

A STUDY ON LEVEL OF CUSTOMER SATISFACTION WITH EXISTING SERVICES FOR PIAGGIO WITH REFERENCE TO SASTHA MOTORS



Marketing

KEYWORDS: Sales strategy marketing strategy sugar industry consumer industry

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ABSTRACT

A study of the customer satisfaction of Sastha's motors is an process which is very useful to monitor the current status about the public image of the Sastha motors, Here the project should examine the results about customer expectation to offer any new services, because the new inline services obviously makes only for surrounding people who are living nearer to Sastha motors. So that here we have started our study and analysis of customer behaviors and satisfaction level of company products. The project study aims at understand the customer satisfaction about our product and services. By important the study report gives a moral support to updates the current status of Sastha motors internal activities towards business promotion and development.

INTRODUCTION

A study of customer satisfaction analysis is a process which is used to capture the Sastha motors customer activities behalf of their products. The company marketing techniques helps to increase business growth as the same the customer satisfaction is one the major key point to develop their business and sales growth sufficiently; also it's a better idea to understand the current progress of Sastha motors business development activities. Whether the buyer is satisfied after purchase depends on the offer's performance in relation to the buyer's expectations. The project study obviously identifies the customer satisfaction level around the Sastha motors presented city. Most businesses use a advertising, personal selling, referrals, sales promotion and public relations, all things comes under to satisfy the customers. So that here we have started our study and analysis of customer behaviors and satisfaction level of company products. The project study aims at understand the customer satisfaction about our product and services. By important the study report gives a moral support to updates the current status of Sastha motors internal activities towards business promotion and development.

REVIEW OF LITERATURE

Rakesh (2013) conducted a research to analyze the customer satisfaction level on Mech Honda showroom Thanjavur. For this purpose, data was collected from more Honda customers working in a private concern also in the government organizations in rich city. The data was collected with the help of questionnaires that the author has defined. Data were analyzed using descriptive statistics such as frequencies and percentages to present the main characteristics of the sample. Results showed that the customer satisfaction is only the key point to enhance the business growth confidentially.

Arunkumar (2013) conducted a research to analyze the customer satisfaction level in the service of TATA MOTORS. For this purpose a sample of n number of customers was used to get satisfaction level data report on the basis of how the organization attracted themselves. Data were analyzed using descriptive statistics such as frequencies and percentages to present the main characteristics of the sample. Results showed that customer satisfaction is a very sufficient process to reach the sales ratio.

Vinay (2011) conducted a research to examine the role of customer satisfaction persons how express the feel about the service quality based with customers. For this purpose a sample two hundred service sector was taken. Data were analyzed using the special statistical methods such as frequencies and percentages to present the main characteristics of the sample. The results showed that there is all the company growth should base under the customer satisfaction with rich level.

Sudha (2011) has done the study to identifies the role of customer satisfaction and persons how express the feel about the service quality based with customers, the study analyzed how role responding and role conflict affect employee creativity directly and indirectly. For this purpose a sample two hundred service sector was taken. Various statistical measures were used for the purpose of analysis. The results showed that there is all the company growth should base under the customer satisfaction with rich level.

Ram kumar (2010) has conducted a research to determine the growth and efficiency of business through the customer satisfaction about the service. The customer satisfaction is a great service oriented business in the real world, here the people expects more kindness from the employees so that here we need to maintain rich level of customer satisfaction, so the research fully monitored the customer satisfaction on high proficiency. The result shows and proof nearly every business will benefit from having an high level of customer support but it's based on the satisfaction level of service from the us.

Schiffman and Kanuk (2004)¹⁷ defines customer satisfaction as "The individual's perception of the performance of the product or service in relation to his or her expectations".

Merchant Account Glossary points out that, "Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and produce/service to produce/service

Berry and Parasuraman (1991) argue that since customers' satisfaction is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses. Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service.¹² it is the result of an evaluative process that contrasts pre-purchase expectations with perceptions of performance during and after the consumption experience.

Objective:

To ascertain whether the customers are satisfied with existing service from Sastha motors, Kumbakonam

Research methodology

Statement of the problem

Here we can determined the very useful advisory to companies based on their survey, Sastha auto is one of the automobiles dealers in the Kumbakonam city, the shop deals only with three wheelers auto, they are one of the best biggest Piaggio auto service provides in the cultured city, their volume is crossing nearly 5000 vehicle from their day of commencing. Their gradual increase of their sales volume indi-

cates the value of goodwill in the market, so the Sastha autos market volume has so many problems because of customer satisfaction so the problem statement easily identifies the dissatisfaction level of Sastha motors in Kumbakonam.

Scope of Study

- The aim of the project is to identify the "Customer towards Sastha Autos services.
- The scope of research also helps in understanding the preferences of the customers.
- It would help Sastha autos to design their promotion on sales. The collected data is analyzed in a systematic order to find the consumer preferences for enabling the organization to achieve its long run objective of maintaining the satisfaction.

Research Design

Research is under taken with the idea to know about the customer satisfaction in Sastha auto sales, kumbakonam

Sampling techniques

The study over the Sastha Motors, is get the reviews about the agency among the customer, the process has been handled with two types of techniques to obtain the reliable data, where Questionnaire and face to face interview.

Sample size: 112

Method of Data Collection:

Primary Data has been collected from sample respondents through Questionnaires. Here, around 112 respondents have responded for questionnaire and the results has been analysed.

Tool for Analysis

The main method used for analysis is Percentage method and Chi square test.

Limitation of Study

- However justification has been made by comparing the figures given with other relevant information and on the basis of such only the conclusions have been arrived at.
- Here the respondents has selected very random from the overall population and the age wise classification also used

DATA ANALYSIS AND INTERPRETATION

TABLE: 1 - PRODUCT EXPLANATION IN SHOWROOM

Product Explanation in Showroom	No. of Respondents	Percentage
Excellent	33	29%
Good	68	61%
Average	4	4%
Poor	7	6%
Total	112	100%

INTERPRETATION:

From the above table it is clear that 61% of respondents told the product explanation in Showroom is good, 29% of respondents it is excellent, 6% of respondents it is poor and 4% of respondents it is Average. It reveals that, interaction and explanation of the products to the customer is good.

PRODUCT EXPLANATION IN SHOWROOM



TABLE: 2 - RATING OF FREE SERVICES

Timely Delivery Report	No. of Respondents	Percentage
Excellent	29	26%
Good	77	69%
Average	6	5%
Poor	0	0%
Total	112	100%

INTERPRETATION

From the above table it is clear that 69% of the respondents told the Time of Delivery process is good, 26% of respondents told Excellent and remaining 5% of respondent's Average level satisfied in Sastha motors for timely delivery process.

RATING OF FREE SERVICES

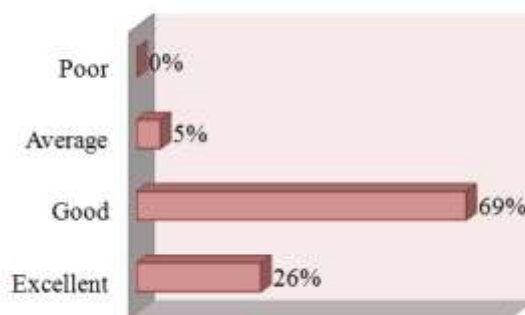


TABLE: 3 - SPARE PARTS AVAILABILITY

Spare Parts Availability	No. of Respondents	Percentage
Excellent	22	20%
Good	80	71%
Average	9	8%
Poor	1	1%
Total	112	100%

INTERPRETATION

From the above table it is clear that 71% of respondents told good in spare parts availability in all place, 20% of respondents told excellent, 8% of respondents told average and remaining 1% of respondents told poor condition in spare parts availability in all place.

SPARE PARTS AVAILABILITY

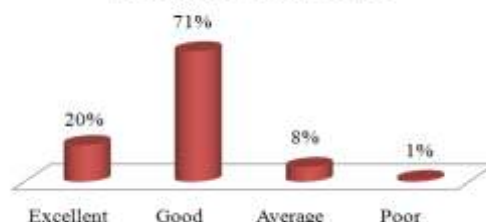


TABLE: 4 - QUALITY OF SERVICE

Quality of Service	No. of Respondents	Percentage
Excellent	25	22%
Good	85	76%
Fair	2	2%
Bad	0	0%
very bad	0	0%
Total	112	100%

INTERPREATION

From the above table it is clear that 76% of respondents feel that quality of service is good, 22% of respondents told excellent, 2% of respondents told fair quality of service provided to our customer.



TABLE: 5-MILEAGE

Mileage	No. of respondents	Percentage
Excellent	45	40
Good	62	55
Average	5	5
Poor	0	0
Total	112	100

INTERPRETATION

From the above table it is clear that 55% of respondents say that the mileage is good, 40% of respondents say excellent. Remaining 5 % of respondents say that the mileage is average.

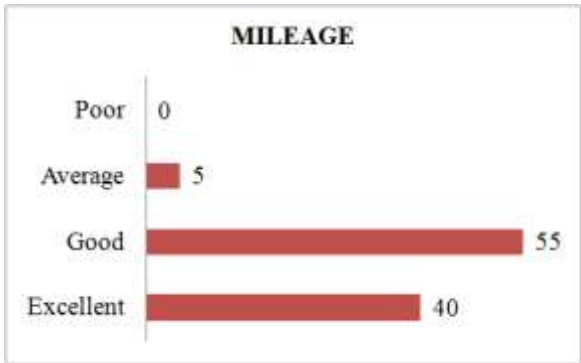


TABLE: 6 MODELS USED

Model Used	No. of respondents	Percentage
Ape porter 600	0	0%
Ape Porter 1000	5	4%
Ape xtra Id	26	23%
Ape delivery van	4	4%
Ape auto rickshaw	45	40%
Ape city diesel	32	29%
Total	112	100%

INTERPRETATION

From the above table it is clear that 40% of respondents use Ape Auto Rickshaw, 29 % of respondents use Ape City Diesel, 23% of respondents use Ape xtra ID, 4 % of respondents use Ape Porter 1000 and use Ape Delivery Van.

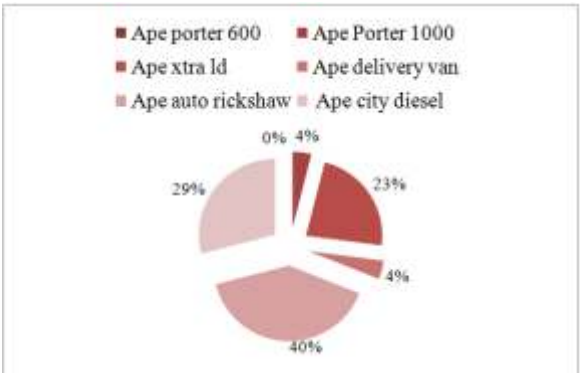


TABLE: 7 USE IN PIAGGIO AUTO

Use in piaggio auto	No. of respondents	Percentage
Yes	107	96%
No	5	4%
Total	112	100%

INTERPRETATION

From the above table it is clear that, 96% of respondents use the Piaggio Auto, where 4% of respondents use the others. It can be inferred that the majority of the respondents belongs to Piaggio Auto

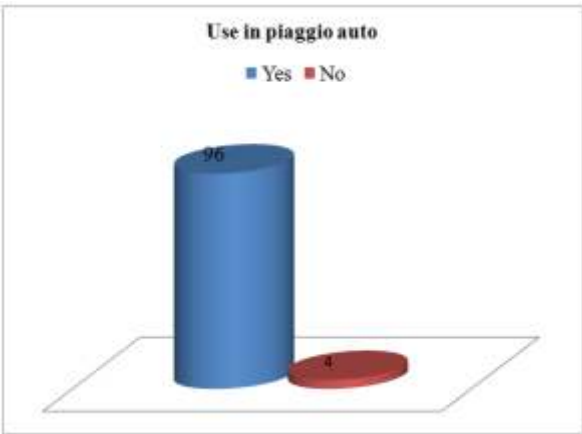


TABLE: 8 SATISFACTION LEVEL OF MAINTENANCE COST

Satisfaction level of maintenance cost	No. of respondents	Percentage
Excellent	16	14%
Good	86	77%
Average	10	9%
Poor	0	0%
Total	112	100%

INTERPRETATION

From the above table it is clear that 77% of respondents feels good, 14% of respondents feel that the maintenance is Excellent, where 9% of respondents feels Average. It reveals, that the maintenance of the Sastha motors is good.



TABLE: 9 RATE OF FREE ADVERTISEMENT

Rate of street add	No. of respondents	Percentage
Making good	40	36%
Satisfactory	69	62%
Not sufficient	3	2%
Total	112	100%

INTERPREATION

From the above table it is clear that, 62% of respondents rates Satisfactory, 36% of respondents rates the street advertisement is Making Good 2% of respondents rates it is not sufficient.

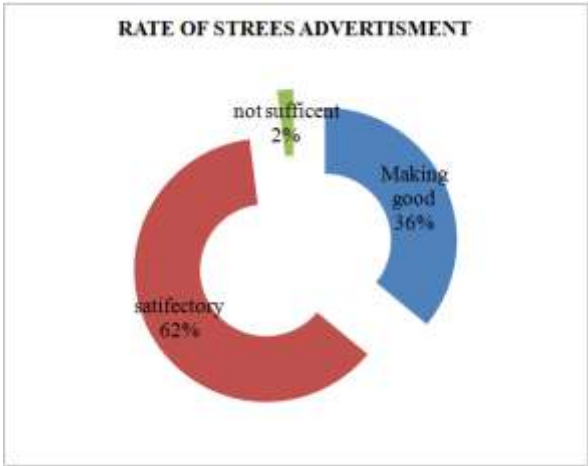
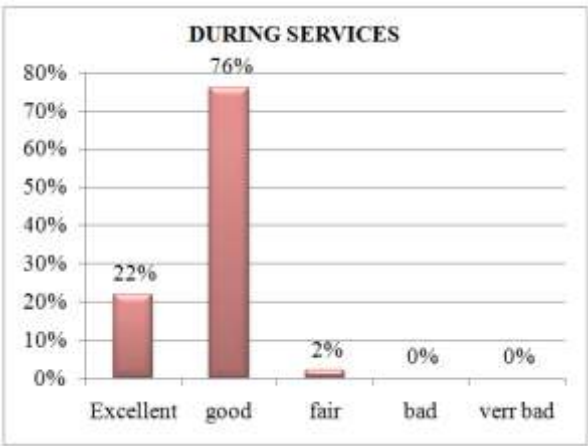


TABLE: 10 DURING SERVICES

During service	No. of respondents	Percentage
Excellent	25	22%
Good	85	76%
fair	2	2%
bad	0	0%
very bad	0	0%
Total	112	100%

INTERPREATION

From the above table it is clear that 76% of respondents feel that the service is good, 22% of respondents feel that service is Excellent, 2% of respondents feels that Fair. It reveals that, the services provided to the customer by the Shasta Motors are neutral



Null Hypothesis (H_0): There exists no association between Piaggio motor mileage & Value for money for paid services provided at Piaggio Motors.

Alternative Hypothesis (H_a): There exists association between Piaggio motor mileage & Value for money for paid services provided at Piaggio Motors.

TABLE: 11.

Mileage	Excellent	Very Good	Good	Fair	Total
Value for money					
Excellent	4	34	3	0	41
Good	1	23	37	1	62
Average	0	4	2	3	9
Total	5	61	42	4	112

Calculated value=56.9575

Degree of Freedom= 12

At 5% level of significance the table value is 21.026

Calculated Value > Table Value (56.9575 > 21.026), Alternative Hypothesis is accepted.

There exists association between Piaggio motor mileage & Value for money for paid services provided at Piaggio Motors

ASSOCIATION BETWEEN PIAGGIO MOTOR MODEL & APPROACH OF PERSONNEL AT PIAGGIO MOTORS IN EXPLAINING THE FREE SERVICES PROVIDED AFTER PURCHASING A NEW VEHICLE

Null Hypothesis (H_0): There exists no association between piaggio motor model & approach of personnel at piaggio motors in explaining the free services provided after purchasing a new vehicle.

Alternative Hypothesis (H_a): There exists association between piaggio motor model & approach of personnel at piaggio motors in explaining the free services provided after purchasing a new vehicle.

TABLE: 12

Services Provided by Personnel	Excellent	Good	Average	Total
Piaggio Motors				
Ape porter 1000	3	2	0	5
Ape Xtra LD	6	18	2	26
Ape Delivery van	0	4	0	4
Ape auto rickshaw	8	35	2	45
Ape city diesel	6	23	3	32
Total	23	82	7	112

Calculated value=7.635

Degree of Freedom= 15

At 5% level of significance the table value is 24.996

Calculated Value < Table Value (7.635 < 24.996), null hypothesis is accepted.

There exists no association between piaggio motor model & approach of personnel at piaggio motors in explaining the free services provided after purchasing a new vehicle.

CONCLUSION

This study is on the customer satisfaction at ape autos dealers' shastha showroom. The study has identified that customer are highly satisfied with the vehicles due to reasons like good mileage, quality, performance, space and price. This study concludes that shastha has a very good edge over its competitors

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