

Chapter- 7

Findings

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The following are some of the major findings that has been find out by doing the study. These are discussed below:

Findings of Objective 1: To know the level of customer satisfaction with the services provided by TI Ford.

1. From this study it was found that most of the consumers liked the service centre premises, waiting hall and the ambiences (Refer to Table 5.5, Chapter 5: Data Analysis).
2. From this study it was found that most of the consumers liked the staff behaviour whenever they visited the dealer (Refer to Table 5.6, Chapter 5: Data Analysis)
3. From this study it was found that most of the consumers was offered test drive during the purchase of the car (Refer to Table 5.8, Chapter 5: Data Analysis).
4. From this study it was found that most of the consumers are satisfied with the demo and technical team explanation during purchase/servicing of the car (Refer to Table 5.9, Chapter 5: Data Analysis).
5. From this study it was found that most is satisfied with the overall services offered by TI Ford Motors (Refer to Table 5.19, Chapter 5: Data Analysis).

Findings of Objective 2: To know about the perception with respect to the after sales services offered by TI Ford.

1. From this study it was found that most the customers do their servicing in the authorised centre of TI Ford Motors (Refer to Table 5.10, Chapter 5: Data Analysis).
2. From this study it was found that among the customer who have done all the servicing n the authorised centre has liked the services they provide and meet their satisfaction level (Refer to Table 5.11, Chapter 5: Data Analysis).
3. From this study it was found that most of the customer rated that the service delivery and spare parts were available on time and did not face any problems in parts and service delivery (Refer to Table 5.12, Chapter 5: Data Analysis).
4. From this study it was found that most the customers liked the after-sale servicing plans which includes both free and paid services (Refer to Table 5.14, Chapter 5: Data Analysis).

Findings of Objective 3: To know about the problems faced by the customers during after sales services offered by TI Ford.

1. From this study it was found that most of the time the services were delivered on time by the dealer (Refer to Table 5.15, Chapter 5: Data Analysis).
2. From this study it was found that majority of the customers did not faces any problems/issues but some of the customers have faced issues to some extent (Refer to Table- 5.16, Chapter 5: Data Analysis).
3. From this study it was found that most the issues that the customers were facing are timeliness, quality of the service, availability of the spare parts, communication and cost of the spare parts (Refer to Table- 5.17, Chapter 5: Data Analysis).

Findings of Objective 4: To know the attributes of Ford vehicles with respect to the 4 P's of marketing.

1. From this study it was found that most of the customers like the build quality, features of the cars, size of the vehicles, design and mainly the comfortability among the parameters of the product attributes of the car (Refer to Table- 5.24, Chapter 5: Data Analysis).
2. From this study it was found that most of the customers like discount facilities, EMIs facilities among the parameters of the price attributes (Refer to Table- 5.25, Chapter 5: Data Analysis).
3. From this study it was found that most of the customers like the accessibility of the showroom, location of the showroom and the coverage of the showroom among the parameters of the place attributes of the Ford showroom (Refer to Table- 5.26, Chapter 5: Data Analysis).
4. From this study it was found that most of the customers like the advertising, digital marketing and the sales promotional activities offered by TI Ford Motors among the parameters of the promotion attributes (Refer to Table- 5.27, Chapter 5: Data Analysis).