

MARATHA MANDAL'S
ARTS, COMMERCE, SCIENCE & HOME SCIENCE COLLEGE,
BELAGAVI.

(Re- Accredited at 'A+' Grade by NAAC)



PG DEPARTMENT OF COMMERCE

**A PROJECT REPORT
ON**

**“A STUDY ON IMPACT OF PRE AND POST SALES
ON CUSTOMER SATISFICATION”**

UNDDER TAKEN AT

ARIHANT MOTORS PVT.LTD

Submitted to

RANI CHANNAMMA UNIVERSITY, BELAGAVI

**FOR THE FULFILLMENT OF AWARD OF MASTER OF COMMERCE
2022-23**



Submitted by:

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M.COM IV SEM

EXAM Reg. No:P15AJ10007

UNDER THE GUIDANCE OF

Prof. BHAGYASHREE.CHOUGALE
(INTERNAL GUIDE)

P.D.SATAM
(ORGANISATION GUIDE)

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P.G. DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that Project Report entitled "**A STUDY ON IMPACT OF PRE AND POST SALES ON CUSTOMER SATISFICATION**" is an individual & bonafide work of **MISS. SNEHAL S JADHAV**

Examination Registration No. **P15AJ10007** of M.Com IV semester, **Maratha Mandal's P.G. Department of Commerce (M.Com), Belgaum**, now being submitted in the partial fulfillment of requirement, for the award of the Degree of Master of Commerce of Rani Channamma University, Belagavi, under our supervision & guidance.

We further certify that the work is original and it has not been submitted to any other university wholly or in part of any other degree.

**Prof. Bhagyashree
Chougale**

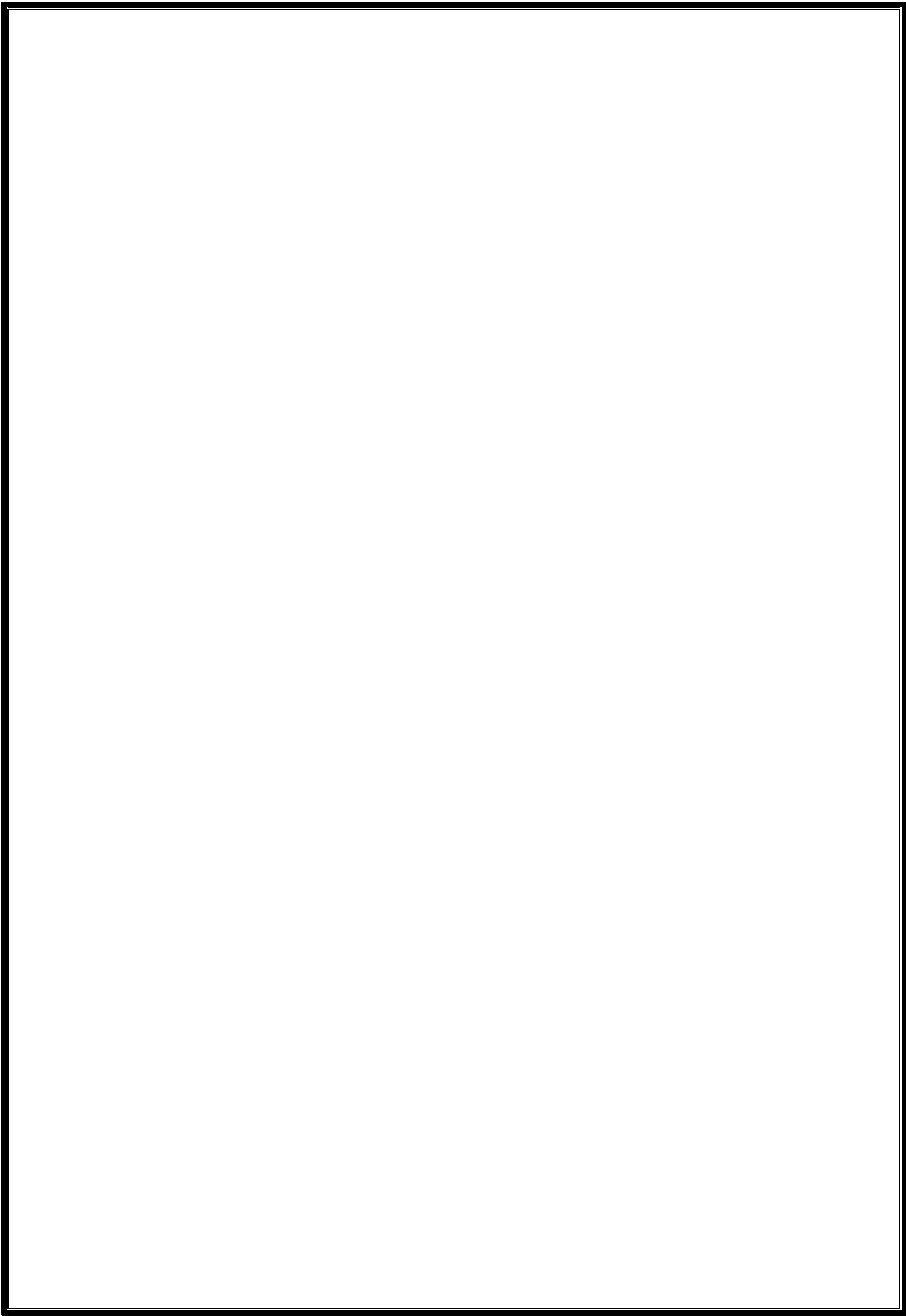
Internal Guide

prof.Archana b.

Coordinator

Dr.H.J.mulerakhi

Principal





ARIHANT MOTORS PVT LTD

P.B.ROAD KAKATI BELGAUM



Ref No :

Date :

CERTIFICATE

This is to certify that Miss. Snehal Suresh Jadhav is student of Maratha mandal's Arts,Commerce,science,& home science College ,Belgaum studying in 4 th sem of M.com has completed her project successfully titled "A STUDY ON IMPACT OF PRE AND POST SALES SERVICE ON CUSTOMER SATISFACTION AT BELAGAVI , ARIHANT MOTORS PVT.LTD" during the Academic Year of 2022-2023 .



During the course of his project we found her to sincere and hard working . We wish her all the best for her future and endeavours

For Arihant Motors Pvt.Ltd

DECLARATION

I Miss Snehal Jadhav of M.Com 4th semester studying in Maratha Mandal's Commerce science and home science College of Belagavi, hereby declare that the project titled "A STUDY ON IMPACT OF PRE AND POST SALES ON CUSTOMER SATISFACTION" has been presented by me during the year 2022-23 in the partial fulfillment of requirement for the award of Master in Commerce (M.com) awarded by Rani Channamma University, Belagavi.

To the best of my knowledge and belief, this project is original work and prepared by me and has not been copied from any report submitted earlier to Rani Channamma University, Belagavi or any other universities for the award of any degree or diploma in the current academic year.

Date :
Place :

Miss: SNEHAL JADHAV
(P15AJ21C007)

ACKNOWLEDGEMENT

The successful completion of any task would be incomplete without mentioning the people who made it possible. So, it's the gratitude that I like to acknowledge the help which crowned my effort with success.

I would like to express my gratitude to Mr. Maruti Varpe (Arihant Motor's) for allowing me to undertake this project.

I would like to take this opportunity to thank Prof. Bhagyashree cougule (internal guide) who has always been a constant source of inspiration to me and I am deeply indebted and grateful for their valuable guidance, support and suggestions which helped me to complete this project in this true sense.

My parents are main soul for my confidence, determination and strength throughout my life. This sweat, hopes and wishes have made me able to present this work.

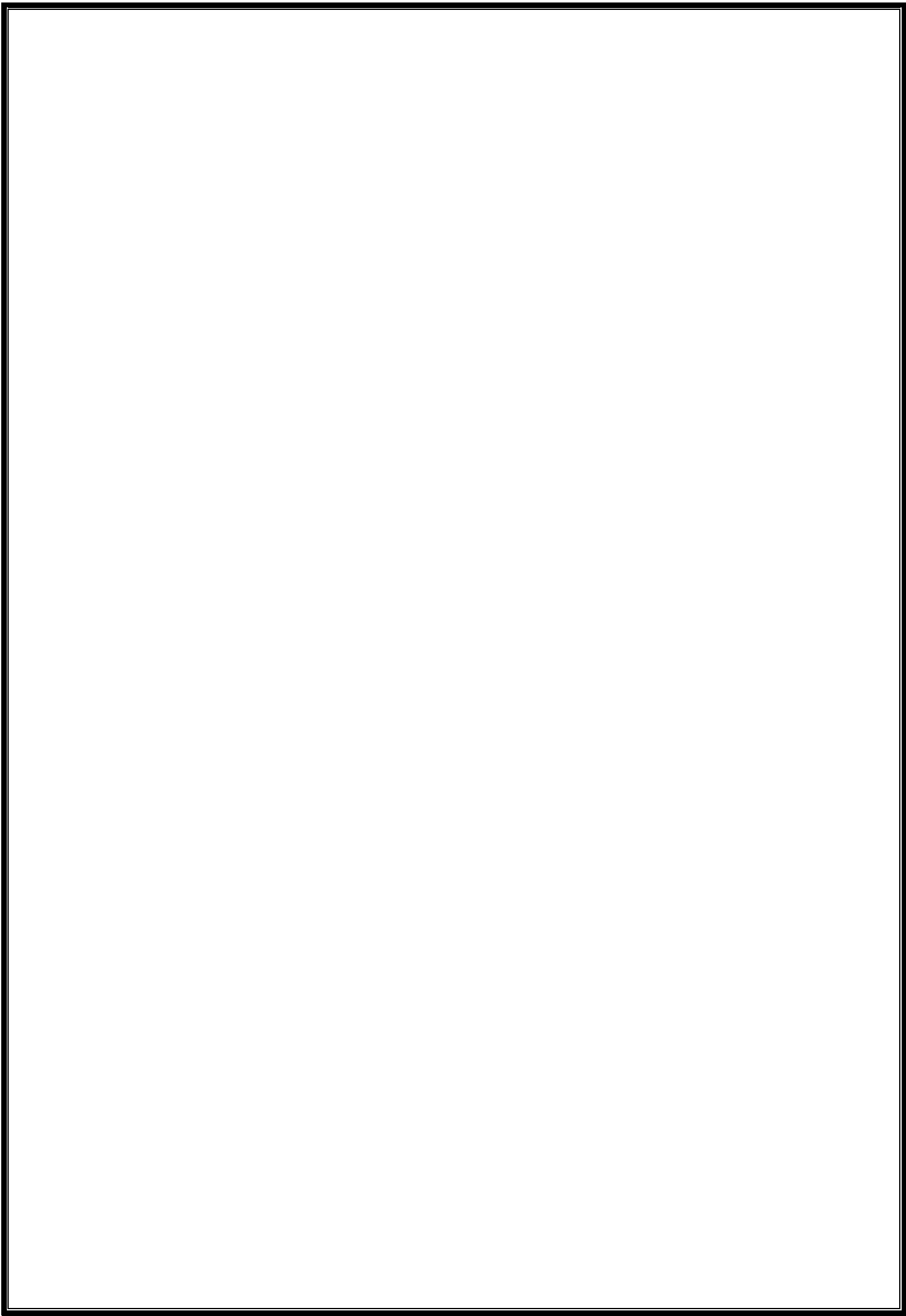
Last but not the least, I take this opportunity to thank and remember all my friends who are with me and who have helped me in successful completion of this project.

Date:

Place: belagavi

Ms. Snehal jadhav

(P15AJ21C007)



EXECUTIVE SUMMARY

The study focuses on assessing the influence of pre and post-sales activities on customer satisfaction within the context of ARIHANT MOTORS PVT LTD. This research aims to gain insights into how these activities impact customer perceptions and loyalty, ultimately contributing to business success.

Extensive data was collected through surveys, interviews, and customer feedback. Statistical methods and qualitative analysis were employed to evaluate the impact of pre and post-sales activities on customer satisfaction. The data revealed several key findings:

This study underscores the significance of pre and post-sales activities in influencing customer satisfaction and loyalty. ARIHANT MOTORS PVT LTD should continue to focus on improving these aspects to retain and attract customers in a competitive marketplace.

This study provides valuable insights that can guide ARIHANT MOTORS PVT LTD in its efforts to enhance customer satisfaction, thereby contributing to its long-term success and sustainability in the market.

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CHAPTER-1

Introduction

1.1. INTRODUCTION:

Arihant Motors Pvt Ltd deals with light, agricultural and medium commercial vehicles. Apart from this it has its own Services Centre and Spare Parts Centre. In the present scenario the industry has given utmost importance of doing particular task at fastest time in order to satisfy the customers and attract new customers. In this project we'll come to know whether the customers of Arihant Motors Pvt Ltd have satisfied with pre & post sales services provided by them and the project emphasizes "A study on Pre and Post Sales Services and its impact on customer satisfaction at Arihant Motors Pvt Ltd"

This project report contains the marketing research on customer satisfaction of Pre & post sales services towards a Force Motors. This study is entitled as "A study on Pre and Post Sales Services and its impact on customer satisfaction with emphasis at Arihant Motors Pvt Ltd".

1.2. STATEMENT OF THE PROBLEM:

This Particular topic is chosen because customer satisfaction plays very important role determining the success of any industry. Many Companies are aiming for high satisfaction because consumers who are just satisfied still find it is easy to switch when better offer comes along. Those who are highly satisfied are much less ready to switch to other brands.

1.3. OBJECTIVES OF THE STUDY:

- a) To know what to do the customer feels about the Arihant Motors service station.
- b) To measure the satisfaction level of customers at station.
- c) To know what specific services can be made available to the customers.
- d) To know the reasons for servicing in local garages.
- e) To know awareness level of Arihant Motors Service station.

1.4. SCOPE OF THE STUDY:

The research was undertaken to gather information from the respondents, to know exactly how customers are having perception towards the Arihant Motors Pvt Ltd. The questionnaire was specifically framed keeping in mind all the aspects and requirements that would fulfil our objectives and give us exact picture and that would help the organization to take better decisions.

1.5. Research Design:

Population: Whole Belgaum city

Sampling Frame: Customers of Arihant Motors Pvt Ltd are considered for the study that is only concentrated on owners of vehicles.

Sampling Unit: Were randomly selected from the available customer database.

Sampling Method: Random sampling survey method.

Sampling Size: A sample of 100 was chosen for the purpose of the study.

Sources of data:

Data is any information - facts, concepts, and sensation represented in a formal manner, suitable for communicating, interpreting, or processing. Data is the base for every research work. The data collected for the purpose of analysis include both primary and secondary data.

Tools for data collection:

Primary Data: Questionnaire
Personal Interaction
Observation

Secondary Data: Arihant Motors Pvt Ltd Records and Reports
Websites.
Related books

1.6. Limitations of the study:

- Respondents may be given biased answers for the required data. Some of the respondents did not like to respond.
- Analysis of primary data is done on the assumptions that the answer given by the respondents are true and correct.
- Respondents tried to escape some statements by simple answering "neither agree nor disagree" to most of the statements. This was the most important limitation faced, as it was difficult to analyse and come at a right conclusion.
- In our study we have included 100 customers because of the time limit.
- It is assumed that respondents understood the question in the questionnaires as they were supposed to. The chances of misunderstanding were remote but it cannot be ruled out.
- It is assumed that the information given by the respondents is true as per their knowledge and hence the chances of biased information is remote but definitely cannot be ruled out.
- Study is limited to Belagavi city Only.

CHAPTER – 2

Conceptual Framework

2.1. INTRODUCTION:

Customer is a person who demands for the products or services offered by the marketer or supplier. Whereas the term consumer refers to the end user of the product or service. They may or may not be the customer.

2.2. MEANING OF CUSTOMER SATISFACTION:

Customer satisfaction refers to degree of satisfaction received by the customer on purchasing certain products. The level of satisfaction depends upon the experience and knowledge gained by the customer after using the product and services over a period of time.

If the level of satisfaction is high the customer will become loyal to the product and to the manufacture other hand, if satisfaction level is low the customer, then changes the product may will have bad impression on the company's It is a set of favourable or unfavourable feeling with one's consumer view their tasks. so, in this project I have taken study on pre and post sales services and its impact on customer satisfaction with special reference to Arihant Motors.

Customer Satisfaction:

- Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) with the performance he expects of it.
- Complete customer satisfaction is achieved by understanding customer requirement and delivering superior quality of goods and services.

2.3. Definition:

Defining customer value and satisfaction. Over 38 years ago, Peter Drucker observed that a company's first task is "To create customers" However, customers face a vast array of products and brand choices, price and suppliers. How do they make their choices?

We believe that our customers estimate which offer will deliver the most value. Customer value maximizes within the bound's rich costs and limited knowledge, whether or not the offer lives up to value expectation affects both satisfaction and repurchase probability.

2.4. IMPORTANCE OF CUSTOMER SATISFACTION:

The dealer has to conduct market survey's success or failure from long-term perspective. It is an effort to discover how satisfied customers are. The study depends much on the feedback given by customer. It creates brand name and image. It helps in identifying grey areas if any. It helps future improvement.

2.5. PRE-SALES SERVICES:

The services provided to the customer before the sale of products. These are also the important services that customers are expecting from the company.

For example:

Demo: Introduction of the product.

Test drive: A test drive with customer.

2.6. POST-SALES SERVICES:

The term frequently used in marketing, is a measure of how products and services supplied by company meet or surpass customer expectation. Post sales service is defined as "The number of customers, or percentage of total customers, or whose reported experience with a firm, its product, or its services (rating) exceeds specific satisfaction of goals.

OR.

The service provided to the customer after the sale of product. These are the important services that customers are expecting from the company.

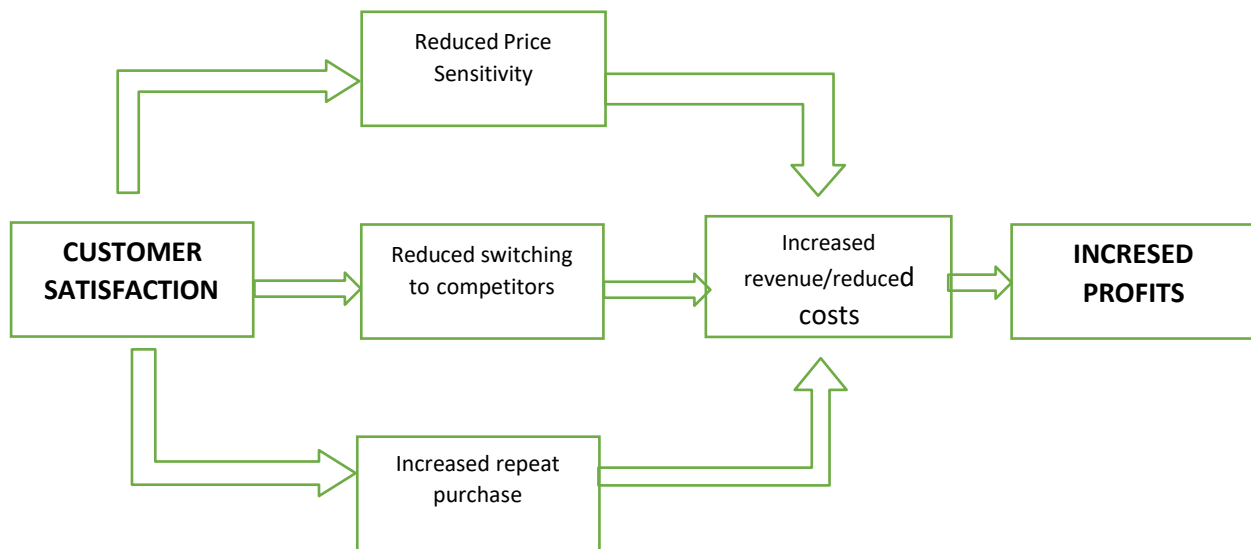
For example:

Free services: These are the services that company will provide free to its customers.

Paid services: The customers have to pay for the services provided by the company

2.7. Importance of Pre and Post Sales Services:

- Pre and post sales services are important because a higher level of satisfaction can be delivering many benefits. Those satisfactions are as follows:
- Loyalty: A highly satisfied customer is a loyal customer.
- Repeat purchases: A highly satisfied customer buys more products.
- Referral: A highly satisfied customer tell their friend and family about the product and services.
- Retention: A highly satisfied customer is less likely to switch brands.
- Reduced cost: A highly satisfied customer costs less to serve than a new customer.
- Premium safety: A highly satisfied customer is willing to pay more for the product or services.



2.8 Total customer satisfaction:

Whether the buyer is satisfied after the purchase depends on the offer's performance in relation to the buyer's expectation. In general satisfaction is a person's feeling of pleasure or disappointment resulting from compiling a product perceived Performance (or outcome) in relation to his or her expectations. If the performance falls short of expectations, performance matches the expectation, the customer is satisfied. If the performance exceeds expectations the customer is highly satisfied or delighted.

The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is rated on a scale from one to five at a very low level of customer satisfaction (that is at level one), customers are likely to abandon the company and even bad mouth it. At levels two to four, customer is fairly satisfied but still find it easy to switch when a better offer comes along. At level five, the customer is very likely to repurchase and even spread good word or delight creators an emotional bond with the brand or company not just a rational preference.

2.9. Steps to forming strong customer bonds:

Companies that want to form strong customer bonds need to attend to the following basics.

1. Get cross- departmental participation in planning and managing the customer satisfaction and retention process.
2. Integrate the voice of the customers in all business decisions.
3. Create superior products, services, and experiences for the target market.
4. Organize and make accessible a database of information on individual customer needs, preferences, contacts, purchase frequency and satisfaction.
5. Make it easy for customer to reach appropriate company personnel and express their needs perceptions and complaints.

2.10. Tools for tracking and measuring customer satisfaction:

Complaint and suggestion systems:

A customer- centred organization makes it easy for customer to register suggestion and complaints. Some customer centred companies like P&G, General Electric and whirlpool establish hotlines with toll free numbers. Companies are also using web& E-mail for quick two-way communication.

Customer satisfaction surveys:

Studies show that although customers are dissatisfied with one out of every four purchases, less than 5% will complain, most customers will buy test or switch suppliers. Responsive company's measure customer satisfaction directly by conducting periodic surveys while collecting customer satisfaction data, it is also useful to ask additional questions to measure repurchase intention to measure the likelihood or willingness to recommend the company and the brand to others.

Lost customer analysis:

Companies should contact customers who have switched to another supplier to learn why this happened. Not only this, it is also important to conduct exit interviews when customers first stop buying, it is also necessary to monitor the customer lost rate.

2.11. How to achieve Pre and Post sales Service Customer Satisfaction

1. Understanding the needs of the customer.

A business relationship, just like any other relationship, relies on both people getting their needs met. No matter what type of business you are doing all customers want the same. They want to feel welcomed and appreciated by you and your staff.

2. Make sure your employees operate the same principles. A big part of customer satisfaction reliability. If customers come to expect a certain mode of behaviour from you and your employees. You should deliver it to them each and every time. Customer wants to be able to rely on you

3. Be honest when you do not meet expectations Customer satisfaction is at its most important when something goes wrong in the chain of delivery. Whether a customer was double charged or did not receive what he or he order. Your employees need to handle the situation with utmost care.

4. Customer satisfaction is the foundation of a good business Satisfied customers will make a great foundation for return business, and they may also bring in their friends and associates remember that the customers are the heart of any business. Keep them satisfied and encourage them to tell their friends about their experience with your business.

Chapter - 3

Company profile

3.1. History:

The company was founded in 1958 by N.K.Firodia. Four decades ago, Force motors started production of the Han seat three wheelers in collaboration with Vidal & Sohn Tempo Werke Germany, and went on to establish a strong presence in the light commercial vehicles (LCV) field with the matador, the proverbial LCV in India.

Through the 80s & 90s. especially in the last five years with a major product development effort, Force motors has introduced new LCVs, a new family of utility vehicles, new state of the art tractors, a new range of three wheelers.

Force Motors, formerly Bajaj Tempo, is an Indian Manufacturer of three wheelers, multiutility and cross-country vehicles, light commercial vehicles, tractors, buses and heavy commercial vehicles. It was originally named Firodia Tempo Limited And later after partial acquisition by Bajaj auto as Bajaj tempo Ltd.

A company that has reinvented itself. A fully vertically integrated automobile company, with expertise in Design, Development and Manufacture of the full of Automotive Components, Aggregates and Vehicles. spectrum.

Our range includes three wheelers, multi utility and cross-country vehicles, light heavy commercial vehicles. commercial vehicles, tractors and now The word 'Force' to us is not just the product of 'mass' and 'acceleration'. It reflects our values of ethical business, our strength in technology, in manufacturing and our energy in product development.

It is also the binding force in our close and mutually beneficial relations with our customers, dealers, suppliers and business associates. Force is the dynamism with which we venture into our future supported by the array of Technical Collaborations and Business Alliances with world leaders like MAN, Daimler Chrysler and ZF.

3.2. Introduction of Force Motors Ltd.:

A company that has reinvented itself. A fully vertically integrated automobile company, with expertise in Design, Development and Manufacture of the full spectrum of Automotive Components, Aggregates and Vehicles. Our range includes three wheelers, multi utility and cross-country vehicles, light commercial vehicles, tractors and now heavy commercial vehicles. The word 'Force' to us is not just the product of 'mass' and 'acceleration'. It reflects

our values of ethical business, our strength in technology, in manufacturing and our energy in product development. It is also the binding force in our close and mutually beneficial relations with our customers, dealers, suppliers and business associates. Force is the dynamism with which we venture into our future supported by the array of Technical Collaborations and Business Alliances with world leaders like MAN, Daimler Chrysler and ZF.

Milestones 2005

- Tempo was rechristened as FORCE MOTORS LTD.

2006

- New state-of-the-art HCV manufacturing facility was inaugurated at Pithampur.

2008-

- Force Motors launched Traveller Shakti man, Traveller Luxury and Traveller Smooth.

2011

- Force Motors enters into Agreement with Daimler AG. Germany, in respect of licensing of technology for Multi-Purpose Vehicle (MPV).
- Force Motors launched its first offering in the Personal Vehicles segment. The FORCE ONE.

2012

- Force Motors shakes hand with HPCL for oil supplies
- Force Motors introduces a revolutionary passenger vehicle, Traveller 26.

2013

- Force Motors introduces Gurkha, the Extreme Off-Roader Vehicle.

MAN, FORCE TRUCKS Pvt Ltd.

MAN, FORCE TRUCKS Pvt Ltd a joint venture of MAN. AG and Force Motors

Ltd. is part of MAN's long-term strategy to expand its footprint in the fast-developing markets of Asia, Africa. the Middle East and Eastern Europe.

3.5. Business segment of the company:

Force Motors stands on the threshold of a new era in the automobile industry in India, with a stake in five products.

1) **Tractors: OX and Balwan** - Modern tractors, sporting synchromesh transmission, Bosch hydraulics, excellent ergonomics and fuel-efficient engines. Designed for demanding farmers of developing countries.

2) Trump 40:

It is ultimate solution to the small business needs to take the high load compare to goods vehicle.

3) **Light commercial vehicles:** Traveller and Excel range of passenger and goods carriers. Powered by a family of DI and IDI engines including the legendary Mercedes derived OM 616 engines. A range of high reliability axles and transmissions add value.

4) **Multi Utility Vehicles:** Complete range of multi utility vehicles including Trax Judo. Trax Gama, Tax Cruiser, Trax Kargo King range of single cabin and double cabin pickups. And the 4X4 cross country vehicle - Trax Gurkha.

5) **Light Commercial vehicles:** In technical collaboration with MAN AG, Germany, the company will be introducing shortly a range of heavy commercial vehicles with a payload capacity ranging from 2 to 3 tones

3.6. MEGA PROJECT STATUS:

For new products and connected investments being made at Pithampur, the Government of Madhya Pradesh has granted a host of incentives recognizing this effort as a Mega Project. This support and encouragement are of crucial importance in creating a strong basis for success.

3.7. EXPORT POSSIBILITIES

The Company has put significant emphasis on the export sector.

- It is expected in the near future to achieve export of components, engines and aggregates and also fully built vehicles, to the collaborators M/s. MAN. Interaction with MAN on the above aspects is ongoing.
- Company's four-wheeler products such as Traveller, and Trax such as trump 40 are being aggressively promoted, to improve the geographical footprint in the export area. New areas in the Africa and Middle East are being developed, both through Company's own efforts and through Specialized Export Houses, with territory specific expertise and strength. Export is seen as a significant opportunity in both the above aspects and every effort is being made to achieve success in this field.

3.8. FUTURE PLANS

Heavy Commercial Vehicles Project: The Heavy Commercial Vehicles range, soon to be introduced by the Company, will include vehicles from 16 Ton GVW to 50 Ton GCW. Various configurations such as 4 x 2, 4 x 4, 6 x 2, 6 x 4 vehicles in rigid as well as tractor-trailer combination are included. Application Engineering will be done to offer specialized vehicles such as trump 40 etc.

1. A number of Prototype Heavy Commercial Vehicles are currently under test. The construction of the Plant is rapidly progressing. Machinery and dies/tools etc. are being procured. It is expected that the Plant' can be commissioned towards the last quarter of the current financial year. Based on the product testing and Various development activities, the Company is desirous to field a pre-production batch of vehicles in the market, in the last quarter of the current financial year.

2. It is decided to create an integrated facility for the range of Heavy Commercial Vehicles currently under industrialization. This facility for manufacture of Engines, Transmissions, Axles and Vehicles will be comprehensively located at the Company's Pithampur Plant. The earlier plans to build an Engine Plant at Chakan, near Pune, are not being pursued at the present moment.

3. The Company is negotiating with a consortium of bankers, for accessing project finance, considering the significant level of investments envisaged.

4. The Company is in the process of firming up its plans, for establishment of an independent channel, for sale and distribution of the new line of Heavy Commercial Vehicles. It is expected that the new dealer network will be in place before the pilot lot is introduced

3.9. INTERNAL CONTROL SYSTEMS

As reported earlier, the internal controls are structured at two different levels.

1.The first level being - the Internal Audit Department", which exercises internal control over each type of Expenditure.

2.The second level employs the services of an "External Auditors' Firm', to 2 audit the processes and activities of key functions in the organization such as the materials, personnel functions. The Statutory Auditors operate at the apex third level.

3.10. MILESTONES& ACHIVEMENTS:

Late Shri N. K. Firodia, a dedicated Gandhian and Visionary Industrialist, was the Founder-Managing Director of the company. Having participated in the freedom struggle for India in 1932 and 1942, was determined to achieve Industrial modernization for India. He established, starting in 1950, in Collaboration with Vidal & Sohn, Hamburg, Germany imports and later progressive manufacture in India of the Tempo 3-Wheeler.

On 15th August 1957, the 10th anniversary of Indian independence, Mr. N. K. Firodia signed collaboration with Vidal& Sohn Tempo Werke GmbH for phased manufacturing of TEMPO 3-WHEELER & manufacturing was started in a small plant at Goregaon, Bombay. The initial licensed capacity granted by the government was 1000 per year and 80 vehicles per month.

The VIKING vehicle subsequently was upgraded with a diesel engine and the MATADOR of the company was increased to 12,000 vehicles per year, in addition to 6,000 diesel engines for other purposes

The collaborator company in Germany, in the wave of mergers during the 70 s merged eventually with Daimler-Benz. In July 1982, the company in a new collaboration - with the then Daimler Benz produced the Mercedes Benz OM 616 engines under license for fitting on its line of vehicles.

The TEMPO TRAX Vehicle, specifically designed for the rough roads of rural India was developed by the Company's Research & Development department, to cater to the growing mechanisation of passenger transport in rural India.

To further modernize its LCV product range, the Company took up the production of the TEMPO TRAVELLER, under licence from Daimler-Benz. A new Plant was set up in 1987, on a greenfield site in Central India at Pithampur in Madhya Pradesh.

This modern facility was developed in close co-operation with Daimler-Benz. The plant is equipped with a modern conveyORIZED body welding and Electrophoretic dip painting shop. The Plant has been expanded to house a new Press Shop in 1997.

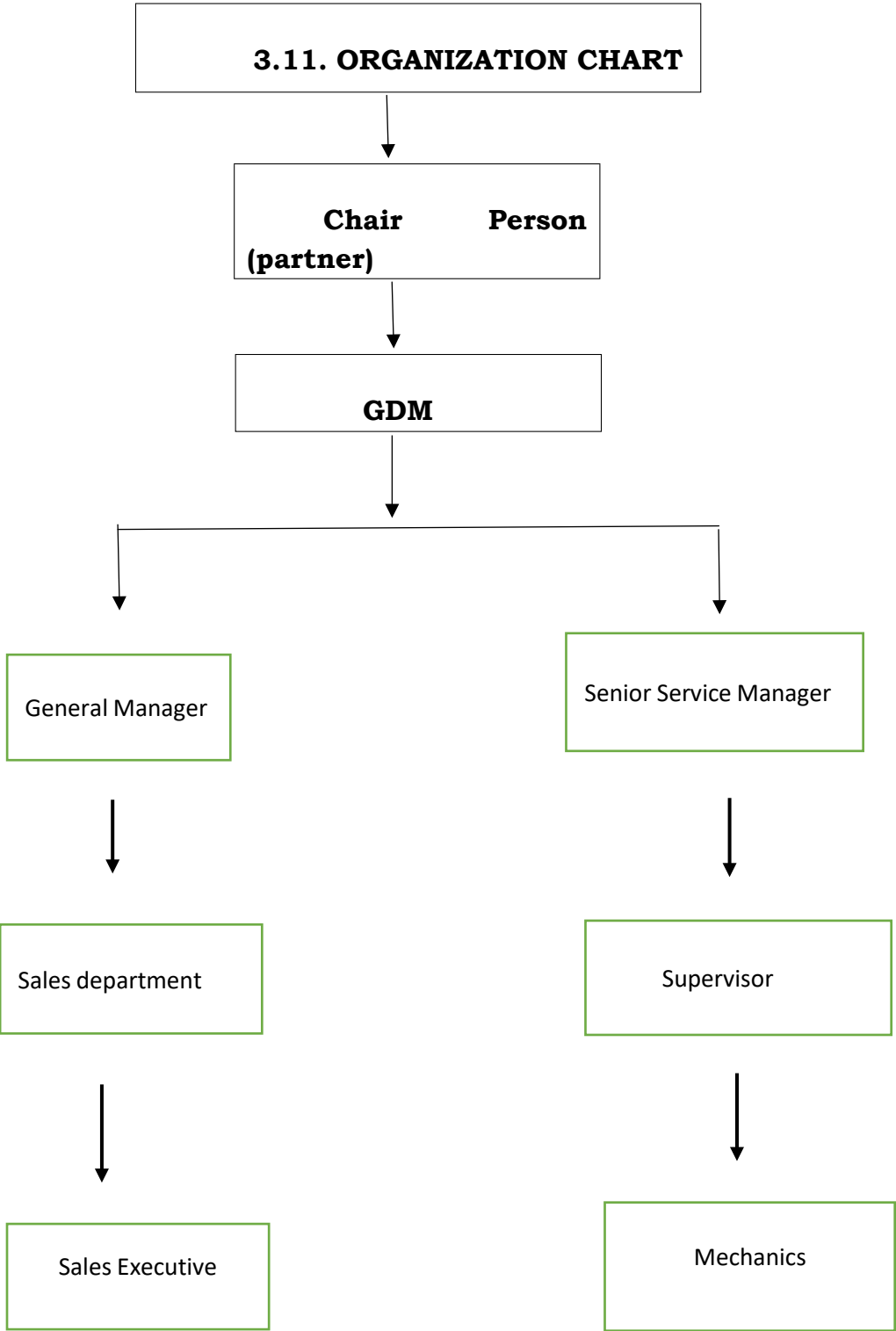
In 1996, the company introduced a new range of Three Wheelers - MINIDOR - pick up and auto rickshaw. These vehicles were completely designed in house using its own modern Computer aided Design and Computer Aided Manufacturing facilities.

In 1997, the company conceived a technologically superior tractor, the OX, as a diversification and the OX 45, a 45 HP tractor was introduced. The tractor was designed using Transmission technology from ZF, Germany, technical assistance for engine from AVL, Austria and hydraulics technology from Bosch. A 35 HP version of the tractor, the OX 35 was introduced in 1999. During 2002, 25 HP OX-25 was added to its range. The company launched Balwan range of tractors in 2003.

In 1999, The EXCEL range of state-of-the-art Light Commercial Vehicles was introduced. These vehicles with their superb ergonomics and superior aggregates represent the latest generation of L.CV s in India that can carry payloads up to 4 tonnes

Continuing with the efforts to introduce new products, the company in the year 2000 introduced two new highly refined vehicles specially designed for the Indian market. - Trax JUDO and Trax GAMA. Trax JUDO, now with a Euro II compliant engine, all metal body, excellent fit and finish is the All Rounder multi utility vehicle, with both air conditioning and power steering as standard options. Trax GAMA also features a full metal body and fine fit and finish, with a most economical DI engine. The GAMA is thus the Ideal People Carrier, for rural as well as urban. In the Year 2000, the Pithampur plant and its Mercedes Engine facilities received the prestigious ISO 9002 certification for quality systems. ISO 9000 In year 2003, the entire Akurdi plant and Pithampur Plant were certified to ISO 9001: 2000. In 2004, Engine Plant assembling Daimler Chrysler engines was certified to TS 16949: 2002.

With new prospects and greater opportunities on the horizon, the company realized that it was time to reinvent its identity. In its new avatar, the company is now known as Force Motors Limited - A name that means many things. It is not merely the product of mass and acceleration but also the way the company conducts its business. Force is the power, the energy and the enthusiasm with which the company undertakes all its projects. Keeping its original values and core philosophy intact it now wears a proud new badge.











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CHAPTER – 4

Data Analysis & Interpretation

DATA ANALYSIS AND INTERPRETATION:

Meaning of Data Analysis:

The process of evaluating data using analytical and logical reasoning to examine each component of the data provided. This form of analysis is just one of the many steps that must be completed when conducting a research experiment.

Data from various sources are gathered, reviewed and then analysed to form some sort of findings or conclusion.

Meaning of Interpretation:

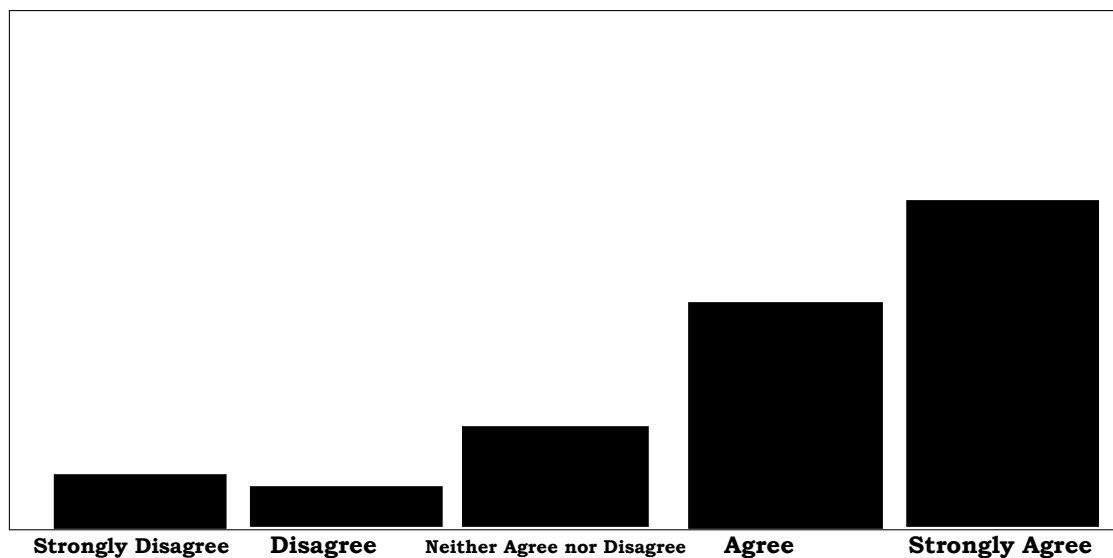
The act or result of explaining or interpreting something: the way something is explained or understood. A particular way of performing something. Or a particular adoption or version of a work, method or style.

RESULTS AND DISCUSSION WITH GRAPHS & CHARTS:

1) The location of Arihant Motors service station is good.

TABLE NO.1

Strongly Disagree	Disagree	Neither agree Nor disagree	Agree	Strongly agree
6	3	11	28	52



Source: Table 1

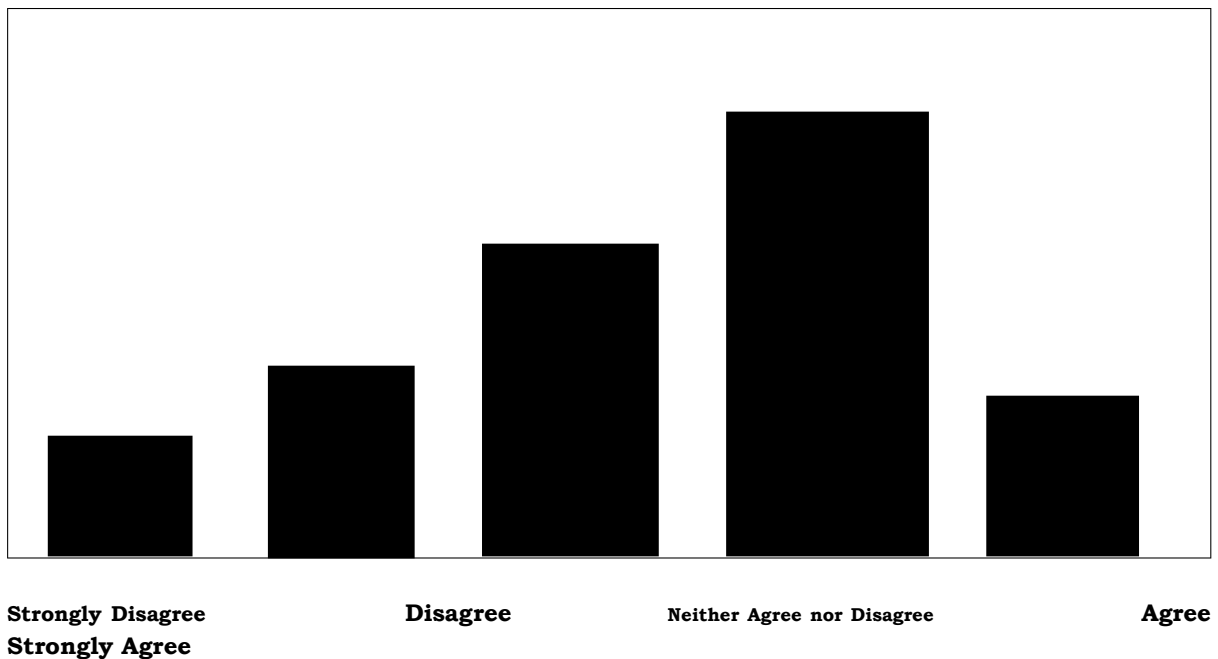
Interpretation:

The above table and chart show that 52% of respondents strongly agree, 28% of respondents agree, 11% respondents neither agree nor disagree, 3% respondents disagree, 6% respondents strongly disagree of location of Arihant Motor's service station.

2). Test drive provided by Arihant motors Force is good.

Table no.2

Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
7	13	27	43	10



Test drive provided by Arihant Motors Force is good.

Source: Table 2

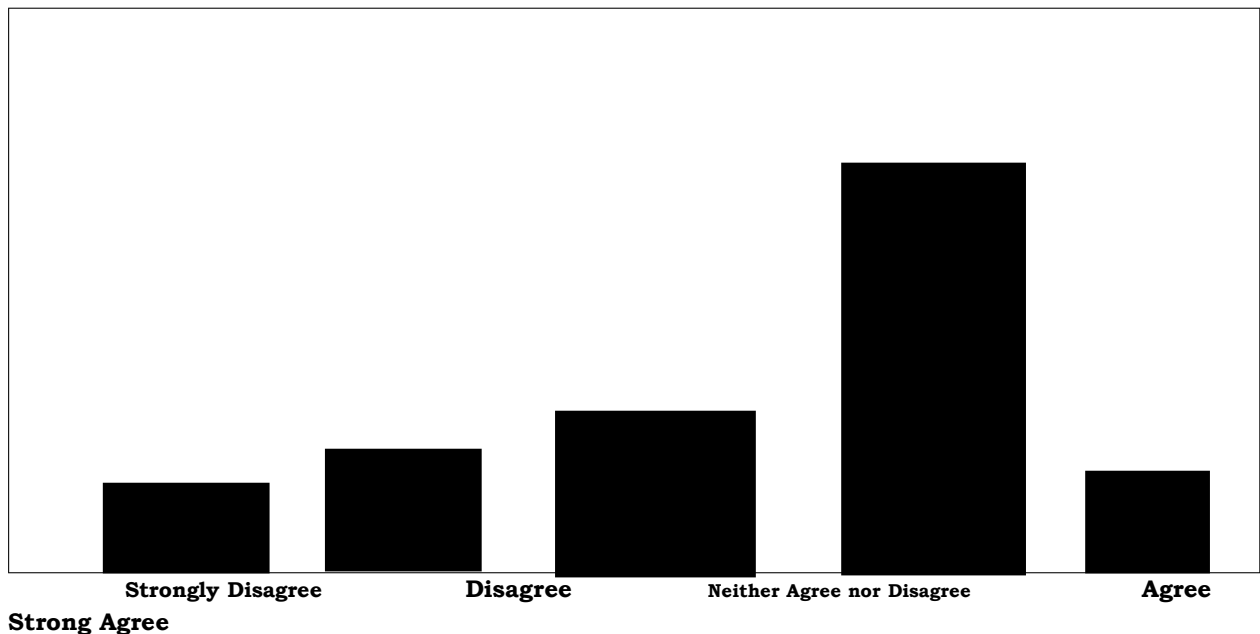
Interpretation:

The above table and chart show that 10% of respondents strongly agree, 43% of respondents agree, 27% respondents neither agree nor disagree, 13% respondents disagree, 7% respondents strongly disagree of test drive provided by Arihant Motor's Pvt Ltd.

3). Demo provided by Arihant motors Force is good

Table no.3

Strongly Disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
8	15	17	51	9



Demo provided by Arihant Motors Force is good.

Source: Table 3

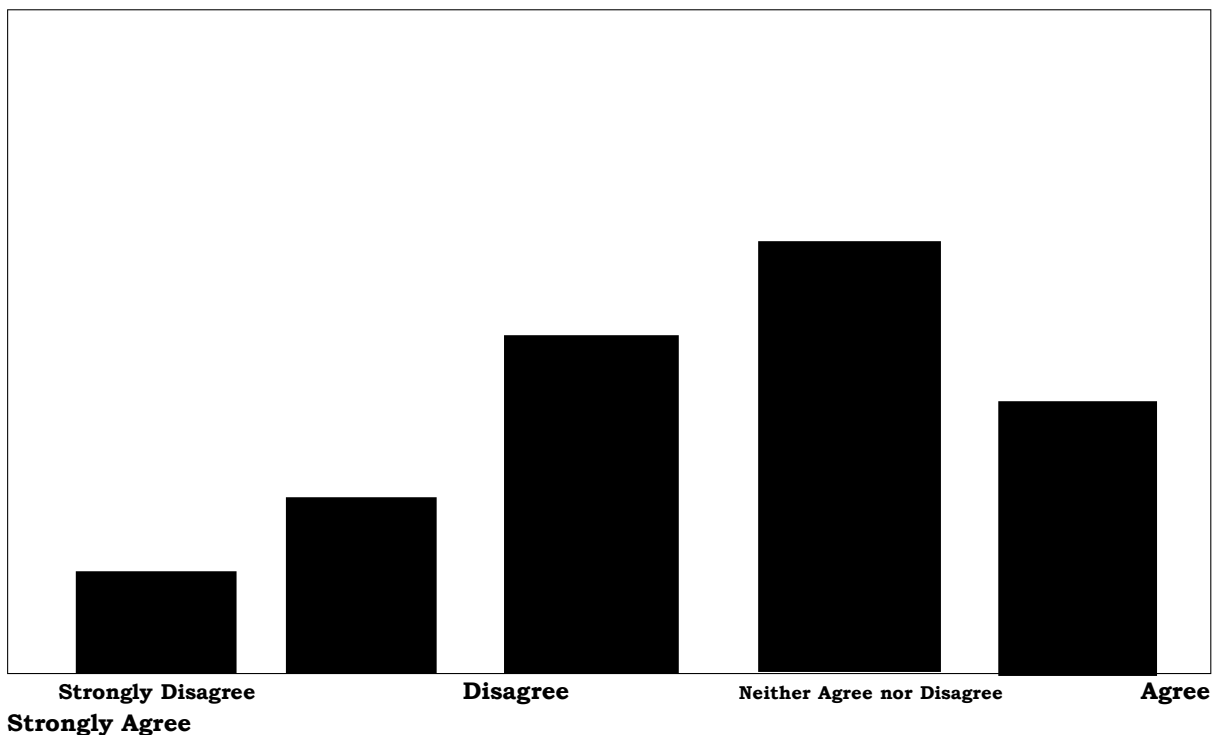
Interpretation:

The above table and chart show that 9% of respondents strongly agree, 51% of respondents agree, 17% respondents neither agree nor disagree, 15% respondents disagree, 8% respondents strongly disagree of Demo provided by Arihant Motor's Pvt Ltd

4). **The behaviour of sales person during pre-sales service is good.:**

Table No.4:

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
8	12	28	32	20



The behaviour of sales parson during pre-sales service is good.

Source: Table No.4

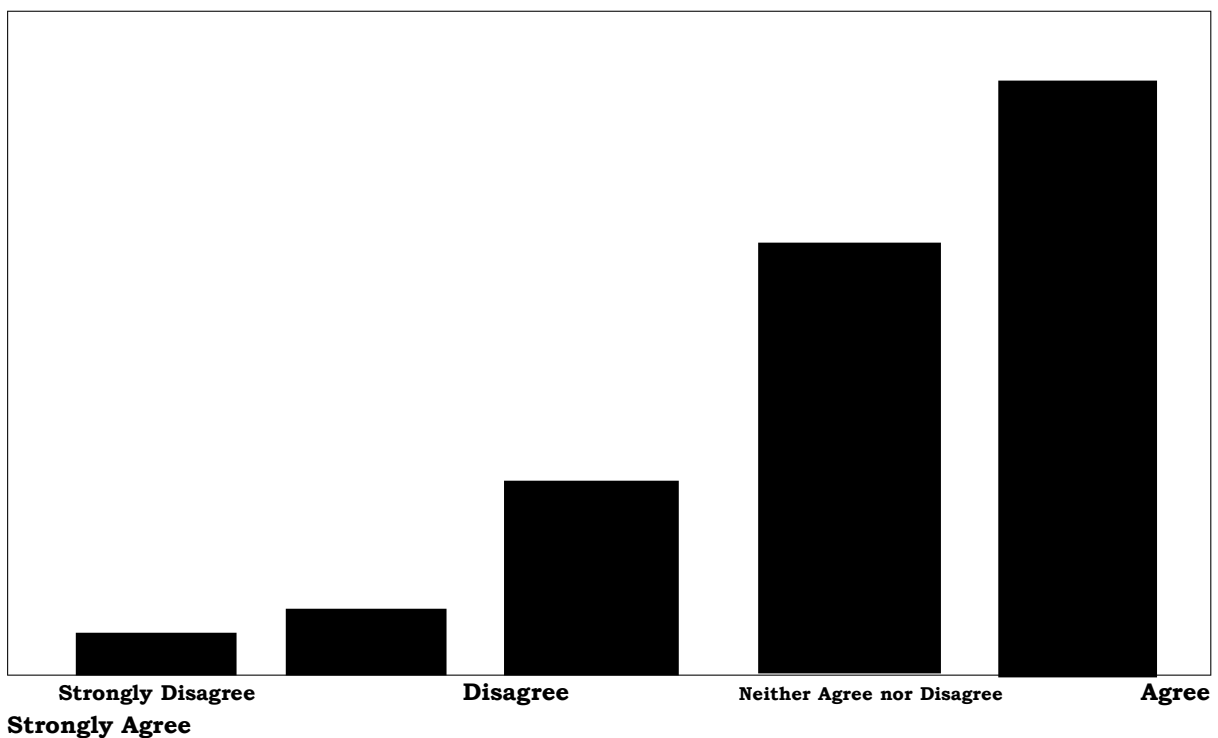
Interpretation:

The above table and chart show that 20% of respondents strongly agree, 32% of respondents agree, 12% respondents neither agree nor disagree, 12% respondents disagree, 8% respondents strongly disagree of the behaviour of sales person during pre-sales service at Arihant Motor's Pvt Ltd.

5) Free sales service provided by Arihant Motor Force is good.

Table No. 5

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
3	5	15	31	46



Free sales service provided by Arihant Motors Force is good.

Source: Table No.5

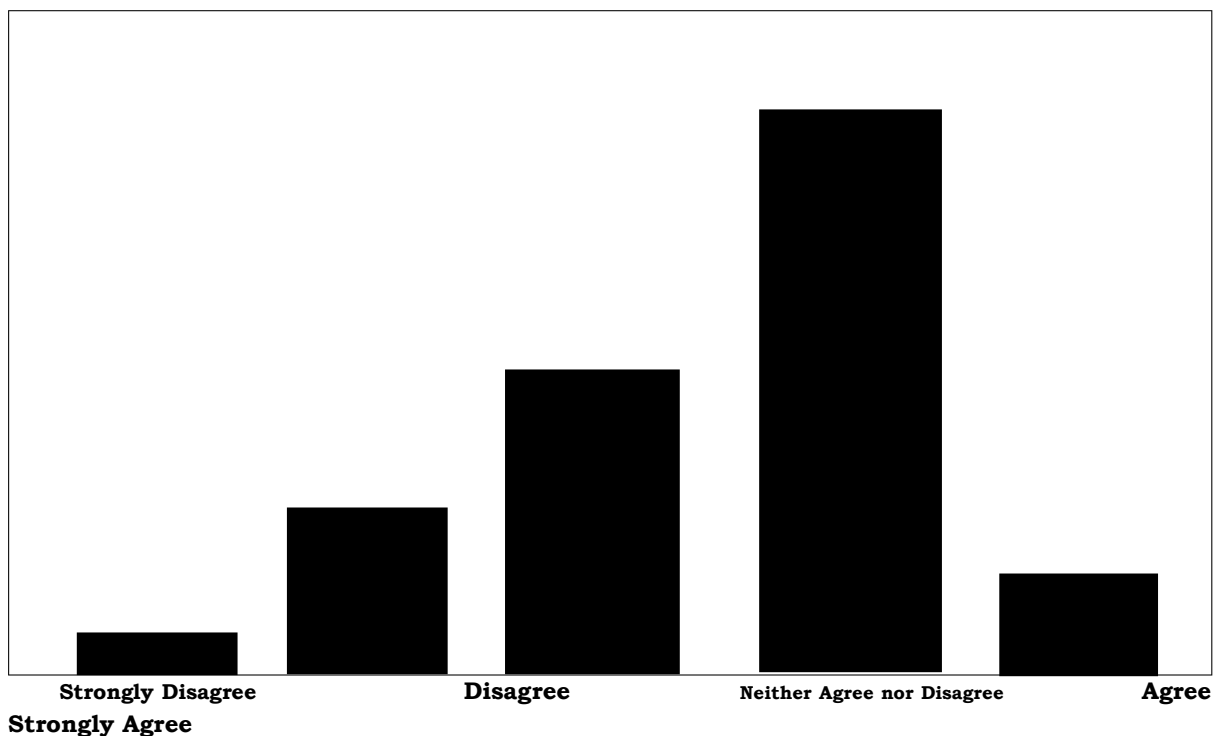
Interpretation:

The above table and chart show that 46% of respondents strongly agree, 31% of respondents agree, 15% respondents neither agree nor disagree, 5% respondents disagree, 3% respondents strongly disagree of free sales service provided by Arihant Motors Pvt Ltd.

6) Paid sales services provided by Arihant Motor Force is good.

Table No.6

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
4	19	26	40	11



Paid sales service provided by Arihant Motors Force is good.

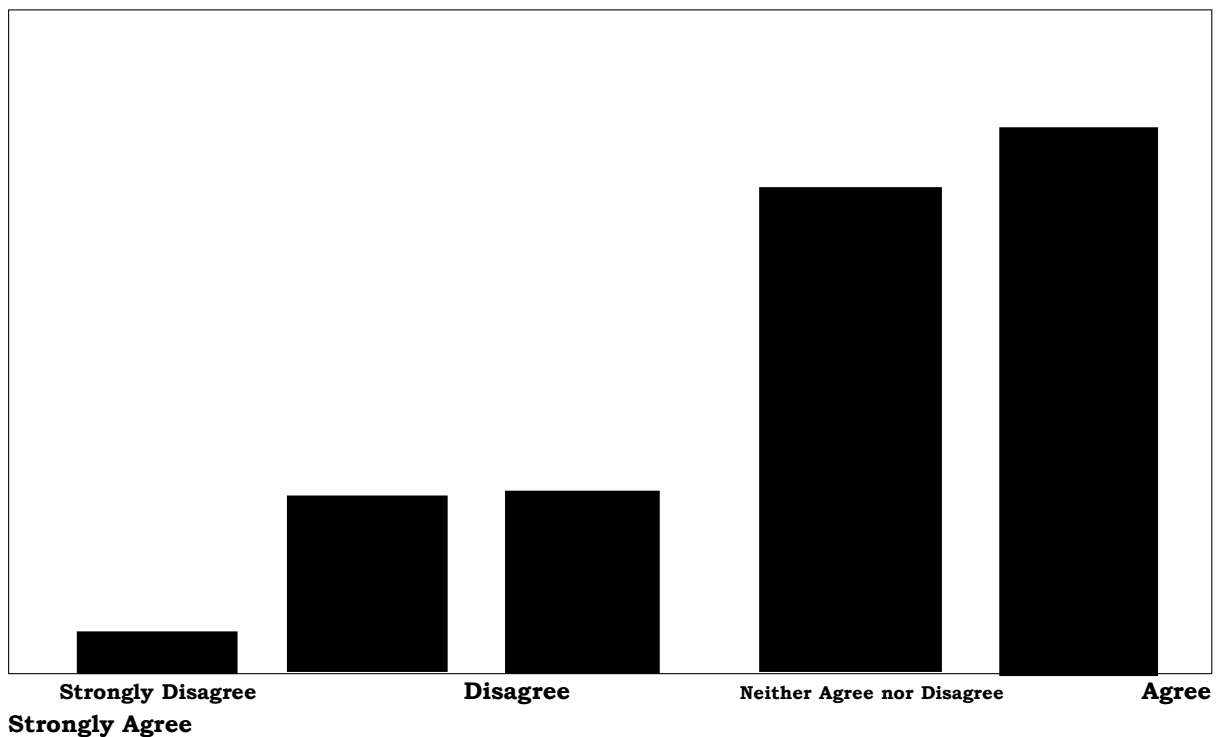
Interpretation:

The above table and chart show that 11% of respondents strongly agree, 40% of respondents agree, 26% respondents neither agree nor disagree, 19% respondents disagree, 4% respondents strongly disagree of paid sales service provided by Arihant Motors Pvt Ltd.

7). I am satisfied with pre-sales services provided by Arihant Motors Force

Table no.7

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
2	16	16	32	34



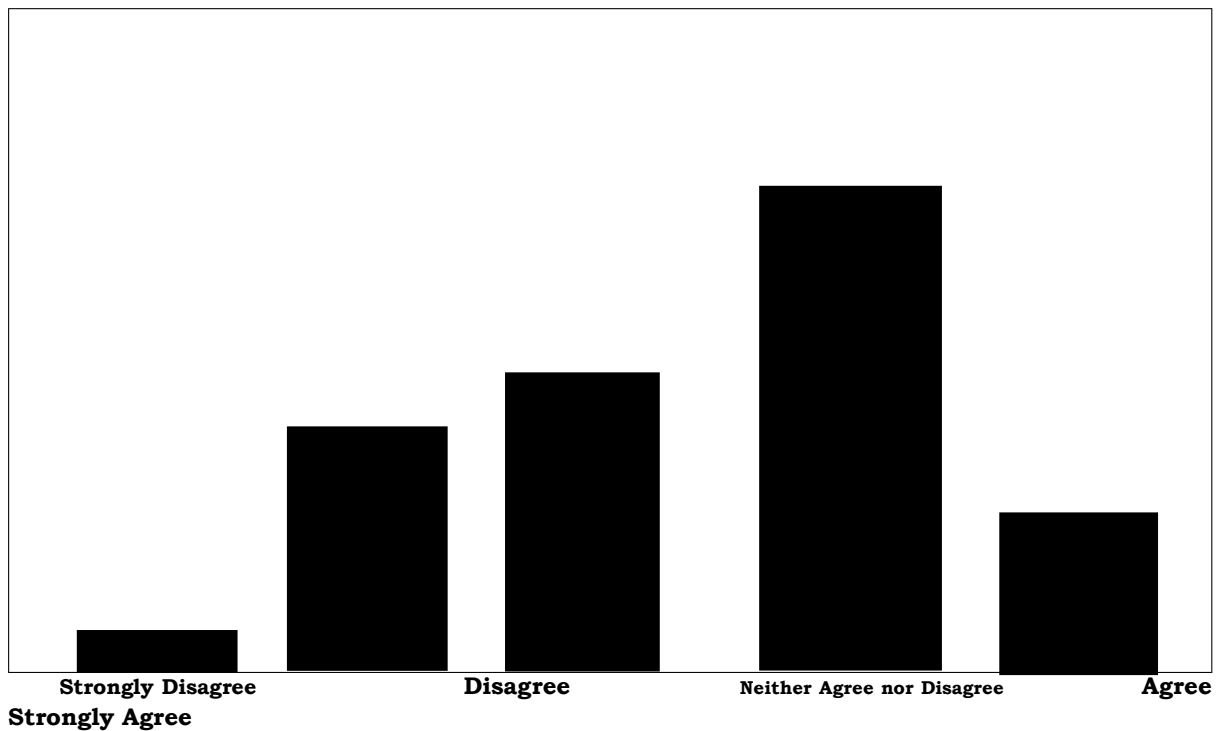
I am satisfied with pre-sales services provided by Arihant Motors Force

Interpretation:

The above table and chart show that 34% of respondents strongly agree, 32% of respondents agree, 16% respondents neither agree nor disagree, 16% respondents disagree, 2% respondents strongly disagree of paid sales service provided by Arihant Motors Pvt Ltd.

8). I am satisfied post-sales services provided Arihant Motors**Table No. 8**

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
2	20	28	36	14



I am satisfied with post-sales services provide ed by Arihant Motors Force

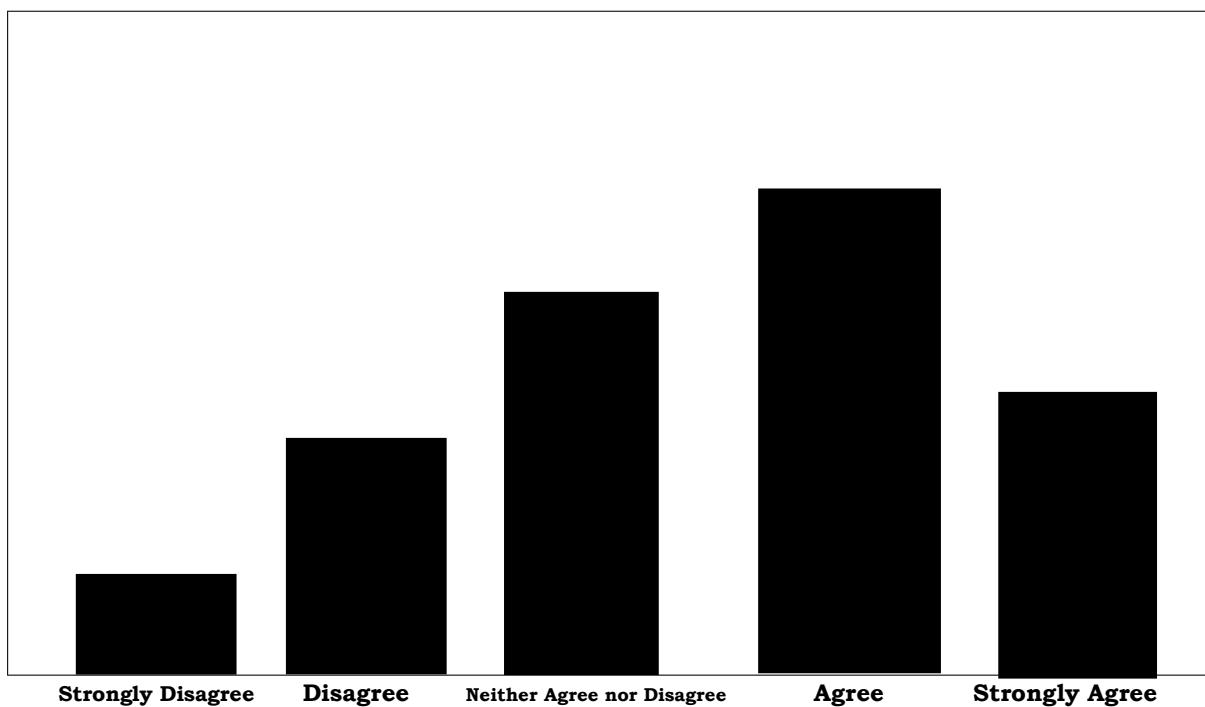
Interpretation:

The above table and chart show that 14% of respondents strongly agree, 36% of respondents agree, 28% respondents neither agree nor disagree, 20% respondents disagree, 2% respondents strongly disagree of post sales service provided by Arihant Motors Pvt Ltd.

9). **The service provided by Arihant Motors is in time.**

Table No. 9

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
5	17	24	35	19



The services provided by Arihant Motors Force is in time.

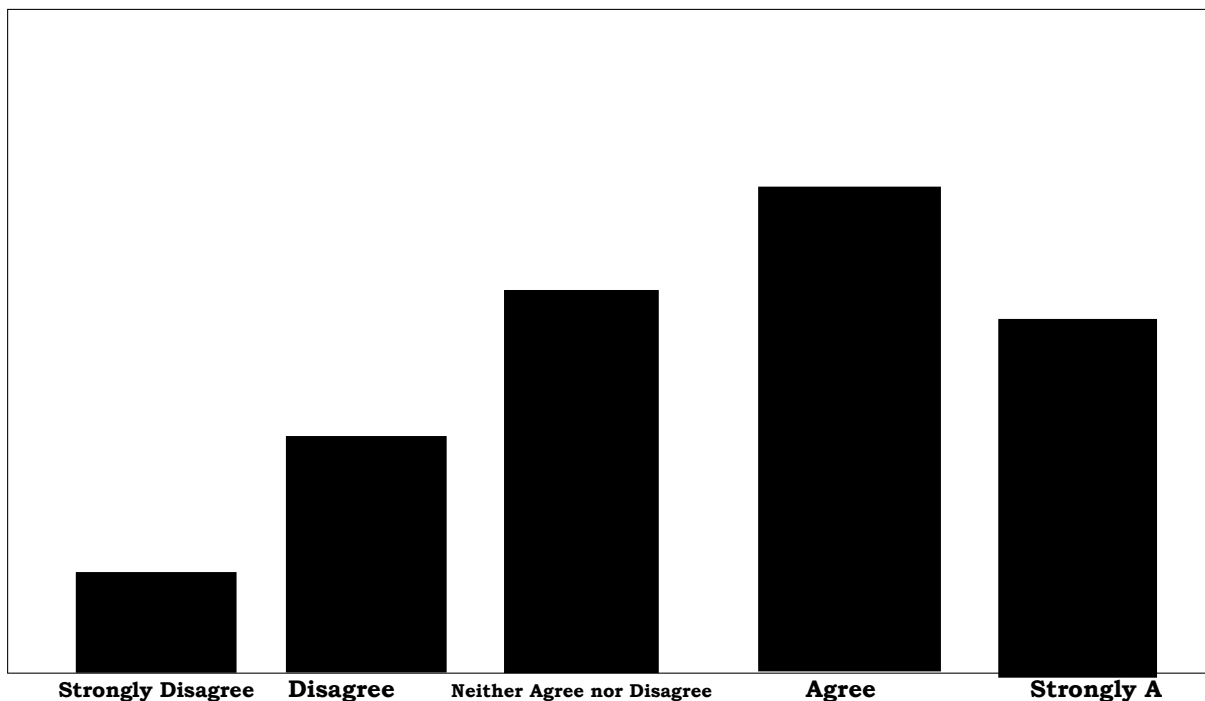
Interpretation:

The above table and chart show that 19% of respondents strongly agree, 35% of respondents agree, 24% respondents neither agree nor disagree, 17% respondents disagree, 5% respondents strongly disagree of post sales service provided by Arihant Motors Pvt Ltd.

10). All required parts are available or made available Arihant Motors Force.

Table No.10

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
6	15	23	34	22



All required parts are available or made available at Arihant Motors
For

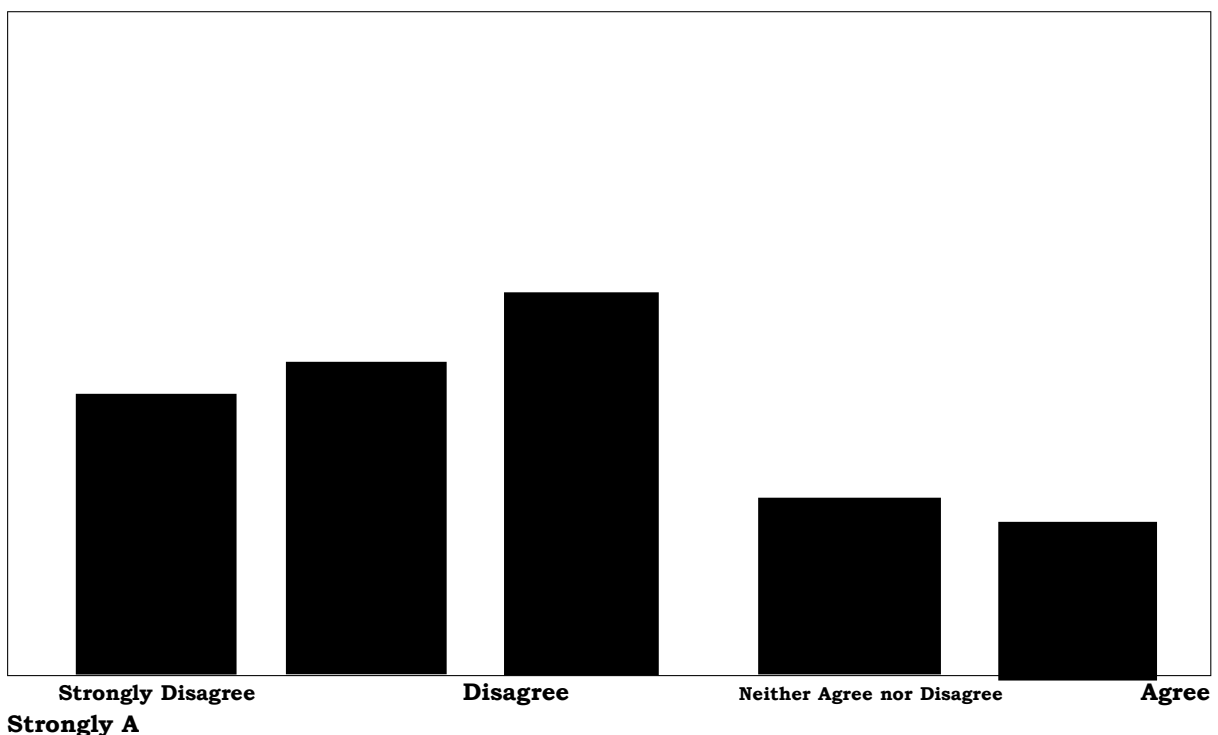
Interpretation:

The above table and chart shows that 22% of respondents strongly agree. 34% of respondents agree, 23% respondents neither agree nor disagree, 15% respondents disagree, 6% respondents strongly disagree of post sales service provided by Arihant Motors Pvt Ltd.

11) The cost of service at Arihant Motors is nominal.

Table No.11

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
23	24	26	15	12



The cost of service at Arihant Motors is nominal

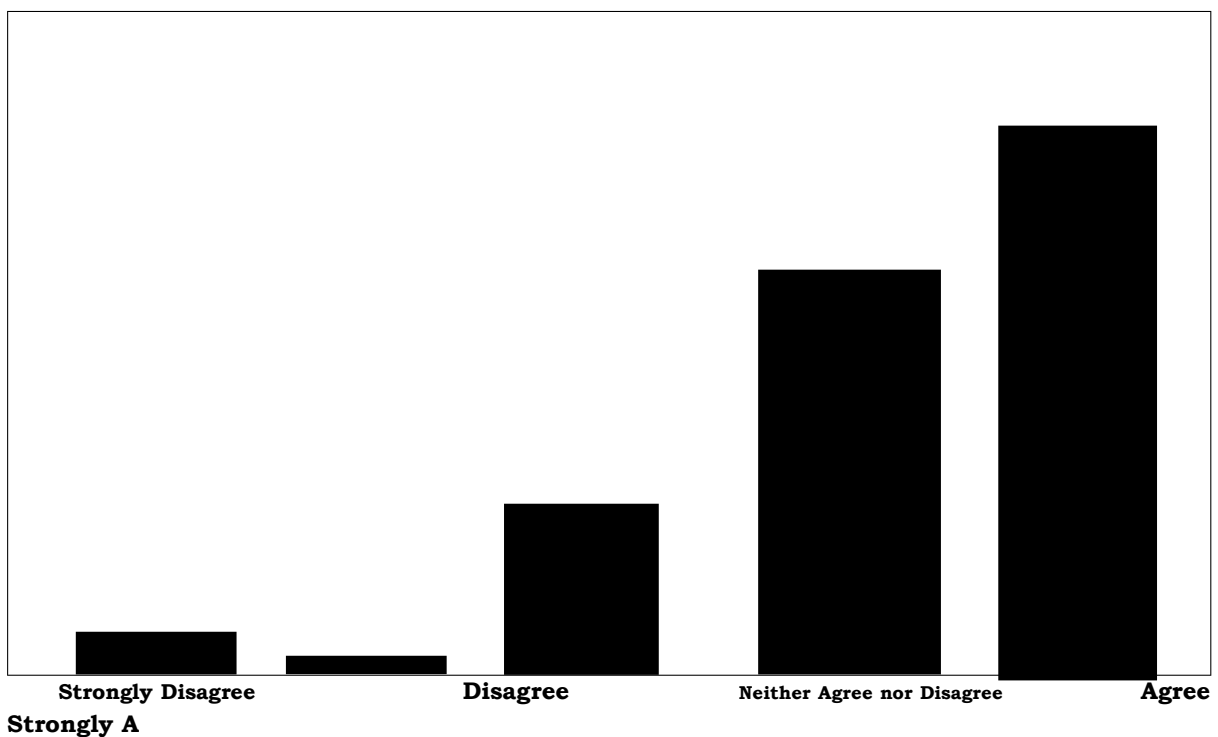
Interpretation:

The above table and chart show that 12% of respondents strongly agree, 15% of respondents agree, 26% respondents neither agree nor disagree, 24% respondents disagree, 23% respondents strongly disagree of the cost of service provided by Arihant Motors Pvt Ltd.

12) **The behaviour of technicians with customers is good.**

Table No.12

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
06	01	14	34	45



The behaviour of technician with customer is good.

Interpretation:

The above table and chart show that 45% of respondents strongly agree, 34% of respondents agree, 14% respondents neither agree nor disagree, 1% respondents disagree, 6% respondents strongly disagree of the behaviour of technicians with customers at Arihant Motors Pvt Ltd.

Chapter - 5

Findings

Suggestions

& Conclusions

Findings: -

- 80% of respondents are agree when we compared with 1 1% respondents are neither agree nor disagree and 9% respondents are disagreeing of the location of Arihant motors service station.
- 60% of respondents are agree, 17% respondents are neither agree nor disagree, 23% respondents are disagreeing of the Demo provided by Arihant Motors Pvt Ltd.
- 53 %of respondents are agreeing where as 27% respondents are neither agree nor disagree & 20% respondents are disagreeing of the test drive provided by Arihant motors Pvt Ltd.
- 52 %of respondents are agree where as 28% respondents are neither agree nor disagree & 20% respondents are Disagree of the behaviour of sales person during pre-sales service.
- 77% respondents are agree is higher by comparing with both 15% respondents neither agree nor disagree and 8% respondents are disagree of the free sales service provided by Arihant Motor Pvt Ltd.
-
- 51%respondents are agreeing with paid -sales services provided by Arihant Motor Pvt Ltd where as 26% respondents are neither agree nor disagree & 23% respondents are disagreed.

- 66% respondents are agreeing with pre-sales services provided by Arihant Motor Pvt Ltd. whereas 16% respondents are neither agree nor disagree & 18% respondents are disagreed.
- Post-sales services provided by Arihant Motor Pvt Ltd is agree by 50% respondents where as 28% respondents are neither agree nor disagree& 22% respondents are disagreed.
- The service provided by Arihant Motors is in time is agree by 54% of respondents where as 24% respondents are neither agree nor disagree & 22% respondents are disagreed.
- 56% respondents are agreeing of all required parts available or made available at Arihant Motor Pvt Ltd where as 23% respondents are neither agree nor disagree &21% respondents are disagreed.
- 47% respondents are disagreeing with cost of services provided by Arihant Motor Pvt Ltd where as 26% respondents are neither agree nor disagree & 27% respondents are agreed.
- Highest agree 79% respondent for the behaviour of technicians with customers by respondents where as 14% respondents are neither agree nor disagree & 7% respondents are disagreed.

SUGGESTIONS:

- Company has to take continuous feedback from the customers regarding service provided by them.
- Company needs to reduce the labour charge of service, because most of the customers are not satisfied with the charges, which company is charging.
- Company needs to improve their service materials so the customer can get their vehicle service fast
- Company needs to give training to their worker to improve in their work so that customers will get good service from the company.
- Company needs to improve their service station, means all facilities should be available in their shop.
- Company needs to give offer at special occasions.

EX: The company can give 20% to 50% discount to the customers who regularly get their vehicle serviced at this station.

5.3. Conclusion:

From the survey it is cleared that most of the customers say that pre and post sales service provided by is at Arihant Motors Pvt ltd satisfactory level i.e., they are neither satisfied nor dissatisfied with the service provided.

To overcome this problem the company adopts effective measures should be taken for the improvement of after sale services i.e., the company's sales executive should keep in touch with the customers after delivery of the vehicles and informing the customer regarding the service due. So, this helps to increase the customer satisfaction level.

Effective service and attaining to complaints of customers immediately will satisfy them this satisfaction will act as psychological motivation, indirectly will reflect and increase the sales of Arihant Motors Pvt. Ltd.

ANNEXURE

Questionnaire customer Satisfaction Survey

Dear sir/madam.

I am **SNEHAL JADHAV** . Pleased to introduce myself as M.com student of MARATHA MANDAL'S P.G DEPARTMENT OF COMMERCE As a part of curriculum, I have undertaken research "A study on pre & post sales services and its impact on customer satisfaction with special reference to Arihant Motors Pvt Ltd". The information provided by you will be strictly kept confidential and used for academic purpose only. Please co-operate.

Directions: Please put a mark for each question that comes closest to reflecting your opinion about it.

Name:

Occupation.....

Survey Questions	Strongly Dis-agree	Disagree	Neither Agree nor disagree	Agree	Strongly Agree
1.The location of Arihant Motors Service station is good	6	3	11	28	52
2 Demo provided by Arihant motors Force is good	8	15	17	51	9
3.Test drive provided by Arihant motors Force is good.	7	13	27	43	10
4. The behaviour of sales person during pre-sales service is good	8	12	28	32	20
5. Free sales service provided by Arihant Motors Force is good	3	5	15	31	46
6.Paid sales service is provided by Arihant Motors Force are good	4	19	26	40	11
7.I am satisfied with pre-sales services provided by Arihant Motors.	2	16	16	32	34
8. I am satisfied with post-sales services provided by Arihant Motors.	2	20	28	36	14
9.The services provided by Arihant Motors is in time.	5	17	24	35	19
10.All required parts are available or made available at Arihant Motors Force.	6	15	23	34	22
11.The behaviour of technician with customer is good	6	1	13	31	45

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1. www.google.com
2. www.Force motors.com