

Chapter- 6

Data Analysis and Interpretation

6.1: Demographic Profile:

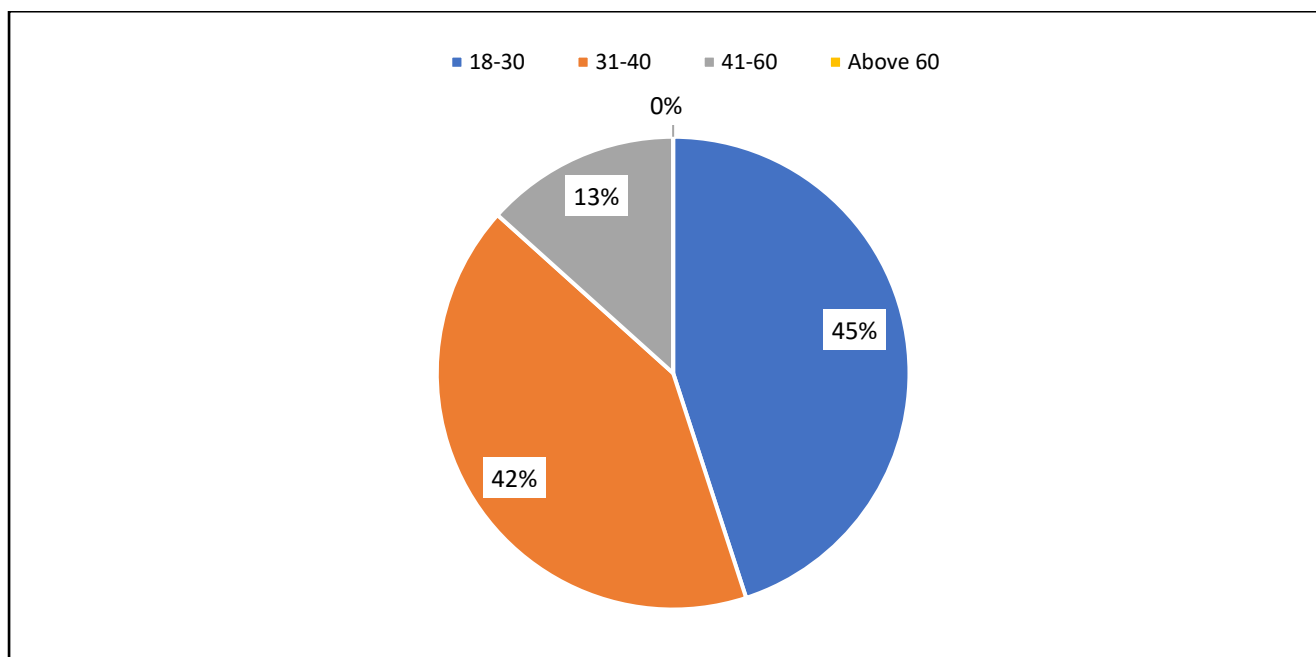
This section relates to the demography of the respondents such as age, gender, occupation and annual income. These questions are asked to provide a more detailed analysis and comparison of questionnaire respondents where applicable.

6.1.1. Age Profile:

Table 6.1.1: Age of the respondents.

Age	No. of Responses	Percentage (%)
18-30	54	45
31-40	50	42
41-60	7	13
Above 60	0	0
Total	120	100

Figure 6.1.1: Representation of age of the respondents.



Source: Data collected from Questionnaire.

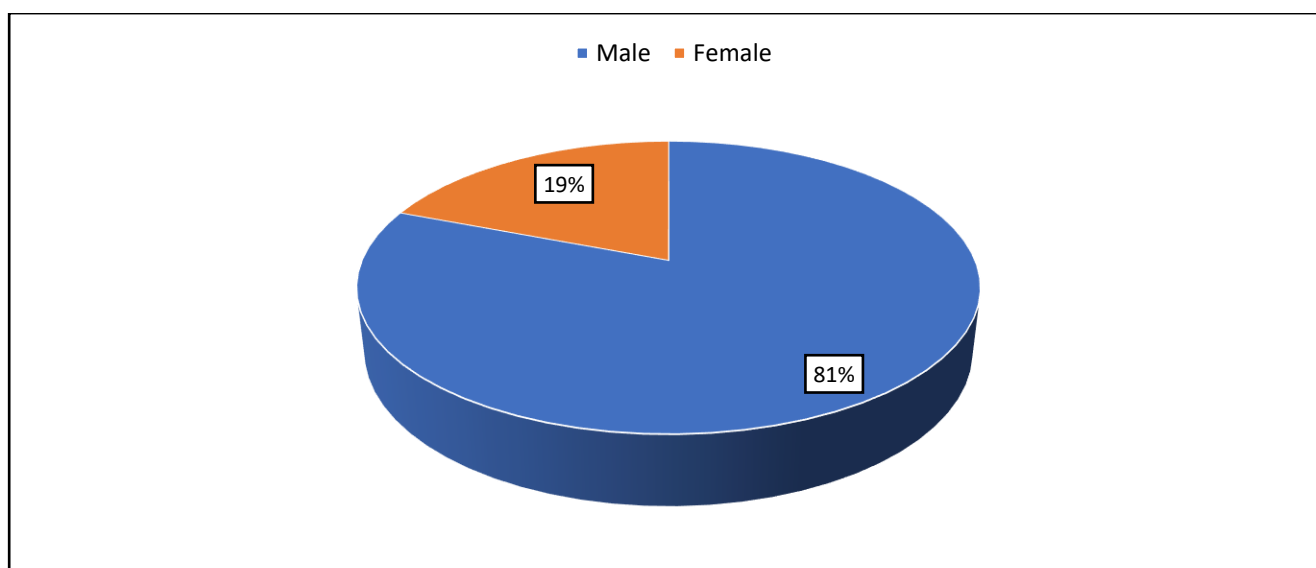
Interpretation: From the above table 6.1.1 and figure 6.1.1 it is found that 45% of the respondents belongs to the age group of 18-30, 42% of the respondents belong to the age group of 31-40 years and the remaining 13% of the respondents belong to the age group of 41-60 years.

6.1.2. Gender Profile:

Table 6.1.2: Gender of the respondents.

Gender	No. of Respondents	Percentage (%)
Male	97	81
Female	23	19
Total	120	100

Figure 6.1.2: Representation of gender of the respondents.



Source: Data collected from Questionnaire.

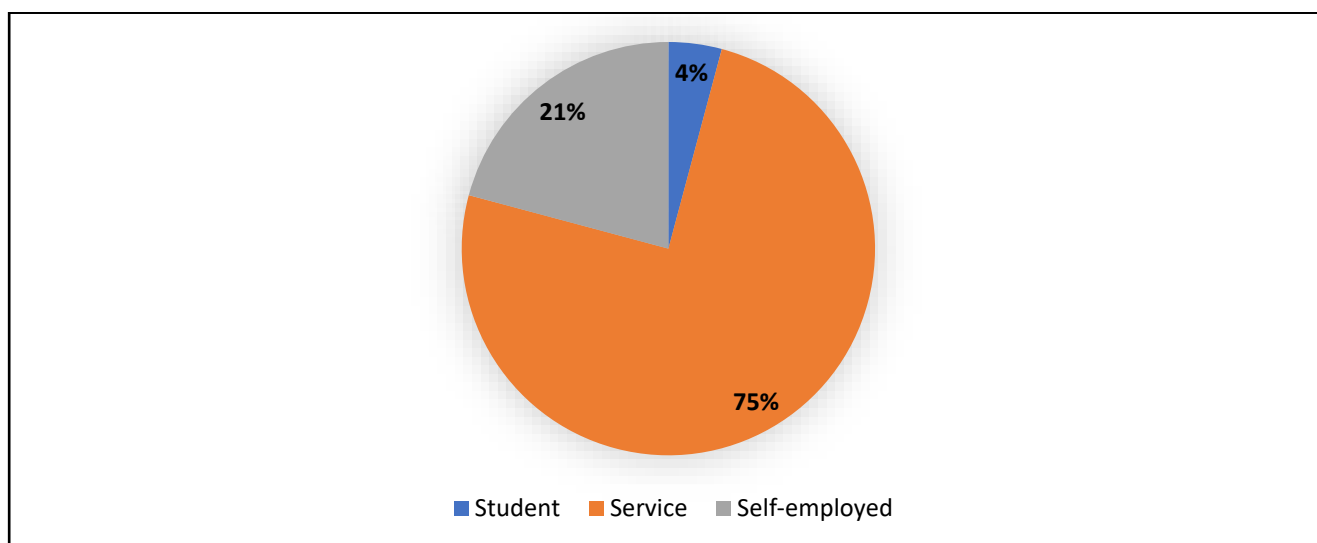
Interpretation: From the above table 6.1.2 and figure 6.1.2 it is found that 81% of the respondents were male whereas 19% of the respondents were female.

6.1.3. Occupation:

Table 6.1.3: Occupation of the respondents.

Occupation	No. of Respondents	Percentage (%)
Student	5	4
Service	90	75
Self Employed	25	21
Total	120	100

Figure 6.1.3: Representation of occupation of the respondents.



Source: Data collected from Questionnaire.

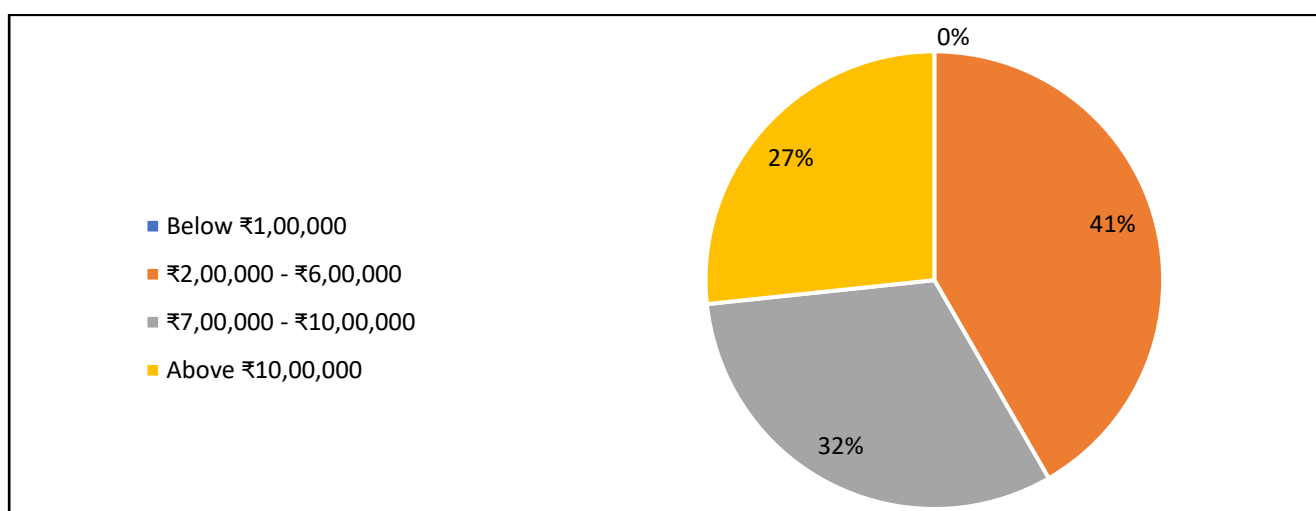
Interpretation: From the above table 6.1.3 and figure 6.1.3 it is found that 75% of the respondents are doing services, 21% of the respondents are self-employed and 4% of the respondents are students.

6.1.4. Annual Income:

Table 6.1.4: Annual income of the respondents.

Annual Income	No. of Respondents	Percentage (%)
Below ₹1,00,000	0	0
₹2,00,000 - ₹6,00,000	50	41
₹7,00,000 - ₹10,00,000	38	32
Above ₹10,00,000	32	27
Total	120	100

Figure 6.1.4: Representation of annual income of the respondents.



Source: Data collected from Questionnaire.

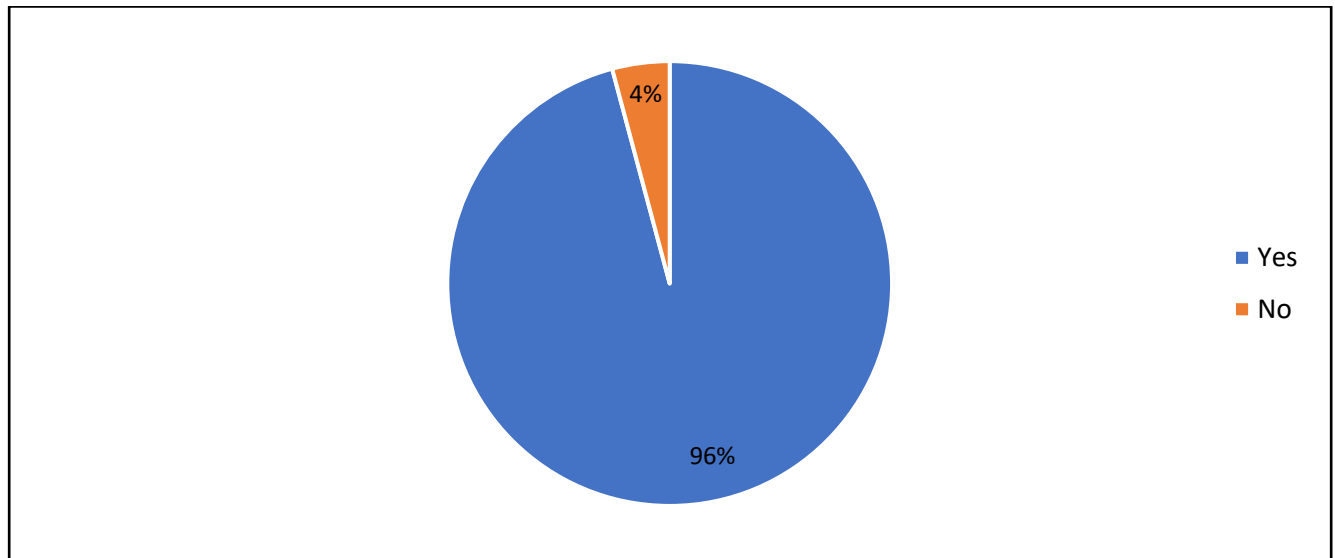
Interpretation: From the above table 6.1.4 and figure 6.1.4 it is found that 41% of the respondents have an annual income between ₹2 lakhs to ₹6 lakhs, 32% of the respondents have an annual income between ₹7 lakhs to ₹10 lakhs and the remaining 27% have an annual income above ₹10 lakhs.

6.2: If the respondents have heard about TI Ford Motors Pvt. Ltd.

Table 6.2: Respondent's knowledge about TI Ford Motors.

Options	No. of Respondents	Percentage (%)
Yes	115	96
No	5	4
Total	120	100

Figure 6.2: Representation of respondent's knowledge about TI Ford Motors.



Source: Data collected from Questionnaire.

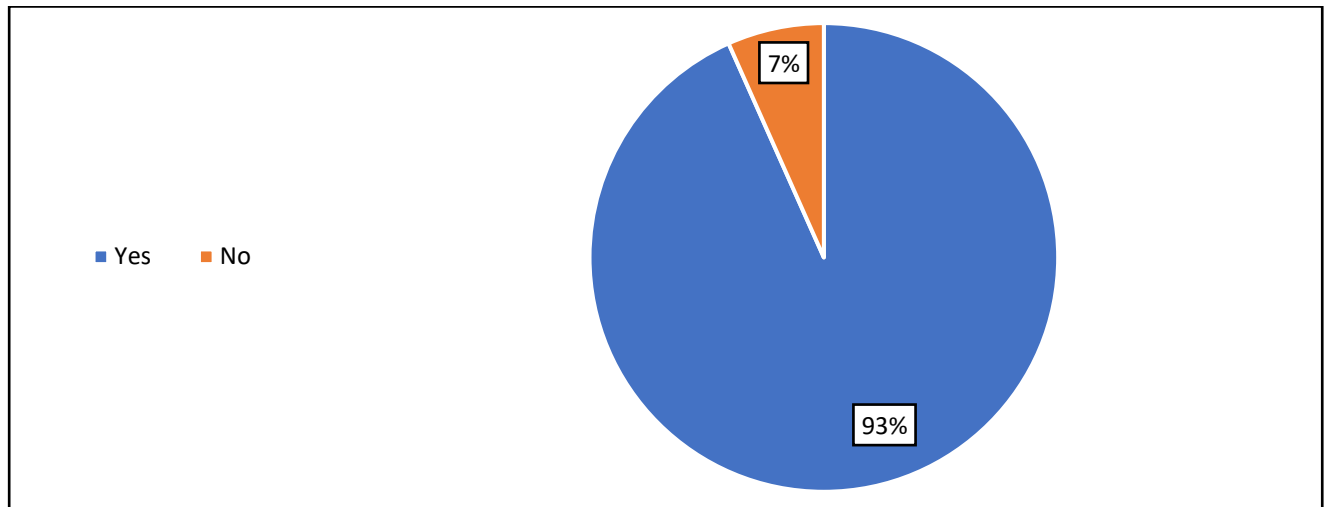
Interpretation: From the above table 6.2 and figure 6.2 it is found that 96% of the respondents have heard about TI Ford Motors dealer, whereas, 4% have not heard about it.

6.3: If the respondents purchase the car done from TI Ford Motors.

Table 6.3: Purchase of the car done from TI Ford Motors.

Options	No. of Respondents	Percentage (%)
Yes	112	93
No	8	7
Total	120	100

Figure 6.3: Representation of purchase of the car done from TI Ford.



Source: Data collected from Questionnaire.

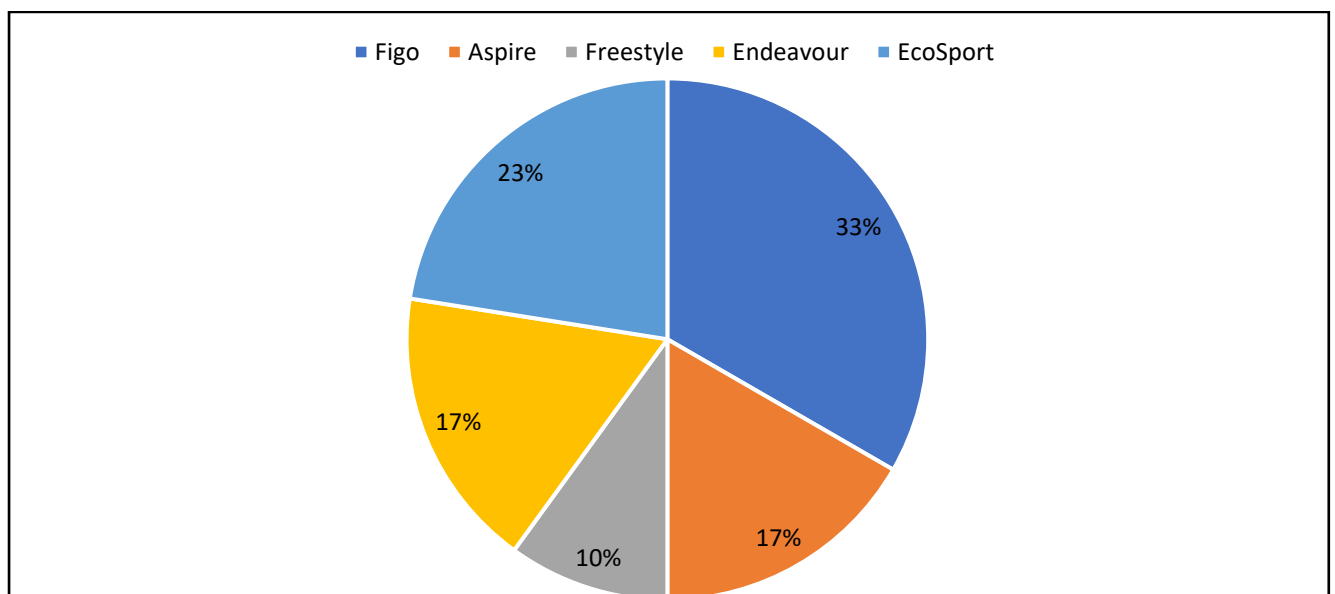
Interpretation: From the above table 6.3 and figure 6.3 it is found that 93% of the respondents have purchased their car from TI Ford Motors dealer whereas 7% have not purchase from TI Ford.

6.4: Model that the respondent's own.

Table 6.4: Model that the respondent's own.

Models	No. of Responses	Percentage (%)
Figo	40	33
Aspire	20	17
Freestyle	12	10
Endeavour	21	17
EcoSport	27	23
Total	120	100

Figure 6.4: Representation of the model the respondent's own.



Source: Data collected from Questionnaire.

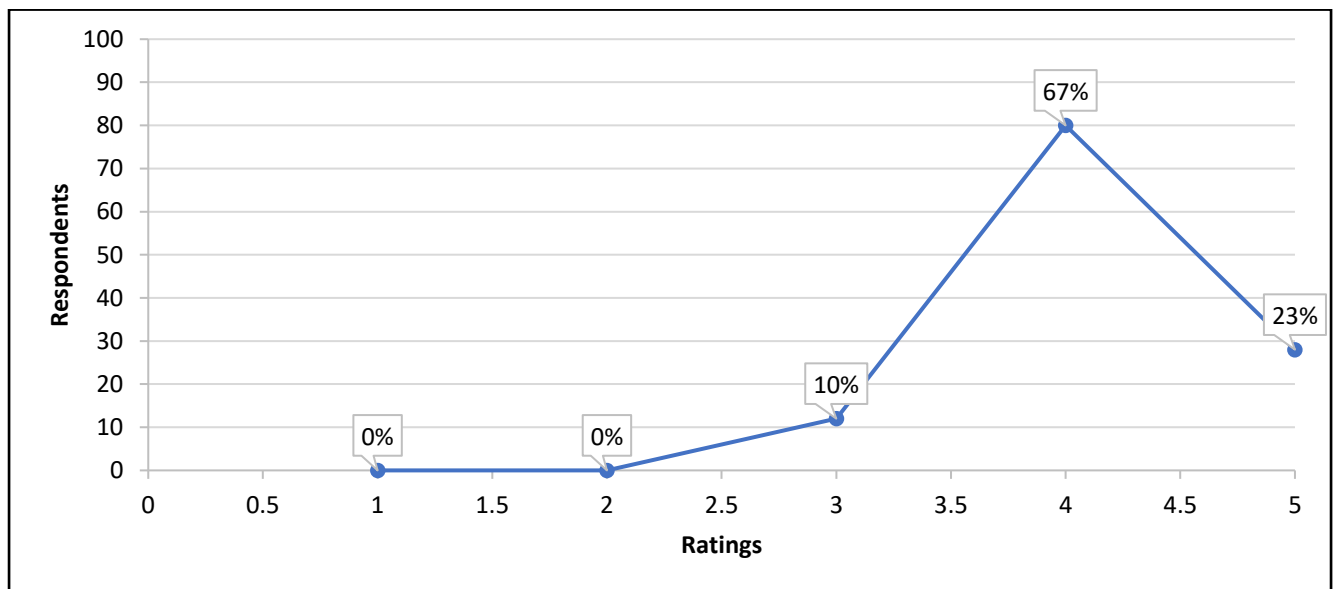
Interpretation: From the above table 6.4 and figure 6.4 it is found that 33% of the respondent the model Figo, 23% owns EcoSport, 17% owns Endeavour and Aspire and the remaining 10% owns Freestyle.

6.5: Rating of the service centre premises, waiting hall and the ambience at TI Ford.

Table 6.5: Liking of the service centre premises, waiting hall and the ambience at TI Ford (where 1 being Poor and 5 being Excellent).

Ratings	No. of Responses	Percentage (%)
1	0	0
2	0	0
3	12	10
4	80	67
5	28	23
Total	120	100

Figure 6.5: Representation of the liking of the service centre premises, waiting hall and the ambience at TI Ford (where 1 being Poor and 5 being Excellent).



Source: Data collected from Questionnaire.

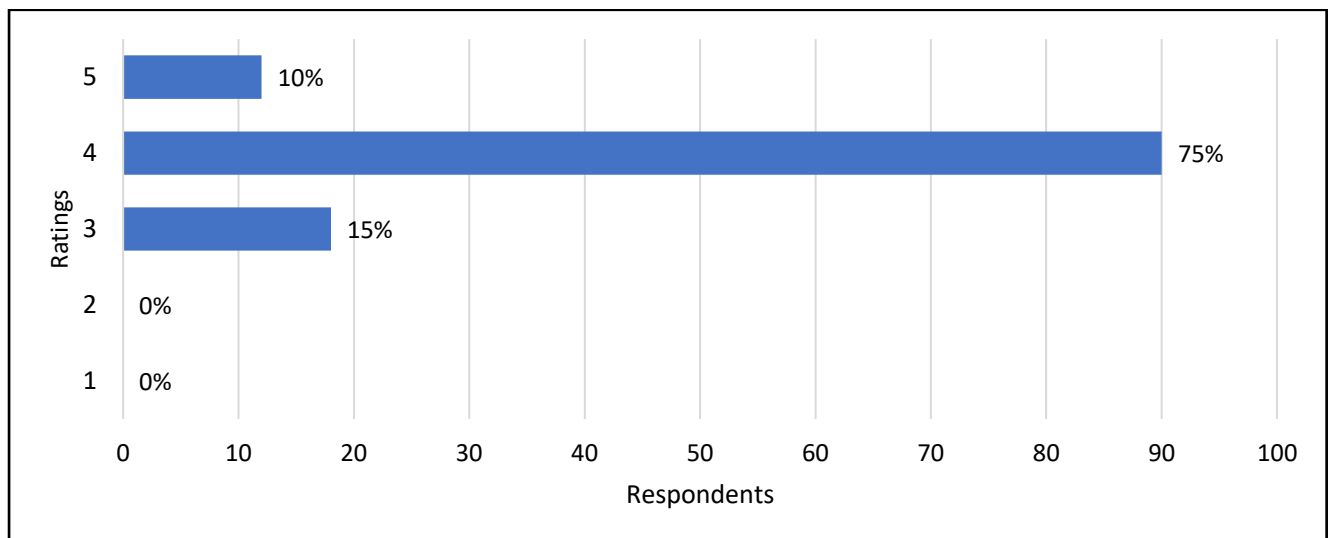
Interpretation: From the above table 6.5 and figure 6.5 it is found that 67% of the respondent have rated 4 in the rating scale, 23% have rated 5 in the rating scale and remaining 10% have rated 3 with a Mean Score of 4.13.

6.6: Rating of the staff on their behavioural aspects like politeness, cooperativeness and responsiveness of the dealer.

Table 6.6: Liking of the staff behavioural aspects like politeness, cooperativeness and responsiveness of the dealer (where 1 being Poor and 5 being Excellent).

Ratings	No. of Responses	Percentage (%)
1	0	0
2	0	0
3	18	15
4	90	75
5	12	10
Total	120	100

Figure 6.6: Representation of the liking of the staff behavioural aspects like politeness, cooperativeness and responsiveness of the dealer (where 1 being Poor and 5 being Excellent).



Source: Data collected from Questionnaire.

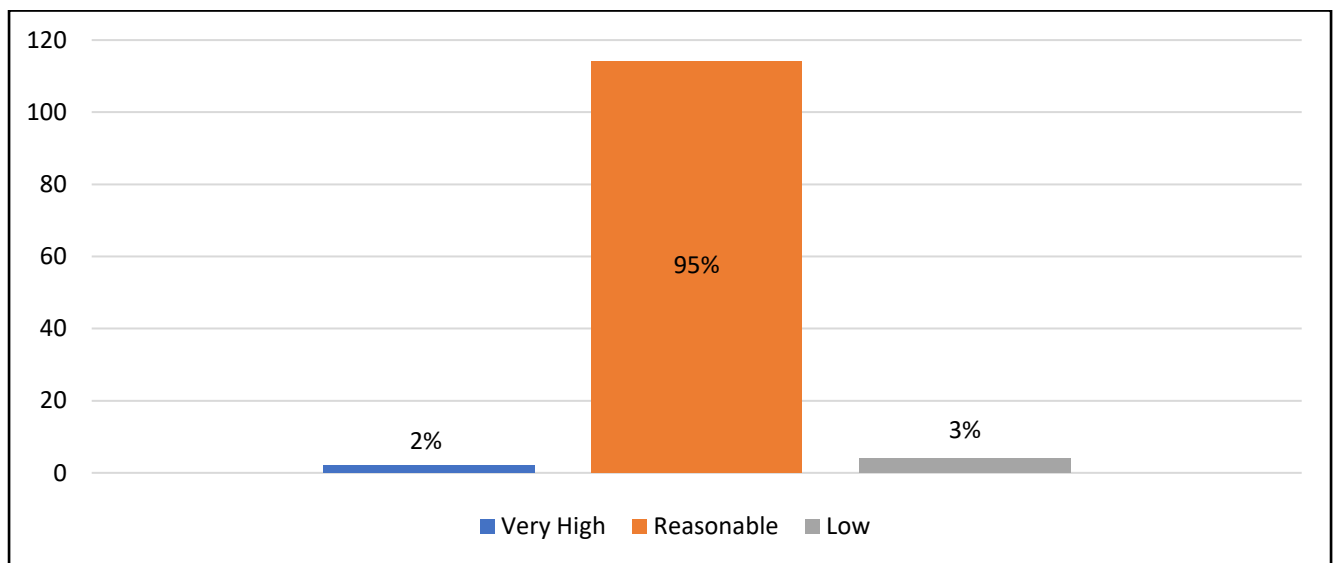
Interpretation: From the above table 6.6 and figure 6.6 it is found that 75% of the respondent have rated 4 in the rating scale, 15% have rated 3 in the rating scale and remaining 10% have rated 5 with a Mean Score of 3.95.

6.7: Respondent's feeling regarding the price that are being charge at TI Ford.

Table 6.7: Feeling regarding the price that are being charge at TI Ford.

Options	No. of Responses	Percentage (%)
Very High	2	2
Reasonable	114	95
Low	4	3
Total	120	100

Figure 6.7: Representation of the feeling regarding the price that are being charge at TI Ford.



Source: Data collected from Questionnaire.

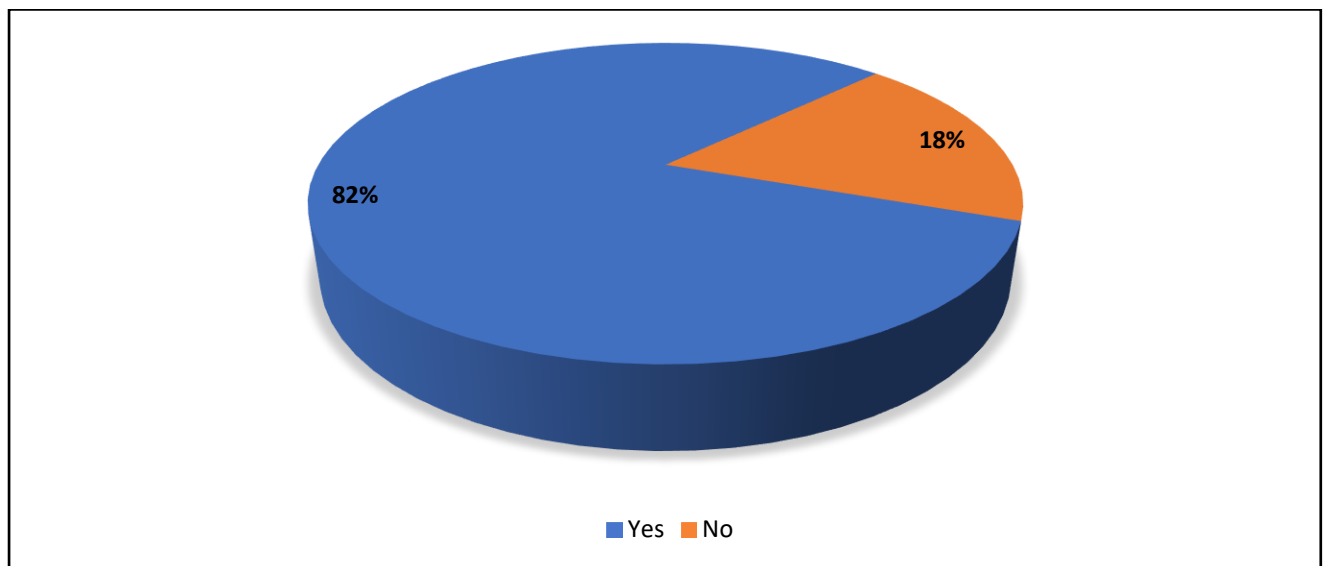
Interpretation: From the above table 6.7 and figure 6.7 it is found that 95% of the respondent have felt that the price charged at the dealer is reasonable, 3% felt that the price charged at the dealer is low and the remaining 2% felt that the price charged at the dealer is very high.

6.8: If the respondent were offered test drive before purchasing the car.

Table 6.8: Test drive offering to the respondent.

Options	No. of Responses	Percentage (%)
Yes	98	82
No	22	18
Total	120	100

Figure 6.8: Representation of test drive offered before purchasing of the car.



Source: Data collected from Questionnaire.

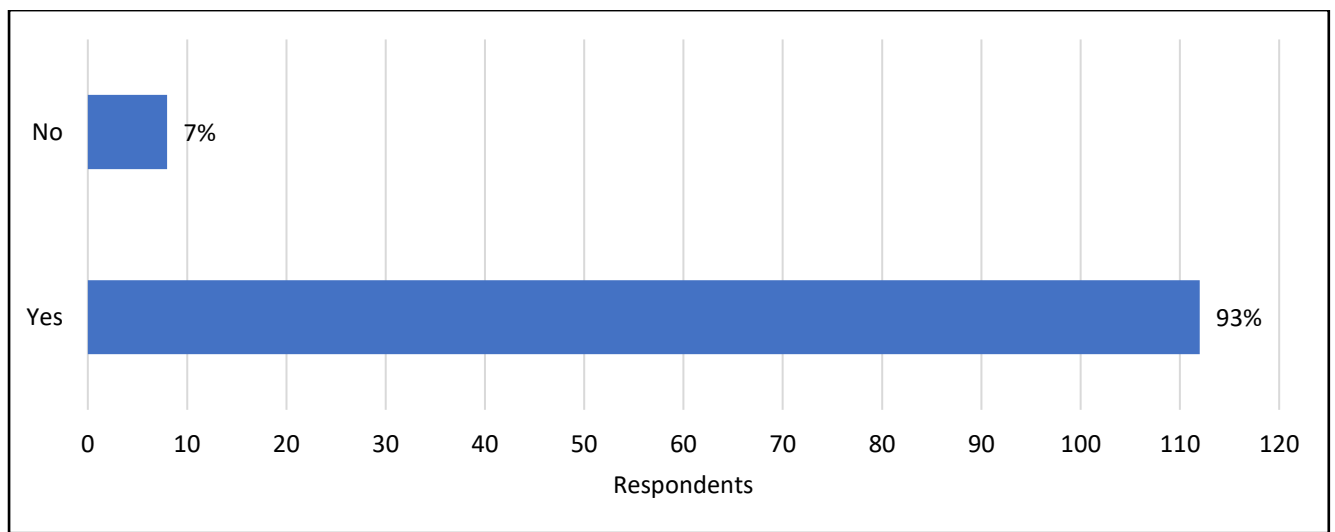
Interpretation: From the above table 6.8 and figure 6.8 it is found that 82% of the respondent were offered test drive and 18% of the respondents were not offered test drive.

6.9: If the respondent is satisfied with the demo or the explanation given by the technical team while purchasing or during servicing of the car.

Table 6.9: Satisfactory level of the respondent to the demo.

Options	No. of Responses	Percentage (%)
Yes	112	93
No	8	7
Total	120	100

Figure 6.9: Representation of the satisfactory level of the respondent to the demo.



Source: Data collected from Questionnaire.

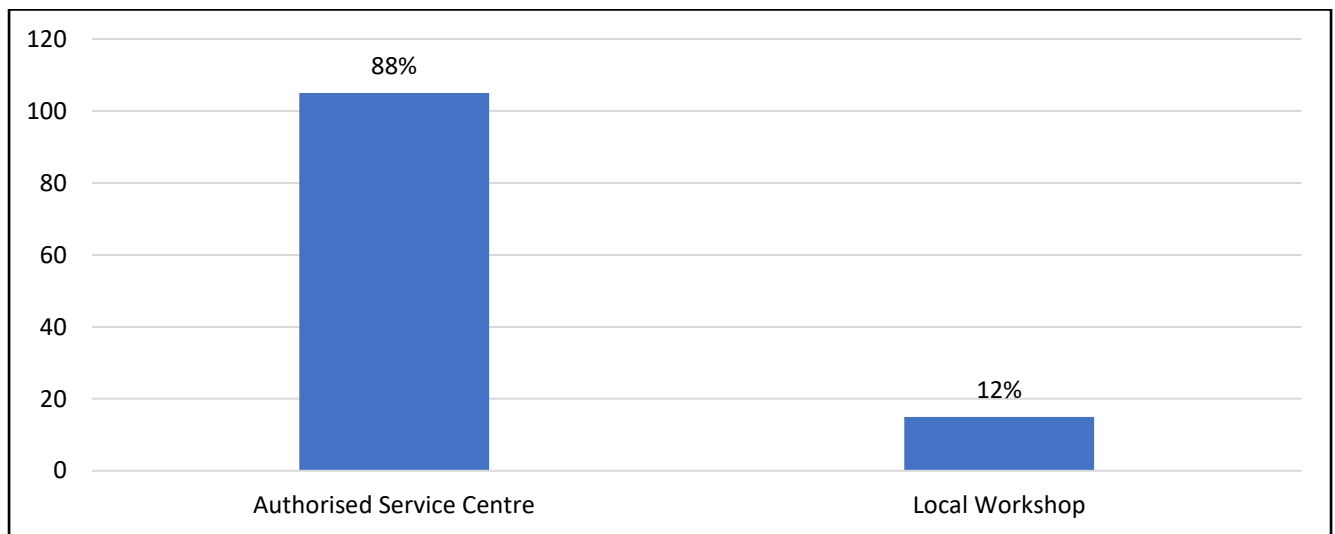
Interpretation: From the above table 6.9 and figure 6.9 it is found that 93% of the respondent is satisfied with the demo or the explanation given by the technical team, whereas, 7% of the respondent is not satisfied with the demo or the explanation given by the technical team.

6.10: Where the respondent does their car servicing regularly.

Table 6.10: Regular servicing of the car.

Options	No. of Responses	Percentage (%)
Authorised Service Centre	105	88
Local Workshop	15	12
Total	120	100

Figure 6.10: Representation of the regular servicing done by the respondent.



Source: Data collected from Questionnaire.

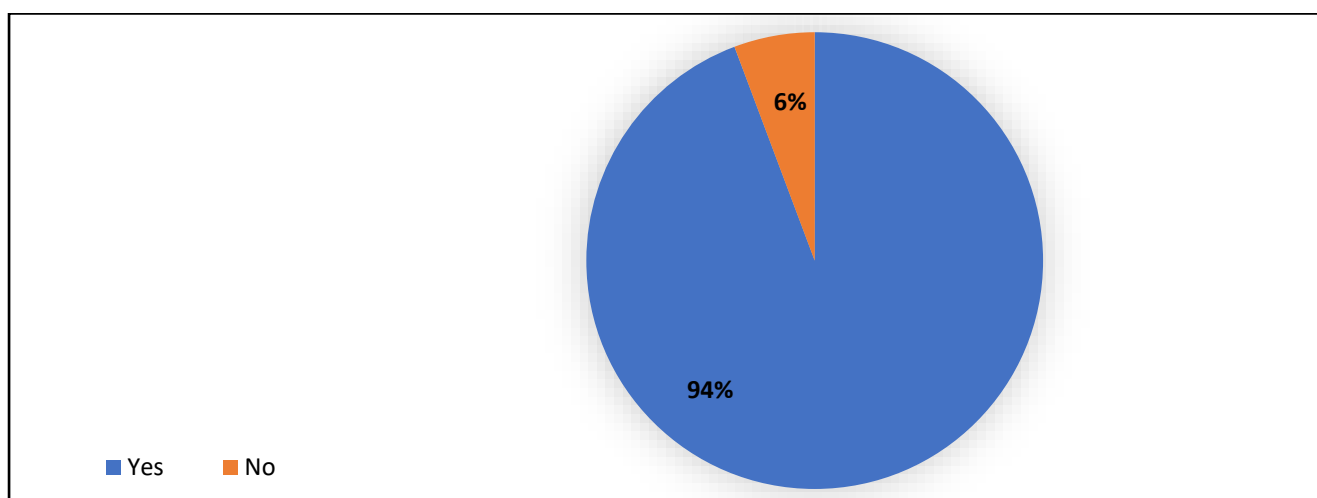
Interpretation: From the above table 6.10 and figure 6.10 it is found that 88% of the respondent has done their servicing in the authorised service centre, whereas, 12% of the respondent has done in local workshop.

6.11: If the respondent like the services the authorised service centre provide.

Table 6.11: Liking of the services of authorised service centre.

Options	No. of Responses	Percentage (%)
Yes	99	94
No	6	6
Total	105	100

Figure 6.11: Representation of the liking of services of authorised service centre.



Source: Data collected from Questionnaire.

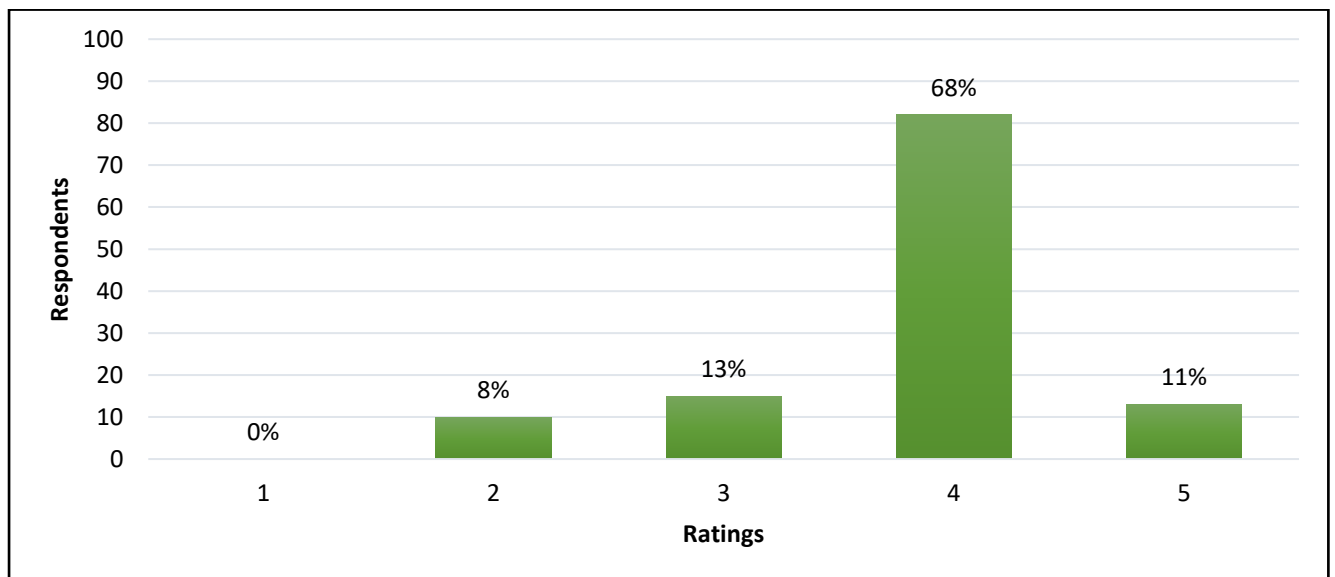
Interpretation: From the above table 6.11 and figure 6.11 it is found that 94% of the respondent liked services provided by in the authorised service centre, whereas, 6% of the respondent did not like the services provided by the authorised service centre.

6.12: Rating of the Service Delivery and Spare parts availability of the dealer.

Table 6.12: Liking of the Service Delivery and Spare parts availability of the dealer (where 1 being Poor and 5 being Excellent).

Ratings	No. of Responses	Percentage (%)
1	0	0
2	10	8
3	15	13
4	82	68
5	13	11
Total	120	100

Figure 6.12: Representation of the liking of the Service Delivery and Spare parts availability of the dealer (where 1 being Poor and 5 being Excellent).



Source: Data collected from Questionnaire.

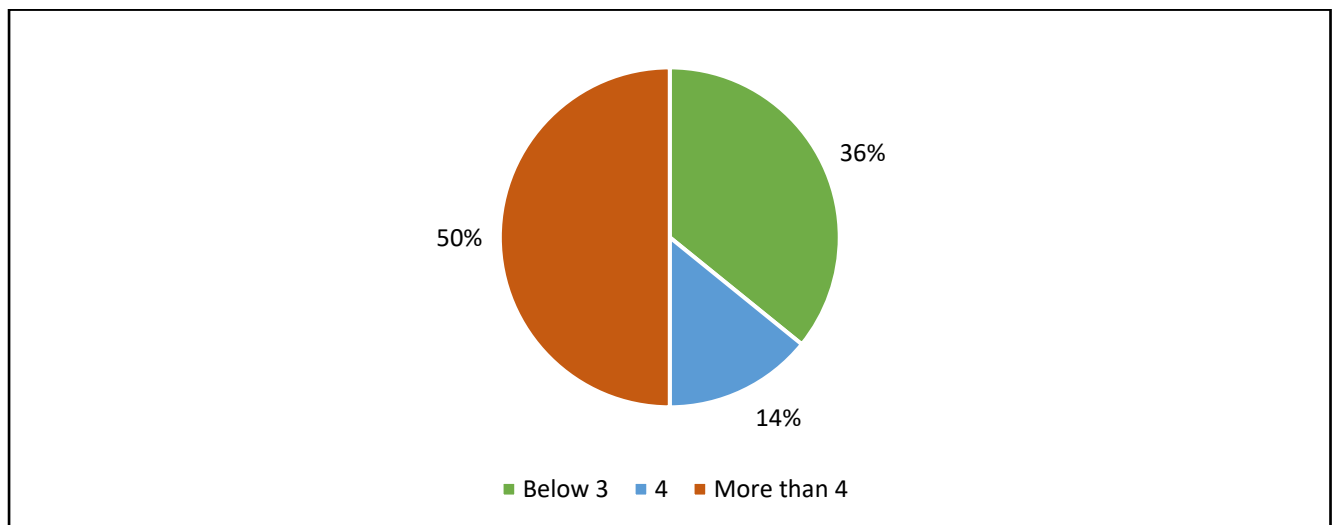
Interpretation: From the above table 6.12 and figure 6.12 it is found that 68% of the respondent have rated 4 in the rating scale, 13% have rated 3 in the rating scale, 11% have rated 5 in the rating scale and remaining 8% have rated 2 with a Mean Score of 3.81.

6.13: Number of services the respondent done at TI Ford.

Table 6.13: Number of services done at TI Ford.

Options	No. of Responses	Percentage (%)
Below 3	43	36
4	17	14
More than 4	60	50
Total	120	100

Figure 6.13: Representation of the number of services done at TI Ford.



Source: Data collected from Questionnaire.

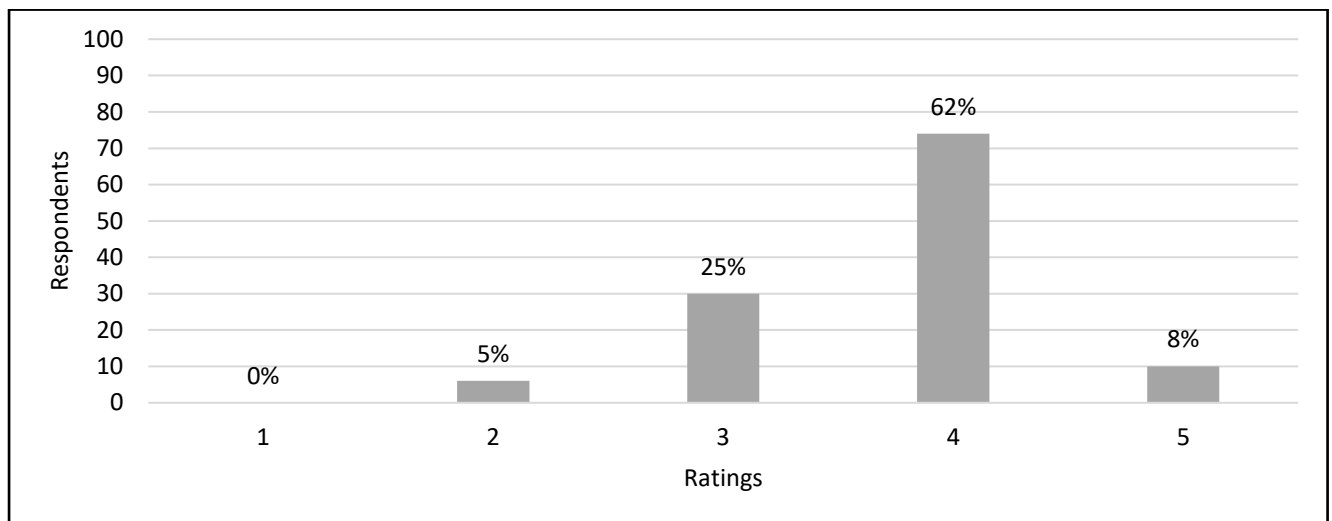
Interpretation: From the above table 6.13 and figure 6.13 it is found that 50% of the respondent have more than 4 services at the dealer, 36% have done less than 3 services and the remaining 14% have done 4 service till now at the dealer.

6.14: Rating of the satisfactory level of Ford's free servicing plans at the dealer.

Table 6.14: Satisfactory level of Ford's free servicing plans at the dealer (where 1 being Poor and 5 being Excellent).

Ratings	No. of Responses	Percentage (%)
1	0	0
2	6	5
3	30	25
4	74	62
5	10	8
Total	120	100

Figure 6.14: Representation of the satisfactory level of Ford's free servicing plans at the dealer (where 1 being Poor and 5 being Excellent).



Source: Data collected from Questionnaire.

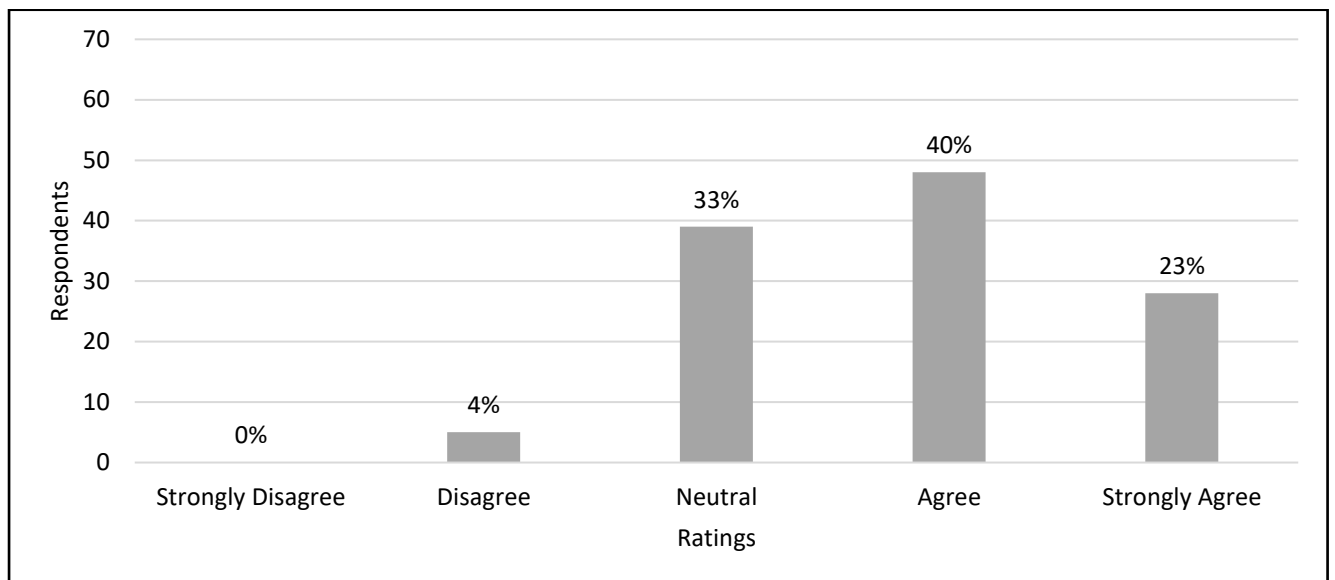
Interpretation: From the above table 6.14 and figure 6.14 it is found that 62% of the respondent have rated 4 in the rating scale, 25% have rated 3 in the rating scale, 8% have rated 5 in the rating scale and remaining 5% have rated 2 with a Mean Score of 3.73.

6.15: Agreeableness if the services are done on time at the dealer.

Table 6.15: Agreeableness if the services are done on time at the dealer.

Ratings	No. of Responses	Percentage (%)
Strongly Disagree	0	0
Disagree	5	4
Neutral	39	33
Agree	48	40
Strongly Agree	28	23
Total	120	100

Figure 6.15: Representation of the agreeableness if the services are done on time at the dealer.



Source: Data collected from Questionnaire.

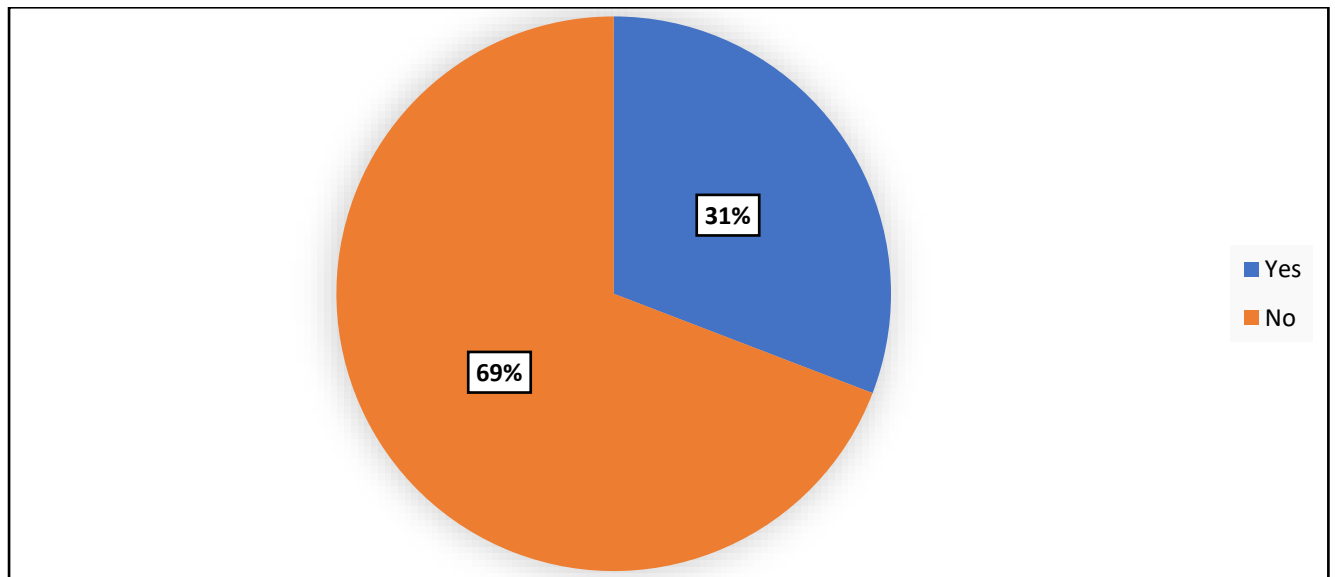
Interpretation: From the above table 6.15 and figure 6.15 it is found that 40% of the respondent agreed that the services were done on time, 23% strongly agreed that the services were done on time, whereas, 4% did not get their services done on time and remaining 33% neither agree nor disagree with the statement, and the resultant Mean Score is 3.82.

6.16: Problems or issues faced during the servicing of the car at the dealer.

Table 6.16: Problems or issues faced during the servicing of the car at the dealer.

Options	No. of Responses	Percentage (%)
Yes	37	31
No	83	69
Total	105	100

Figure 6.16: Representation of the problems or issues faced during the servicing of the car.



Source: Data collected from Questionnaire.

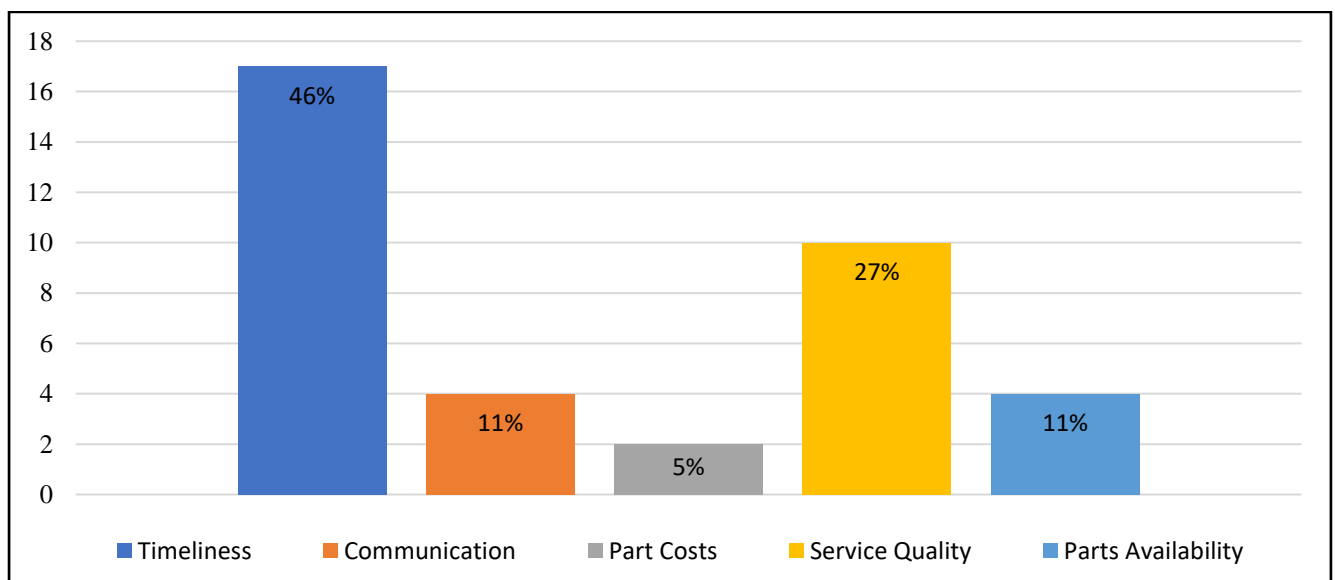
Interpretation: From the above table 6.16 and figure 6.16 it is found that 69% of the respondent did not face any problems, whereas, 31% of the respondent have faced some kind of problems.

6.17: Problems/Issues which the respondents have faced during servicing.

Table 6.17: Problems/issues faced during servicing.

Problems/Issues	No. of Responses	Percentage (%)
Timeliness	17	46
Communication	4	11
Part Costs	2	5
Service Quality	10	27
Parts Availability	4	11
Total	37	100

Figure 6.17: Representation of the problems/issues faced during servicing.



Source: Data collected from Questionnaire.

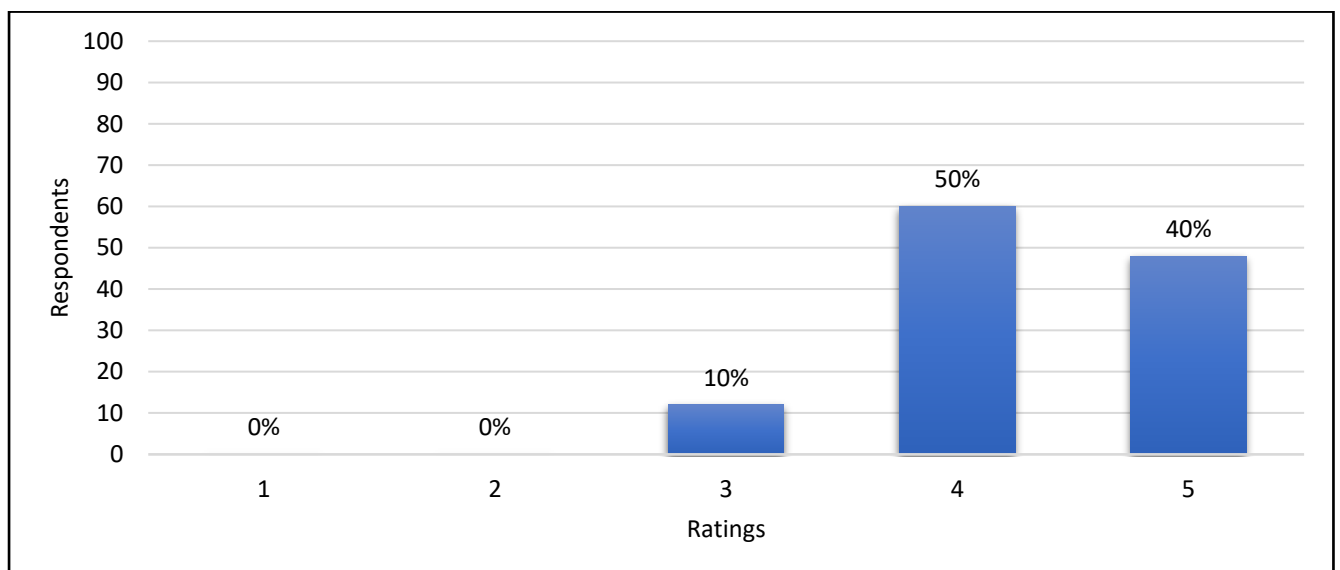
Interpretation: From the above table 6.17 and figure 6.17 it is found that 46% of the respondent have faced timeliness issues, 27% have faced service quality issues, 11% have faced both communication and parts availability issues and remaining 5% have found part costs issues.

6.18: Overall satisfaction level with Ford cars.

Table 6.18: Overall satisfaction level with the Ford cars (where 1 being Poor and 5 being Excellent).

Ratings	No. of Responses	Percentage (%)
1	0	0
2	0	0
3	12	10
4	60	50
5	48	40
Total	120	100

Figure 6.18: Representation of the overall satisfaction level with the Ford cars (where 1 being Poor and 5 being Excellent).



Source: Data collected from Questionnaire.

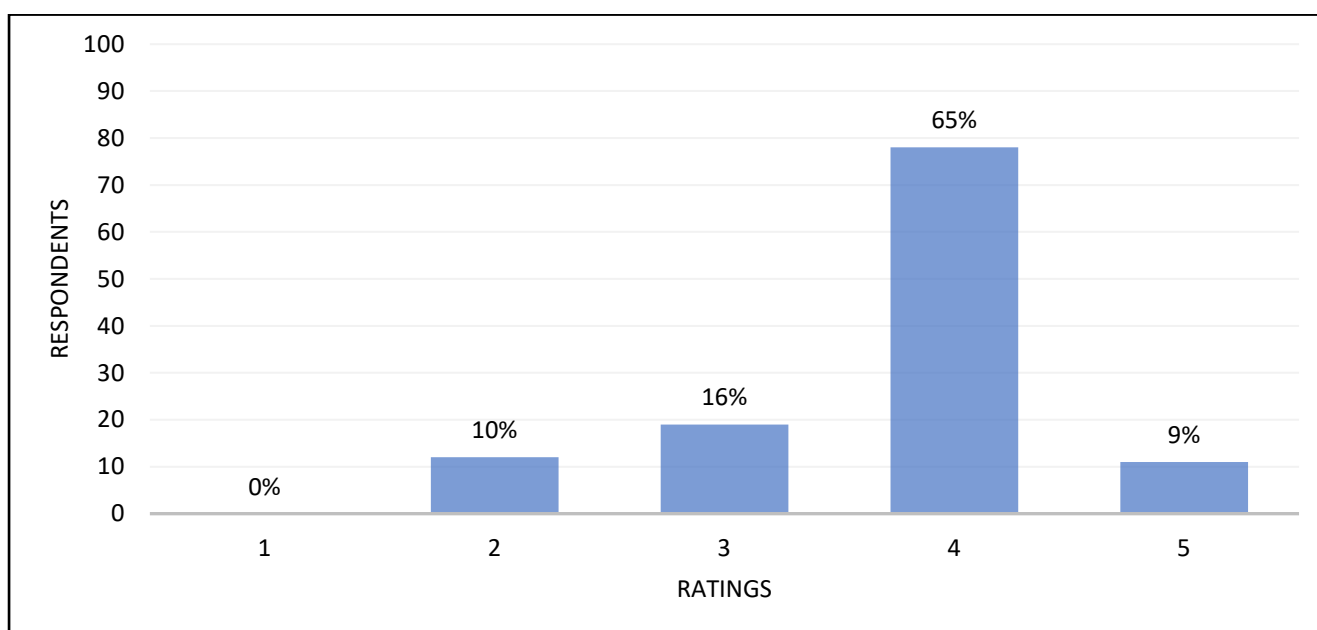
Interpretation: From the above table 6.18 and figure 6.18 it is found that 50% of the respondent have rated 4 in the rating scale, 40% have rated 5 in the rating scale and 10% have rated 3 in the rating scale with a Mean Score of 4.30.

6.19: Overall satisfaction level with the services of TI Ford Motors Pvt. Ltd.

Table 6.19: Overall satisfaction level with the services of TI Ford Motors Pvt. Ltd. (where 1 being Poor and 5 being Excellent).

Ratings	No. of Responses	Percentage (%)
1	0	0
2	12	10
3	19	16
4	78	65
5	11	9
Total	120	100

Figure 6.19: Representation of the overall satisfaction level with the services of TI Ford Motors Pvt. Ltd. (where 1 being Poor and 5 being Excellent).



Source: Data collected from Questionnaire.

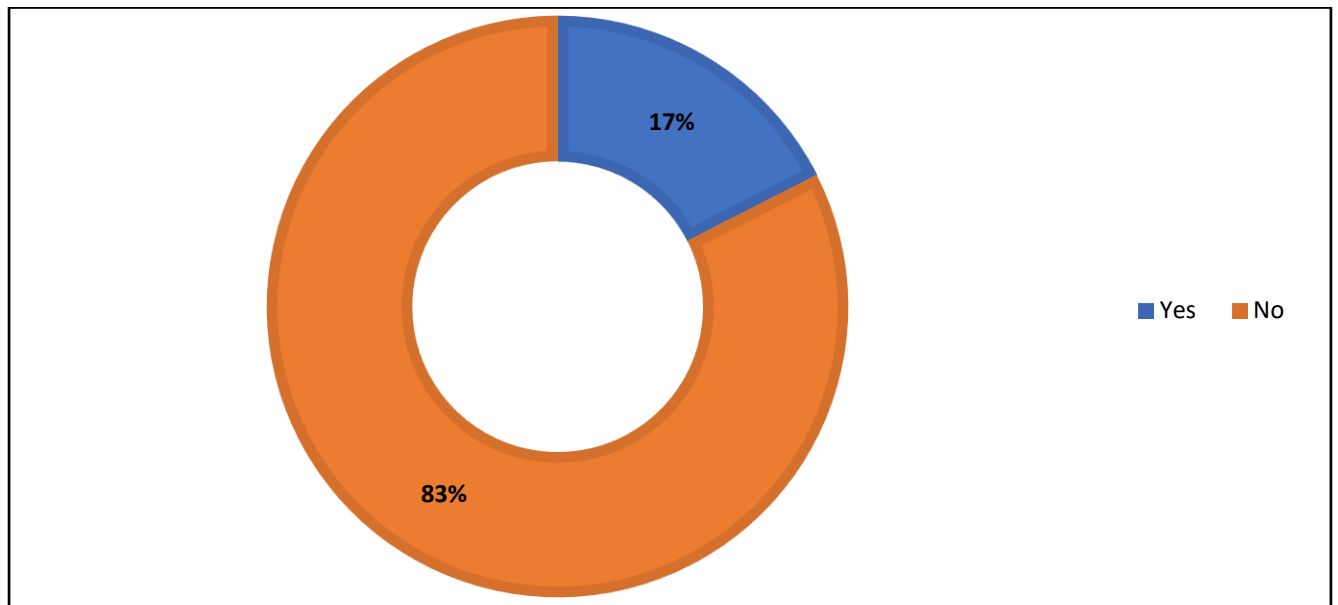
Interpretation: From the above table 6.19 and figure 6.19 it is found that 65% of the respondent have rated 4 in the rating scale, 16% have rated 3 in the rating scale, 10% have rated 2 in the rating scale and remaining 9% have rated 5 in the rating scale with a Mean Score of 3.73.

6.20: If the respondent owns any other car apart from Ford.

Table 6.20: Respondent owns any other car apart from Ford.

Options	No. of Responses	Percentage (%)
Yes	21	17
No	99	83
Total	120	100

Figure 6.20: Representation of owning a car apart from Ford.



Source: Data collected from Questionnaire.

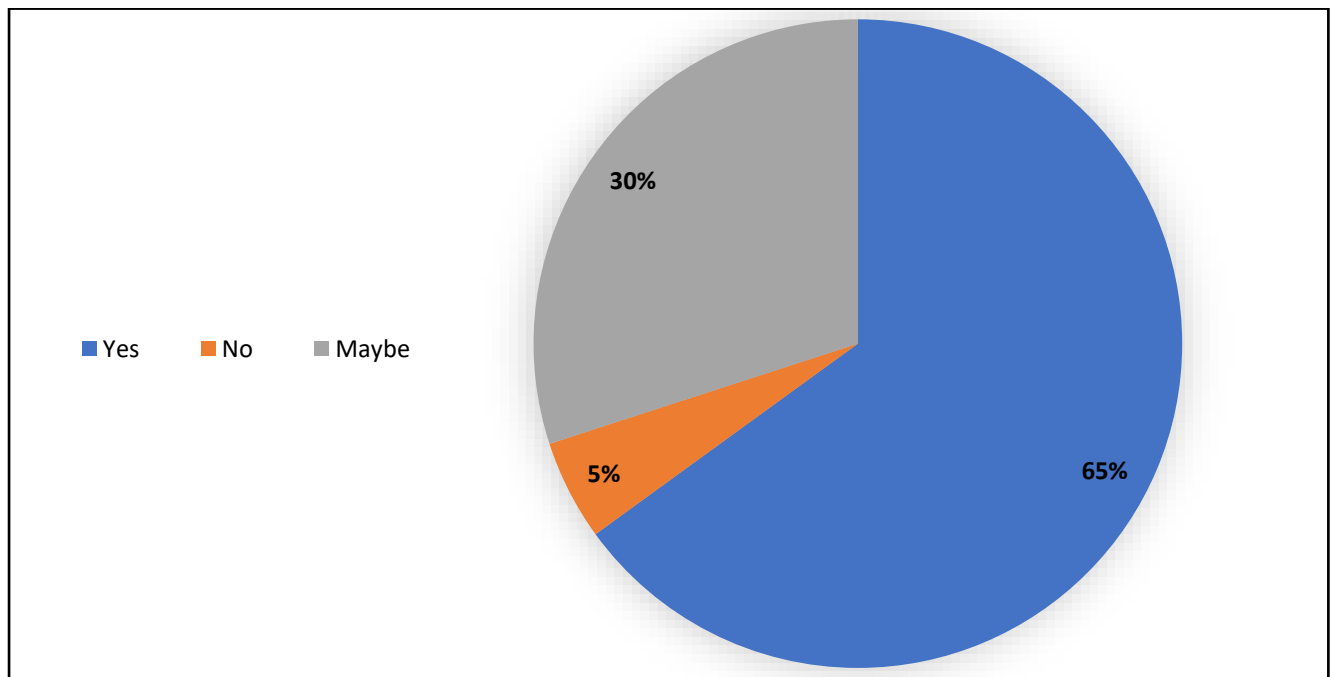
Interpretation: From the above table 6.20 and figure 6.20 it is found that 83% of the respondent did own any other brand car, whereas, 17% of the respondent have cars of other brand apart from Ford.

6.21: Brand loyalty of the respondent.

Table 6.21: Brand loyalty of the respondent.

Options	No. of Responses	Percentage (%)
Yes	78	65
No	6	5
Maybe	36	30
Total	120	100

Figure 6.21: Representation of brand loyalty of the respondent.



Source: Data collected from Questionnaire.

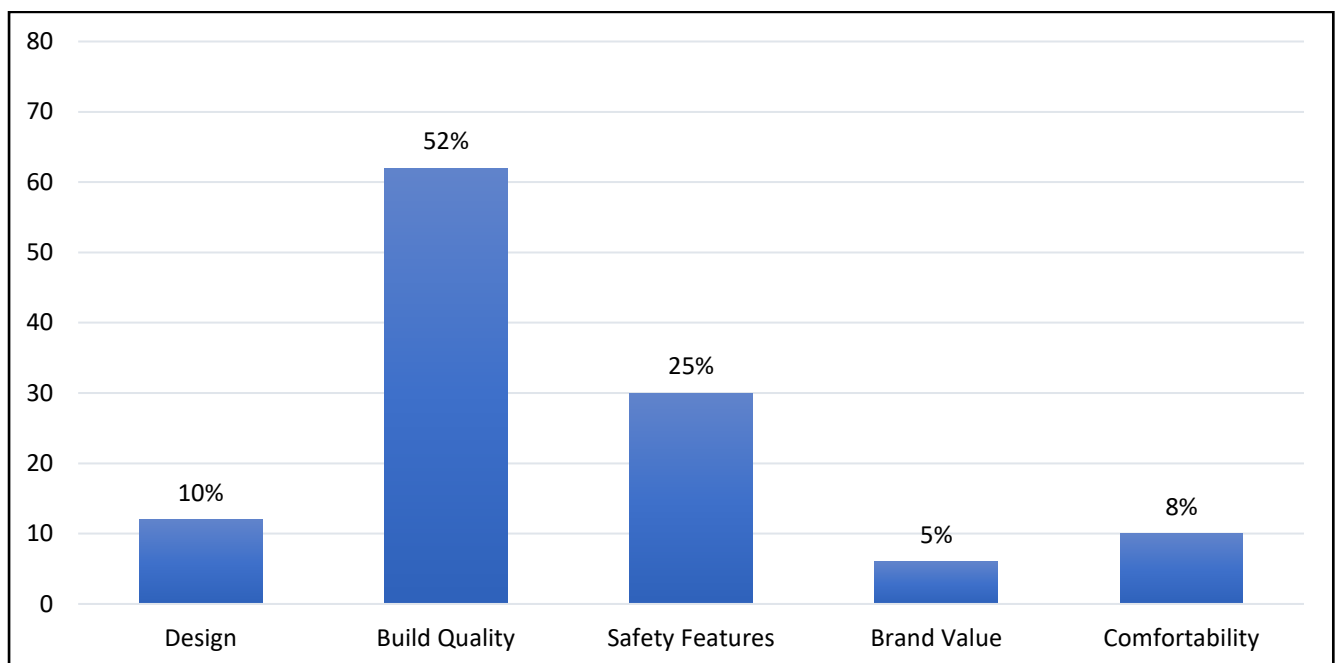
Interpretation: From the above table 6.21 and figure 6.21 it is found that 65% of the respondent will stick to ford car, 5% will not and remaining 30% of the respondent may either stick or shift to another brand.

6.22: Parameters the respondent like about Ford vehicles compared to other.

Table 6.22: Parameters the respondent like about Ford vehicles compared to other.

Options	No. of Responses	Percentage (%)
Design	12	10
Build Quality	62	52
Safety Features	30	25
Brand Value	6	5
Comfortability	10	8
Total	120	100

Figure 6.22: Representation of the parameters the respondent like about Ford vehicles.



Source: Data collected from Questionnaire.

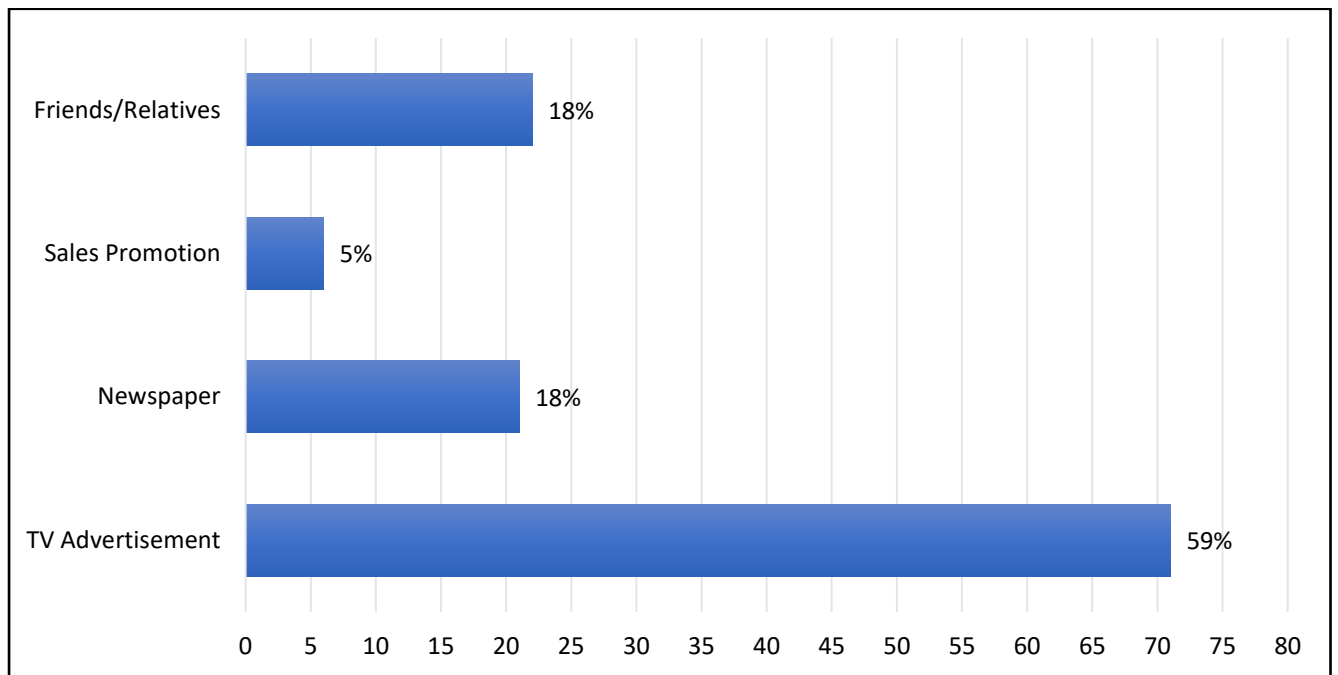
Interpretation: From the above table 6.22 and figure 6.22 it is found that 52% respondent liked build quality, 25% respondent liked safety features, 10% respondent liked the design, 8% respondent like comfortability and remaining 5% respondent liked brand value.

6.23: Advertisement from where the respondent came to know about TI Ford Motors Pvt. Ltd.

Table 6.23: Advertisement from where the respondent came to know about TI Ford Motors Pvt. Ltd.

Advertisements	No. of Responses	Percentage (%)
Television	71	59
Newspaper	21	18
Sales Promotion	6	5
Friends/Relatives	22	18
Total	120	100

Figure 6.23: Representation of the advertisement from where the respondent came to know about TI Ford Motors Pvt. Ltd.



Source: Data collected from Questionnaire.

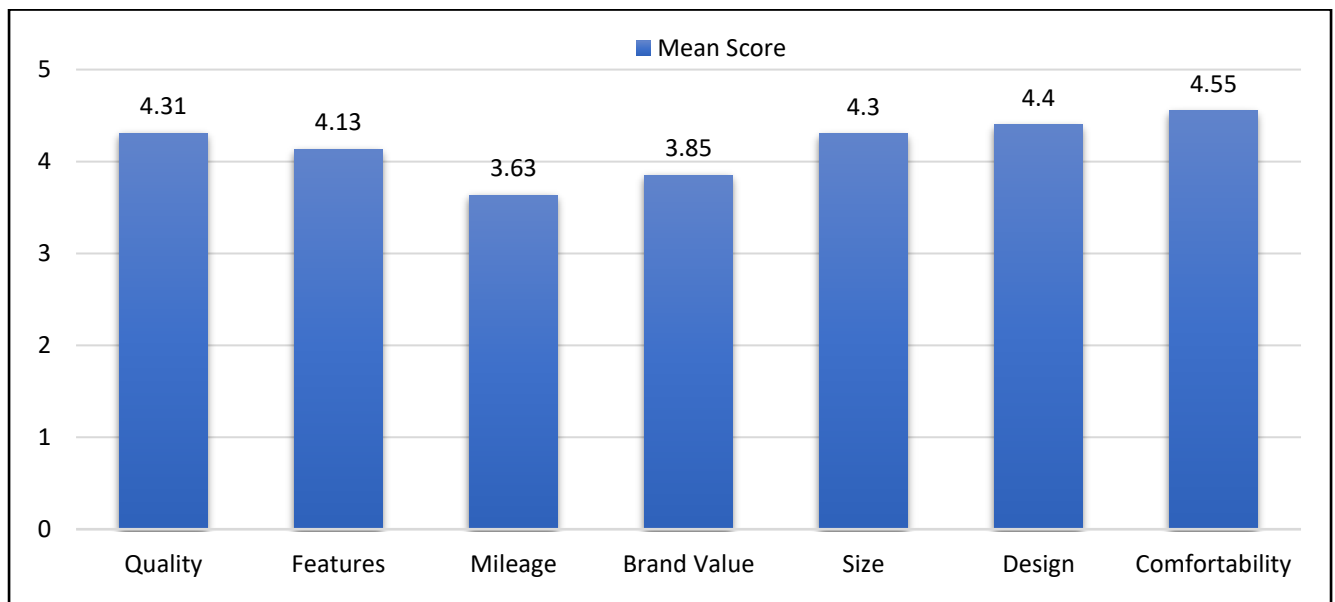
Interpretation: From the above table 6.23 and figure 6.23 it is found that 59% respondent came to know from TV advertisement, 18% came to know from both newspapers and friend/relatives and remaining 5% from sale promotional activities.

6.24: Opinion regarding attributes of Product parameter.

Table 6.24: Attributes of Product parameter.

Attributes	Ratings					Mean Score
	1	2	3	4	5	
Quality	0	4	15	41	60	4.31
Features	1	6	16	50	47	4.13
Mileage	0	24	22	48	26	3.63
Brand Value	6	12	12	54	36	3.85
Size	0	3	22	32	63	4.30
Design	1	4	11	34	70	4.40
Comfortability	0	4	6	30	80	4.55

Figure 6.24: Representation of the attributes of Product parameter.



Source: Data collected from Questionnaire.

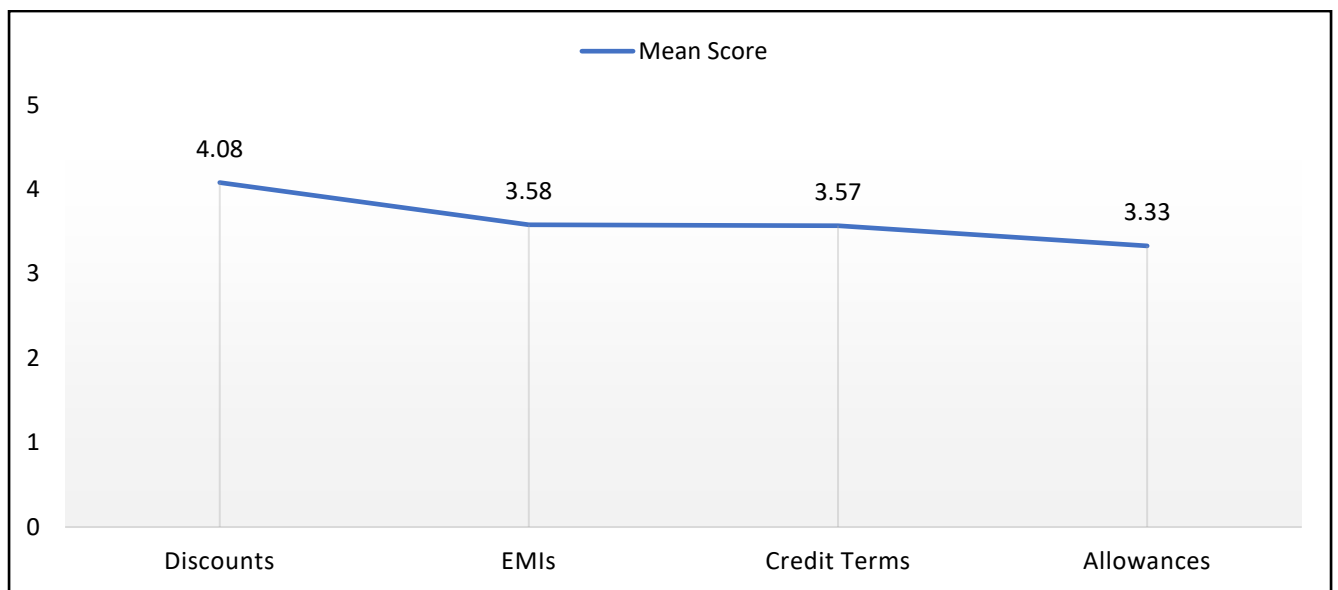
Interpretation: From the above table 6.24 and figure 6.24 it is found that comfortability has the highest mean score of 4.55 followed by design with 4.4, quality with 4.31, size with 4.3, features with 4.13, brand value with 3.85 and mileage with 3.63 scores.

6.25: Opinion regarding attributes of Price parameter.

Table 6.25: Attributes of Price parameter.

Attributes	Ratings					Mean Score
	1	2	3	4	5	
Discounts	2	8	18	42	50	4.08
EMIs	9	18	10	60	23	3.58
Credit Terms	5	14	30	50	21	3.57
Allowances	1	20	58	20	21	3.33

Figure 6.25: Representation of the attributes of Price parameter.



Source: Data collected from Questionnaire.

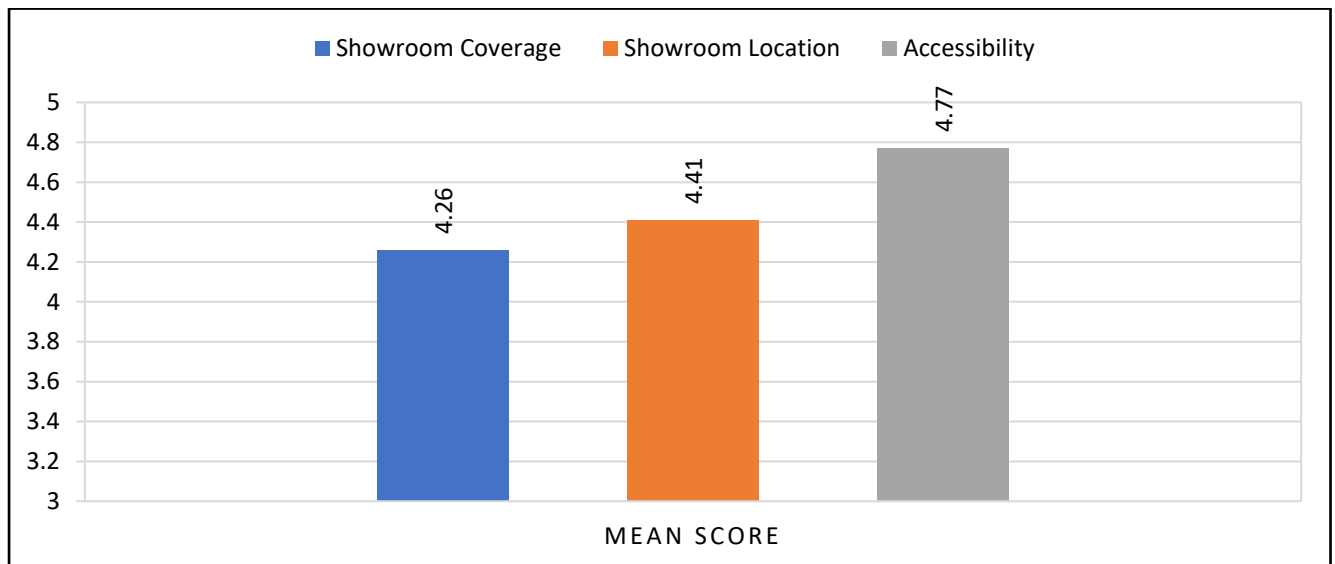
Interpretation: From the above table 6.25 and figure 6.25 it is found that discounts have the highest mean score of 4.08 followed by EMIs with 3.58, credit terms with 3.57 and allowances with 3.33 scores.

6.26: Opinion regarding attributes of Place parameter.

Table 6.26: Attributes of Place parameter.

Attributes	Ratings					Mean Score
	1	2	3	4	5	
Showroom Coverage	0	10	14	30	66	4.26
Showroom Location	0	5	5	46	64	4.41
Accessibility	0	0	2	23	95	4.77

Figure 6.26: Representation of the attributes of Place parameter.



Source: Data collected from Questionnaire.

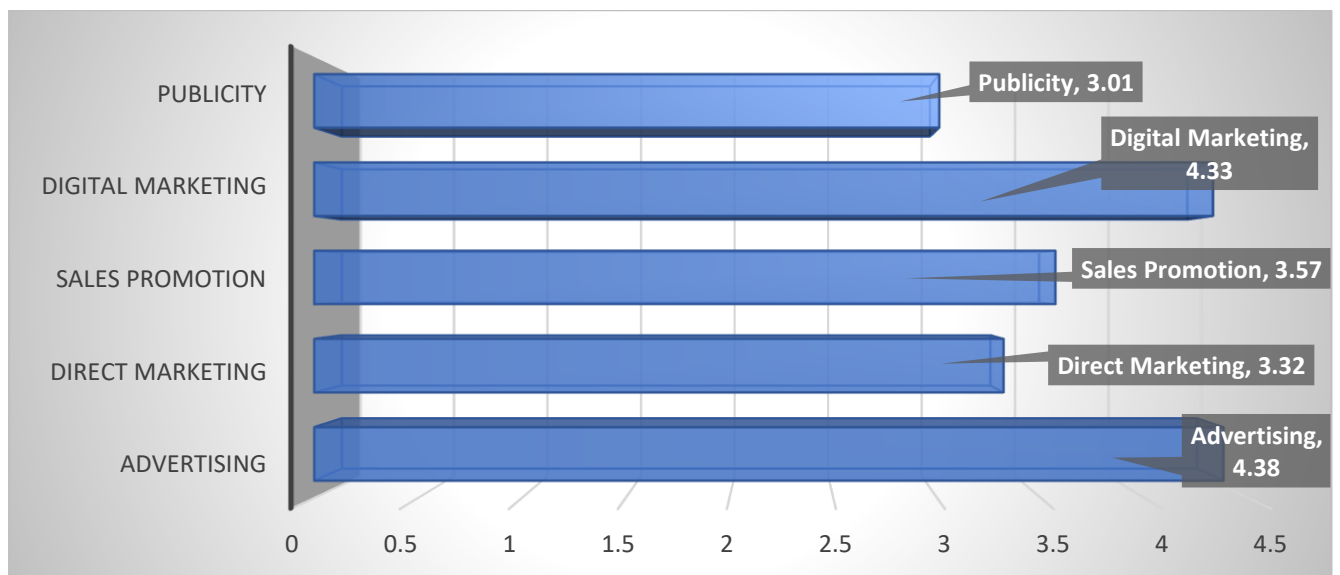
Interpretation: From the above table 6.26 and figure 6.26 it is found that accessibility has the highest mean score of 4.77 followed by showroom location with 4.41 and showroom coverage with 4.26 scores.

6.27: Opinion regarding attributes of Promotion parameter.

Table 6.27: Attributes of Promotion parameter.

Attributes	Ratings					Mean Score
	1	2	3	4	5	
Advertising	0	0	22	31	67	4.38
Direct Marketing	8	30	30	20	32	3.32
Sales Promotion	4	18	34	34	30	3.57
Digital Marketing	0	10	10	30	70	4.33
Publicity	6	40	32	30	12	3.01

Figure 6.27: Representation of the attributes of Promotion parameter.



Source: Data collected from Questionnaire.

Interpretation: From the above table 6.27 and figure 6.27 it is found that advertising has the highest mean score of 4.38 followed by digital marketing with 4.33, sales promotion with 3.57, direct marketing with 3.32 and publicity with 3.01 scores.