

P-3331



**KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE -641 049**

Department of Management Studies

**A SUMMER PROJECT WORK (MBA703)  
OCTOBER 2010**

This is to certify that the project entitled

**A STUDY ON CUSTOMER SATISFACTION REGARDING  
THE SERVICES RENDERED BY VST MOTORS IN SALEM  
CITY.**

is the bonafide record of project work done by

**C.GOPINATH  
Register No: 0920400010**

of Master of Business Administration during the year 2010 – 2011

*V. Karthikeyan*  
Project: **KARTHIKEYAN, M.Com., MBA.**  
**ASSISTANT PROFESSOR**  
**KCT BUSINESS SCHOOL**

*[Signature]*  
Head of the Department

Submitted to **Kumaraguru College of Technology**  
Coimbatore - 641 006 Project Viva-Voce examination held on 2/11/2010

*[Signature]*  
Internal Examiner

*[Signature]*  
External Examiner



V.S.T. MOTORS LTD.

TATA MOTORS

Authorised Dealer

TS:MISC:533:2010

August 9, 2010

The Director,  
Kumaraguru College of Technology,  
Coimbatore 641 006

### Project Certificate

This is to certify that Mr.C.Gopinath, Final Year MBA had successfully completed his project in our company during the period of July 10-August10

Yours faithfully,  
For V.S.T.MOTORS LTD.,

  
S.KANNAIYAN  
DEPUTY GENERAL MANAGER

---

Meyyanur, Alagapuram (P.O.), SALEM - 636 004.  
Ph : (0427) 2447847 / 2447395 / 2443534  
H.O. : 143, Anna Road Chennai - 600 002  
Ph : 28602485 / 28602073 FAX : 28602008

## **DECLARATION**

I affirm that the project work titled "A STUDY ON CUSTOMER SATISFACTION REGARDING THE SERVICES RENDERED BY VST MOTORS IN SALEM CITY" being submitted in partial fulfillment for the award of Master of Business Administration is the original work carried out by me. It has not formed the part of any other project work submitted for award of any degree or diploma, either in this or any other University.

C.GOPINATH

0920400010

I certify that the declaration made above by the candidate is true.

V.KAARTHIEKHEYAN

Asst.Professor

## **ACKNOWLEDGEMENT**

**I express** my sincere gratitude to our beloved chairman **Arutchelvar Dr. N.Mahalingam and Management** for the prime guiding spirit of Kumaraguru College of Technology.

**I wish to express** deep sense of obligation to **Dr/Mr.V.Karthickheyam**, Asst.Professor **KCT Business School**, for his intensive guidance throughout my project.

**I am greatly indebted** to thank **Mr.C.Ganeshmoorthy**, Project Co-ordinator / Class Advisor **and all other** faculty members of KCT Business School for their kind support.

**I thank Mr.S.Kannaiyan**, **Deputy General Manager**, VST Motors Ltd ,Salem for his **valuable** guidance throughout my project.

## TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	CERTIFICATE	I
	DECLARATION	ii
	ACKNOWLEDGEMENT	iii
	LIST OF TABLES	iv
	LIST OF CHARTS	v
	ABSTRACT	vi
1	<b>INTRODUCTION</b> 1.1 Background of the study 1.2 Statement of the problem 1.3 Scope of the study 1.4 Objectives of the study 1.5 Limitation 1.6 Company Profile	 1 3 3 3 4 4
2	<b>RESEARCH METHODOLOGY</b>	10
3	<b>DATA ANALYSIS AND INTERPRETATION</b>	12
4	<b>CONCLUSION</b> 4.1 Findings 4.2 Suggestion 4.3 Conclusion	 68 70 70
	<b>BIBLIOGRAPHY</b>	71
	<b>APPENDIX</b>	72

## LIST OF TABLES

<b>TABLE NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
3.1	Occupation of the respondents	12
3.2	Classification of respondents according to education	14
3.3	Classification of respondents according to age	16
3.4	Awareness of VST Motors ltd	18
3.5	Model of vehicles	20
3.6	Purchasing time after placing order	22
3.7	Offers during purchase of vehicle	24
3.8	Outstanding features of VST Motors ltd	26
3.9	Spare parts available at VST Motors ltd	28
3.10	Regular customers for service	30
3.11	Services during urgency period	32
3.12	Complaints during guarantee period	34
3.13	Punctuality in serviced vehicles	36
3.14	Complaint solved by VST Motors ltd	38

3.15	Complaints not attended by VST Motors ltd	40
3.16	Unexpected breakages during service	42
3.17	Satisfied with price of the vehicle	44
3.18	Satisfied with the price of spare parts	46
3.19	Satisfied with labor charges for service	48
3.20	Satisfied with insurance premium	50
3.21	Satisfied with installment price schemes	52
3.22	Quality of service	54
3.23	Friendly approach by service centre	56
3.24	Quality of spare parts	58
3.25	Performance of the vehicles after service	60
3.26	Explanation of vehicle problems	62
3.27	Explanation of the service bill	64
3.28	Communication about service bill, delivery, time ,etc.,	66

## LIST OF CHARTS

<b>CHART NO.</b>	<b>TITLES</b>	<b>PAGE NO.</b>
3.1	Occupation of the respondents	13
3.2	Classification of respondents according to education	15
3.3	Classification of respondents according to age	17
3.4	Awareness of VST Motors ltd	19
3.5	Model of vehicles	21
3.6	Purchasing time after placing order	23
3.7	Offers during purchase of vehicle	25
3.8	Outstanding features of VST Motors ltd	27
3.9	Spare parts available at VST Motors ltd	29
3.10	Services during urgency period	31
3.11	Services during urgency period	33
3.12	Complaints during guarantee period	35
3.13	Punctuality in serviced vehicles	37
3.14	Complaint solved by VST Motors ltd	39

3.15	Complaints not attended by VST Motors ltd	41
3.16	Unexpected breakages during service	43
3.17	Satisfied with price of the vehicle	45
3.18	Satisfied with the price of spare parts	47
3.19	Satisfied with labor charges for service	49
3.20	Satisfied with insurance premium	51
3.21	Satisfied with installment price schemes	53
3.22	Quality of service	55
3.23	Friendly approach by service centre	57
3.24	Quality of spare parts	59
3.25	Performance of the vehicles after service	61
3.26	Explanation of vehicle problems	63
3.27	Explanation of the service bill	65
3.28	Communication about service bill, delivery, time ,etc.,	67

## **EXECUTIVE SUMMARY**

The main objective of this research is to study the customer satisfaction and customer expectations of VST Motors Ltd in Salem city. The reason for selecting this city is because it is near in geographical location and the no. of customers are high in this region. This research suggests ways of improving the level of customer satisfaction and it will help the company to bridge the gape between the expectations of their customers and the actual services provided to their customers. It also helps the company to get more aware of their customer expectations. As the no. of customers are high ,the company should provide more facilities and services to satisfy their customers and also to retain their customers because of the increasing competition.

# Chapter – 1

## INTRODUCTION

### 1.1 Background of the study

#### A) Meaning of customer satisfaction:

- Customer satisfaction, a business term, is a measure of how products and services supplied by a company to meet or surpass customer expectation.
- Customer satisfaction is an abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service.
- In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

#### B) Six dimensions of customer satisfaction:

1. Capability
2. Usability
3. Performance
4. Reliability
5. Maintainability
6. Documentation.

#### 1) Capability

Capability is the ability to perform actions. As it applies to human capital, capability is the sum of expertise and capacity.

## **2)Usability**

In **design**, usability is the study of the ease with which people can employ a particular tool or **other human-made object** in order to achieve a particular goal. This can include **consumer electronics**, communication, and knowledge transfer objects (such as a cookbook, a document or **online help**) and mechanical objects such as a door handles or a hammer.

## **3)Performance**

A **performance**, in performing arts, generally comprises an event in which one group of people (**the performer or performers**) behave in a particular way for another group of people (**the audience**).

## **4)Reliability**

In **general**, reliability is the ability of a person or system to perform and maintain its functions in **routine circumstances**, as well as hostile or unexpected circumstances.

## **5)Maintainability**

In **engineering**, the ease with which a product can be maintained in order to:

- Correct defects
- Meet new requirements
- Make future maintenance of the products.

## **6)Documentation**

**Documentation** refer to the process of providing evidence ("to document something") or to the **communicable** material used to provide such documentation (i.e. a document).

## **1.2 Statement of the problem**

VST Motors Ltd ,Salem renders various services to their customers , but still they are finding Difficult to satisfy their customers .This research is undertaken to find out the level of customer satisfaction and also the expectation of the customers from VST Motors.

## **1.3 Scope of the study**

The project was done with the limit of 100 respondents of a particular area which can be further extended to more respondents from other districts.

- The research work is undertaken for the benefit of VST Motors.
- The study is intended to find out customer satisfaction towards VST Motors by the respondents.
- It reveals about the customer expectations & awareness of VST Motors by the respondents.

## **1.4 Objectives of the study**

### **Primary Objectives :**

To study the factors that influence the purchase of automobiles and spare parts at VST Motors.

### **Secondary Objectives :**

To identify the factors that motivated the customers to buy VST motor vehicles.

To know about the respondents opinion on VST Motors .

To know about the respondents opinion on the maintenance cost , etc.,

### **1.5 Limitations of the study**

- Since the customer survey is only a sort of feedback , the sample size is confined to 100 only .
- Only the important questions are dealt with the respondents, due to shortage of time .
- The research finding was applied only in Salem City.
- The different views and opinions provided by the respondents was subjected to personal bias

### **1.6 Company profile**

VST Motors Pvt. Ltd was incorporated on 11th July,1949 and is an authorized dealer for TATA Motors Ltd. Until 1956 the company was the distributor for Austin and Studebaker cars. In 1956 we were appointed as TELCO commercial vehicle dealers. The VST Motors Group is a well recognized brand name in India's automobile dealership fraternity. The various companies in the group have long standing associations with multiple automobile manufacturers, generations of loyal customers, the local community and workforce and the finance and banking industry. The group comprises of various companies that deal in the retail and servicing of passenger cars, multi-utility vehicles and commercial vehicle across Tamil Nadu.

#### **a)Management**

The VST Motors Group is a privately held group of companies within the VST Group. The family members are closely involved in the overall operations. The group has in place a large number of professional managers who oversee daily operations. These managers

**bring with them decades of service and experience in their related fields and have helped shape the VST Motors Group into an efficient and successful network of companies**

**Over the last five decades they have opened multiple branches across the state of Tamil Nadu.**

**The timeline is as follows:**

- 1949 VST Motors Pvt. Ltd commenced operations dealing in AUSTIN and STUDEBAKER Cars.
- 1956 Appointed as a TELCO dealer (presently Tata Motors), one of the first to be appointed in the country.
- 1957 VST Motors branch opened at Salem.
- 1958 VST Motors branch opened at Vellore.
- 1961 VST Motors branch opened at Trichy.
- 1962 VST Motors branch opened at Cuddalore.
- 1978 VST Motors branch opened at Pondicherry.
- 1992 Commenced Tata Motors Passenger Car sales in Chennai and Thiruchirapalli.

## **b)Tata Motors**

- Passengers Vehicles
- Utility Vehicles
- Trucks
- Small Commercial Vehicle
- Commercial Passenger Carriers
- Spare Parts

### **c)VST Motors Ltd.**

- ✓ Chennai (Head Office)
- ✓ Pudukottai
- ✓ Perambalur
- ✓ Cuddalore
- ✓ Karur
- ✓ Trichy
- ✓ Arumbakkam
- ✓ Salem
- ✓ Namakkal
- ✓ Attur
- ✓ Pondichery
- ✓ Dharmapuri
- ✓ Thiruchengode
- ✓ Hosur
- ✓ Thanjaur
- ✓ Vellore

### **d)SPARE PARTS DISTRIBUTION:**

The spare parts distribution business established a company that provides seamless support to all stake holders .The relationship between an automobile dealer and its customers is an on-going relationship. It begins during the sales process and continues through with after sales support. Efficient and cost effective after-sales service and spare-parts availability is an important differentiator between a successful dealership and others.

### **e)VST auto parts PVT. ltd.**

- ✓ Chennai
- ✓ Coimbatore
- ✓ Madurai
- ✓ Vellore
- ✓ Salem
- ✓ Tirunelveli
- ✓ Namakkal
- ✓ Cuddalore
- ✓ Trichy

**f) Non- banking finance company:**

Gove Investments and Finance company was started in 1983 to provide auto finance and loan options to our customers. They provide their new and existing customers with in-house finance options for the purchase of their vehicles throughout their branch network.

**g) Gove investments & finance co. ltd**

- ✓ Chennai
- ✓ Trichy
- ✓ Vellore
- ✓ Cuddalore
- ✓ Salem

**h) Awards won by VST TATA motors ltd**

**VST motors ltd**

**2000 - 2001**

Dealership with Highest Growth - Southern Region (Heavy Commercial Vehicles)  
Dealership with Highest Growth - All India (All Commercial Vehicles)

**2003 - 2004**

1st Ranked Dealer - All India (Spare Parts, Passenger Car Business)  
1st Prize - All India - Most Service Outlets (Commercial Vehicle Business)  
1st Prize - All India - Customer Support (Passenger Car Business)

**2004 - 2005**

1st Ranked Dealer - All India - Customer Satisfaction (Passenger Car Business)  
Excellence Award (Commercial Vehicle Business - Sales)

**2005 - 2006**

1st Ranked Dealer - Key Cities - Customer Satisfaction (Passenger Car Business)  
1st Ranked Dealer - All India - Mystery Shopping (Passenger Car Business)  
Excellence Award (Commercial Vehicle Business - Sales)

**2006 - 2007**

**Winner - All India (ACE Vehicle Sales)**  
**Highest Selling Dealer - All India (Commercial Vehicle Business)**

**2007 - 2008**

**Runner Up - All India (Light & Intermediate Commercial Vehicle Sales)**  
**Highest Selling Dealer - All India (Commercial Vehicle Business)**  
**1st Ranked Dealer - All India (ACE Vehicle - Sales)**  
**Highest Selling Dealer - South (Commercial Vehicle Business)**

**2008 - 2009**

**Highest Selling Dealer - All India (All Commercial Vehicles)**  
**Highest Selling Dealer - All India (Spare Parts, Commercial Vehicle Business)**  
**Highest Selling Dealer - All India (ACE Vehicle Sales)**  
**Highest Selling Dealer - South (Buses)**  
**Highest Selling Dealer - South (All Commercial Vehicles)**  
**Highest Selling Dealer - South (Light & Intermediate Commercial Vehicle)**

**VST auto parts PVT ltd**

**2007 - 2008**

**Best Performance - Southern Region (Commercial Vehicle Business Spare Parts)**

**2008 - 2009**

**Best Performance in Product Group I - All India (Commercial Vehicle Business Spare Parts)**  
**Best Performance in Product Group II - All India (Commercial Vehicle Business Spare Parts)**  
**Best Performance in Southern Region (Commercial Vehicle Business Spare Parts)**

**CHENNAI FORD**

**2006 Outstanding Concern Reporting - National Level (Runner-up)**

**2007 President's Award for Dealership Excellence - Category -1 (National Level - Runner-up).**

## **i) Milestones**

<b>Year</b>	<b>Event</b>
1949	VST Motors Pvt. Ltd commenced operations dealing in AUSTIN and STUDEBAKER Cars
1956	Appointed as a TELCO dealer (presently Tata Motors), one of the first to be appointed in the country
1957	VST Motors branch opened at Salem
1958	VST Motors branch opened at Vellore
1959	Commenced sales and service operations for Mahindra & Mahindra vehicles in Chennai
1961	VST Motors branch opened at Trichy
1962	VST Motors branch opened at Cuddalore
1978	VST Motors branch opened at Pondicherry
1983	Established a Non-Banking Finance Company (Gove Investments and Finance Co.)
1992	Commenced sales and service operations for Tata Motors Passenger Cars at Chennai and Trichy
1993	Commenced sales and service operations for Tata Motors Commercial vehicles at Namakkal
2000	Commenced sales and service operations for Ford India vehicles in Chennai and Vellore
2003	Commenced sales and service operations for Tata Motors Commercial vehicles at Hosur
2005	Established an independent company for the sale of Tata Motors Spare Parts. (VST Auto Parts Pvt. Ltd)
2008	Commenced sales and service operations for Mahindra vehicles at Kanchipuram & Chengalpet

## **Chapter-2**

### **RESEARCH METHODOLOGY**

#### **a)Research design**

##### **Descriptive Research**

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

#### **b)Sampling design**

##### **Simple random sampling:**

The unrestricted, simple random sampling is the simplest form of probability sampling. Since all the probability samples must provide a known nonzero chance of selection for each population element, the simple random sampling is considered as a special case in which each population element has a known and equal chance of selection. In this study, Simple random sample has been adopted.

**Sample Size:**

A sample size of 100 has been selected for the study.

**Area of data collection:**

The sample is selected four wheelers and eight wheelers in Salem city

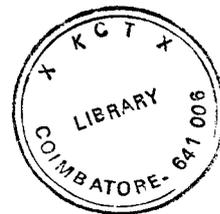
**Tools of Analysis:**

Simple percentage analysis is used for data analysis because it provides the accurate results.

**C) Method of Data Collection:**

In this research **primary data** is collected by using a structured questionnaire .

**Secondary data** is collected from the websites and books



K-3331

## CHAPTER – 3

### ANALYSIS AND INTERPRETATION

Table 3.1

#### OCCUPATION OF THE RESPONDENTS

<b>Respondents</b>	<b>Frequency</b>	<b>Percent</b>
Student	5	5.0
Employed	37	37.0
Business	38	38.0
Others	20	20.0
Total	100	100.0

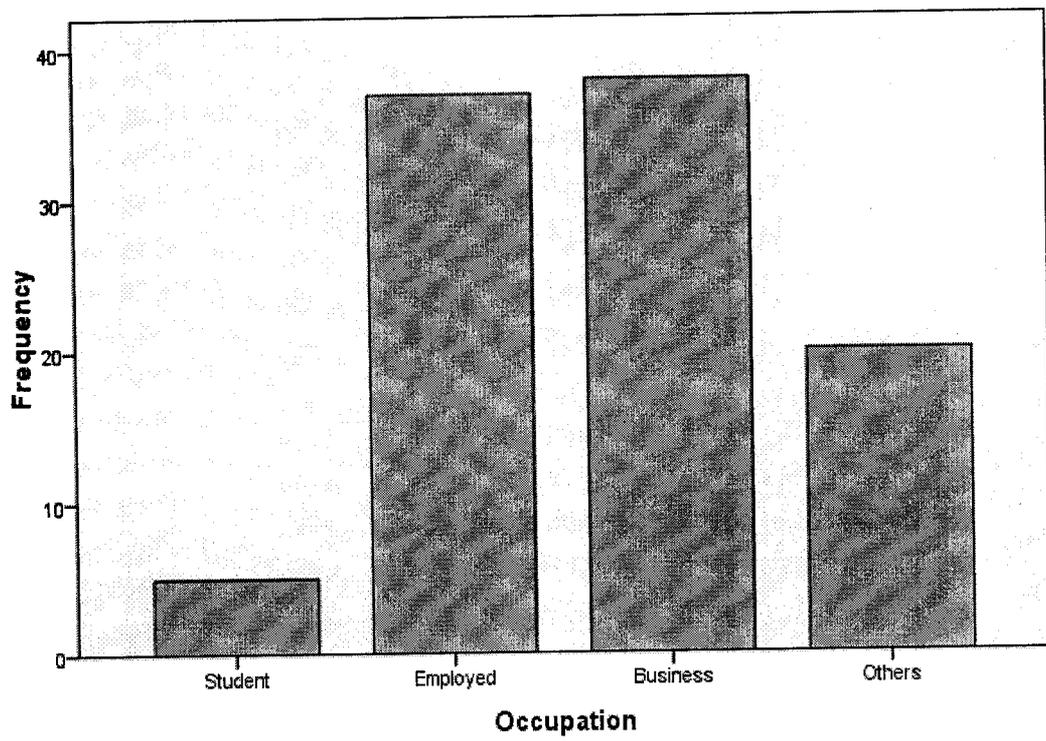
Source: Primary Data

#### **Interpretation:**

The above table shows that 5 % of the respondents are students, 37% of the respondents are employed , 38% of the respondents are business and 20% of the respondents are others.

**Chart 3.1**

**Occupation**



**Table 3.2**

**CLASSIFICATION OF RESPONDENTS ACCORDING TO EDUCATION**

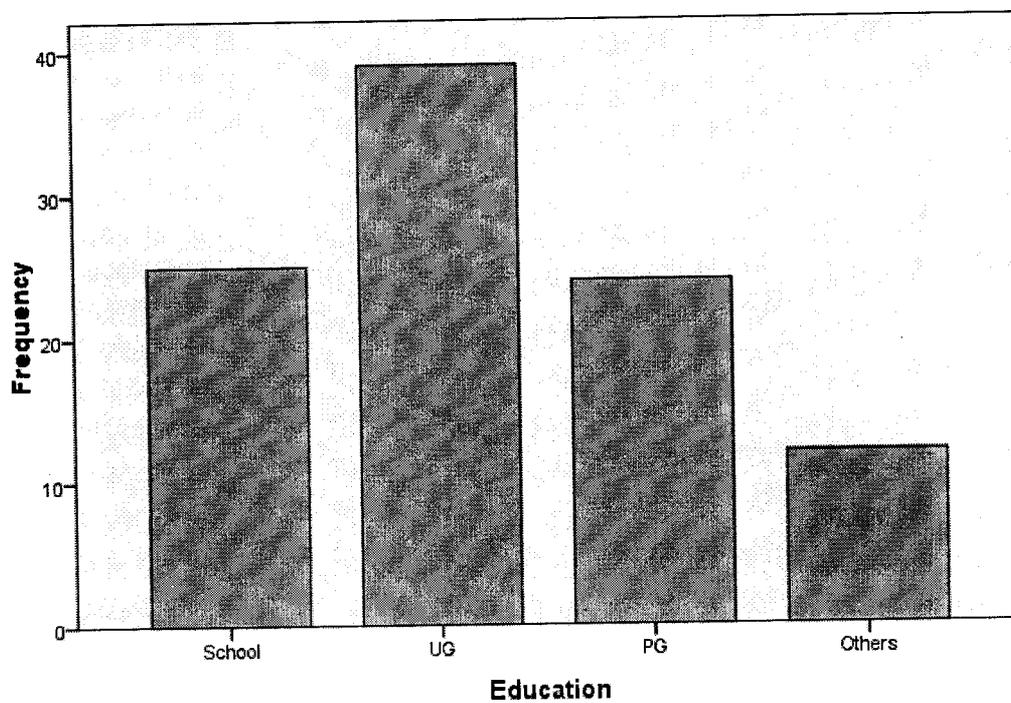
<b>Education</b>	<b>Frequency</b>	<b>Percent</b>
School	25	25.0
UG	39	39.0
PG	24	24.0
Others	12	12.0
Total	100	100.0

**Interpretation:**

The above table shows that 25 % of the respondents are finished school , 39% of the respondents are finished Under Graduation , 24% of the respondents are finished Post Graduation and 12% of the respondents are finished other courses.

**Chart 3.2**

**Education**



**Table 3.3**

**CLASSIFICATION OF RESPONDENTS ACCORDING TO AGE**

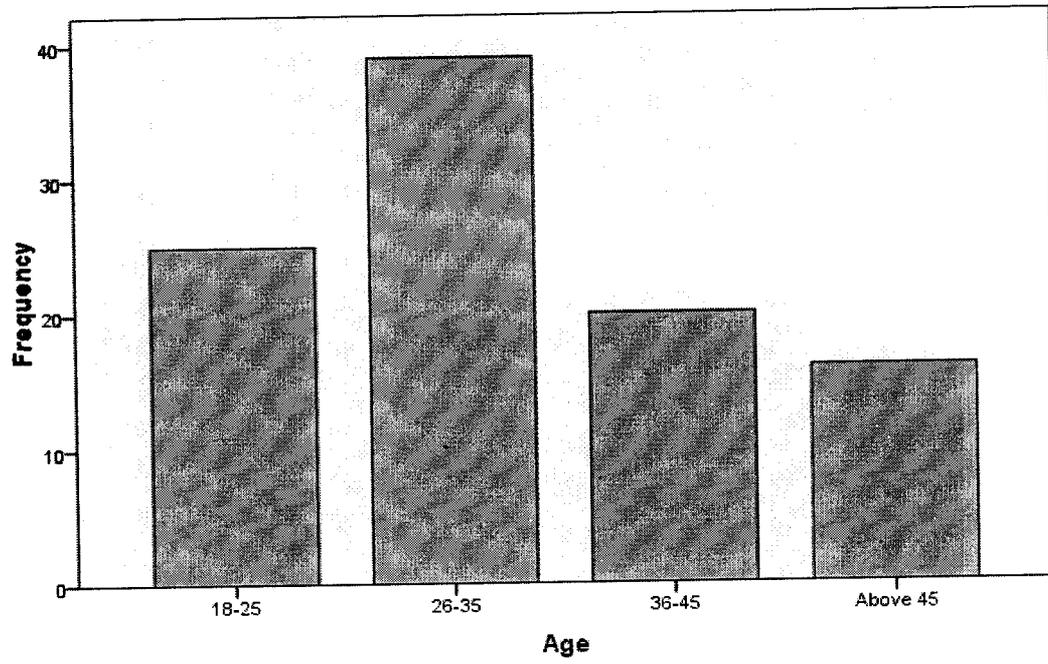
<b>Age Group</b>	<b>Frequency</b>	<b>Percent</b>
18-25	25	25.0
26-35	39	39.0
36-45	20	20.0
Above 45	16	16.0
Total	100	100.0

**Interpretation:**

The above table shows that 25 % of the respondents are in the age group between 18-25, 39% of the respondents are in the age group 26-35 , 20% of the respondents are in the age group of 36-45 and 16% of the respondents are in the age group of above 45.

**Chart 3.3**

### Age



**Table 3.4**  
**AWARENESS OF VST MOTORS LTD**

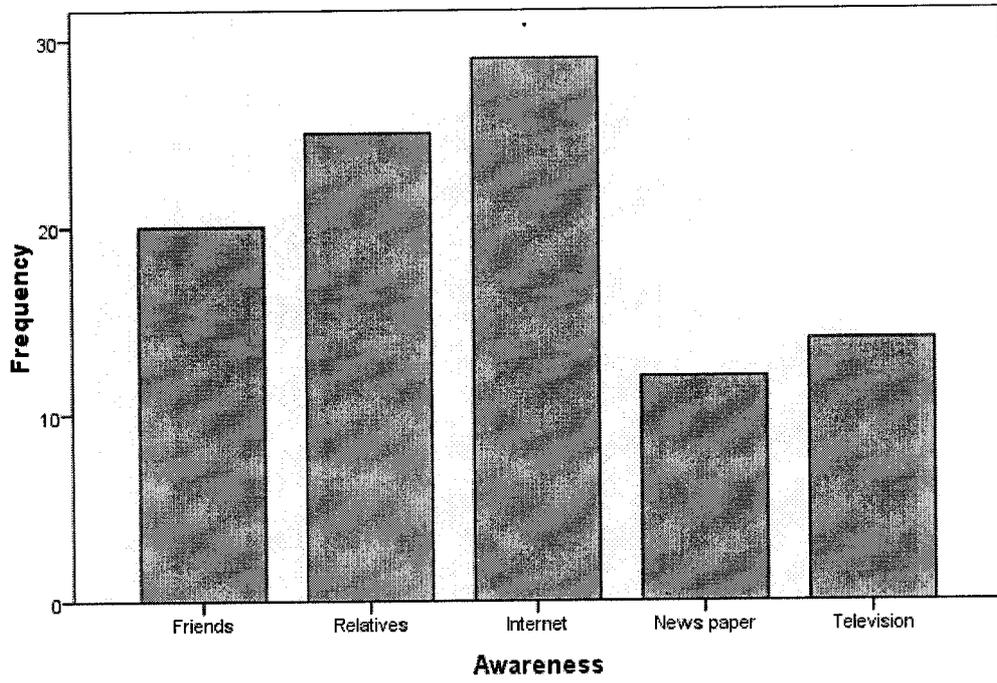
<b>Awareness</b>	<b>Frequency</b>	<b>Percent</b>
Friends	20	20.0
Relatives	25	25.0
Internet	29	29.0
News paper	12	12.0
Television	14	14.0
Total	100	100.0

**Interpretation:**

The above table shows that 20% of the respondents are came to know VST by friends, 25% of the respondents are came to know VST by their relatives, 29% of the respondents are came to know VST throw browsing internet, 12% of the respondents are came to know VST by reading news paper and 14% of the respondents are came to know VST by television.

Chart 3.4

Awareness



**Table 3.5**  
**MODEL OF VEHICLES**

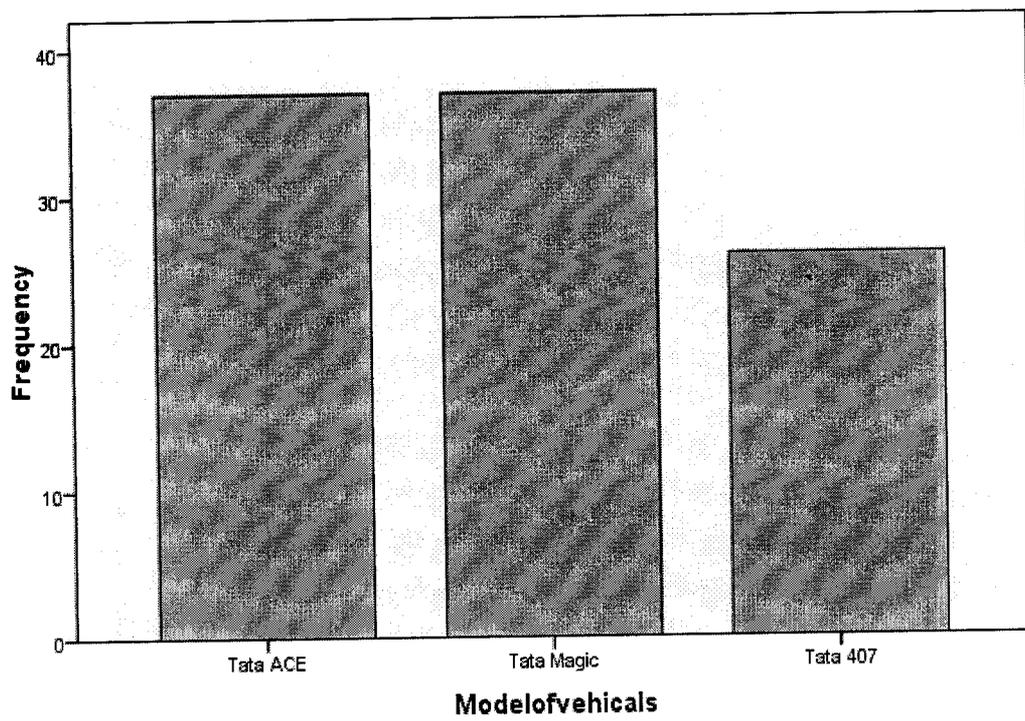
<b>Various Models</b>	<b>Frequency</b>	<b>Percent</b>
Tata ACE	37	37.0
Tata Magic	37	37.0
Tata 407	26	26.0
Total	100	100.0

**Interpretation:**

The above table shows that 37% of the respondents are using Tata ACE, 37% of the respondents are using Tata Magic, 26% of the respondents are using Tata 407.

Chart 3.5

Modelofvehicals



**Table 3.6**  
**PURCHASING TIME AFTER PLACING ORDER**

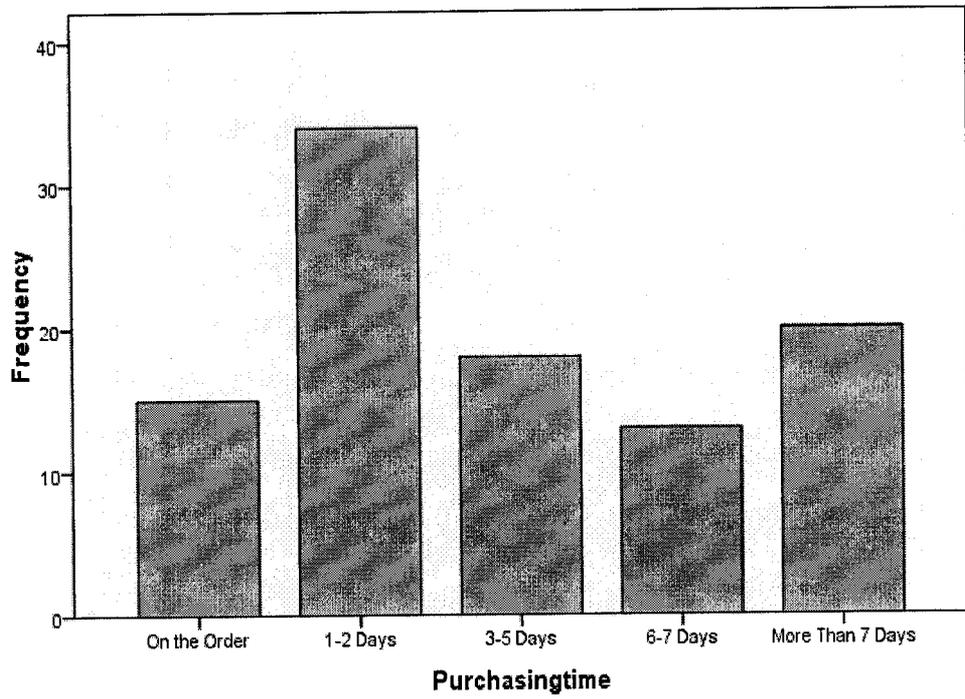
<b>Time Period</b>	<b>Frequency</b>	<b>Percent</b>
On the Order	15	15.0
1-2 Days	34	34.0
3-5 Days	18	18.0
6-7 Days	13	13.0
More Than 7 Days	20	20.0
Total	100	100.0

**Interpretation:**

The above table shows that 15% of vehicles are delivered on the order, 34% of vehicles are delivered within 1-2 days, 18% of the vehicles are delivered within 3-5 days, 13% of the vehicles are delivered within 6-7 days and 20% of the vehicles are delivered with more than 7 days .

**Chart 3.6**

**Purchasingtime**



**Table 3.7**  
**OFFERS DURING PURCHASE OF VEHICLE**

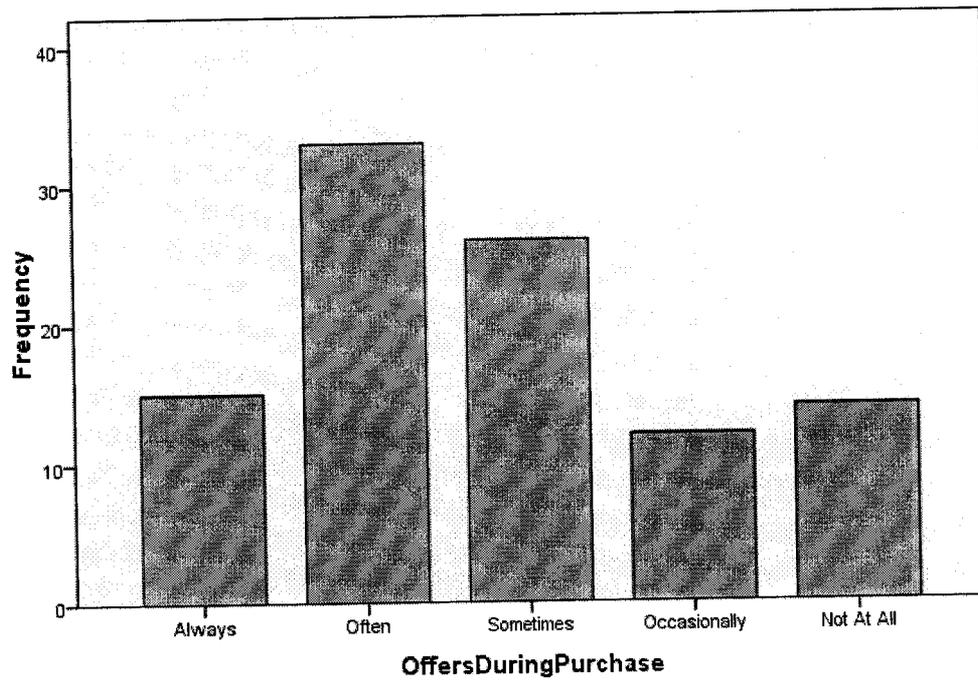
<b>Offers</b>	<b>Frequency</b>	<b>Percent</b>
Always	15	15.0
Often	33	33.0
Sometimes	26	26.0
Occasionally	12	12.0
Not At All	14	14.0
Total	100	100.0

**Interpretation:**

The above table shows that 15% of the respondents say that VST give offers always, 33% of the respondents say that VST give offers often, 26% of the respondents say that VST give offers occasionally and 14% of the respondents say that VST is not giving any offer at all.

**Chart 3.7**

**OffersDuringPurchase**



**Table 3.8**  
**OUTSTANDING FEATURES OF VST MOTORS LTD**

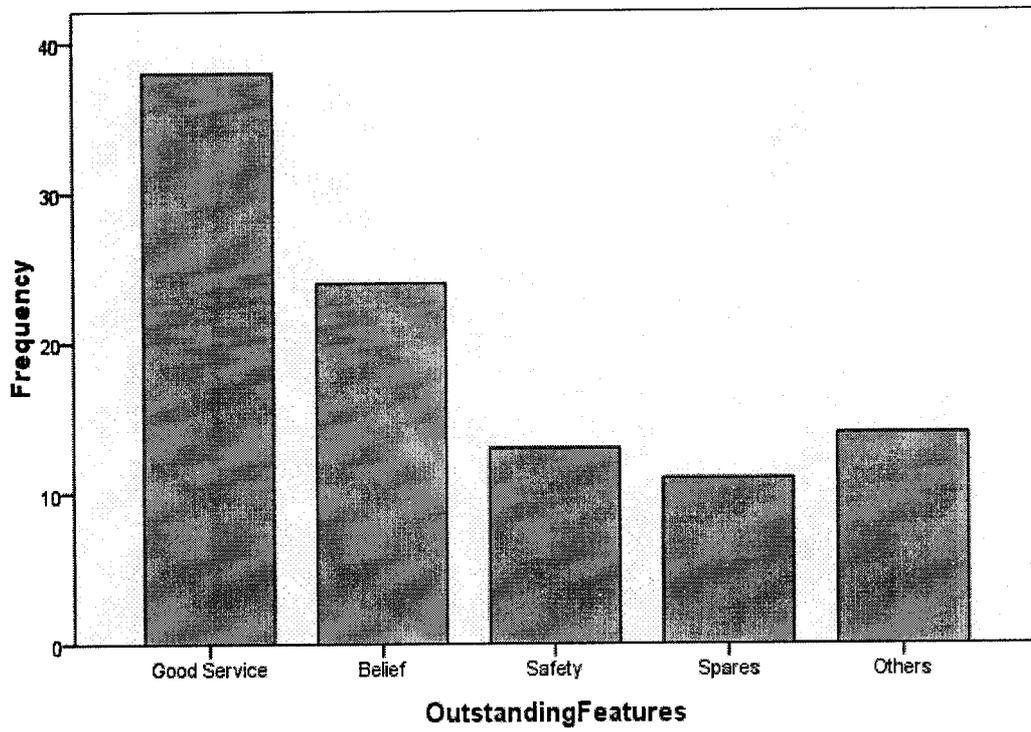
<b>Features</b>	<b>Frequency</b>	<b>Percent</b>
Good Service	38	38.0
Belief	24	24.0
Safety	13	13.0
Spares	11	11.0
Others	14	14.0
Total	100	100.0

**Interpretation:**

The above table shows that 38% of the respondents are said good service is the outstanding feature of VST, 24% of the respondents are said belief is the outstanding feature of VST, 13% of the respondents said safety is the outstanding feature of VST and 14% of the respondents said spares is the outstanding feature of VST.

**Chart 3.8**

**OutstandingFeatures**



**Table 3.9**  
**SPARE PARTS AVAILABLE AT VST MOTORS LTD**

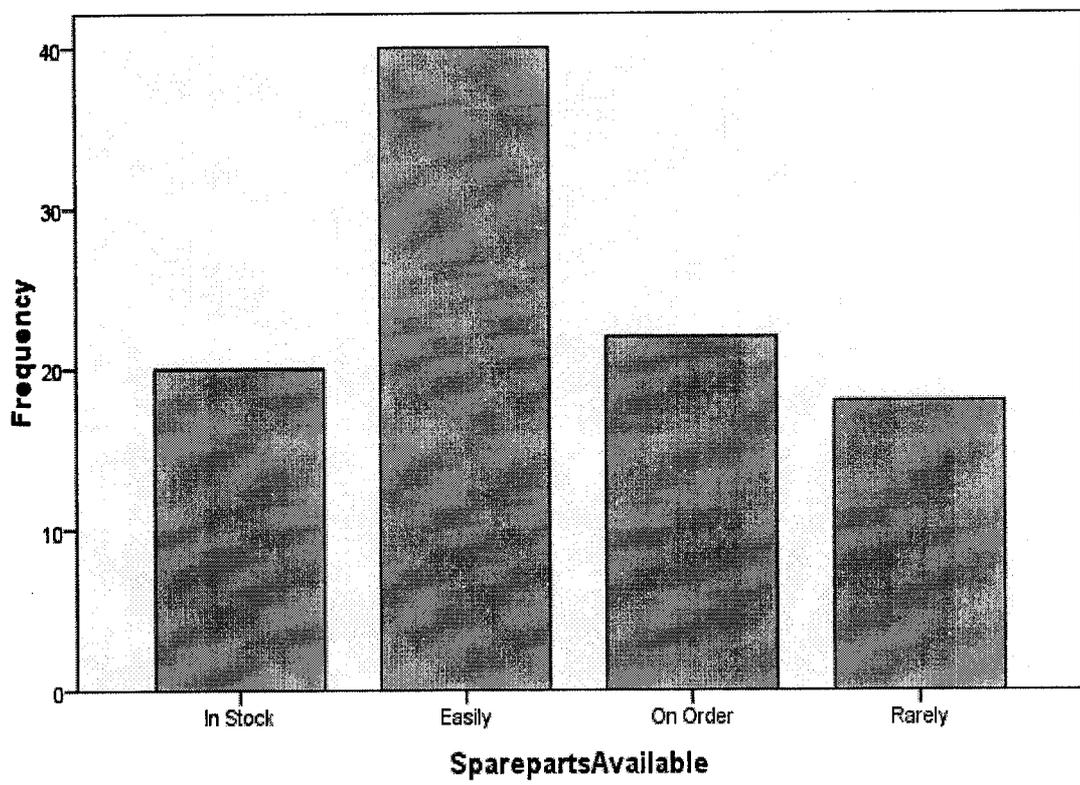
<b>Spare Parts</b>	<b>Frequency</b>	<b>Percent</b>
In Stock	20	20.0
Easily	40	40.0
On Order	22	22.0
Rarely	18	18.0
Total	100	100.0

**Interpretation:**

The above table shows that 20% spares are available in stock, 40% of the spares are easily available, 22% of the spares are available on order and 18% of the spares are rarely available

**Chart 3.9**

**SparepartsAvailable**



**Table 3.10**  
**REGULAR CUSTOMERS FOR SERVICE**

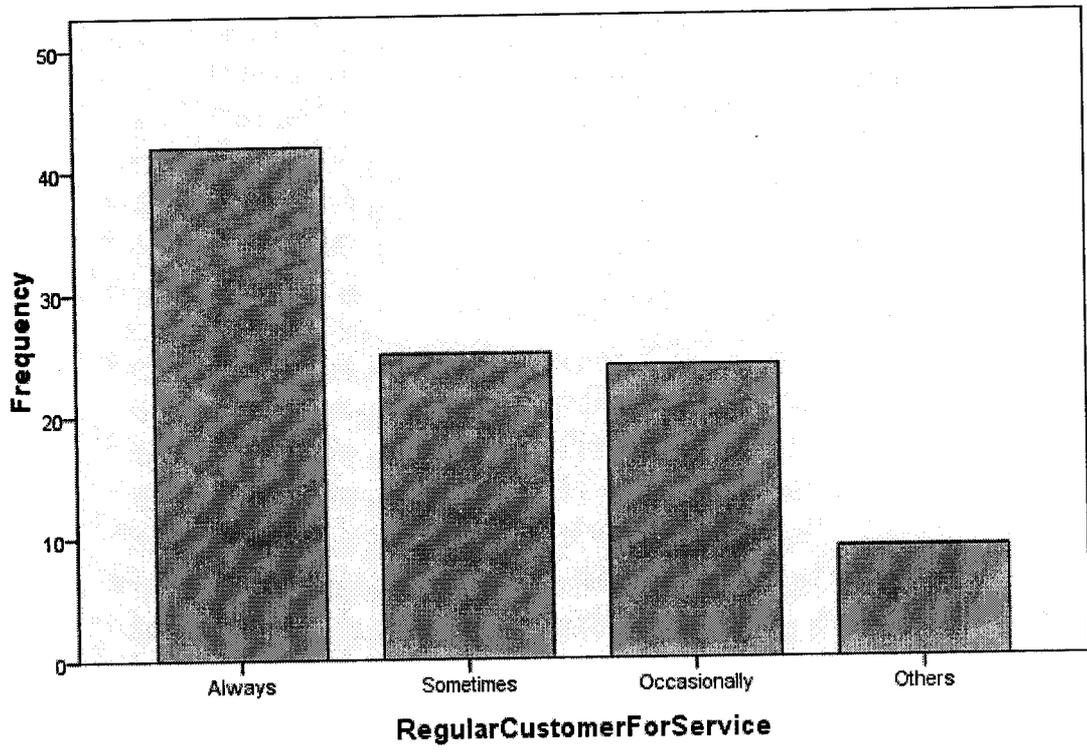
<b>Factors</b>	<b>Frequency</b>	<b>Percent</b>
Always	42	42.0
Sometimes	25	25.0
Occasionally	24	24.0
Others	9	9.0
Total	100	100.0

**Interpretation:**

The above table shows that 42% of the respondents are always let their vehicle for service at VST , 25% of the respondents are sometimes let their vehicle for service at VST , 24% of the respondents are occasionally let their vehicles for service at VST and 9% of the respondents let their vehicle for service at VST.

**Chart 3.10**

**RegularCustomerForService**



**Table 3.11**  
**SERVICES DURING URGENCY PERIOD**

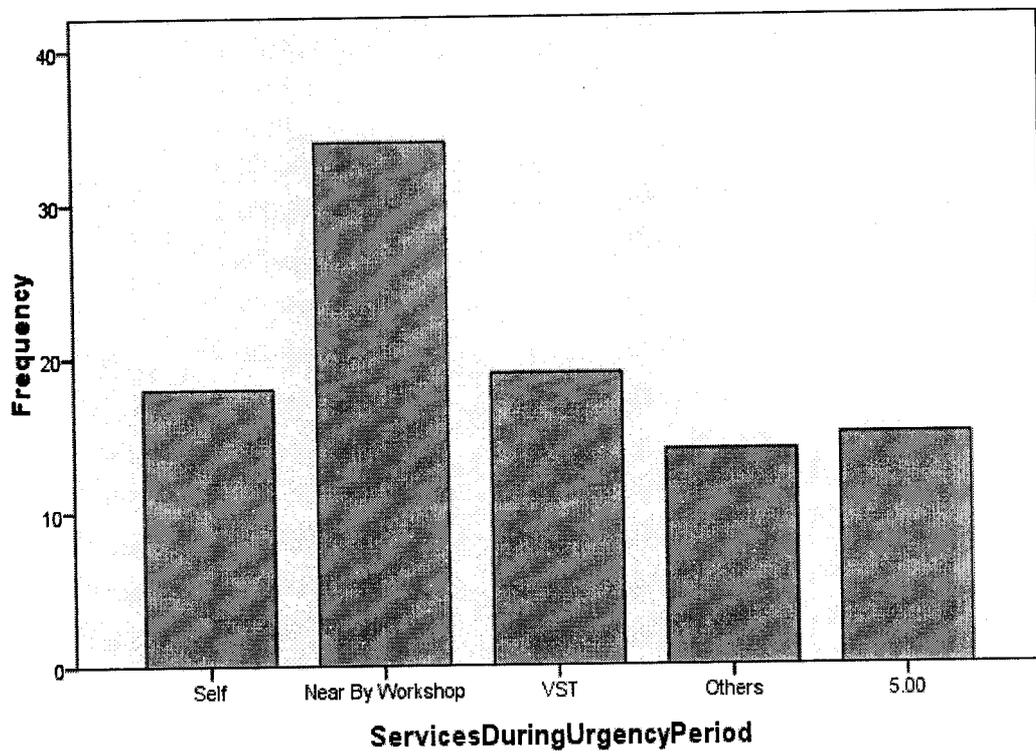
<b>Factors</b>	<b>Frequency</b>	<b>Percent</b>
Self	18	18.0
Near By Workshop	34	34.0
VST	19	19.0
Others	29	29.0
Total	100	100.0

**Interpretation:**

The above table shows that 18% respondents are doing self service in urgency period, 34% respondents are doing service nearby workshop in urgency period , 19% of respondents are doing service at VST during urgency period and 29% respondents are doing service in others during urgency period.

**Chart 3.11**

**ServicesDuringUrgencyPeriod**



**Table 3.12**  
**COMPLAINTS DURING GUARANTEE PERIOD**

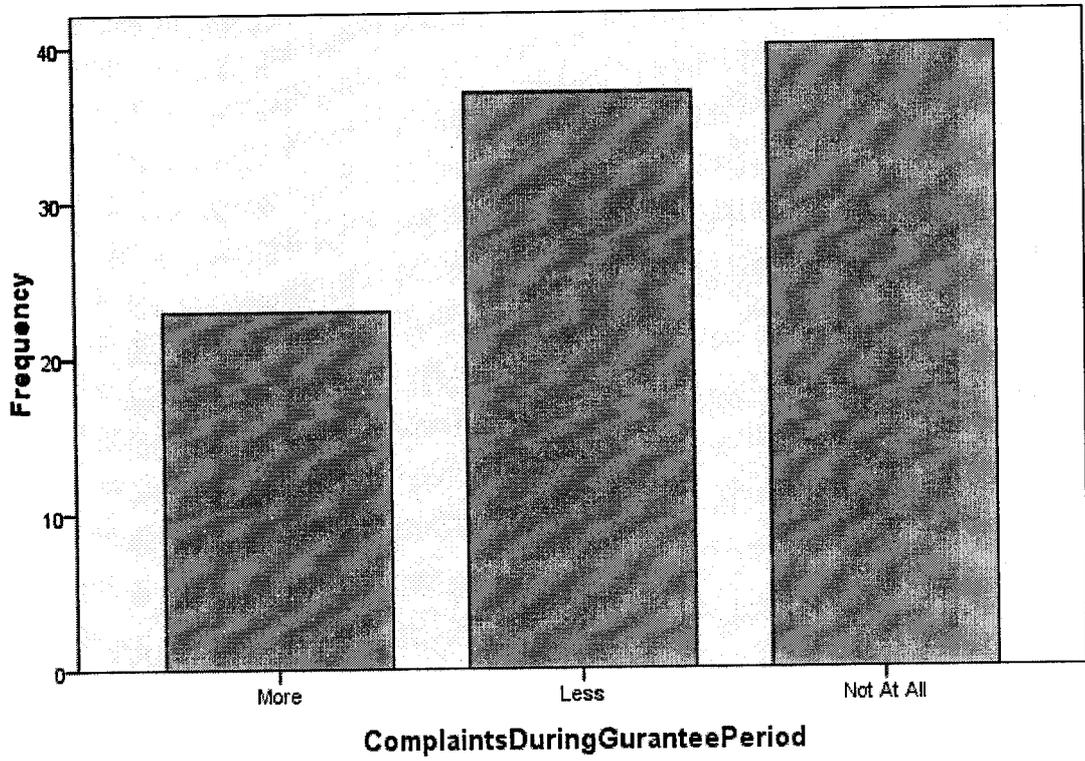
<b>Complaints</b>	<b>Frequency</b>	<b>Percent</b>
More	23	23.0
Less	37	37.0
Not At All	40	40.0
Total	100	100.0

**Interpretation:**

The above table shows that 23% respondents said that more complaints were during guarantee period, 37% respondents said that less complaints were during guarantee period and 40% of the respondents said that no complaints were during guarantee period.

**Chart 3.12**

**ComplaintsDuringGuranteePeriod**



**Table 3.13**  
**PUNCTUALITY IN SERVICED VEHICLES**

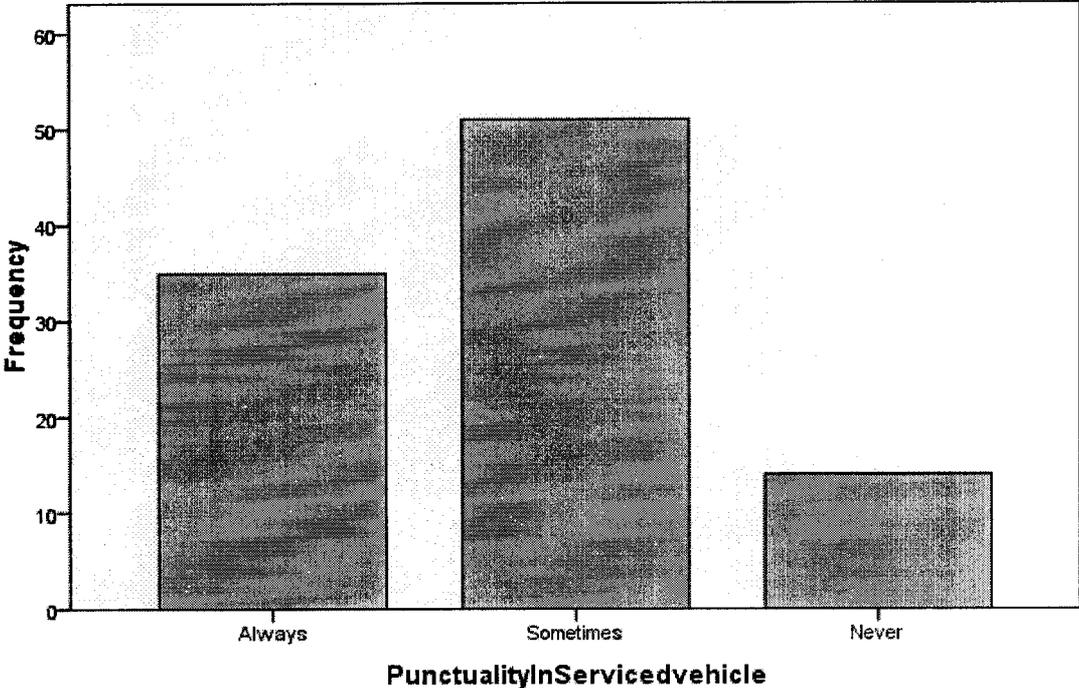
<b>Factors</b>	<b>Frequency</b>	<b>Percent</b>
Always	35	35.0
Sometimes	51	51.0
Never	14	14.0
Total	100	100.0

**Interpretation:**

The above table shows that 35% of the respondents say that VST always deliver the vehicle after service in time as mentioned, 51% of the respondents say that VST sometimes deliver vehicles after service in time as mentioned and 14% of the respondents say that VST never deliver the vehicles after service in time as mentioned.

Chart 3.13

PunctualityInServicedvehicle



**Table 3.14**  
**COMPLAINT SOLVED BY VST MOTORS LTD**

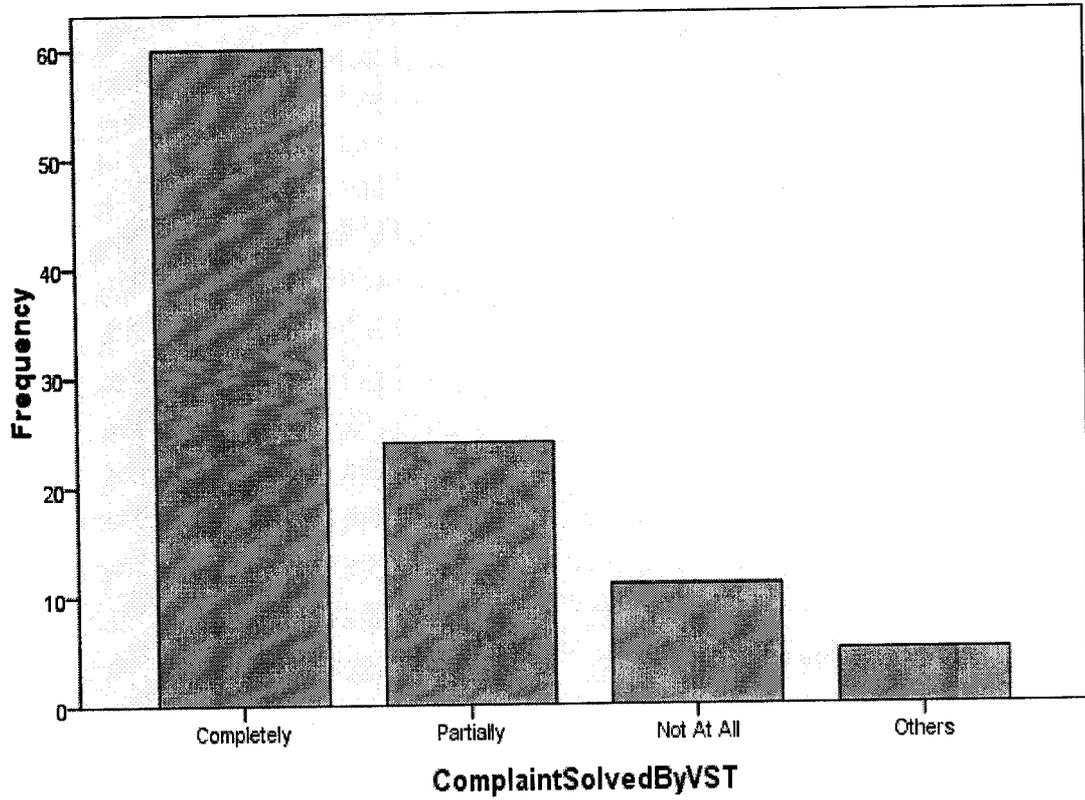
<b>Complaints Solved</b>	<b>Frequency</b>	<b>Percent</b>
Completely	60	60.0
Partially	24	24.0
Not At All	11	11.0
Others	5	5.0
Total	100	100.0

**Interpretation:**

The above table shows 60% of the respondents say that complaints were completely solved by VST at the first time , 24% of the respondents say that complaints were completely solved by VST at the first time, 11% of the respondents say that complaints were not solved by VST at the first time itself and 5% of the respondents say that complaints were others by VST at the first time.

**Chart 3.14**

**ComplaintSolvedByVST**



**Table 3.15**  
**COMPLAINTS NOT ATTENDED BY VST MOTORS LTD**

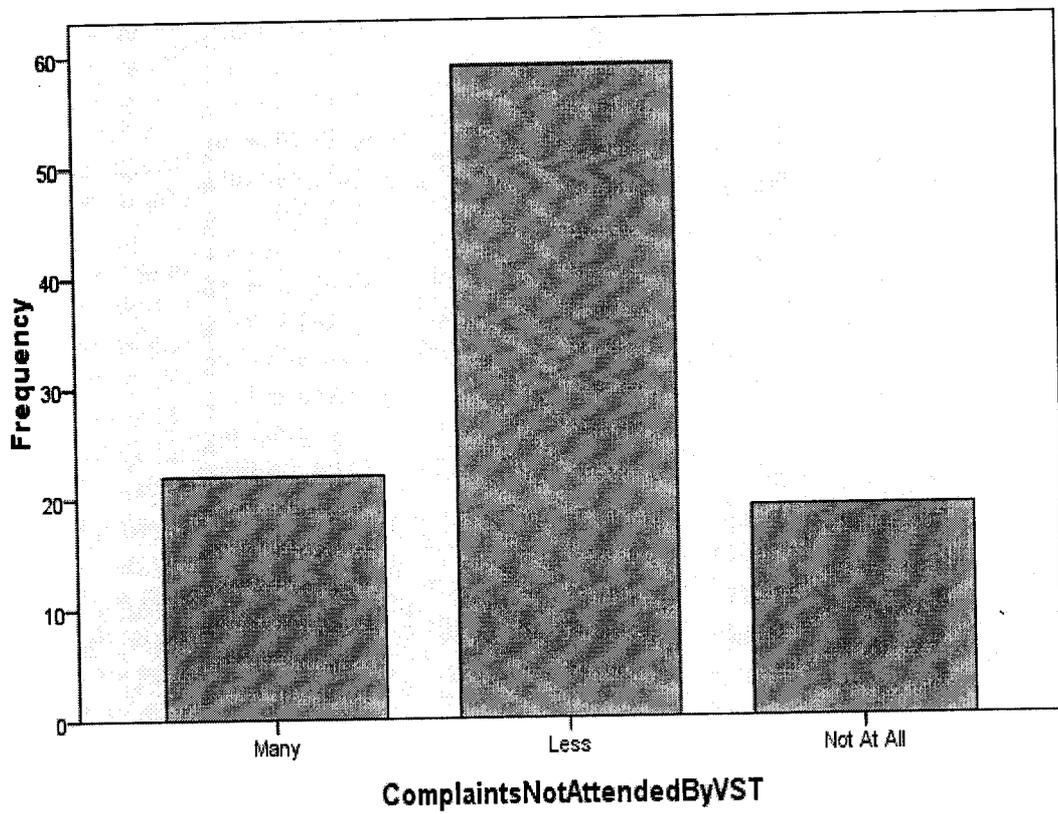
<b>Complaints Not Solved</b>	<b>Frequency</b>	<b>Percent</b>
Many	22	22.0
Less	59	59.0
Not At All	19	19.0
Total	100	100.0

**Interpretation:**

The above table shows that 22% of the respondents say many complaints are not attended by VST, 59% of the respondents say less complaints are not attended by VST and 19% of the respondents say not at all complaints are not attended by VST.

Chart 3.15

ComplaintsNotAttendedByVST



**Table 3.16**  
**UNEXPECTED BREAKAGES DURING SERVICE**

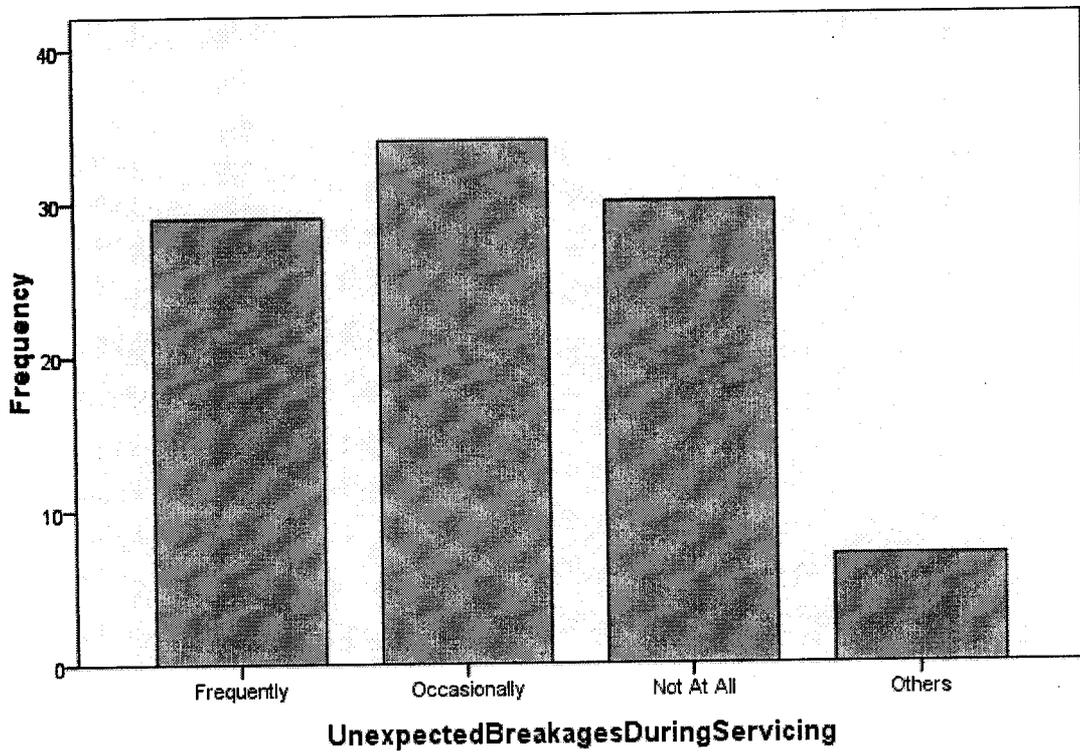
<b>Breakages</b>	<b>Frequency</b>	<b>Percent</b>
Frequently	29	29.0
Occasionally	34	34.0
Not At All	30	30.0
Others	7	7.0
Total	100	100.0

**Interpretation:**

The above table shows that 29% of the respondents are frequently faced unexpected breakages caused by VST during service period, 34% of the respondents are occasionally faced unexpected breakages caused by VST during service period, 30% of the respondents are not faced unexpected breakages caused by VST during service period 7% of the respondents are faced some of unexpected breakages caused by VST during service period.

Chart 3.16

UnexpectedBreakagesDuringServicing



**Table 3.17**  
**SATISFIED WITH PRICE OF THE VEHICLE**

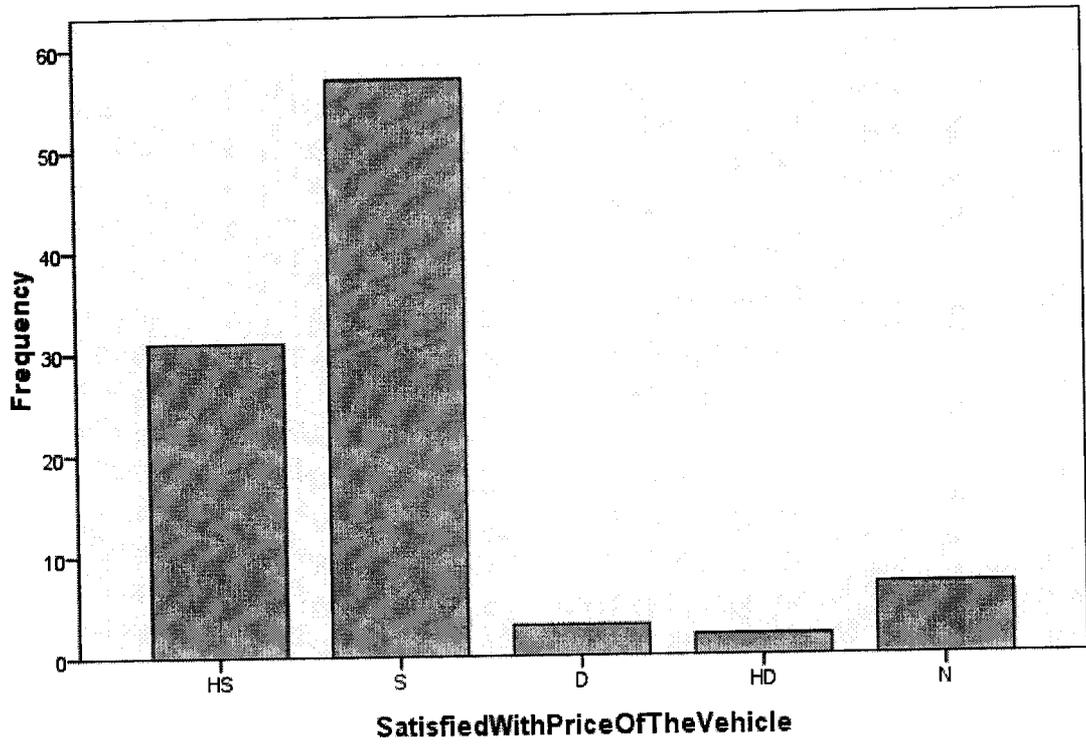
<b>Satisfaction level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	31	31.0
Satisfied	57	57.0
Dissatisfied	3	3.0
Highly Dissatisfied	2	2.0
Neither	7	7.0
Total	100	100.0

**Interpretation:**

The above table shows that 57% of the respondents are satisfied with the price of the vehicle.

Chart 3.17

SatisfiedWithPriceOfTheVehicle



**Table 3.18**  
**SATISFIED WITH THE PRICE OF SPARE PARTS**

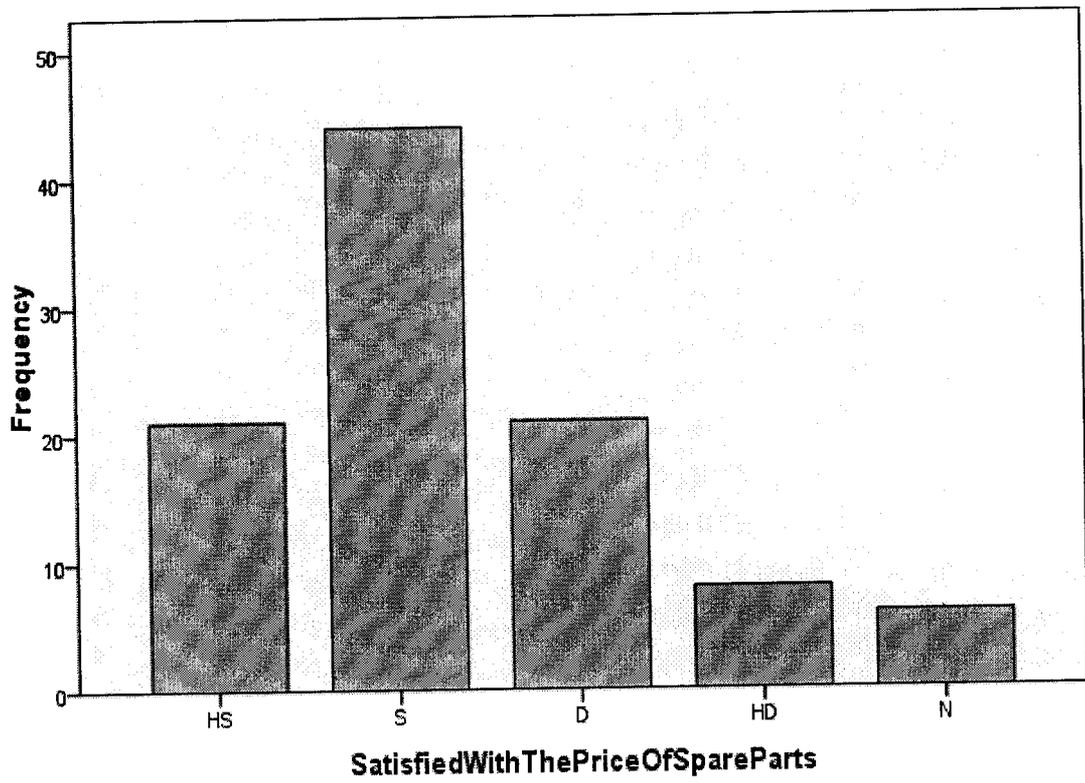
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	21	21.0
Satisfied	44	44.0
Dissatisfied	21	21.0
Highly Dissatisfied	8	8.0
Neither	6	6.0
Total	100	100.0

**Interpretation:**

The above table shows that 44% of the respondents are satisfied with the price of the spare parts.

Chart 3.18

SatisfiedWithThePriceOfSpareParts



**Table 3.19**  
**SATISFIED WITH LABOR CHARGES FOR SERVICE**

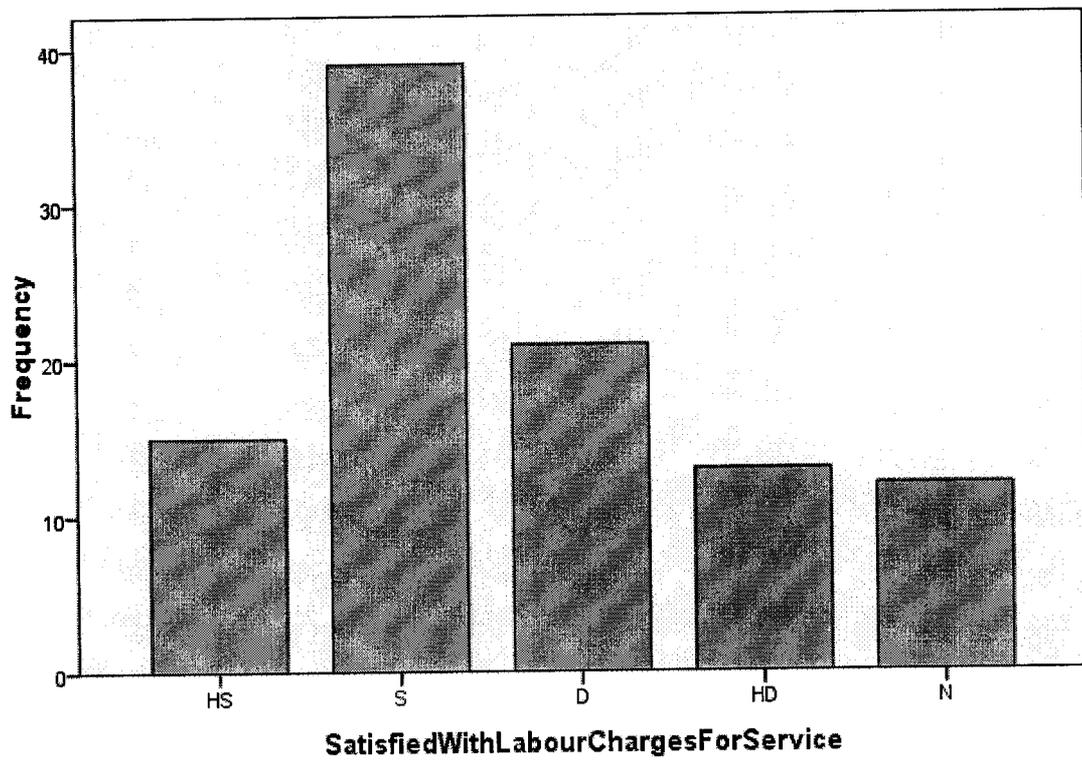
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	15	15.0
Satisfied	39	39.0
Dissatisfied	21	21.0
Highly Dissatisfied	13	13.0
Neither	12	12.0
Total	100	100.0

**Interpretation:**

The above table shows that 39% of the respondents are satisfied with the labor charges for service.

**Chart 3.19**

**SatisfiedWithLabourChargesForService**



**Table 3.20**  
**SATISFIED WITH INSURANCE PREMIUM**

<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	14	14.0
Satisfied	59	59.0
Dissatisfied	10	10.0
Highly Dissatisfied	9	9.0
Neither	8	8.0
Total	100	100.0

**Interpretation:**

The above table shows that 59% of the respondents are satisfied with the insurance premium.

Chart 3.20

SatisfiedWithInsurancePremium



P-3331

**Table 3.21**  
**SATISFIED WITH INSTALMENT PRICE SCHEMES**

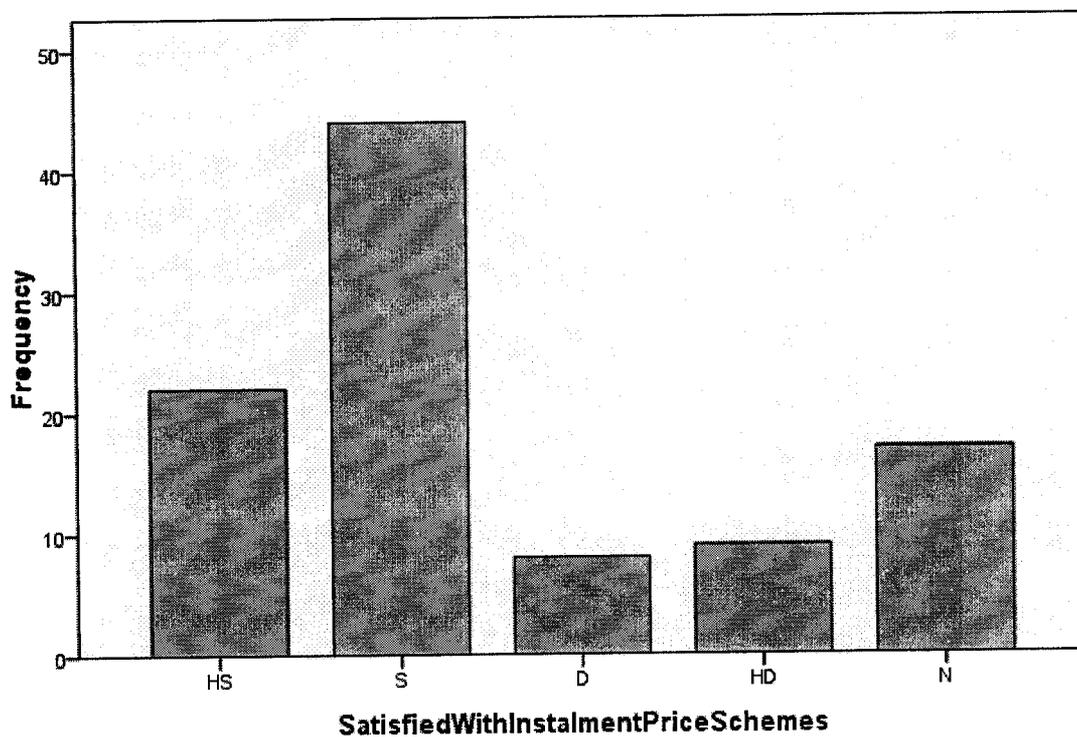
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	22	22.0
Satisfied	44	44.0
Dissatisfied	8	8.0
Highly Dissatisfied	9	9.0
Neither	17	17.0
Total	100	100.0

**Interpretation:**

The above table shows that 44% of the respondents are satisfied with the installment price scheme.

**Chart 3.21**

**SatisfiedWithInstalmentPriceSchemes**



**Table 3.22**  
**QUALITY OF SERVICE**

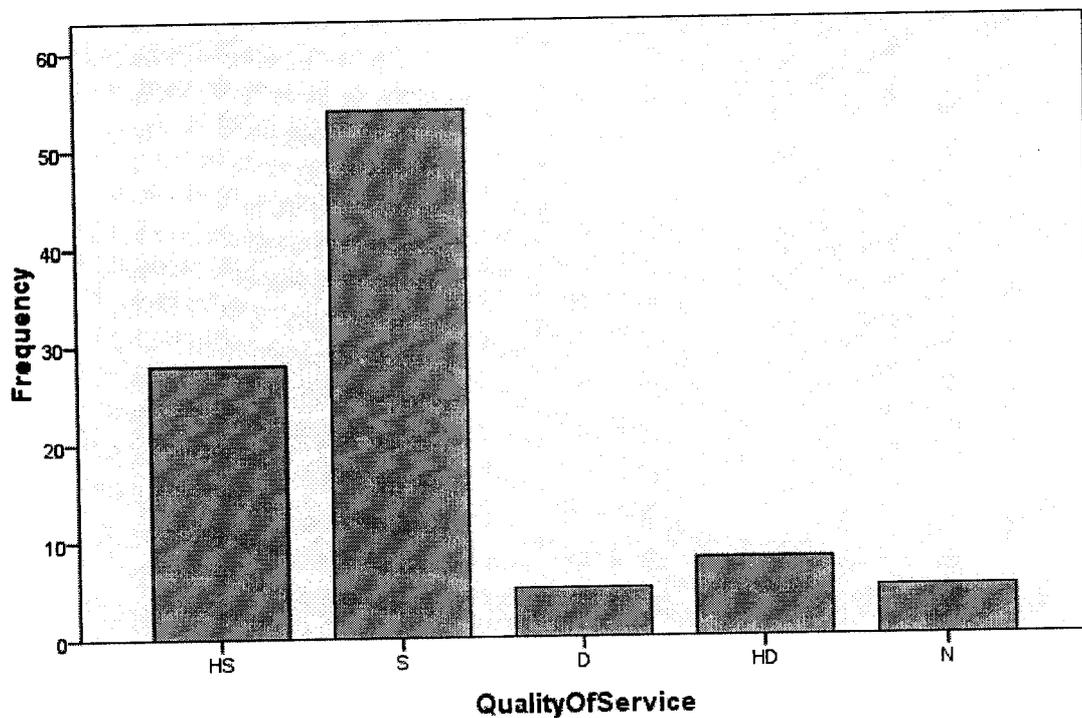
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	28	28.0
Satisfied	54	54.0
Dissatisfied	5	5.0
Highly Dissatisfied	8	8.0
Neither	5	5.0
Total	100	100.0

**Interpretation:**

The above table shows that 54% of the respondents are satisfied with the quality of the service.

Chart 3.22

QualityOfService



**Table 3.23**

**FRIENDLY APPROACH BY SERVICE CENTRE**

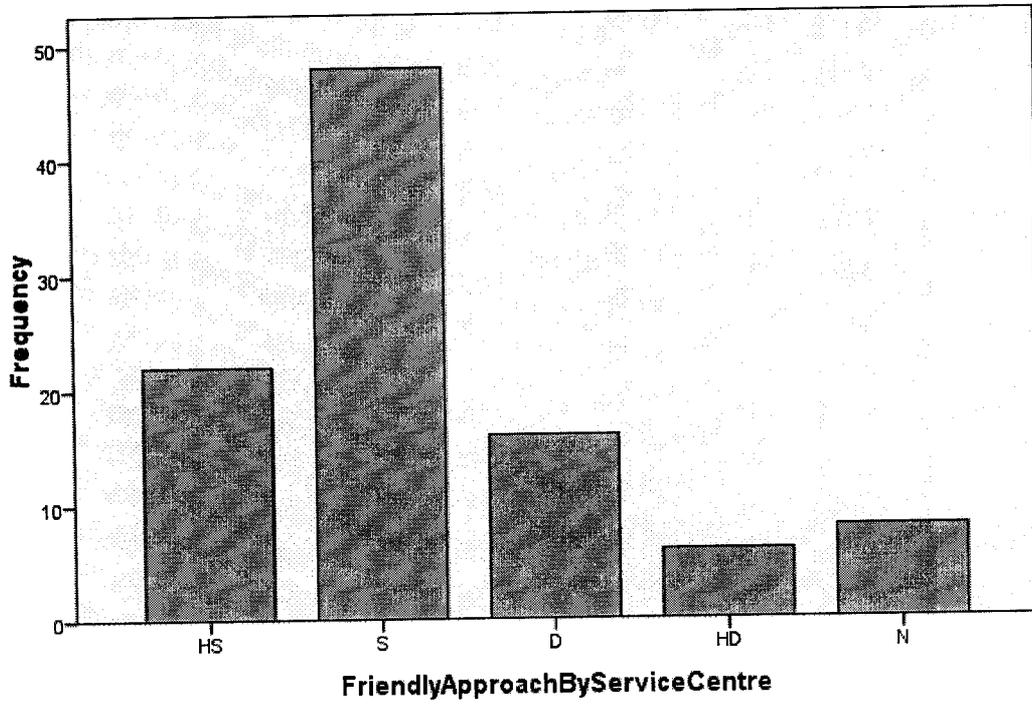
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	22	22.0
Satisfied	48	48.0
Dissatisfied	16	16.0
Highly Dissatisfied	6	6.0
Neither	8	8.0
Total	100	100.0

**Interpretation:**

The above table shows that 48% of the respondents are satisfied with the friendly approach.

**Chart 3.23**

**FriendlyApproachByServiceCentre**



**Table 3.24**  
**QUALITY OF SPARE PARTS**

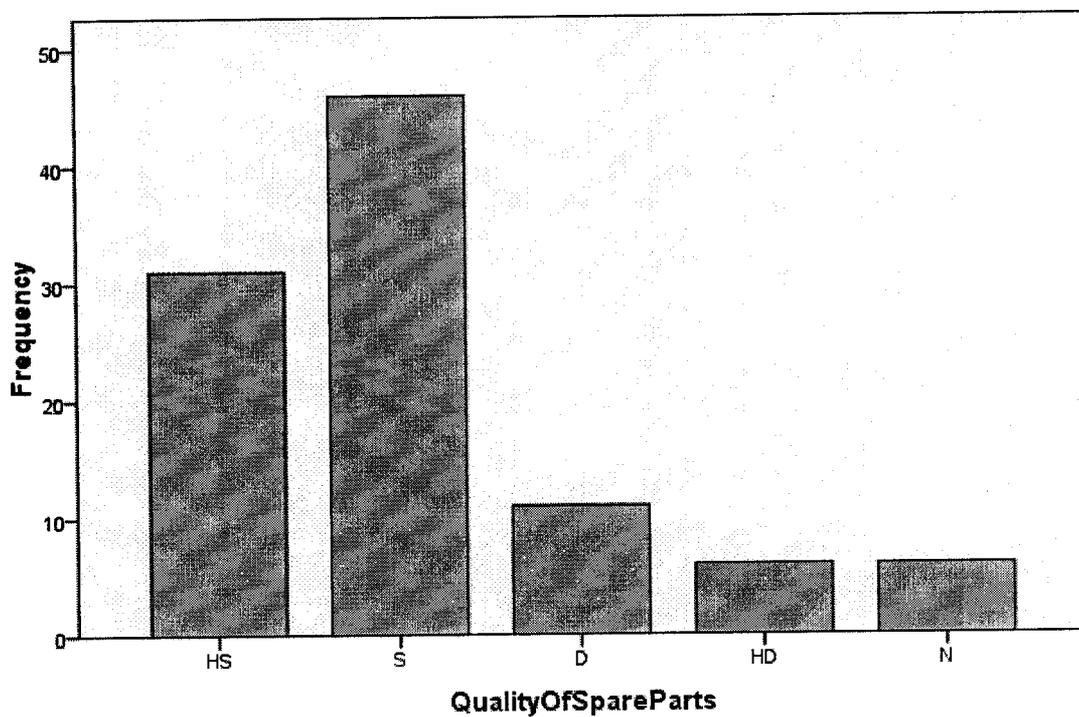
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	31	31.0
Satisfied	46	46.0
Dissatisfied	11	11.0
Highly Dissatisfied	6	6.0
Neither	6	6.0
Total	100	100.0

**Interpretation:**

The above table shows that 46% of the respondents are satisfied with the quality of the spare parts.

**Chart 3.24**

**QualityOfSpareParts**



**Table 3.25**

**PERFORMANCE OF THE VEHICLES AFTER SERVICE**

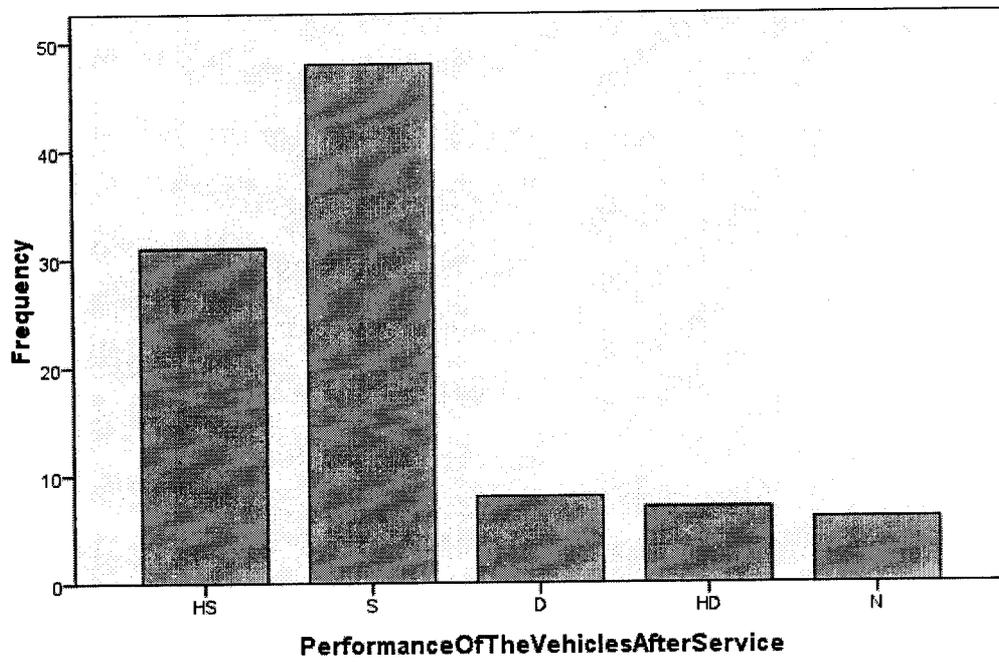
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	31	31.0
Satisfied	48	48.0
Dissatisfied	8	8.0
Highly Dissatisfied	7	7.0
Neither	6	6.0
Total	100	100.0

**Interpretation:**

The above table shows that 48% of the respondents are satisfied with the performance of the vehicle after service.

Chart 3.25

PerformanceOfTheVehiclesAfterService



**Table 3.26**  
**EXPLANATION OF VEHICLE PROBLEMS**

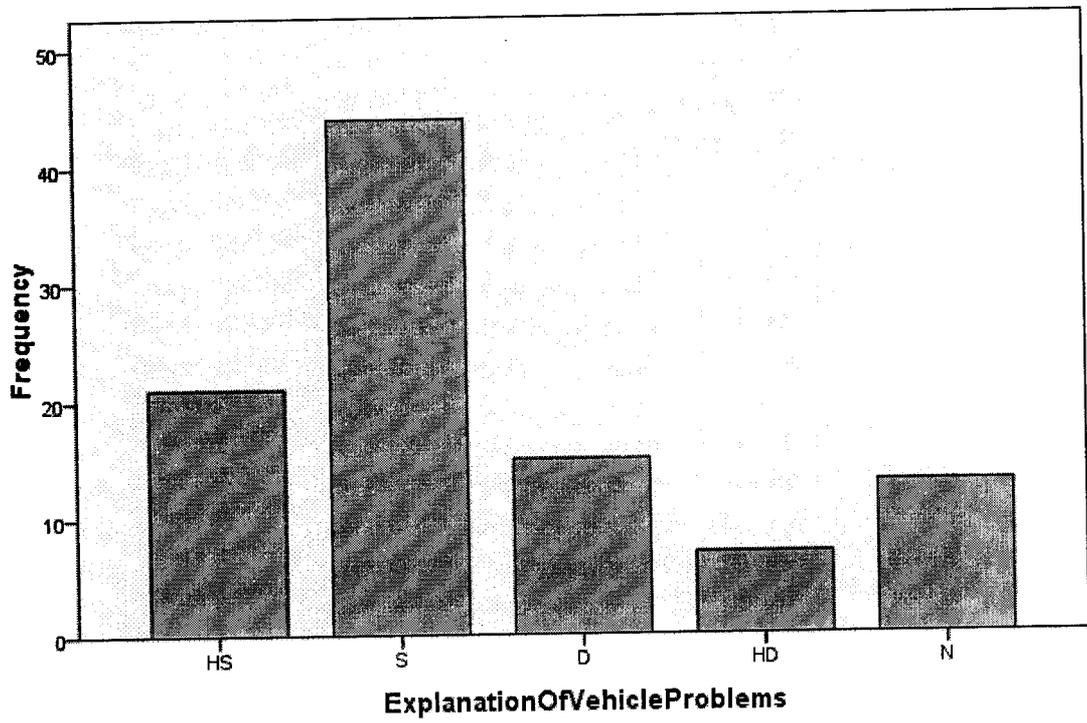
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	21	21.0
Satisfied	44	44.0
Dissatisfied	15	15.0
Highly Dissatisfied	7	7.0
Neither	13	13.0
Total	100	100.0

**Interpretation:**

The above table shows that 44% of the respondents are satisfied with the explanation of the vehicle problems .

Chart 3.26

ExplanationOfVehicleProblems



**Table 3.27**  
**EXPLANATION OF THE SERVICE BILL**

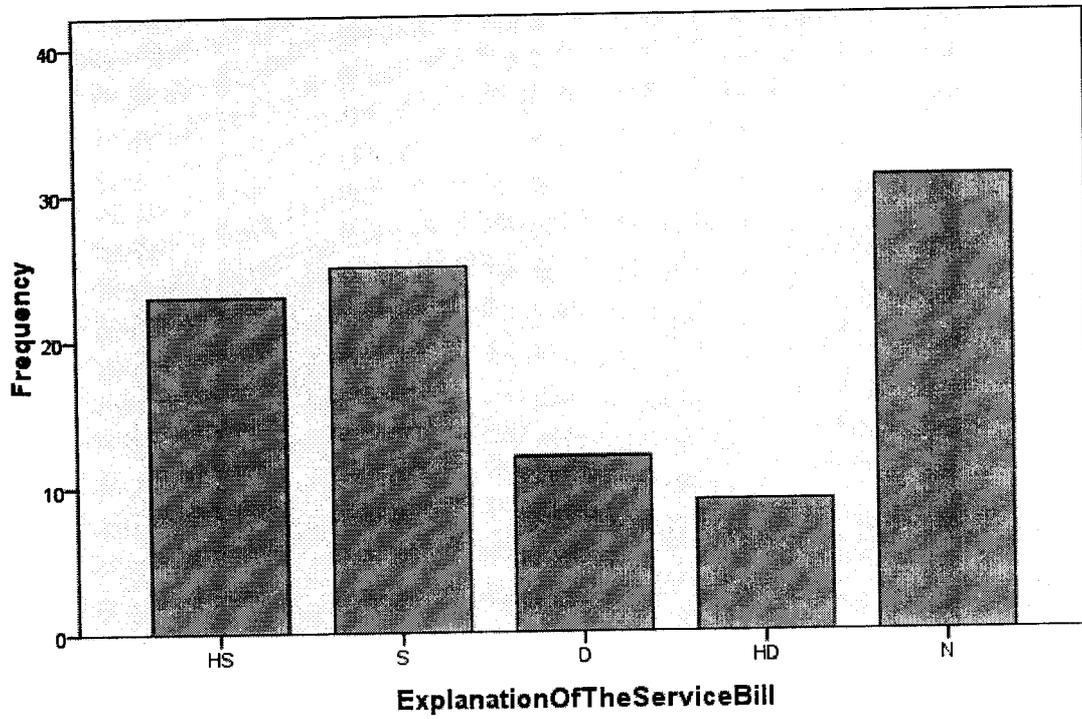
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	23	23.0
Satisfied	25	25.0
Dissatisfied	12	12.0
Highly Dissatisfied	9	9.0
Neither	31	31.0
Total	100	100.0

**Interpretation:**

The above table shows that 25% of the respondents are satisfied with the explanation of the service bill.

Chart 3.27

ExplanationOfTheServiceBill



**Table 3.28**

**COMMUNICATION ABOUT SERVICE BILL, DELIVERY, TIME ,ETC.,**

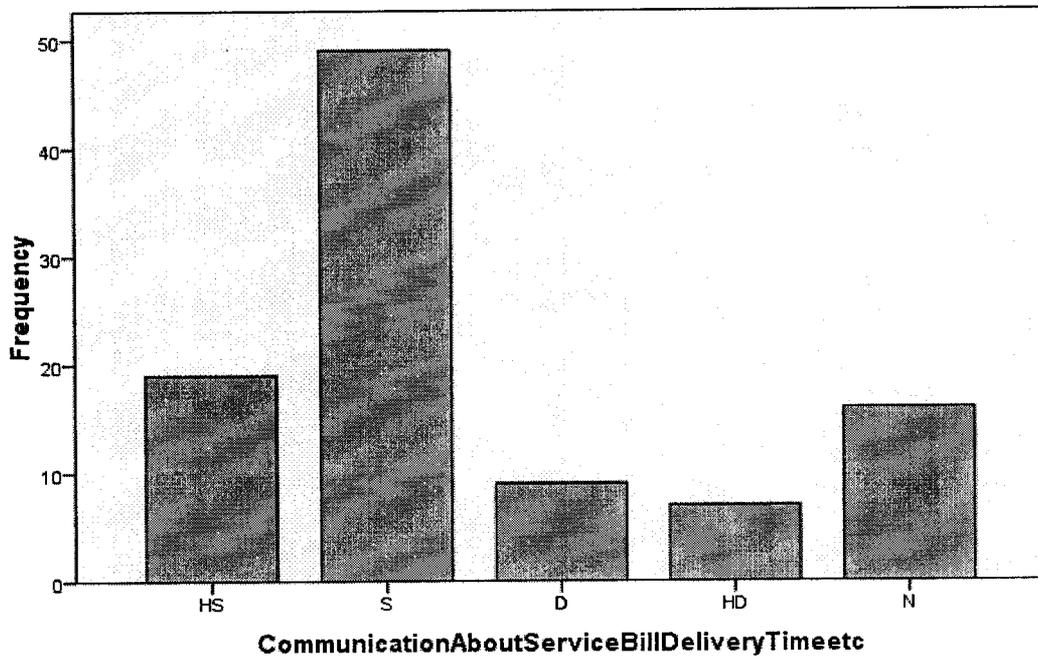
<b>Satisfaction Level</b>	<b>Frequency</b>	<b>Percent</b>
Highly Satisfied	19	19.0
Satisfied	49	49.0
Dissatisfied	9	9.0
Highly Dissatisfied	7	7.0
Neither	16	16.0
Total	100	100.0

**Interpretation:**

The above table shows that 49% of the respondents are satisfied with the communication about service bill delivery time etc.,

Chart 3.28

CommunicationAboutServiceBillDeliveryTimeetc



## Chapter-4

### FINDINGS , SUGGESTION AND CONCLUSION

#### 4.1 Findings

- 5 % of the respondents are student.
- 25 % of the respondents are finished school.
- 25 % of the respondents are in the age group between 18-25.
- 20% of the respondents are came to know VST by friends, 25% of the respondents are came to know VST by their relatives.
- 37% of the respondents are using Tata ACE.
- 15% of vehicles are delivered on the order, 34% of vehicles are delivered within 1-2 days.
- 15% of the respondents say that VST give offers always, 33% of the respondents say that VST give offers often.
- 38% of the respondents are said good service is the outstanding feature of VST, 24% of the respondents are said belief is the outstanding feature of VST.
- 20% spares are available in stock, 40% of the spares are easily available
- 24% of the respondents are occasionally let their vehicles for service at VST
- 19% of respondents are doing service at VST during urgency period
- 23% respondents said that more complaints were during guarantee period
- 60% of the respondents say that complaints were completely solved by VST at the first time
- 22% of the respondents say many complaints are not attended by VST
- 57% of the respondents are satisfied with the price of the vehicle
- 44% of the respondents are satisfied with the price of the spare parts.
- 39% of the respondents are satisfied with the labor charges for service.

- 44% of the respondents are satisfied with the price of the spare parts.
- 59% of the respondents are satisfied with the insurance premium.
- 44% of the respondents are satisfied with the installment price scheme.
- 48% of the respondents are satisfied with the friendly approach.
- 46% of the respondents are satisfied with the quality of the spare parts.
- 48% of the respondents are satisfied with the performance of the vehicle after service.
- 44% of the respondents are satisfied with the explanation of the vehicle problems .
- 25% of the respondents are satisfied with the explanation of the service bill.
- 49% of the respondents are satisfied with the communication about service bill delivery time etc.,,

#### **4.2 Suggestions:**

- VST motors should improve the working condition while working in the company.
- The organization should arrange counseling facility to the workers to reduce the absenteeism.
- Company should maintain co ordinal relationship between worker and customer.
- To concentrate more on mobile service on high ways.

#### **4.3 Conclusion:**

- The study has been shown that the most of the customers are satisfied with the quality service rendered by VST Motors Ltd.
- However, most of them have bridge ideas which may turn out to be essential in the times to come.
- The management , employees and customer are maintaining the good relationship.
- The customers extend their maximum support for the improvement of VST Motors.
- The company is doing well in customer satisfaction and arranging some additional facilities for their customers.
- There is no doubt that the company will always keep up its frame ,welfare of their customers and will become the best in future.

## Bibliography

### Books :

KOTHARI CR., *Research Methodology: Methods and Techniques*, (2<sup>nd</sup> ad; New Delhi : Vishay Parkas)

C.S.G. KRISHNAMACHARYULU & LALITHA .R ., *Industrial Marketing*, (2006<sup>th</sup> Edition ;)P. 581-647.

KOTLER and PHILIP., *Marketing Management*(The Millennium edition; New Delhi: Prentice hall of India Pvt.Ltd,2000)

### Websites:

[www.vstgroup.com](http://www.vstgroup.com)

[www.tatamotors.com](http://www.tatamotors.com)

[www.scholar.google.com](http://www.scholar.google.com)

## Appendix

### PERSONAL DETAILS:

1. Name (Optional) : .....

2. Occupation:

- a) Student      b) Employed      c) Business      d) Others

3. Education:

- a) School      b) UG      c) PG      d) Others

4. Age:

- a) 18-25      b) 26-35      c) 36-45      d) Above 45

### DEALERSHIP & VEHICLE DETAILS:

5. How did you come to know about VST Motor's Ltd ?

- a) Friends      b) Relatives      c) Internet      d) News paper      e) Television

6. Which model of vehicle did you buy ?

- a) Tata ACE      b) Tata Magic      c) Others

7. How much time was taken by VST Motors to deliver your vehicle after placing the order ?

- a) On the order      b) 1-2 days      c) 3-5 days      d) 6-7 days      e) More than 7 days

8. Does VST give any special offer during purchase and service of the vehicle ?

- a) Always    b) Often    c) Sometimes    d) Occasionally    e) Not at all

9. What is / are the outstanding feature(s) of VST Motors ?

- a) Good service    b) Belief    c) Safety    d) Spares    e) Others

10. Are all spare parts available in VST Motors ?

- a) In Stock    b) Easily    c) On order    d) Rarely    e) Unavailable

**SATISFACTION ABOUT THE PRICE:**(Please encircle according to your choice)

HS=Highly Satisfied, S=Satisfied, D=Dissatisfied, HD=Highly Dissatisfied, N=Neither .

11.	Are you satisfied with the price of the vehicle ?	HS	S	D	HD	N
12.	Are you satisfied with the price of the spare parts ?	HS	S	D	HD	N
13.	Are you satisfied with labor charges for service ?	HS	S	D	HD	N
14.	Are you satisfied with insurance premium ?	HS	S	D	HD	N
15.	Are you satisfied with installment price schemes ?	HS	S	D	HD	N

**SATISFACTION ABOUT SERVICES:**

16. Do you regularly let your vehicle for service at VST Motors ?

- a) Always      b) Sometimes      c) Occasionally      d) Others

17. In urgency, where do you service your vehicle ?

- a) Self      b) Nearby workshop      c) VST Motors      d) Others

18. Was / is there any compliant in your vehicle during guarantee period ?

- a) More      b) Less      c) Not at all      d) Others

19. Does VST Motors deliver the vehicle after service in time as mentioned ?

- a) Always      b) Sometimes      c) Never      d) Others

20. Whether the complaint / problem was solved by VST Motors at the first time itself ?

- a) Completely      b) Partially      c) Not at all      d) Others

21. Was there any complaint not attended by VST Motors ?

- a) Many      b) Less      c) Not at all      d) Others

22. Have you faced any unexpected breakages caused by VST Motors during service period ?

- a) Frequently      b) Occasionally      c) Not at all      d) Others

23. Please encircle according to your opinion :

( HS=Highly satisfied, S=Satisfied, D=Dissatisfied, HD=Highly Dissatisfied,  
N=Neither )

1.	Opinion on the quality of service	HS	S	D	HD	N
2.	Friendly approach by the service center	HS	S	D	HD	N
3.	The quality of spare parts	HS	S	D	HD	N
4.	Opinion on performance of the vehicle after service	HS	S	D	HD	N
5.	Explanation about the vehicle problems by VST	HS	S	D	HD	N
6.	Explanation about the service bill	HS	S	D	HD	N
7.	Communication about service bill, delivery time etc.,	HS	S	D	HD	N

24. Any other suggestions ?

.....

.....

.....

THANK YOU .....