



A STUDY ON CONSUMER SATISFACTION TOWARDS MAHINDRA BOLERO WITH SPECIAL REFERENCE TO NAMAKKAL CITY

P.Kowsalya¹, S.V.Varshan Raj²

¹Student of II M.Com. Department of Commerce with Commerce,
Gandhi college of Arts and Science college for women, Namakkal.

²Student of III B.Com. (PA), Department of Commerce with Professional Accounting,
Dr. N.G.P Arts and Science college, Coimbatore.

ABSTRACT

The study investigated the determinants of brand switching behaviour in telecommunication industry in Coimbatore city. It examines the relationship between brand switching with many variables such as price, offer, customer service, value added service, network coverage, call quality, data quality. The study is based on the descriptive research design. The study has used both primary data and secondary data for analysis. Primary data collected through questionnaire and secondary data collected through various journals, articles and from Internet. A sample of 120 participants was chosen at random to participate in the study, and they completed a survey form to collect data on their switching and non-switching intentions.

KEYWORDS: Telecommunication services, brand, consumer switching behaviour, price, offer.

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 Behavior and buying motivations. Without such insights, marketers will fail to segment markets effectively and define strategies for an effective penetration into the defined market segment. Recognizing the importance of consumer understanding, research into consumer motivation, beliefs, attitudes, learning perception and opinion has made tremendous stride during the last decade. Today in four wheeler industries consumer satisfaction depend on comfort and convenience in during the four wheelers.

Reliability, modern style and economy are demanded by the mass segment while convenience is important feature for the emerging segment seeking the power, pleasure of riding a four wheeler. Customer satisfaction, more properly spelt CSat, is a word used frequently in marketing. It evaluates whether a company's goods and services meet or exceed customers' expectations.

STATEMENT OF THE PROBLEM

The numbers of motor can users are increasing day by day in India. Companies make a aggressive advertising, marketing and promotional efforts which compel other manufactures to focus on their marketing efforts as well. There are number of manufactures in market to manufacture the motor car in the desired quality for reasonable prize.

SCOPE OF THE STUDY

The study will help to understand customer need, preference and what they require from the service station and the study will not only help me as automobile to improve its service standard.

OBJECTIVES OF THE STUDY

To gather information about customer satisfaction towards Bolero in the Coimbatore city.

1. To know the Users Perception about Mahindra Bolero.
2. To identify the level of satisfaction of the customer.
3. To evaluate the factors influencing to their satisfaction level. To offer suggestion to improve the quality of bolero car.

RESEARCH METHODOLOGY

Source of Data - Primary data & Secondary data. **Sampling**

Technique - Convenient sampling technique. **Sampling Size** - 50 respondents.

Area of the Study - Namakkal city.

Tools used for Analysis

- Simple percentage analysis.
- Ranking Correlation.

LIMITATION OF STUDY

- Study area was restricted to Namakkal alone by considering cost and time, so findings and suggestions are applicable to Namakkal city only.
- The sample size of the study is 50 respondents.



REVIEW OF LITERATURE

Ms.Rani therasa⁶, Nowadays the most of the peoples are suffering to travel everywhere in bus ,so the peoples are preferring two wheelers as well as four wheelers , so the Customers are expecting more from the automobile companies ,so I did a research on Mahindra motor products which is Based on customer satisfaction towards service provided by the Mahindra motors. So from this research, the most of the peoples are more satisfied with Mahindra products as well as design also more attracted today’s generation. Customer expectation and satisfaction which is based on exchanging of product and service provided by the company. So this methods are frequently using in the marketing sector. the most important position of business is to satisfying the customer expectations. And its playing an important role and critical role in the automobile company’s.

R.Ramamoorthy , Anto M⁸, The intern has completed the summer internship program at “D.P Motors –Authorised

Dealer for Mahindra Two Wheelers.-Chennai. Client satisfaction, a term often used in marketing, is a measurement of how products and services supplied by a firm meet or surpass client anticipation. Client satisfaction 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." It is seen as a key performance indicator within business and is often part of a Balanced Scorecard.

SIMPLE PERCENTAGE ANALYSIS

Percentage analysis is the method to represent raw streams of data as a percentage for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding. It particularly useful method of expressing the relative frequency of survey responses and other data.

TABLE 4.1.1
TABLE SHOWING THE INTENTION OF RESPONDENTS
STRATIFIED TOWARDS MAHINDRA BOLERO

Intention of purchase	Number of Respondent	Percentage
Feature	11	22
Low maintenance	25	50
Looks	10	20
After sales price	4	8
Total	50	100

(Source: Primary Data)

INTERPRETATION

It is inferred that 22% of the respondents prefer Feature and

50% of the respondents prefer Low maintenance. 20% of the respondents prefer Looks . 8% of the respondent prefer After sales price.

TABLE 4.2.2
TABLE SHOWING THE RESPONDENTS ARE GENERAL PERCEPTION ABOUT BOLERO

Preference of Bolero	Number of respondents	Percentage
Very Good	17	34
Good	22	44
Average	11	22
Bad	-	-
Total	50	100

(Source: Primary Data)

INTERPRETATION

It is inferred that 34% of the respondents prefer Very

good and 44% of the respondents prefer Good. 22% of the respondents prefer Average.

TABLE 4.1.3
TABLE SHOWING THE INTENTION TO PURCHASE BOLERO

Intention of purchase	Number of Respondent	Percentage
Price	22	44
Low noise level	16	32
New trend	12	24
Others	-	-
Total	50	100

(Source: Primary Data)

INTERPRETATION

It is inferred that 44% of the respondents prefer Price and

32% of the respondents prefer Low noise level. 24% of the respondents prefer New trend.



TABLE 4.1.4
TABLE SHOWING THE RESPONDENTS THOUGHT ABOUT BOLERO

Preference of Bolero	Number of respondents	Percentage
It is comfortable	12	24
It is cost efficient	26	52
Low maintenance	12	24
Others	-	-
Total	50	100

(Source: Primary Data)

INTERPRETATION

It is inferred that 24% of the respondents prefer comfortable and 52% of the respondents prefer cost efficient. 24% of the respondents prefer Low maintenance.

RANK CORRELATION

A rank analysis is any of several statistics that measure an ordinal association, the relationship between ranking of

different ordinal variables or different ranking of the same variables, where a “ranking” is the assignment of the labels “first”, “second”, “third”, etc., To different observation of a particular variable. A rank analysis measures of similarity between two rankings, and can be used to assess the significance of the relation between them. It is not necessarily a total order of object because two different objects can have the same ranking. The ranking themselves are totally ordered.

TABLE 4.2.1
GRAPH SHOWING THE RESPONDENTS SATISFACTION LEVELSON PRICE

Thoughts Satisfaction Levels	No.of the respondents	Percentage	Rank
Highly Satisfied	42	84	1
Dissatisfied	05	4	2
Satisfied	02	2	3
Neutral	01	10	4

(Source: Primary Data)

INFERENCE

Majority of the respondents prefer Neutral as their most preferred Mahindra bolero.

TABLE 4.2.2

GRAPH SHOWING THE RESPONDENTS THOUGHTS STATIFICATION BASED ON FUEL CONSUMPTION

Thoughts Fuel Consumption	No.of the respondents	Percentage	Rank
Highly Satisfied	18	36	1
Neutral	13	26	2
Satisfied	11	22	3
Dissatisfied	8	10	4

INFERENCE

Majority of the respondents thoughts on Mahindra bolero are It is satisfied.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

SIMPLE PERCENTAGE ANALYSIS:

- Majority (40%) of the respondents comes under the age of 21 – 30 years.
- Majority (74%) of the respondents are Male.
- Majority (72 %) of the respondents are Married.
- Majority (44%) of the respondents have 3 members in the family.
- Majority (30%) of the respondents are Business.
- Majority (30%) of the respondents have Higher Secondary .
- Majority (44%) of the respondents have 4 members depending on them.
- Majority (32.5%) of the respondents have monthly

income of Rs.16,000-Rs.30,000 in the family.

- Majority (100%) of the respondents are aware of Mahindra bolero.
- Majority (50%) of the respondent prefer Low maintenance.
- Majority (44%) of the respondent prefer Satisfied.
- Majority (48%) of the respondent prefer Extremely satisfied.
- Majority (44%) of the respondent prefer Satisfied.
- Majority (48%) of the respondents are agree of power steering present in bolero.
- Majority (44%) of the respondent prefer Good.
- Majority (44%) of the respondent prefer Price .
- Majority (52%) of the respondent prefer Cost effective.
- Majority (50%) of the respondent prefer Comfort.
- Majority (38%) of the respondent prefer Maintenance.
- Majority (98%) of the respondents are willing to compromise speed for environmental benefit.



- Majority (54%) of the respondents are prefer to buy an bolero.
- Majority (44%) of the respondents are prefer to From friends.
- Majority (50%) of the respondents are Mostly likely.
- Majority (42%) of the respondents are B6.
- Majority (36%) of the respondents are 14km/l.

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RANK CORRELATION

- Majority of the respondents prefer Neutral as their most preferred Mahindra bolero.
- Majority of the respondents thoughts on Mahindra bolero are It is satisfied.

SUGGESTION

- Mahindra bolero is easy to handle and it obey all the control quickly
- Mahindra bolero is the medium level mileage van and it have lot of important factor likesmooth engine power and suspense etc...
- More features should be added to the bolero according to the needs of the customer
- because their competitors coming with new models
- Company should setup center at dealers level itself they should train some personnel forexclusive maintenance.

CONCLUSION

The Mahindra bolero was inferred that most customer of high income group preferred the supply of Mahindra bolero 2523cc most of the customer agree that bolero best quality with responsible price, more over the customer preferred the Mahindra bolero for the propose of more comfortable.

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