

Chapter- 4

Needs, Objectives, Scope and Limitations

Needs, Objectives, Scope and Limitations

4.1: Needs of the Study:

1. To find out the various services offered by TI Ford.
2. To find the effectiveness of the services provided of TI Ford
3. To find out the customer loyalty on services offered by TI Ford in the market of Guwahati city.
4. To find out the parameters of the product that satisfy the customers.

4.2: Objectives of the Study:

The main objective of the study is:

1. To know the level of customer satisfaction with the services provided by TI Ford.
2. To know about the perception with respect to the after sales services offered by TI Ford.
3. To know about the problems faced by the customers during after sales services offered by TI Ford.
4. To know the attributes of Ford vehicles with respect to the 4 P's of marketing.

4.3: Scope of the Study:

As consumers have developed a resistance to advertising, the use of sales promotion has increased. There is scope for a variety of activities with sales promotion and companies seek to create a promotion that singles it out from competitors. The scope of the study is:

1. This study will help to measures the experiences of customers.
2. This study will define and analyse the experiences based on customers need.
3. This study will help to gains insights into customer expectations.
4. This study will help to gains insights if there are any issues faced by the customers during purchase of the car.
5. This study will help to analyse the effectiveness of the after-sales services offered by TI Ford.
6. This study helps the concern to take specific measure to improve the standard of customer wants.

4.4: Limitations of the Study:

The study is restricted in scope of owing to the following limitations:

1. The time duration of the study was not adequate enough to make a comprehensive study.
2. The study was done in Guwahati. Therefore, it does not express the opinion of the entire country.
3. Some of respondents were hesitant to give reply to the questions asked in the questionnaire.
4. Suggestions provided at the end of the report are based on the information collected, which may not be accurate due to the changing perceptions of the customers.