

A STUDY ON CUSTOMER SATISFACTION IN UASGE OF FORD CARS IN THANJAVUR



Marketing Management

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ABSTRACT

This is a paper is a study on the customer satisfaction levels of the customers at Lakshmi Ford, Thanjavur. This study analyses the various factors which makes the customers satisfied to purchase cars at Lakshmi Ford, Thanjavur and also do repeat business due to their level of satisfaction and also because of the various salient features provided by the company. This project report entitled "A Study on Customer Satisfaction towards Lakshmi Ford, Thanjavur. To determine the customer satisfaction of the product and future demands, needs, wants. The study starts with an introduction of the customer satisfaction, Company profile, Important of the study, Review of literature and objectives are set out for the study. Research methodology, data analysis and interpretation, findings and suggestions of the study follow. The response given by the customers and analyzed and interpret using different types of statistical tool such as percentage analysis.

02. INTRODUCTION:

Customer Satisfaction: Customer Satisfaction may be defined as a qualitative measure where in a customer experiences various degrees of satisfaction until the performance of the product matches his expectations. Customer's satisfaction with a product depends on the product's performance relative to the buyer's expectations. If the performance of the product falls short of his expectations the customer is dissatisfied. If the performance of the product matches his expectations the customer is satisfied. If the performance of the product exceeds his expectations the customer is highly satisfied. Customer Satisfaction can be achieved through quality, value and service. For a customer-centered company customer satisfaction is both a goal as well as a major factor in the company's success. Companies that achieve high customer satisfaction ratings must make sure that their target customers come to know of it.

03. REVIEW OF LITERATURE:

Yusuf and Ismail (2008) In service business, an important element that widely discussed in literature is service quality defined quality as 'the consumer's judgment about a product [or service]'s overall excellence or superiority'.

Johnson et al. 2001, Oliver 1999 Maintains that overall satisfaction is more appropriate for an analysis of the satisfaction-loyalty relationship, inasmuch as the cumulative satisfaction construct is capable of aggregating or blending individual satisfaction episodes. Likewise, the overall satisfaction formulation is better at predicting consequent behaviors and economic outcomes.

04. RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In it, we study the various steps that are generally adopted by a research in studying research problem along with the logic behind them.

4.1 Objectives of the study:

- To study on customer satisfaction at Lakshmi Ford, Thanjavur
- To study the customer satisfaction on the usage of Ford Cars

4.2 Scope of the study:

- The research measures the experiences of customers.
- Defines and analyses the experiences based on key deliverables.
- Helps to suggest any input based on the result of the research to improve customer satisfaction at Lakshmi Ford, Thanjavur

4.4.1 Sample Technique:

By using Simple Random Sampling Technique 76 respondents were selected for the purpose of the study. A well researched set of questions were made into a questionnaire to interview the customers.

4.4.2 Method of data collection: The method used to collect data is through the questionnaire which has been prepared.

4.4.3 Tools for analysis:

The following tools have been applied in the present study.

- Simple percentage tools have been used to analyze the data.
- The data has been interpreted with the help of various diagrams like bar diagrams and pie charts.

4.5 Limitation of the study:

- Due to time constraints only limited samples were able to be taken.
- The customers had very less time to fill the questionnaire so they were not having time to think deep
- Some respondents may have given biased opinions

05. DATA ANALYSIS & INTERPRETATION

TABLE : 1 FREQUENCY OF SERVICE

Frequency of service	No. of Respondents	Percentage
Once in 5months	7	10%
Once in 8months	26	34%
Once in 10months	20	26%
Once a year	23	30%
Total	76	100%

Interpretation

From the above table it is clear that the 10% of the customers say frequency of service is once in 5months, 34% of the customers say once in 8months, 26% of the customers say once in 10months, 30% of the customers say once a year

FIGURE 1: FREQUENCY OF SERVICE

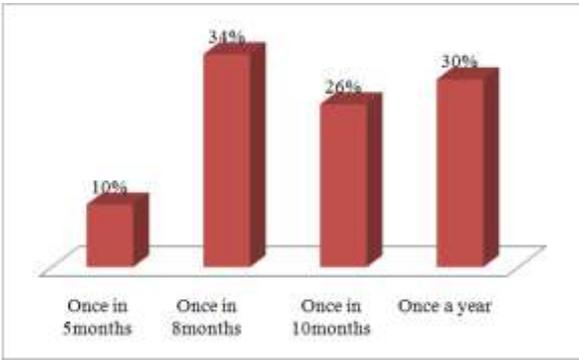


TABLE 2 : SATISFACTION LEVEL OF COMPANY'S AFTER SALES SERVICE

Satisfaction level of company's after sales service	No. of Respondents	Percentage
High	38	50%
Medium	33	43%
Average	5	7%
Low	0	0%
Total	76	100%

Interpretation

From the above table it is clear that the 50% of the customers say satisfaction of company's after sales and service is high, 43% of the customers say medium, 7% of the customers say mileage

FIGURE 2 : SATISFACTION LEVEL OF COMPANY'S AFTER SALES SERVICE

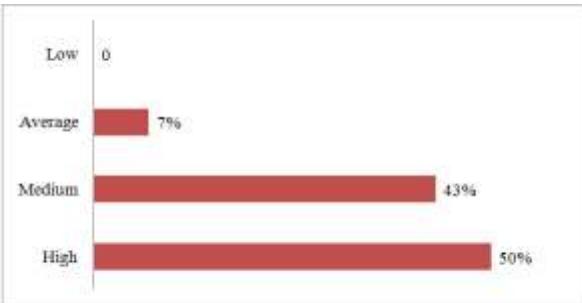


TABLE 3: BEST FEATURE IN FORD CAR

Best feature in Ford car	No. of Respondents	Percentage
Maintenance	36	47%
Exterior & interior designs	19	25%
Mileage	14	18%
Quality	7	10%
Total	76	100%

Interpretation

From the above table it is clear that 47% of the customers say the best feature in ford car is Maintenance, 25% of the customers say it is Exterior&interior designs, 18% of the customers say it is mileage, 10% of the customers say it is quality

FIGURE 3: BEST FEATURE IN FORD CAR

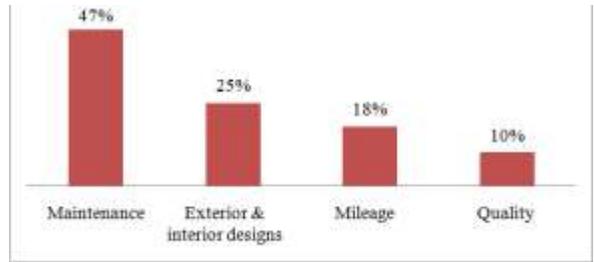


TABLE 4: MAINTENANCE OF THE CAR

Maintenance of the car	No. of Respondents	Percentage
Excellent	38	50%
Satisfied	33	43%
Just satisfied	5	7%
Dissatisfied	0	0%
Total	76	100%

Interpretation

From the above table it is clear that 50% of the customers say that their maintenance of the car is Excellent, 43% of the customers say it is Satisfied, 7% of the customers say it is Just satisfied

FIGURE 4 MAINTENANCE OF THE CAR

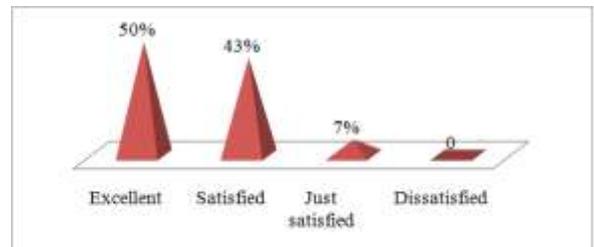


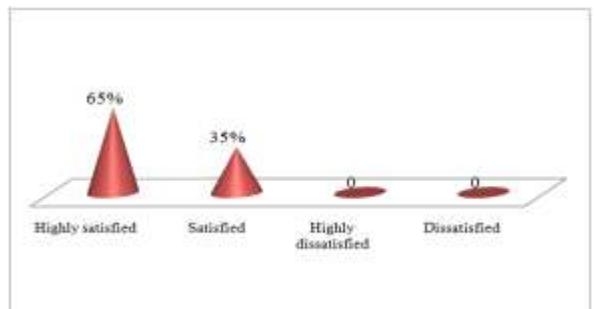
TABLE 5: EFFICIENCY OF THE SERVICE

Efficiency of the service	No. of Respondents	Percentage
Highly satisfied	50	65%
Satisfied	26	35%
Highly dissatisfied	0	0%
Dissatisfied	0	0%
Total	76	100%

Interpretation

From the above table it is clear that 65% of the customer say that their efficiency of the service is highly satisfied, 35% of the customers say it is satisfied

FIGURE 5: EFFICIENCY OF THE SERVICE



ASSOCIATION BETWEEN FREQUENCY OF SERVICE AND SATISFACTION LEVEL OF COMPANY'S AFTER SALES SERVICE

NULL HYPOTHESIS (H₀): There exists no significant association between Frequency of service and satisfaction level of company's after sales service.

ALTERNATIVE HYPOTHESIS (H₁): There exists significant association between Frequency of service and satisfaction level of company's after sales service

TABLE: 6

Frequency of Service	Once in 5 months	Once in 8 months
Satisfaction Level of Company's After Sales Service		
High	4	3
Medium	12	12
Average	9	10
Low	13	8

Calculated value = 2.775

Degree of freedom = 9

The table value at 5% level of significance is 16.919

Calculated value is less than table value, so accept null hypothesis and reject alternative hypothesis.

Therefore there exists no significant association between frequency of service and satisfaction level of company's after sales service.

06. CONCLUSION:

In conclusion to this research I found that the customer satisfaction eve of the customers at Lakshmi Ford, Thanjavur is very high. The company has kept the customers well satisfied with their excellent car ranges, the very good communication between the representatives and the customers and giving them an enjoyable car driving experience. Lakshmi Ford, Thanjavur has great potential to become one of the top dealers in Ford.

REFERENCE

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