A STUDY ON DEALER PERCEPTION ONAUTOMOTIVE COMPONENTS WITH SPECIAL REFERENCE TO ROOTS INDUSTRIES Ltd., COIMBATORE

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KCT
BUSINESS SCHOOL

BONAFIDE CERTIFICATE

Certified that this project report titled "**A study on dealer perception on automotive components with special reference to Roots Industries Ltd., Coimbatore** is the bonafide work of **Mr.G.BalajiREG.NO 1120400015** who carried out the project under my supervision. Certified further, that to the best of my knowledge the work reported herein does not form 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.

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G.Balaji

DECLARATION

I affirm that the project work titled **"A Study On Dealer Perception On Automotive Components With Special Reference To Roots Industries Ltd., Coimbatore"** being submitted in partial fulfilment for the award of Master of Business Administration is the original work carried out by me. It is not a part of any other project work submitted for the award of any degree or diploma, either in this or any other university.

Signature of the Candidate

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

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CHAPTER I

INTRODUCTION

1.1 Broad Area of Study

Marketing is essentially about marshalling the resources of an organisation so that they meet the changing needs of customers on whom the organisation depends. As a verb, marketing is all about how an organisation addresses its markets.

Marketing is “The management process which identifies anticipates and supplies customer requirements effectively and profitably”. Marketing research is the function that links the consumers ,customers, and public to the marketer through information .it is used to identify and define marketing opportunities and problems; generate, refine and evaluate marketing actions; monitor marketing performance ; and improve understanding of marketing as a process. Marketing research specifies the information required to address these issue , design the method for collecting information , manages and implements the data collection process , analyses the results and communicates the findings and their implications. “Marketing research is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services.

First, marketing research is systematic. Thus systematic planning is required at all the stages of the marketing research process. The procedures followed at each stage are methodologically sound, well documented and as much as possible, planned in advance. Marketing research uses the scientific method in that data are collected and analysed to test prior notions or hypotheses. Marketing research is objective. It attempts to provide accurate information that reflects a true state affair. It should be conducted impartially.

Marketing research is often partitioned into two sets of categorical pairs, either by target market:Consumer marketing research and Industrial Marketing Research.

1.2 Industrial Marketing

Industrial marketing involves the sale of goods by one business to other businesses. Typically it is the marketing of goods and services to business organisations for use in the manufacture of their products or in the operation of their business.

Goods involved in Industrial marketing are quite diverse in nature, for example B2B selling can involve raw materials and energy supplies, such as gas, electricity, steel and other metals. Components, such as circuit boards and computer chips, and even services such as banking, logistics, and accounting services.

How industrial marketing is carried out (the strategies used) differs from consumer marketing for a basic reason. Consumer shopping is discretionary and consumer behaviour is determined by marketing, incomes, taste etc. But businesses must buy supplies and services to keep their operations running, and the price they pay for these items has a direct impact on these firms profitability.

With industrial products the seller is not now focused on appealing to the mass market (as with consumer products), but is instead looking to appeal to a much smaller number of specialist buyers. For example the target market may be a fashion buyer working for ASDA looking to buy 10,000 yards of fleece to use to make sweatshirts and jackets, or a purchasing Director employed by Dyson, requiring brushes for 50,000 vacuum cleaners.

Although Industrial marketing has then obvious differences from the selling of consumer goods, the basics of industrial marketing are still based on the 4P’s, and the seller must still consider competition, the product life cycle, the requirements of the buyer and so on. The differences that do occur are based on the emphasis on each part of the marketing mix, and the use of different strategies within the marketing mix. It is also worth remembering that those involved in Industrial Marketing must also consider the impact of JIT on marketing strategies. It is often more important to market on ability to integrate supply and order systems, than on small price margins.

1.3 Automobile Spares

The escalating Indian automobile industry has indirectly influenced the expansion of the auto spare parts sector in the country. India is steadily surfacing as an international outsourcing destination for producing different automotive components. Firms like Volvo, Toyota, Daimler Chrysler, Hyundai, etc. are sourcing their auto spare parts from different automotive makers of India.India as a global Auto Spare Parts Manufacturing hub.Over the years, Indian Auto Spare Parts sector has witnessed a slow yet steady growth. It has emerged as the preferred manufacturing hub for auto components due to various reasons. Some of them are:

- The long-established manufacturing industry of India
- Low-priced workforce and easy availability of raw materials making India cost competitive
- Operational units of leading global auto component makers like Meritor, Visteon, Bosch, etc. in India
- Both auto makers and auto components makers have established their International Purchasing Offices (IPOs) in the nation
- World class quality auto spare components are manufactured in the country
- Research and development activities are conducted in India for global firms like Johnson Controls, Daimler Chrysler, Suzuki, General Motors, etc.

1.3.1 Auto Components Industry

Automotive spare parts and components are a lesser known industry yet a big one. In past few years the industry has grown enormously, even more than the automotive industry itself not only in the Indian but global scenario.

This vast industry includes automotive components, accessories, gadgets, spare parts and tools; the consumers being the OEM segment and the replacement and aftermarket sector. Automotive spare parts replacement and aftermarket have in themselves become a major industry.

In mid1990's the quality of Indian products increased a lot and the prices were considerably lowered. This posed an interesting situation where the Indian replacement and aftermarket industry had geared up to meet the international standards and awaited an ideal opportunity for global experience.

Certain SME's through their focused operations are now serving the global automotive giants directly or through suppliers. Online catalogues and websites have added to the online presence of our clients.

The results are quite apparent; Indian Automotive parts industry makes original components of major automotive giants like General Motors and Mercedes amongst others. They have, through consolidated efforts been positioned as global players of the sector.

1.3.2 Automotive Relays

A relay is an electrically operated switch. Many relays use electromagnet to operate a switching mechanism mechanically, but other operating principles are also used. Relays are used where it is necessary to control a circuit by a low-power signal (with complete electrical isolation between control and controlled circuits), or where several circuits must be controlled by one signal.

Automotive relays of all shapes and sizes can be found in just about every car, truck, and even boats. Relays in general are used to enable a low amperage circuit to switch on or off a higher amperage circuit, like turning on your headlights.

If you were to try and directly hook up your headlights to the headlight switch you would exceed the amperage rating of the switch, melt wires, and risk an electrical fire. Relays are also used to switch multiple things at the same time using one output. A single output connected to multiple relays will allow you to open continuity and/or close continuity simultaneously, for example turning on your radio while the antenna extends.

Fig1.1 HEAD LIGHT RELAY

1.3.3AutomotiveRelayCircuitDesign

Most automotive relays that you will see are either Single-Pole, Single-Throw (SPST) or Single-Pole, Double-Throw (SPDT) and draw very little current (less than 200 milliamps). They have either normally closed or normally open contacts that will handle up to 30 or 40 amps and operate using a control circuit that has the coil and a load circuit which has the switch. When power is applied to the coil, a magnetic field is created which either opens or closes the switch. The diagrams below illustrate how this works.

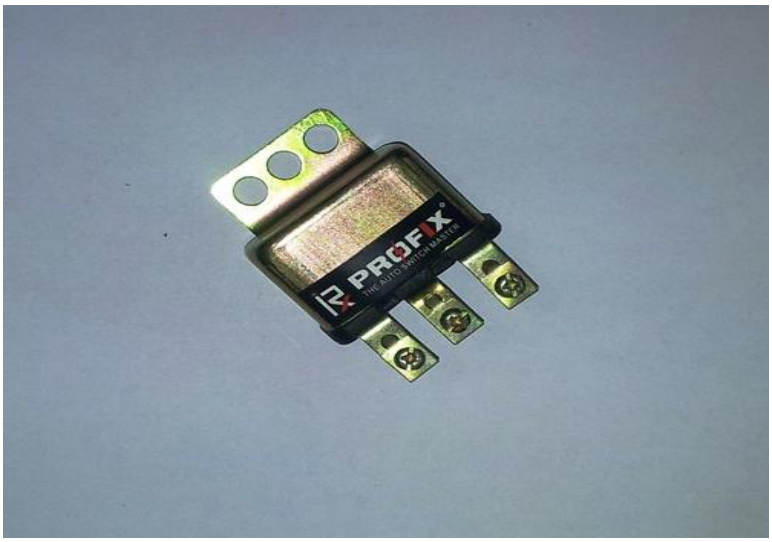


Fig 1.2 Horn Relay

1.4 Glow Plugs

Glow plugs are not like spark plugs in the sense they create a spark. They are used to create heat in a diesel engine. The diesel engine is a type of internal combustion engine that uses compression to create the combustion of the fuel. The compression of any gas raises its temperature. The air is pulled into the cylinder at a much higher compression rate than spark induced combustion engines.

At the end of the compression stroke of the cylinder, diesel fuel is injected into the chamber. The contact with the air (which through compression is around 1300 to 1600 degrees) causes the fuel to combust and pushes the piston down. In cold weather diesel engines can be difficult to start.

The cold cylinder block and cylinder head draw out the heat in the cylinder during the compression stroke. This prevents ignition. This is where a glow plug comes into play.

Fig 1.3 Glow plugs

When starting a diesel engine you do not crank the key all the way the first time. The key is just to right before ignition to start the glow plugs. This is called glowing or pre heating. An indicator panel will light up with (wait to start) on the display until the glow plugs have sufficiently heated the cylinder. When the temperature is high enough the (wait to start) light will go off and the (start) light will come on.

At this point you can start the vehicle. If you stop the vehicle for a short time and turn the key you will usually get the (start) light as there is enough ambient heat from the previous running.

The glow plug resembles a spark plug in size and shape. When electricity is applied to the glow plug, it takes on the characteristics of its name and glows bright orange and put out a large amount of heat. The element is designed for a 12 volt current.

A quick start pencil element can reach a temperature of 1625 degrees while a slow pencil element can attain a temperature of nearly 2000 degrees after 30 seconds. Quick start glow plugs are usually used in passenger vehicles while slow glow plugs are for more industrial type vehicles like semis and delivery trucks.

This heat is focused on the cylinders and the engine block surrounding the cylinders. This heat keeps the block from suffering from thermal diffusion, meaning the block's heat won't dissipate.

There are internal sensors that let the relay to the "wait to start" when to go off. In some vehicles it is a time frame that is reached like 10 to 20 seconds then the glow plugs will turn off and you can start the ignition.

To meet emissions rating some vehicles leave the glow plugs on for as much as 180 seconds to properly burn the starting fuel. Combustion efficiency is greatly reduced when the engine is cold. A glow plug is made from such metals as platinum and iridium because of these metals, resistance to oxidation and heat.

1.5 ABOUT THE ORGANISTATION:

ROOTS INDUSTRIES LTD

In a dynamic world that is driven by technology, a successful presence depends on the way you mould that technology to fit popular needs.Indigenous talent, a daring attitude, courage to accept and learn new things and the simple spark of an idea. That is the genesis of ROOTS.Roots Industries India Ltd. is a leading manufacturer of HORNS in India and the 11th largest Horn Manufacturing Company in the world. Headquartered in Coimbatore - India, ROOTS has been a dominant player in the manufacture of Horns and other products like castings and Industrial Cleaning Machines. Since its establishment in 1970, ROOTS has had a vision and commitment to produce and deliver quality products adhering to International Standards.

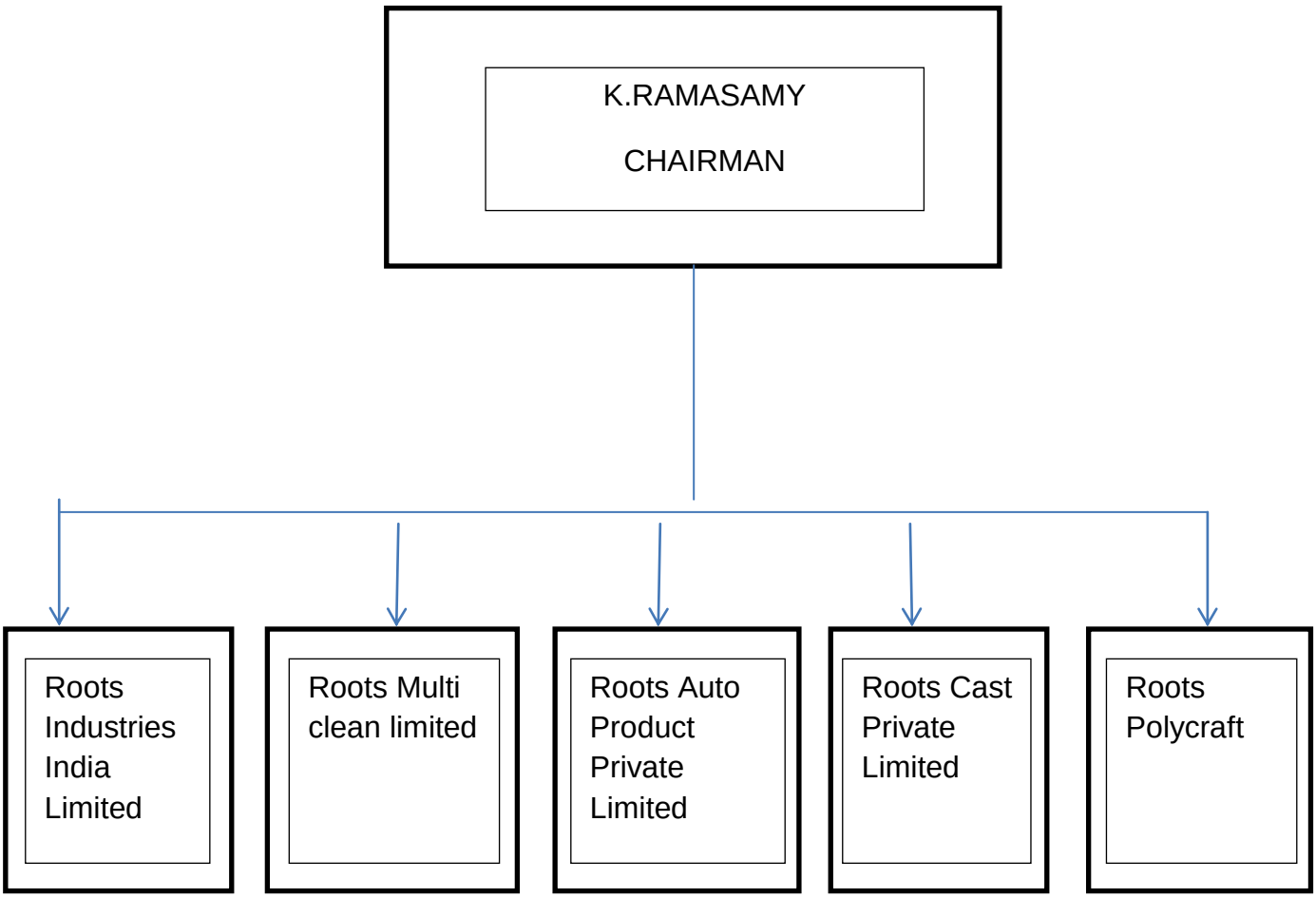
With a strong innovative base and commitment to Quality, Roots Industries India Ltd has occupied a key position in both international and domestic market as suppliers to leading OEMs and after-market. Similar to products, Roots has leading edge over competitors on strong quality system base. Now, RIL is the first Indian Company and first horn Manufacturing Company in the world to get ISO/TS 16949 certification based on effective implementation of QS 9000 and VDA 6.1 system requirement earlier. Roots' vision is to become a world class company manufacturing world class product, excelling in human relation.

1.5.1Vision

We will stand technologically ahead of others to deliver world-class innovative products useful to our customers. We will rather lose our business than our customers' satisfaction. It is our aim that the customer should get the best value for hismoney.

Every member of our company will have decent living standards. We care deeply for our families, for our environment and our society. We promise to pay back in full measure to the society by way of selfless and unstinted service.

Fig 1.4Organisation Structure



1.5.2 About the Founder

An obsessive hobby went into the making of this self-made industrialist. Born in an agricultural family, young Ramasamy had a great interest in repairing automobiles. This led to his getting the master's degree in Automobile Engineering from Lincoln Technical Institute, USA in 1969 and developing a unique Radiator Coolant Recovery System, which is today standard equipment in almost all vehicles manufactured by the advanced countries. In 1970, Mr.Ramasamy promoted M/s. American Auto Service, which was taken over in 1992 by Roots Industries Private Limited, a company promoted by Mr.Ramasamy. This company entered into technical collaboration with Robert Bosch, the world leaders in auto electrical to manufacture all the range of Bosch Horns. Mr.Ramasamy had a very inquisitive and innovative temperament. This led to his having many firsts in his distinguished career.

Servo brakes were designed for the first time in India by Mr.Ramasamy. He designed the first high frequency Wind Tone type horn which was smaller and lighter than conventional horns. The thirst for innovation and drive to move forward, led to the establishment of a die casting unit to meet the captive requirement of ROOTS. In 1987, Mr.Ramasamy set up a full-fledged modern tool room equipped with the latest machines for the manufacture of precision tools and dies. He promoted Roots Multi clean Ltd., a joint venture in Techno-financial collaboration with M/s. HakoWerke GmbH, Germany to manufacture world class Industrial Floor Care and Floor Cleaning Equipment.RMCL is successfully spreading the concept of Mechanized Cleaning in India and also exports its products to various countries like Australia, Britain, Germany, Japan Singapore, etc.

1.5.3 Milestones

1970 Promotes American Auto Service for manufacture of Electric Horns.

1972 First to manufacture Servo Brakes for Light Motor Vehicles.

1984 Roots Auto Products Private Limited was established to manufacture Air Horns. Die Casting Unit commences commercial operations.

1988 Polycraft, a unit for Plastic Injection Moulding was established.

1990 Roots Industries India Ltd takes over Electric Horn business.

1992 RMCL enters into Techno-Financial collaboration with M/s. HakoWerke GmbH, Germany.

1992 Roots Industries India Ltd obtains the National Certification - ISI mark of quality.

1994 Production of floor cleaning equipment commences.Roots Industries India Ltd wins American International Quality Award.

1999 Becomes the first horn manufacturer in Asia to obtain QS 9000

2000 Becomes the first horn manufacturer in Asia to obtain VDA 6.1 and the first in the world to win ISO / TS 16949

2000 The first to introduce digitally controlled air horns and low frequency, low decibel irritation free Jumbo Air Horns.

2003 Roots Industries India Ltd., Horn Division is accredited with ISO 14001 : 1996

2003 Roots Industries India Ltd., upgraded its ISO / TS 16949 from 1999 version to 2002 version

2004 Roots Industries India Ltd (RIL) opens its 100% exclusive Export Oriented Unit at their Horn Division Thoppampatti, Coimbatore to cater the needs of Ford North America.

2004 RIL's EOU commences its supplies to Ford, North America

2004 Roots Multiclean Limited (RMCL) inaugurates its 100% EOU Plant at Kovilpalayam, Coimbatore

2004 Roots Cast Private Limited (RCPL) inaugurates its Unit II at Arugampalayam, Coimbatore

2004 Roots Auto Products Pvt Ltd (RAPPL) expands with its Machining Division at Arugampalayam, Coimbatore

2004 RIL successfully launches its Malaysian Plant

2004 The group company American Auto Service is accredited with ISO 9001 : 2000

2005 Roots Industries India Ltd is certified with MS 9000, a pre-requisite for Q1 award forFord Automotive OperationsSuppliers. Focus on Systems and Processes

2005 Roots Metrology & Testing Laboratory has been accredited by National Accreditation Board fortesting& calibration in the field of Mechanical – Linear & Angular

2005 Roots Industries India Ltd., is awarded Q1 by Ford Motor Company

2005 Roots Industries India Ltd., Horn Division upgraded its ISO : 14001 from 1996 version to 2004 version

Fig: 1.5Roots Group of Companies

Roots Industries India Ltd	Electric Horns
Roots Auto Products Private Limited	Air Horns, Switches & Controllers
Roots Multiclean Limited	Cleaning Machines
Roots Cast Private Limited	Aluminium & Zinc Pressure Die Cast
Roots Precision Products	Dies, Tools, Jigs & Fixtures
Roots Metrology Laboratory	Instrument Calibration, Quality System, Consultancy
Roots Polycraft	Plastic components
R K Nature Cure Home	Nature Cure Therapy, Yoga & Massages
SatchidanandaJothiNikethan	International School
Integral Yoga Institute	Yoga and Meditation

1.6 Statement of the Problem

The automotive component market is in the verge of saturation. Several local and international players are struggling to obtain their relative marketing share. Hence “this study on Dealer perception on automotive components with special reference to roots industries ltd., Coimbatore” has been undertaken. The marketing research has been carried out to access the new brand of automotive Relays and Glow plug timers in market and to find out on what basis they purchase the brands. There are some leading players in market it should overcome the present brand used by the customers.

1.7 Scope of the Study

The study is twofold. Two components Automotive relays and Glow plug timers respectively were considered for the study. The study focuses only on the confined dealers who deal with the automotive Relays and Glow plug timers and the study is confined to roots industries limited, Coimbatore. The study was conducted to identify the leading market players in Automotive relays and Glow plug timers and factors influencing the purchase of the same which they consider while purchasing the above two products.

CHAPTER 2
REVIEW OF LITERATURE

Daniel M. G. Raff and Manuel Trajtenberg[1]saysthat the empirical literature on new goods has long shown aninterest in the automobile. The industry's annual model changes pose the price index question perfectly well in the post-war period. But the most salient questions about new goods necessarily take us further back in time. Straightforward facts about the history of automobile manufacturing in America support this view. The industry saw tremendous changes over this period as well. Indeed, contrasted with the tight oligopoly and dull performance of the post-World War I1 decades, the vibrancy of these early years is almost shocking. There was an early and well-organized attempt at cartelization that failed. Entry eventually proceeded at a breakneck pace. Attracted by the palpably vast opportunities, hundreds of new firms burst onto the scene every year, the total running to well in excess of athousand. More than ten thousand distinct models were on offer at one time or another. Intense competition in price and quality persistently pushed price-performance ratios to new lows.Automobile Prices innovation components,identifying constant-quality price change with manufacturing economies and quality change with design improvement.Automobiles are complex products, arguably the most complex consumerdurable at the turn of the century as well as now. This basic fact permeatesour approach to measurement and hence to gathering data. We thus begin byrecognizing that any design for a self-propelled land vehicle must confronta series of interrelated engineering problems. Any particular design (i.e., anyparticular vehicle a consumer might buy) represents a particular set of solutionsto these problems.The generic problems are simply stated. The first task is to generate powerfrom the fuel in a sustainable fashion. Gasoline, for example, can be mixedwith air and exploded in a controlled way in a confined space.3 If one wall ofthe space can move relative to the others, the kinetic energy of the explosionbecomes linear motion. This can be converted into rotary motion to turnwheels, and the rotary motion will be smoother if the mixing and explodinggo on in several sites in some staggered sequence. All the mechanical elementsinvolved in creating and transforming the linear motions need to be kept lubricatedand relatively cool.

[1]Quality-Adjusted Prices for the American Automobile Industry: 1906-1940 Daniel M. G. Raff and Manuel Trajtenberg

Beléndel Río, Rodolfo Vázquez, Víctor Iglesias[2], told that this paper studies the dimensions of brand image, focusing on the functions or value of the brand as perceived by consumers. In this way, four categories of functions are identified: guarantee, personal identification, social identification and status. By way of hypotheses, it has been proposed that these functions have a positive influence on the consumer's willingness to recommend the brand, pay a price premium for it and accept brand extensions. The hypotheses have been tested in the Spanish sports shoes market and were partially supported. The results obtained confirm the convenience of analysing brand associations separately and enable the ascertaining of the brand associations that are the most relevant in order to attain certain consumer responses

Elena Delgado-Ballester, José Luis Munuera-Alemán[3], describes The existing literature of brand loyalty has been essentially focused on the roles of perceived quality, brand reputation and especially satisfaction, due to the fact that they summarise consumers' knowledge and experiences, guiding their subsequent actions. In this context, the shifting emphasis to relational marketing has devoted a lot of effort to analyse how other constructs such as trust predict future intention. The fact that there are conceptual connections of trust to the notion of satisfaction and loyalty, and that this effort is especially lacking in the brand-consumer relationship, moves the authors to focus on analysing the relationships existing among these concepts.

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[2]The effects of brand associations on consumer response Belén del Río, (Facultad de CienciasEconomicas, University of Oviedo, Spain), Rodolfo Vázquez, (Facultad de CienciasEconomicas, University of Oviedo, Spain), Víctor Iglesias, (Facultad de CienciasEconomicas, University of Oviedo, Spain)

[3]Brand trust in the context of consumer loyalty Elena Delgado-Ballester, (Marketing Department, University of Murcia, Murcia, Spain), José Luis Munuera-Alemán, (Marketing Department, University of Murcia, Murcia, Spain)

S. N. Mahapatra, Jitender Kumar, AnandChauhan[4]describes the primary purpose of this study is to explore the performance of different attributes in automobiles in giving satisfaction to the consumers by comparing the same performance with the performance of the product attributes when it was brand new and how these attributes performance satisfaction affecting consumers 'future purchase decision. Consumer satisfaction is a central concept in modern marketing thought and practice. The marketing concept emphasizes delivering satisfaction to consumers and obtaining profits in return. As a result, overall quality of life is expected to be enhanced. Thus, consumer satisfaction is crucial to meeting various needs of consumers, business, and society. Data collected from the respondents in Dehradun city who are actually using the car. Consumers' satisfaction for these attributes (maintenance cost, fuel efficiency, comfortless, brake safety, vibration, pollution/emission, engine sound, ignition, battery performance, horn, wiper performance, pickup and light) are measured by using seven point interval scale. The product attributes used to measure satisfaction have shown a little variation in their performance when the consumers' compare the same performance with the car when it was brand new. Out of total thirteen attributes consumers are highly satisfied with the performance of attributes like ignition, vibration, wiper performance and pick up. It indicates that performance of these attributes has not been changed with time. It has been observed that product performance significantly influencing the consumers' future purchase decision. The product attributes such as pollution, ignition, battery performance and pickup are highly influencing the consumers' future purchase decision.

[4]Consumer Satisfaction, Dissatifaction And Post-Purchase Evaluation:An Empirical Study On Passenger Cars In India S. N. Mahapatra♣ DeenbandhuChhotu Ram University of Science & Technology Jitender Kumar DeenbandhuChhotu Ram University of Science & Technology AnandChauhanDeenbandhuChhotu Ram University of Science & Technology, *International Journal of Business and Society, Vol. 11 No. 2, 2010, 97 - 108*

AfreenChoudhury, Muhammad Intisar Alam[5], describes that the research is aimed to measure the factors influencing dealers‟ perception regarding the mobile operators brand image in Bangladesh, their significance level and relative importance. The selected factors are – commission, convenience, promotion, after-sale service, consumer demand and earned profit; identified based on exploratory analysis. A descriptive research was designed to analyse the collected survey data through multiple regression analysis and discriminant analysis. Through the study six separate models have been developed for mobile operators that can be used to measure their brand image. Based on the findings, some recommendations are made to aid the decision making of the mobile operators for managing their brand image in dealers mind; which will definitely leave a positive impact to motivate the dealers to bring success for the entire industry. Moreover this study can be used as a reference for future studies to understand the perceptions and opinions of the other channel members and dealers as well.

5

Determining the Key Factors Shaping Dealers' Perception towards Telecom Operators' Brand Image- An Empirical AnalysisAfreenChoudhury, Senior Lecturer, Department of Business Administration, East West University, Muhammad Intisar Alam, Lecturer, BRAC Business School, BRAC University

Ruth A.Wiendaw[6] describes Buyer behaviour is based on a complex process by which consumerschoose, acquire, use, and dispose of goods and servicesin order to fulfil their needs and desires. To understand why abuyer makes a purchase, it is important to understand his/herneeds and motivations. This knowledge enables the seller tobetter develop a strategy for convincing the potential buyer thatthe product or service will meet his/her needs. In addition, inorder to better target one's marketing strategy, it is important tounderstand the buying situation, including the routineness withwhich the particular purchasing decision is made as well as theimportance of the decision to the buyer. When the buyer is anorganization, it is also important to recognize that although theremay be one decision maker, there are typically many parties whocan influence the final buying decision.

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[6]Buying behaviour by Ruth A.Wiendaw, Ph.dEbsco Research Starters copyright 2008 Ebsco Publishing Inc,* All rights reserved.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Type of Research Design

The research design adopted for this study is Exploratory and Descriptive. Earlier model is not used as a basis study.

3.2 Objectives of the Study

Primary Objective

- To profile up the competitive and market scenario of Automotive components with special reference to Automotive relays and Glow plugs

Secondary Objective

- To identify the perception and opinion among dealers of Automotive relays at Coimbatore to establish its competitiveness in the market.
- To discover and understand the perceptions and opinions of garage mechanics regarding the preference over various brands of Glow plug timers.
- To analyse the various factors including price, quality, brand image, availability, After sales service and its influence over the marketability of the above said products.

3.3 Data and Source of Data

The data was collected through both primary and secondary data.The primary data was collected through questionnaire.It contained questions to elicit information regarding brand preferences, willingness to try new roots brand etc.The secondary data is also collected through questionnaire. It collects information about the various factors that are considered while purchasing products.

3.4 Time Period Covered

The total time period covered of the study was about 45 days between June and August. It took nearly one month to finalise the research design and data collection was carried out in 15 days.

3.5 Population and Sample Size:

The total number of dealers who was considered for the survey was 43. The source list was provided by Roots Industries Ltd., who deal with the automotive relays will be around43. Likewise 25 dealers who deal with Glow plug timers were taken for the study.

3.6 Sampling Technique:

Since there were 43 active dealers who were enlisted in the source list of the marketing department of the company, the researcher has adopted a census survey to do the study and hence all the dealers were contacted for data collection.

3.7 Statistical Tools Used:

The statistical tools used in this research were

- Mean
- Percentage Analysis
- Correlation

3.8Limitations of the Study

- Since the companies were busy the whole day in their work finding time to meet them is little bit difficult.
- While collecting the data it is very difficult to trace out the exact person to collect the data.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Analysis on Automotive Relays

1. Brand Preference

4.1.1 Table showing the ranks of different brands

Name of the brand	Rank										Total no of respondents
	1	2	3	4	5	6	7	8			
Roots	31	3	6		2	1					43
Gem	1		5		11	15	4	7			43
Philips	2	4	5	11		17	2	1	1		43
Hella	9	24	7	2		1					43
Power	9	22	4		6	2					43
Master	1	3	3	18	6		10	1	1		43
JTec					1		11	23	8		43
Koizer							3	14	26		43

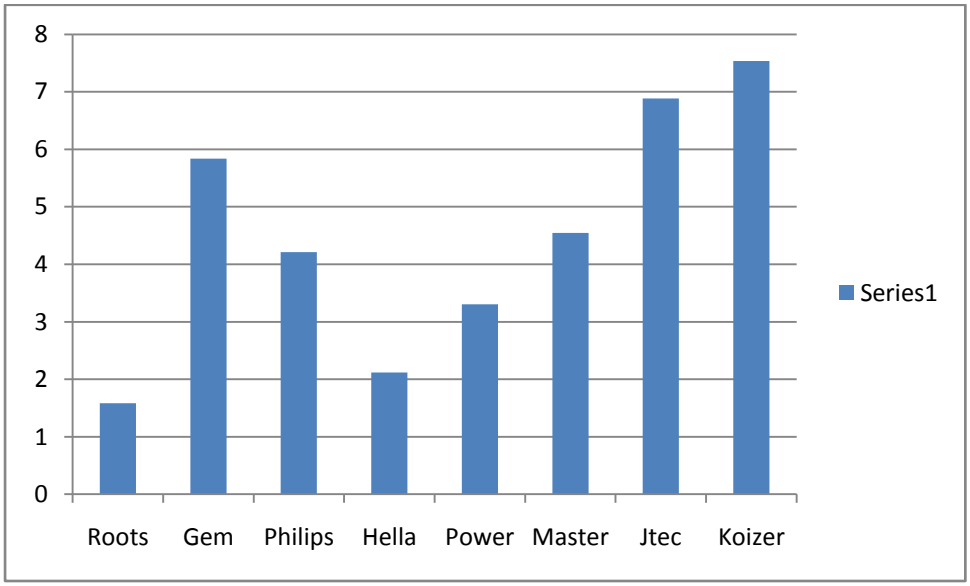
4.1.2 Table showing the brands and their Mean

Brand	Mean
Roots	1.581395
Gem	5.837209
Philips	4.209302
Hella	2.116279
Power	3.302326
Master	4.547619
Jtec	6.883721
Koizer	7.534884

Interpretation

The lowest mean score gives a priority of rank. From the above table the mean score for Roots is (1.581395). So from this it is concluded that Roots brand is mostly purchased by customers when they come for purchase of Automotive Relays.

CHART 4.1



4.1.3 Table showing the ranks of various factors

Factors	Rank						Total number of Respondents
	1	2	3	4	5	6	
Price	7	24	8	1	3		43
Quality	32	7	4				43
Performance	2	11	21	8	1		43
Brand Image	2		9	29	2	1	43
After Sales Service			1	1	20	21	43
Easy Availability		1		4	17	21	43

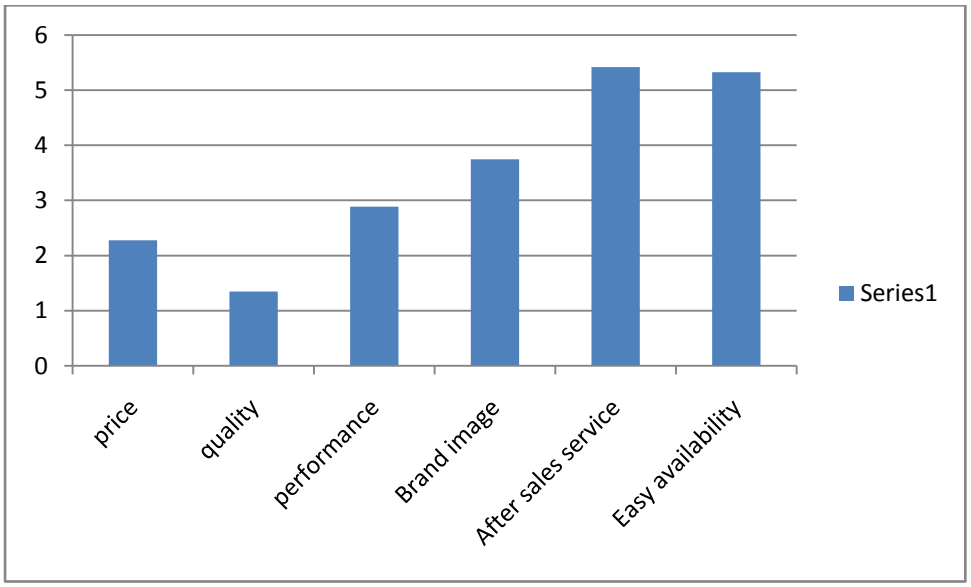
4.1.4 Table showing the factors and their mean

Factors	Mean
Price	2.27901
Quality	1.348837
Performance	2.88721
Brand Image	3.74186
After Sales Service	5.418605
Easy Availability	5.325581

Interpretation

The lowest mean score gives a priority of rank. From the above table the mean score for Quality is (1.348837). So from this it is concluded that Quality plays a major role while purchasing Automotive Relays.

CHART 4.1.2


6
5
4
3
2
1
0
price
quality
performance
Brand image
After sales service
Easy availability
Series1

4.1.5 Table showing various factors considered while purchasing roots brand and the respondents ranks

Factors	Rank					Total number of Respondents
	1	2	3	4	5	
Price	11	2	30			43
Quality		2	4 14	23		43
Availability	5	12	26			43
Support from company	16	29	8	8		43
Perception from Mechanics	3	4	11	10	15	43
Perception from Customers	1		4	11	27	43

4.1.6 Table showing Correlation among Price and Other Factors

Correlations

		Price	Quality	Avaliability	Supportfromcompany	Perceptionfrommechanics	Perceptionfromcustomers
Price	Pearson Correlation	1	.365*	.335*	.128	.146	.321*
	Sig. (2-tailed)		.016	.028	.415	.349	.036
	N	43	43	43	43	43	43
Quality	Pearson Correlation	.365*	1	.711**	.045	.171	.497**
	Sig. (2-tailed)	.016		.000	.775	.272	.001
	N	43	43	43	43	43	43
Avaliability	Pearson Correlation	.335*	.711**	1	.192	.227	.604**
	Sig. (2-tailed)	.028	.000		.218	.143	.000
	N	43	43	43	43	43	43
Supportfromcompany	Pearson Correlation	.128	.045	.192	1	.414**	.082
	Sig. (2-tailed)	.415	.775	.218		.006	.599
	N	43	43	43	43	43	43
Perceptionfrommechanics	Pearson Correlation	.146	.171	.227	.414**	1	.023
	Sig. (2-tailed)	.349	.272	.143	.006		.882
	N	43	43	43	43	43	43
Perceptionfromcustomers	Pearson Correlation	.321*	.497**	.604**	.082	.023	1
	Sig. (2-tailed)	.036	.001	.000	.599	.882	
	N	43	43	43	43	43	43

*. Correlation is significant at the 0.05 level (2-tailed).

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	Sig. (2-tailed)	.036	.001	.000	.599	.882	
	N	43	43	43	43	43	43

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

HYPOTHESIS

H0: there is no correlation between Price and other factors

H1: there is correlation between Price and other factors

Attributes	Pearson correlation	significance	Result
Price vsQuality	0.365	0.016	Significant
Price vsAvailability	0.335	0.028	Significant
Price vsSupport from company	0.128	0.415	Not significant
Price vsPerception from mechanics	0.146	0.349	Not significant
Price vsPerception from customer	0.321	0.036	Significant

Interpretation

The above table shows that correlation between the price and other constructs. It can be inferred that the Price and other constructs are positively correlated and their values ranges from 0.365 to 0.128 and they are significant except the support from company and perception from mechanics. There is no relationship between price with support from company and perception from mechanics. The highest correlation value is for quality and lowest is support from company.

GLOW PLUG TIMERS

Brand Preference

4.2 Analysis- Glow plug timers

4.2.1 Table showing various brands and their ranks

Name of the Brand	Rank					Total no of Respondents
	1	2	3	4	5	
Bosch	19	5	1			25
Beru	4	18	3			25
Williman		2	11	10	2	25
Duratex			2	7	16	25
Mc-coy		2	8	8	7	25

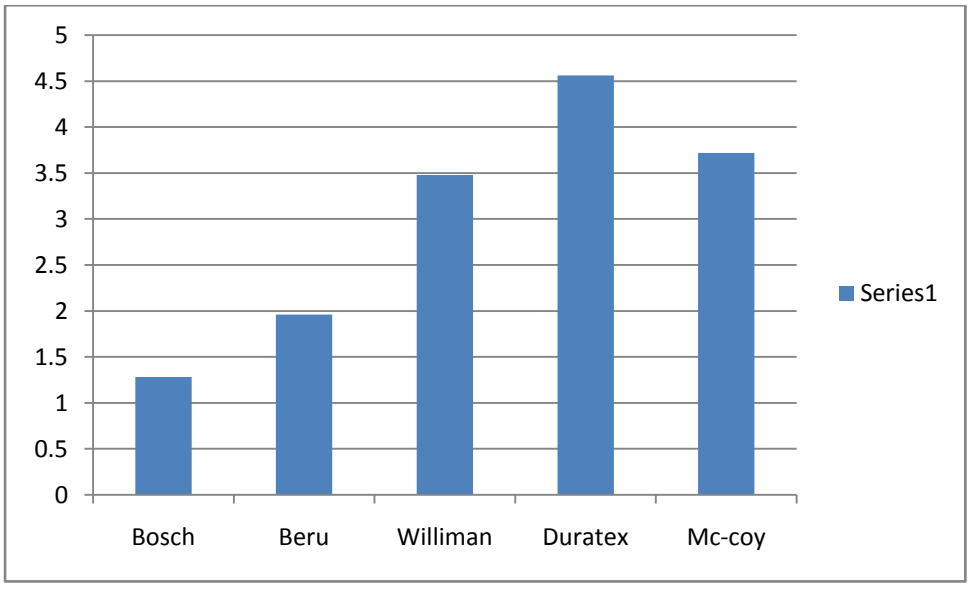
4.2.2Table showing the brands and their mean

Brand	Mean
Bosch	1.28
Beru	1.96
Williman	3.48
Duratex	4.56
Mc-coy	3.72

Interpretation

The lowest mean score gives a priority of rank. From the above table the mean score for Bosch is (1.28). So from this it is concluded that Roots brand is mostly purchased by customers when they come for purchase of Automotive Relays.

CHART 4.2



4.2.3 Table showing ranks of various Factors

Factors	Rank						Total number of Respondents
	1	2	3	4	5	6	
Price	4	17		3	1		25
Quality	21	2	2				25
Performance		2	17	5	1		25
After Sales Service	1	4	119				25
Brand Image		2	5	12	4	2	25
Long Life		2		1	8	14	25

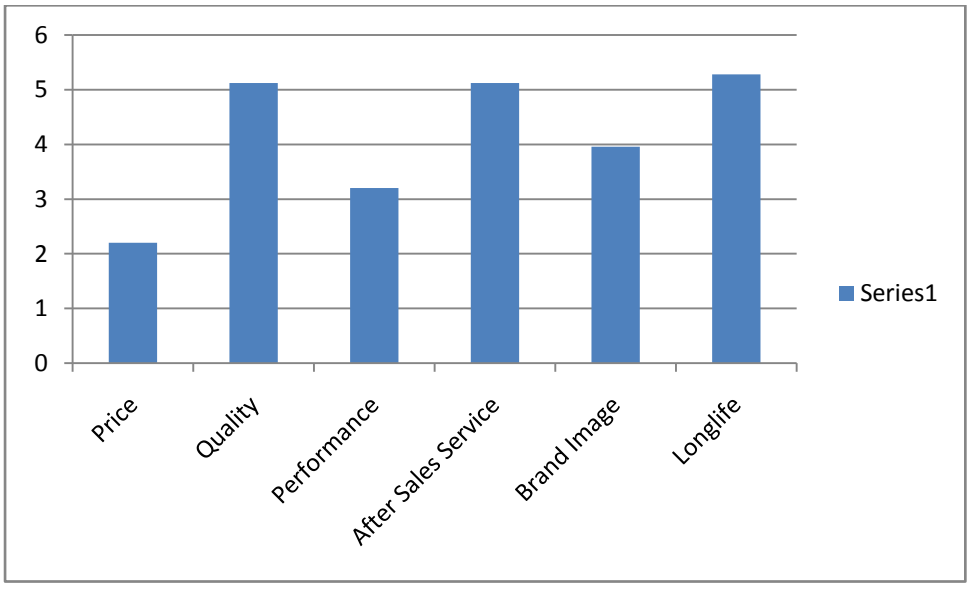
4.2.4 Table showing the Parameters and their mean

Factors	Mean
Price	2.20
Quality	5.12
Performance	3.20
After Sales Service	5.12
Brand Image	3.96
Long Life	5.28

Interpretation

The lowest mean score gives a priority of rank. From the above table the mean score for Price is (2.20). So from this it is concluded that the Dealers mainly focus on Price while purchasing the Glow plug timers.

CHART 4.2.1



CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

- From the above research it is found that Dealers preferring the Roots as the best brand in the Automotive Relays segment.
- The brand is chosen by the dealers by seeing the quality of the brand.
- When comparing price with the various factors it is found that price of the product have a effect over Quality, Availability and Perception from customers.
- For the Glow plug timers, it is found that Bosch is the leading market player in the segment as per the garage people.
- The product is chosen based on Price.

5.2 Suggestions

- The Company should come out with very good quality products
- The brand should be priced less than other brands.
- Warranty can be given to the Relays and Plug timers so that there will be more purchase of products by the dealers.
- The company can try out in giving free sample to customers so as to make the customers feel about the product and this will influence them to buy the products.

5.3 Conclusion

The Auto component industry is very vast and it has a large number of global and local players. The Indian Auto component industry is highly fragmented and valued at around Rs.1, 368 billion (US$ 30 billion) in 2010-2011. The Industry is transforming and entry of new players in last few years have led to surge in the Auto component Industry. The Relays are widely used in the various types of vehicles. The Automotive relays are the fastest moving spares and they have a wide and never ending replacement market.Marketing research has been conducted to identify the leading market players and the factor that affects the sales has been found that Roots Industries being an established player in Automotive Relays segment. The dealers buy the Automotive relays by looking at the Quality of the product and also when comparing price of roots with other factors like (Quality, Availability, Support from company, Perception from Mechanics, Perception from Customers), it is found that Price has a greater influence over Quality, Availability and Perception from Customers whereas Price doesn't have greater influence over Support from company and Perception from Mechanics.At the same time, it is found that Bosch is the leading player in Glow plug Timers and they select the Glow plug timers according to the Price constraints.