

**A PROJECT REPORT**  
**On**  
**“Customer Satisfaction”**  
**In**  
**“Mahindra & Mahindra”**

**At Simla Automobiles Pvt. Ltd. Ner Chowk Mandi H.P**



**SUBMITTED TO HP UNIVERSITY SHIMLA**

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**DATE:**

**SIGNATURE:**

**PLACE: Ghumarwin**

## **DECLARATION**

**I Puneet Sharma** student of **Swami Vivekanand Govt. College Ghumarwin (H.P.)** have undertaken this report in my project under the Title “**CUSTOMER SATISFACTION IN MAHINDRA & MAHINDRA**” at Ner Chowk, Mandi H.P. All the information in this report is my own and original and not copied from anywhere else. I hereby declare that I have done my work sincerely and accurately even then if any mistake or error had in it I am solely responsible for it.

**SIGNATURE OF CANDIDATE**

## **CERTIFICATE**

This is to certify that the Project Report entitled “**CUSTOMER SATISFACTION IN MAHINDRA & MAHINDRA**” for the award of the degree of Bachelor of Business Administration (**BBA**) from **Vivekanand Govt. College Ghumarwin (H.P.)**, is a record of project report carried out by **Puneet Sharma 6<sup>th</sup> Sem. , Roll No-5190350023** under my supervision and guidance , no part of this report has been submitted to any other Degree/Diploma and this report may be taken for evaluation.

**Signature of Guide :**

**Signature of Student :**

**Signature of Coordinator (BBA) :**

**Date :**

**Place : Ghumarwin**

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# **INTRODUCTION TO CUSTOMER SATISFACTION**

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 customer for longer time. So retain the customer for longer time the marketer has to do only one thing i.e. Customer the organization successfully but also fetch many benefits for the satisfaction. If customer is fully satisfied by the product it not only rub 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 satisfaction 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 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 goods 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 field of technology and price.

## **Customer Satisfaction Strategies**

So what or how much should you do to improve the satisfaction of your customer? If customer satisfaction can be defined as the feeling a person experiences when an offering meets his or her expectations, then there are two critical ways to improve customer satisfaction. The first is to establish appropriate expectations in the minds of customers. The second is to deliver on those expectations. We know that dissatisfied customers are likely to tell many

more friends about their negative experiences than satisfied customers are about good experiences. Why? Because there's more drama in unmet expectations. A story about met expectations—telling a friend about a night out that was average, for example—is boring. Jan Carlson, a former Scandinavian Airlines executive, was famous for promoting the concept of “delighted” customers. Carlson’s idea was that delighting customers by over exceeding their expectations should result in both repeat business and positive word of mouth for a firm. The fact that stories about plain old satisfaction are boring is also why influencer communities, such as JC Penney’s Ambrielle community, are so important. Influencers have new offerings to talk about, which are interesting topics, and other buyers want to know their opinions. Establishing appropriate expectations in the minds customers is a function of the pre purchase communications the seller has with them. If you set the expectations too low, people won’t buy your offering. But if you set the expectations too high, you run the risk that your buyers will be dissatisfied. A common saying in business is “under promise and over deliver.” In other words, set consumers’ expectations a bit low, and then exceed those expectations in order to create delighted customers who are enthusiastic about your product. A seller hopes that enthusiastic customers will tell their friends about the seller’s offering, spreading lots of positive word of mouth about it.

## **INTRODUCTION OF AUTOMOBILE INDUSTRY**

The automobile industry in India is world's fourth largest, with the country currently being the world's fourth largest manufacturer of cars and seventh largest manufacturer of commercial vehicles in 2018. Indian automotive industry (including component manufacturing) is expected to reach Rs 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026. Two-wheelers dominate the industry and made up 81 per cent share in the domestic automobile sales in FY19. Overall, Domestic automobiles sales increased at 6.71 per cent CAGR between FY13-18 with 26.27 million vehicles being sold in FY19. Indian automobile industry has received Foreign Direct Investment (FDI) worth Rs1,49,424 crore (US\$ 22.35 billion) between April 2000 and June 2019. Five per cent of total FDI inflows to India from April 2000 to June 2019 went into the automobiles sector. Domestic automobile production increased at 6.96 per cent CAGR between FY13-19 with 30.92 million vehicles manufactured in the country in FY19. In FY19, commercial vehicles recorded the fastest pace of growth in domestic sales at 17.55 per cent year-on-year, followed by three-wheelers at 10.27 per cent year-on-year. The passenger vehicle sales in India crossed the 3.37 million units in FY19 and is further expected increase to 10 million units by FY20. Production of passenger vehicles rose 2.8 per cent. The government aims to develop India as a global manufacturing as well as a research and development (R&D) hub. It has set up National Automotive Testing and R&D Infrastructure Project (NATRIP) centers as well as a National Automotive Board to act as facilitator between the government and the industry. Under (NATRIP), five testing and research centers have been established in the country since 2015. NATRIP's proposal for "Grant-In-Aid for test facility infrastructure for Electric Vehicle (EV) performance Certification from NATRIP Implementation Society"



under FAME Scheme which had been approved by Project Implementation and Sanctioning Committee (PISC) on 3rd January 2019.

The Indian government has also set up an ambitious target of having only electric vehicles being sold in the country. Indian auto industry is expected to see 8-12 per cent increase in its hiring during FY19. The Ministry of Heavy Industries, Government of India has shortlisted 11 cities in the country for introduction of electric vehicles (EVs) in their public transport systems under the FAME (Faster Adoption and Manufacturing of (Hybrid) and Electric Vehicles in India) scheme. The first phase of the scheme has been extended to March 2019 while In February 2019, the Government of India approved the FAME-II scheme with a fund requirement of Rs 10,000crore (US\$ 1.39 billion) for FY20-22. Number of vehicles supported under FAME scheme has increased to 192,451 units in March 2018 from 5,197 units in June 2015. On July 29, 2019, Inter-ministerial panel has sanctioned 5,645 electric buses for 65 cities. Overall automobile exports reached 4.63 million vehicles in FY19, implying a CAGR of 8.11 per cent between FY13-19. Automobile exports grew 14.50 per cent in FY19. It is expected to grow at a CAGR of 3.05 per cent during 2016-2026. Domestic two-wheeler industry is expected to grow at 8-10 per cent during FY19. Also, Luxury car market in India is expected to grow at a 25 per cent CAGR till 2020. The Government of India expects automobile sector to attract US\$ 8-10 billion in local and foreign investments by 2023. India will be part of Global Automotive Triumvirate - the global Big 3 in coming 20 years and will also exceed the Indian automotive sales from US market by mid 2030s.

## **TATA MOTORS**

Tata Motors is the largest automobile company of Asia headquartered in Mumbai, India. Annual Projected revenue for 2010-11 is US\$ 27.629 billion. It also occupies the number one position in commercial car segment. Tata Motors enjoys 31.2% of market share in the multi-utility vehicles, which in luxury car segment, it has 6.4% market share. Most of the Tata Motors' vehicles are sold predominantly in India and over 4 million vehicles have been produced domestically within India. Tata sold 52,531 units of vehicles during September 2009, comparing to 49,647 units during September 2008 (a growth of 6%). In domestic market .

## **MARUTI SUZUKI INDIA LIMITED**

Maruti Suzuki India is an undisputed leader in the Indian automobile industry. Started its journey in February 1981 as Maurti Udyog Limited, the company created history in the Indian automobile market with its hugely popular four-wheeler model Maruti 800. The company became the first Indian automobile company to manufacture one million vehicles in 1994. The company became Maruti Suzuki India Limited on September 17, 2007. Maruti's average revenue for the year ending 2010-11 is US\$7.13 billion. Maruti sold 83,306 units of vehicles in September 2009, comparing to 71,000 units.

## **HYUNDAI MOTOR INDIA LIMITED**

Hyundai Motor India Limited, founded in 1998 and a subsidiary of Korean auto giant Hyundai Motor Company, is the second largest car manufacturer in India. It is also country's largest passenger car exporter. Hyundai Motor came very close to the hearts of the Indian auto lovers through its flagship model Santro. After the recession, Hyundai Motor saw a growth rate of 25% in the domestic

market. During September 2009, HMIL sold 53,804 units, comparing to 46,218 units during September 2008. In the domestic market, it sold 27,803 units in September 2009, comparing to 22,311 during September 2008. The overseas sales during the same period also grew up 9% as it sold 26,001 units in September 2009, comparing to 23,907 units during the same month in the previous year.

### **MAHINDRA & MAHINDRA LIMITED**

Mahindra & Mahindra Limited is another auto-giant in India. A part of the Mahindra Group, M&M is the largest SUV maker in the country. In September 2009, M&M registered a domestic sale of record 26,921 units, comparing to 22,729 units in September 2008 (with an increase of 18.4%). On the other hand, it sold 15,296 units of UV in the same period comparing to 10,641 units in September 2008 (with a whooping growth of 43.7%).

### **HONDA CARS INDIA LIMITED**

Honda Sael Cars India Limited, a joint venture between the Japanese auto giant Honda Motor Company Limited and the Indian company Sael Limited, started its operation in December 1995. In September 2009, HSCI sold 5,794 units, comparing to 3,104 units in September 2008 (with a growth rate of 86.7%).

### **TOYOTA KIRLOSKAR MOTOR PRIVATE LIMITED**

Toyota Kirloskar Motor Private Limited is another top Indian automobile company. A joint venture between the Japanese auto giant Toyota Motor Corporation and Kirloskar Group, TKM has a number of car models including Innova, Corolla, Fortuner, Camry and the Land Cruiser Prado. It sold 7,657 units in December 2009.

## **NISSAN MOTORS**

Nissan Motor Company, Limited is a Japanese multinational automobile manufacturer headquartered in Nishi-ku, Yokohama, Japan. The company sells its vehicles under the Nissan, Infiniti, and Datsun brands, with in-house performance tuning products (including cars) labelled Nismo. The company traces back to the beginnings of the 20th century, with the Nissan zaibatsu, now called Nissan Group. Since 1999, Nissan has been part of the Renault–Nissan–Mitsubishi Alliance (Mitsubishi joining in 2016), a partnership between Nissan and Mitsubishi Motors of Japan, with Renault of France. As of 2013, Renault holds a 43.4% voting stake in Nissan, while Nissan holds a 15% non-voting stake in Renault. Since October 2016 Nissan has held a 34% controlling stake in Mitsubishi Motors.

## **MG MOTORS**

MG Motor UK Limited (MG Motor) is a British automotive company headquartered in London, United Kingdom, and a subsidiary of SAIC Motor UK, which in turn is owned by the Shanghai-based Chinese state-owned company, SAIC Motor. MG Motor designs, develops and markets cars sold under the MG marque, while vehicle manufacturing takes place at its factories in Europe and China. The design of the cars was originally engineered by MG Motors in Longbridge, Birmingham, United Kingdom. Following the collapse of MG Rover in 2005, the Chinese automaker Nanjing Automobile acquired the Longbridge plant and the MG marque for £53 million (\$97 million). Nanjing Automobile formally established NAC MG UK Limited as a holding company for the plant and marque on 12 April 2006. In March 2007, Nanjing Automobile unveiled the first MG vehicles manufactured in China, the MG TF, MG 3 and MG 7. Cars were assembled once again at Longbridge with production of the MG TF LE500 between August 2007 and September 2016.

In 2007, Nanjing Automobile was acquired by SAIC Motor, and in early 2009 NAC MG UK Limited was renamed MG Motor UK Limited. The first all-

new MG-branded model for 16 years, the MG6, was officially launched on 26 June 2011 during a visit to MG Motor's Longbridge plant by Chinese premier Wen Jiabao.

## **KIA MOTORS**

Kia Corporation, commonly known as Kia formerly known as Kyungsung Precision Industry and Kia Motors Corporation), is a South Korean multinational automobile manufacturer headquartered in Seoul, South Korea. It is South Korea's second largest automobile manufacturer after (its parent company) Hyundai Motor Company, with sales of over 2.8 million vehicles in 2019. As of December 2015, the Kia Corporation is minority owned by Hyundai, which holds a 33.88% stake valued at just over US\$6 billion. Kia in turn is a minority owner of more than twenty Hyundai subsidiaries ranging from 4.9% up to 45.37%, totaling more than US\$8.3 billion.

## **SKODA MOTORS**

Skoda Auto a.s. , often shortened to Skoda, is a Czech automobile manufacturer established in 1925 as the successor to Laurin & Klement and headquartered in Mladá Boleslav, Czech Republic. Skoda Works became state owned in 1948. After 1991, it had been gradually privatized to the German Volkswagen Group, becoming a subsidiary in 1994 and since 2000 a wholly owned subsidiary. Skoda automobiles are sold in over 100 countries and in 2018, total global sales reached 1.25 million units, an increase of 4.4% from the previous year. The operating profit was €1.6 billion in 2017, an increase of 34.6% over the previous year. As of 2017, Skoda's profit margin was the second highest of all Volkswagen AG brands after Porsche.

## **HISTORY OF MAHINDRA & MAHINDRA**

Mahindra & Mahindra was set up as a steel trading company in 1945. It eventually saw business opportunity in expanding into manufacturing and selling larger MUVs, starting with assembly under licence of the Willys Jeep in India. Soon established as the Jeep manufacturers of India, the company later commenced upon the task of expanding itself, choosing to utilize the manufacturing industry of light commercial vehicles (LCVs) and agricultural tractors. Today, Mahindra & Mahindra is a key game player in the utility vehicle manufacturing and branding sectors in the Indian automobile industry with its flagship UV Scorpio and swiftly exploits India's growing global market presence in both the automotive and farming industries to push its products in other countries. Over the past few years, the company has taken interest in new industries and in foreign markets. They entered the two-wheeler industry by taking over Kinetic Motors in India. M&M also has controlling stake in REVA Electric Car Company and acquired South Korea's Sang Yong Motor Company in 2011. The US based Reputation Institute once ranked Mahindra amongst the top Ten Indian companies in its 'Global 200: The World's Best Corporate Reputations' list.

## **COMPANY HISTORY**

On October 2nd, 1945, Mahindra & Mohammed was set up as a franchise for assembling jeeps from Willys, USA. Two years later, Mahindra & Mohammed changed its name to Mahindra & Mahindra. Ghulam Mohammed migrated to Pakistan post-partition and became the first Finance Minister of Pakistan. Mahindra and Mahindra started trading steel on behalf of European suppliers. In 1955, Mahindra and Mahindra was converted to a public limited company. Soon after that the Mahindra tools division started. After the formation of Mahindra tools, Mahindra Engineering and Chemical products was formed in 1983.

Keshub Mahindra was made the Chairman of Mahindra in 2007 from the post of Vice-Chairman and Managing Director. Mahindra has total revenues of US 12.5 billion dollars and employs more than 1,19,900 people around the world. The company has coverage in the vehicles market, the tractor market, information technology as well as significant presence in financial services, leisure and hospitality.

## **COMPANY FOUNDER**

Mahindra & Mahindra was founded by two brothers - Jagdish Chandra Mahindra & Kailash Chandra Mahindra. KC Mahindra went to the United States of America as Chairman of the India Supply Mission. He met Barney Roos, inventor of the rugged 'general purpose vehicle' or Jeep and had a flash of inspiration: wouldn't a vehicle that had proved its invincibility on the battlefields of World War II become ideal for India's rugged terrain, he thought. The Mahindra brothers joined hands with Ghulam Mohammed to become a franchise for assembling jeeps from Willy, USA. In the North Indian city of Ludhiana in Punjab, Jagdish Chandra Mahindra was born. The eldest of nine children, he lost his father at an early age. He believed strongly in education and made sure that

his brothers and sisters studied hard. Jagdish Chandra studied at Veermata Jijabai Technological Institute (VJTI) Mumbai, one of India's premier engineering and technical institutes. JC's first stop job was with Tata Steel as the senior Sales Manager from 1929 to 1940. KC Mahindra was also born in Punjab. KC studied at the Government College, Lahore and Cambridge, UK. When he graduated from Cambridge, Mr. Sachinanda Sinha, Vice Chancellor of Patna University, introduced him to Mr. R.N. Mukherjee, Senior Partner of Messrs. Martin & Company. He started editing the monthly magazine INDIA and the Hindustan Review. KC moved to Bombay with his brother JC in 1946 to found Mahindra & Mohammed. Under his leadership as Chairman, Mahindra & Mahindra established itself as a major car player in the Indian market..

## **Automotive Mahindra & Mahindra Limited**

### **Mahindra Scorpio**



The Mahindra Scorpio has 2 Diesel Engine on offer. The Diesel engine is 2523 cc and 2179 cc. It is available with the Manual transmission. Depending upon the variant and fuel type the Scorpio has a mileage of 15.4 to 16.36 kmpl. The Scorpio is a 7 seater SUV and has a length of 4456mm, width of 1820mm and a wheelbase of 2680mm.



## **Mahindra Pick-Up**



The new Mahindra Bolero Pick-Up features prominent design updates and mechanical tweaks. Powering the load carrier is a 2.5 litre, four cylinder, diesel engine available in BS III, BS IV and BS VI versions. The load carrier is available with 1250 kg and 1500 kg payload capacity; besides, it also gets a Cowl Body Chassis variant. The facelifted Bolero Pick-Up gets cosmetic upgrades, the quintessential grille in front is retained from the previous model and it gets multi-reflector headlamps. Cabin sports dual tone finish and a new color scheme for the instrument cluster. A nine-foot long cargo bay measuring 2765mm allows carrying larger items. The 2.5 litre, four cylinder, diesel engine outputs 69bhp on the BS IV version whereas the BS III variants produce 62bhp.

## **Mahindra XUV 500**



**Mahindra XUV500 Price:** Mahindra XUV500 price starts at ₹ 12.37 Lakhs and goes upto ₹ 19.78 Lakhs. The price of Diesel variant for XUV500 ranges between ₹ 12.37 Lakhs - ₹ 19.78 Lakhs and the price of Petrol variant for XUV500 is ₹ 16.16 Lakhs.

**Mahindra XUV500 Versions:** XUV500 is available in 13 variants. Out of these 13 variants, 7 are Manual and 6 are Automatic.

**Mahindra XUV500 Colors:** XUV500 is offered in 7 colors: Crimson Red, Mystic Copper, Opulent Purple, Volcano Black, Lake Side Brown, Pearl White and Moondust Silver. However, some of these colors are available in specific versions.

## **Mahindra Thar**



The Mahindra Thar is a compact, four-wheel drive, off-road SUV manufactured by Indian automaker Mahindra and Mahindra Ltd. The vehicle was launched in the Indian market on October 4, 2010 to fill the void left by its predecessor, the Mahindra MM540. The Thar has been voted one of the top-10 SUVs available in the Indian market. Three variants - DI 2WD, DI 4WD, and CRDe, are available with soft-top versions. The Thar also comes with a seven-seater option, though it can be converted into a two-seater. The second generation Thar was unveiled on August 15, 2020.<sup>[3]</sup> <sup>[4]</sup> It became available in October 2020.

It comes with two engine options, a 2.0-litre petrol and a 2.2-litre diesel. Both are offered with a choice of 6-speed automatic transmission (with a torque converter gearbox) made by Aisin or 6-speed manual transmission. Customers have the option to choose between a hard top, soft top or soft top with convertible like folding down mechanism.

## **XUV 300**



The Mahindra XUV300 is a subcompact crossover SUV produced by the Indian automaker Mahindra & Mahindra. It is based on the X100 platform of SsangYong Tivoli and has been sold in Indian market since February 2019. Mahindra slotted it in the segment along with their Bolero Neo (formerly called the TUV300) to rival the Maruti Suzuki Vitara Brezza, Tata Nexon and the Ford Ecosport.

The XUV300 was initially codenamed as S201. Based on European spec Ssangyong Tivoli, it underwent major modifications to suit Indian roads and market conditions. The SUV was wind tunnel tested at Pininfarina facility in Italy. Mahindra officially revealed the name of XUV300 in December 2018. The SUV is wider and taller than Tivoli in dimensions but is made shorter than the counterpart to fit into sub-four-meter segment. It also resembles its sibling XUV500 in looks with similar projector headlamps and DRLs, front grille and the wheel arches. It was launched on 14 February 2019 in India.

## XUV 700



The Mahindra XUV700 is a compact crossover SUV produced by the Indian automobile manufacturer Mahindra & Mahindra. Introduced in August 2021, the vehicle is positioned to replace the XUV500. The vehicle was introduced on 14 August 2021. The XUV700 was originally designed as the second-generation XUV500, however Mahindra decided to reposition the model nomenclature due to its plan of expanding its SUV portfolio. It is their first model to use the new Mahindra logo, which is reserved for their SUV products. It is offered with one petrol engine and one diesel engine option with 6-speed manual and 6-speed automatic transmission options, while the lower-spec diesel variant will only be available with a manual transmission. An all-wheel-drive variant is also available.

## **INTRODUCTION TO SIMLA AUTOMOBILES PVT. LTD.**

Simla Automobiles Pvt. Ltd. is authorized dealer for Mahindra range of vehicles i.e. Sales, Service & Spares. This dealership was the first dealership in Himachal to promote the Mahindra vehicles. This company is registered 1 Dec. 1996. Simla Automobiles Pvt.Ltd. Is facilitating the people from (Mandi, Kullu, Bilaspur, Hamirpur) of Himachal Pradesh. While providing sales, service & spares of world announced automotive giant Mahindra & Mahindra under the leadership of our worthy M.D Mr.Gurtej Singh Gill's versions for customer satisfaction and fulfillment of their needs to the maxima are main motto.

We are fulfilling the need of our principle Mahindra & Mahindra that we should REACH every corner of our serving area that's why we are having our head office at Mandi and 9 different branches. A customer relationship management professional with 08 years of experience in the automotive industry, Gangvir Singh on ensuring a delightful customer experience in every interaction you have with us. Her attentions to process and promise adherence by the team helps us nurture the best relationships.



## Simla Motors



### Simla Automobile Provides The Following Facilities....

1. Encourage Face-to-Face Dealings.
2. Respond to Messages Promptly & Keep Your Clients Informed.
3. Be Friendly and Approachable.
4. Have a Clearly-Defined **Customer** Service Policy.
5. Attention to Detail (also known as “The Little Niceties”).
6. Anticipate Your **Client's** Needs & Go Out Of Your Way to Help Them Out.
7. Honor Your Promise.

# **OBJECTIVES OF THE STUDY**

## **CUSTOMER SATISFACTION**

The study has been under taken to analyze the customer satisfaction towards SUV.

Mahindra & Mahindra in Mandi with a special reference to the M&M motors, the other:

### **Objectives are:**

- To gather information about customer satisfaction toward SUV.
- To know the customer perception about features, low maintenance cost and looks of Mahindra.
- To know the customer satisfaction about the safety and comfort provided by SUV.
- 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.

### **Scope and the Limitation of the study**

- The scope of study is limited to the respondents are selected from in and around Himachal Pradesh.
- The project is carried out for the period of 45 days only.
- Measurement of customer satisfaction is complex subjects, which uses non-objectives method, which is not reliable.
- The sample unit was also respondents.



# **RESEARCH DESIGNING**

- Research Design
- Research Process
- Data collection
- Samples size
- Errors in the study

## **Research Methodology**

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate action. 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 revaluation 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.

## **RESEARCH DESIGN**

I propose to first conduct a 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 I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

This stage shall help me to restrict and select only the important question and issue, which inhabit growth and segmentation in the industry.

The various tasks that I have undertaken in the research design process are:

- Defining the information need
- Design the exploratory, descriptive and causal 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.

## **EXPLORATORY RESEARCH**

The method I 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 government.

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

My proposal is to first conduct 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 I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

## **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 of information
- 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 be 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 minutes. These questionnaires were personally administered. The first hand 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 shopping malls, markets, places that were showrooms and near to showrooms of the consumer durable products etc. The data was collected by interacting with customer 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.

## **DETERMINATION THE SAMPLE PLAN AND SAMPLE 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 (i.e.;

age, sex etc.).The specific population intended as beneficiaries of a program. This will be either all or a subset of potential users, such as adolescents, women, rural residents, or the residents of a particular geographic area. 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 I 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. I have selected the sample trough Simple random Sampling

## **SAMPLE SIZE:**

This involves figuring out how many samples one need.

The numbers of samples you need are affected by the following factors:

- Project goals
- How you plan to analyze your data
- How variable your data are or are likely to be

- How precisely you want to measure change or trend
- The number of years over which you want to detect a trend
- How many times a year you will sample each point
- How much money and manpower you have

## **SAMPLE SIZE**

I have targeted 70 customer in the age group above 18 years for the purpose of the research. The target population influences the sample size. The target population represents the 70. 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.

## **SAMPLING TECHNIQUES AND METHOD**

### **Errors 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 co operate 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 70 customers, which cannot determine the buying behavior of the total population. The sample has been drawn from only .



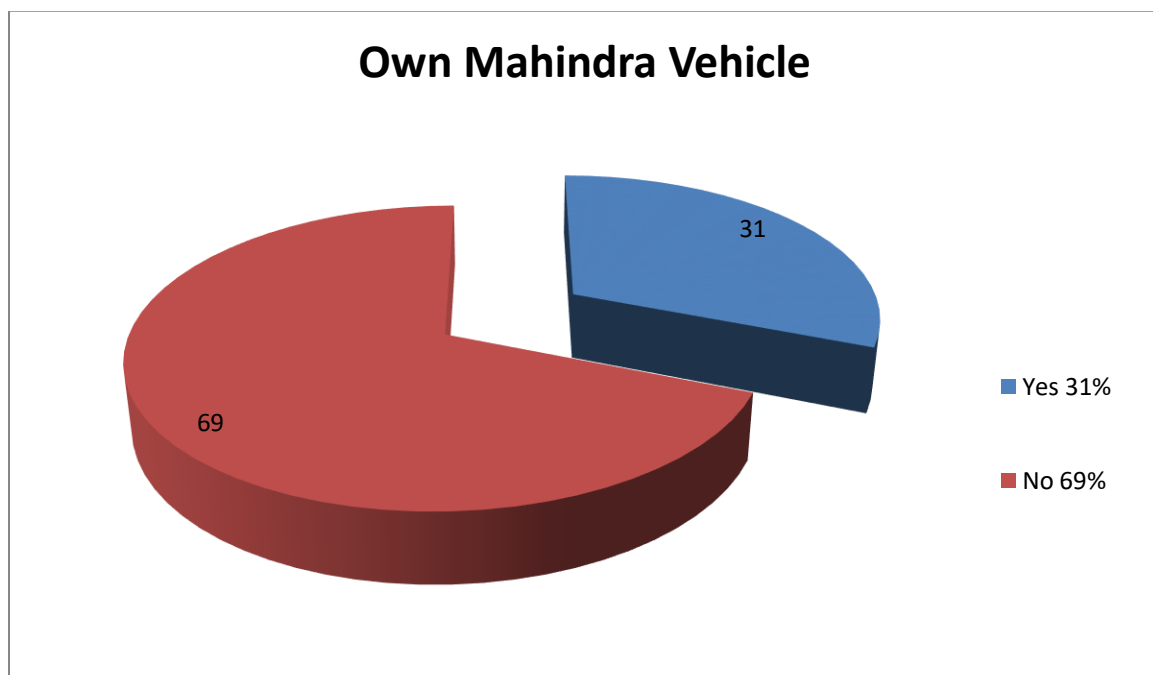
# **DATA ANALYSIS & INTERPRETATION**

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

**N=70**

| <b>Attributes</b> | <b>No. of respondents</b> | <b>Percentage</b> |
|-------------------|---------------------------|-------------------|
| Yes               | 22                        | 31%               |
| No                | 48                        | 69%               |
| TOTAL             | 70                        | 100%              |

**Table-1.1**



**Graph-1.1**

### **Interpretation:**

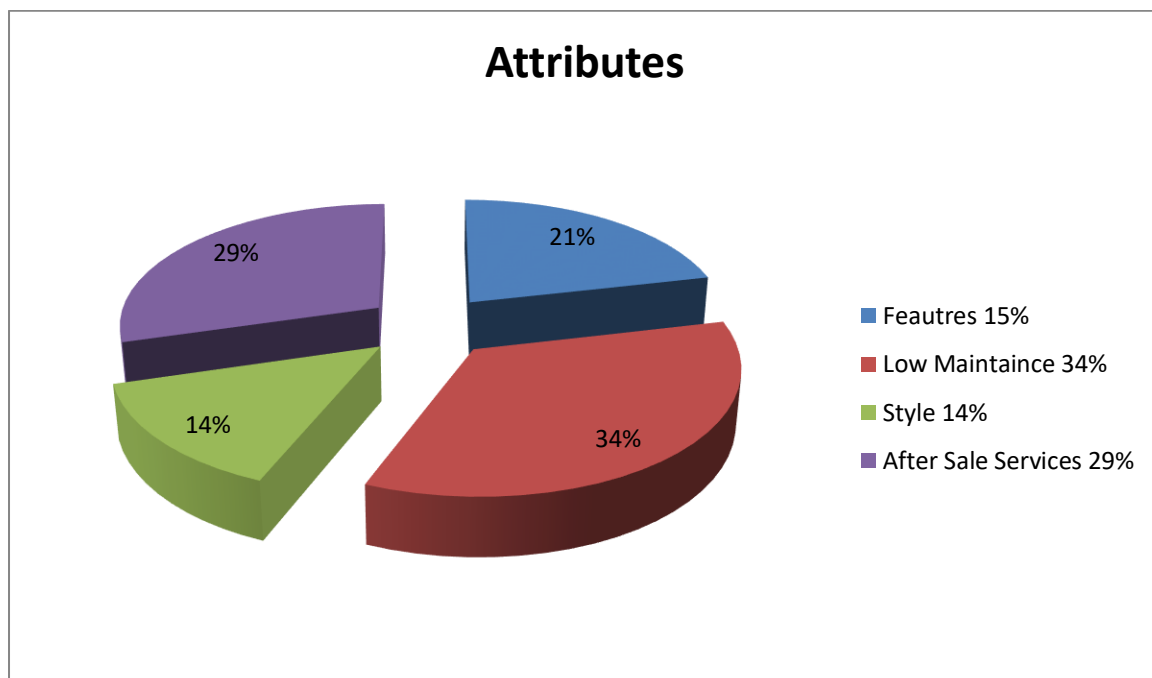
The sample drawn on probability basis shows that 69% of the customers doesn't own the Mahindra vehicles and only 31% owns the Mahindra vehicles.

## 2. What factors affecting customer satisfaction toward Mahindra & Mahindra?

N=70

| Attributes           | No. of respondents | Percentage |
|----------------------|--------------------|------------|
| Feature              | 15                 | 21%        |
| Low Maintenance      | 25                 | 34%        |
| Style                | 10                 | 14%        |
| After Sales Services | 20                 | 29%        |
| TOTAL                | 70                 | 100%       |

Table-2.1



Graph-2.1

### Interpretation:

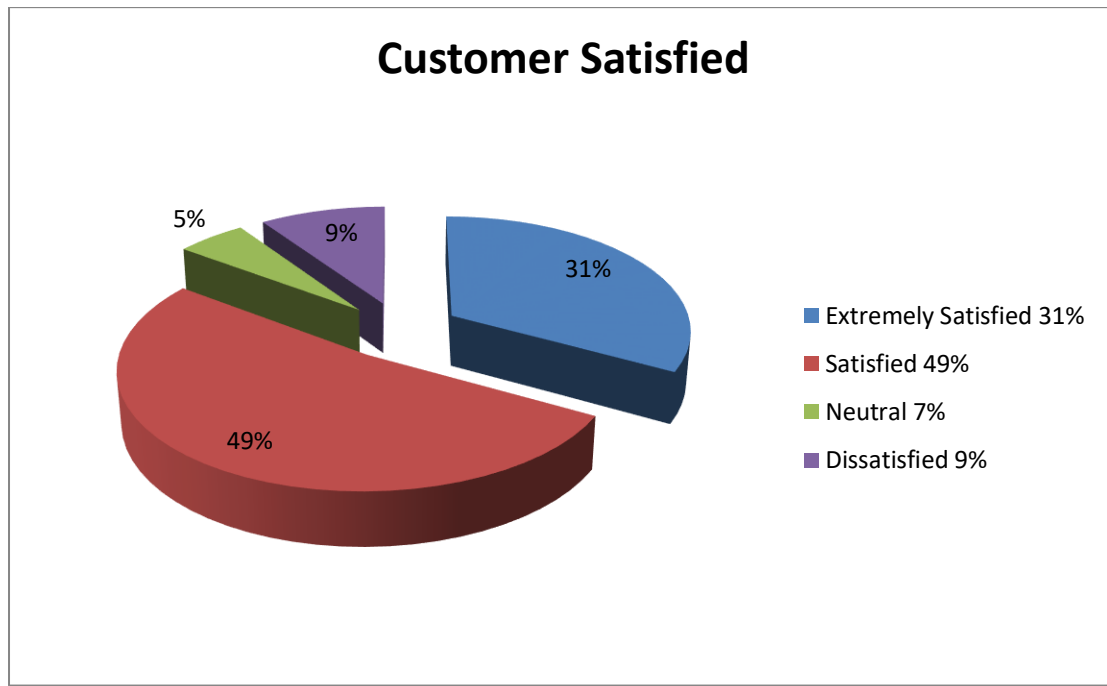
The sample drawn on probability basis shows that 15% of the respondents shows interest towards features, 34% for low maintaince, 14% for style and 29% for after sale services in Mahindra cars. Mahindra should work on design of the cars.

**3. Does the customer satisfy with the safety and comfort that provided by the Mahindra group?**

**N=70**

| Attributes             | No. of respondents | Percentage |
|------------------------|--------------------|------------|
| Extremely Satisfied    | 22                 | 31%        |
| Satisfied              | 34                 | 49%        |
| Neutral                | 5                  | 7%         |
| Dissatisfied           | 6                  | 9%         |
| Extremely Dissatisfied | 3                  | 4%         |
| Total                  | 70                 | 100%       |

**Table-3.1**



**Graph-3.1**

**Interpretation:**

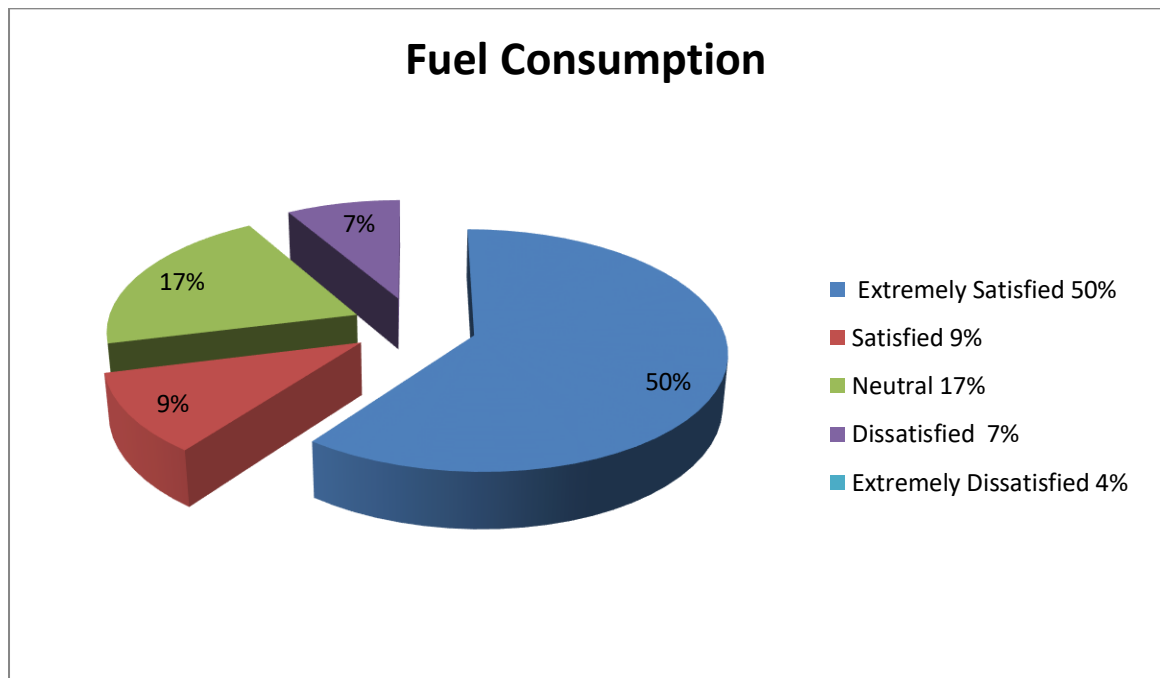
The sample drawn on probability basis shows that 31% of the respondents shows were towards the extremely satisfaction , 49% with satisfied , 7% for neutral and 9% were dissatisfied Mahindra cars.

#### 4. What kind of customer opinions towards fuel consumption?

N=70

| Attributes             | No. of respondents | Percentage |
|------------------------|--------------------|------------|
| Extremely satisfied    | 35                 | 50%        |
| Satisfied              | 06                 | 9%         |
| Neutral                | 17                 | 24%        |
| Dissatisfied           | 7                  | 10%        |
| Extremely Dissatisfied | 3                  | 4%         |
| Total                  | 70                 | 100%       |

Table-4.1



Graph-4.1

#### Interpretation:

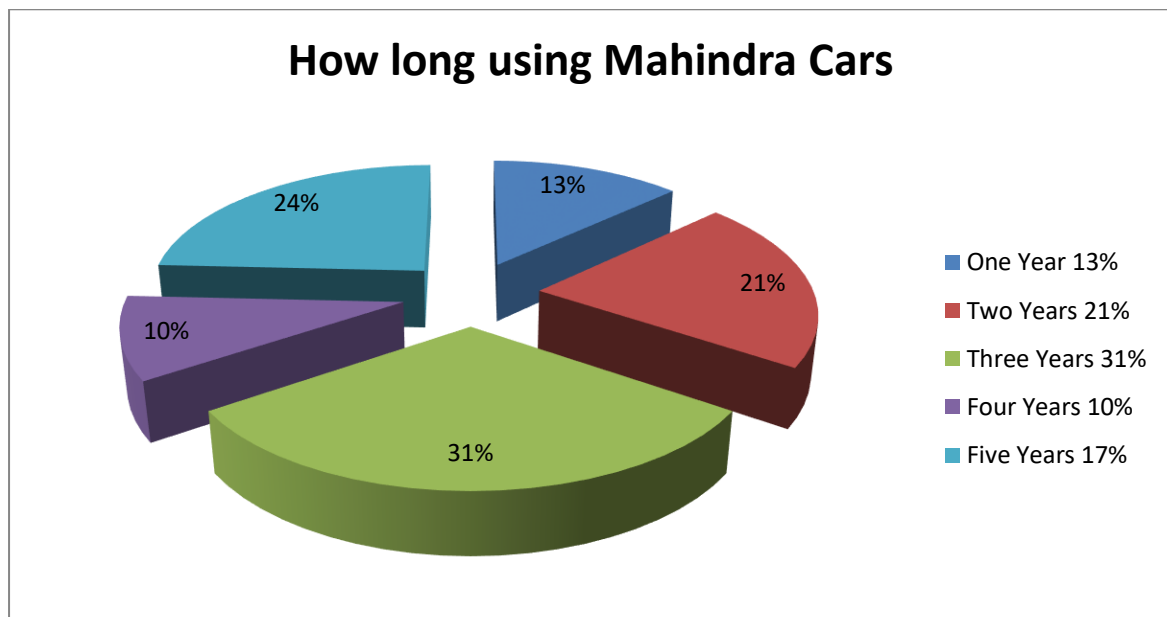
The sample drawn on probability basis shows that 50% of the respondents were extremely satisfied , 9% with satisfied , 17% with neutral, 17% with neutral, 7% with dissatisfied , 4% were extremely dissatisfied with the Mahindra cars.

## 5. How long have you been using the Mahindra Cars?

N=70

| Attributes  | No. of respondents | Percentage |
|-------------|--------------------|------------|
| One Year    | 9                  | 13%        |
| Two Years   | 15                 | 21%        |
| Three Years | 22                 | 31%        |
| Four Years  | 7                  | 10%        |
| Five Years  | 17                 | 24%        |
| Total       | 70                 | 100%       |

Table-5.1



Graph-5.1

### Interpretation:

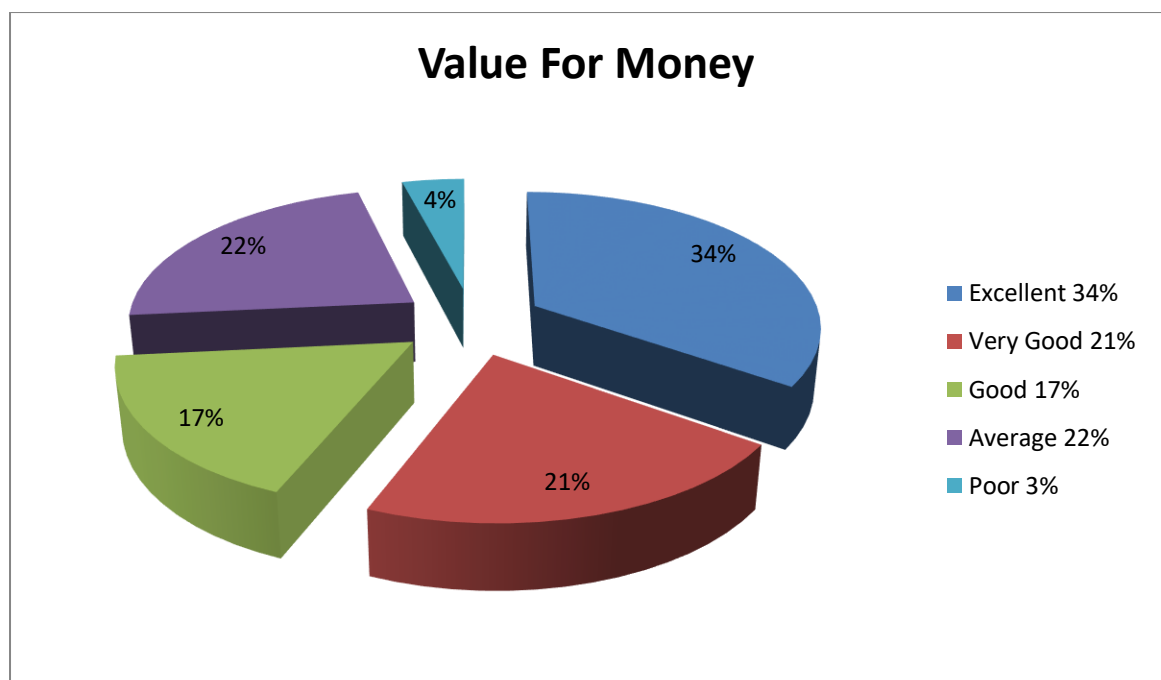
The sample drawn on probability basis shows that 13% of the respondents owns the car for one year , 21% with two years , 31% with three years , 10% with four years and 24% with five years . So this shows customers are loyal with the Mahindra cars.

## 6. How would you rate the value for the money of the car you own ?

N=70

| Attributes | No. of respondents | Percentage |
|------------|--------------------|------------|
| Excellent  | 24                 | 34%        |
| Very Good  | 15                 | 21%        |
| Good       | 12                 | 17%        |
| Average    | 16                 | 22%        |
| Poor       | 3                  | 4%         |
| Total      | 70                 | 100%       |

Table-6.1



Graph-6.1

### Interpretation:

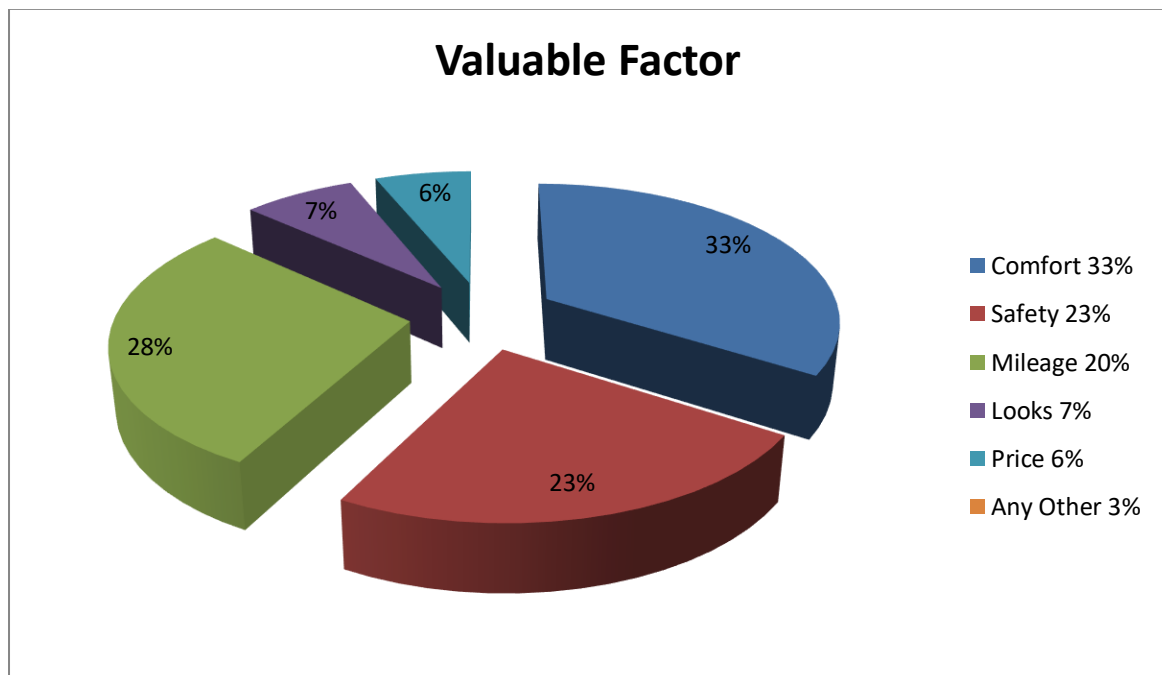
The sample drawn on the probability basis shows that 34% of the respondents approached as excellent , 21% with very good , 17% with good , 22% with average and 3% with poor perception in the market. This shows Mahindra needs to work on this point.

## 7. What factor do you consider the most valuable ?

N=70

| Attributes | No. of respondents | Percentage |
|------------|--------------------|------------|
| Comfort    | 23                 | 33%        |
| Safety     | 16                 | 23%        |
| Mileage    | 20                 | 28%        |
| Looks      | 5                  | 7%         |
| Price      | 4                  | 6%         |
| Any Other  | 2                  | 3%         |
| Total      | 70                 | 100%       |

**Table 7.1**



**Graph 7.1**

### **Interpretation:**

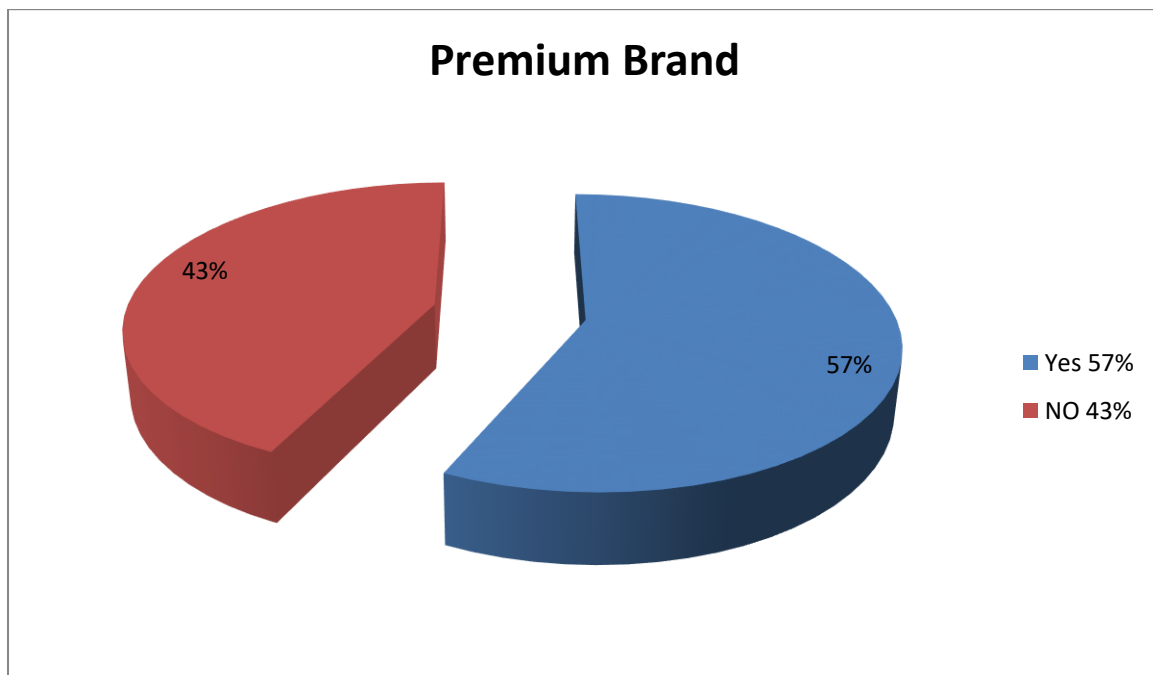
The sample drawn on probability basis shows that 33% of the respondents were satisfy with comfort , 23% with safety , 20% with mileage , 7% with looks , 6% with price and other factor with 3% with the Mahindra cars.

## 8. Does the customer recognizes a premium brand in the market ?

N=70

| Attributes | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes        | 40                 | 57%        |
| No         | 30                 | 43%        |
| Total      | 70                 | 100%       |

Table 8.1



Graph 8.1

### Interpretation:

The sample drawn on the probability basis shows that 57% recognizes Mahindra & Mahindra a premium brand whereas 43% were not. So Mahindra needs to position it as a premium SUV brand in the market.

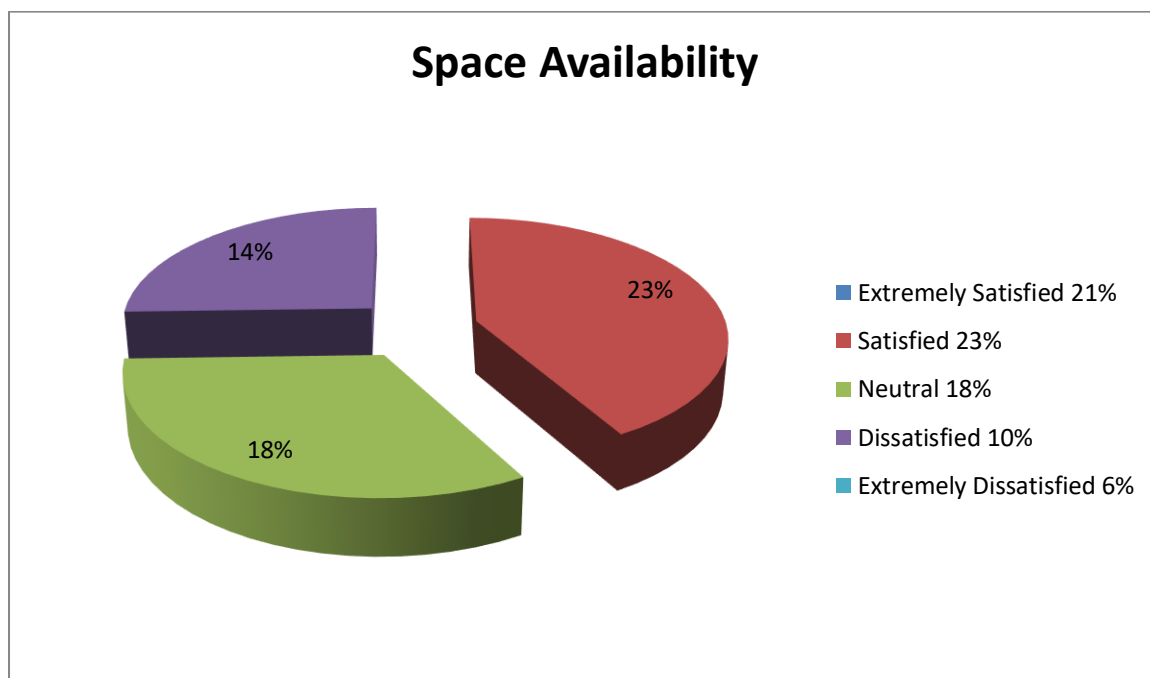


## 9. Is the customer satisfied with the space availability in Mahindra Cars?

N=70

| Attributes             | No. of respondents | Percentage |
|------------------------|--------------------|------------|
| Extremely satisfied    | 15                 | 21%        |
| Satisfied              | 23                 | 33%        |
| Neutral                | 18                 | 26%        |
| Dissatisfied           | 10                 | 14%        |
| Extremely Dissatisfied | 4                  | 6%         |
| Total                  | 70                 | 100%       |

Table 9.1



Graph-9.1

### Interpretation:

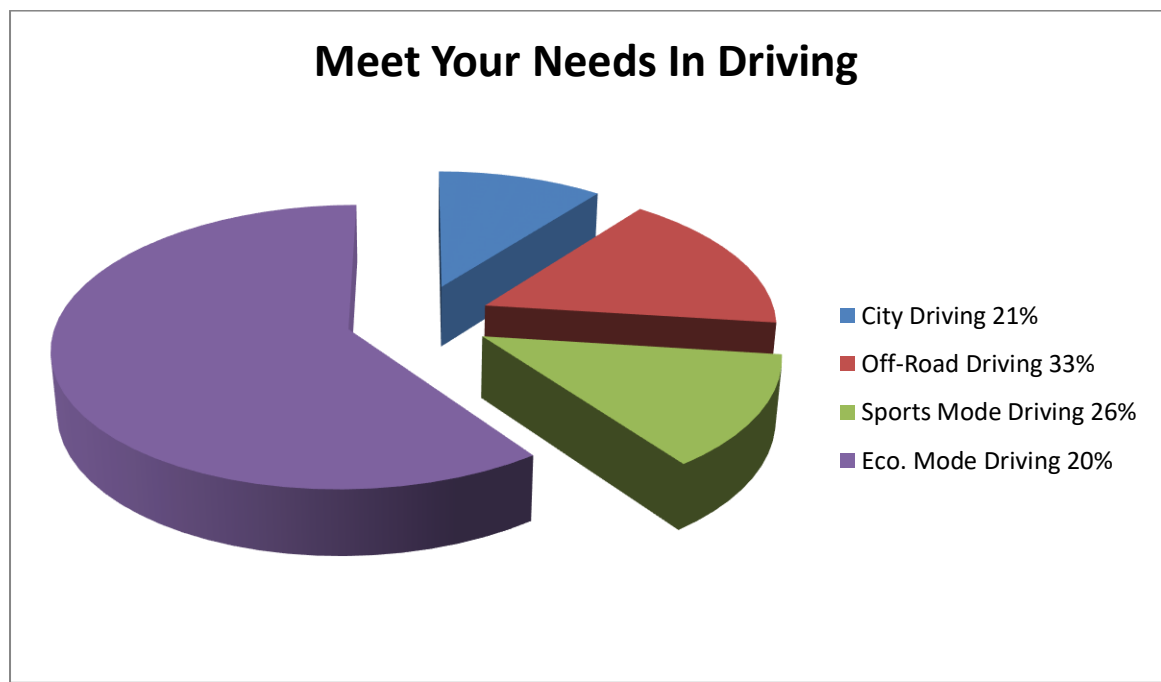
The sample drawn on the probability basis shows that 21% of the respondents were extremely satisfied, 23% were more satisfied, 18% of neutral and 10% were dissatisfied and 6% are extremely dissatisfied with the space availability of the Mahindra vehicles.

# 10. How well does the Mahindra Cars meet your needs in terms of driving ?

N=70

| Attributes          | No. of respondents | Percentage |
|---------------------|--------------------|------------|
| City Driving        | 15                 | 21%        |
| Off-Road Driving    | 23                 | 33%        |
| Sports Mode Driving | 18                 | 26%        |
| Eco. Mode Driving   | 14                 | 20%        |
| Total               | 70                 | 100%       |

Table-10.1



Graph-10.1

## Interpretation:

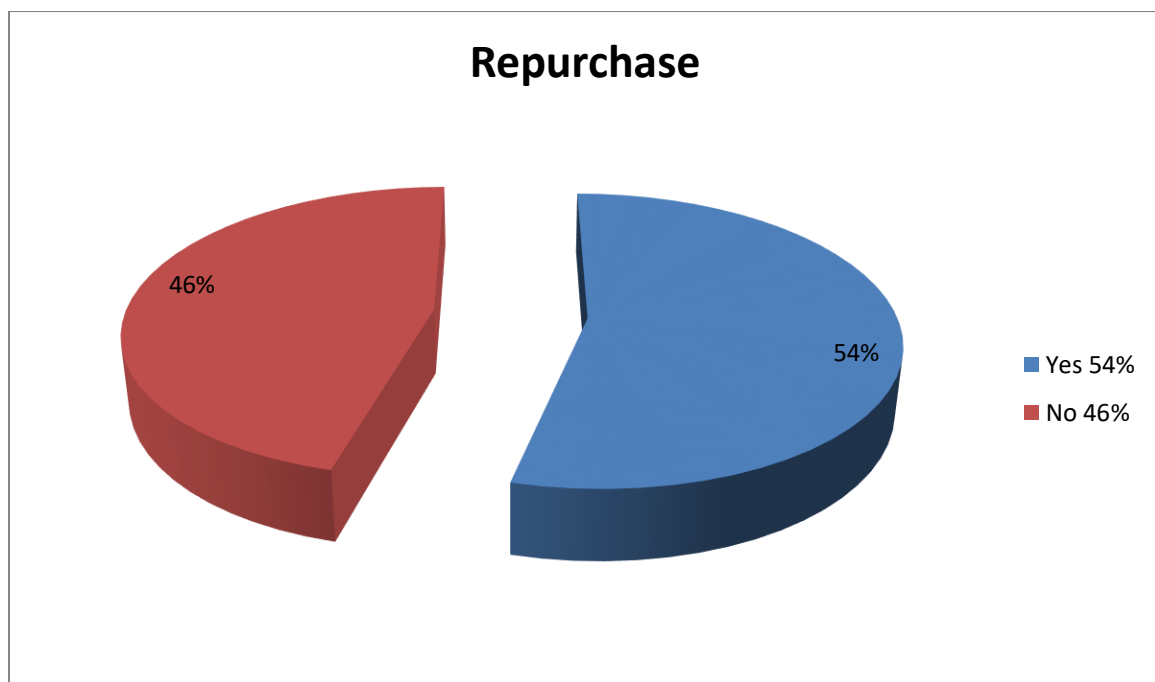
The sample drawn on the probability basis shows that 21% of the respondents approached were satisfied with the City Driving of the Mahindra vehicles, 33% were more satisfied with Off-Road Driving, 26% with Sports Mode Driving and 20% with Eco. Mode Driving in Mahindra cars.

### 11. Do you like to repurchase the car from Mahindra & Mahindra ?

N=70

| Attributes | No. of respondents | Percentage |
|------------|--------------------|------------|
| Yes        | 38                 | 54%        |
| No         | 32                 | 46%        |
| TOTAL      | 70                 | 100%       |

Table-11.1



Graph-11.1

#### Interpretation:

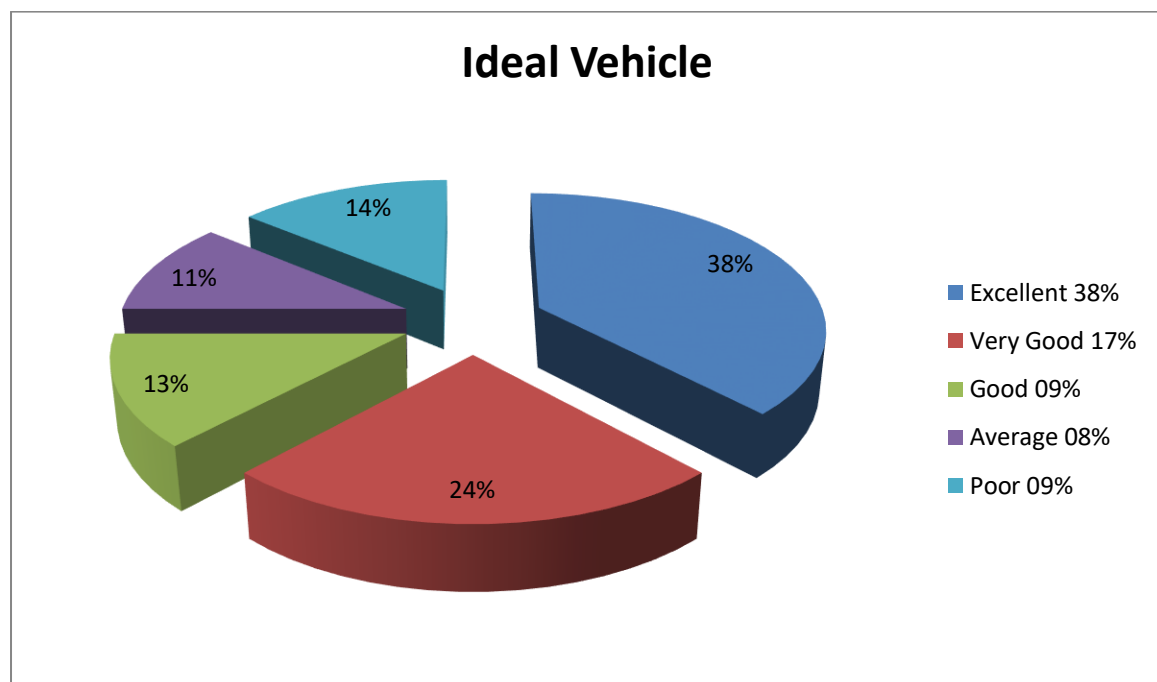
The sample drawn on the probability basis shows that 54% respondents approached with repurchase and 46% were not agreed with repurchase of Mahindra vehicles.

## 12. How well your vehicle perform compared to your ideal vehicle ?

N=70

| Attributes | No. of respondents | Percentage |
|------------|--------------------|------------|
| Excellent  | 27                 | 38%        |
| Very Good  | 17                 | 24%        |
| Good       | 09                 | 13%        |
| Average    | 08                 | 11%        |
| Poor       | 09                 | 14%        |
| Total      | 70                 | 100%       |

Table-12.1



Graph-12.1

### Interpretation:

The sample drawn on the probability basis shows that 38% respondents with excellent, 17% with very good, 9% with good, 8% with average and 9% with poor comparison with your ideal vehicle.

## **FINDINGS**

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

1. Mahindra Vehicles has excellent percentage of customer satisfaction in terms of owning a new car .
2. After Sales service provide the customer most valuable factor for their customer .
3. Mahindra Cars properly gave the safety and comfort for the best experience for their customers.
4. Most of the people got the desired mileage in terms of fuel consumption .
5. Large numbers of Mahindra users owned their cars from long period of time.
6. Most of the customer rates the Mahindra cars fo the value for money.
7. Mahindra cars performed well in terms of the comfort .
8. Mahindra set up them as a premium brand in the market. .
9. There is negatively comparison between peers especially regarding targets.
10. People need more better driving experience in terms of different driving mode.
11. More than 50% of the people want to repurchase the cars from Mahindra & Mahindra
12. Based on analysis 38% customer recognizes Mahindra as their Ideal Vehicle.

## **RECOMMENDATION**

1. Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level.
2. The company can for the undertake R&D to improve the existing feature which field help increase in the customer satisfaction.
3. The company should promote about the entire feature offered by it.
4. 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 enhance them.
5. To increase the job satisfaction level of the employees the company should concentrate mainly on the incentive and reward structure rather than the motivational session.
6. Ideal employees should concentrate on their job.
7. Educational qualification can be the factor of not an effective job.
8. Company should give promotion to those employees who deserve it.
9. Company should work on the physical channel of distribution in terms of opening of the new showrooms.
10. They should work on aspirations of the customer to built a better brand value in the market.
11. The company should work on the platform of the car in which they do best in terms of design and style .
12. Mahindra should work on the better resale value of the cars to retain their customers back to Mahindra .

## **CONCLUSION**

1. Mahindra has a very good market share in the city of Ner Chowk (Mandi) for the SUV segment.
2. The company is offering good services, which is reflected on the satisfaction of the customer.
3. Majority of the customer are satisfied with the design of the vehicle.
4. Company provided good facility of employees for their job.
5. Mahindra Limited offers an environment for professional growth for every employee.
6. Mahindra offer foreign tour for those employee and dealer who achieved the targets.
7. Young leader can take decision and implementation of new ideas.
8. They should shake hands with the foreign companies in terms of improving their technology .
9. They should use more marketing campaigns to attract the customers and create better brand value .
10. They should offer more cars in the upcoming future to decrease the competition.
11. As Mahindra is one of the largest and the oldest group in the country so people expect more than they are offering .
12. Mahindra is best in terms of SUV ( Sports Utility Vehicle ) and have captured fourth largest marketing share in the country .

# **BIBLIOGRAPHY**

## **BOOKS**

- |                                |   |                           |
|--------------------------------|---|---------------------------|
| <b>Principals of marketing</b> | - | <b>Philip Kotler</b>      |
| <b>Marketing Research</b>      | - | <b>Naresh K. Malhotra</b> |

## **WEB SITES**

[www.mahindra&mahindra.com](http://www.mahindra&mahindra.com)

[www.google.com](http://www.google.com)

[www.indiaindustry.com](http://www.indiaindustry.com)

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# QUESTIONNAIRE FOR THE CONSUMER

**Name of the Researcher :** Puneet Sharma

**Topic of Research :** Customer Satisfaction in Mahindra & Mahindra .

( Please give me just few minutes to fill this questionnaire for my project.

In case of any problem related to any question please ask to me.)

**Name :** \_\_\_\_\_

**Age :** (a) 18-25 ☐ (b) 26-32 ☐  
(c) 33- 42 ☐ (d) 43-60 ☐  
(e) 60 to above ☐

**Gender :** (a) Male ☐ (b) Female ☐

**Income :** (a) 0-1 Lakh ☐ (b) 1-3 Lakhs ☐  
(c) 3-6 Lakhs ☐ (d) 6-10 Lakhs ☐  
(e) 10 Lakhs to above ☐

**Profession :** (a) Unemployed ☐ (b) Govt. Job ☐ (c) Private Job ☐  
(d) Self-Employed ☐ (e) Other ☐

**Contact No. ( Optional ) :** \_\_\_\_\_

**Email :** \_\_\_\_\_

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

- ☐ Yes
- ☐ No

**2. What factors affecting customer satisfaction towards Mahindra & Mahindra?**

- ☐ Features
- ☐ Low Maintenance
- ☐ Style
- ☐ After sale service

**3. Does the customer satisfy with the safety and comfort that provided by the Mahindra group?**

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Extremely Dissatisfied

**4. What kind of customer opinions toward the fuel consumption?**

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Extremely dissatisfied

**5. How long have you been using the Mahindra Cars ?**

- ☐ One Year
- ☐ Two Years
- ☐ Three Years
- ☐ Four Years
- ☐ Five Years

**6. How would you rate the value for the money of the car you own ?**

- ☐ Excellent
- ☐ Very Good
- ☐ Average
- ☐ Poor

**7. What factor do you consider the most valuable ?**

- ☐ Comfort
- ☐ Safety
- ☐ Mileage
- ☐ Looks
- ☐ Price
- ☐ Any Other

**8. Does the customer recognizes a premium brand in the market?**

- ☐ Yes
- ☐ No

**9. Is the customer satisfied with the space availability in Mahindra Cars?**

- ☐ Extremely satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Extremely dissatisfied

**10. How well does the Mahindra Cars needs in terms of driving?**

- ☐ City Driving
- ☐ Off-Road Driving
- ☐ Sports Mode Driving
- ☐ Eco. Mode Driving

**11. Do you like to repurchase the car from Mahindra & Mahindra?**

- ☐ Yes
- ☐ No

**12. How well your vehicle perform compared to your ideal vehicle?**

- ☐ Excellent
- ☐ Very Good
- ☐ Average
- ☐ Poor

**13. If there is one new feature you could suggest, What & Why?  
If Any\_\_\_\_\_.**

**Thankyou for giving for your precious time....**