A STUDY ON CUSTOMER'S SATISFACTION TOWARDS MAHINDRA BOLERO IN COIMBATORE

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ABSTRACT
The knowledge will assist the makes with   receiving new methodologies which would help not exclusively to draw in new client yet in addition the keep up the devotion of the current client, as in the present serious situation the purchaser are set up to pick their correct item dependent on their necessities as well as However there is high development inclination for it faces a few challenges in accomplishing their objective. Thus the motivation behind this study is to distinguish the power that effect on customer shopping design especially in Coimbatore. It additionally on the essential of individual premium appeared by the produces on them The methods utilized in showcasing incorporate picking objective business sectors through market investigation and market division, just as understanding strategies for effect on the customer conduct. The advertising arranging makes systems for the organization to put publicizing to the devoted purchaser.

INTRODUCTION

Customer satisfaction (often abbreviated as CSAT, more correctly CSat) 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.

"The marketing accountability standards board (MASB) endorses the definitions, purposes, and constructs of classes of measures that appear in marketing metrics as part of its ongoing common language in marketing project.

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. All the manufactures of the motor industry try to satisfy the need of the customer. These companies resort to price reductions, new function additions, value additions and focus advertising and promotional campaigns.

Scope of study
- ➤ It this competitive world retaining the customers as become important part and parcel of business activities, since in their area the people who adapt to change and new technologists will survive.
- ➤ 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.

Objective of study
- ➢ To identify the level of satisfaction of the customer.
- ➢ To evaluate the factors influencing to their satisfaction level.

To offer suggestion to improve the quality of bolero car.

STATISTICAL TOOL USED
1. Simple Percentage Analysis
2. Likert Scale Analysis

Limitation of study
The research is being carried out in Coimbatore city only from 150 respondents using an interview schedule method. However, data were collected from those respondents with utmost care and personal attention to avoid ambiguity in the results of the study.

REVIEW OF LITERATURE
Praveen Kumari and Satinder Kumar (2004) has made their study on **"Consumer brand preference towards mobile phone**: **Effect of mobile phone attributes on purchase decision"** The mobile phones dominates most of modern human in every movement of life. This study investigates the consumer brand preference towards mobile phones by factors analysis method in this strategy. The entertainment attributes incorporates Bluetooth, MP 3 Player and playing games etc. Image with resource involves dual sim, Wi-Fi and brand image.

Matti Leppaniemi and Jaakko sinisalo and Heikki karjaluoto (2006) have made "A reniew of mobile marketing research". The purpose is to accomplish a purpose of comprehensive review a strong tradition in marketing research of reviewing existing research to understand better the research in the field, There is no commonly accepted classification for mobile marketing in several research under the research new different means of communication which should be integrated into the marketing communications.

Roger Strom (2010) made **"The value of mobile marketing for consumers and retailers".** The study identified different usage level segments of mobile pull advertising users. It revealed limited knowledge about mobile device shopping behavior. This also indicated that PC internet may be used for recruitment of mobile device on markets with high fixed internet penetration and fractions of dual media users. The revealed multiple support for mobile marketing increasing perceived value for consumers and outcome value for retailers. For internal, and by assumptions for in store mobile marketing, retailers also needed to consider computer self- efficacy, education, position experience and cognitive style of research marketing.

DATA ANALYSIS AND INTERPRETATION
The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can; be made so as to present suitable interpretation for the same. The data have been analyzed using the following statistical tools.
- Simple percentage analysis
- Likert scale analysis

SIMPLE PERCENTAGE ANALYSIS
The percentage analysis is mainly employed to find the distribution of different categories of respondents. As the value are expressed in percentage it facilities comparison and standardization. The analysis describes the classification of the respondents failing under each category.

TABLE 1
AWARENESS ON THE MAHINDRA BOLERO

Awareness	No. Of respondents	Percentage%
Through advertisement	38	32
Through posters	19	16
Through pamphlets	34	28
Through dealers	29	24
Total	**120**	**100**

Sources: primary data

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INTERPRETATION

Out of the 120 respondents 32 % are known by through advertisement, 28 % are through pamphlets, 24 % are through dealers, and 16 % are through posters.

INFERENCE

The maximum respondents are known through advertisement.

TABLE 4.2
PERIOD OF USAGE

Period of usage	No. Of respondents	Percentage %
Past 1 year	33	28
Past 2 year	45	37
Past 3 year	26	22
Past 4 year	16	13
Total	**120**	**100**

Sources: primary data

INTERPRETATION

Out of the 100 % of respondents, 37 % are respondents was using in past 2 years, 28 % are respondents in past 1, 22% are respondents using in past 3 and 13 % are respondents using in past 4.

INFERENCE

Finally, maximum respondents was using in past 2 year.

LIKERT SCALE ANALYSIS

A Likert scale analysis is a method of meaning attitude. Ordinal scale of responses to a question or statement, ordered in hierarchical from strongly negative to strongly positive. Used mainly in behavioral science, in likert's method a person's attitude is measured by combining (adding pr averaging) their responses all items.

FORMULA

Likert scale = ∑ (FX)/Total number of respondents

F   = Number of Respondents
X   = Likert Scale Value
(FX)   = Total Scale

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Table 3:

S.NO	Factors	No.of respondents(f)	likert scale value(x)	Total (fx)
1.	Excellent	25	5	125
2.	Good	45	4	180
3.	Average	35	3	105
4.	Poor	10	2	20
5.	Very poor	5	1	5
	Total	**120**		**435**

Source: primary data

Likert scale = (fx)/ total number of respondents

$$= 435/120$$
$$= 3.625$$

Likert scale value (3.625) is higher than a mid-value . so the respondents are satisfied with the availability of the bolero cars.

FINDING, SUGGESTION AND CONCLUSION

FINDINGS

- ❖ The majority 84% of respondents are male.
- ❖ The majority number of respondent fall between the age group above 25 years are 45%
- ❖ The majority out of 120 respondents are married
- ❖ The majority out of 100 respondent 72% respondents are business person
- ❖ The majority out of the 120 respondents 31% respondents are complete PG
- ❖ The majority out of 120 respondents 42% respondents earning 10000to 20000
- ❖ The majority of 34% respondents are using 10lakhs to 11lakhs valuable bolero
- ❖ The majority out of 120 respondents 86% are using power steering
- ❖ The majority respondents are satisfied in look with 37%
- ❖ The majority respondents suggests that space availability in Mahindra bolero spare with 34%
- ❖ The majority of 42% respondents are faced in highly cost maintenance
- ❖ The majority respondents are feel difficult with 69%
- ❖ The majority of 40% respondents are using in 2 bags
- ❖ The majority of 68%were like in features option.
- ❖ The majority respondents were attracting to purchase Mahindra bolero like brand name with 33%
- ❖ The majority respondents are like power steering with 40%in Mahindra bolero.

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 like smooth 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 for exclusive 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.

REFERENCE

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