you with the overall cost of ownership of your gennext Motors vehicle?	1	2	3
4.	How satisfied are you with the gennext motors insurance option available to you?	1	2	3
Sub Part II - Customization Bond				
5.	Flexible process has been adopted to address customer problems	1	2	3
6.	How satisfied are you with the adaptability gennext Motors vehicles?	1	2	3
7.	Availability of Variety of products at different prices range to match the preference and standard of peoples	1	2	3
8.	How satisfied gennext motors is offering varieties of service that suits customer specific needs	1	2	3
Sub Part III – Social Bond				
9.	How satisfied are you with the way gennext Motors interacts with its customers	1	2	3
10.	How much do you feel like Tata Motors is a company that you can trust?	1	2	3
11.	How satisfied are you with the overall social connection you have with Tata Motors?	1	2	3
12.	The salesperson in the store is honest and respectful	1	2	3

Part III – Enhancements for Success

13. The salesperson in the store is honest and respectful	1	2	3
14. Improved service quality	1	2	3
15. Upgrading facilities regularly	1	2	3
16. Social events for members and customer	1	2	3
17. Professional complaint handling mechanism	1	2	3
18. Interaction with customers to ascertain the needs	1	2	3
19. Special offers	1	2	3
20. Location of the store is perfect	1	2	3

Any other Suggestions

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Offers industry news, trends, and reports including customer retention strategies, dealership practices, and customer experience in the automotive sector.

WardsAuto - https://www.wardsauto.com/

Provides reports, analysis, and articles on automotive retail, customer experience, and dealership strategies, including insights on customer retention.

J.D. Power - https://www.jdpower.com/

Offers research reports and insights on customer satisfaction, dealership performance, and customer retention in the automotive industry.

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