

## **A PROJECT REPORT**

On the Topic

**“A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO  
MAHINDRA & MAHINDRA”**

By

**DIKSHITH NS**

USN: ICR18MBA11

MBA 4th Semester

Submitted to VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI  
In partial fulfillment of the requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

### **INTERNAL GUIDE**

**Prof. SANDEEP KUMARM.**

HOD

Department of Management

Studies

CMR Institute of Technology

BENGALURU

Branch Manager

Mysore.

### **EXTERNAL GUIDE**

**MR.RAJENDRAN M K**

India Garage Pvt.Ltd.



**CERTIFICATE**

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**C M R INSTITUTE OF TECHNOLOGY**

#132, AECS Layout, ITPL Main Road, Kundalahalli,

BENGALURU-560037

**April 2020**

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**April 2020**

## **CERTIFICATE**

This is to certify that **DIKSHITH NS** bearing USN **1CR18MBA11** is a bonafide student of Master of Business Administration course of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on "**CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO MAHINDRA & MAHINDRA**"

is prepared by him under the guidance of **Mr. SANDEEP KUMAR M.** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal

### **Viva-voce Examination:**

Signature of Internal Examiner with date:.....

Name, Designation & affiliation .....

Signature of External Examiner with date:.....

Name, Designation & affiliation .....

# CERTIFICATE



**Mahindra**  
Rise.

MAHINDRA INDIA GARAGE  
201/1&2, Mysore - Hunsur Road,  
Vijayanagar 4th stage,  
Hinkal, Mysore,  
Karnataka - 570017

Tel: 9785523333  
Email: info@indiagarage.in  
www.india-garage.in

Date: February 16, 2020

Ref: HR/2020/C36939

## TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Dikshith NS (USN 1CR18MBA11)** a student from **CMR Institution Of Technology, Bangaluru** has completed his project on **"Customer Satisfaction With Special Reference To Mahindra & Mahindra"** Duration from January 2<sup>nd</sup> to February 16<sup>th</sup> 2020

We found his conduct to be good.

I am sure he will keep up the excellent job, Wishing him all the best in future.

For India Garage Pvt.Ltd.

Rajendran M K  
Manager - Human Resources

## **DECLARATION**

I, **DIKSHITH N S** hereby declare that the Project report entitled “**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO MAHINDRA & MAHINDRA**” prepared by me under the guidance of **MR. SANDEEP KUMAR M.** Head of MBA Department, CMR Institute of Technology and external assistance by **MR. RAJENDRAN M K.** Human Resources Manager, Indian Garage Pvt.Ltd. Mysore.

also declare that this project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place: **BENGALURU**

**DIKSHITH N S**

Date:

**USN: 1CR18MBA11**

## **ACKNOWLEDGEMENT**

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to **Dr. Sanjay Jain**, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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I acknowledge the insights provided by my External Guide, **Mr Rajendran M K Human Resources Manager, India Garage Pvt.Ltd.Mysore**. Which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavor would not have been possible.

DIKSHITH N S

USN: **1CR18MBA11**

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## EXECUTIVE SUMMARY

Mahindra & Mahindra (M&M), the market leader in multi-utility vehicles in India. The company started manufacturing commercial vehicles in 1945. Mahindra & Mahindra is the leader by far in commercial vehicle and the second largest in the passenger vehicle market. The company is the world's sixth largest medium and heavy commercial vehicle manufacturing.

Mahindra is best known for utility vehicles and tractors in India, Its automotive division, the company's oldest unit (founded in 1945), makes jeeps and three-wheelers (not passenger "auto rickshaws," but utilitarian delivery and flatbed incarnations).

Today, company operations span 18 key industries that form the foundation of every modern economy: aerospace, aftermarket, agribusiness, automotive, components, construction equipment, consulting services, defense, energy, farm equipment, finance and insurance, industrial equipment, information technology, leisure and hospitality, logistics, real estate, retail, and two wheelers.

Mahindra & Mahindra farm equipment sector, formed in 1963 during India's green revolution, manufacture's tractors and industrial engines. M&M also produces military vehicles. The company has facilities located throughout India.

The survey involved gathering wide information about the company, its products, customer satisfaction and impact of various competitive firms on the company.

From the information collected, various aspects were identified where the company needs to focus more to improve the efficiency of marketing team of Mahindra Auto motives.

The research was conducted through collection of primary and secondary data. Secondary data was collected through visiting various web sites, automobile magazines and other reliable sources. Primary data was collected through a well-framed questionnaire, of which later a detailed analysis was done using various statistical I.T. tools like MS Word and MS Excel.

On the basis, the secondary data analysis and the extensive analysis of the primary data, interpretations were drawn for the questions and conclusion is drawn. Certain suggestions are also drawn from the analysis to help.

Mahindra Auto motives to increase its market share in commercial passenger segment and

iv

MPVs.

The main research that followed is to know ***“Customer satisfaction towards Mahindra and Mahindra SUV. Due to the limited resources and time constraints, the study was conducted within the area Mysore and coorg.***

Getting a new customer is difficult, than retaining a current customer is a more difficult one and not only that it is estimated that the cost of attracting a new customer is five times the cost of retaining current customer. It requires a great deal of effort to induce satisfied customer to switch away from their current preference.

Thus, customer satisfaction is been given top priority in today's competitive world. In view of this, a detailed study of customer preferences, levels of satisfaction and their complaints and suggestions was undertaken.

Mahindra and Mahindra Motors has a very good market share in the state of Karnataka for the SUV segment. The company is offering good services, which is reflected on the satisfaction of the customer. Majority of the customer are satisfied with the design of the vehicle and company is providing better facilities compared with other Global brands.

# **CHAPTER-1**

## **INTRODUCTION**

## **INTRODUCTION**

Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product – line it become difficult for the companies to retain the customers for longer time. So retain the customer for longer time the marketer has to do only one things i.e. customer satisfaction .If customer is fully satisfied by the product it not only rub the organization successfully but also fetch many benefits for the company . They are less process sensitive and they remain customer for a longer period. They buy addition products overtimes as the company introduce related produce related products or improved, so customer satisfactions is gaining a lot of importance in the present day. Every company is conducting survey on customer satisfaction level on their products. To make the products up to the satisfaction level of customers.

This project is also done to know the customers satisfaction on the Mahindra and Mahindra Automobiles. The impact of automobile industry on the rest of the economy has been so pervasive and momentous that is characterized as second industrial. It played a vital role in helping the nation to produce higher value good and services and in the enhancing their skills and impose tremendous demand for automobile, lot of car manufacturers company facing cut throat competition in the fields of technology and price.

### **Customer Satisfaction Strategies Followed By M&M**

The different strategies followed by M&M consists of Customer relationship management, strategy to providing better facility to the owner, and strategy to provide better after sales service to customer.

### **Customer Relationship Management**

CRM as a tool was used to create positive word-of-mouth, to monitor customer experiences and generate referrals. A series of CRM activities were implemented with regular direct communication, events and customer satisfaction surveys, Events, Festive offers, Rewards Program, etc.

## **1.1 INTRODUCTION OF AUTOMOBILE INDUSTRY**

The automobile industry has changed the way people live and work. The earliest of modern cars was manufactured in the year 1895.

Shortly the first appearance of the car followed in India. As the century turned, three cars were imported in Mumbai (India). Within decade there were total of 1025 cars in the city.

The dawn of automobile actually goes back to 4000 years when the first wheel was used for transportation in India. In the beginning of 15th century, Portuguese arrived in China and the interaction of the two cultures led to a variety of new technologies, including the creation of a wheel that turned under its own power. By 1600s small steam-powered engine models was developed, but it took another century before a full-sized engine-powered vehicle was created.

Brothers Charles and Frank Duryea introduced the actual horseless carriage in the year 1893. It was the first internal-combustion motor car of America, and it was followed by Henry Ford's first experimental car that same year.

One of the highest-rated early luxury automobiles was the 1909 Rolls-Royce Silver Ghost that featured a quiet 6-cylinder engine, leather interior, folding windscreens and hood, and an aluminum body.

Chauffeurs usually drove it and emphasis was on comfort and style rather than speed. During the 1920s, the cars exhibited design refinements such as balloon tires, pressed-steel wheels, and four-wheel brakes.

Graham Paige DC Phaeton of 1929 featured an 8-cylinder engine and an aluminum body. The 1937 Pontiac De Luxe sedan had roomy interior and rear-hinged back door that suited more to the needs of families. In 1930s, vehicles were less boxy and more streamlined than their predecessor was. The 1940s saw features like automatic transmission, sealed-beam headlights, and tubeless tires.

The year 1957 brought powerful high-performance cars such as Mercedes-Benz 300SL. It was built on compact and stylized lines, and was capable of 230 kmph (144 mph).

This was the Indian automobile history, and today modern cars are generally light, aerodynamically shaped, and compact.

### Facts & Figures

The automobile industry in India is on an investment overdrive. Be it passenger car or two-wheeler manufacturers, commercial vehicle makers or three-wheeler companies - everyone appears to be in a scramble to hike production capacities. The country is expected to witness over Rs 30,000 crore of investment by 2010.

Hyundai will also be unmasking the Verna and a brand new diesel car. General Motors will be launching a mini and may be a compact car.

Most of the companies have made their intentions clear. Maruti Udyog has set up the second car plant with a manufacturing capacity of 2.5 lakh units per annum for an investment of Rs 6,500 Crore (Rs 3,200 Crore for diesel engines and Rs 2,718 Crore for the car plant itself).

Hyundai and Tata Motors have announced plans for investing a similar amount over the next 3 years. Hyundai will bring in more than Rs 3,800 Crore to India.

Tata Motors will be investing Rs 2,000 Crore in its small car project. General Motors will be investing Rs 100 Crore, Ford about Rs 350 Crore and Toyota announced modest expansion plans even as Honda Siel has earmarked Rs 3,000 Crore over the next decade for India - a sizeable chunk of this should come by 2010 since the company is also looking to enter the lucrative small car segment.

Talking about the commercial vehicle segment, Ashok Leyland and Tata Motors have each announced well over Rs 1,000 Crore of investment. Mahindra & Mahindra's joint venture with International Trucks is expected to see an infusion of at least Rs 500 Crore.

Industry performance in 2008-09. The Indian automotive market managed to stand up to the vagaries of the economic meltdown to show slightly growth during fiscal 2008-09. Overall vehicle sales at 97.23 lakh grew 0.71 per cent from 96.54 lakh units in 2007-08.

When major automotive markets reported a 30-40 per cent decline, only a handful of countries managed to show growth. A few months ago, India was looking at negative growth but has turned around. It is actually better than expected.

Passenger vehicle sales at 15.51 lakh registered flat growth while commercial vehicle sales showed a 21 per cent drop.

SIAM has a positive outlook for the current financial year. While it foresees a 7-8 per cent growth for the commercial vehicle segment, the industry body predicts a 3-5 per cent growth for passenger vehicles. The three-wheeler segment may grow 5-8 per cent growth while two wheelers may show 3-5 per cent growth.

The passenger vehicle market has weathered the downturn largely due to market leader Maruti Suzuki which holds 48 per cent of the market. The compact car giant clocked 7.22 lakh units for 2008-09. Closest rival Hyundai Motor India sold 2.44 lakh cars, a growth of 13 per cent. Tata Motors' sales grew 1.3 per cent at 2.30 lakh units while Mahindra & Mahindra posted 2.5 per cent growth at 1.06 lakh units.

Most premium carmakers saw volumes shrink last fiscal. Toyota Kirloskar Motor's numbers fell 15 per cent to 46,892 units while Ford India's sales were down 17 per cent to 27,976 units. Honda Sael Cars India also saw a 17 per cent drop at 52,420 units while General Motors India was down 8 per cent to 61,526 units.

Among commercial vehicle makers, all major players saw substantial fall in volumes. Market leader Tata Motors with a 60 per cent plus share, showed 22 per cent drop in numbers at 2.34 lakh units while Ashok Leyland showed 37 per cent drop at 47,632.

Eicher's sales volume fell 37 per cent at 17,341 units and Force Motors was down 28 per cent at 7,819 units. "The freight movement is unlikely to improve this fiscal which will impact truck sales.

Two-wheeler sales grew 2.6 per cent to 74.38 lakh units. "Hero Honda has made up for the erosion of sales volume for other two-wheeler makers including Bajaj Auto and TVS Motor Company," said Mr. Matta. Hero Honda clocked 36.40 lakh units, a growth of 12.5 per cent. Bajaj Auto's volumes dropped 23 per cent to 12.86 lakh units while TVS saw a marginal decline at 11.36 lakh units. Honda Motorcycle and Scooter India's sales surged 16 per cent to 10.15 lakh units.

## **1.2 Company Profile**



### **HISTORY OF MAHINDRA & MAHINDRA AUTOMOTIVE**

Mahindra & Mahindra (M&M) was established in 1945 as Mahindra & Mohammed. Later on, after the partition of India, one of the partners - Ghulam Mohammad - returned to Pakistan, where he became Finance Minister. As a result, the company was renamed to Mahindra & Mahindra in 1948.

M&M started its operation as a manufacturer of general-purpose utility vehicles. It assembled CKD jeeps in 1949. Over the passing years, the company expanded its business and started manufacturing light commercial vehicles (LCVs) and agricultural tractors. Apart from agricultural tractors and LCVs, Mahindra & Mahindra also showed its dexterity in manufacturing army vehicles. Soon, it started its operations abroad, through its plants set up in China, the United Kingdom and the USA.

M&M partnered with companies prominent in the international market, including Renault SA, International Truck and Engine Corporation, USA, in order to mark its global presence. M&M also started exporting its products to several countries across the world. Subsequently, it set up its branches including Mahindra Europe Srl (based in Italy), Mahindra USA Inc., Mahindra South Africa and Mahindra (China) Tractor Co. Ltd. At the same time, M&M managed to be the largest manufacturer of tractors in India, by holding leadership in the market of the country, for around 25 years. The company is an old hand in designing, developing, manufacturing and marketing tractors as well as farm implements. It made its entry to the passenger car segment in India, with the manufacture of Logan (mid- size sedan) in April 2007, under the Mahindra Renault collaboration

Soon after the considerable success of Logan, M&M started launching a wide range of LCVs and three wheelers as well as SUVs including Scorpio and Bolero. In the present time, Bolero has gained immense popularity in India. It is one of the most opted vehicles in India.



## **PRODUCT OF MAHINDRA AND MAINDRA**

### **MAHINDRA BOLERO**

Mahindra Bolero is one of the most successful and popular utility vehicle of the Mahindra and Mahindra Group. The car is robust in appearance and it has been elegantly designed, keeping in mind the conditions of the Indian roads. Mahindra Bolero is also among the best fuel-efficient cars of India as the manufacturer has equipped it with a 2500 cc diesel engine with 5 speed transmission.

### **MAHINDRA XUV300**

The Mahindra XUV 300 is a subcompact SUV product. It is based on the X100 platform of Ssang young and has been sold in Indian market since Feb 2019.

### **MAHINDRA SCORPIO**

Mahindra & Mahindra Limited launched Mahindra Scorpio as its first Sports Utility Vehicle in India in 2002.

This SUV has redefined the expectations for the design of SUVs with its sturdy looks and powerful performance, the sophisticated interior design adds to the further glory to the appearance.

### **MAHINDRA THAR**

Mahindra Thar is a compact, mid-sized, four-wheel drive, off-road Jeep CJ-like SUV launched in the Indian market in 2010. The Thar also comes with a seven seater option, though it can be converted into a two-seater

### **MAHINDRA XUV500**

Mahindra XUV500 is a compact sport utility vehicle. Launched in 2011. 2.2L engine (Diesel), 6 speed both manual and auto. Mahindra XUV500 secured first place in the 2014 Desert Storm Rally. The car is clocked the fastest time in three sections of rally.

### **MAHINDRA KUV100 NXT**

Mahindra KUV100 NXT stands for Kool utility vehicle is a compact mini sport utility vehicle, 5 door hatchback, 1.2L engine comes both in petrol and diesel.

## **MILSTONE, AWARDS AND ACCOLADES**

**M&M's 74st year was studded with a number of noteworthy achievements, prestigious prizes and glittering awards.**

### **MAHINDRA & MAHINDRA RANKED 17<sup>th</sup>**

Mahindra company was ranked 17<sup>th</sup> on a list of top companies in India by **Fortune India 500** in 2018. Its major competitors in the Indian market includes Maruti and Tata Motors.

### **M&M RANKED 10<sup>th</sup>**

The brand trust report ranked M&M as India's 10<sup>th</sup> most trusted brand in its India study 2014 survey (From 20,000 brands analyzed)

## **DUAL HONOURS FOR CHAIRMAN EMERITUS MR. KESHUB MAHINDRA**

Chairman Emeritus, **Mr. Keshub Mahindra** was awarded the "Business Visionary Award 2006" instituted by the National Institute of Industrial Engineering (NITIE), Mumbai. Chairman, Mr. Keshub Mahindra was also awarded the prestigious IBS Kolkata Lifetime Achievement Award for his 'unparalleled contribution to industrial growth and social and economic development of the community'.

The Institute of Chartered Financial Analysts of India's (ICFAI) India Business School (IBS) presented it, Kolkata, at the Strategy Summit 2007, held in Kolkata.

## **SLEW OF HONOURS FOR THE CHAIRMAN MR. ANAND MAHINDRA**

Mr. Anand Mahindra, Chairmen OF Mahindra Group, received a number of prestigious awards from 2004, including:

- The prestigious CNBC Asia Business Leader of the Year Award for the Year 2006 as well as the CNBC TV India "Business Leader of the Year Award".

- The ‘CEO of the Year’ award at the India Brand Summit 2006 co-sponsored by Business Standard and ITM Business School in association with Times Now and DNA newspaper.
- The LMA Entrepreneur of the Year 2006 award, instituted by the Ludhiana Management Association (LMA).
- The Most Inspiring Corporate Leader of the Year’ Award by NDTV Profit.
- The NDTV Profit – Car & Bike Award 2007 for Automobile Man of the Year.
- Top 30 CEO’s Worldwide – Barron List – 2016.

**Mr. Anand Mahindra** was also nominated as a Member of the Council of the Executive Committee of the National Sports Development Fund (NSDF) of the Govt. of India. He was featured in the list of 50 Most Influential Indians in Business Week’s edition dated August 13, 2007

#### **HIGHEST CRISIL RATING FOR M&M**

M&M has received the highest Governance & Value Creation rating, CRISIL GVC Level - I from CRISIL for the ability to create value for all stakeholders, while adopting sound corporate governance practices.

#### **DUN & BRADSTREET AMERICAN EXPRESS CORPORATE AWARDS 2006**

Mahindra & Mahindra was rated as the leading Indian company in the Automobile - Tractors sector in the ‘Dun & Bradstreet – American Express Corporate Awards 2006’. The Automobile Sector comprises of three categories – Passenger Vehicles, Commercial Vehicles and Tractors. These awards recognize the virtues of size and growth in the awards methodology. M&M ranked No. 1 in these two segments in the premier Dun & Bradstreet India publication, India’s Top 500 Companies 2006.

#### **MAHINDRA RECEIVES AMITY HR EXCELLENCE AWARD**

Mahindra & Mahindra was honored with the Amity HR Excellence Award at the Fourth Amity Global HR Summit 2007 held at the Amity International Business School, Noida. The Amity HR Excellence Award recognized Mahindra as one the most admired companies across the global on account of its innovative strategies for Human Resources Management and Development.

### **GLOBAL HR EXCELLENCE AWARD FOR M&M**

Mahindra & Mahindra won the Global HR Excellence Award for Innovative HR practices (Manufacturing Sector), in the Asia Pacific HRM Congress, held in Mumbai. These awards recognize organizations and individuals who have embraced change, encouraged constructive challenges and demonstrated entrepreneurial skills in the corporate world.

### **M&M WINS BOMBAY CHAMBER GOOD CORPORATE CITIZEN AWARD 2006- 07**

M&M was presented with the coveted Bombay Chamber Good Corporate Citizen Award 2006- 07 at a glittering ceremony held to celebrate the Chamber's 172nd Foundation Day on September 21, 2007. Mr. Bharat Doshi, Executive Director, M&M Ltd. and Mr. Rajeev Dubey, Member of the Group Management Board and Chairman, Mahindra & Mahindra CSR Council, received the award on behalf of the company. This Award recognizes and honors conspicuous achievement by corporate organizations by way of service to the civic community, in addition to outstanding operational performance. It takes into account several parameters, including Business Performance, Corporate Interests, Employee Welfare, Customer and Stakeholder Satisfaction and Social Investment.

### **GOLDEN PEACOCK AWARD FOR EXCELLENCE IN CORPORATE GOVERNANCE**

Mahindra & Mahindra won the coveted Golden Peacock Award for Excellence in Corporate Governance 2006. This award validates the company's 'Best-in-Class' corporate governance practices and reflects its transparent and ethical dealings with stakeholders across the entire value chain. It recognizes the Management's commitment to the highest standards of corporate conduct and its commitment to Corporate Social Responsibility as a distinct activity that helps build commendable social values and adds to the ethical fiber of the organization.

### **BEST AUTOMOTIVE MANUFACTURING SUPPLY CHAIN EXCELLENCE AWARD**

Mahindra & Mahindra has been awarded as the organization with the "Best Automotive Manufacturing Supply Chain Excellence". The awards were presented by India Times Mindscape (Times of India Group) along with the Business India Group at the Express,

Logistics & Supply Chain Awards held in Mumbai on September 28, 2007. A. C. Neilson is accredited with the research for the award nominees and winners.

### **HIGH RANKINGS FOR MAHINDRA**

M&M was ranked second in the prestigious e Most Trusted Car Company in India study conducted by TNS. M&M scored 127 points, just seven points below the top ranking company, according to a TNS communiqué.

- M&M was ranked 14th in The Economic Times prestigious 'ET 500' list of top achieving companies in India. The company has moved up four ranks from last year. To quote from the 'ET 500' write-up: "M&M's 'art-to-part' strategy of diversification into the auto parts value chain and its plans for new platforms for utility vehicles and joint venture with Renault for Logan have led to a gain in ranks."
- M&M was ranked 22nd in Business India's annual survey of the country's top companies - Super 100

**MAJOR PLAYERS IN INDIAN AUTOMOTIVE INDUSTRY.**



## PRODUCT PROFILE

MAHINDRA "SCORPIO"



MAHINDRA "BOLERO"



MAHINDRA "XYLO"



MAHINDRA "VERITO"



## **DEALER PROFILE**

### MAHINDRA INDIA GARAGE, MYSORE

#### **Our Distinction:**

This is one of the best authorized dealers for Mahindra & Mahindra Automotives.(the dealership was honored with three awards at the Mahindra Dealer Excellence Performance program). Started in 1949 with sheer dedication and willingness to serve their customers. India garage attained a place of eminence and honor in the market

**Handling the entire range of M&M products in several places across Karnataka.**

#### **Partners in Progress:**

We are the preferred partners of M&M automotive, chiefly due to our successful sales record and quality. Our facilities have remained **unsurpassed**, as we strive everyday to better ourself.

#### **Commanding Presence:**

India garage (authorized Mahindra dealer) as a air-conditioned showroom & garage of M&M automotives its kind in **Mysore**, spread gracefully and decorated elegantly, Being equipped with affable front office staff and adept professional technicians, Provide a perfect of quality Service and Reliability.

#### **Space Friendly:**

India garage currently have three state of art workshops equipped to take care of all our after the sales and operations.The interiors are aimed at making you feel completely at ease, In luxury. Because for us the customer is king, one who deserves a regal offering. The setting is apt for times when you need to switch into a relaxed state of mind.

#### **Technology to Stay Ahead:**

We are equipped with the latest technological advancement in the industry, in order to give the best of services when it matters. Not just to be part of, But to build the future, is our motto.



### **Ambience the Exude Relaxation:**

Ours is one of the few service centers to be equipped with a fully-fledged customer-waiting lounge. Apart from a television and pool table, it had a web kiosk to keep you connected all the time.

### **Service with Commitment:**

Our dedicated team of mechanical specialty offers expert treatment for your vehicle. We ensure consistency in performance



**Attention to Details:**We provide genius spare parts and accessories to ensure exceptional performance. Every single aspect related to your vehicle is taken care of at our premises.

**Dealing Made Convenient:**

It is a part of our commitment policy to give advantage to the customer at every juncture. We offer assistance of every kind at our premises itself, which makes it a one stop facility.

**Expert Guidance at Every Step:**

Our sales team gives utmost priority to your satisfaction. When you need help to make the right choice, it is ensured that the result is beyond your expectations. Thus making it a point that you get the best in both luxury and comfort always.

**Models:** Mahindra & Mahindra has been launching various type of MUVs and cars from the year of 1945, keeping in mind the quality, design, driving, comfort, fuel efficiency, and service and resale value. These form a formidable force that gives our customers the pride and the joy of value forever.

What drives M&M is

- Commitment
- Leadership
- Any an eye for appropriate technology.

Since 1945, when M&M first began manufacturing MUVs & LCVs, M&M have been engaged in a single-minded endeavor to bring you cars that only state-of-the-art, but are also some of the most environment-friendly vehicles in this world-a reflection of our commitment and care, for better environment. At the heart of every M&M is a unique engineering and an optimal mix of power and economy. All this is supported by M&M nation – wide dealership network and automated workshop that provide excellent after saleservice.

**India garage (VST Group) achievements**

The company has constantly exploring new opportunity to define the shape to tomorrow's driving technology.

India garage was honored three awards at the Mahindra Dealer Excellence Performance program for Best dealer award for highest service score in south zone, Best dealer award for highest accessories score on all India basis and Best dealer award for highest spares on all India basis.

## **Promotional Activities :**

The promotional activities adopted by India Garage are

- **Test Driving**
- **Free Driving**
- **Hoarding**
- **Discounts**
- **Advertisement in Newspaper and magazines**
- **Gift Schemes**
- **Free Services**
- **Mileage Contents**

Promotional expenses have been borne by both India Garage and M&M, shares in advertisement cost.

## **Service Offered by India Garage:**

Six Service and paid service after sale of Cars.

- Free checkups campaigns
- Finance through bank
- Demonstration for new products
- Acceptance of warranty claims

### **Working Time in India Garage:**

Working hours in India Garage are 12 hours per day starting from 9:30 am to 9:30pm with one-hour break for lunch and 15 minutes for evening tea and coffee.



# INDIA GARAGE



**Product available at India Garage:**

**MAHINDRA “KUV100 NXT”**

<b>KUV100 NXT VARIANTS</b>	<b>EX-SHOWROOM PRICE</b>
K2 (BASE VERSION)	4,88,824
E2 PLUS (LOWER VERSION)	5,32,283
E4 (SPORTZ VERSION)	5,79,973
D75 ( TOP VERSION )	7,94,312

**MAHINDRA “SCORPIO”**

<b>SCORPIO VARIANTS</b>	<b>EX- SHOWROOM PRICE</b>
SCORPIO M2DI	10,19,873
SCORPIO Lx mHawk	12,04,737
SCORPIO S140	13,08,705
SCORPIO S11	15,06,638
SCORPIO S114WD	16,83,427

**MAHINDRA “BOLERO”**

<b>BOLERO VARIANTS</b>	<b>EX-SHOWROOM PRICE</b>
BOLERO B4	7,77,738
BOLERO B6	8,43,519
BOLERO B6(O)	8,78,820
BOLERO PICKUP FB CNG BS4	7,21,983

**MAHINDRA “XUV500”**

<b>XUV500 VARIANTS</b>	<b>EX-SHOWROOM PRICE</b>
XUV W3	12,04,471
XUV W5	12,39,696
XUV W7	14,17,169
XUV W7 AT	15,35,727
XUV W9	15,85,292

XUV W9 AT	17,07,605
XUV W11	17,16,791
XUV W11 OPT	17,46,631
XUV W11 AT	18,06,195
XUV W11 OPT AT	18,61,752

### **SWOT ANALYSIS**

**Strength:**

- (a) Trust people are having in the brand name Mahindra motors.
- (b) Strong relationship with dealers
- (c) Number of authorize service station is in good number than that of competitors
- (d) Product is based on M-HAEK and EAGLE engine which are successfully running on roads.
- (e) Most of the market is credit driven so easy finance provided by Mahindra motors (Mahindra finance) itself and others is an edge over competitors.
- (f) Stylish when compared to Tata product.
- (g) More spacious than Tata product.
- (h) Safer than Tata product.
- (i) The size of fuel cylinder is large. Therefore to go number of times to a petrol pump for filling.

**Weaknesses:**

- (a) Dealers are selling vehicles at different prices in a single city. Changing of original parts by a dealers.
- (b) Type of MRF is not having a very good claim processing system. Claim processing is carried out only twice a week.
- (c) Average is less than that of Toyota product.
- (d) Maintenance cost is high.
- (e) Vehicle is out of the reach middle class because initial of Mahindra sports utility v is above 4lakhs.
- (f) Rising cost of raw materials resulting in low margins. Therefore discounts cant be offered

**Opportunities:**

- (a) Improving road infrastructure.
- (b) Standard of living of country people are improving day by day because of increasing per capita income so there is a chance of spreading the business in every nook corner of the city.
- (c) Lenient norms for generation of permits.

**Threats:**

- (a) Demand contraction due to market constrained.
- (b) Strong presence of Tata Motors, ford and Maruti.



## **CHAPTER-2**

# **LITERATURE REVIEW**

## **21 About the Topic**

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

"Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective."

Therefore, it is essential for businesses to effectively manage customer satisfaction. To be able to do this, firms need reliable and representative measures of satisfaction.

Getting consistency right also requires the attention of top leadership. That's because by using a variety of channels and triggering more and more interactions with companies as they seek to meet discrete needs, customers create clusters of interactions that make their individual interactions less important than their cumulative experience. This *customer journey* can span all elements of a company and include everything from buying a product to actually using it, having issues with a product that require resolution, or simply making the decision to use a service or product for the first time.

It's not enough to make customers happy with each individual interaction. Our most recent customer-experience survey of some 27,000 American consumers across 14 different industries found that effective customer journeys are more important: measuring satisfaction on customer journeys is 30 percent more predictive of overall customer satisfaction than measuring happiness for each individual interaction. In addition, maximizing satisfaction with customer journeys has the potential not only to increase customer satisfaction by 20 percent

but also to lift revenue by up to 15 percent while lowering the cost of serving customers by as much as 20 percent. Our research identified three keys to consistency:

### 1. Customer-journey consistency

It's well understood that companies must continually work to provide customers with superior service, with each area of the business having clear policies, rules, and supporting mechanisms to ensure consistency during each interaction. However, few companies can deliver consistently across customer journeys, even in meeting basic needs.

Simple math illustrates why this is so important in a world of increasingly multichannel, multitouch customer journeys. Assume a customer interacts six times with a pay-TV company, starting when he or she undertakes online research into providers and ending when the first bill is received 30 days after service is installed. Assuming a 95 percent satisfaction rate for each individual interaction—whether measuring responsiveness, the accuracy of information, or other factors—even this level of performance means that up to one in four customers will have a poor experience during the onboarding journey.

The fact is that consistency on the most common customer journeys is an important predictor of overall customer experience and loyalty. Banks, for example, saw an exceptionally strong correlation between consistency on key customer journeys and overall performance in customer experience. And when we sent an undercover-shopping team to visit 50 bank branches and contact 50 bank call centers, the analysis was confirmed: for lower-performing banks, the variability in experience was much higher among a typical bank's branches than it was among different banks themselves. Large banks typically faced the greatest challenge.

### 2. Emotional consistency

One of the most illuminating results of our survey was that positive customer-experience emotions—encompassed in a feeling of trust—were the biggest drivers of satisfaction and loyalty in a majority of industries surveyed. We also found that consistency is particularly important to forge a relationship of trust with customers: for example, customers trusted banks that were in the top quartile of delivering consistent customer journeys 30 percent more than banks in the bottom quartile.

What is also striking is how valuable the consistency-driven emotional connection is for customer loyalty. For bank customers, “a brand I feel close to” and “a brand that I can trust” were the top drivers for bank differentiation on customer experience. In a world where research

suggests that fewer than 30 percent of customers trust most major financial brands, ensuring consistency on customer journeys to build trust is important for long-term growth.

### 3. Communication consistency

A company's brand is driven by more than the combination of promises made and promises kept. What's also critical is ensuring customers *recognize* the delivery of those promises, which requires proactively shaping communications and key messages that consistently highlight delivery as well as themes. Southwest Airlines, for example, has built customer trust over a long period by consistently delivering on its promise as a no-frills, low-cost airline. Similarly, Progressive Insurance created an impression among customers that it offered lower rates than its competitors in the period from 1995 to 2005 and made sure to highlight when it delivered on that promise. Progressive also shaped how customers interpreted cost-reduction actions such as on-site resolution of auto claims by positioning and reinforcing these actions as part of a consistent brand promise that it was a responsive, technology-savvy company. In both cases, customer perceptions of the brands reinforced operational realities. Such brands generate a reservoir of goodwill and remain resilient on the basis of their consistency over time in fulfilling promises and their strong, ongoing marketing communications to reinforce those experiences.

Becoming a company that delivers customer-journey excellence requires many things to be done well. But we've found that there are three priorities. First, *take a journey-based approach*. For companies wanting to improve the customer experience as a means of increasing revenue and reducing costs, executing on customer journeys leads to the best outcomes. We found that a company's performance on journeys is 35 percent more predictive of customer satisfaction and 32 percent more predictive of customer churn than performance on individual touchpoints. Since a customer journey often touches different parts of the organization, companies need to rewire themselves to create teams that are responsible for the end-to-end customer journey across functions. While we know there are an infinite number of journeys, there are generally three to five that matter most to the customer and the business—start your improvements there. To track progress, effectiveness, and predict opportunities, you may need to retool both metrics and analytics to report on journeys, not just touchpoint insights.

Second, *fix areas where negative experiences are common*. Because a single negative experience has four to five times greater relative impact than a positive one, companies should focus on reducing poor customer experiences, especially in those areas in which customers

come into contact with the organization most often. For instance, training frontline service representatives to identify and address specific customer issues through role playing and script guidelines will go a long way toward engendering deeper customer trust.

Finally, *do it now*. Our research indicates that since 2009, customers are valuing an “average” experience less and have even less patience for variability in delivery. In addition, companies that experience inconsistency challenges often expend unnecessary resources without actually improving the customer journey. Making additional investments to improve the customer experience without tightening the consistency of experience is just throwing good money after bad.

**Here are the top six reasons why customer satisfaction is so important:**

- It’s a leading indicator of consumer repurchase intentions and loyalty
- It’s a point of differentiation
- It reduces customer churn
- It increases customer lifetime value
- It reduces negative word of mouth
- It’s cheaper to retain customers than acquire new ones

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer’s expectation.

Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses.

In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

## **22 Literature Review**

Manish Kumar, A.K. Tarun [1], studies the consumer behavior for A3 segment vehicles such as Honda City and SX4 in a particular region mangalore. Data collected from 100 respondents 50 each from Honda City and Maruti SX4. Respondents were considered from various backgrounds like Gender, Occupation, Income class. Also customer purchase parameters considered for study are Price, Safety, Comfort, Power & Pickup, Mileage, Max Speed, Styling, After Sales Service, Brand Name and Spare Parts Cost. Based on above parameters and analysis made in this it revealed that, while purchasing A3 segment car Customer give much importance to Safty, Brand Name and seating and driving comfort. Also word of mouth publicity and advertisements in car magazines are more effective communication medium for promotion of Cars.

P Mohan, studied the factors influencing customers brand preference of the economy segment SUV's and MUV's. Data collection was made through direct interaction and customer intercept survey using questionnaire. Descriptive analysis was used to transform data into understand format and factor analysis was used for identification of factors influencing customer preference. In light of study findings, the preference of a given brand can be explained in terms of six factors namely Product reliability, monetary factor, trendy appeal, frequency of non-price promotions offered, trustworthiness and customer feeling or association towards brand. There is need for marketers to take these factors into consideration when crafting product innovations in the SUV segment of Automobile market.

Nikhil M, Bhuvan Kumar, Santhosh S, this research attempts to answer some of the questions regarding brand personality of selected cars in India by conducting the market research. This personality sketching will help in knowing what a customer (or a potential customer) thinks about a given brand of car and what are the possible factors guiding a possible purchase. Similarly, the idea of measuring the customer satisfaction will serve the same purpose of determining the customer perception. Thus, by measuring the willingness of exciting users of a car to recommend it to others will help the car manufacturers to chock out the entire customer Buying Behavior. The study shows that brand perception is something which starts building up before a car is purchased and goes on with its use and is reflected in the recommendations. The customer makes to his acquaintances for the same car. Also it is seen that the customer might not be using the car still he holds the perceptions about it. Brand personality of a car is enforced by the sellers in the mindsets of the customers and customers reacts to it by forming their perception about the car and this reflects in the overall brand

image of the car. So brand image and brand personality complement each other and the brand perception aids the building of brand images. As per the study findings, dealers play a very important role in building up the brand perceptions of the cars.

Sandesh R, Govind, Muhammad Sabbib [4], this paper reviews the country of origin and different variables that influence consumer purchase intention, also highlight the relationship of variables and customer purchase intention. Study demonstrate that people care about which country products come from and where they are made and consider these factors when evaluating the quality of product. Stereotypes of country and the preferences of customers, influence the purpose intention. Political system, culture and the economy of the country can be a cause of sensitivity to people. There are many factors that have an impact on consumer purchase intention. Research and methodologies have shown that even when consumers can evaluate all the intrinsic product characteristics by expressing the product, the effect of extrinsic cues has more influence on consumer product evaluation. Country of origin is one of the extrinsic cues; in addition, there is no doubt that country of origin has considerable influence on the purchase intention process.

K.Vidyashree [5], the study throws light on various aspects that the manufactures should concentrate on to attract the prospective buyers. The demand for the small Automobile segment is increasing because of the growing number of nuclear families as well as parking problems. Hence the manufactures should find out the needs, wants, tastes and preferences of consumers in order to design the products. Also fuel economy and driving comfort are the most important parameters followed by availability of spares and their price.

Balakrish M, Jagdeesh V.P.[6], study findings shows that due to price difference in Gasoline and Diesel, about one third of the car owners were having diesel vehicles. The research results showed that about one seventh of car for the city drive for family usage, while using the second car for office and business usage. Foreign brand cars show clear preference in the Karnataka car market. Also it was observed that in the information gathering and consumer purchase initiation stage, TV commercials on car models and brands, search on internet website of the manufacturer and visit to dealers / distributors were the prime sources where customers gathers information on car models.

Ramita Verma, Shubhkamana Rathore [8], studied the luxury car segment of India. Researches and studies have revealed that the luxury car market is growing at a steady speed of 25% per annum with more and more numbers of luxury cars entering Indian car market.

Luxury cars are preferred by HNI (High Net worth Individuals). HNI wants to differentiate themselves from crowd for various reasons. Change in attitude of the customer accounts for the sudden acceleration in the Luxury car Market in India, as the emphasis has been shifted from price consideration and affordability to design, quality and pleasure. Study also throws light on market drivers of luxury cars like

- Political- government taxation, business sentiments, import-export policies, government stability.
- Demographical factors like Consumer trends, Income growth, spending power.
- Customer requirements such as status symbol, indulgence, technological factors. Socio cultural factors such as Lifestyle and preferences of people which impact their choice of types of automobiles. Social norms that impact the decision to own and use automobiles versus other means of transport.

Wenjing Shang and Neal H. Hooker (2006)<sup>70</sup> in their working paper use survey data to determine consumer preferences among a set of four alternative food labels which report such plant level performance scores. The authors study the product label reports of food producers' hygiene performance and explore consumer preferences for the 'right' amount of information and how to present this information. The authors carried out the study to verify the following hypotheses: 1) In terms of presentation format, consumers prefer number system than other visual or verbal systems, 2) Among the three different levels of information volume sets, consumers don't always prefer the largest volume set, and 3) No matter what their preferences are, consumers are consistent with their information volume preferences. The survey was carried out through mail. Jessica Salver (2009)<sup>71</sup> in her book traces out the link between the brand name and the customer loyalty. The major objective of this work is to examine the concept of brand management, to adapt and apply it to hotel services, since, the author argues, customer loyalty is a hot topic in today's ultra competitive business environment. The second objective of this study is to determine the connection between these two concepts and to investigate the beneficial effects of branding hotel services for the process of establishing loyalty. The author cites that the original idea of using marks to indicate ownership and origin can be traced back even for millennia to ancient Greek and Rome and early Chinese dynasties. More and more businesses have come to realize the power and importance of brands and the concept of brand management has consequently gained considerable interest in recent years. The author further advocates that the hotel industry – along with many other services – is lagging behind manufactured goods by decades and nonetheless, there are great potentials for



brand management in the service industry in general and the hotel industry in particular. As the hotel industry differ from physical goods in many ways, it is vital to examine the concept of brand management – to adapt and apply to hotel industries. The author further argues that as competition keeps intensifying at steady pace, resulting in a surplus of capacities, the importance of making guests return becomes a critical issue; it is said that brands provide the opportunity to encourage the creation of loyalty among consumers.

**CHAPTER-3**  
**RESEARCH**  
**METHODOLOGY**

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other.

Research studies evolve through a series of steps, each representing the answer to a key question.

## **INTRODUCTION**

This chapter aims to understand the research methodology establishing a framework of evaluation and reevaluation of primary and secondary research. The techniques and concepts used during primary research in order to arrive at findings; which are also dealt with and lead to a logical deduction towards the analysis and results.

### **3.1 Objectives of the Study**

The study has been undertaken to analyze the customer satisfaction towards all variants of Mahindra Motors in Mysore with a special reference to the M&M motors, the other objectives are:

- \* To gather information about customer satisfaction toward Mahindra and Mahindra Motors in the geographic region of Mysore & Kodagu.
- \* To know the customer perception about features, low maintenance cost and looks of Mahindra and Mahindra Motors.
- \* To know the customer satisfaction about the safety and comfortable Vehicles of Mahindra and Mahindra.
- \* To provide suggestions, in improving the customer satisfaction and the company sales and profitability
- \* To know the customer satisfaction towards the after sales service offers by M&M.

### **3.2 Purpose of the study**

The purpose is to check out the consumer satisfaction towards Mahindra & Mahindra and its services and what are the consumer's requirements and why a problem customer faces and if they are satisfied.

### **3.3 Research methodology of the study**

Research methodology is done to solve the research problems involving a study of various steps that are adopted by the researcher in studying his problem.

Throughout the entire project the emphasis was to check the Satisfaction level of the customers towards Mahindra & Mahindra and their views and perception about the same. Finally the project was concluded by taking the feedback from the customers

#### **3.3.1 RESEARCH DESIGN**

First an intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which feel's remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

### **RESEARCH PROCESS**

The research process has four distinct yet interrelated steps for research analysis. It has a logical and hierarchical ordering:

- Determination of information research problem.
- Development of appropriate research design.
- Execution of research design.
- Communication of results.
- Each step is viewed as a separate process that includes a combination of task, step and specific procedure.
- The steps undertaken are logical, objective, systematic, reliable, valid, impersonal and ongoing.

#### **3.3.2 DATA COLLECTION METHOD**

##### **EXPLORATORY RESEARCH**

The method used for exploratory research was

- Primary Data
- Secondary data

- **Primary Data**

New data gathered to help solve the problem at hand. As compared to secondary data which is previously gathered data. An example is information gathered by a questionnaire.

Qualitative or quantitative data that are newly collected in the course of research, Consists of original information that comes from people and includes information gathered from surveys, focus groups, independent observations and test results. Data gathered by the researcher in the act of conducting research. This is contrasted to secondary data, which entails the use of data gathered by someone other than the researcher information that is obtained directly from first-hand sources by means of surveys, observation or experimentation. **Primary data is basically collected by getting questionnaire filled by the respondents.**

- **Secondary Data**

Information that already exists somewhere, having been collected for another purpose. Sources include census reports, trade publications, and subscription services. There are two types of secondary data: internal and external secondary data. Information compiled inside or outside the organization for some purpose other than the current investigation Researching information, which has already been published? Market information compiled for purposes other than the current research effort; it can be internal data, such as existing sales-tracking information, or it can be research conducted by someone else, such as a market research company or the U.S. government.

- **Secondary source of data used consists of books and websites**

## **DESCRIPTIVE RESEARCH**

STEPS in the descriptive research:

Statement of the problem

- \* Identification of information needed to solve the problem
- \* Selection or development of instruments for gathering the information

- \* Identification of target population and determination of sampling Plan.
- \* Design of procedure for information collection
- \* Collection & Analysis of information
- \* Generalizations and/or predictions

## **DATA COLLECTION**

Data collection took place with the help of filling of questionnaires. The questionnaire method has come to the more widely used and economical means of data collection. The common factor in all varieties of the questionnaire method is this reliance on verbal responses to questions, written or oral. I found it essential to make sure the questionnaire was easy to read and understand to all spectrums of people in the sample. It was also important as researcher to respect the samples time and energy hence the questionnaire was designed in such a way, that its administration would not exceed 4-5 mins. These questionnaires were personally administered.

The firsthand information was collected by making the people fill the questionnaires. The primary data collected by directly interacting with the people. The respondents were contacted at the showrooms of the consumer durable products etc. The data was collected by interacting with **150** respondents who filled the questionnaires and gave me the required necessary information. The respondents consisted of housewives, students, businessmen, professionals etc. the required information was collected by directly interacting with these respondents.

### **3.3.3 Determination of Sample plan and size**

- **Target Population**

It is a description of the characteristics of that group of people from whom a course is intended. It attempts to describe them as they are rather than as the describer would like them to be. Also called the audience the audience to be served by our project includes key demographic information (age, sex etc.). The specific population intended as beneficiaries of a program. This will be either all or a subset of potential users. Topic areas: Governance, Accountability and Evaluation, Operations Management and

Leadership. A population to be reached through some action or intervention; may refer to groups with specific demographic or geographic characteristics. The group of people you are trying to reach with a particular strategy or activity. The target population is the population want to make conclude an ideal situation; the sampling frames to matches the target population. A specific resource set that is the object or target of investigation. The audience defined in age, background, ability, and preferences, among other things, for which a given course of instruction is intended.

**Simple random Sampling** has been selected.

- **Sample Size**

The size is of **150** people in the age group above 21 years for the purpose of the research. The target population influences the sample size. The target population represents the Mysore regions. . The people were from different professional backgrounds.

- The details of our sample are explained in chapter named primary research where the divisions are explained in demographics section.

### **34 Method of data collection**

#### **Instrument of Data collection**

Data Collection is an important aspect of any type of research study. Inaccurate data collection can impact the results of a study and ultimately lead to invalid results. For the above objectives, quantitative methods were used. Interviews were studied for the employees and structured Questionnaires were given to them. Then the data was analyzed and interpreted in the form of tabulation and charts.

There are two types of data collection methods used:

1. Primary data collection
  2. Secondary data collection
- **Primary data collection method-**

Primary data is the data in which the researcher collects data through various methods like interviews, surveys, questionnaires etc., to support the secondary data.

Primary data collected in this project is using the interview and questionnaire.

- **Secondary data collection method-**

Secondary data is data collected by someone other than the user. Common sources of secondary data for surveys, organizational records and data collected through qualitative methodologies or qualitative research.

Secondary data used in this project is records of Human Resource Department for the service file of the separating staffs, various HR Journals, projects and research papers of different scholars both national and international.

### **3.3.3 Drafting of a questionnaire**

A questionnaire consisting of 8 questions was prepared which consisted of questions like the working of various welfare committees of the organization and the development systems, canteen and rest room facilities etc. So, keeping in view all the aspects of research and **it consisted of following types of questions-**

- **Close ended Questions-** A closed-ended question is a question format that limits respondents with a list of answer choices from which they must choose to answer the question. Commonly these type of questions are in the form of multiple choices, either with one answer or with check-all-that-apply, but also can be in scale format, where respondent should decide to rate the situation in along the scale continuum, similar to Likert questions.

#### **Types of closed ended questions used-**

- **Dichotomous Questions-** Fixed-alternative question that can only be answered in one of the two indicated ways, such as 'A' or 'B', True or False, Yes or No.
- **Multiple Choice Questions-** Multiple choice is a form in which respondents are asked to select the best possible answer (or answers) out of the choices from a list. The multiple choice format is most frequently used in educational testing, in market research, and in elections, when a person chooses between multiple



candidates, parties, or policies. Multiple choice testing is particularly popular in the United States. If guessing an answer, there's usually a 25 % chance of getting it correct on a 4 answer choice question.

### **3.5 LIMITATIONS IN THE STUDY**

- **Interviewer error**

There is interviewer bias in the questionnaire method. Open-ended questions can be biased by the interviewer's views or probing, as interviewers are guiding the respondent while the questionnaire is being filled out. The attitudes the interviewer reveals to the respondent during the interview can greatly affect their level of interest and willingness to answer openly. As interviewers, probing and clarifications maximize respondent understanding and yield complete answers, these advantages are offset by the problems of prestige seeking, social desirability and courtesy biases.

- **Questionnaire error**

The questionnaire designing has to be careful so that only required data is concisely revealed and there is no redundant data generated. The questions have to be worded carefully so that the questions are not loaded and does not lead to a bias in the respondents mind

- **Respondent error**

The respondents selected to be interviewed were not always available and willing to cooperate also in most cases the respondents were found to not have the knowledge, opinion, attitudes or facts required additionally uninformed response errors and response styles also led to survey error.

- **Sampling error**

We have taken the sample size of 150, which cannot determine the buying behavior of the total population. The sample has been drawn from only National Capital Region.

# **CHAPTER-4**

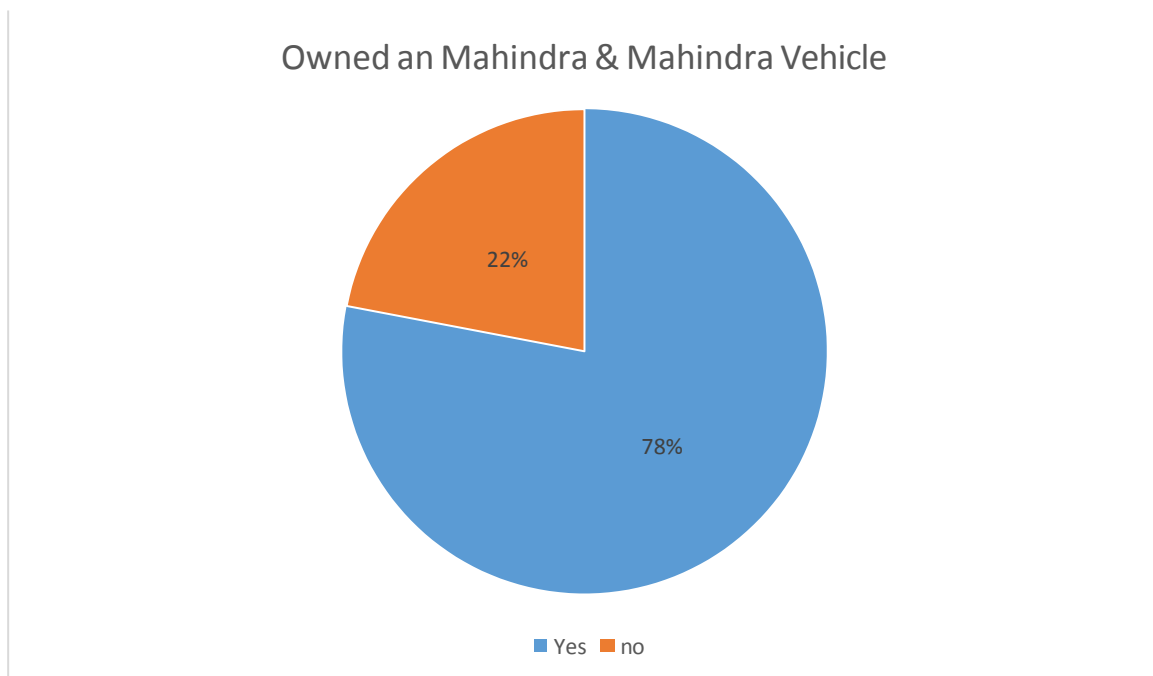
## **DATA ANALYSIS AND INTERPRETATION**

**1) Do you own a Mahindra & Mahindra vehicle?**

<b>Yes</b>	<b>No</b>
78%	22%

**Table No. 1**

**Graph: 1**



**Interpretation 1:**

The sample drawn on probability basis shows that 78% of the customers owned a Mahindra & Mahindra whereas only 22% didn't owned.

**Observation:**

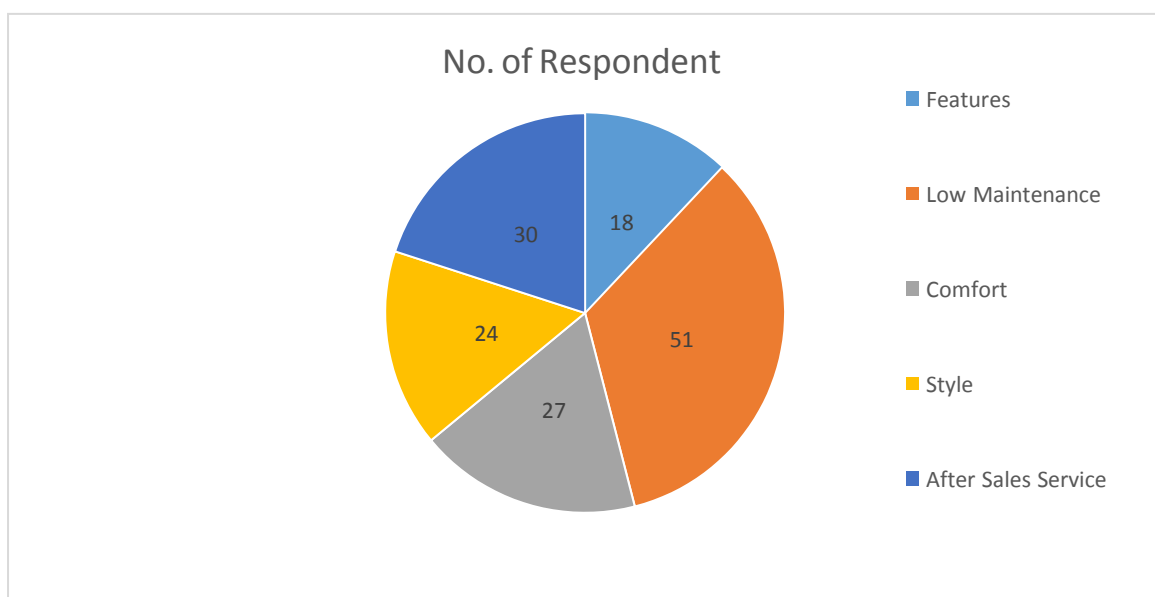
Most of the respondents approached owned an Mahindra & Mahindra Vehicle.

2) **Factors affecting customer satisfaction towards Mahindra & Mahindra**

Factor	No. of Respondent	Percentage
Features	18	12%
Low Maintenance	51	34%
Comfort	27	18%
Style	24	16%
After Sales Service	30	20%

**Table No: 2**

**Graph: 2**



**Interpretation 2:** The sample drawn on the probability basis clearly shows that 34% are the opinion that low maintenance is the satisfaction factor Bolero and 20 % of them who view After Sales Service as a vital factor for customer satisfaction. Followed by Comfort which corresponds to 18 %, Style with 16% and only 12% of them view that feature of Bolero as satisfaction factor.

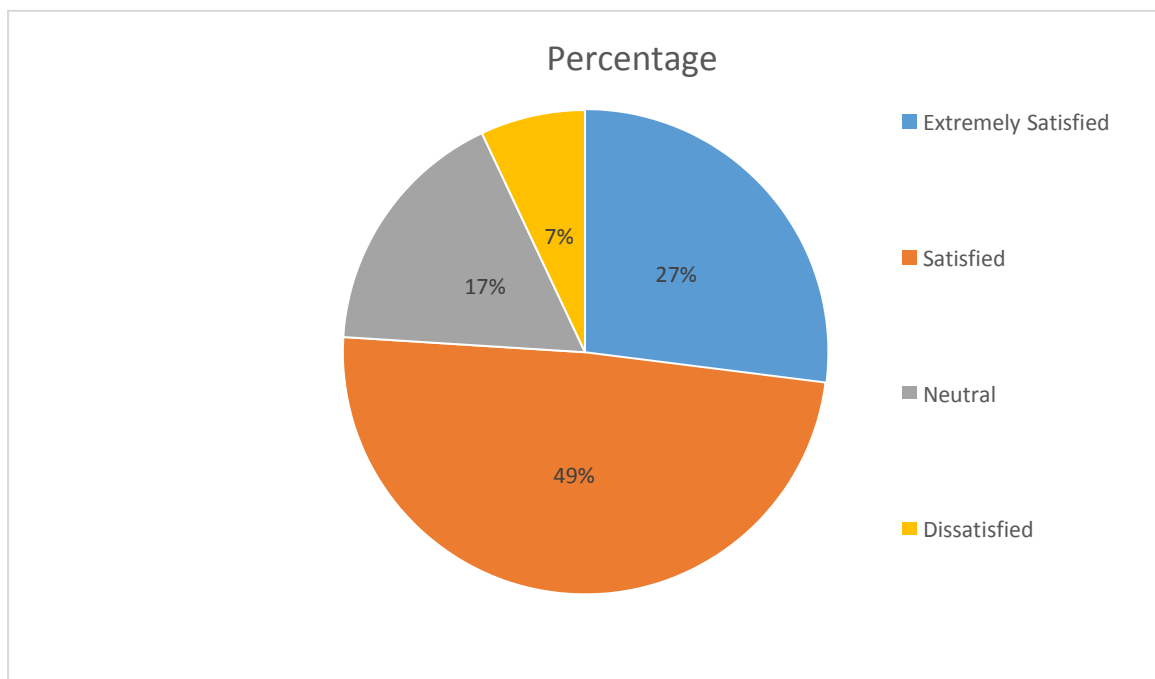
**Observation:** Majority of the respondent are of the idea that low maintenance of the top most feature contributing to customer satisfaction followed by after sales services comfort style and features. As such, Mahindra should focus on the aspects, which will enhance the customer satisfaction and thus the market share.

### 3) Customer opinions towards fuel consumption.

Factor	Percentage
Extremely Satisfied	27%
Satisfied	49%
Neutral	17%
Dissatisfied	7%
Total	100%

Table No: 3

Graph: 3



**Interpretation 3:** 100% of the respondents approached were satisfied with the fuel consumption of the Bolero. 49% of the respondents were satisfied, followed by 27% who were extremely satisfied, 17% who were neutral, and the remaining 7% were more dissatisfied with the fuel consumption of Bolero.

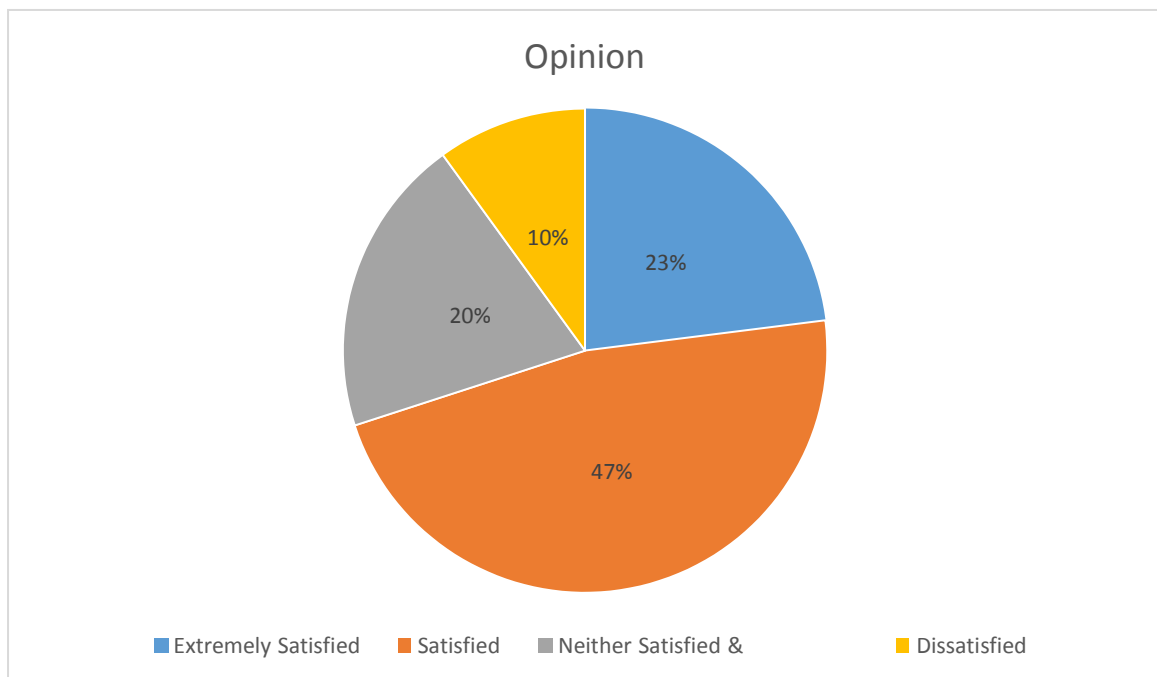
**Observation:** As a majority of the respondents are satisfied with the fuel consumption of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measures to reduce the negative opinion among consumers who are of the opinion that the fuel consumption is a dissatisfying factor.

**4) Customer opinions toward Safety and Comfort.**

Factor	Percentage
Extremely Satisfied	23%
Satisfied	47%
Neither Satisfied & Dissatisfied	20%
Dissatisfied	10%
Total	100%

**Table No: 4**

**Graph: 4**



**Interpretation 4:** 100% of the respondents 47% of the respondents approached were satisfied with the safety and comfort feature of the Bolero. Followed by 27% was extremely satisfied, 17% are neutral and rest of the 7% was dissatisfied with safety and comfort feature of Bolero.

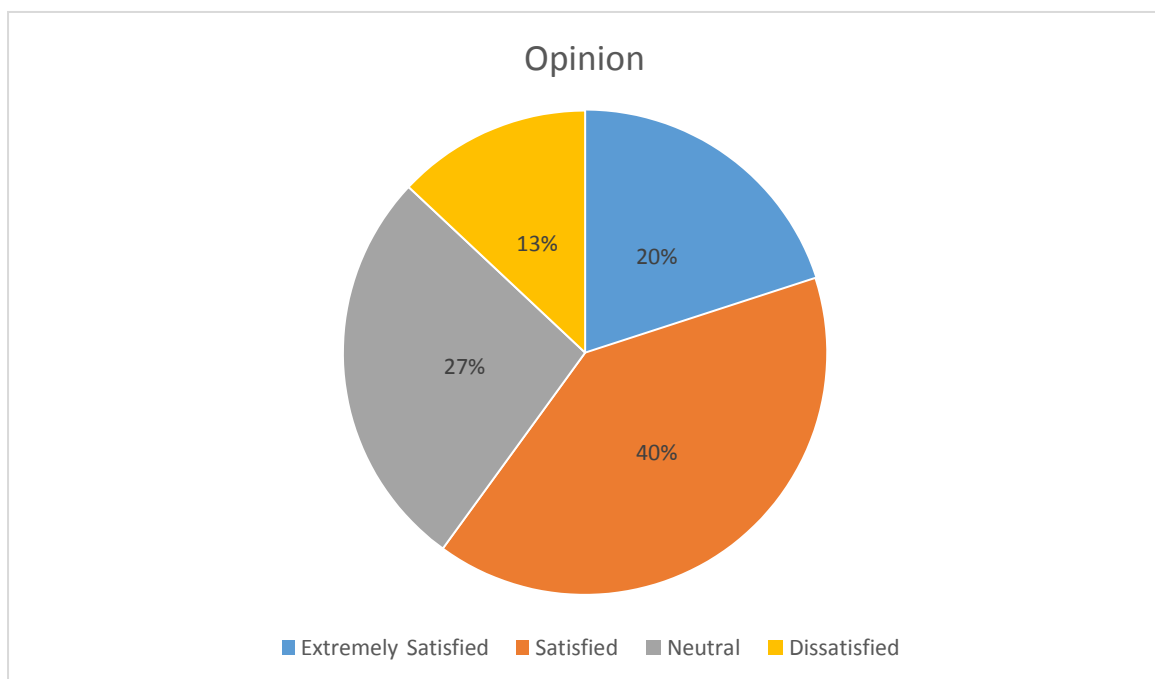
**Observation:** As majority of the respondents are satisfied with the safety and comfort feature of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.

### 5) Customer opinions toward Design.

Factor	Percentage
Extremely Satisfied	20%
Satisfied	40%
Neutral	27%
Dissatisfied	13%
Total	100%

**Table No: 5**

**Graph: 5**



**Interpretation 5:** 100% of respondents 40% of the respondents approached were satisfied with the Design of the Bolero. 20% were more satisfied, 27% of them neutral and 13% are dissatisfied with the design of the Bolero.

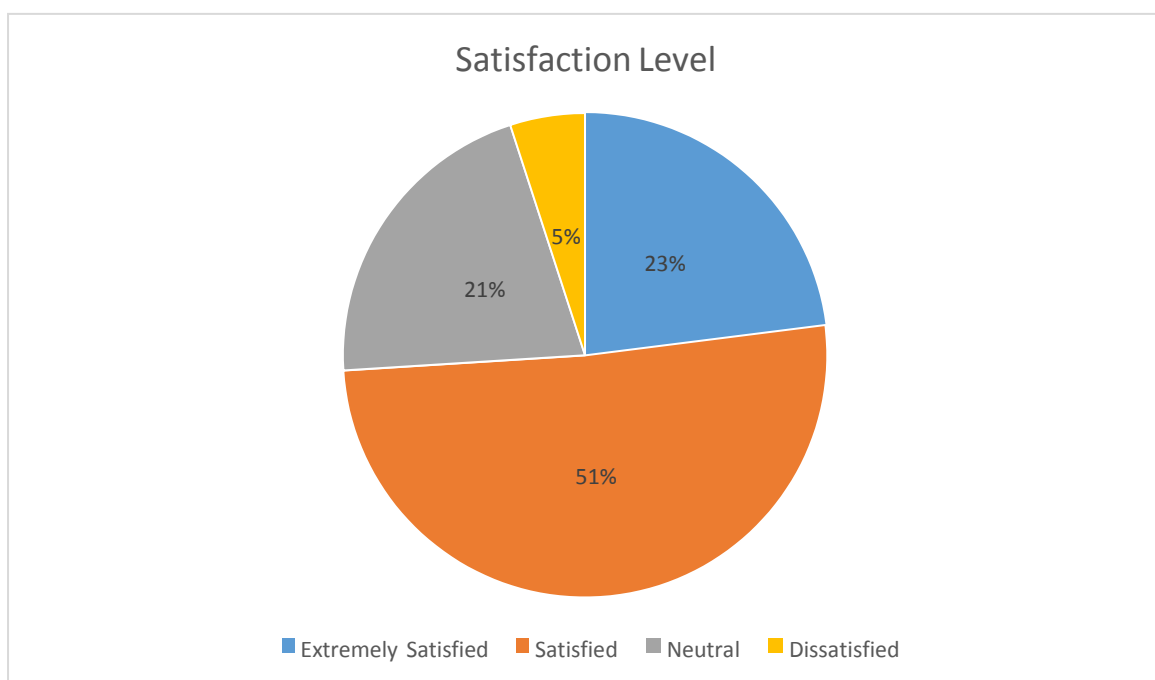
**Observation:** As majority of the respondents are satisfied with the design of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.

**6) Customer satisfactions toward Maintenance of Mahindra & Mahindra**

<b>Factor</b>	<b>Percentage</b>
Extremely Satisfied	23%
Satisfied	51%
Neutral	21%
Dissatisfied	5%
Total	100%

**Table No: 6**

**Graph: 6**



**Interpretation 6:** The sample drawn on the probability basis shows that out of 100% of respondents 51% of the respondents approached were satisfied with the maintenance of the Bolero. 23% were extremely satisfied, 21% of neutral and 5% are dissatisfied with the maintenance.

**Observation:** Though majority of the customer are satisfied that the maintenance cost of Mahindra Bolero is less, around 20% are not satisfied which may be because of comparison of Bolero with the newly launched competing brands coming with even lower maintenance cost.

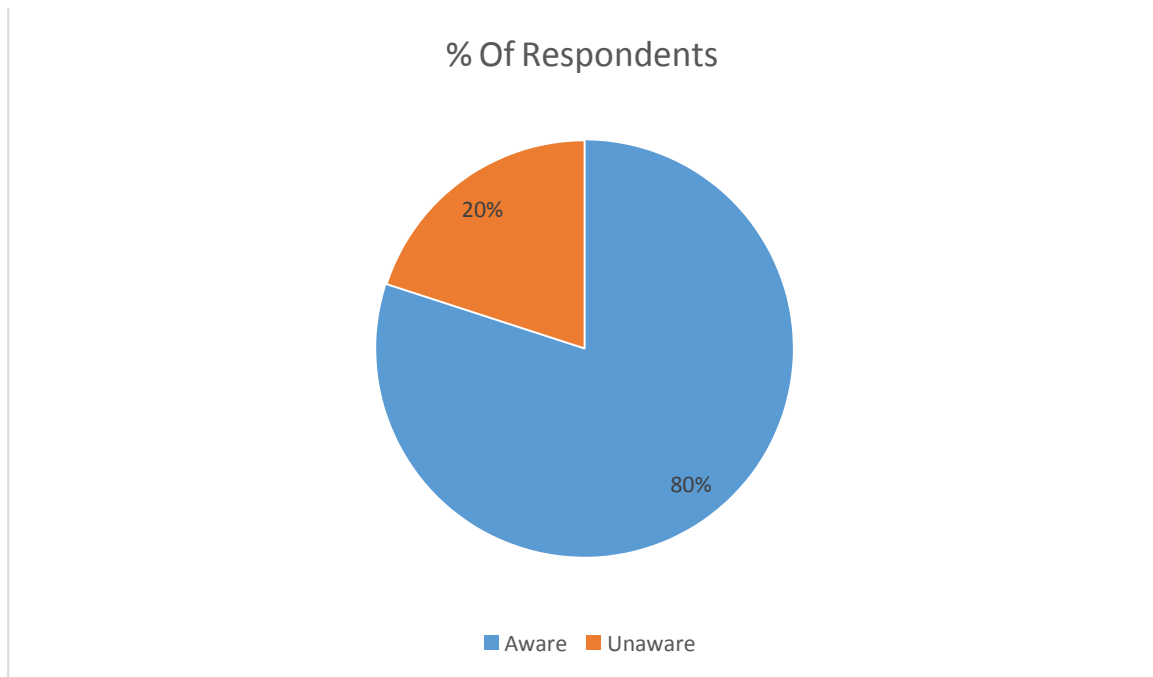


**7) Customer awareness about power steering.**

<b>Option</b>	<b>No. Of Respondent</b>	<b>No. Of Respondents (%)</b>
Aware	120	80%
Unaware	30	20%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Table No: 7**

**Graph: 7**



**Interpretation 7:** Out of 100% of respondents, 80% of the respondents approached were aware of the power steering present in some variant of Bolero and 20% were not aware of the power steering present in some variant of Bolero.

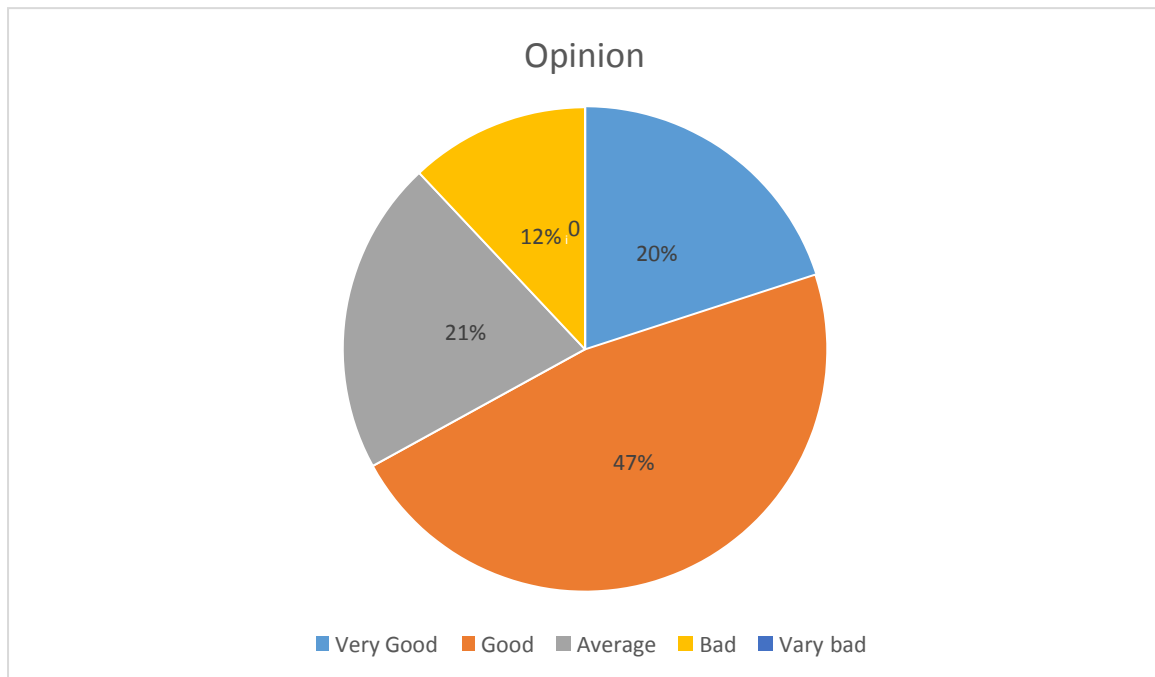
**Observation:** Most of the respondents approached were aware of power steering system introduced in some variants of Bolero.

### 8) Customer perceptions about Mahindra & Mahindra

Very Good	Good	Average	Bad	Very Bad
20%	47%	21%	12%	0

Table No: 8

Graph: 8



**Interpretation 8:** The sample drawn on the probability basis shows that out of 100% of respondents 47% of the respondents gave Good response. 20% gave Very Good response, 21% gave Average response and 12% gave bad response but none in the negative.

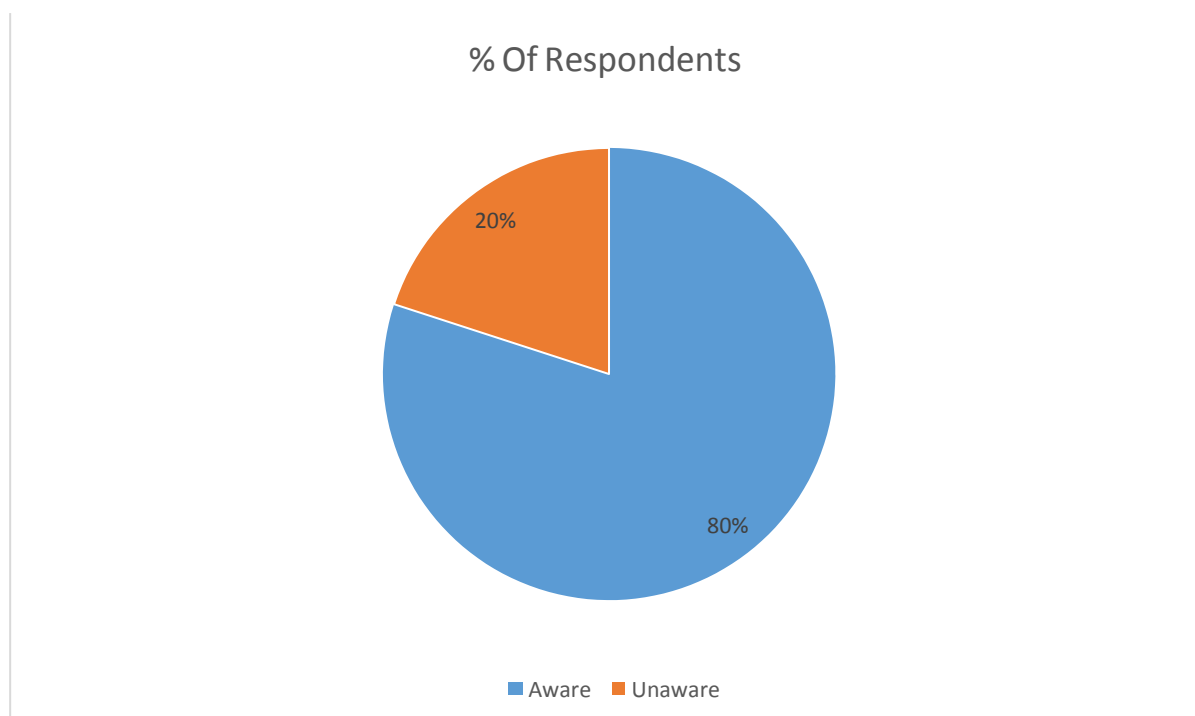
**Observation:** As 67% of the respondents are satisfied that they are happy with Mahindra & Mahindra, it satisfies that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity.

### 9) More Features required in the products

Option	No. Of Respondent	No. Of Respondents (%)
Yes	120	80%
No	30	20%
<b>Total</b>	<b>150</b>	<b>100%</b>

**Table No: 9**

**Graph: 9**



**Interpretation 7:** Out of 100% of respondents, 80% of the respondents approached wanted more features in its products and 20% were not aware / didn't wanted more features.

**Observation:** Most of the respondents approached wanted more features in the company products.

# **CHAPTER-5**

## **SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION**

## **5.1 Findings**

Based on the data gathered by administrating schedules to customers the following observations are made.

- Mahindra & Mahindra has excellent percentage of customer satisfaction.
- Most of the people are satisfied with its low maintenance cost and after sales service provided by Mahindra & Mahindra.
- Based on the fuel consumption, most of the people are satisfied with it.
- Based on Safety and Comfort, Design, Space, Maintenance most of the people are satisfied with it.
- Large numbers of users are aware of its many Features like power steering.
- If we take the satisfaction level of people toward the company, it comes in the preferred companies.
- Its features and style satisfy most of the people.

## **5.2 RECOMMENDATION**

- Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level.
- The company can for the undertake R&D to improve the existing feature which field help increase in the customer satisfaction.
- The company should promote about the entire feature offered by it.
- As majority of the customer give opinion that they are satisfied is the factor, services and design of the product of the company should taken not only maintain the existing standard but also enhancethem.
- As majority of the respondents are satisfied with the safety and comfort feature of Mahindra, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.
- Majority of the respondents are satisfied with the safety and comfort feature of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.
- As such, Mahindra should focus on the aspects, which will enhance the customer satisfaction and thus the market share.

### **5.3 Limitation of the survey**

Though best effort have been made to make the study fair transparent and error free yet there might be some inevitable and limitations. Although outright measures area undertaken to make the report most accurate some inadvertent errors might have crept in and suggestions to improve or eliminate the same are most welcome.

- The limitations of the survey are narrated below:
- The project is valid for the predefined area of work i.e. Mysore & Kodagu
- There may be some biased response from the respondents.
- Some respondents did not provide the full data.
- Due to different RTO norms of State's in India response of people might differ from those of other cities and state if any.

## **5.4 CONCLUSIONS**

- Mahindra and Mahindra Motors has a very good market share in the state of Karnataka for the SUV segment.
- The company is offering good services, which is reflected on the satisfaction of the customer.
- Majority of the customer are satisfied with the design of the vehicle.
- Mahindra & Mahindra motors are providing better facilities when compared with other brands.
- As 67% of the respondents are satisfied that they are happy, it satisfies that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity.
- Though majority of the customer are satisfied that the maintenance cost of Mahindra Vehicles is less, around 20% are not satisfied which may be because of comparison with the newly launched competing brands coming with even lower maintenance cost.
- As 80% of the respondents are happy with the space availability of the Mahindra vehicle, it can be conducted that the company has undertaken proper R&D in this aspect.
- The 20% of the respondents who have answered negatively may be comparing with the vehicle in the same category launched very recently.
- The company can for the undertake R&D to improve the existing feature which field help increase in the customer satisfaction.



## **5.5 Suggestions**

Based on the data gathered by administrating schedules to customers the following e made.

- Consumers are satisfied with its low maintenance cost and after sales service provided by company so they should follow it in other parts of country aswell.
- Company should focus on R&D to improve the existing feature which field help increase in the customer satisfaction and attract potentialconsumers.
- Consumers are to be satisfied on Safety and Comfort, Design, Space, Maintenance as for today most of the people are affected byit.
- Company comes in the preferred companies as features and style satisfy most of the people needs so company is on the right path.

**Annexure**

**QUESTIONNAIRE**

**Customer profile**

- a) Name
- b) Occupation
- c) Age
- d) Income
- e) Address:-

**1. Do you own a Mahindra & Mahindra vehicle?**

Yes    No

**2. Factors affecting customer satisfaction towards Mahindra & Mahindra**

Features	Low Maintenance
Comfort	Style
After sale service	

**3. Customer opinions towards fuel consumption.**

Extremely satisfied	Satisfied
Neutral	Dissatisfied

**4. Customer opinions toward Safety and Comfort.**

Extremely satisfied	Satisfied
Neutral	Dissatisfied

**5. Customer opinions toward Design.**

Extremely satisfied	Satisfied
Neutral	Dissatisfied

**6. Customer satisfactions toward Maintenance of Mahindra & Mahindra**

Extremely satisfied

Satisfied

Neutral

Dissatisfied

**7. Customer awareness about power steering.**

Aware

Unaware

**8. Customer perceptions about Mahindra & Mahindra**

Very good

Good

Average

Bad

Very bad

**9. More Features required in the products**

Yes

No

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