

**A STUDY CONDUCTED ON CUSTOMER RELATIONSHIP MANAGEMENT AT CAUVERY  
FORD MOTORS**

BY  
**MUBEEN AHMED**  
**1CR18MBA26**



*Submitted to*

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM**

*In partial fulfilment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**  
**MR. MANJUNATHA S.**

**EXTERNAL GUIDE**  
**Mrs. MANISHA HERUR**



**Department of MBA**

**CMR INSTITUTE OF TECHNOLOGY**

**#132, AECS Layout, IT Park Road, Bangalore-560037**

**Batch-2018-20**

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**Cauvery Ford**

**CAUVERY MOTORS PVT. LTD.**

21/02/2020

**CERTIFICATE**

This is to certify that Mr Mubeen Ahmed, Reg: **1CR18MBA26** student of MBA from CMR Institute of Technology has successfully completed his project titles “ A study conducted on Customer Relationship Management conducted at Cauvery Motors PVT. LTD.” in our organisation during 6th January 2020 till 14th February 2020.

His character and conduct was good during the period of study .  
We wish him all the best for his future endeavours.

Thanking You

*Manisha*  


Manisha Herur

[+91 7411676800]

HR Manager

SN 1, 80 Feet Rd, Koramangala 8th Block, Koramangala, Bengaluru, Karnataka 560095  
Phone : 099306 09681



**CMR** INSTITUTE OF  
MANAGEMENT  
AND TECHNOLOGY

No.132, AECS Layout  
J.T. Park Road  
Bangalore 560 037  
T : +91 80 65971397  
F : +91 80 28524630  
E : info@cmredu.com  
[www.cmredu.com](http://www.cmredu.com)

## CERTIFICATE

This is to certify that **Mr. Mubeen Ahmed** bearing USN **1CR18MBA26** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A STUDY CONDUCTED ON CUSTOMER RELATIONSHIP MANAGEMENT AT CAUVERY FORD MOTORS”** is prepared by him under the guidance of **Mr. MANJUNATHA S**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

*Manjunatha S*

Signature of Internal Guide

*Abdul*

Signature of HoD

Head of the Department,  
Department of MBA,  
CMRIT-PG Studies  
Bangalore-560 037

*Sanjay Jain*

Signature of Principal

**Principal**  
**CMR Institute of Technology**  
**Bangalore - 560037**

Evaluators

1) Name of external evaluator

Signature with Date

2) \_\_\_\_\_  
Name of internal evaluator

# CMR INSTITUTE OF TECHNOLOGY

Department of Management Studies & Research Centre

132, AECS Layout, IT Park Road

Bangalore – 560037.

## DECLARATION

I, **MUBEEN AHMED** here-by declare that the Project report on “**A STUDY CONDUCTED ON CUSTOMER RELATIONSHIP MANAGEMENT AT CAUVERY FORD MOTORS** ” is prepared by me under the guidance of **MR. MANJUNATHA S.**, Assistant Professor of Department of Management Studies, CMR Institute of Technology and with assistance of **Mrs.Manisha Herur**.

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a winter internship for a period of six weeks. I further declare that this report is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place:-Bangalore**



**Signature of the student**

## ACKNOWLEDGEMENT

At the very outset of engaging myself in to the Project Report. I would like to express my sincere gratitude to all those who extended their not only to convey their best wishes but also to give me support on this hi-undertone path. This Project Report on my six weeks practical training at “CAUVERY FORD MOTORS.” as a part of my course curriculum of my MBA. This project could not have been completed without timely suggestion advice and co-operation of a lot of persons.

I record indebtedness to our principal **Dr. Sanjay Jain**, for his guidance and sustained encouragement for the successful completion of the project.

I am highly grateful to **Prof.SANDEEP KUMAR**, Head of the Department of management studies and research for the support and timely assistance rendered for the internship to come out with flying colours.

I am extremely thankful and pay my gratitude to **Mr.Manjunatha S.**, Assistant Professor -Department of Management Studies,CMRIT, Bangalore. For his valuable guidance and support on completion of this project in its presently.

I am greatly obliged toby **Mrs.ManishaHerur** (HR, Cauvery Ford Motors.) who accommodated me for training in this esteemed organization.

I am highly thankful to **Mrs. Shanti Priya**(Marketing manager,Cauvery Ford Motors.) who provided me an opportunity to work and also guided me at every stage on my project. Her proper direction and consult inspiration proved to be an asset for this project.

I am also equally thankful to **Mr.Abhishek Kumar** (Sales Head, Cauvery Ford Motors.) who taught me every minute aspect of sales and marketing.

A special appreciative “Thank you” in accorded to all staff of “Cauvery Ford Motors”,Bangalore, for their positive support.

I also acknowledge with a deep sense of reverence, my gratitude towards my parents and member of my family, who have always supported me morally as well as economically.

**MUBEEN AHMED**

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## **EXECUTIVE SUMMARY**

A report on Customer Relationship Management (CRM) of sales process and aftersales service for Ford's products was conducted in Bangalore on behalf of Cauvery Ford. The study was undertaken to understand CRM of sales process & after sales. And to ascertain different perceptions of customers regarding atmosphere of showroom, salesperson's behavior and the monetary aids to improve the service it provides and make it more aligned to the customer's needs.

Survey method was used and non-disguised questionnaire was designed to carry out the research. The customers of Ford car were traced & requested to answer the questionnaire at different places at different parts of Bangalore city. During the survey of four weeks a total sample size of 157 were collected. The questions asked in the questionnaire were related to the period of purchase, how they came to know about this bike, buying criteria (cash/credit), their understanding of the atmosphere of the show room, salesperson's behaviour, product briefing. The five important reasons for considering Ford car are the importance given to the different features of the Ford car like- mileage, low maintenance, brand loyalty, ease of handling, power, style, engine performance etc. An effort was also made to know about the most popular competitor brand in the mind of the Ford customers.

On the basis of the response given by the customer in a questionnaire the data was processed, classified, tabulated, analyzed, & interpreted & the final conclusion was drawn & recommendations were given to the company to improve the customer service.

# **CHAPTER 1**

## **Introduction:**

Ford, a USA-based multinational automaker, manufactures automobile and engines produced at its manufacturing facilities in Chennai and Sanand. From the initiation of its operations in India in 1995, Ford has spent over 2 billion USD in an attempt to further enlarge its operations to fulfil the surging demand in India. Ford's factory outlet in Maraimalai Nagar, near Chennai, manufactures and produces a lot of cars including the award-winning Ford EcoSport and Ford Endeavour. Later in 2015, Ford inaugurated its 1billion USD manufacturing facility in Sanand, Gujarat. Now, Ford has doubled its annual production capacity.

Ford India's largest product line-up for the India offers a car that fits the requirements of each individual. Later in 2016, Ford gave its consumer-base in India their first-ever chance to own the Ford Mustang.

Ford is also continuing to make India a hub for production of small-sized cars and low-displacement engines. Ford has now begun an aggressive export plan and currently, sends Figo, Aspire & EcoSport to 40+ markets across the globe.

## **INDUSTRY PROFILE**

### **BIRTH OF CARS**

The evolution of cars took place over years and in late 1800s.

In 1769, first steam-propelled car was designed and constructed by Nicolas Cugnot with a top speed of 6 kms/hr. He once again designed another steam-propelled engine in 1771 which was way faster than its predecessor.

In late 1886, the car was rolled down in the streets and the experiments continued, and in USA, Ford began working on a concept, during which achieved major breakthroughs were achieved by him. In 1896 he completed his first car- the Quadricycle, a car run by a twin-cylinder gasoline engine.

## **THE HISTORY OF CARS**

The two pioneers, Gottlieb Daimler and Karl Benz, who invented the only cars to be powered by the IC engine in 1885. As time went on, the petrol engine came into the picture, which transformed cars into a practical commute option.

## **EVENTS AND MILESTONE**

Below is a sneak-peak of India's most successful industries.

**1928-** First ever imported car was in India

**1942-** Hindustan Motors got incorporated

**1944-** Premier automobiles was instituted

**1948-** First car was manufactured in India

**1953-** The India Government declared that only the organization with a manufacturing program should be allowed to operate within the confines of India.

**1955.** Back then only HM, API, ALL, SMPIL, PAL, M& M and TELCO- received approval from the Govt. of India

**1960 - 1970 -** The two, three wheeler had set a firm grip in the India.

**1980s-** After liberalization was declared by the Indian Government, the liberty enjoyed by the car manufacturers in India until then slowly began to wane. This epoch was also saw the arrival of a large numerous organizations in India

The Government also formed coalition with Japan's Suzuki, which resulted in the formation of India's most profitable car brand- the Maruti Suzuki.

**1991** – According to the Government's new policies, license-raj was dispensed with, and the automobile sector was permitted to grow quite freely. In 1993, with liberalization, many MNCs like Peugeot, GM, Mercedes Benz and Fiat entered India.

**1997 -** The Government of India also formed new laws for emission norms to be met by companies in India. These new rules were based on similar policies adopted across Europe.

## **COMPANY PROFILE**

Ford entered the car-making world in June of 1903. With around \$30,000, the industrialists had just partnered to create one of the world's car making companies. Only a handful of automakers are as widely, and perhaps as closely, identified with the progression of automobile industry as Ford.

### **Mass Production on the Line**

One of Ford's most historic achievements to automotive manufacturing was its dynamic assembly line. After being implemented in 1913, the novel technique allowed workers to stay in on the same task again and again on numerous cars that were passed by them. This method proved to be very effective, helping Ford in surpassing the manufacturing rates of other players.

### **The First Vehicles**

Henry Ford came to the conclusion that the organization's future lies in the production of affordable cars that the average man can buy. Since its inception in 1903, Ford began using the English alphabet for the nomenclature of new models. In 1908, the Model T was released, and for was well on its way to becoming a global giant in automaking. Ford bought the Lincoln Motor Company in 1925 to enter the luxury niche.

### **Becoming a Global Company**

In 1956, the company went public and the opportunity to buy shares of Ford was available, and the company recorded around 300,000 new shareholders. Henry Ford II's astute understanding of the upcoming trends in the 1950's resulted in the growth of Ford globally. In 1967, ford of Europe was formed.

Ford started off with one man's dream of meeting the needs of people around the globe, now the company begun its second century of existence with the motto of retaining and expanding.

### **Ford Vision**

To become the world's leading Consumer Company for automotive products and services.

## **Ford Mission**

We are a global family with a proud heritage passionately committed to providing personal mobility for people around the world. We anticipate consumer need and deliver outstanding products and services that improve people's lives.

## **Ford Values**

Our business is driven by our consumer focus, creativity, resourcefulness, and entrepreneurial spirit. We are an inspired, diverse team. We respect and value everyone's contribution. The health and safety of our people are paramount. We are a leader in environmental responsibility. Our integrity is never compromised and we make a positive contribution to society. We constantly strive to improve in everything we do.

## **Ford's Journey in India**

Ford began its services in India in 1907 when the country imported Ford's first Model A. In 1926, Ford India was instituted, but due to unforeseen complications, operations were halted in 1954. Ford re-entered the Indian market in 1969, manufacturing tractors in collaboration with Escorts Ltd., until 1991.

Ford, in 1995, India Govt. of India's approval to bring in place Mahindra Ford India, Limited (MFIL), a coalition with Mahindra & Mahindra Ltd. Within 10 months after government approval, Mahindra Ford launched European Escort- the then best-selling model.

## **Noteworthy milestones**

- ◆ In 1996, the maiden Indian-built Ford Escort rolled off the plant.
  - ◆ Its operational efficiencies and customer-centricity saw Ford's rise in popularity in the Indian car, following which it delivered Ford Escort across India
  - ◆ In 1997, the launch of SVP program, a successful marketing strategy of Ford, implemented in automobile markets worldwide.
  - ◆ in 1997 and 1998, Ford also topped the Customer Satisfaction Index (CSI) ratings for two consecutive years.
- ◆ One of Ford's branded service initiatives includes Quality Care, which provides car owners a better service experience at its dealerships across India.

## **DEALER PROFILE**

Cauvery Ford, formed in late 1996, is an authorized dealer for Ford India Ltd.

It was three entrepreneurs, namely M/s. M.P. Shyam, A.C. Krishna Raju and S.V.S. Subramanya Gupta.

Cauvery Ford markets the popular Ford Ikon, through its service outlets in Bangalore, Mysore, Mangalore and Shimoga. The outlets are located at strategic places in the cities.

Cauvery Ford's sales team is packed with skilled professionals mentored by Ford India Ltd.

The service centers are furnished with modern equipment and is aligned with Ford's international standards.

### **Facilities**

Cauvery Ford provides world-class facilities to ensure all customers get the best experience from of their cars.

Service Centre

Test Drive Body

Shop Service

Booking

Insurance

Auto Finance

**PRODUCTS:**



ford *ENDEAVOUR*

When it comes to SUVs, Ford is the king. With a 2.5 litre intercooled turbo diesel engine and a length that extends close to 5 metres, Ford has continued to be America's largest selling SUV for 12 years.



Initially introduced as a sedan version of the Fiesta, The Ford Ikon is a subcompact sedan that has been in production since the end of 1999. It has spawned over two generations, the first being based on the fourth generation of the Fiesta with a similar front fascia.





The brand new **Mondeo** is one of the best cars in its category, with almost an endless list of strengths. It offers a beautiful co-ordination of handling and stability. Ford **Mondeo's** modern protection system activates safety mechanism in split-second to provide complete protection against accidents. The brilliant performance of the 145 PS engine allows seamless overtaking insinuations where others fear to tread.



### **FORD FIESTA**

Designed specifically to adapt to Indian road conditions, the Fiesta offer exceptional driving comfort. The high-end suspension is specially made to better absorb road surface disturbances. Optimised steel strength in key parts along with chassis reinforcement, ensures occupants are provided with maximum protection.



### **FUSION**

Robust and agile, Ford Fusion is second to none. Inspired by the latest designs, it introduces a refreshing new dimension to urban commute. With a seating capacity of up to five adults, the 60:40 split rear seats is its USP, and not to mention its head, shoulder and leg room ensures a comfortable journey- long or short.

## **INFRASTRUCTURE FACILITIES :**

### **Branches**

1. Bangalore
2. Mangalore
3. Shimoga
4. Mysore

- Below are some of the facilities provided by **Cauvery Ford** to all of its esteemed customers:
- **24 hours Service.**
- **The Ford Extended Warranty,**
- **Pickup and Drop** facilities.
- **Minimum downtime** of cars.
- **Free check-ups** for corporate customers.
- **Customer Care**
- **24 hours Emergency Roadside Assistance.**

The owners of Ford's **Ikon** and **Escort** can get their cars serviced at any **Cauvery Ford Service Centre**. It boasts the modern equipment and is operated by Ford-trained mechanics. Its employees emphasize quality of work and can attend to 50-60 daily.

### **Service Centre**

- ❖ The service station is fully equipped
- ❖ Emission check and certification
- ❖ A distinct customer reception bay for joint inspection
- ❖ Appointment system for personalised reception
- ❖ Extended working hours from 7.00 am - 9.00 pm.
- ❖ Certified trained mechanics by Ford.
- ❖ Upgraded refrigerant management systems.
- ❖ Computerized wheel alignment and engine analyzer.
- ❖ Hi-tech jig to correct deformities of body and chassis
- ❖ Advanced paint booth
- ❖ Head light-beam aligner and key cutting machines.

- ❖ Auto-colour paint mixing system.

### **COMPETITORS:**

- Brigade Honda
- Anant Cars Auto
- Kalyani Motors
- Blue Hyundai
- Nexa
- Sireesh Auto

## SWOT ANALYSIS



### **Strengths :**

1. Ford is amongst the earliest car manufacturers
2. It offers an exhaustive range of cars to its customers to choose from
3. Ford invested in the go green initiative in order to help the environment
4. Ford is a global brand with over 190,000 employees globally
5. It has a global footprint
6. Ford is an active participant in motorsports like Formula One, Rally, Sport cars, etc.
7. Ford also produces high quality buses, trucks and more.

### **Weaknesses:**

1. High brand switching as a result of a lot of options available
2. Intense competition from other manufacturers has resulted in limited market share growth for Ford

**Opportunities:**

1. The ever-expanding automobile sector's potential can be tapped by Ford
2. Improving business stability and growth because of expansion of consumer base
3. Capitalizing on market opportunities with cars exclusively designed for different regions

**Threats:**

1. Competition from other automakers like Maruti and Hyundai can reduce Ford's market share
2. Ford, owing to its global presence, it is bound to be affected by global economic crisis

**FINANCIAL STATEMENT:****PROFIT & LOSS ACCOUNT FOR THE YEAR ENDED 2017**

	<b>2015-2016 (Rs. in lakhs)</b>	<b>2016-2017 (Rs. in lakhs)</b>
<b>INCOME</b>		
Sales-Manufactured Products	25001.38	26958.51
Sales- Traded Products		
Net sales	25001.38	26958.51
Inter Unit Transfer of F.G.		
Net Unit Turnover	<b>25001.38</b>	<b>26958.51</b>
Other Income	58.71	57.54
Stock Differential	1825.24	760.52
Total Income	<b>26885.33</b>	<b>27776.57</b>
<b>EXPENDITURE</b>		
Material Consumed	9237.33	8886.49
Trading Purchases	859.27	968.13
Utilities	2583.97	2460.80
Employees' Salaries & Benefits	4338.04	4492.73
Other production expenses	1108.65	1801.06
Administrative Expenses	610.79	521.64
Marketing Expenses	2322.85	2073.69
Finance Charges	618.69	1040.42
Depreciation	594.79	380.56
CHO/LO-Expenditure Allocation	-	
Total Expenditure	<b>22274.38</b>	<b>22625.52</b>
<b>PROFIT FOR THE YEAR</b>	4610.95	5151.05
Prior period adjustment(Net)	(37.77)	-
<b>PROFIT FOR THE YEAR BEFORE TAX</b>	<b>4648.72</b>	<b>5151.05</b>

**BALANCE SHEET FOR THE YEAR ENDED 2017**

	<b>2015-2016 (Rs in Lakhs)</b>	<b>2016-2017 (Rs in Lakhs)</b>
<b>SOURCES OF FUNDS</b>		
<b>SHAREHOLDER FUNDS</b>		
Share Capital	37003.24	40502.77
Reserves & Surplus	4648.72	515105
Secured Loans	1085.08	191.85
<b>TOTAL</b>	<b>42737.04</b>	<b>45845.68</b>
<b>APPLICATION OF FUNDS FIXED ASSETS</b>		
Gross Block	10583.68	11348.79
Less: Depreciation	5802.79	6156.75
Net Block	4780.89	5192.04
Capital Work-in-progress	992.85	0.00
<b>TOTAL</b>	<b>5773.74</b>	<b>5192.04</b>
<b>CURRENT ASSETS, LOANS &amp; ADVANCES</b>		
Inventories	4192.68	2603.24
Sundry Debtors	8254.86	16451.70
Cash & Bank Balance	12512.47	50525.15
Other Current Assets	0.00	61.28
Loan & Advances	496.51	534.42
<b>TOTAL</b>	<b>25456.52</b>	<b>70175.79</b>
<b>Less: CURRENT LIABILITIES &amp; PROVISIONS</b>		
Liabilities	-25247.91	6118.63
Provisions	363.65	692.44
Total	(24884.26)	6811.07
<b>Net current assets</b>	<b>50340.78</b>	<b>63364.72</b>
<b>NET WORTH</b>	<b>56114.51</b>	<b>68556.76</b>
Other units Control A/C	-13377.47	-8235.67
<b>TOTAL</b>	<b>42737.04</b>	<b>60321.08</b>
14475.40		

**CHAPTER 2**  
**CONCEPTUAL BACKGROUND AND LITERATURE REVIEW:**



## **EVOLUTION OF CRM**

"CRM is the process of acquiring, developing, and retaining satisfied customers, and thereof increasing profitability and adding economic value in a company's brand".

Today, with easy access to information because of internet, when the customers go to a showroom or visit a website, majority of them are already aware of what they want and how much they would pay.

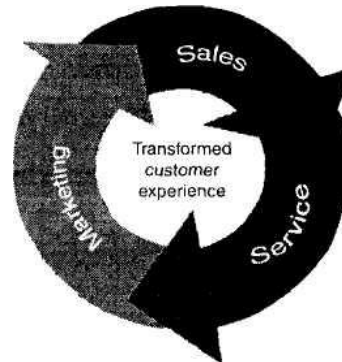
Till date, there were three waves of CRM technology that have been deployed to give premium services to customers in order to boost profit. But, according to the very definition of Customer Relationship Management, maximizing all contact points with customers on a consistent basis across all channels and identifying the most profitable customers is still deficient today. While some changes have been seen, Customer Relationship Management has failed to delivered its ultimate aim- the improved customer experience. As of now, the main challenge is building on lasting and profitable customer interactions.

The coming changes in CRM will result in the revolution of customer experience, not restricted to fortifying sales and service but also in creating a series of engaging dialogues that evolve into meaningful relations.

## CRM Today



## CRM Tomorrow



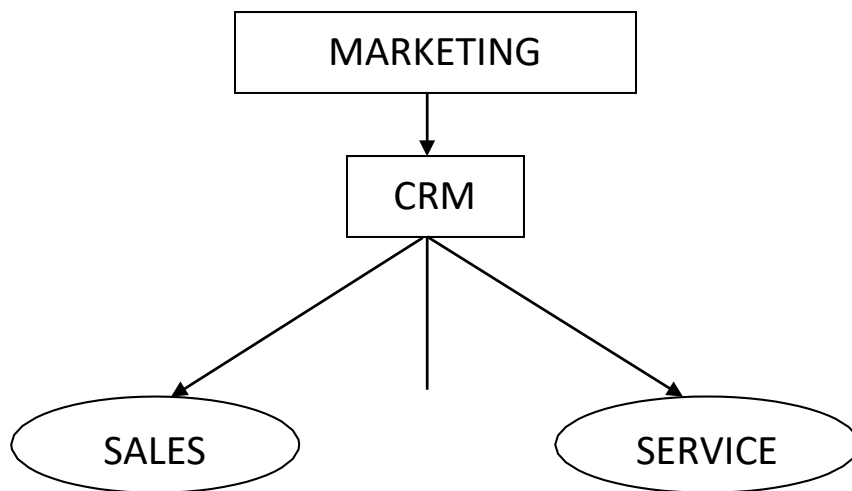
Companies have realized that marketing is the most effective when it integrates with traditional sell and serve approach. Effective marketing campaigns, driven by customer insights, can be leveraged to provide better customer experience and increase brand value. In short, marketing is now being taken more seriously is considered an integral part of CRM process.

We have witnessed CRM's dramatic transformation from transactions to lasting relationships. These are the relationships that now enable companies around the world to build brand loyalty. When CRM is combined with sales and service, marketing completes the CRM solutions that provide the customer an integrated multi-channel experience.

### **OVERVIEW OF CRM**

CRM is a business strategy that has application on many independent parts of the organization. It is a concept that requires businesses to devise a new customer-centric business model, which must be complemented by a range of applications integrating both the front and back operational processes.

CRM aims address the sales, marketing and service activities of the organization as shown in the fig below:



A CRM strategy is a win-win situation for the customer and the enterprise. The end user receiver gets increased value while the enterprise gains constant information regarding the organization's operation relative to its customer. Experts predict that CRM will become the largest application area of all time and therefore must be leveraged by every organization.

## **LITERATURE REVIEW**

**Mueller, in 2010** typifies CRM approach of the business as very active, and says that businesses should implement a more dynamic method in devising relevant CRM strategies to gain advantage.

**Sinkovics and Ghauri, in (2009)**, explore the necessity of having a robust CRM strategy to higher price of sales, increasing levels of competition at an international scale, and the necessity for info about the different verticles of the business.

According to **Peppers and Rogers (2011)**, there propensity in CRM related to the shift from transactional model to the link model. To put it simply, they opine that meeting customer's wants as a results of on time delivery isn't ample nowadays to confirm the semipermanent growth of the organizations.

Instead, businesses should struggle to form meaningful relationships with customers so as to leverage some flexibility and to adopt their growing expectations and in turn winning customer loyalty.

Perhaps, one of the most important resources for the study on "Relationship Marketing and Customer Relationship Management" was a book written by **Brink and Berndt in 2009**, in which, the authors dive deep into the concept of Customer Touch Map and also discuss the role of IT in forming meaningful relationships with customers.

**In 2010, Mathur** authored a book in which is another significant contribution to be used in the study. Mathur offers exhaustive CRM techniques and principles leveraged by MNCs across the globe.

**In 2010, Khurana** addressed the idea of CRM during a nice detail, and also states the pros and cons of relevant package applications.

**Pradan's (2009) book-** "Retailing Management"- is another significant resource that was referred to in the study below. Pradan's book identifies CRM as a developing proposition of marketing and states its necessity for ensuring long-term growth for retail businesses.

Academic models related to CRM are going to be understood in this project. The most important model to be used in the study is The Gap Model of Service Quality which states that “A model of service quality called the gap model identifies five gaps that can cause problems in service delivery and influence customer evaluations of service quality” (**Lamb et al, 2011, p.189**).

**These are the five gaps** i) the gap of customer’s wants and the management’s perception of customer’s wants; ii) the gap of the management’s understanding of customer needs and the type of service developed; iii) the gap of the service required and the service provided; vi) the gap of the quality of service assured and the quality of service being provided, and lastly v) the gap of expected service and perceived service on behalf of the customer.

One more model to be verified in this study is the Relationship Model of CRM offered by **Peppers and Rogers (2011)**. The model advises implementing a proactive approach in maintaining customer relationships and advises a bunch of very precise principles that will achieve this.

In **2011, Renavikar & Joshi** declared that nearly 64% of financial institutions have not been successful in receiving benefits from investments in Customer Relationship Management strategies.

**Sarlaki & Fard in 2009** carry out a detailed survey to study how CRM can boost customer satisfaction. The study, conducted on agriculture banks in QOM Providence, declared that CRM is directly proportional to customer satisfaction.

The discoveries suggest that the aforementioned Greek bank fully recognized the importance of Customer Relationship Management system for its development and success in the market.

**Panda (2003)** stated that CRM is related to a very basic concept of marketing i.e. to gratify customers and provide the best alternative through exchange processes.

In **2005, Lindgreen** addressed CRM by working on a case study on a European bank recently designed and developed the empirical evidence to what qualifies as a good CRM practice.

**Berndt et al in 2005** stated that CRM is extremely important to attain a competitive edge in any marketplace.

**CHAPTER 3**  
**Research Design:**

## **STATEMENT OF THE PROBLEM**

The success and profit of an organization depends on the level of the customer satisfaction attained. Hence, it is imperative to make the customers feel satisfied by offering quality services. As Cauvery Motors Pvt. Ltd is amongst the major players in the Karnataka market, it is therefore important to have a detailed feedback from all its customer. It also endeavors to discover the customers satisfaction level and other alternate facilities. At present, the Cauvery Ford wants to determine the metrics that result in higher customer satisfaction which will translate into retention of its existing customers.

### **Need for the study**

#### **1. Better service to customers:**

Effective Customer Relationship Management allows customers to convey their requirements and need to the organization through contact points. Customers get better service and a feeling of being wanted as a result of the personalization of services offered.

#### **2. Customization of market offerings:**

Companies can personalize the service they offer based on the data available. The company can also facilitate customer-company communication with company contact channels and website, which help in creating products and services.

#### **3. Reduced customer defection rate:**

Customer Relationship Management concentrates on the training and development of the trainees to become more customer-centric. As a result of CRM training and development, employees care for their valuable customers, thereby reducing the defection rate.

#### **4. Increase and improvement in long-term relationships:**

A few organizations consider their customers to be their partners, while some organizations request the assistance of their most loyal customers to come up with new products/services. If a customer works with an organization, then it is highly likely that the customer will stay with the firm for a long time.

### **5. Rise in customer equity:**

Customer Relationship Management boosts customer equity. As a matter of fact, the main aim of CRM is to boost customer equity. Due to this, organizations focus their marketing strategies more on the most valuable customers. Customer equity is equal to lifetime values of all customers.

### **6. Competitive advantage in the market:**

Organizations that are implementing an effective CRM strategy have an advantage in the market. And since they are backed up by their customers, which helps in generating greater ROI, they can face their competitors with an advantage.

### **7. Building corporate image:**

Through CRM, the reputation of the organization gets a boost, and their most loyal customers become evangelists, who market the brand through word of mouth. This allows an organization to get add more customers to its base.

### **8. Higher ROI:**

Because of CRM, an organization places itself in a better position and generates greater ROI. This is as a result of repeated purchases from their loyal customers. The organization also gets huge returns through cross-selling of products/services.

### **AIM OF THE STUDY**

Below are the aims of the study that were defined to research the various aspects of **CRM in regard to sales process, product & after sales process.**

To find out:

- Most effective and efficient tool of communication.
- Understanding of show room ambiance.
- Sales person's attitude and behavior towards customers.
- The importance given to financial schemes provided.
- Important metrics considered by the customer with respect to Ford car.



- Service offered by dealers to aftersales service.
- The speed with which complaints were dealt by service persons.
- To gauge and analyze the customer satisfaction.
- To discover new methodologies to boost the level of customer satisfaction.

### **SCOPE OF THE STUDY**

The following is the scope of the study:

- ❖ As the survey was conducted in Bangalore, it gives a good generalization on the appropriateness of Ford car for its urban customer-base.
- ❖ The method used in this study can also be used by other researchers to conduct the customer satisfaction studies elsewhere.
- ❖ The study sheds detailed insights of industrial and company profile, the data of which can be used for further researches.
- ❖ The research gives a detailed insight into the pros & cons of the product to the organization.
- ❖ Conclusion & suggestions have been given at the end of the research, which can be used by the company to improve its service.

### **METHODOLOGY**

The important considerations which are required for making decision result in a plan of study. The aim of the study is to discover the Customer relationship management with sales process, product & after sales service of Cauvery Ford in Bangalore city. The study is descriptive in nature. Surveys are the best suited methods for descriptive research, so survey method is used for the study.

Taking into account the time factor, a survey was planned in the city of Bangalore. In this city there are substantial number of customers for Ford car by which we can get the idea about the customer psychology, perception and customer satisfaction.

A systematic non-disguised survey was created for the respondents. The question asked was in a pre-arranged order and the object of the questionnaire was revealed to the respondents. Mainly, four types of questions were included in the survey. They are:

- Dichotomous questions
- Multiple-choice questions
- Open ended questions
- Ranking questions

157 customers of Cauvery Ford were surveyed across Bangalore, in a time frame of four weeks of fieldwork.

Sampling technique:

The probability sampling technique and type adopted here is the random sampling technique as sample of which respondents are selected.

Sample Size:

Sample size is the number of elements to be part of the study. Qualitative factors which were considered in deciding the sample size are:

Vitality of the decision, the nature of the research, the amo variables, and the scope of analysis, sample sizes used in the related researches, incidence rates, completion rates, and resource constraints.

Sample Description:

No study can be completed that doesn't have the cooperation of the participants, who were interviewed. Hence, participants play a critical role in these types of researches. The data regarding suggestions were through general talk.

### Instrumentation Techniques:

To collect primary data, questionnaire method was selected by the researcher. And, the same has been gathered from 157 respondents, through the questionnaire.

It was found that in the study, secondary data was collected from various magazines, and text books were referred to get an insight into the subject matter of customer satisfaction.

Information was gathered from various websites on Ford motors CRM. All the sources of information are cited in the bibliography section.

### Actual Collection of Data:

The research work is descriptive, and the main mode of collecting the data was mainly through questionnaire. The questionnaire has been designed carefully for Cauvery Ford customers those who had bought Ford cars. These responses were very helpful during the analysis.

Other Softwares that were used for Analysis was IBM SPSS and ANOVA

### **HYPOTHESIS :**

Is generated from the questionnaire and literature review and the analysis was done using IBM's SPSS software.

### **LIMITATIONS OF THE STUDY**

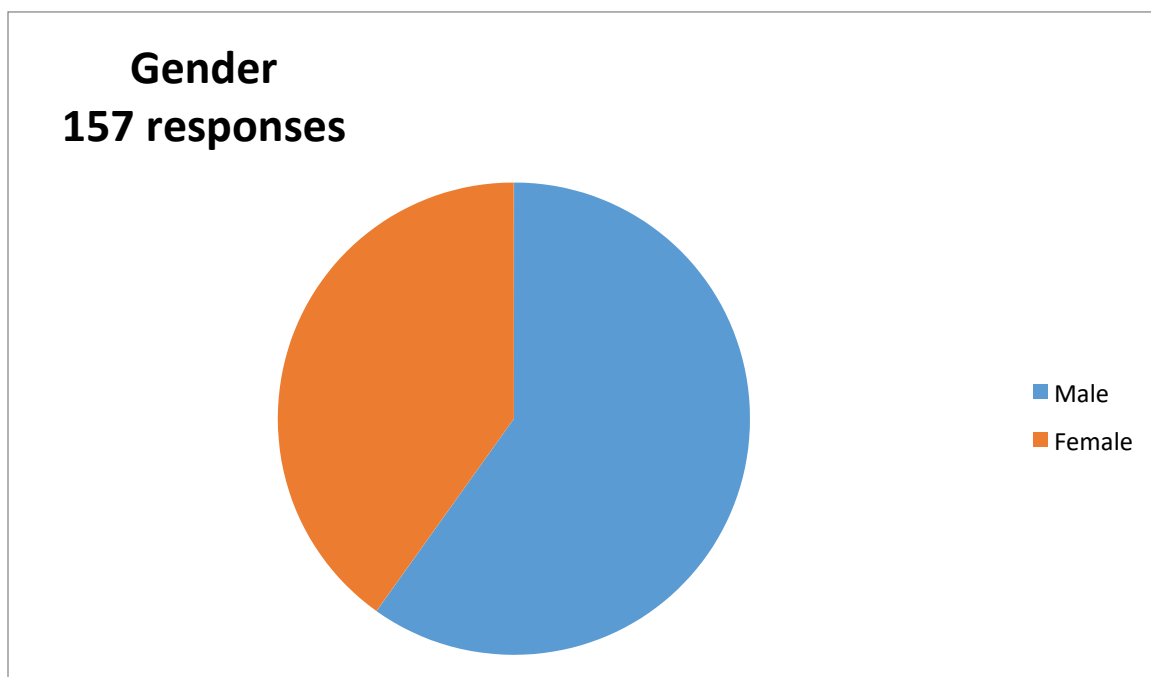
- ❖ To begin with, the sample size was limited to 157 customers.
- ❖ The study was constrained only to Bangalore city, out of the many cities available.
- ❖ The study was limited only to Cauvery Ford.
- ❖ The time frame was merely four weeks due to which each and every respondent could not be covered.
- ❖ The survey mainly included the urban customers i.e., the response of the rural customers was not included.
- ❖ There were some signs of the interview results getting adversely affected by the interviewer's mode of asking questions.

**CHAPTER 4:**  
**Analysis and Interpretation**

**Table 4.1: Gender of the respondents:**

	Frequency	Percentage
Male	94	59.9
Female	63	40.1
Total	157	100

**Figure 4.1 : Graph showing gender of the respondents**



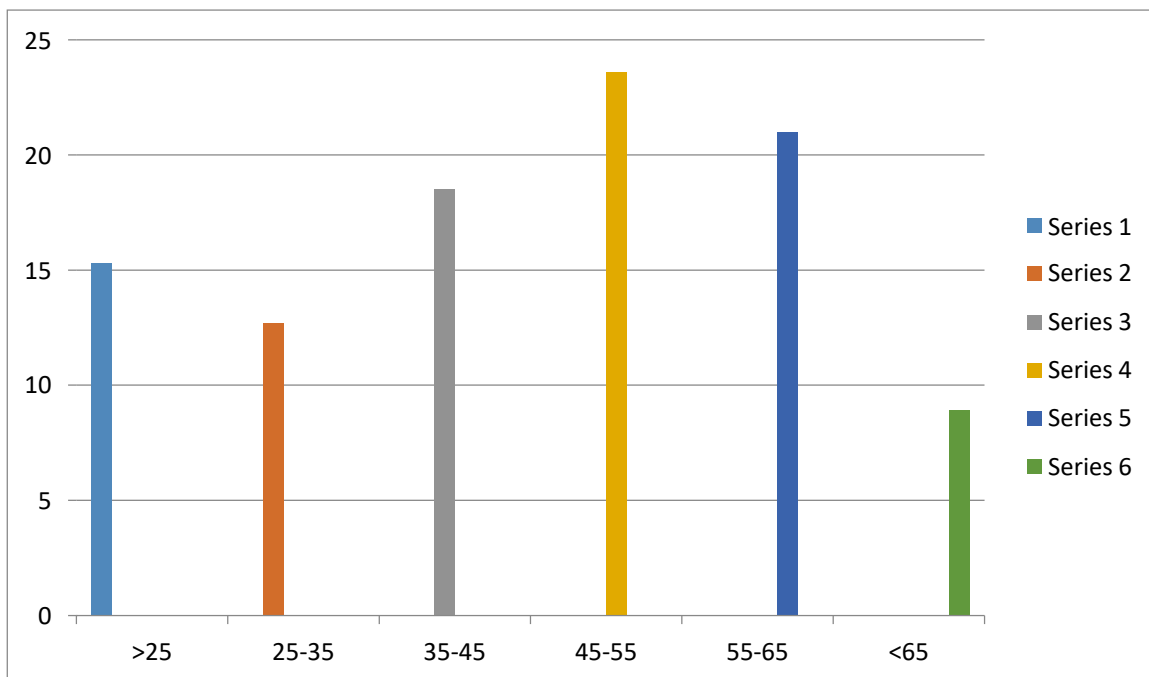
**Interpretation:** As the above pie chart suggests, out of 157 respondents, 59.9 % of them are male and 40.1% of them are female.

**Table 4.2 : Age of the respondents:**

	Frequency	Percentage
>25	24	15.3
25-35	20	12.7

35-45	29	18.5
45-55	37	23.6
55-65	33	21.0
<65	14	8.9
Total	157	100

**Figure 4.2: Graph shows age of the respondents AGE**

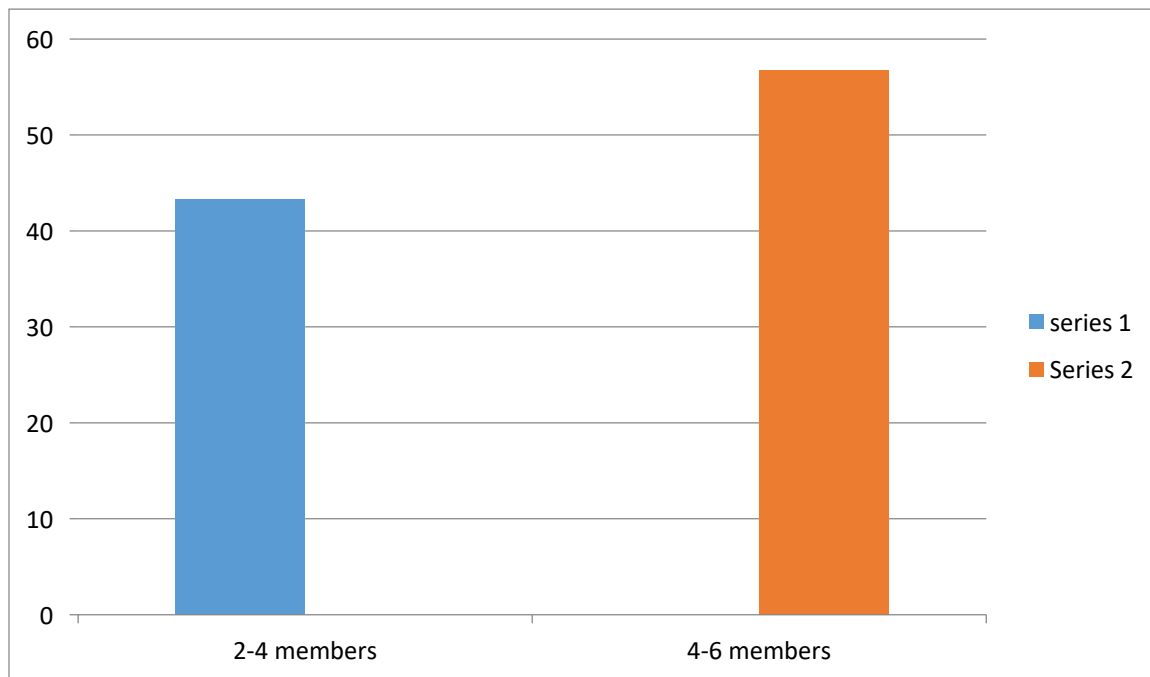


**Interpretation:** Based on the above shown chart, <25 age of the respondents are 19.2%. The age group between 25 to 35 respondents is 12.7%, age group between 35 to 45 respondents is 18.5%, the age group between 45 to 55 respondents is 23.6, age group between 55 to 65 respondents is 21.0%, age group between >65 respondents is 8.9%. We can conclude that maximum number of customers who visit the Cauvery ford fall between the age group 45-55.

**Table 4.3: Number of members in the family:**

	Frequency	Percentage
2-4 members	68	43.3
4-6 members	89	56.7
Total	157	100

**Figure 4.3: Above graph shows number of members in family of the participants**



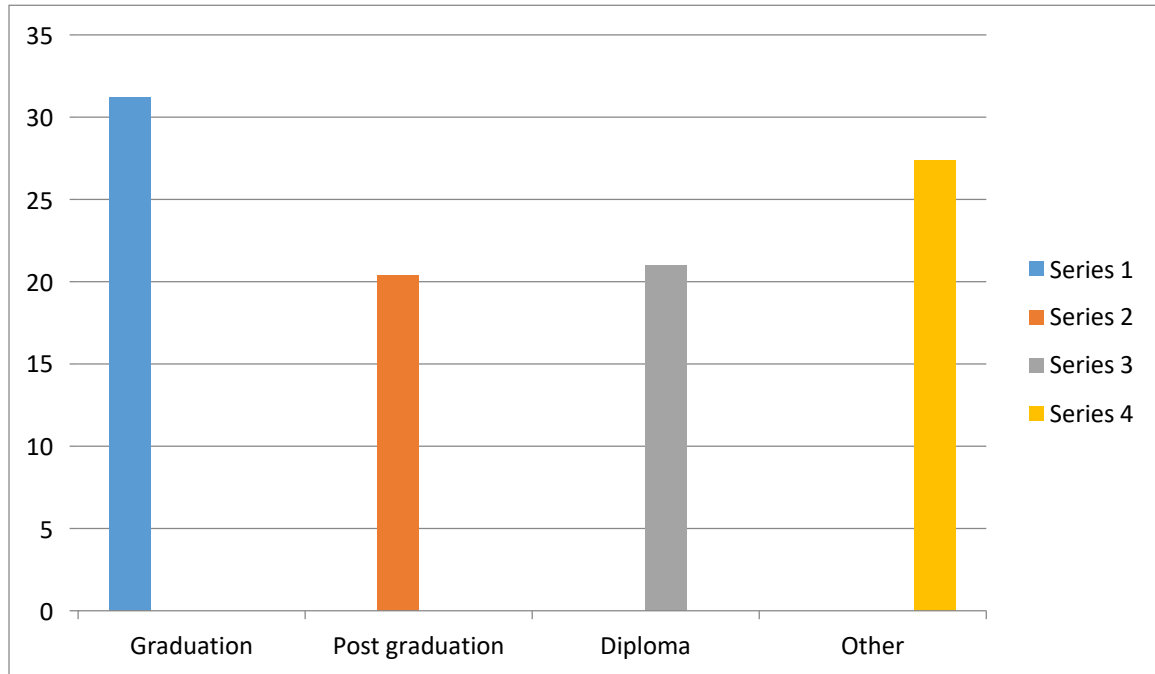
**Interpretation:** Based on the above chart, we can construe that family size of 2 to 4 member is 43.3% and the family size of 4 to 6 members is 56.7%. These group of people are more loyal to the Dealers products and services and are comfortable making purchase at the Dealer's Showroom.

**Table 4.4: Educational qualification:**

	Frequency	Percentage
Graduation	49	31.2
Post graduation	32	20.4
Diploma	33	21.0
Other	43	27.4

Total	157	100
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**Figure 4.4: Graph showing educational qualification of the respondents**



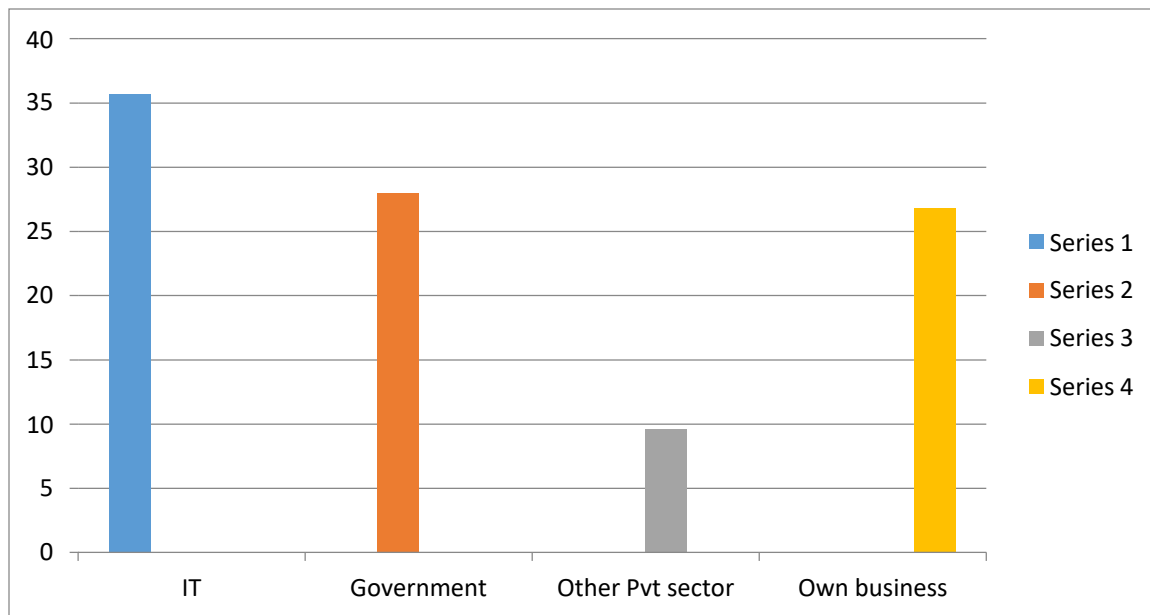
**Interpretation:** Based on the above chart, we can see that the participant’s educational qualification is 31.2%, in the graduation level, 20.4% in post-graduation level, 21.0% in diploma level and 27.4% in the different category of respondents.

**Table 4.5: Profession:**

	Frequency	Percentage
IT	56	35.7
Government	44	28.0
Other Pvt sector	15	9.6
Own business	42	26.8
Total	157	100



**Figure 4.5: Graph shows profession of the respondents**

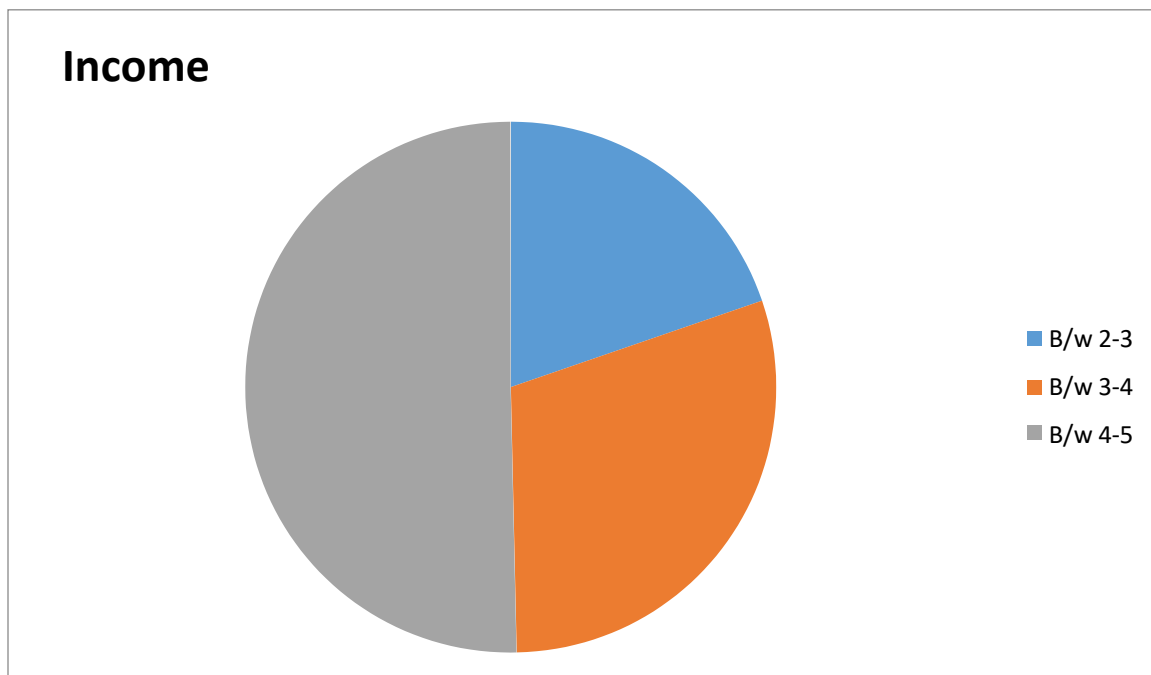


**Interpretation:** Based on the above chart, we can see that the respondents in IT sector is 35.7%, the respondents in government sector is 28%, the respondents in other Pvt sector is 9.6% and the respondents in own business sector is 26.8%.

**Table 4.6: Income (in lakhs)**

	Frequency	Percentage
2-3	31	19.7
3-4	47	29.9
4-5	79	50.3
Total	157	100

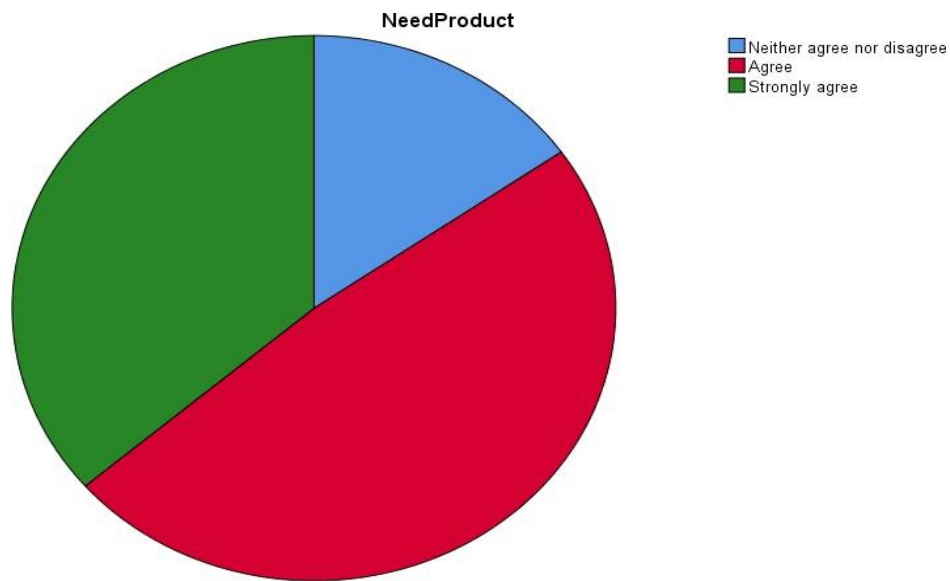
**Figure 4.6: Graph showing income of the respondents**



**Interpretation:** Based on the above chart, we can witness that the income of the respondents who are earning between 2 to 3 lakhs is 19.7%, the respondents who are earning 3 to 4 lakhs is 29.9%, and the respondents who are earning 4 to 5 lakhs is 50.3%.

**1. CUSTOMERS EDUCATED ABOUT THE VEHICLES**

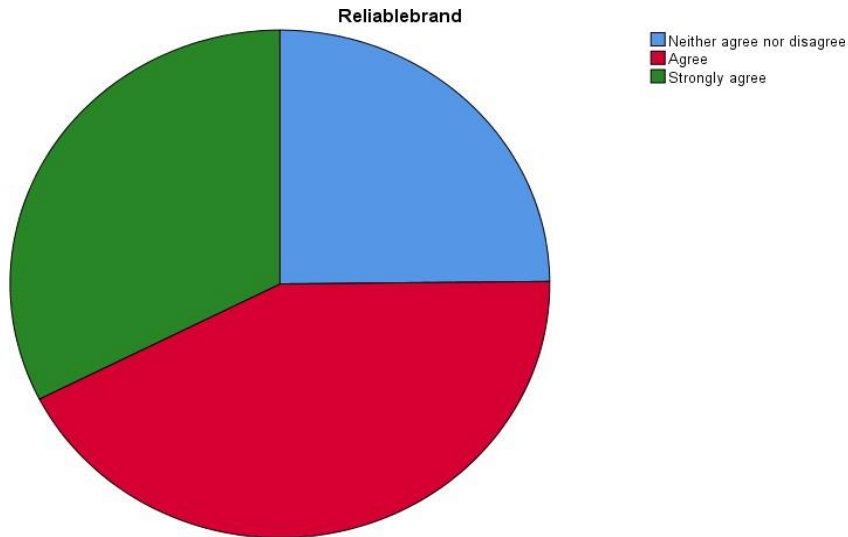
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor disagree	24	15.3	15.3	15.3
	Agree	76	48.4	48.4	63.7
	Strongly agree	57	36.3	36.3	100.0
	Total	157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 48.4% respondents agree for being educated about the vehicles.

### **2. Employees are well dressed and neat in appearance**

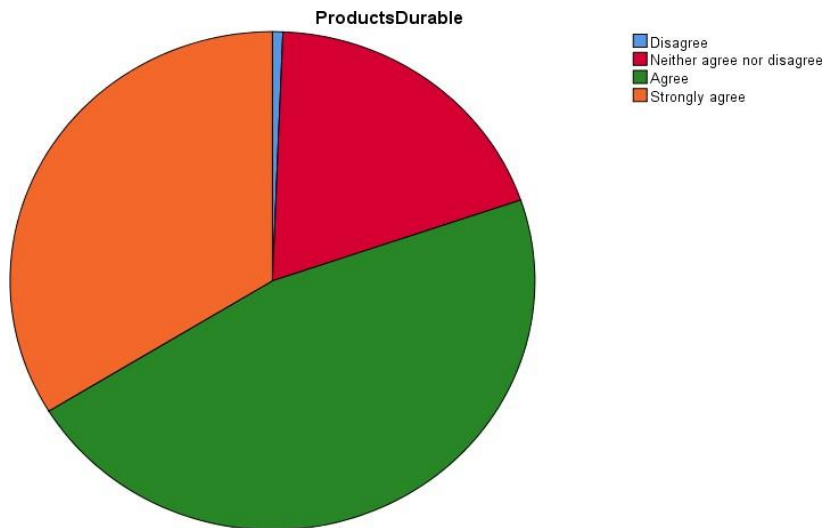
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor disagree	39	24.8	24.8	24.8
	Agree	67	42.7	42.7	67.5
	Strongly agree	51	32.5	32.5	100.0
	<b>Total</b>	<b>157</b>	<b>100.0</b>	<b>100.0</b>	



**Interpretation:** As shown in the above chart, we see that 42.7% of the respondents agree for employees being well-dressed .

### **3. AWARENESS OF CUSTOMER REQUIREMENT BY THE EMPLOYEES**

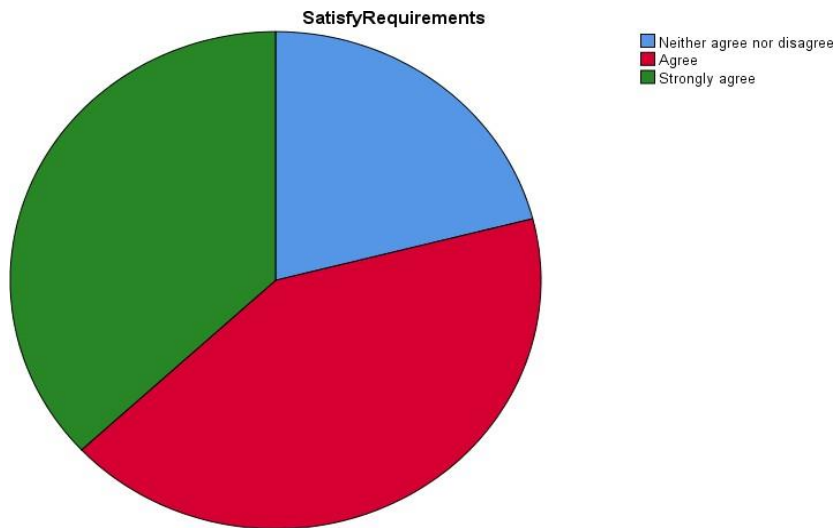
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.6	.6	.6
	Neither agree nor disagree	30	19.1	19.1	19.7
	Agree	73	46.5	46.5	66.2
	Strongly agree	53	33.8	33.8	100.0
	Total	157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 46.5% of the respondents agree for awareness of customer requirement by the employees.

**4.Show sincere interest in solving customers' problems**

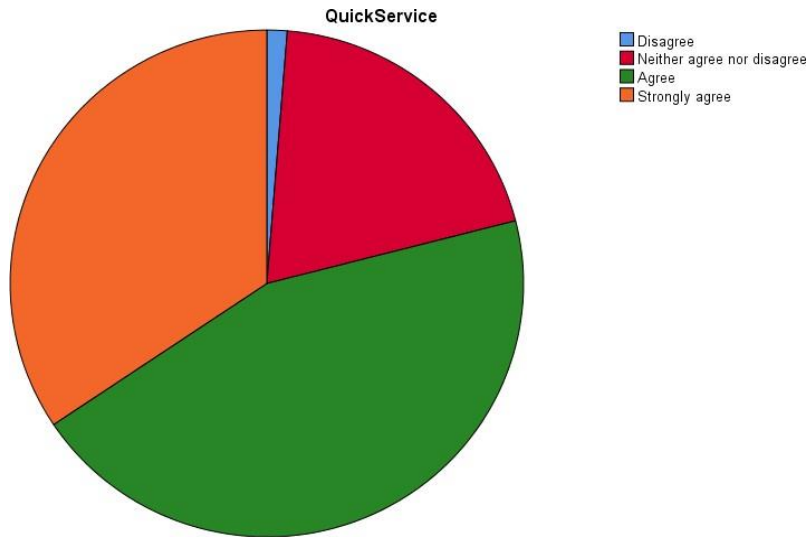
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor disagree	33	21.0	21.0	21.0
	Agree	66	42.0	42.0	63.1
	Strongly agree	58	36.9	36.9	100.0
	Total	157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 42% of the respondents agree for Show sincere interest in solving customers' problems.

### **5.MODE OF PURCHASE WAS CONVENIENT**

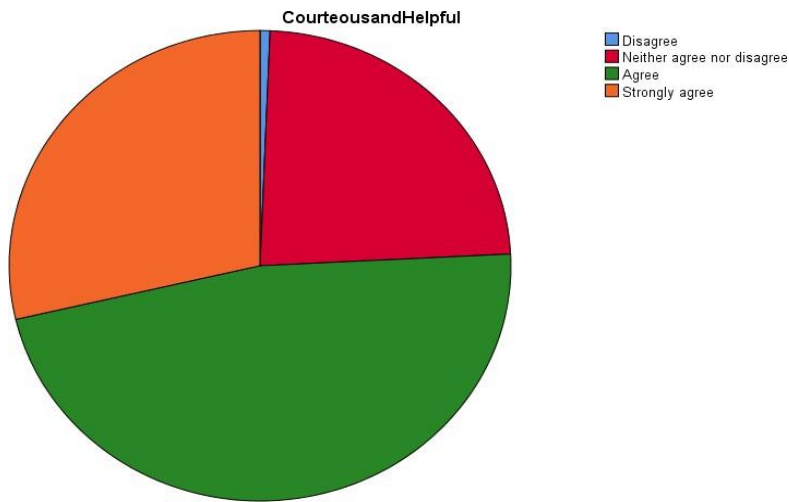
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	1.3	1.3	1.3
	Neither agree nor disagree	31	19.7	19.7	21.0
	Agree	70	44.6	44.6	65.6
	Strongly agree	54	34.4	34.4	100.0
	<b>Total</b>	<b>157</b>	<b>100.0</b>	<b>100.0</b>	



**Interpretation:** As shown in the above chart, we see that 44.6% of the respondents agree for mode of purchase was convenient.

**6. Provides services at the time promised**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.6	.6	.6
	Neither agree nor disagree	37	23.6	23.6	24.2
	Agree	74	47.1	47.1	71.3
	Strongly agree	45	28.7	28.7	100.0
	Total	157	100.0	100.0	

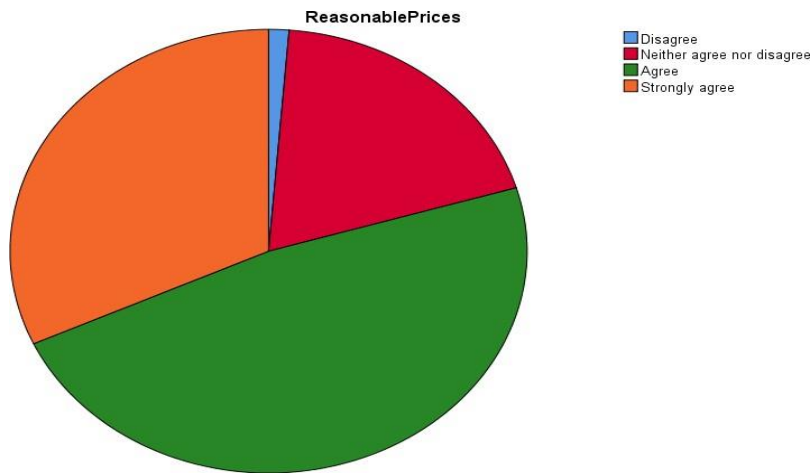


**Interpretation:** As shown in the above chart, we see that 47.1% of the respondents agree for provides services at the time promised.

**7. DELIVERY TIME OFFERED TO CUSTOMERS WAS SATISFACTORY**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	1.3	1.3	1.3
	Neither agree nor disagree	30	19.1	19.1	20.4
	Agree	75	47.8	47.8	68.2
	Strongly agree	50	31.8	31.8	100.0
	Total	157	100.0	100.0	

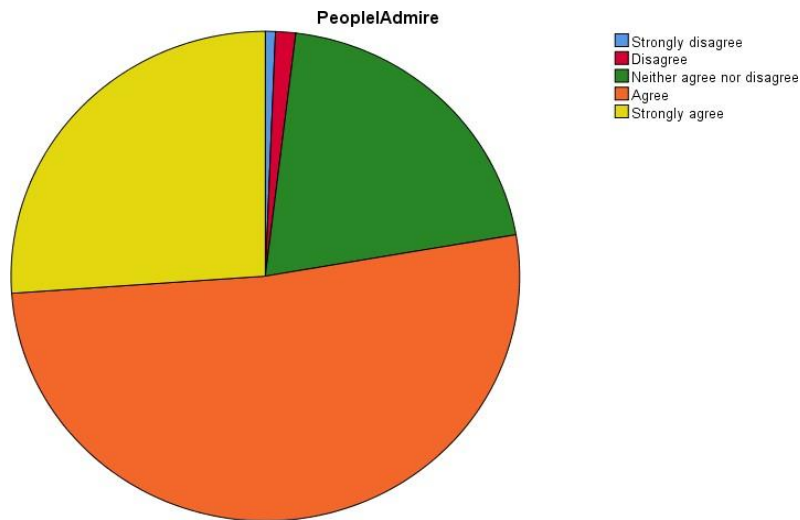




**Interpretation:** As shown in the above chart, we see that 47.8% of the respondents agree for delivery time offered to customers was satisfactory.

### **8.Offers prompt services to customers**

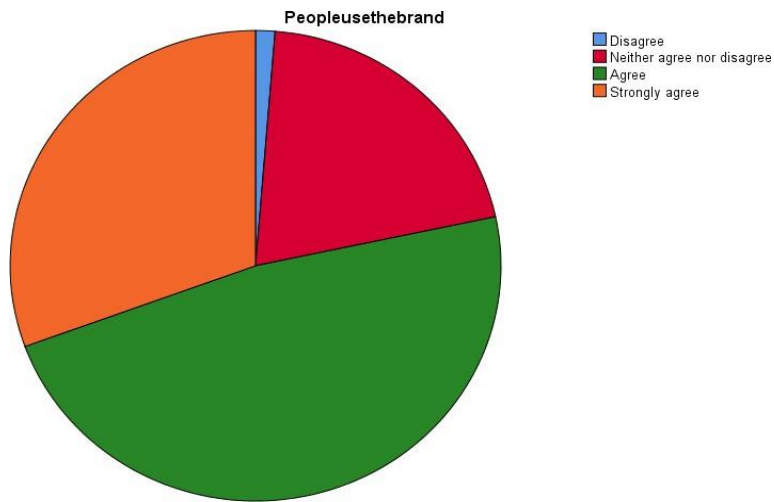
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.6	.6	.6
	Disagree	2	1.3	1.3	1.9
	Neither agree nor disagree	32	20.4	20.4	22.3
	Agree	81	51.6	51.6	73.9
	Strongly agree	41	26.1	26.1	100.0
Total		157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 51.6% of the respondents agree for Offering prompt services to customers.

### **2.AMBIENCE OF THE SHOWROOM WAS GOOD**

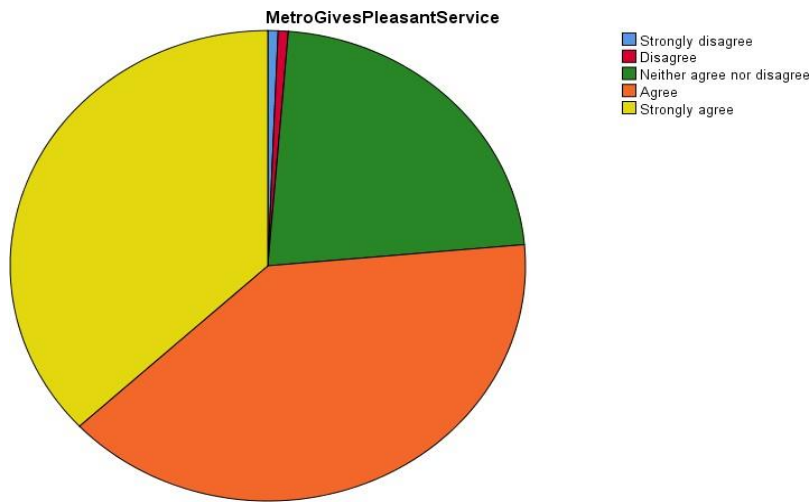
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	1.3	1.3	1.3
	Neither agree nor disagree	32	20.4	20.4	21.7
	Agree	75	47.8	47.8	69.4
	Strongly agree	48	30.6	30.6	100.0
	Total	157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 47.8% of the respondents agree for ambience of the showroom was good.

#### **10. ATTITUDE OF SALES PERSON WAS GOOD**

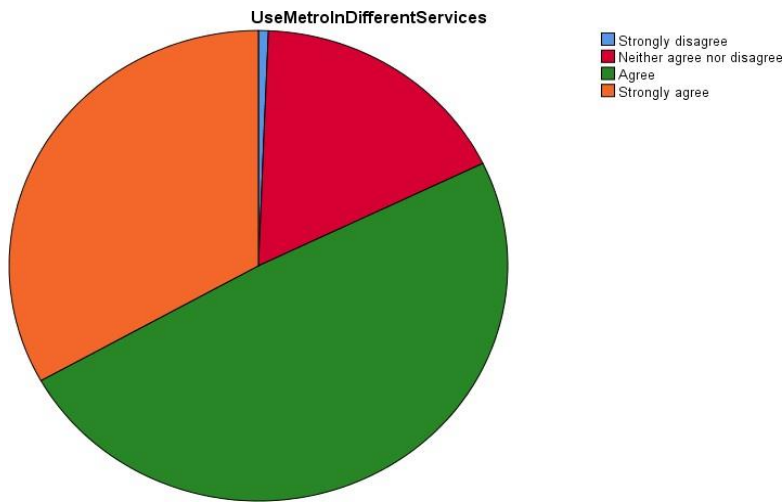
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.6	.6	.6
	Disagree	1	.6	.6	1.3
	Neither agree nor disagree	35	22.3	22.3	23.6
	Agree	62	39.5	39.5	63.1
	Strongly agree	58	36.9	36.9	100.0
	Total	157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 39.5% of the respondents agree for attitude of sales person was good.

### **11. COMPLAINTS NOTED AND IMPROVEMENT DONE**

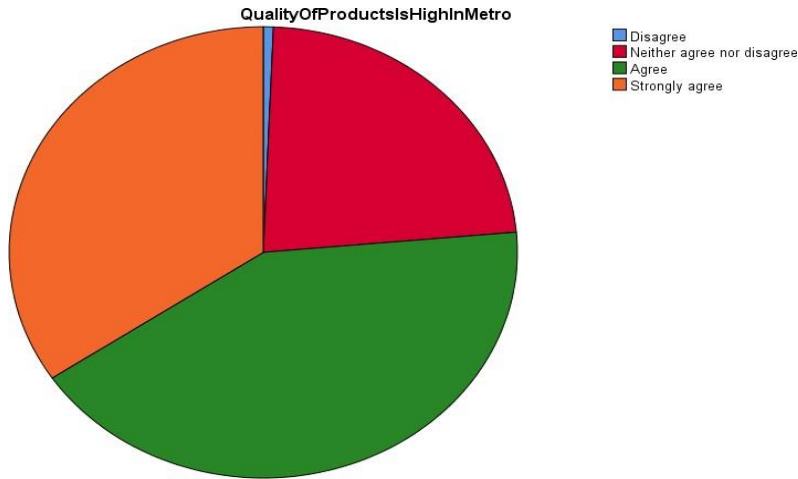
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.6	.6	.6
	Neither agree nor disagree	27	17.2	17.2	17.8
	Agree	77	49.0	49.0	66.9
	Strongly agree	52	33.1	33.1	100.0
Total		157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 49% of the respondents agree for complaints noted and improvement done.

**12. Customers feel safe in their transactions**

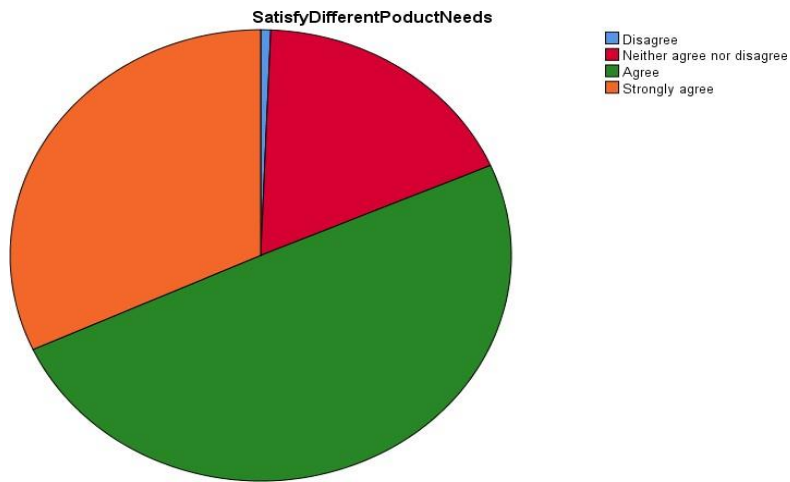
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.6	.6	.6
	Neither agree nor disagree	36	22.9	22.9	23.6
	Agree	66	42.0	42.0	65.6
	Strongly agree	54	34.4	34.4	100.0
	Total	157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 42% of the respondents agree for Customers feel safe in their transactions.

**13. Employees are courteous at all times**

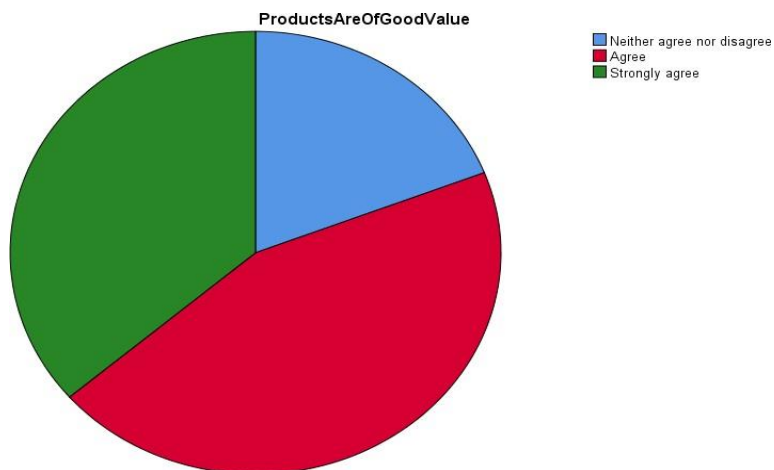
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.6	.6	.6
	Neither agree nor disagree	28	17.8	17.8	18.5
	Agree	78	49.7	49.7	68.2
	Strongly agree	50	31.8	31.8	100.0
	Total	157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 49.7% of the respondents agree for employees are courteous at all times .

**14. Have the knowledge to answer customers' questions**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither agree nor disagree	30	19.1	19.1	19.1
	Agree	70	44.6	44.6	63.7
	Strongly agree	57	36.3	36.3	100.0
Total		157	100.0	100.0	

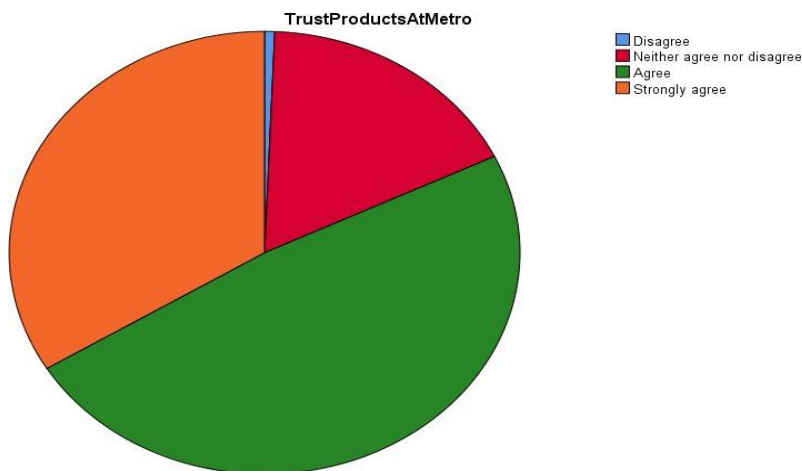


**Interpretation:** As shown in the above chart, we see that 44.6% of the respondents agree for Have the knowledge to answer customers' questions.

**15. OVERALL CUSTOMER EXPERIENCE OF THE DEALERS WAS SATISFACTORY**

**RY**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	.6	.6	.6
	Neither agree nor disagree	27	17.2	17.2	17.8
	Agree	76	48.4	48.4	66.2
	Strongly agree	53	33.8	33.8	100.0
	Total	157	100.0	100.0	



**Interpretation:** As shown in the above chart, we see that 48.4% of the respondents agree for overall customer experience of the dealers was satisfactory.



## ANALYSIS OF VARIANCE (ANOVA)

**Table 4.11: Table showing one way ANOVA for age of the respondents.**

There is no significant difference between the various metrics of the study and the age of the respondents.

		<b>ANOVA</b>				
		Sum of Square	df	Mean Square	F	Sig.
		s				
CUSTOMERS EDUCATED ABOUT THE VEHICLES	Between Groups	3.587	5	.717	1.537	.182
	Within Groups	70.477	151	.467		
	Total	74.064	156			
EMPLOYEES ARE WELL DRESSED AND NEAT IN APPEARANCE	Between Groups	1.329	5	.266	.459	.806
	Within Groups	87.372	151	.579		
	Total	88.701	156			
AWARENESS OF CUSTOMER REQUIREMENTS BY THE EMPLOYEES	Between Groups	6.967	5	1.393	2.562	.029
	Within Groups	82.116	151	.544		
	Total	89.083	156			
SHOW SINCERE INTEREST IN SOLVING CUSTOMERS PROBLEMS	Between Groups	3.081	5	.616	1.147	.338
	Within Groups	81.110	151	.537		
	Total	84.191	156			
MODE OF PURCHASE WAS CONVINIENT	Between Groups	6.750	5	1.350	2.540	.031
	Within Groups	80.269	151	.532		
	Total	87.019	156			
PROVIDES SERVICES AT THE TIME PROMISED	Between Groups	2.623	5	.525	.899	.483
	Within Groups	88.078	151	.583		
	Total	90.701	156			

DELIVERY TIME OFFERED TO CUSTOMERS WAS SATISFACTORY	Between Groups	2.458	5	.492	.891	.489
	Within Groups	83.313	151	.552		
	Total	85.771	156			
OFFERS PROMPT SERVICES TO CUSTOMERS	Between Groups	3.453	5	.691	1.258	.285
	Within Groups	82.917	151	.549		
	Total	86.369	156			
AMBIENCE OF THE SHOWROOM WAS GOOD	Between Groups	2.050	5	.410	.704	.621
	Within Groups	87.925	151	.582		
	Total	89.975	156			
ATTITUDE OF THE SALES PERSON WAS GOOD	Between Groups	2.443	5	.489	.872	.502
	Within Groups	84.640	151	.561		
	Total	87.083	156			
COMPLAINTS NOTED AND IMPROVEMENTS DONE	Between Groups	6.483	5	1.297	2.009	.080
	Within Groups	97.453	151	.645		
	Total	103.936	156			
CUSTOMERS FEEL SAFE IN THEIR TRANSACTIONS	Between Groups	5.746	5	1.149	2.192	.058
	Within Groups	79.171	151	.524		
	Total	84.917	156			
EMPLOYEES ARE COURTEOUS AT ALL TIMES	Between Groups	6.788	5	1.358	2.395	.040
	Within Groups	85.582	151	.567		
	Total	92.369	156			
HAVE THE KNOWLEDGE TO ANSWER CUSTOMER'S QUESTIONS	Between Groups	3.469	5	.694	1.379	.235
	Within Groups	75.983	151	.503		
	Total	79.452	156			
OVERALL CUSTOMER EXPERIENCE OF THE DEALER WAS SATISFACTORY	Between Groups	1.929	5	.386	.724	.606
	Within Groups	80.428	151	.533		
	Total	82.357	156			

**Interpretation:** From the above table, we conclude that the reliability of the brand, meeting the requirements and quality of product/service is significant under the metrics of the age of the respondents. Dealer offering good service and using the dealer in different services, are significant at 0.1 or 10% significance level. The rest of the metrics are not important with respect to age of the respondents.

**Table 4.12: Table showing one way ANOVA for gender of the respondents.**

There is not much difference between the various metrics of the study with respect to gender of the respondents.

		<b>ANOVA</b>				
		Sum of Square	Df	Mean Square	F	Sig.
CUSTOMERS EDUCATED ABOUT THE VEHICLES	Between Groups	.279	1	.279	.585	.445
	Within Groups	73.785	155	.476		
	Total	74.064	156			
EMPLOYEES ARE WELL DRESSED AND NEAT IN APPEARANCE	Between Groups	.150	1	.150	.262	.610
	Within Groups	88.551	155	.571		
	Total	88.701	156			
AWARENESS OF CUSTOMER REQUIREMENTS BY THE EMPLOYEES	Between Groups	.210	1	.210	.366	.546
	Within Groups	88.873	155	.573		
	Total	89.083	156			
SHOW SINCERE INTEREST IN SOLVING CUSTOMERS PROBLEMS	Between Groups	.005	1	.005	.009	.925
	Within Groups	84.186	155	.543		
	Total	84.191	156			
MODE OF PURCHASE WAS CONVINIENT	Between Groups	.103	1	.103	.183	.669
	Within Groups	86.916	155	.561		
	Total	87.019	156			

PROVIDES SERVICES AT THE TIME PROMISED	Between Groups	.508	1	.508	.872	.352
	Within Groups	90.193	155	.582		
	Total	90.701	156			
DELIVERY TIME OFFERED TO CUSTOMERS WAS SATISFACTORY	Between Groups	.178	1	.178	.323	.571
	Within Groups	85.593	155	.552		
	Total	85.771	156			
OFFERS PROMPT SERVICES TO CUSTOMERS	Between Groups	.825	1	.825	1.495	.223
	Within Groups	85.544	155	.552		
	Total	86.369	156			
AMBIENCE OF THE SHOWROOM WAS GOOD	Between Groups	.038	1	.038	.066	.798
	Within Groups	89.937	155	.580		
	Total	89.975	156			
ATTITUDE OF THE SALES PERSON WAS GOOD	Between Groups	.127	1	.127	.226	.636
	Within Groups	86.956	155	.561		
	Total	87.083	156			
COMPLAINTS NOTED AND IMPROVEMENTS DONE	Between Groups	.605	1	.605	.908	.342
	Within Groups	103.331	155	.667		
	Total	103.936	156			
CUSTOMERS FEEL SAFE IN THEIR TRANSACTIONS	Between Groups	1.364	1	1.364	2.530	.114
	Within Groups	83.554	155	.539		
	Total	84.917	156			
EMPLOYEES ARE COURTEOUS AT ALL TIMES	Between Groups	1.148	1	1.148	1.950	.165
	Within Groups	91.222	155	.589		
	Total	92.369	156			

HAVE THE KNOWLEDGE TO ANSWER CUSTOMER'S QUESTIONS	Between Groups	.235	1	.235	.459	.499
	Within Groups	79.218	155	.511		
	Total	79.452	156			
OVERALL CUSTOMER EXPERIENCE OF THE DEALER WAS SATISFACTORY	Between Groups	.036	1	.036	.068	.795
	Within Groups	82.321	155	.531		
	Total	82.357	156			

Dealers products, which are innovative and new is relevant at 0.1 or 10% significance level.

**Table 4.13: Table showing one way ANOVA for educational qualification of the respondents.**

There is not much difference between the various metrics of the study in regard to educational qualification of the respondents.

		<b>ANOVA</b>				
		Sum of Square	df	Mean Square	F	Sig.
Need Product	Between Groups	1.748	3	.583	1.233	.300
	Within Groups	72.315	153	.473		
	Total	74.064	156			
Need Satisfaction	Between Groups	6.084	3	2.028	3.756	.012
	Within Groups	82.616	153	.540		
	Total	88.701	156			
AWARENESS OF CUSTOMER REQUIREMENTS BY THE EMPLOYEES	Between Groups	1.460	3	.487	.850	.469
	Within Groups	87.622	153	.573		
	Total	89.083	156			
SHOW SINCERE INTEREST IN SOLVING CUSTOMERS PROBLEMS	Between Groups	.077	3	.026	.047	.986
	Within Groups	84.114	153	.550		
	Total	84.191	156			

MODE OF PURCHASE WAS CONVINIENT	Between Groups	1.200	3	.400	.713	.546
	Within Groups	85.820	153	.561		
	Total	87.019	156			
OVERALL CUSTOMER EXPERIENCE OF THE DEALER WAS SATISFACTORY	Between Groups	5.097	3	1.699	3.365	.020
	Within Groups	77.259	153	.505		
	Total	82.357	156			

PROVIDES SERVICES AT THE TIME PROMISED	Between Groups	3.077	3	1.026	1.791	.151
	Within Groups	87.624	153	.573		
	Total	90.701	156			
DELIVERY TIME OFFERED TO CUSTOMERS WAS SATISFACTORY	Between Groups	2.012	3	.671	1.225	.303
	Within Groups	83.759	153	.547		
	Total	85.771	156			
OFFERS PROMPT SERVICES TO CUSTOMERS	Between Groups	1.870	3	.623	1.128	.339
	Within Groups	84.500	153	.552		
	Total	86.369	156			
AMBIENCE OF THE SHOWROOM WAS GOOD	Between Groups	1.760	3	.587	1.017	.387
	Within Groups	88.215	153	.577		
	Total	89.975	156			
ATTITUDE OF THE SALES PERSON WAS GOOD	Between Groups	2.895	3	.965	1.754	.158
	Within Groups	84.188	153	.550		
	Total	87.083	156			
COMPLAINTS NOTED AND IMPROVEMENTS DONE	Between Groups	2.206	3	.735	1.106	.349
	Within Groups	101.730	153	.665		
	Total	103.936	156			
CUSTOMERS FEEL SAFE IN THEIR TRANSACTIONS	Between Groups	.927	3	.309	.563	.640
	Within Groups	83.991	153	.549		
	Total	84.917	156			

EMPLOYEES ARE COURTEOUS AT ALL TIMES	Between Groups	.533	3	.178	.296	.828
	Within Groups	91.837	153	.600		
	Total	92.369	156			
HAVE THE KNOWLEDGE TO ANSWER CUSTOMER'S QUESTIONS	Between Groups	.360	3	.120	.232	.874
	Within Groups	79.092	153	.517		
	Total	79.452	156			

**Interpretation:** As shown in the above table, we see that the reliability of the brand, satisfying wants and products are of good value are significant under the metrics of the educational qualification of the respondents.

**Table 4.14: Table showing one way ANOVA for profession of the respondents.**

There is no noticeable difference between the various metrics of the study with respect to profession of the respondents.

		<b>ANOVA</b>				
		Sum of square	Df	Mean Square	F	Sig.
Need Product	Between Groups	4.088	3	1.363	2.979	.033
	Within Groups	69.976	153	.457		
	Total	74.064	156			
Need Satisfaction	Between Groups	3.817	3	1.272	2.293	.080
	Within Groups	84.884	153	.555		
	Total	88.701	156			
AWARENESS OF CUSTOMER REQUIREMENTS BY THE EMPLOYEES	Between Groups	5.137	3	1.712	3.121	.028
	Within Groups	83.946	153	.549		
	Total	89.083	156			
SHOW SINCERE INTEREST IN SOLVING CUSTOMERS PROBLEMS	Between Groups	5.651	3	1.884	3.670	.014
	Within Groups	78.540	153	.513		
	Total	84.191	156			
MODE OF PURCHASE WAS CONVINIENT	Between Groups	3.593	3	1.198	2.197	.091
	Within Groups	83.426	153	.545		
	Total	87.019	156			

PROVIDES SERVICES AT THE TIME PROMISED	Between Groups	2.726	3	.909	1.580	.196
	Within Groups	87.975	153	.575		
	Total	90.701	156			
DELIVERY TIME OFFERED TO CUSTOMERS WAS SATISFACTORY	Between Groups	3.435	3	1.145	2.128	.099
	Within Groups	82.336	153	.538		
	Total	85.771	156			
OFFERS PROMPT SERVICES TO CUSTOMERS	Between Groups	3.777	3	1.259	2.332	.076
	Within Groups	82.592	153	.540		
	Total	86.369	156			
AMBIENCE OF THE SHOWROOM WAS GOOD	Between Groups	.674	3	.225	.385	.764
	Within Groups	89.301	153	.584		
	Total	89.975	156			
ATTITUDE OF THE SALES PERSON WAS GOOD	Between Groups	1.250	3	.417	.743	.528
	Within Groups	85.832	153	.561		
	Total	87.083	156			
COMPLAINTS NOTED AND IMPROVEMENTS DONE	Between Groups	5.353	3	1.784	2.769	.044
	Within Groups	98.583	153	.644		
	Total	103.936	156			
CUSTOMERS FEEL SAFE IN THEIR TRANSACTIONS	Between Groups	3.585	3	1.195	2.248	.085
	Within Groups	81.332	153	.532		
	Total	84.917	156			
EMPLOYEES ARE COURTEOUS AT ALL TIMES	Between Groups	4.563	3	1.521	2.650	.051
	Within Groups	87.807	153	.574		
	Total	92.369	156			
HAVE THE KNOWLEDGE TO ANSWER CUSTOMER'S QUESTION	Between Groups	3.374	3	1.125	2.262	.084
	Within Groups	76.078	153	.497		
	Total	79.452	156			
OVERALL CUSTOMER EXPERIENCE OF THE DEALER WAS SATISFACTORY	Between Groups	3.738	3	1.246	2.425	.068
	Within Groups	78.619	153	.514		
	Total	82.357	156			



**Interpretation:** With reference to the above table, we see that the reliability of the brand, product needs, durable and sustainable products, giving good customer service, trusting the dealer's products and innovative products are extremely significant under the metrics of profession of the respondents. Satisfying wants, courteous & helpful, reasonable prices, using the dealers in different services, quality of products, satisfying different product wants and products that are of good value are which are significant at 0.1 or 10% significance level. The rest of the metrics are not significant with respect to profession of the respondents.

**Table 4.15: Table showing one way ANOVA of number of members in the family.**

H5: There is no significance difference between the various metrics of the study with respect to no. of family members of the participants.

		<b>ANOVA</b>				
		Sum of Square	df	Mean Square	F	Sig.
Need Product	Between Groups	.478	1	.478	1.007	.317
	Within Groups	73.586	155	.475		
	Total	74.064	156			
Need Satisfaction	Between Groups	.271	1	.271	.474	.492
	Within Groups	88.430	155	.571		
	Total	88.701	156			
AWARENESS OF CUSTOMER REQUIREMENTS BY THE EMPLOYEES	Between Groups	.265	1	.265	.463	.497
	Within Groups	88.818	155	.573		
	Total	89.083	156			

SHOW SINCERE INTEREST IN SOLVING CUSTOMERS PROBLEMS	Between Groups	2.146	1	2.146	4.055	.046
	Within Groups	82.045	155	.529		
	Total	84.191	156			
MODE OF PURCHASE WAS CONVINIENT	Between Groups	.001	1	.001	.001	.971
	Within Groups	87.018	155	.561		
	Total	87.019	156			
PROVIDES SERVICES AT THE TIME PROMISED	Between Groups	.709	1	.709	1.222	.271
	Within Groups	89.991	155	.581		
	Total	90.701	156			
DELIVERY TIME OFFERED TO CUSTOMERS WAS SATISFACTORY	Between Groups	.757	1	.757	1.380	.242
	Within Groups	85.014	155	.548		
	Total	85.771	156			
OFFERS PROMPT SERVICES TO CUSTOMERS	Between Groups	.912	1	.912	1.655	.200
	Within Groups	85.457	155	.551		
	Total	86.369	156			
AMBIENCE OF THE SHOWROOM WAS GOOD	Between Groups	.893	1	.893	1.553	.215
	Within Groups	89.082	155	.575		
	Total	89.975	156			
ATTITUDE OF THE SALES PERSON WAS GOOD	Between Groups	.001	1	.001	.002	.966
	Within Groups	87.082	155	.562		
	Total	87.083	156			
COMPLAINTS NOTED AND IMPROVEMENTS DONE	Between Groups	.126	1	.126	.188	.665
	Within Groups	103.810	155	.670		
	Total	103.936	156			
CUSTOMERS FEEL SAFE IN THEIR TRANSACTIONS	Between Groups	.323	1	.323	.592	.443
	Within Groups	84.594	155	.546		
	Total	84.917	156			

EMPLOYEES ARE COURTEOUS AT ALL TIMES	Between Groups	.223	1	.223	.375	.541
	Within Groups	92.147	155	.594		
	Total	92.369	156			
HAVE THE KNOWLEDGE TO ANSWER CUSTOMER'S QUESTIONS	Between Groups	.142	1	.142	.277	.599
	Within Groups	79.310	155	.512		
	Total	79.452	156			
OVERALL CUSTOMER EXPERIENCE OF THE DEALER WAS SATISFACTORY	Between Groups	.074	1	.074	.140	.709
	Within Groups	82.282	155	.531		
	Total	82.357	156			

**Interpretation:** With reference to the above table, we discover that the durability of the products is significant under the metrics of members in the family of the respondents. Rest of the metrics are not very significant with respect to number of members in the family of the respondents.

**Table 4.16: Table showing one way ANOVA for income of the respondents.**

There is no significance difference between the various metrics of the study with respect to income of the respondents.

		<b>ANOVA</b>				
		Sum of Square	df	Mean Square	F	Sig.
Need Product	Between Groups	3.260	2	1.630	3.545	.031
	Within Groups	70.804	154	.460		
	Total	74.064	156			
Need Satisfaction	Between Groups	5.561	2	2.781	5.150	.007
	Within Groups	83.139	154	.540		
	Total	88.701	156			

AWARENESS OF CUSTOMER REQUIREMENTS BY THE EMPLOYEES	Between Groups	.107	2	.054	.093	.912
	Within Groups	88.976	154	.578		
	Total	89.083	156			
SHOW SINCERE INTEREST IN SOLVING CUSTOMERS PROBLEMS	Between Groups	2.310	2	1.155	2.172	.117
	Within Groups	81.881	154	.532		
	Total	84.191	156			
MODE OF PURCHASE WAS CONVINIENT	Between Groups	.227	2	.114	.202	.818
	Within Groups	86.792	154	.564		
	Total	87.019	156			
PROVIDES SERVICES AT THE TIME PROMISED	Between Groups	.547	2	.273	.467	.628
	Within Groups	90.154	154	.585		
	Total	90.701	156			
DELIVERY TIME OFFERED TO CUSTOMERS WAS SATISFACTORY	Between Groups	2.339	2	1.169	2.159	.119
	Within Groups	83.432	154	.542		
	Total	85.771	156			
OFFERS PROMPT SERVICES TO CUSTOMERS	Between Groups	.723	2	.361	.650	.524
	Within Groups	85.647	154	.556		
	Total	86.369	156			
AMBIENCE OF THE SHOWROOM WAS GOOD	Between Groups	.461	2	.231	.397	.673
	Within Groups	89.513	154	.581		
	Total	89.975	156			
ATTITUDE OF THE SALES PERSON WAS GOOD	Between Groups	1.255	2	.628	1.126	.327
	Within Groups	85.827	154	.557		
	Total	87.083	156			
COMPLAINTS NOTED AND IMPROVEMENTS DONE	Between Groups	.669	2	.334	.499	.608
	Within Groups	103.268	154	.671		
	Total	103.936	156			

CUSTOMERS FEEL SAFE IN THEIR TRANSACTIONS	Between Groups	2.008	2	1.004	1.865	.158
	Within Groups	82.909	154	.538		
	Total	84.917	156			
EMPLOYEES ARE COURTEOUS AT ALL TIMES	Between Groups	2.686	2	1.343	2.306	.103
	Within Groups	89.684	154	.582		
	Total	92.369	156			
HAVE THE KNOWLEDGE TO ANSWER CUSTOMER'S QUESTIONS	Between Groups	3.684	2	1.842	3.744	.026
	Within Groups	75.768	154	.492		
	Total	79.452	156			
OVERALL CUSTOMER EXPERIENCE OF THE DEALER WAS SATISFACTORY	Between Groups	.924	2	.462	.874	.420
	Within Groups	81.433	154	.529		
	Total	82.357	156			

**Interpretation:** As shown in the above table, we discover that the product needs, satisfying need, satisfying different product needs, trusting products, Dealer having best interest and suggesting the dealer to others are significant under the metrics of income of the respondents. The rest of the metrics are not significant with respect to income of the respondents.

**CHAPTER 5**  
**FINDINGS , CONCLUSIONS AND SUGGESTIONS**

## **FINDINGS**

- From the conducted survey, we discover that dealer meets customer's basic needs in terms of the products they wish to buy.
- Customers like the fast and responsive service provided by dealer.
- The prices are expected to be low according to the survey conducted.
- From the survey, the customers are comfortable buying products under different situations from dealer.
- Customers feel that their needs are met when they think about dealer services.
- We discover that the customers trust the dealer brand.
- The customers of dealer are expected and willing to recommend dealer's products and services to people known to them.

### **Suggestions:**

- From the survey, we discover that the brand suggestions and recommendations to other customers from the regular customer is comparatively fewer when compared to other aspects.
- Brand resonance, image and judgment are comparatively better than brand performance.
- According to the conducted survey, age group between 20 to 30 years is the most loyal customer and vehicles related to other age group customers also should be focused more.
- The dealer should meet the needs and requirements of the customers to be considered courteous.
- The dealer should offer prompt and honest services to meet the needs of the customers in order to recommend the dealer to others .

## CONCLUSION

- Most of the customers who took test drive were satisfied with the Test Drive Process.
- Almost half of the customers were availing Bank Loan to purchase a Ford car.
- Most of the customer's car was delivered within one - three weeks of booking.
- Majority of the customers liked the ambience of the show room.
- Majority of the customers were satisfied with the sales person's behavior.
- Majority of the customer's complaints were attended properly.
- Majority of the customers were satisfied with the service recieved.
- Majority of the customers were purchasing their vehicle service from the dealership.
- Majority of the customers were very satisfied with overall experience and also would like to Recommend the Ford's car to others.



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