A STUDY ON CUSTOMERS SATISFACTION OF RAMANI AUTOMOTIVES LTD., SALEM WITH RESPECT TO THE PURCHASE OF SANTRO XING

By

SRIVIDHYA MURUGAN

Reg .No.0820400051

of

DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY

COIMBATORE-641006

A Project Report

Submitted to the

FACULTY OF MANAGEMENT STUDIES

In partial fulfillment of the requirements of Anna University Coimbatore for the award of the degree of the Master of Business Administration

Of

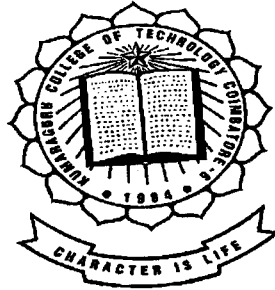MASTER OF BUSINESS ADMINISTRATION

AUGUST 2009

CERTIFICATE

DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY (AUTONOMOUS)

COIMBATORE

BONAFIDE CERTIFICATE

Certified that this project titled **"A STUDY ON CUSTOMERS SATISFACTION OF RAMANI AUTOMOTIVES LTD., SALEM WITH RESPECT TO THE PURCHASE OF SANTRO XING "** is the bonafide work of Ms.SRIVIDHYA MURUGAN who carried out this project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not from part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.
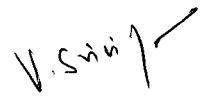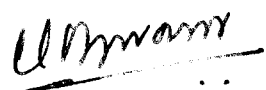
Mrs.Hemanalini

Faculty Guide

Prof:V.Devanathan

Director

Evaluated and viva-voce conducted on ....11..09..09..............

EXTERNAL FACULTY

INTERNAL FACULTY.

PROJECT COMPLETION CERTIFICATE

This is to certify that Ms. SRIVIDHYA MURUGAN(08MBA51), a student of KCT Business School, Kumaraguru College of Technology, Coimbatore, affiliated to Anna University, Coimbatore, had undergone a project between 18.06.2009 to 29.07.2009 entitled " **A STUDY ON CUSTOMER SATISFACTION OF SANTRO XING CAR PURCHASED AT RAMANI AUTOMOTIVES PVT LTD, SALEM**"

For Ramani Automotives Pvt Ltd

Authorized Signatory

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I express my sincere gratitude to our revered chairman Arutselvar Dr.N.Mahalingam, Our co-chairman B.K Krishnaraj vanavarayar, Correspondent Sri.M.Balasubramaniam, our principal – in-charge Prof.M.Annamalai, for giving me this opportunity to gather experience of doing a project at a corporate

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Finally I wish to thank my parents, friends and all other faculty members, who helped me in completing this project successfully.

DECLARATION
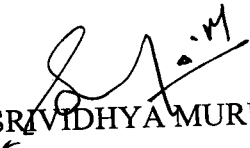
DECLARATION

I, hereby declare that the dissertation entitled **A STUDY ON CUSTOMERS SATISFACTION OF RAMANI AUTOMOTIVES LTD., SALEM WITH RESPECT TO THE PURCHASE OF SANTRO XING** has undertaken for academic purpose submitted to Anna University , Coimbatore in partial fulfillment of requirement for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of Ms.Hemanalini, during the academic year 2008-2009.

I, also declare hereby, that the information given in this report is correct to best of my knowledge and belief.

Coimbatore

11.09.09

(SRIVIDHYA MURUGAN)

ABSTRACT

EXECUTIVE SUMMARY

The main objective of this research is to study the customer satisfaction of the customers of the Ramani Automotives Ltd., Salem. The main reason for selecting this city is because it is very near and convenient in the geographical location and the sales of the hatchback type of car are very high in this region. This research suggests the ways of improving the level of customer satisfaction and will also help the company to bridge the gap between the expectations of the customers regarding the ser vice and the product and the actual services rendered by the organization. It also makes the company make aware of the customers' expectations. Since the sales of the hatchback cars is in increasing trend in the city, the company can identify the target customers and cater to the needs and requirements of the customers. Since most of the customers purchasing Santro from the organization are doing business and employed, therefore the services of the company must also be according to their needs. More emphasis must be given to the after sales services rendered by the organization.

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INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance in relations to his or her expectations.

As this definition makes clear satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectations the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied or the customer is delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates on emotional affinity with the brand and not just a rational preference and the result is high customer loyalty.

Some of the today's most successful companies are raising expectations and delivering performance to match. These companies are aiming at Total Customer Satisfaction (TCS) and made an announcement that will replaced at its expense any dissatisfied customer's equipment for a period of three years after purchase.

Consumers are the focus of making efforts. The modern marketing concept spells out the real significance of buying behaviour. All elements of marketing mix are highly integrated with one another. They are seen through the eyes of the customer's and are coordinated so as to produce the best benefits and optimum satisfaction for the customer's.

According to Philip Kotler "satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a products perceived performance in relation to his or her expectations.

The middle income segment today has been targeted for many of the goods and services. The automobile industry similarly has also started focusing towards the middle income segment. This segment is mainly targeted with the hatchback type of car.

Ramani Automotives Limited, Salem is the authorized Hyundai Dealer located in the center of the Salem city. This research is to find out the level of satisfaction and expectation of the customers of the Ramani Automotives Ltd., Salem so that the dealer of Hyundai can identify the gap between the actual and expected level of service from the dealer and improve the level of satisfaction.

1.2 REVIEW OF LITERATURE

Customer satisfaction Author:Rade B. Vukmir/Journal: International Journal of Health Care Quality Assurance/Year: 2006 /Volume: 19 /Issue: 1

Abstract:

Purpose – This paper seeks to present an analysis of the literature examining objective information concerning the subject of customer service, as it applies to the current medical practice. Hopefully, this information will be synthesized to generate a cogent approach to correlate customer service with quality.

Design/methodology/approach – Articles were obtained by an English language search of MEDLINE from January 1976 to July 2005.

Findings – There is a significant lack of objective data correlating customer service objectives, patient satisfaction and quality of care. Patients present predominantly for the convenience of emergency department care. Specifics of satisfaction are directed to the timing, and amount of "caring". Demographic correlates including symptom presentation, practice style, location and physician issues directly impact on satisfaction. It is most helpful to develop a productive plan for the "difficult patient", emphasizing

communication and empathy. Profiling of the customer satisfaction experience is best accomplished by examining the specifics of satisfaction, nature of the ED patient, demographic profile, symptom presentation and physician interventions emphasizing communication – especially with the difficult patient.

Originality/value – The current emergency medicine customer service dilemmas are a complex interaction of both patient and physician factors specifically targeting both efficiency and patient satisfaction. Awareness of these issues particular to the emergency patient can help to maximize efficiency, minimize subsequent medicolegal risk and improve patient care if a tailored management plan is formulated.

Gaining Competitive Advantage through Customer Satisfaction, Trust and Confidence in Consideration of the Influence of Green Marketing

University essay from Högskolan i Gävle/Institutionen för ekonomi

Author: Ina Landua; [2008]

Keywords: CRM; relationship management; green marketing; eco-labeling; customer satisfaction and trust; confidence; sustainability;

Abstract:

Research Question/Purpose: Due to environmental legislation, economic influences and increasing concern about the environment among the general public, today's businesses are becoming more committed to environmental issues. Some enterprises yet have

implemented a green strategy. This thesis aims at identifying issues that determine the long-term efficiency of green marketing and how confidence and trust plays a role in order to gain competitive advantage through customer satisfaction and customer retention. The common denominator of both, CRM and green marketing is the creation of confidence, trust and value for customers. So, focus is laid on measures that lend credibility to companies' green marketing by interviewing experts and observing their opinions about green marketing and eco-labeling.

Design/Methodology/Approach: Interviews conducted with company professionals from IKEA and Konsum Gävleborg and a member of the municipality in Gävle, as well as findings from secondary sources of the company Nestlé were used to investigate the companies' ways to respond to environmental concern and how they deal with green issues and ecological responsibility. The interviews provide valuable insights of the success of green marketing depending on the confidence between company and customer.

Findings: By analyzing the results of the interviews with the literature review, the thesis reveals that environmental responsibility and ecological orientation needs to be based upon the entire business strategy of a company and implemented in its core principles in order to deal effectively and efficiently with this issue.

Conclusions: Companies respond in different ways to ecological issues, through eco-labeling, cooperation with NGOs and energy-saving production processes. In conclusion, it can be said that the need for customer relationship commitment, trust, confidence and loyalty as a result of satisfaction are as important in customer relationship management as

in green marketing, because competitive advantage can be achieved by environment-related activities and motivates companies to go green to promote ecologically sustainable practices

Research Limitations/Implications: There is a number of literature focusing on customer relationship management and implications of green issues for business strategy, but there are only a few on green marketing yet and the interaction between green marketing and CRM is missing attention, so far.

Originality/Value: This work seeks to make a contribution towards bridging the ends of CRM and green marketing. It indicates a relationship between eco-orientation and company performance and implicates, on the basis of the theoretical and empirical findings, that integrating ecological features and good performance in a company is not impossible. Trust and confidence are as important concepts in green marketing as in CRM.

The impact of website quality on customer satisfaction: a research on Iranian online bookstores

University essay from Luleå tekniska universitet/Industriell ekonomi och samhällsvetenskap/Industrial marketing and e-commerce

Author: Laleh Nosrati; [2008]

Abstract: The daily growth of the internet and e-commerce has changed the way of marketing and selling products and services. As a result of development in electronic information resources and the evolution of the "digital age" product sellers and information service providers face many new challenges. Internet is changing the way corporations conduct business with their consumers who are increasingly expecting higher services, becoming time saved, and wanting more convenience. In addition e-service quality is an essential strategy to gain success, according to the results of previous literatures, probably more important than a low price for online companies. Since one of the main duties of the internet as a communication channel is how to manage service quality, which holds a significant importance to customer satisfaction, the purpose of this research is to gain a better understanding of the impact of web site quality factors on customer satisfaction. Also, through literature it is clear that there is a relation between e-trust, satisfaction and quality. For this reason based on a detailed literature review, and in order to find the impact of website quality factors on customer satisfaction, a model with four website quality factors was selected to be tested in online bookstores in Iran, and also e-trust item is added to this model in order to examine the relation of this factor with satisfaction and quality. Then a quantitative research was conducted and data were gathered through an online survey. The results in our research suggest that quality has a strong impact on satisfaction and also e-trust has a reasonable impact on quality and through quality affects satisfaction. Our findings indicate that reliability is the most

important indicator of quality from the Iranian online book shoppers' perspective. In addition, since customer service is the only factor that directly affects satisfaction: it is a key strategy to increase the level of satisfaction straightaway. The results presented in this research will help companies to locate their position against competitors, pin point their weak points and determine which website characteristics will improve their performance and also it can provide an evaluation of the extent to which information and services comprehensible for all users and to extent to which the features and functions are necessary to provide an effective and efficient web site to meet the needs of a divers population of users.

Relationship between service quality and customer satisfaction: in the case of CCG (Customer Centric Group) CO

University essay from Luleå tekniska universitet/Industriell ekonomi och samhällsvetenskap/Industrial marketing and e-commerce

Author: Ali Dehghan; [2006]

Keywords: Service quality gaps; SERVQUAL; Customer expectations;

Abstract: The purpose of this research was to gain a better understanding of the service quality dimensions that affect customer satisfaction from customer perspective. Based on a detailed literature review, a frame of reference was developed. Some service quality dimensions were selected to be tested in CCG CO operations . A qualitative research approach was used .The empirical data were gathered through interviews .. Finally, in the

last chapter findings and conclusions were drawn by answering the research questions. Some service quality dimensions in CCG CO activities were identified in this study (i.e. reliability, responsiveness, tangibles, empathy, assurance, pricing and courtesy).

Satisfaction is an important element in the evaluation stage. Satisfaction refers to the buyer's state of being adequately rewarded in a buying situation for the sacrifice he has made. Once the customers purchase and use the product they may then either be satisfy or dissatisfied. Today's market is a highly competitive market with respect to all of its prospects like company could not sell their products at an attractive price and sales promotion strategies. Today's market is buyer oriented where the customer is considered the king. He has full power to choose the desired product according to his needs and wants. His preference is most important. Because of the huge competition, every manufacturer wants to survive in the market and earn profit. This is possible only when the products manufactured are according to the tastes and preferences of the customers and meet their expectations. Different customers have different perceptions because no two customers have similar wants and needs. Product with good features may attract a good number of customers because good feature suits the requirement of the customers. They make decisions based on their past experience and future contingencies. Hence the company needs to analyze the customer perception, which helps them in determining the various factors influencing consumers choice in buying

Development of customer satisfaction models for automotive interior materials

Heecheon Youa, , , Taebeum Ryua, Kyunghee Oha, Myung-Hwan Yunb and

Kwang-Jae Kim

Abstract

As the functional characteristics of passenger vehicles reach satisfactory levels,

customers' concerns with the ergonomic and aesthetic aspects of the interior design have

increased. The present study developed satisfaction models of automotive interior

materials for six parts including crash pad, steering wheel, transmission gearshift knob,

audio panel, metal grain inlay, and wood grain inlay. Based on literature survey,

customer reviews on the web, and expert opinions, 8–15 material design variables were

defined for the interior parts. The material design characteristics of 30 vehicle interiors

were measured and customer satisfaction with the vehicle interiors was evaluated by 30

participants in the 20–30-year-old range. The material design variables were screened by

evaluating their statistical, technical, and practical significance and satisfaction models

were developed by quantification I analysis. The satisfaction models were used to

identify relatively important design variables and preferred design features for the interior

parts.

1.3 OBJECTIVES OF THE STUDY

1.3.1 Primary Objective

To determine the satisfaction level of the customers of Ramani Automotives Ltd., Salem.

1.3.2 Secondary Objective

▸ To identify the profile of the Ramani Hyundai Santro Xing customers.

▸ To evaluate the facilities available with the dealer.

▸ To evaluate the sales experience of the customers.

▸ To identify the after sales experience of the Ramani Automotives Ltd.,

▸ To suggest the organization regarding the service provided based upon the customers opinion and responses.

1.4 STATEMENT OF THE PROBLEM

The Ramani Automotives Ltd., is the authorized Hyundai dealer in the Salem city selling all types and variants of the Hyundai Automobiles. The organization also provides services for the Hyundai automobiles. This study is undertaken to identify the satisfaction level of the customers of the Ramani Automotives Ltd,.

1.5 SCOPE OF THE STUDY

This study shall make the organization aware about gap that exists between actual services provided by them. Also the satisfaction level of the customers with respect to

sales experience attained by the customers, after sales services rendered by the organization, automobile services by the organization. By identifying these, the organization can concentrate where the gap exists and improve the services rendered by the organization.

1.6 METHODOLOGY

1.6.1 RESEARCH DESIGN

Descriptive research

The research is descriptive in nature as the study was done to find out the level of the customer satisfaction and it is based on the opinions of the customers. The researcher has no control over the variables and they are independent of the state of affairs.

1.6.2 SAMPLING DESIGN

Random sampling

Samples for the study have been selected based on the random sampling method. From the total population that is the total customers only Santro customers who have purchased it during the month of September for the last two years are selected for the study.

1.6.3 METHOD OF DATA COLLECTION

The method of data collection is the primary source of data collection. Initially pilot study was conducted and the researchers framed and structured the questionnaire.

As the respondents are located in three districts, the data was collected through telephonic interview.

1.6.4 SAMPLE SIZE AND AREA OF DATA COLLECTION

From the population, the sample of 120 has been selected spread across three districts for the study. The sample is selected from last two years automobile purchases. The respondents are from Salem, Dharmapuri and Krishnagiri Districts.

1.6.5 TOOLS OF ANALYSIS

The analysis is done with the percentage analysis and chi square test. The percentage method has been chosen because the method provides the accurate results.

1.7 LIMITATIONS

- The population is limited only to 120 respondents.

- Only percentage analysis and chi square analysis have been done for the study.

ORGANISATION PROFILE

Chapter 2

2. ORGANISATION PROFILE

2.1 HISTORY OF THE ORGANISATION- DEALER

The Ramani group was initially a major bus operator which later diversified into many fields like fabric manufacturer, automobile dealership, hospitals, finance, real estate, etc.

The Automobile dealership with Hyundai Motors India Limited is for the Salem, Nammakal and Dharmapuri districts. The organization is now in its fifth year of operation in the current location. It has bagged many regional and national awards. It started its operation from 28th June,2004 in its present location. It is the biggest showrrom in this part of the country for any automobile dealership.

The Ramani group chairman is Mr.Sengoda Gounder. He has been the recipients of many awards. He is also trustee for number of organizations.

2.2 HISTORY OF THE COMPANY

The Hyundai Global company is a south Korean based company founded in the year 1967. It is the fifth largest producer of automobiles globally.

The Hyundai Motors India Limited was started in the year 1996 in Irrungattukootai, Chennai. The initial capacity of the company was to make 2.5 lakhs cars and 1,3 lakhs engines which has almost doubled now.

The company is the 2nd in the market share in the nation and has a market share of 20.4% in India.

Hyundai's vision

" To build an automotive company that creates happiness for humankind and to create harmony and mutual benefit for our shareholders, customers and employees.

2.3 PRODUCT PROFILE

Hyundai Santro is a hatchback type of car. There are three variants of Santro cars

- Non AC
- GL
- GLS

The Santro has engine of 1086cc with engine size of 63 PS @ 5500 rpm. It has 4 cyclinders with 3 valves each in it.

ANALYSIS AND INTERPRETATION

CHAPTER 3

DATA ANALYSIS & INTERPRETATION

TABLE 3.1 AGE

Age	Respondents	Percentage (%)
Less than 20	2	1.7
21-35	15	12.5
36-50	65	54.2
51-65	31	25.8
Above 65	7	5.8
Total	120	100.0

The table 3.1 classifies the respondents according to their age. Majority of the respondents (about 54.2%) are the age group of 36-50. About 25.8% of the respondents are from age group of 51-65 and 12.5% of the respondents are from age group of 21-35. The age group of less than 20 and above 65 constitutes about 1.7% and 5.8% respectively. It is inferred that majority of the respondents are from in the middle age in purchasing the automobiles.
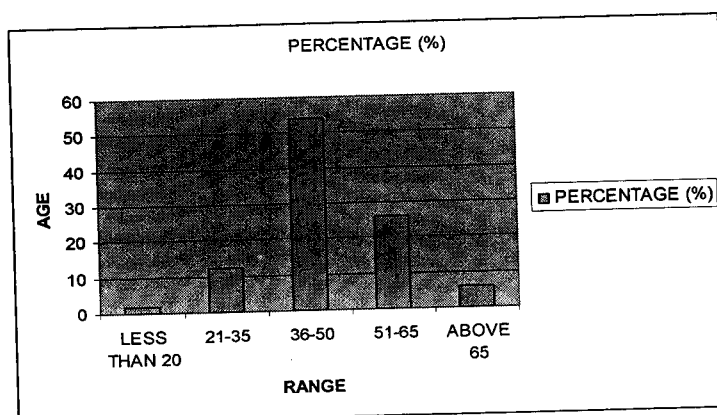
Chart No.1 Age of the respondents

TABLE 3.2

GENDER

Gender	No. of respondents	Percentage
Male	95	79.2
Female	25	20.8
Total	120	100.0

The table 3.2 shows that the respondents are distributed mostly in the male gender. About 79.2% of the respondents are male respondents and remaining (20.8%) are female respondents. It is inferred that the most of the respondents are male respondents as it is an automobile purchase.

TABLE-3.3

MARTIAL STATUS

Status	No. of the respondents	Percentage
Single	19	15.8
Married	94	78.3
Others	7	5.8
Total	120	100.0

The above table shows the marital status of the respondents. About 78.3% of the respondents are married and 15.8% of the respondents are single. The remaining (5.8%) belonged to others category. The majority of the respondents are married and automobile purchase is influenced for the family needs.
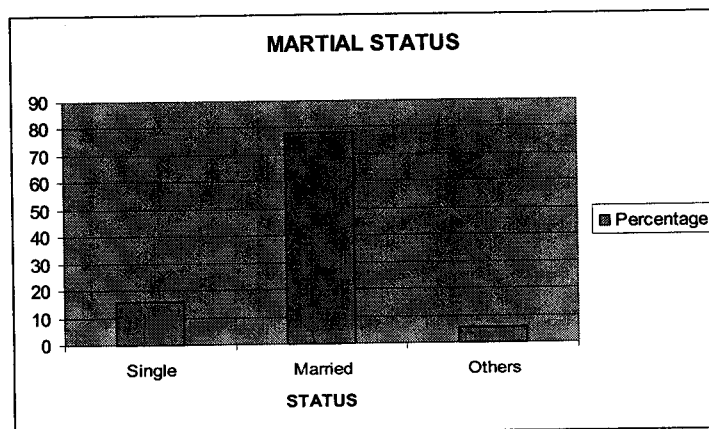
Chart No.2 Martial Status

TABLE-3.4

EDUCATIONAL QUALIFACTION

Qualification	No. of respondents	Percentage
Higher secondary	27	22.5
Graduate	47	39.2
Post graduate	26	21.7
Professionals	20	16.7
Total	120	100.0

The table 3.4 shows that the educational qualification of the respondents. Majority of the respondents are graduates (about 39.2%), 22.5% and 21.7% are higher secondary and post graduates respectively. Therefore it is inferred that majority of the Hyundai car purchasers are graduated and literate.
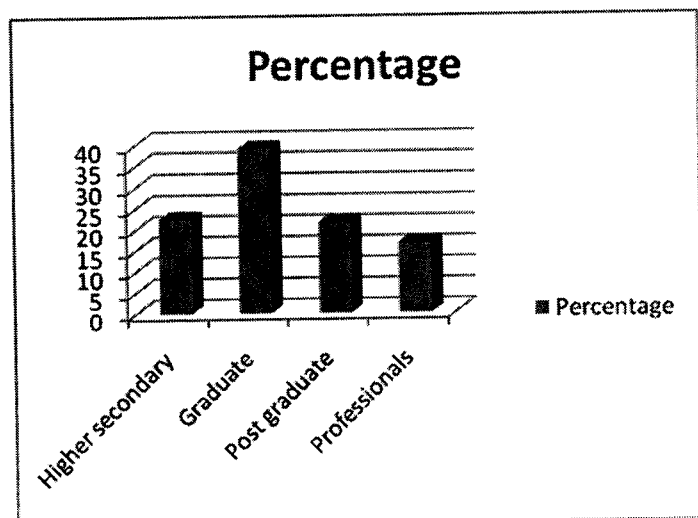
Chart No.3 Educational Qualification

TABLE -3.5

OCCUPATION

Occupation	No. of the respondents	Percentage
Employed	52	43.3
Professionals	12	10.0
Business	56	46.7
Total	120	100.0

The table 3.5 reveals that the most of the respondents are doing business (46.7%). About 43.3% of the respondents are employed and 10% of the respondents are professionals. It is inferred that most of the respondents are doing business and employed.
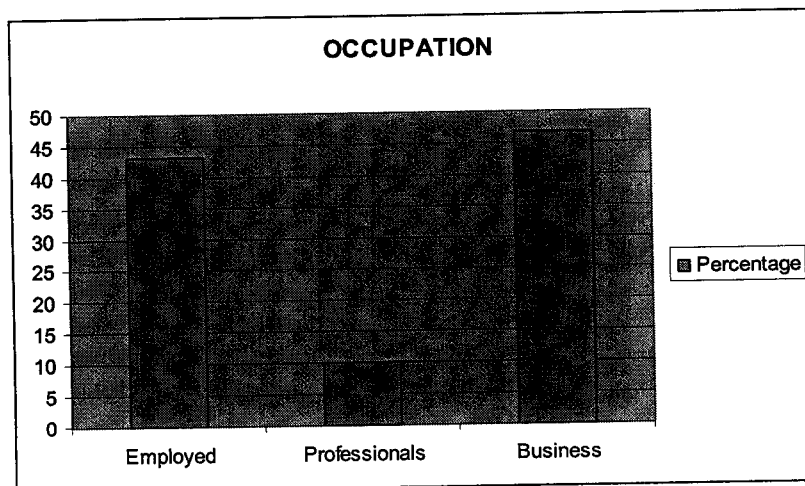
Chart No.4 Occupation

TABLE-3.6

INCOME LEVEL

Income Level	No. of respondents	Percentage
Rs.1,00,000-Rs.2,00,000	19	15.8
Rs.2,00,001-Rs,3,50,000	40	33.3
Rs.3,50,001-Rs.5,00,000	33	27.5
Above Rs.5,00,001	28	23.3
Total	120	100.0

According to the table 4.6, about 33.3% of the respondents are from the income level Rs.2,00,001-Rs.3,50,000. About 15.8% and 27.5% of the respondents are from income level Rs.1,00,000-Rs.2,00,000 and Rs,3,50,001-Rs.5,00,000. The remaining (23.3%) constitute the income level group of above Rs5,00,001. It is inferred that the target customers are from the income level of Rs.2,00,001-Rs.3,50,000 and Santro targets towards the middle class income level group.
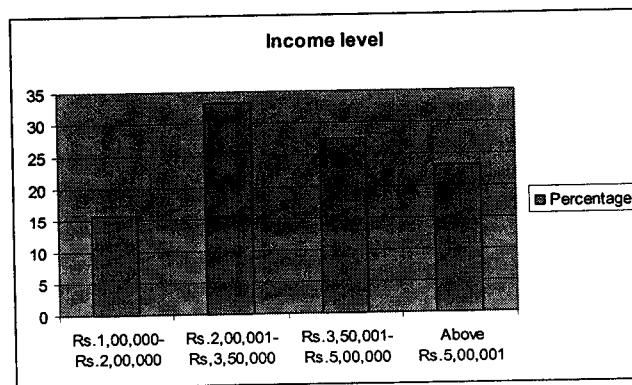
Chart No.5 Income level

TABLE-3.7

DISTRICTS

District	No. of respondents	Percentage
Salem	38	31.7
Nammakkal	23	19.2
Krishnagiri	32	26.7
Dharmapuri	27	22.5
Total	120	100.0

The table 4.7 reveals that around 31.7% of the respondents are from Salem district. About 19.2%,26.7% and 22.5% of the respondents are from Nammakal, Krishnagiri and Dharmapuri districts. The majority of the respondents are from the Salem District as the showroom is located in the Salem which is convenient to the Salem district people.
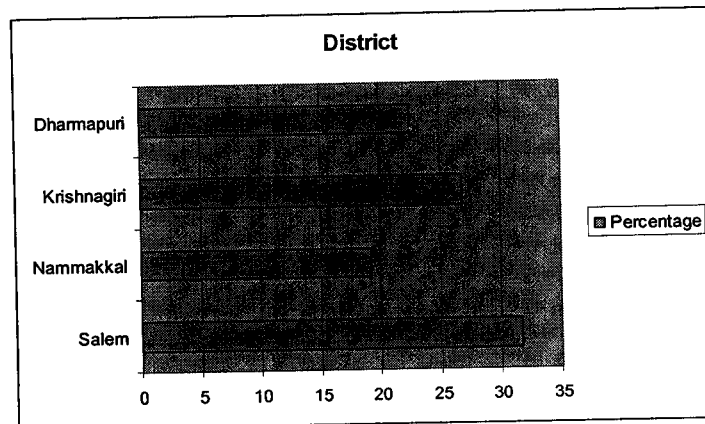
Chart No.6 Districts

TABLE-3.8

SERVICE FREQUENCY

Frequency	No. of respondents	Percentage
1 time	12	10.0
2-3 times	39	32.5
3-5times	38	31.7
5 times and more	31	25.8
Total	120	100.0

The table 4.8 shows that the frequency of services down by the respondents in the Ramani Hyundai. About 32.5% and 31.7% of the respondents have serviced 2-3 times and 3-5 times. 25.8% of the respondents have serviced more than 5 times. The remaining (10%) have serviced just 1 time. The majority of the respondents have done their services for 2-3 times in the Ramani Automotives.
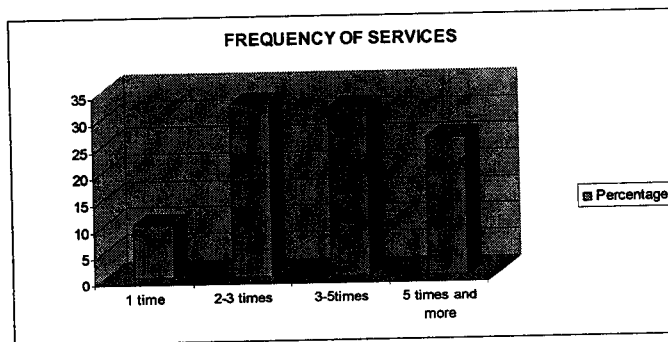
Chart No.7 Frequency of service done to the car

TABLE-3.9

ADVERTISEMENT

Known through	No. of respondents	Percentage
Advertisement	27	22.5
Friends and relatives	79	65.8
Others	14	11.7
Total	120	100.0

The above table shows how the Ramani Automotives Ltd have been known to the respondents. About 65.8% of the respondents heard about the organization by the friends and relatives.22.5% and 11.7% of the respondents heard about the organization by advertisement and other factors respectively. The majority of the respondents' purchase is influenced by the friends and relatives. Therefore word of mouth plays an important role for the promotion of the organization.

Percentage
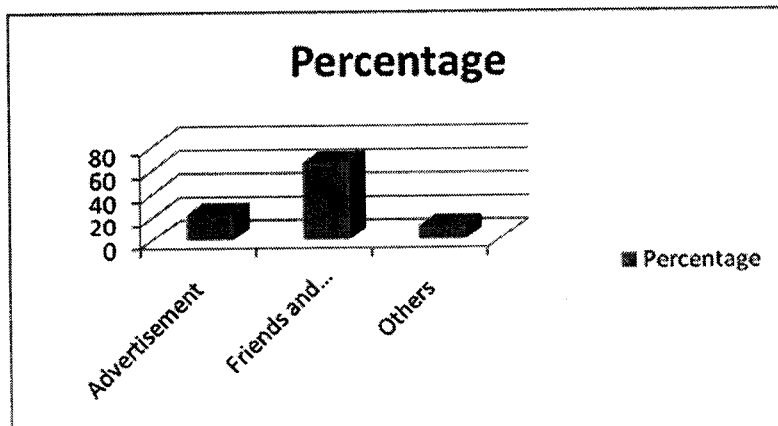
■ Percentage

Chart No.8 Advertisement

TABLE-3.10

WAITING TIME

Waiting time	No. of the respondents	Percentage
Few minutes	120	100.0

The table 4.10 reveals that all the respondents waited for only few minutes to be attended by the sales consultants. It is inferred that all the respondents have been attended by the sales consultants very quickly.
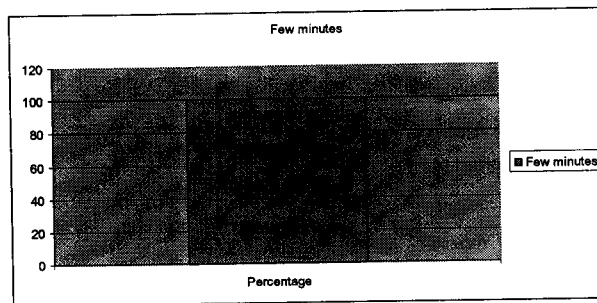
Chart No.9 Waiting time of the respondents

TABLE-3.11

SATISFIED WITH SALES CONSULTANTS

Level of satisfaction	No. of respondents	Percentage
Highly satisfied	96	80.0
Satisfied	24	20.0
Total	120	100.0

The table 3.11 shows that the 80% of the respondents are highly satisfied and 20% of the respondents are satisfied with sales consultants approach. The majority of the respondents are very much satisfied with the approach of the sales consultants' behaviour.
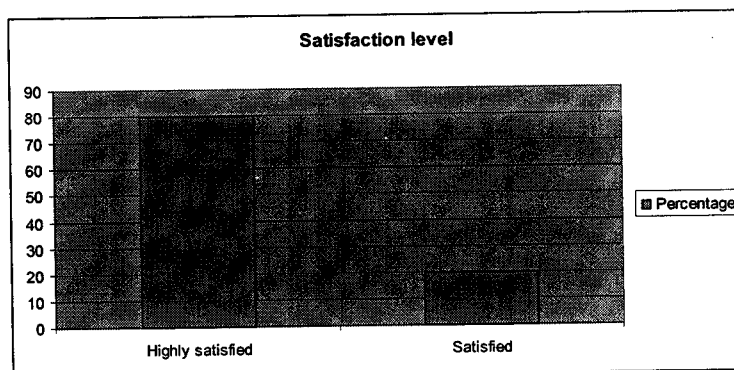
Chart No.10 Satisfaction level

TABLE-3.12

RESPONSE TO QUERIES BY CONSULTANTS

Level of response	No. Of respondents	Percentage
Highly responsive	73	60.8
Responsive	46	38.3
Neutral	1	.8
Total	120	100.0

The table 3.12 shows that 60.8% of the respondents felt that the sales consultants were highly responsive to the queries. About 38.3% and .8% felt that sales consultants were responsive and neutral respectively. It is inferred that the majority of the respondents are satisfied with the response given by the sales consultant. The sales consultants are highly knowledgeable about the automobiles, their variants and their features.
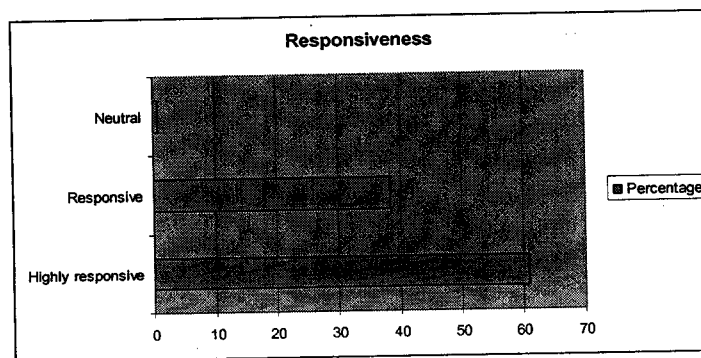
Chart No.11 Responsiveness

TABLE-3.13

MODE OF PAYMENT

Mode of payment	No. Of respondents	Percentage
Cash	35	29.2
Loans	63	52.5
Loans arranged by dealer	22	18.3
Total	120	100.0

The table 3.13 shows that majority (52.5%) of the respondents arranged by the customers themselves. About 29.2% and 18.3% of the respondents paid cash and availed loan arranged by the dealer. The majority of the respondents have purchased the car by loans arranged by themselves even though loan is also arranged by the dealer as the interest rate is high.
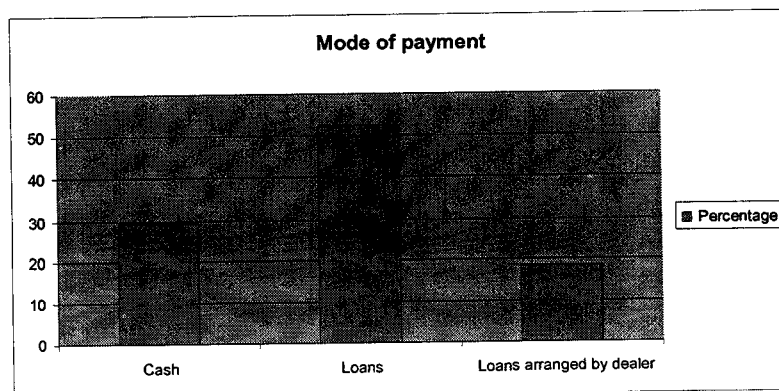
Chart No.12 mode of payment

TABLE-3.14

PAPER PROCESS

No.of days	No. Of respondents	Percentage
2 days	8	6.66
3-5 days	47	39.16
1 week	42	35
More than a week	23	19.7
Total	120	100.0

The table 3.14 shows that the duration of the paper process. Majority of the respondents (39.16%) paper process took around 3-5 days. About 35% and 19.7% of respondents took about 1 week and more than 1 week respectively. For majority of the respondents, the paper process took 3-5 days.

TABLE-3.15

DELIVERY

No.of days	No. of respondents	Percentage
2 days	8	6.66
3-5 days	47	39.16
1 week	42	35
More than a week	23	19.7
Total	120	100.0

Interpretation:

The above table shows the delivery duration taken. For majority of the respondents (39.2%) it took around 3-5 days for delivery. For 35% of the respondents took 1 week and more than a week for more than a week. The delivery of the car also took around 3-5 days for majority of the respondents.

TABLE-3.16

BENEFITS

Benefits availed	No. of respondent	Percentage
Cash discount	23	19.2
Discount	46	38.3
Free accessories	51	42.5
Total	120	100.0

The above table 4.16 shows the benefits availed by the respondents. About 38.3% of the respondents availed discount,42.5% availed free accessories and 19.2% availed cash discount. The organization gives more of free accessories to its customers during their purchase.
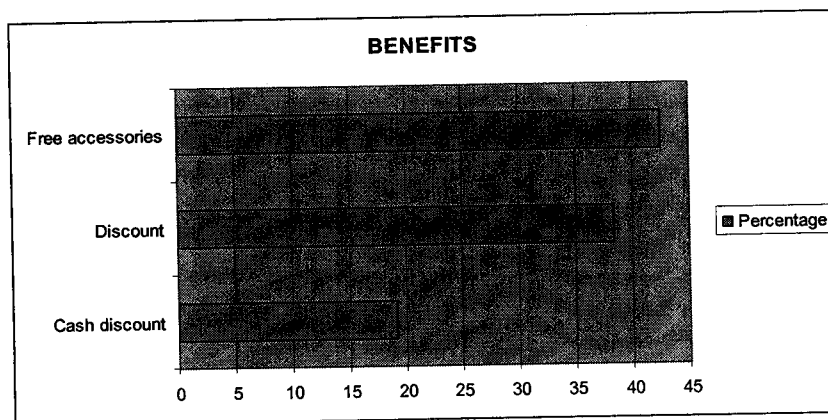
Chart No.13 Benefits

TABLE-3.17

RECOMMENDING RAMANI HYUNDAI

Level of interest	No. of respondents	Percentage
Very much interested	68	56.7
Interested	50	41.7
Moderately interested	2	1.7
Total	120	100.0

The table 4.17 shows the level of interest of the respondents to recommend Ramani Automotives Ltd. Majority of the respondents(56.7%) are very much interested to recommend ,where 41.7% are interested and 1.7% moderately interested. Therefore it is inferred that most of the respondents are very much interested in recommending Ramani Automotives Ltd., as there are satisfied with the sales experience of the customers.

TOOLS ANALYSIS

CHI-SQUARE

		SATISFIED	NEUTRAL	DISSATIFIED	HIGHLY DISSATISFIED	TOTAL
1h.district	SALEM	7	13	13	6	39
	NAMMAKKAL	2	10	7	4	23
	KRISHNAGIRI	7	15	8	2	32
	DHARMAPURI	2	11	8	6	27
Total		18	49	36	18	121

CHI-SQUARE ANALYSIS:

CALCULATED VALUE = 19.3413

DEGREE OF FREEDOM = 9

TABLE VALUE = 16.919

LEVEL OF SIGNIFICANCE = 5%

It is found that the the calculated value for the table(19.3413) is greater than the table value(16.919). Therefore the null hypothesis is rejected. The area of location of the respondents and the satisfaction level for the after sales service are dependent factors.

CONCLUSION AND SUGGESTIONS

CHAPTER 4

CONCLUSION

4.1 Findings

> It is inferred that the majority of the respondents ie., 54% of the age group are between 36-50 years of age. Therefore it is evident that mid age group are the target customers.

> It is inferred that 79% of the respondents are male respondents. As it is an automobile purchase it is more influebced by the male customers.

> It is inferred that 39% of the respondents are graduates. Therefore it is evident that most of the Santro are literate.

> It is inferred that the majority of the respondents ie., 46% of the respondents are doing the business and 43% are employed.

> It is inferred that the 40 of the 120 respondents are in the income level of Rs.2,00,000-3,50,000. therefore the target customers can be identified.

> It is inferred that the majority of the respondents ie., 31% of the respondents are from Salem District as the showroom is located in the Salem city.

> It is inferred that out of 120 respondents 79 respondents came to know about Ramani Automotives by the word of mouth from the friends and relatives.

> It is inferred that all the 120 respondents are attended by the sales consultants within few minutes when reached the showroom.

> It is inferred that majority of the respondents are highly satisfied with the sales consultants' approach.

> It is inferred that 68% of the respondents feel that the sales consultant are highly knowledgable about the product and able to answer to the queries of the respondents.

> It is inferred that the 63 respondents out of 120 arranged for the loan by themselves for the purchase of the car eventhough the dealer has arranged for the loan.

> It is inferred that the 39% of the respondents waited for a period of 3-5 days for the completion of the paper process.

➢ It is inferred that 47 out of the 120 respondents have been made delivery of car within 3-5 days.

➢ It is inferred that 42% of the respondents availed free accessories from Ramani Automotives

➢ It is inferred that the 56% of the respondents are very much interested in recommending Ramani Automotives to their friends and relatives. Therefore the word of mouth plays an important role in the sales promotion of the Ramani Hyundai.

➢ It is inferred that the respondents are not much satisfied with the after sales service provided by Ramani Automotives as the problems are immediately diagonised.

➢ It is inferred that the majority of the respondents are satisfied with the test drive facility provided by the organisation.

➢ It is inferred that the majority of the respondents are satisfied and convinced about the ambience and facilties available in the showroom..

➢ The factors area of location of the respondets and the satisfaction level of the customers with regard to the purchase

4.2 SUGGESTIONS

The study is intended to analyse the satisfaction level of the customers of Ramani Automotives Ltd.,. It is obvious from the survey that the majority of the respondents are satisfied with the approach pratised by the sales consultants. The respondents are not much satisfied with the after sales services provided by the Hyundai automobile dealer. Some of the suggestions that there is a scope for improvement in the services provided by the dealer are:

> Most of the respondents feel that the duration for doing the service is very long.

> The respondents feel that the service charges are very expensive.

> Ramani Automotives can open its branch in Dharmapuri or Krishnagiri.

> The automobile dealer can open service centers in each of the districts targeting not only the Hyundai but also for all the automobiles.

> The majority of the respondents feel that the process of the service done in Ramani is very slow.

> The respondents feel that the immediate identification of the problem is not in the Ramani Automotives Ltd.,.

> More concentration can given to the the services department in the organisation.

CONCLUSION

The automobile industry is now targeting towards the middle income level people. This research is a study of customers' satisfaction and expectations of the customers of the Ramani Automotives Ltd., Salem. From the research it is found that the most of the respondents are satisfied with the sales approach of the sales consultants in the Ramani Automotives Ltd. It is also clear that most of the respondents are satisfied with the sales consultants' responses to the queries. Most of the respondents are not satisfied with the after sales service of the organization and it can take the suggestions and can implement the changes so that it can exploit the growth in the segment and target the segment leadership in the long run.

ANNEXURE

A STUDY ON CUSTOMERS' SATISFACTION OF RAMANI AUTOMOTIVES LTD., SALEM IN PARTICULAR TO THE PURCHASE OF SANTRO XING

QUESTIONNAIRE

1.   a. NAME   :

        b. AGE (yrs)   :   (1) LESS THAN 20

                                              (2) 20-35

                                            (3) 36-50

                                          (4) 51-65

                                          (5) MORE THAN 65

        c. GENDER   :   (1) MALE

                                              (2) FEMALE

        d. MARITAL STATUS   :   (1) SINGLE

                                              (2) MARRIED

                                            (3) OTHERS

        e. LEVEL OF EDUCATION   :   (1) HIGHER SECONDARY

                                              (2) GRADUATE

                                            (3) POST GRADUATE

                                            (4) PROFESSIONALS

                                            (5) OTHERS

f. OCCUPATION   : (1) EMPLOYED

                 (2) PROFESSIONALS

                 (3) BUSINESS

                 (4) HOUSE WIFE

                 (5) STUDENT

g. INCOME LEVEL (Rs.)(P.A)   : (1) Up to Rs. 99,000.

                 (2) Rs. 1,00,000-Rs.2,00,000

                 (3) Rs. 2,00,000-Rs. 3,50,000

                 (4) Rs. 3,50,001-Rs. 5,00,000

                 (5) ABOVE Rs. 5,00,000

h. WHICH DISTRICT ARE YOU FROM? : (1) SALEM

                 (2) NAMMAKKAL

                 (3) DHARMAPURI

                 (4) KRISHNAGIRI

2. WHICH VARIANT OF HYUNDAI SANTRO XING YOU HAVE PURCHASED?

- ☐ (a)NON AC
- ☐ (b)GL
- ☐ (c)GLS
- ☐ (d)GL ECO
- ☐ (e)GLS ECO

3. HOW IS THE FUEL CONSUMPTION OF THE SANTRO XING?

- ☐ (a)VERY HIGH FUEL CONSUMPTION
- ☐ (b)HIGH FUEL CONSUMPTION
- ☐ (c)AVERAGE FUEL CONSUMPTION
- ☐ (d)LOW FUEL CONSUMPTION
- ☐ (e)VERY LOW FUEL CONSUMPTION

4. STATE THE EXTENT OF SATISFACTION FOR THE MILEAGE GIVEN BY SANTRO XING?

- ☐ (a)HIGHLY SATISFIED
- ☐ (b)SATISFIED
- ☐ (c)NEITHER SATISFIED NOR DISSATISFIED
- ☐ (d)DISSATISFIED
- ☐ (e)HIGHLY DISSATISFIED

5. HOW MANY TIMES HAVE YOU SERVICED YOUR CAR?

- ☐ (a)NOT SERVICED
- ☐ (b)1 TIME
- ☐ (c)2-3 TIMES
- ☐ (d)3-5 TIMES
- ☐ (e)5 TIMES

6. HOW DID YOU KNOW ABOUT RAMANI HYUNDAI IN SALEM?

- ☐ (a)ADVERTISEMENT
- ☐ (b)FRIENDS-RELATIVES
- ☐ (c)OTHERS

7. HOW DID YOU GET THE DETAILS ABOUT THE CAR VARIANTS AND MODELS?

- ☐ (a)THROUGH MEDIA
- ☐ (b)INTERNET
- ☐ (c))DEALER

8. WHEN YOU CAME TO THE SHOWROOM, HAVE YOU DECIDED WHICH CAR YOU ARE GOING TO PURCHASE?

- ☐ (a)YES, I KNEW THE MODEL AND THE VARIANTS
- ☐ (b)I KNEW THE MODEL ALONE
- ☐ (c)I NEITHER KNEW ANY MODEL OR VARIANT OF HYUNDAI

9. HOW MUCH TIME DID IT TAKE FOR A SALESCONSULTANT IN THE SHOWROOM TO ATTEND?

- ☐ (a)FEW MINUTES
- ☐ (b)ONE HOUR
- ☐ (c)MORE THAN AN HOUR

10. STATE THE EXTENT OF SATISFACTION WITH THE SALES CONSULTANT EXPLAINING THE FEATURES OF THE CAR?

- ☐ (a)HIGHLY SATISFIED
- ☐ (b)SATISFIED
- ☐ (c)NEITHER SATISFIED NOR DISSATISFIED
- ☐ (d)DISSATISFIED
- ☐ (e)HIGHLY DISSATISFIED

11. HOW WAS THE SALESCONSULTANT RESPONDING TO THE QUERIES?

- ☐ (a)HIGHLY RESPONSIVE
- ☐ (b)RESPONSIVE
- ☐ (c)SOMEWHAT RESPONSIVE
- ☐ (d)UNRESPONSIVE
- ☐ (e)HIGHLY UNRESPONSIVE

12. DID YOU TEST DRIVED THE CAR IN THE SHOWROOM?

- ☐ (a)YES
- ☐ (b)NO

13. HOW WAS THE CONDITION OF THE TESTDRIVE CAR?

    ☐ (a)GOOD
    ☐ (b)AVERAGE
    ☐ (c)BAD

14. ARE YOU SATISFIED WITH THE TEST DRIVE TAKEN IN THE SHOWROOM?

    ☐ (a)HIGHLY SATISFIED
    ☐ (b)SATISFIED
    ☐ (c)NEITHER SATISFIED NOR DISSATISFIED
    ☐ (d)DISSATISFIED
    ☐ (e)HIGHLY DISSATISFIED

15. DID THE SAME SALES CONSULTANT ASSIST YOU THROUGHOUT YOU'RE THE PURCHASE OF YOUR CAR?

    ☐ (a)YES
    ☐ (b)NO

16. IF NO, HOW MANY SALES CONSULTANT ASSISTED YOU?

    ☐ (a)2
    ☐ (b)MORE THAN 2

17. DID ALL MODELS OF CARS ARE DISPALYED IN THE SHOWROOM?

    ☐ (a)YES
    ☐ (b)NO

18. DOES THE FOLLOWING FACILITIES AVAILABLE IN THE SHOWROOM?

    ☐ (a)KIDS PLAY AREA
    ☐ (b)WAITING ROOM
    ☐ (c)BOTH
    ☐ (d)NONE

19. HOW MANY TIMES DID YOU VISIT THE SHOWROOM BEFORE THE PURCHASE?

    ☐ (a)ONLY 1 TIME
    ☐ (b)2 TIMES
    ☐ (c)MORE THAN 2 TIMES

20. WHAT IS THE MODE OF PAYMENT FOR THE PURCHASE OF CAR?

    ☐ (a)CASH
    ☐ (b)LOANS
    ☐ (c)LOANS ARRANGED BY THE DEALER

21. HOW MUCH TIME DID IT TAKE FOR THE PAPER PROCESS?

    ☐ (a)ONE DAY
    ☐ (b)2 DAYS
    ☐ (c)3-5 DAYS
    ☐ (d)1 WEEK
    ☐ (e)MORE THAN A WEEK

22. HOW MUCH TIME DID IT TAKE FOR DELIVERY OF THE CAR FROM THE DATE OF BOOKING?

    ☐ (a)ONE DAY
    ☐ (b)2 DAYS
    ☐ (c)3-5 DAYS
    ☐ (d)1 WEEK
    ☐ (e)MORE THAN A WEEK

23. DID YOU AVAIL ANY OF THE FOLLOWING BENEFITS FROM THE DEALER?

    ☐ (a)CASH DISCOUNT
    ☐ (b)DISCOUNT
    ☐ (c)FREE ACCESSORIES
    ☐ (d)NONE
    ☐ (e)OTHERS(SPECIFY)

24. HOW IS THE AFTER SALES SERVICE PROVIDED BY THE DEALER?

    ☐ (a)HIGHLY SATISFIED
    ☐ (b)SATISFIED
    ☐ (c)NEITHER SATISFIED NOR DISSATISFIED
    ☐ (d)DISSATISFIED
    ☐ (e)HIGHLY DISSATISFIED

25. HOW DO YOU RATE YOUR DEAL WITH RAMANI HYUNDAI ON THE SCALE OF 1 TO 10?

```
                10|-------EXCELLENT

                  |

                  |

                  |

                 5|-------GOOD

                  |

                  |

                  |

                 0|-------BAD
```

26. WILL YOU BE INTERESTED IN RECOMMENDING RAMANI HYUNDAI TO OTHERS?

☐ (a)VERY MUCH INTERESTED
☐ (b)INTERESTED
☐ (C)MODERATELY INTERESTED
☐ (d)NOT INTERESTED
☐ (e)NOT AT ALL INTERESTED

27. WHOM DID YOU RECOMMEND RAMANI HYUNDAI?

☐ (a)FRIENDS
☐ (b)RELATIVES
☐ (c)NEIGHBOURS
☐ (d)COLLEAGUES

SUGGESTIONS:

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