Research Paper MANAGEMENT

A Study on Customer Satisfaction Towards Mahindra Bolero with Special Reference to Coimbatore City

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ABSTRACT

The aim of the study is to understand the level of customer satisfaction towards the Mahindra Bolero. The study apart from knowing the customers satisfaction also focuses on the scope and growth of sales and satisfaction level of customers where the study is being conducted. The project focusing on Mahindra Bolero branch in Coimbatore. This study will help us to get a better picture as to what customers perceive about Mahindra Bolero and their awareness about the same. This study also brings to light the customer expectations about the Mahindra Bolero Vehicle. The Indian Automobile industry manufactures over 11 million vehicles and exports about 1.5 million each year. The dominant products of the industry are two-wheelers with a market share of over 75% and passenger cars with a market share of 16%. Commercial vehicles and three –wheelers share about 9% of the market between them. About 91% of the vehicles sold are used by households and only about 9% for commercial purpose. The industry has turnover of more than USD$35 billion and provides direct and in direct employment to over 13 million people. The level of technology change in the motor vehicle Industry has been high but the rate of change in technology has been medium. Investment in the technology by the producers has been high. System-suppliers of integrated components and sub-systems have become the order of the day. However, further investment in new technologies will help the industry be more competitive. Currently India's increasing per capita disposable income which is expected to rise by 106% by 2015 and growth in exports is playing a major role in the rise and competitiveness of the industry.

KEYWORDS CUSTOMER SATISFACTION, PERCEPTION

INTRODUCTION

The essence of Modern Marketing concept is that all elements of business should be geared towards the satisfaction of consumers. This requires a thorough understanding of Consumer Behavior and buying motivations. Without such insights, marketers will fail to segment markets effectively and define strategies for an effective penetration into the defined market segment.Recognizing the importance of consumer understanding, research into consumer motivation, beliefs, attitudes, learning perception and opinion has made tremendous stride during the last decade.

Today in four wheeler industries consumer satisfaction depend on comfort and convenience in during the four wheelers. Reliability, modern style and economy are demanded by the mass segment while convenience is important feature for the emerging segment seeking the power, pleasure of riding a four wheeler. Consumers are very important of the survival of the motor vehicle manufacturing industry. Access to latest and most efficient technology and techniques will bring competitive advantage to the major players. Utilizing manufacturing plants to optimum level and understanding implications from the government policies are the essential in the automotive Industry of India.

REVIEW OF LITERATURE

Mukesh Sharma "A Study on Consumer Awareness and perception towards cars"2012. The study identifies and evaluates the consumer perception towards various factors about cars. The result of this study shows that there is a combination of both positive and negative effect on consumer perception. It also shows that maximum number of respondents were not satisfied their car. So various technologies need to be taken in order to increase the satisfaction level and thereby increase the sales. Most of the respondents consider the cost and the mileage while purchasing the car. The speed and status are the major factors, which is affecting the sales if cars.

Saraswathi S (2010) A study on "Customer Satisfaction on Post-Sales Service with Reference to Four-Wheeler Automobile Industry" which reveals that the key to success of automobile industry lies not only in having good products but also in being able to provide the customer with the level of service they desire. Because of increasing competitiveness in the Indian automobile industry, almost all automobile manufacturers have invested valuable resources on customer satisfaction as a tool to understand the needs and expectations of their customers. Increased presence of four-wheeler vehicles throughout the country has created a growing need for providing service infrastructures closer to the customer's homes or offices.

OBJECTIVES OF THE STUDY

- To gather information about customer satisfaction towards Bolero in the Coimbatore city.
- To know the Users Perception about Mahindra Bolero.
- To find out those factors that influencing the Purchase of Mahindra. Bolero

RESEARCH METHODOLOGY

Research methodology is a method to solve the research problem systematically. Both types of data i.e., primary data and secondary data are used in this research. The objectives of the present research require primary data so that the questionnaire was constructed to achieve the objectives. The central part of any research activity is the collection of data and here the data has been collected from the following two sources primary data and secondary data. Simple random technique was implemented and lottery method was adopted to collect the data. A sample of 150 respondents was selected for the study. The geographical area of the study was limited to the Coimbatore city only. The hypotheses framed in the present study are tested with the help of appropriate statistical tools (ANOVA).

DATA ANALYSIS AND INTERPRETATION
TABLE – 1
AGE AND SATISFACTION ON DRIVING PLEASURE

Age	N	Mean	Std. Deviation
18-25 years	39	2.1795	1.1209
26-35 years	36	2.25	0.76997
36-45 years	42	2.381	0.82499
46-55 years	21	3.9524	1.39557
Above 55 years	12	1.6667	0.98473
Total	150	2.46	1.17371

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	59.243	4	14.811	14.70	.000
Within Groups	146.017	145	1.007		
Total	205.260	149			

The corresponding sig value is 0.00 which is less than 0.05. So, from the study the null hypothesis is rejected and it is concluded that there is mean difference between the age and satisfaction on driving pleasure.

TABLE - II
EDUCATION AND OPINION ON SAFETY AND COMFORT

Educational qualification	N	Mean	Std. Deviation
No formal education	47	2.5106	1.08091
UG/ Diploma	54	2.1111	0.92485
PG	49	2.2449	0.80443
Total	150	2.28	0.94918

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.101	2	2.050	2.316	.102
Within Groups	130.139	147	.885		
Total	134.240	149			

The corresponding sig value is 0.102 which is more than 0.05. So, from the study the null hypothesis is accepted and it is concluded that there is mean difference between the education and opinion on safety and comfort.

TABLE – III
OCCUPATION AND SATISFACTION LE LEVEL ON MAINTENANCE COST

Occupation	N	Mean	Std. Deviation
Professional	33	2.1818	1.07397
Business	51	2.2745	1.05978
Salaried	43	2.0465	0.8716
Retired	23	2.8261	1.19286
Total	150	2.2733	1.05485

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	9.516	3	3.172	2.963	.034
Within Groups	156.277	146	1.070		
Total	165.793	149			

The corresponding sig value is 0.34 which is less than 0.05. So, from the study the null hypothesis is rejected and it is concluded that there is mean difference between the occupation and satisfaction level of maintenance cost

SUGGESTIONS

- Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level.
- The company should also focus on improving the existing features which helps to increase the level of customer satisfaction.
- As majority of the customers are highly satisfied with the service and design of the product, the company should not try to maintain it but should try to enhance the same.
- As majority of the respondents are satisfied with the safety and comfort feature of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.

CONCLUSION

Mahindra and Mahindra Co. is a Good automobile company in India. They also provide good features vehicles every year for their customer for increase the satisfaction level of customer they always launched the motors according to customer demand but in heavy competition market. Mahindra Company must need to focus on updated features in vehicles and design.