

CUSTOMER EXPECTATION AND SATISFACTION LEVEL TOWARDS SERVICE PROVIDED AT MAHINDRA MOTORS

Ms.Rani therasa¹ , Dr.Rajadran KVR²

¹Student MBA,,Periyar Maniammai Institute of Science & Technology, Vallam, Thanjavur, Tamilnadu, India

²Associate Prof & Head Department -MBA Dept ,Periyar Maniammai Institute of Science & Technology, Vallam, Thanajvur, Tamilnadu, India

Abstract

Nowadays the most of the peoples are suffering to travel everywhere in bus ,so the peoples are preferring two wheelers as well as four wheelers , so the Customers are expecting more from the automobile companies ,so I did a research on Mahindra motor products which is Based on customer satisfaction towards service provided by the Mahindra motors. So from this research, the most of the peoples are more satisfied with Mahindra products as well as design also more attracted today's generation.

Keywords: Customer expectation, Satisfaction, Convenient sampling, Descriptive statistics

I Introduction

Customer expectation and satisfaction which is based on exchanging of product and service provided by the company. So this methods are frequently using in the marketing sector. the most important position of business is to satisfying the customer expectations. And its playing an important role and critical role in the automobile company's. Nowadays this is the main task which is face by every organization to satisfy the customer expectations.Like wise the customer expecting more and the organization also focus on to fulfil the customer expectations. To satisfying the customers

the company should provide a good services according to customer needs. The alteration can be done with the vehicle which is based on customer expectations and also based on the financial sector the company will acquire the motor vehicle on due basis to satisfy the customer needs. The present research paper is aimed to study about customer expectation and satisfaction level towards the service provided by the Mahindra motors.

II Literature Review

Rajalakshmi (2015),concluded That study identifiys the Mahindra and Mahindra co

company is doing a good automobile process in india .they are also provide a good features vehicle for an every year to satisfy the customer needs and also to improve customer satisfaction level and also they always launched the motors according to customer demand but in market

Ramamoorthy and Kausalya (2017), Explained the customer satisfaction, necessary for organization to efficiently manage client satisfaction. the activities and work of sales and marketing department personnel in a practical manner. the suggestion made by the customeris to improve luggage space and outlook.

KavithaSasmitha and .Mallikarjun(2016) explained the studies correlating the service quality and customer satisfaction are being carried out in automobile sector such as hospitality, banking and tourism. In most of the public sector the automobile industry is carried out customer expectations and satisfaction .

Rifayameera and Muthupandi (2017,) explained the study could be more effective if the geographical area and sampling size is increased the study is further suggested for further improvements and to identify the various factors to improve their proceeding of TVS motor private limited

Anil kumar and Bhupendersign (2016) Explains the main job of service industry to improve client satisfaction and quality of service which is helpful to improve the number of new clients .the aim of the study is to bring the maintainace quality towards automobile sectors.

III Research methodology

The satisfaction of buyers in Mahindra had been taken as sampling unit for the study. primary data were collected by using a will –structured manner and the secondary data were refered from research publication journals ,books and web.sources. Descriptive statistics are used to evaluate data.

IV Data analysis and Interpretation

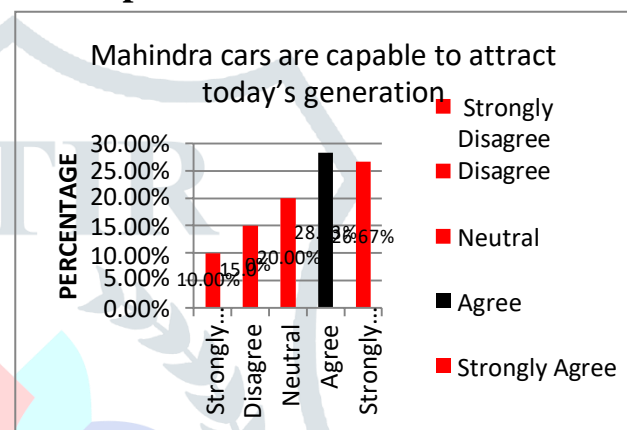


Fig:4.1

The fig:4.1 shows that 28.33% of the customers are agree and 26.67% of the customer strongly agree that, the Mahindra cars are capable to attract today's generation and 15.00% of the customers are disagree with this statement as well as strongly disagreed by 10.00% of the customer and remaining 20.00% of customers are supported both side.

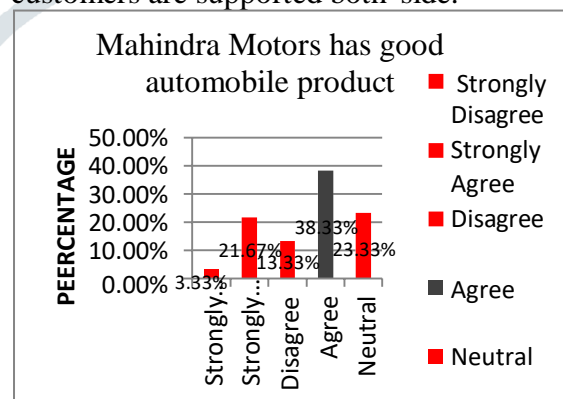


Fig:4.2

The fig 4.2 shows that, 21.67% of customers are strongly agreed, that the Mahindra motors has good automobile products, And also its agreed by 38.33% of the customers too , then the second lowest respondent 13.33% Customer Disagree with this given statement and Is strongly disagree with 6.67% and the remain 20% customers are supported both the sides.

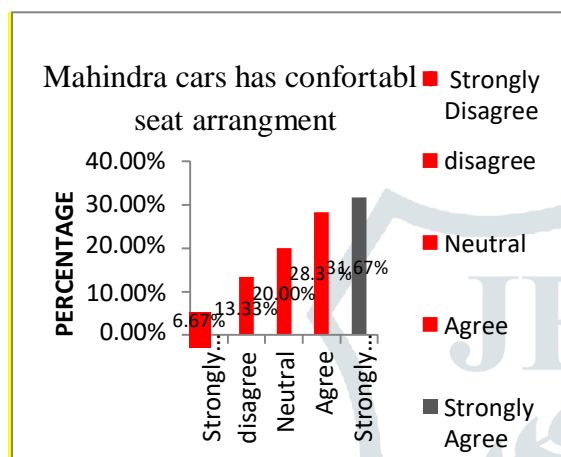


Fig:4.3

The fig 4.3 shows that ,the 28.33% of customers were agree that the Mahindra cars have very confortabl seat as well as 31.67% of customers are also strongly agree with this statement but this statement is not accepted by 20.00% of the customer, remaining 20.00% of the customers were support to the both side.

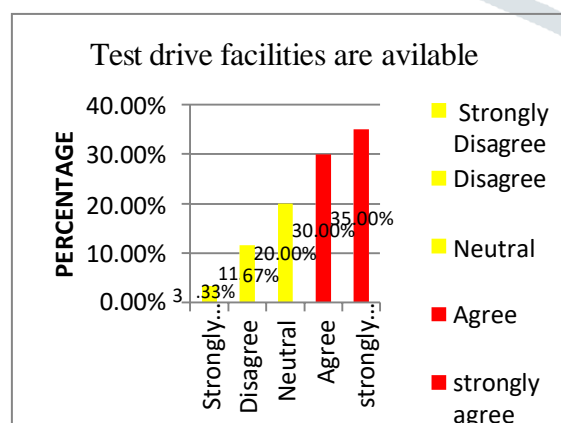


Fig:4.4

The fig 4.4shows that the 35% of customers were strongly agree that the Mahindra motors providing a test drive before purchasing and the 30% of the customers are agreed for the same given statement and neutrally supported by 20% of the customers and which is strongly disagree by 3.33% of the customers as well as disagreed by 11.6% of a customer.

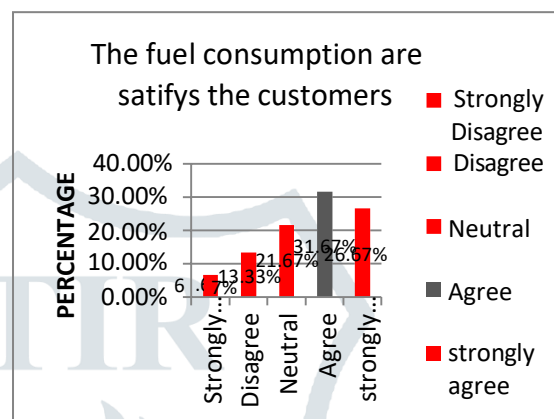


Fig:4.5

The fig 4.5 shows that the 26.67% of the customers are satisfied with the fuel consumptions of Bolero, and its also agreed by 31.67% of the customers and which is neutrally supported by 21.67% of the customers and remaining 6.67% of a customers are strongly disagreed as well as 13.33% of the customers are also disagreed with this statement.

V Conclusion:

Mahindra is one of the best automobile company in India. It's target mainly for family purpose and also satisfies the youth need. They will hold the loyal customers by their service and their approaches.

VI REFERENCE:

1. Manoj Kumar.(2015), "A Study on Customer Satisfaction Towards Mahindra Bolero with Special Reference to Coimbatore City", *Paripex-Indian Journal of Research*, Vol-4, No.8, pp. 114-115
2. Ramamoorthy R, Anto m., Kausalya(2017), "A Study on Customer Satisfaction of Mahindra Two Wheelers in Chennai City", *International Journal of Pure and Applied Mathematics*, Vol-116, No. 15, pp. 67-71
3. Priyanka Jain(2015), "A Study of Customer Satisfaction of Two Wheelers on Yamaha", *IOSR Journal of Business and Management*, Vol-17, No. 8, pp.08-19
4. Anil Kumar(2016), "Role of Customer Satisfaction in Automobile Service Sector", *International Journal of Engineering Technology, Management and Applied Science*, Vol-4, No.10, pp. 131-134
5. Lakshmanan, Gayathri D(2014), "A Study of Consumer Preference on users of car in Krishnagiri Town", *International Journal of Business and Administration Research Review*, Vol-1, No.5, pp. 132139
6. Sukhjinder singh, er. deepinder singh, er. kamalpreet sahani(2014), "customer satisfaction survey for various brands of tractors", *International journal of engineering research and technology*, vol-37, no. 7, pp. 89-92.
7. Mohd Javed, Parul Gupta, Vishal Saxena(2015), "Customer Satisfaction and Service Quality in four Wheelers Automobile Service Industry: A Review", *SSRG International Journal of Mechanical Engineering*, Vol-2, No.9, pp.22-26.
8. Haq A U(2005), "Satisfaction Towards Customer Loyalty in Auto -Mobile Industry of Pakistan", *International Journal of Management Business*, Vol2, No.4, pp. 363-371.
9. Hadi Amineh and Nataliya Koach(2016), "Assessment of Consumers Satisfaction with the Automotive Product Quality", *International Journal of Environmental and Science Education*, Vol.11, No.16, pp. 8726-8739.
10. Kavita Sasimath(2016), "Customer Satisfaction and Service Quality in Automobile Service Sector: Review of Literature", *AARMSS International Journal of Management and Social Sciences Research*, Vol2, No.3, pp. 14-28.
11. Kumar V S(2018), "The Relationship between Customers Satisfaction and Customer Loyalty in Commercial Vehicle Industry in India", *International Journal of Management and International Business Studies*, Vol-8, No.1, pp.11-22.
12. Sanjupa Giri and Kumar Thapa(2016), "A Study of Customer Satisfaction on after Sales Services of two wheelers in Kathmanadu Valley", *Journal of Business and Social Science Research*, Vol -1, No.1, pp.1-16.
13. Rifaya Meera M(2017), "Customer Satisfaction and Expectation Towards After Sales Service of TVS Motors Ltd in Sivakasi", *International Journal of Humanities and Social Science Studies*, Vol-3, No.4, pp.118-114
14. Thirunarayanamy M and Rajavel R(2016), "Customers Satisfaction Towards using Small Cars in Kanchipuram District", *ISBR Management Journal*, Vol.1, No.2, pp.99-109.
15. Jyothirmayi reddy S, Venkateswara reddy, Durga rao(2016), "a study on Customer Satisfaction towards Tata Motor car in Andhra Pradesh", *IOSR journal of Business and Management*, Vol-18, No.10, pp.08-15.
16. Eenukurthi Chaitanya Kranthi(2017), "An Analysis of Customer Satisfaction Towards Hyndai Motors India Limited", *International Journal of Research in Applied Management, Science and Technology*, vol.2, no.1, pp.116-118.
17. Kavitha B Sasimath(2016), "An Study of Customer Satisfaction Towards Automobile Service Sector in Automobile Showrooms of North Karnataka: a Research", *AARMS International Journals*, Vol2, No.2, pp.1-5.
18. Menaka R, Ashath K(2015), "A Study of Role of Automobile Industry in India and its customer satisfaction", *Shantax international journal of management*, Vol.2, No.4, pp. 48-58.
19. Kaushik V K and Neerajkaushik(2018), "Buysing Behaviour for Passenger Cars- A Study in South West Haryana", *Indian Journal of Marketing*, Vol.1, No.2, pp.4950.
20. Rajalakshmi(2015), "Customer Satisfaction and Service Quality in Automobile Service Sector", *International Journal of Management and Social Sciences Research*, Vol-2, No.3, pp. 14-28.