Research Paper | **Management**

A Study on Customer Relationship Management For Abt Vehicles Service Pvt Ltd

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ABSTRACT

This article titled "A Study On Customer Relationship Management For ABT Vehicles Service Pvt Ltd" and their strength and weakness of the Manufacturing sector, consumer's awareness, customer's perception etc. The sample size for this study is 300.The research design carried out for this study is descriptive research. Statistical tools like anova test have used for purpose of analysis. The finding of the study was arrived at based on the analysis conducted. Some of the major findings of the study relate to increase the service performance of increase manufacturing techniques which was covered by majority of respondents.

INTRODUCTION

In the world trade, Automobile Sector is one of the largest segments. It is the major driver of economic growth and business activities. It puts multiplier impacts on the economy. Day-in, day-out around 200,000 vehicles roll off the world's assembly lines with car as the dominant of the industry. The automobile sector has been registering high growth for the last four or five years due to the country's business friendly policies along with lower tariff rates, persistent growth in GDP, and per capita income. The automotive industry rightly prides itself on being recognized as the "mother of all industries." In its folds it carries many different kinds of vehicles to provide mobility to people and goods. While they may appear to be simple machines, their design and manufacturing have much deeper roots in all the known technologies. In-depth knowledge and skillful application of mechanical, electrical, electronics, chemical and a host of other technologies culminate in achievement and improvement of the manufacturing base of a country, by focusing on a single product the automobile. This then provides an opportunity to produce a large number of goods and services for consumption of the entire international Community. Use of the word "mother" for automotive industry is therefore the most description to define the nature and importance of the industry. Automotive industry in Pakistan started in 1950 and has gone through different phases 1950's (Private sector). 1960's (Private sector). 1970's (Nationalization). 1980's onward (Privatization & entry of private sector). It is indeed heartening that the mother has once again smiled at Pakistan; fortunately the last3 years have witnessed phenomenal growth in the industry in terms of technological advancements and production/sales volumes with the local contents rising as high as 90%.The industry is already employing 120,000 people; contributing more than 12 billion rupees to GDP, contributing more than Rs. 30 billion to the national exchequer in terms of duties and taxes, attracted investment worth Rs. 52 billion including a substantial foreign investment. Today the customers have choice to pick from a wide range of products including motorcycles, trucks, buses and cars of premier Japanese and Korean brands at internationally competitive prices, which has only become possible due to local contents and availability of highly productive and inexpensive human resources.

In Pakistan the automobile components manufacturing industry consists of mainly units producing original components for assembly under deletion program and units are conditioned and original components for local use. There are more than 800 vendors in the country with a total investment of over eight billion rupees; they are engaged in the manufacturing of original components for the assembly operation under the deletion program as well as producing reconditioned and original components for sale in the local market. The models of Toyota Corolla and Maruti Suzuki 1300cc car has been able to achieve the popularity level among car lovers in Pakistan as the company expected before its import, the companies source told that "The sales of Toyota Corolla and Maruti suzuki vehicle have Raised, Before introducing Toyota Corolla/ Maruti suzuki 1300cc cars, the Toyota company has completely vanished its most popular brand Corolla, and Maruti vanished by Civic whose demand was up throughout the country. The demand for old Corolla cars is still moving up in the second-hand car markets.

OBJECTIVE OF THE PROJECT
- To study of the opinion of customer towards Customer relationship management activities in ABT Vehicles
- To find out the satisfaction level of the customer at ABT automobile Showroom
- To suggest measure to improve Customer relationship management activities for better relationship

RESEARCH METHODOLOGY
Population : Srivilliputtur, Rajapalayam, Sivakasi.
Sample Size:300
Sampling Technique:simple random sample
Data Type: Primary & Secondary Data
Data Collection Method: Direct Interview Method
Tools of analysis: The data collected were carefully analyzed and processed with statistical techniques such as Anova test.
Statistical package : SPSS 17.0

THE OVERALL SATISFACTION TOWARDS RELATIONSHIP OF THE COMPANY

Satisfaction	Frequency	Percent
Excellent	63	21.0
Very Good	72	24.0
Good	68	22.7
Fair	51	17.0
Poor	46	15.3
Total	300	100.0

COMPANY VALUES PEOPLE AND RELATIONSHIPS AHEAD OF SHORT TERM GOALS

Valid	Frequency	Percent
Strongly agree	71	23.7
Agree	68	22.7
Neither agree nor disagree	61	20.3
Disagree	49	16.3
Completely disagree	51	17.0
Total	300	100.0

RESPONSIVENESS

Responsiveness	Frequency	Percent
Stronqly satisfied	59	19.7
Satisfied	71	23.7
Neither satisfied nor dissatisfied	78	26.0
Dissatisfied	51	17.0
Strongly dissatisfied	41	13.7
Total	300	100.0

PROFESSIONALISM

Professionalism	Frequency	Percent
Strongly satisfied	52	17.3
Satisfied	68	22.7
Neither satisfied nor dissatisfied	79	26.3
Dissatisfied	55	18.3
Strongly dissatisfied	46	15.3
Total	300	100.0

UNDERSTANDING OF MY NEEDS

Understanding needs	Frequency	Percent
Strongly satisfied	62	20.7
Satisfied	69	23.0
Neither satisfied nor dissatisfied	79	26.3
Dissatisfied	46	15.3
Strongly dissatisfied	44	14.7
Total	300	100.0

RELATIONSHIP MAINTAINERS WAS GOOD

Relationship Maintainers	Frequency	Percent
Strongly agree	68	22.7
Somewhat agree	70	23.3
Neither satisfied nor dissatisfied	74	24.7
Somewhat disagree	51	17.0
Strongly disagree	37	12.3
Total	300	100.0

APPROACH OF SALESMAN

Approach of salesman	Frequency	Percent
Very satisfied	52	17.3
Somewhat satisfied	68	22.7
Neither satisfied nor dissatisfied	79	26.3
Somewhat dissatisfied	55	18.3
Very dissatisfied	46	15.3
Total	300	100.0

RESPONSE OF THE DOUBT/QUESTIONS

Response of doubts	Frequency	Percent
Very satisfied	55	18.3
Somewhat satisfied	60	20.0
Neither satisfied nor dissatisfied	72	24.0
Somewhat dissatisfied	62	20.7
Very dissatisfied	51	17.0
Total	300	100.0

BRAND IMAGE

Brand image	Frequency	Percent
Very saSatisfied	60	20.0
Somewhat satisfied	64	21.3
Neithersatisfied nor dissatisfied	68	22.7
Somewhat dissatisfied	63	21.0
Very dissatisfied **Total**	45	15.0
To	300	100.0

SALES MANAGER RELATIONSHIP

Sales manager relationship	Frequency	Percent
Very satisfied	55	18.3
Somewhat satisfied	60	20.0
Neither satisfied nor dissatisfied	72	24.0
Somewhat dissatisfied	58	19.3
Very dissatisfied	55	18.3
Total	300	100.0

EXPLANATION ABOUT THE PRODUCTS/SERVICE

Explanation about p/s	Frequency	Percent
Very satisfied	58	19.3
Somewhat satisfied	68	22.7
Neither satisfied nor dissatisfied	71	23.7
Somewhat dissatisfied	54	18.0
Very dissatisfied	49	16.3
Total	300	100.0

DELIVERY PROMPTNESS

Delivery promptness	Frequency	Percent
Very satisfied	58	19.3
Somewhat satisfied	68	22.7
Neither satisfied nor dissatisfied	70	23.3
Somewhat dissatisfied	58	19.3
Very dissatisfied	46	15.3
Total	300	100.0

PERSONAL RELATIONSHIP

Personal relationship	Frequency	Percent
Very satisfied	58	19.3
Somewhat satisfied	68	22.7
Neither satisfied nor dissatisfied	77	25.7
Somewhat dissatisfied	49	16.3
Very dissatisfied	48	16.0
Total	300	100.0

QUALITY OF ADVICE

Quality of advice	Frequency	Percent
Very satisfied	67	22.3
Somewhat satisfied	66	22.0
Neither satisfied nor dissatisfied	76	25.3
Somewhat dissatisfied	48	16.0
Very dissatisfied	43	14.3
Total	300	100.0

PROMPTNESS OF ANSWERING PHONE

Answering phone	Frequency	Percent
Very satisfied	47	15.7
Somewhat satisfied	62	20.7
Neither satisfied nor dissatisfied	88	29.3
Somewhat dissatisfied	54	18.0
Very dissatisfied	49	16.3
Total	300	100.0

EASE OF CONTACTING CUSTOMER SERVICE

Customer service	Frequency	Percent
Very satisfied	54	18.0
Somewhat satisfied	64	21.3
Neither satisfied nor dissatisfied	74	24.7
Somewhat dissatisfied	56	18.7
Very dissatisfied	52	17.3
Total	300	100.0

RECOMMEND THIS COMAPNY PRODUCT/SERVICE TO A

FRIEND OR RELATIVE

Recommend to friends	Frequency	Percent
Excellent	55	18.3
Very good	60	20.0
Good	72	24.0
Fair	58	19.3
Poor	55	18.3
Total	300	100.0

ANOVA TEST

	Particular	Sum of Squares	df	Mean Square	F	Sig.
WHICH MARUTI MODEL DO YOU HAVE	Between Groups	2079.639	3	693.213	795.884	.000
	Within Groups	170.716	196	.871		
	Total	2250.355	199			
WHICH VERSION DO YOU HAVE	Between Groups	163.894	3	54.631	445.445	.000
	Within Groups	36.303	296	.123		
	Total	200.197	299			
STATE THE OVERALL SATISFAC-TION TOWARDS RELATIONSHIP OF THE COMPANY	Between Groups	481.878	3	160.626	709.217	.000
	Within Groups	67.039	296	.226		
	Total	548.917	299			
NUMBER OF CARS OWNED	Between Groups	130.568	3	43.523	300.981	.000
	Within Groups	42.802	296	.145		
	Total	173.370	299			
HOW LONG HAVE YOU BEEN USING THEIR SERVICE	Between Groups	299.523	3	99.841	650.600	.000
	Within Groups	45.424	296	.153		
	Total	344.947	299			
I BELIVE COMPANY DESERVES MY LOYELTY	Between Groups	486.616	3	162.205	774.765	.000
	Within Groups	61.971	296	.209		
	Total	548.587	299			
OVER THE PAST YEAR MY LOYAL-TY TO COMPANY HAS GROWN STRONGER	Between Groups	444.363	3	148.121	647.867	.000
	Within Groups	67.674	296	.229		
	Total	512.037	299			
COMPANY VALUES PEOP;E AND RELATIONSHIPS AHEAD OF SHORT TERM GOALS	Between Groups	523.123	3	174.374	734.478	.000
	Within Groups	70.274	296	.237		
	Total	593.397	299			
RESPONSIVENESS	Between Groups	443.889	3	147.963	647.336	.000
	Within Groups	67.657	296	.229		
	Total	511.547	299			
PROFESSIONALISM	Between Groups	445.970	3	148.657	657.271	.000
	Within Groups	66.947	296	.226		
	Total	512.917	299			
UNDERSTANDING OF MY NEEDS	Between Groups	462.747	3	154.249	706.227	.000
	Within Groups	64.650	296	.218		
	Total	527.397	299			
KNOWLEDGE ABOUT PRODUCT	Between Groups	460.520	3	153.507	685.168	.000
	Within Groups	66.317	296	.224		
	Total	526.837	299			

FINDINGS

- There is 67.7% of satisfied customer's of Maruti Suzuki.
- The demand for the 30% diesel variant is more for most of the models but the firm has limited number of the models having diesel variants. The customers are also looking for the gas models which will be suitable for LPG and CNG(29%). So the firm should think for the diesel and gas variants.
- The 43% of people think Maruti Suzuki pricing are economical so they are loyal to his brand. While other people give emphasis to the after sale service. Quality and other features are also a trait for the buyers.
- There is 67.7 % of customer's are satisfied with the performance of the car, data is concerned with those customers who are the existing customers of Maruti Suzuki and data is also concerned with new customers.
- More than 28 % of the customers 1-2 year using maruti cars.
- Servicing comes in after sales services,dealer provides this services to customers so there is necessary for dealer to provide the vehicle at the promised time because it makes the relationship better with the customers.
- More than 27.0% of the customers agree repurchase for maruti Suzuki cars.
- More than 20.6% of the customers mention level of satisfaction on towards service offered by abt vehicle service

ltd is satisfied.
- There should be good relation between customer and dealer because it helps to increase the sales of company and also helpful for making the customer relationship management.
- There is important to know the after sales services of the company it shows the customers satisfaction and also shows the customer relationship management.

SUGGESTION

To conclude, it can be said that ABT Automobiles has created its image in a very short period in rajapalayam. ABT is the Best dealer of Maruti Suzuki. It is attracting the customers with its good services. Most of the customer satisfied by buying the Maruti car from ABT automobiles. This satisfaction can be concluded by the response of customer in the questionnaires. Day by day Maruti Suzuki is improving his reputation to other Automobile Company. The comparison chart and survey report in this training report can recognize this.

There should be more staff having experience of automobile sector.

- Most of the customers have own car .so company regularly contact with the customers to informed about new inventions & new models .sometimes customer mind changed to   buy a new car often.
- Attractive offers shall be given time to time(discount, free interior), to increase customer's interests
- The company arranges several program to create it makes increase interest with the customers, to visit show room often.

CONCLUSION
- The research work was successfully identifying by the studying the relationship management of   Maruti Suzuki in ABT Automobiles in rajapalayam. The conclusion can be drawn from this study may be:-
- Maruti Suzuki is India's one of the leading automobile manufactures and also the leader of the market both in terms of volume and revenue generated.
- Hence Maruti Suzuki Limited has captured over all share of 46% in the Indian car market.

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