

Consumer Satisfaction Towards Mahindra Bolero With Special Reference To Coimbatore City

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I. INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION

The Essence of modern marketing concept is that all elements of business should be geared towards the satisfaction of consumers. This requires a thorough understanding of consumer behaviour and buying motivations. Without such insights, marketers will fail to segment markets effectively and define strategies for an effective penetration into the defined market segments. Recognizing the importance of consume understanding, research into consumer motivation ,belief, attitudes, learning perception and opinion as made tremendous stride during the Last decade. Consumer Behaviour is the study of how people make decisions about what they buy, want, need,..etc. Buying behaviour is focused towards the needs of individuals, group and organization. So requirement is to have proper understanding related to relevance of the needs with consumers buying behaviour. It is important to determine the interaction of consumer with the marketing mix to understand the consumer buying behaviour.

STATEMENT OF PROBLEM:

Consumers are the masters of their money and they have an enormous influence on economic market change because they possess the ability to implement and saving in their purchase decision. Customers are value maximizes within bounds of research costs and limited knowledge, mobility, and income. They form an expectation of value and act on it. There are various types of Mahindra products available in our country and they are playing an important role in who people buying the Mahindra product. The needs of the customers must be fulfilled. A study on consumers preference for various brands of Mahindra product will be certainly help for further growth and development in right direction. Customer preference in Mahindra bolero may depend upon numerous factors. Individual's decision on purchasing differs from one another.

OBJECTIVES

- To know the information about customer satisfaction towards mahindra bolero in the Coimbatore city
- To know the user's perception about Mahindra bolero
- To find out those factors that influencing purchase of Mahindra bolero.

LIMITATIONS OF STUDY

- Sometimes the respondents were uninterested in replying honestly
- The information collected is not cent percent authentic it can be subject to bias.
- Respondents for such a survey are not readily available lot of time and effort has to be put in.

SCOPE OF STUDY

This project was carried out to know satisfaction towards Mahindra bolero in Coimbatore city. The study focuses on analyzing marketing strategies adopted by the Mahindra bolero in the minds of the customers. Hence if studies marketing activities. The study also makes an effort to show the inter relation between the product and the consumer. The result of the study helps the company to give better service. And it also provides a base for the company to know the customer demand and expectations. It helps in understanding the need and preferences of the customers. Presently I have taken the topic problems and challenges on consumer satisfaction with special reference to Coimbatore city.

II. REVIEW OF LITRATURE

Ramla Verma shubhkamana Rathore, Studied, (2017) Studied the luxury car segment of India. Research 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.

Saraswathi.s(2010) A study on "consumer satisfaction on post sales service with reference to Mahindra four wheelers

Automobile industry” which reveals that the key to success of automobile industry lies not only in having good products but also in being able to provide the customer with the level of service they desire.

Dr.H.S.Adithya(Jan 2013) A study on consumer satisfaction on cars.The study identifies the most of the cars manufactures target.and the purchase is normally influenced by many including their own perceptions and behavior.every consumer perception towards cars and their behavior of purchasing decision.

III. OVERVIEW OF STUDY

INTRODUCTION TO MAHINDRA PRODUCTS

Mahindra & Mahindra Limited is an Indian multinational automotive manufacturing corporation headquartered in Mumbai, Maharashtra, India. It was established in 1945 as Muhammad & Mahindra and later renamed as Mahindra and Mahindra. It is one of the largest vehicle manufacturers by production in India and the largest manufacturer of tractors in the world. It is a part of the Mahindra Group, an Indian conglomerate. It was ranked 17th on a list of top companies in India by Fortune India 500 in 2018. Its major competitors in the Indian market include Maruti Suzuki and Tata Motors.

About Mahindra

It has its assembly units in China, USA and the UK, along with other countries. Mahindra cars, especially the SUVs and the tractors, are high in demand not just in India but also in South Africa, Australia, Malaysia and other parts of the world. Mahindra started its operation as a manufacturer of general - purpose utility vehicles . It assembled CKD jeeps in 1949. Over passing years , the company expanded its business and started manufacturing light commercial vehicles (LCVs), Mahindra &Mahindra also showed its dexterity in manufacturing army vehicles . Soon, it started its operations abroad, through its setup in China, the United kingdom and the USA. Mahindra manufactures SUVs, saloon cars, pick-up vehicles, lightweight commercial vehicles, heavy-weight commercial vehicles, motorcycles and tractors.

ANALYSIS AND INTERPRETATION

This chapter deals with analysis and interpretation of the study on “An Empirical study on customer’s preferences towards cashless transactions” based on the sample size of 138 respondents. The collected data have been classified and tabulated and further the following statistical measures have

also been employed in fulfilling the objectives of the study. The statistical tools used for the study is as follows:

- ✓ Simple percentage analysis

SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis has been carried out to calculate the personal information taken in the questionnaire. This analysis describes the classification of the respondents falling under each category.

Number of respondents percentage analysis

$$= \frac{100}{\text{Total respondents}}$$

FINDINGS:

The data collected from respondents using Questionnaire have been analysed and the consolidated results are shown below.

PERCENTAGE ANALYSIS:

- Majority of the respondents (57.4 percent) belong to the age group of 18-25 years
- Majority of the respondents (86.8 percent) belong to the gender of male.
- Majority of the respondents (44.1 Percent) belong to the occupation of student.
- Majority of the respondents (22.1 Percent) Monthly income is 10000-Rs 25000.
- Majority of the respondents (35.3 Percent) Are Unemployed And No income.
- Majority of the respondents (77.6 percent) are saying that the Mahindra cars attract today’s generation.
- Majority of the respondents (50.7 percent) don’t own a Mahindra Bolero.
- Majority of the respondents (82.1 percent) are aware of the change in design of bolero.
- Majority of the respondents (66.7 percent) are aware of the change in Mahindra logo.
- Majority of the respondents (70.8 percent) are saying that the features required in bolero
- Majority of the respondents (69.8 percent) is important

IV. SUGGESTIONS

- Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level.
- The company should also focus on improving the existing features which helps to increase the level of customer satisfaction.
- As majority of the customers are highly satisfied with the service and design of the product, the company should not try to maintain it but should try to enhance the same.
- 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 .
- Some of the respondents are recommended to improve the luggage space and outlook of Mahindra Bolero.
- A significant number of respondents said that there is need to improve the technology of Mahindra Bolero.

V. CONCLUSION

Mahindra and Mahindra Co. is a Good automobile company in Coimbatore city. They also provide good features vehicles every year for their customer for increase the satisfaction level of customer they always launched the motors according to customer demand but in heavy competition market. Mahindra Company must need to focus on updated features in vehicles and design. AS 80% of respondents are satisfied that they are happy with bolero it satisfies that customer satisfaction level high if the company were to be identify the pitfalls in the product and undertake remedial measure, this it will lead to more good publicity . Through majority of the respondents 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 new launched competing brands coming with even maintenance cost. As 80% of the respondents are happy with the space availability of a bolero 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 launch very recently. All the information noted in the report is true and collected through Questionnaire. This study gave a good experience for me in understanding the consumer satisfaction level of Mahindra Bolero in Coimbatore city.