

***“A study on the Customer Satisfaction towards products and after sales services offered by TI Ford Motors Pvt. Ltd.”***



A project submitted to Gauhati University in partial fulfilment of the curriculum for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION (MBA)**

Prepared and Submitted by

**Saroj Das**

**Roll No: PM-201-017-0055**

**G.U Registration No.: 222242 of 2016-17**

**GCC Centre of Management Studies**

**Gauhati Commerce College, Chandmari**

**Guwahati - 21**



**GCC CENTRE  
OF MANAGEMENT  
STUDIES**

**Institutional Guide:**

*Mr. Suman Sarmah*

*Asst. Professor, Dept. of M.B.A*

*GCC Centre of Management Studies*

*Gauhati Commerce College, Chandmari*



**Organisational Guide:**

*Mr. Mrinmoy Hazarika*

*Sales Manager*

*TI Ford Motors Pvt. Ltd., Bharalumukh*

## **DECLARATION**

I, Saroj Das, a student of MBA 3<sup>rd</sup> Semester, GCC Centre of Management Studies, Gauhati Commerce College, hereby declare that the project work entitled “*A study on the Customer Satisfaction towards products and after sales services offered by Ford Motors*” is based on my own work carried out during the course of my study at TI Ford Motors dealership, Guwahati under the supervision of **Mr. Mrinmoy Hazarika, Sales Manager, TI Ford Motors Pvt. Ltd., Guwahati**, from 1<sup>st</sup> August, 2021 to 31<sup>st</sup> August, 2021, and **Mr. Mr. Suman Sarmah, Assistant Professor, MBA Department, GCC Centre of Management Studies**, as a part of the partial fulfilment of the requirement of the degree of Masters of Business Administration (MBA) under Gauhati University.

I assert that the statements made and conclusions drawn are an outcome of the project work carried upon. Further, I declare to the best of my knowledge and belief that this project report does not contain any part of any work which has been submitted for the award of any degree/diploma/certificate in any institute/university

Date:

Place: Guwahati

Signature

Name: Saroj Das.  
M.B.A 3<sup>th</sup> Semester.  
G.U Roll No.: PM-201-107-0055.  
G.U Registration No.: 222242.  
GCC Centre of Management Studies.  
Gauhati Commerce College, Chandmari.

## **ACKNOWLEDGEMENT**

As a part of our MBA curriculum, I have been assigned to do my Summer Internship at TI Ford Motors Pvt. Ltd., Guwahati. I am glad that I have been able to complete the project **“A Study on Customer Satisfaction towards products and after sales services offered by Ford Motors”** assigned to me in all respects. The accomplishment of this task has become possible only because of the immense help from different persons. I acknowledge the help and cooperation received from them.

At the very outset, I would like to extend my sincere thanks to the Principal, Dr. Homeswar Kalita, for allowing me to undergo this Summer Internship. I would also like to express my heartfelt thanks to the Director, Dr. Sunil Kr. Saikia, for allowing me to undergo this Summer Internship of one month at TI Ford Motors Pvt. Ltd., Guwahati.

Next, I would like to express my sincere gratitude to my organizational guide Mr. Mrinmoy Hazarika, Sales Manager, TI Ford Motors, Guwahati for giving me the opportunity to undergo my Summer Internship at TI Ford Motors. I am very much thankful to him for his guidance, supervision and suggestions, which he provided throughout the internship period to carry out the study. This helped me to complete my project on time.

I express my heartfelt thanks to my faculty guide Mr. Suman Sarmah, Assistant Professor of MBA Department, G.C.C. Centre of Management Studies, Gauhati Commerce College, for his immense support and guidance towards the successful completion of my project.

Finally, I would like to extend my thanks to my parents, friends and well-wishers for their moral support at every step of the project work which helped me to get the direction towards completion of this study.

Mr. Saroj Das  
MBA 3rd Semester,  
Roll No: PM-201-017-0055  
G.U Registration No: 222242  
GCC Centre of Management Studies (GCMS)  
Gauhati Commerce College

## **Preface**

Projects are an indispensable part of any kind of formal education. To make the theoretical knowledge gained in professional courses like MBA stronger, students are assigned certain projects under different organizations. These projects help the budding students to get an idea of the practical working styles and get an exposure to the professional world.

I am highly privileged and honoured to be assigned to work in TI Ford Motors Pvt. Ltd. The topic of study assigned to me is **“Customer Satisfaction towards products and after sales services offered by Ford Motors”**.

In my study, I have visited the TI Ford Motors Showroom during the suggested period of one month, i.e., 30 days, to avail the necessary information about services they provide, how they handle the customers and mainly how the dealer satisfy their customers need in order to meet their expectation. The knowledge acquired and blend of learning during the time period spend at the showroom is presented in this project.

The project contains eight chapters, the first chapter is an introduction of the project, the second chapter contains information about the organisation, the third chapter contains the methodology of the research, the fourth chapter consists of needs, objectives, scope and limitations of the study, the fifth chapter consists the data analysis, the sixth chapter consist of the findings of the project, the seventh chapter includes suggestions and recommendations and the last chapter is the conclusion of the project.

In order to make the data and findings easily understandable, efforts have been made to present the information in a simplified, lucid and organized manner. Whenever possible, tables and figures have been made on the basis of findings herein.

The project gave me exposure to the practical working patterns and environment. It would give me immense pleasure and satisfaction, if the organization gets benefited from the study and its analysis and findings.

# **Executive Summary**

# **EXECUTIVE SUMMARY**

## **TITLE OF THE PROJECT:**

“A study on Customer Satisfaction and the After Sales Services offered by TI Ford”

## **ORGANIZATION:**

TI Ford Motors Pvt. Ltd., Ford Dealership, Bharalumukh, Guwahati- 781009.

## **PROJECT DURATION:**

One month (1<sup>st</sup> August 2021 to 31<sup>th</sup> August, 2021)

## **ORGANIZATIONAL GUIDE:**

Mr. Mrinmoy Hazarika, Sales Manager, TI Ford Motors, Guwahati

## **INSTITUTIONAL GUIDE:**

Mr. Suman Sarmah, Assistant Professor, GCC Centre of Management Studies (GCMS), Gauhati Commerce College, Guwahati

## **RESEARCH OBJECTIVES:**

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.

## **LIMITATIONS OF THE STUDY:**

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.

## **RESEARCH METHODOLOGY:**

### **Research Layout:**

The sequence in which the research study was carried out is as follows:

- Studying Ford Motors policy on customer services and support.
- Defining of objectives.
- Identifying the Compliances of TI Ford customer service (both pre and after sales services).

- Started collecting the information by using survey method.
- Analysis and Interpretation of the data collected.
- Conclusions were drawn from the findings and recommendations suggested.
- Preparing of the report.

**Research Design:** The study has been conducted by using Descriptive Research design.

**Sources of Data:** The sources of data for this study are **Primary Data Sources**. The secondary data were collected from various sources like organisation's website, magazines, journals, internet, books, reports and other sources.

**Target Population:** Customers of ford cars in the Guwahati city and nearby areas.

**Sample Size:** For achieving the objectives of the study, a total sample size of 120 customers was taken.

**Measurement Scale:** The measurement scale used is ordinal scale, interval scale and ratio scale. In case, where the question is not at all applicable to the unit, it is considered under N/A.

**Data Collection Tools:** The primary data has been collected using survey method for the study.

**Duration:** The period of study ranges from 1<sup>st</sup> August 2021 to 31<sup>th</sup> August 2021, i.e., one month.

**Data Representation Tools:** Tables, Pie-charts, Graphs and Bar Diagrams were used to represent the data.

## **FINDINGS:**

The following are the major findings of the study undertaken:

**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 ambiances (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 in 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).



## **RECOMMENDATIONS:**

The following are the suggestions and recommendations after the study undertaken:

1. TI Ford must address the timeliness, communication and parts availability issue during servicing the vehicles.
2. The offering of test-drive to the buyers needs to be increased.
3. Emphasis on quality authorised servicing should be given.
4. There should be strategies framed on customer relationship.
5. The dealers should look after the staff behaviour and hygiene of the compound.
6. The after-sales services need to be improved.
7. The promotional parameters like advertising, sales promotion and publicity need a slight improvement in the implementation.

## **Table of Contents**

<b>Serial No.</b>	<b>Contents</b>		<b>Page No.</b>
<b>1</b>	Executive Summary		iv - viii
<b>2</b>	<b>Chapter- 1</b>	Introduction	1 - 4
<b>3</b>	<b>Chapter- 2</b>	Literature Review	5 - 7
<b>4</b>	<b>Chapter- 3</b>	Organisational Profile	8 - 14
<b>5</b>	<b>Chapter- 4</b>	Needs, Objective, Scope and Limitations	15 - 16
<b>6</b>	<b>Chapter- 5</b>	Research Methodology	17 - 19
<b>7</b>	<b>Chapter- 6</b>	Data Analysis and Interpretation	20 - 50
<b>8</b>	<b>Chapter- 7</b>	Findings	51 - 53
<b>9</b>	<b>Chapter- 8</b>	Suggestions and Recommendations	54 - 55
<b>10</b>	<b>Chapter- 9</b>	Conclusion	56 - 57
<b>11</b>	<b>Annexure:</b>		58
	• Annexure - I		59
	• Annexure - II		60 - 68

## **List of Tables**

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
6.1.1	Age of the respondents	21
6.1.2	Gender of the respondents	22
6.1.3	Occupation of the respondents	23
6.1.4	Annual income of the respondents	24
6.2	Respondent's knowledge about TI Ford Motors	25
6.3	Purchase of the car from TI Ford Motors	26
6.4	Model that the respondent's own	27
6.5	Liking of the service centre premises, waiting hall and the ambience at TI Ford	28
6.6	Liking of the staff behavioural aspects like politeness, cooperativeness and responsiveness of the dealer	29
6.7	Feeling regarding the price that are being charge at TI Ford	30
6.8	Test drive offering to the respondent	31
6.9	Satisfactory level of the respondent to the demo	32
6.10	Regular servicing of the car	33
6.11	Liking of the services of authorised service centre	34
6.12	Liking of the Service Delivery and Spare parts availability of the dealer	35
6.13	Number of services done at TI Ford	36
6.14	Satisfactory level of Ford's free servicing plans at the dealer	37
6.15	Agreeableness if the services are done on time at the dealer	38
6.16	Problems or issues faced during the servicing of the car at the dealer	39
6.17	Problems/issues faced during servicing	40
6.18	Overall satisfaction level with the Ford cars	41
6.19	Overall satisfaction level with the services of TI Ford Motors Pvt. Ltd.	42

6.20	Respondent owns any other car apart from Ford	43
6.21	Brand loyalty of the respondent	44
6.22	Parameters the respondent like about Ford vehicles compared to other	45
6.23	Advertisement from where the respondent came to know about TI Ford Motors Pvt. Ltd.	46
6.24	Attributes of Product parameter	47
6.25	Attributes of Price parameter	48
6.26	Attributes of Place parameter	49
6.27	Attributes of Promotion parameter	50

## **List of Figures**

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
1.1	Index Model of Customer Satisfaction	2
1.2	Factors of satisfaction	2
6.1.1	Representation of the age of the respondents	21
6.1.2	Representation of the gender of the respondents	22
6.1.3	Representation of the occupation of the respondents	23
6.1.4	Representation of the annual income of the respondents	24
6.2	Representation of the respondent's knowledge about TI Ford Motors	25
6.3	Representation of the purchase of the car from TI Ford Motors	26
6.4	Representation of the model that the respondent's own	27
6.5	Representation of the liking of the service centre premises, waiting hall and the ambience at TI Ford	28
6.6	Representation of the liking of the staff behavioural aspects like politeness, cooperativeness and responsiveness of the dealer	29
6.7	Representation of the feeling regarding the price that are being charge at TI Ford	30
6.8	Representation of the test drive offering to the respondent	31
6.9	Representation of the satisfactory level of the respondent to the demo	32
6.10	Representation of the regular servicing of the car	33
6.11	Representation of the liking of the services of authorised service centre	34
6.12	Representation of the liking of the Service Delivery and Spare parts availability of the dealer	35
6.13	Representation of the number of services done at TI Ford	36
6.14	Representation of the satisfactory level of Ford's free servicing plans at the dealer	37
6.15	Representation of the agreeableness if the services are done on time at the dealer	38

6.16	Representation of the problems or issues faced during the servicing of the car at the dealer	39
6.17	Representation of the problems/issues faced during servicing	40
6.18	Representation of the overall satisfaction level with the Ford cars	41
6.19	Representation of the overall satisfaction level with the services of TI Ford Motors Pvt. Ltd.	42
6.20	Representation of the respondent owns any other car apart from Ford	43
6.21	Representation of the brand loyalty of the respondent	44
6.22	Representation of the parameters the respondent like about Ford vehicles compared to other	45
6.23	Representation of the advertisement from where the respondent came to know about TI Ford Motors Pvt. Ltd.	46
6.24	Representation of the attributes of Product parameter	47
6.25	Representation of the attributes of Price parameter	48
6.26	Representation of the attributes of Place parameter	49
6.27	Representation of the attributes of Promotion parameter	50

# Appendix

# **Annexure - I**

## **Bibliography**

### **Journals & Books:**

1. Biesok, G, Wyród-Wróbel, J (2011). Customer satisfaction — Meaning and methods of measuring.
2. Gómez, M., Mclaughlin, E., & Wittink, D. (2004). Customer satisfaction and retail sales performance: An empirical investigation. *Journal of Retailing*, 80(4), 265-278.
3. Matzler, K., Bailom, F., Hinterhuber, H., Renzl, B., & Pichler, J. (2004). The Asymmetric Relationship Between Attribute-level Performance and Overall Customer Satisfaction: A Reconsideration of The Importance–performance Analysis. *Industrial Marketing Management*, 33(1), 271-277. doi:10.1016/S0019- 8501(03)00055-5.
4. Improving Customer Satisfaction, Loyalty, and Profit: An Integrated Measurement and Management System (J-B-UMBS Series Book 10), by Matthew D. Johnson (Author), Anders Gustafsson (2007).
5. Customer Satisfaction - Tools, Techniques, and Formulas for Success, Craig Cochran (2003), Paton Press.

### **Websites:**

1. <https://www.india.ford.com/>
2. <https://www.van-haaften.nl/customer-satisfaction/customer-satisfaction-models/84-customer-satisfaction/>
3. <https://asq.org/quality-resources/customer-satisfaction/>
4. [https://en.wikipedia.org/wiki/Ford\\_Motor\\_Company/](https://en.wikipedia.org/wiki/Ford_Motor_Company/)
5. [https://www.researchgate.net/publication/308181430\\_An\\_empirical\\_research\\_on\\_customer\\_satisfaction\\_study\\_a\\_consideration\\_of\\_different\\_levels\\_of\\_performance/](https://www.researchgate.net/publication/308181430_An_empirical_research_on_customer_satisfaction_study_a_consideration_of_different_levels_of_performance/)



## Annexure - II

### Questionnaire

Dear Sir/Madam,

I am a student of MBA 3rd Semester in Gauhati Commerce College Centre of Management Studies (GCMS) under Gauhati University. As an integral part of our course curriculum, I am conducting a study on "A Study of Customer Satisfaction towards Product and after-sale services offered by Ford Motors". Therefore, I would request you to kindly spend a few minutes by answering the following questions which will enable me to achieve the objectives of this study. I assure you that these information will be kept confidential and will be used for academic purpose only.

With Regards,  
Saroj Das  
MBA 3rd SEM, GCMS

---

\* Required

1. Name

\_\_\_\_\_

2. Age \*

*Mark only one oval.*

- ☐ 18-30  
☐ 31-40  
☐ 41-60  
☐ Above 60

3. Gender \*

*Mark only one oval.*

- ☐ Male  
☐ Female  
☐ Other: \_\_\_\_\_

4. Occupation \*

*Mark only one oval.*

- ☐ Student
- ☐ Service
- ☐ Self-employed
- ☐ Other: \_\_\_\_\_

5. Which income group do you belong to? \*

*Mark only one oval.*

- ☐ Below ₹1,00,000
- ☐ ₹2,00,000 - ₹6,00,000
- ☐ ₹7,00,000 - ₹10,00,000
- ☐ Above ₹10,00,000

6. Have you heard about TI Ford Motors? \*

*Mark only one oval.*

- ☐ Yes
- ☐ No

7. Did you purchase your car from TI Ford Motors? \*

*Mark only one oval.*

- ☐ Yes
- ☐ No

8. Which Ford car do you own? \*

*Mark only one oval.*

- ☐ Figo  
☐ Aspire  
☐ Freestyle  
☐ EcoSport  
☐ Endeavour

9. How do you rate the service center premises, waiting hall and the ambience at TI Ford?(Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval.*

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

10. How do you rate the staff on their behavioral aspects like politeness, cooperativeness and responsiveness?(Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval.*

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

11. What do feel about the prices being charged at TI Ford? \*

*Mark only one oval.*

- ☐ Very High  
☐ Reasonable  
☐ Low

12. Were you offered test drive before purchasing the car? \*

*Mark only one oval.*

☐ Yes

☐ No

13. Are you satisfied with the demo or the explanatory given by the Tech team while purchasing or during servicing of the car? \*

*Mark only one oval.*

☐ Yes

☐ No

14. Where do you get your car serviced regularly (after completion of free servicing plans)? \*

*Mark only one oval.*

☐ Authorised Service Centre

☐ Local Workshop

☐ Other: \_\_\_\_\_

15. If done in authorised center then, did you like the service they provide? \*

*Mark only one oval.*

☐ Yes

☐ No

☐ Not applicable (Choose if done in Local Workshop or Other)

16. How do you rate on Service Delivery and Spare parts availability at TI Ford? (Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval.*

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

17. How many car services did you received (free and paid) from TI Ford? \*

*Mark only one oval.*

- ☐ Below 3  
☐ 4  
☐ More than 4

18. Rate your satisfactory level of Ford's free servicing plans?(Where 1 being Very Unsatisfied and 5 being Very Satisfied) \*

*Mark only one oval.*

	1	2	3	4	5	
Very Unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

19. Do you agree that the services are done on time? \*

*Mark only one oval.*

- ☐ Strongly disagree  
☐ Disagree  
☐ Neutral  
☐ Agree  
☐ Strongly agree

20. Have you faced any problem or had issue when it comes to servicing of your car? \*

*Mark only one oval.*

☐ Yes

☐ No

21. If yes, then choose among the following issue that you have faced

*Mark only one oval.*

☐ Timeliness

☐ Communication

☐ Part Costs

☐ Service Quality

☐ Parts Availability

☐ Other: \_\_\_\_\_

22. Rate your overall satisfaction with Ford cars?(Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval.*

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

23. Rate your overall satisfaction with the services offered by TI Ford?(Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval.*

	1	2	3	4	5	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

24. Do you own any other brand car apart from Ford? \*

*Mark only one oval.*

- ☐ Yes  
☐ No

25. If you given a chance to choose among Ford and other brand cars, will you stick to Ford? \*

*Mark only one oval.*

- ☐ Yes  
☐ No  
☐ Maybe

26. Which parameters you liked about Ford cars if compared to other vehicles? \*

*Mark only one oval.*

- ☐ Design  
☐ Build Quality  
☐ Safety Features  
☐ Brand Value  
☐ Comfortability  
☐ Other: \_\_\_\_\_

27. How did you come to know about ford? \*

*Mark only one oval.*

- ☐ TV Advertisement  
☐ Newspaper  
☐ Sales Promotion  
☐ Friends/Relatives  
☐ Other: \_\_\_\_\_

28. What is your opinion regarding the following attributes on the basis of Product parameters of Ford cars? (Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval per row.*

	1	2	3	4	5
Quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Features	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mileage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Brand Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Design	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Comfortability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. What is your opinion regarding the following attributes on the basis of Price parameters of Ford cars? (Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval per row.*

	1	2	3	4	5
Discounts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EMIs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Credit Terms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Allowances	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

30. What is your opinion regarding the following attributes on the basis of Place parameters of Ford cars? (Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval per row.*

	1	2	3	4	5
Showroom Coverage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Showroom Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



31. What is your opinion regarding the following attributes on the basis of Promotion parameters? (Where 1 being the Poor and 5 being the Excellent) \*

*Mark only one oval per row.*

	1	2	3	4	5
Advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Direct Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sales Promotion	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Digital Marketing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Publicity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

---

This content is neither created nor endorsed by Google.

Google Forms

# **Chapter- 1**

## **Introduction**

## 1.1: Introduction:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.

An organization's main focus must be to satisfy its customers. This applies to industrial firms, retail and wholesale businesses, government bodies, service companies, non-profit organizations, and every subgroup within an organization.

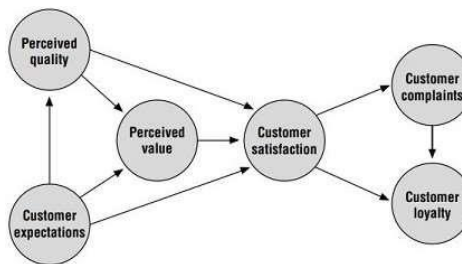


Fig 1.1: Index Model of Customer Satisfaction.

Customer satisfaction can be defined as a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. According to J. Willard Marriott, the founder of Marriott corporation, "Customer needs may vary, but their bias for quality never does". Customer satisfaction can be used as a metric to manage and improve the businesses and hence it is very important for the marketers and business. It can also be defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals"

Some of the scholars defined customer satisfaction as:

**Philip Kotler (2000):** "A person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations."

**Hansemark and Albinsson (2004):** "Satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfilment of some need, goal or desire."

**Hokanson (1995):** Customer satisfaction include factors like friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing, billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service. This is shown in figure 5 below:



Fig 1.2: Factors of satisfaction.

## **1.2: Concept of customer:**

A customer can be defined as the person/organization who buys goods & services. He is the most important asset of any organization. Customers will expect to be given accurate and reliable information about products and services. Customer service is an organization's ability to identify and supply their customers' wants and needs. How important a customer is to a business can be well identified with help of some famous quoting.

**Sam Walton (founder of Wal-Mart):** "There is only one boss. The customer and he can fire everybody in the company from the chairman on down simply by spending his money somewhere else."

**Peter Ducker (An Austrian-American educator):** "The purpose of a business is to create and keep a customer."

## **1.3: Importance of customer satisfaction:**

The top six reasons which makes customer satisfaction much important can be briefly explained as follows.

- 1. It's a leading indicator of consumer repurchase intentions and loyalty:** Customer satisfaction is the best indicator of how likely a customer will make a purchase in the future. Asking customers to rate their satisfaction on a scale of 1-10 is a good way to see if they will become repeat customers or even advocates. Any customers that give you a rating of 7 and above, can be considered satisfied, and you can safely expect them to come back and make repeat purchases. Customers who give you a rating of 9 or 10 are your potential customer advocates who you can leverage to become evangelists for your company. Scores of 6 and below are warning signs that a customer is unhappy and at risk of leaving. These customers need to be put on a customer watch list and followed up so you can determine why their satisfaction is low. Hence, satisfaction is one of the leading metrics businesses use to measure consumer repurchase and customer loyalty.
- 2. It's a point of differentiation:** Businesses who succeed in the cut-throat environments of a competitive market are the ones that make customer satisfaction a key element of their business strategy. Companies who offer amazing customer experiences create environments where satisfaction is high and customer advocates are plenty.
- 3. It reduces customer churn:** An Accenture global customer satisfaction report (2008) found that price is not the main reason for customer churn; it is actually due to the overall poor quality of customer service. By measuring and tracking customer satisfaction you can put new processes in place to increase the overall quality of your customer service.
- 4. It increases customer lifetime value:** A study by Info Quest found that a 'totally satisfied customer' contributes 2.6 times more revenue than a 'somewhat satisfied customer'. Furthermore, a 'totally satisfied customer' contributes 14 times more revenue than a 'somewhat dissatisfied customer'. Satisfaction plays a significant role in how much revenue a customer generates for your business. Successful businesses understand the importance of customer lifetime value (CLV). If you increase CLV, you increase the returns on your marketing dollar.
- 5. It reduces negative word of mouth:** Customer satisfaction is tightly linked to revenue and repeat purchases. What often gets forgotten is how customer satisfaction negatively impacts your business. It's one thing to lose a customer because they were unhappy. It's another thing completely to lose many other customers because of some bad word of mouth. To eliminate bad word of mouth you need to measure customer satisfaction on an ongoing basis.

6. **It's cheaper to retain customers than acquire new ones:** This is probably the most publicized customer satisfaction statistic out there. It costs six to seven times more to acquire new customers than it does to retain existing customers. Some major customer retention strategies such as blogs (to educate customers), email (to send special promotions), customer satisfaction surveys, Delight customers by offering personalized experiences, etc can be carried out.

#### **1.4: Ways to increase customer satisfaction:**

In a business world where customer acquisition costs are sky-rocketing, small and medium businesses must focus on building a customer experience to increase customer satisfaction. Some of the ideas are pointed below:

1. **Treat your customers like they are your boss:**

- Thank all your customers for their business.
- Go out your way to help customers.
- Try to impress your customers as if you want a pay raise.
- Think about your pay check every time you talk to a customer.
- Keep your promises and integrity.
- Focus on measuring customer satisfaction.

2. **Build customer loyalty to increase customer satisfaction:** According to Jeffrey Gitomer, the eminent American author and business trainer, “Customer satisfaction is worthless whereas Customer loyalty is priceless<sup>5</sup>. Businesses should focus their efforts on creating loyal customers that are sticky and not easily influenced by competitors.

3. **Avoid making these customer retention mistakes:** No business is immune to unhappy customers. In fact, even companies with the best customer service in the world will still lose up to 9% of their customers to competitors by ignoring customer feedback, taking customer feedback to personally, or using long, boring customer feedback surveys.

4. **Set customer expectations early:** Setting expectations too high, making ridiculous promises to push a deal over the line, etc are the common mistakes that kills the customer satisfaction. There's no better feeling than as a customer to have your expectations exceeded.

5. **Learn how to survey your customers the right way:** A customer feedback survey is the best way to find out how satisfied your customers are, find ways to improve your product or service, and identify customer advocates who really love your product. A quick and relevant survey will help increase survey response rates.

6. **Tap into social media to track and monitor customer satisfaction so you can keep your customers happy:** social media provides a great opportunity to increase customer satisfaction. Use social media monitoring tools to keep track of positive and negative feedback, and resolve them accordingly. It can also be used to monitor brand mentions and sentiment, as a customer support channel, and to hold Q&A sessions with customers.

# **Chapter- 2**

## **Literature Review**

## **2.1: Review of literature:**

As organizations become increasingly customer focused and driven by demand, the need to gain customer loyalty and retain their loyalty is critical. Customer satisfaction is the most effective way to achieve customer loyalty. Customer satisfaction and customer loyalty share many similar traits. Customer value is the customer's perception of the ratio of benefits to what he or she gives to obtain those benefits. The customer Value Triad is a framework used to understand what it is that customers want. The framework consists of three parts: perceived product quality, value-based pricing, and perceived service quality.

Customers are satisfied, when value meets or exceeds expectations. If their expectations of value are not met, there is no chance of satisfying them. Figuring out what the customers want, however, is a difficult and complex process. To be able to create and deliver customer value is important to understand its components. On the most basic level, value from a customer's perspective is the ratio of benefits to the risks being taken while buying the product.

## **2.2: An Insight:**

According to Harold E Edmondson "Customer Satisfaction" seems to appear in print more frequently than any other catch phrase used to describe a new found magic for industrial success. Before we proceed in to the study of the dynamics of Customer Satisfaction it is important to know about, who a customer is and what satisfaction really means.

Customer satisfaction is a concept that more and more companies are putting at the heart of their strategy, but for this to be successful they're needs to be clarity about, what customer satisfaction means and what needs to happen to drive improvement. Without this, there is a risk that customer satisfaction becomes little more than a good intention, with confused objectives failing to address the real issues for customers, one helpful way to look at the problem is to rephrase the objectives: set the sights on helping the customers meet their goals

Customer satisfaction can be defined in many different ways. Finding the right way for a company depends on understanding your customer and on having a clear vision of the role that customer satisfaction is to play in the strategy. For example, a focus on customer satisfaction can work alongside existing segmentations to support revenue generation from high value customers or it can be a company-wide objective rooted in the brand values. For the former, it may be sufficient to focus on improving customer service, but for the latter a broader definition of customer satisfaction is necessary, closer akin to corporate reputation. Whatever the strategy for customer satisfaction, it must at least include getting the basics right. Failing to achieve this can destroy the reputation as well as losing valuable customers. Every customer, regardless of their economic worth to the business, has the power to influence – positively or negatively – a company's reputation. Once the objectives for the customer satisfaction strategy are defined there are a number of steps, we can take to make sure the focus on customer satisfaction is effective.

## **2.3: Building a company around Customer Satisfaction:**

With the increase in customer's demands and competition it has become a lot more important to base the entire company on customer service. When doing this one must first realize that every

member of an organization plays an active role in customer service. This includes both external customers and internal customers within a company.

Customer focused organizations focus both on customer satisfaction and profit. Achieving customer satisfaction generates the profit. In these organizations top management has frequent contacts with external customers. The top management uses consultative, participative, and supportive management styles to get through to the customer. The staff focuses all of its attention on satisfying the customer's needs. However, the management's job is to provide the staff with support necessary to achieve these goals. The other department and staff in the organization that do not have direct contact with the external customers deal exclusively with internal customer satisfaction.

#### **2.4: The Influence of the salesperson in Customer Satisfaction:**

In an article titled, "The influence of salesperson selling behaviour on customer satisfaction with products," Brent G. Goff and James S. Boles examine the effects of non-product related construct on customer satisfaction with major retail purchases such as automobiles. The article states that salesperson's selling orientation- customer orientation (SOCO) will affect not only consumer satisfaction with the salesperson and dealer, but also indirectly, satisfaction with the product or manufacturer.

In the perspectives of both the retailer and the manufacturer, customer satisfaction represents an important issue because it relates to several desirable outcomes. Customer satisfaction leads to future purchases, and repeated purchases of the same product from the same source. In other words, it helps a firm retain its present customers and build loyalty. By helping a buyer obtain product information and providing guidelines about what should be expected during the buying process and use of a product, a salesperson may influence customer expectations concerning the product. Thereby this may reduce the likelihood of dissatisfaction (Grewal and Sharma, 1991). A successful salesperson tailors to the needs of each individual customer. By being customer-oriented, a salesperson is likely to identify with needs of the customer, enabling the salesperson to match his or her presentation to those requirements of the customer.

#### **2.5: Internal marketing - how it affects Customer Satisfaction:**

Successful companies make every effort to ensure satisfaction to their customer by focusing all organizational efforts of the company on providing superior customer service. By doing this these companies hope to retain their existing customers and attract new ones. Only angle of customer satisfaction commonly overlooked is the internal aspect. The internal customer or employee plays a vital role in achieving customer satisfaction and loyalty. Some firm's do not understand that the treatment of internal customers becomes the external customers' perception of the company. A firm's employees or other departments within the organization make up its internal customers. Their job performance affects the firm's ability to deliver superior product and customer service (Boone and Kurtz, 1999). When a firm's employees are happy at work, their overall attitude and performance towards the customer enhances tremendously. Internal marketing helps members or employees of an organization understand and fulfil their roles in implementing its marketing strategy. Internal marketing not only keeps employees happy; it also shows them how their actions affect the firm's ability to achieve customer satisfaction.



# **Chapter- 3**

## **Organisation Profile**

### **3.1 Company Profile:**

#### **3.1.1 Introduction:**

Ford Motor Company designs, develops, manufactures, and services cars and trucks worldwide. It operates in two sectors, Automotive and Financial Services. The Automotive sector sells vehicles under Ford, Mercury, Lincoln, and Volvo brand names. This sector markets cars, trucks, and parts through retail dealers in North America, and through distributors and dealers outside of North America. It also sells cars and trucks to cars and trucks to dealers for sale to fleet customers, including daily rental car companies, commercial fleet customers, leasing companies, and governments. In addition, this sector provides retail customers with a range of after-the-sale vehicle services and products in areas, such as maintenance and light repair, heavy repair, collision, vehicle accessories, and extended service warranty under the Genuine Ford, Lincoln-Mercury Parts and Service, Ford Custom Accessories, Ford Extended Service Plan, and Motorcraft brand names. The Financial Services sector offers various automotive financing products to and through automotive dealers. It offers retail financing, which includes purchasing retail instalment sale contracts and retail lease contracts from dealers, and financing to commercial customers to purchase or lease vehicle fleets; wholesale financing that comprises making loans to dealers to finance the purchase of vehicle inventory; and other financing, which consists of making loans to dealers for working capital, improvements to dealership facilities, and to purchase or finance dealership real estate. This sector also services the finance receivables and leases that it originates and purchases, makes loans to its affiliates, purchases receivables, and provides insurance services related to its financing programs. Ford Motor Company was founded in 1903 and is based in Dearborn, Michigan.

#### **3.1.2 Hendry Ford and Family:**

The story of Henry Ford is not of a prodigy entrepreneur or an overnight success. Ford grew up on a farm and might have easily have remained in agriculture. But something stronger pulled at Ford's imagination, mechanics, and machinery, understanding how things worked and what new possibilities lay in store. As a young boy, he took apart everything he got his hands on. He quickly became known around the neighbourhood for fixing people's watches.

In 1896, Ford invented the Quadricycle. It was the first "horseless carriage" that he actually built. It's a far cry from today's cars and even from what he produced a few years later, but in a way, it was the starting point of Ford's career as a businessman. Until the Quadricycle, Ford's tinkering was experimental, theoretical-like the gas engine he built on his kitchen table in the 1890's, which was just an engine with nothing to power. The Quadricycle showed enough beginning of Ford's business ventures.

#### **3.1.3 Ideas into Business:**

Ford Motor Company was founded on June 16, 1903. The first Ford, the model A, was being sold in Detroit a few months later. When founded the Ford Motor Company was just one of 15 car manufacturers in Michigan and 88 in the US. But as it began to turn a profit within its first few months, it became clear that Henry Ford's vision for the automotive industry was going to work and work in a big way. During the first five years of Ford Motor Company's existence, Henry Ford, as chief engineer and later as president, directed a potential that it launched the development and production program that started in a converted wagon shop.

Henry Ford's insistence that the company's future lay in the production of affordable cars for a mass market caused increasing friction between him and the other investors. As some left, Ford acquired

enough stock to increase its own holdings to 58.5 percent. Henry Ford became president in 1906, replacing John. S. Gray, a Detroit banker who had served as the company's first president.

### **3.1.4 Ford Family through the Years:**

The years between the world wars were a period of hectic expansion. In 1917, Ford Motor Company began producing trucks and tractors. In 1919, a conflict with stockholders over the millions to be spent building the giant Rouge manufacturing complex in Dearborn, Michigan led to the company becoming wholly owned by Henry Ford and his son, Edsel, who then succeeded his father as president. After Edsel Ford passed away in 1943, a saddened Henry Ford resumed the presidency.

Henry Ford resigned for the second time at the end of World War II. His eldest grandson, Henry Ford II, became president on Sept 21, 1945. Even as Henry Ford II drove the industry's first post-war car off the assembly line, he was making plans to reorganize and decentralize the company to resume its pre-war position as a major force in a fiercely competitive auto industry.

Henry Ford II provided strong leadership for Ford Motor Company from the post-war era into the 1980s. He was president from 1945 until 1960 and chief executive officer from 1945 until 1979. He was chairman of the board of directors from 1960 until 1980 and removed as chairman of the finance committee from 1980 until his death in 1987. Now, at the beginning of its second century, another Ford family member has been named CEO of Ford.

Motor Company, the first family member to hold the position in more than 20 years. Like his uncle, Henry Ford I, William Clay Ford Jr. (great grandson of Henry Ford) leads a company where "family" has a much broader meaning, referring to far more than just those with the last name "Ford". Today, the Ford family comprises of employees, dealers, suppliers, shareholders, customers and more—all those who help fulfil the vision Bill Ford has defined for the company: to create great products that benefit customers, shareholders and society.

## **3.2 HISTORY:**

### **3.2.1 The Dream Becomes a Business:**

Ford Motor Company entered the business world on June 16, 1903, when Henry Ford and 11 business associates signed the company's articles of incorporation. With \$28,000 in cash, the pioneering industrialists gave birth to what was to become one of the world's largest corporations. Few companies are as closely identified with the history and development of industry and society throughout the 20th century as Ford Motor Company.

As with most great enterprises, Ford Motor Company's beginnings were modest. The company had anxious moments in its infancy. The earliest record of a shipment is July 20, 1903, approximately one month after incorporation, to a Detroit physician. With the company's first sale came hope—a young Ford Motor Company had taken its first steps.

### **3.2.2 Mass Production on The Line:**

Perhaps Ford Motor Company's single greatest contribution to automotive manufacturing was the moving assembly line. First implemented at the Highland Park plant (in Michigan, US) in 1913, the new technique allowed individual workers to stay in one place and the same tasks performed repeatedly on multiple vehicles that passed them. This proved tremendously efficient, helping the company far surpass the production levels of their competitors—and making the vehicles more affordable.

### **3.2.3 The First Vehicles:**

Henry Ford insisted that the company's future lay in the production of affordable cars for a mass market. Beginning in 1903, the company began using the first 19 letters of the alphabet to name new cars. In 1908, the Model T was born. 19 years and 15 million Model T's later, Ford Motor Company was a giant industrial complex that spanned the globe. In 1925, Ford Motor Company acquired the Lincoln Motor Company, thus branching out into luxury cars, and in the 1930's, the Mercury division was created to establish a division centred on mid-priced cars. Ford Motor Company was growing.

### **3.2.4 Becoming a Global Company:**

In the 50's came the Thunderbird and the chance to own a part of Ford Motor Company. The company went public and, on Feb 24, 1959, had about 350,000 new stockholders. Henry Ford II's keen perception of political and economic trends in the 50's led to the global expansion of FMC in the 60's, and the establishment of Ford of Europe in 1967, 20 years ahead of the European Economic Community's arrival. The company established its North American Automotive Operations in 1971, consolidating U.S., Canadian and Mexican operations more than two decades ahead of the North American Free Trade Agreement.

Ford Motor Company started the last century with a single man envisioning product that would meet the needs of people in a world on the verge of high gear industrialization. Today, Ford Motor Company is a family of automotive brands consisting of: Ford, Lincoln, Mercury, Mazda, Jaguar, Land Rover, Aston Martin and Volvo. The company is beginning its second century of existence with a worldwide organization that retains and expands Henry Ford's heritage by developing products that serve the varying and ever-changing needs of people in the global community.

## **3.3 OVERVIEW:**

### **3.3.1 Their Vision:**

- To become the world's leading Consumer Company for automotive products and services.

### **3.3.2 Their Mission:**

- We are a global family with a proud heritage passionately committed to providing personal mobility for people around the world.
- We anticipate consumer need and deliver outstanding products and services that improve people's lives.

### **3.3.3 Their Values:**

- Our business is driven by their consumer focus, creativity, resourcefulness, and entrepreneurial spirit.
- We are an inspired, diverse team. We respect and value everyone's contribution. The health and safety of our people are paramount.
- We are a leader in environmental responsibility. Our integrity is never compromised and they make a positive contribution to society.
- We constantly strive to improve in everything they do. Guided by these values, we provide superior returns to their shareholders.

### **3.3.4 FORD (Genuine, Progressive, Smart):**

Ford Motor Company offers reliable, affordable vehicles for the world's varying lifestyles. From the Model T-the car that first brought driving to the masses, to more recent favourite like the Escape, Ford vehicles have been among the world's most popular cars and trucks.

### **3.3.5 Major Competitors (Global and Indian):**

- |                               |                              |
|-------------------------------|------------------------------|
| 1. Daimler Automobiles.       | 6. Toyota Motors.            |
| 2. Fiat Chrysler Automobiles. | 7. Volkswagen.               |
| 3. General Motors Company.    | 8. Hyundai Motors.           |
| 4. Honda Motor Company.       | 9. Tata Motors.              |
| 5. Renault Group.             | 10. Nissan Group.            |
|                               | 11. Maruti Suzuki India Ltd. |

### **3.4 FORD INDIA PRIVATE LIMITED (FIPL):**

Ford India Private Limited is a wholly owned subsidiary of the Ford Motor Company in India. Ford India Private Limited's headquarters are located in Chengalpattu, 37 Tamil Nadu. It currently is the 8th largest car maker in India after Maruti Suzuki, Hyundai, Tata Motors, Mahindra, Chevrolet, Honda and Toyota.

The modern Ford India Private Limited began production in 1996, although the roots trace back to 1907 when the Model A was launched. Its manufacturing facilities are in Maraimalai Nagar near Chennai. Ford India Private Limited began production in 1926, but was shut down in 1954. Production began again with the joint venture Mahindra Ford India Limited (MFIL) in October 1995, a 50-50 venture with Mahindra & Mahindra Limited. Ford Motor Company increased its interest to 72% in March 1998 and renamed the company Ford India Private Limited.

FIPL's main manufacturing plant had a capacity of 100,000 vehicles annually and is located in Maraimalai Nagar, 45 kms. From Chennai. As its new hatchback Figo was launched in March 2010, Ford Motor Company had invested \$500 million to double capacity of the plant to 200,000 vehicles and 250,000 engines annually. Presently, Ford has more than 376 sales and service outlets in 209 cities across India. As of December 2020, Ford has 485 sales and service touchpoints in 266 cities across India.

#### **3.4.1 Current Models:**

1. Ford Mustang.
2. Ford Endeavour.
3. Ford EcoSport.
4. Ford Figo Aspire and Figo NEXT-GEN.
5. Ford Freestyle.

#### **3.4.2 Discontinued Models:**

1. Ford Icon (1999-2010).
2. Ford Escort (1996 -2000).
3. Ford Mondeo (2001-2006).
4. Ford Fusion MPV (2004-2010).
5. Ford Classic (2005-2015).

### **3.4.3 Sales Performance:**

Ford India Pvt. Ltd. (FIPL) posted tremendous record sale, witnessing a 272 per cent growth in year-on year sales for the month of May when compared to May 2009. Ford Figo continued to drive record sales for Ford India for the third consecutive month since its launch in the Indian market.

Ford India also saw an increase in its month-on-month sales with May posting higher sales than April, achieving a 7.6 per cent high against last month's sale of 7509 units. Other Ford brands also saw a rise in demands which added to the overall volume for May with all the brands performing well. Ford India will commence its second production shift at its manufacturing plant in Maraimalai Nagar from July, with training of new employees already underway, to meet strong demands for its products especially the Figo.

### **3.4.5 Exports:**

Ford India currently exports 40 percent of its engine production and 25 percent of its car production to 35 countries, some of them are, Saudi Arabia, South Africa, Nepal, Mexico, Kenya, Bahrain, Angola, Bermuda, Ghana, Iraq, Liberia, Lebanon, Malawi, Madagascar, Mauritius, Nigeria, Senegal, Tanzania, UAE, Zambia and Zimbabwe.

### **3.4.6 Profit Earning:**

Ford India has been earning 4.19% net profit till the month of September in the 3<sup>rd</sup> quarter of the 2018 and with a gross profit margin of 8.44% in the 3<sup>rd</sup> quarter of 2018.

## **3.5 Organisation Profile:**

TI Ford was the first ford dealer in the North Eastern Region, being the first dealer of Ford cars in the region and we are experienced than any other dealer in the area. The experience and expertise we have earned throughout these years help in satisfying customers by suggesting them the best Ford cars. Depending on the budget of customers, we also assist in choosing most profitable and convenience insurance and finance plans.

### **3.5.1 Awards and Certificates of the Company:**

- President's Award 2010.
- Dealer of the month, December 2014.
- Market Share Endeavour, 2014.
- Super Star Awards for Ford Authorised Sales Excellences in Tier II, 2017.
- Retail Champion, 2017.
- Top Performer, 2017.

### **3.5.2 Contact Info:**

#### **Dealer Address:**

TI Ford Motors Pvt. Ltd.

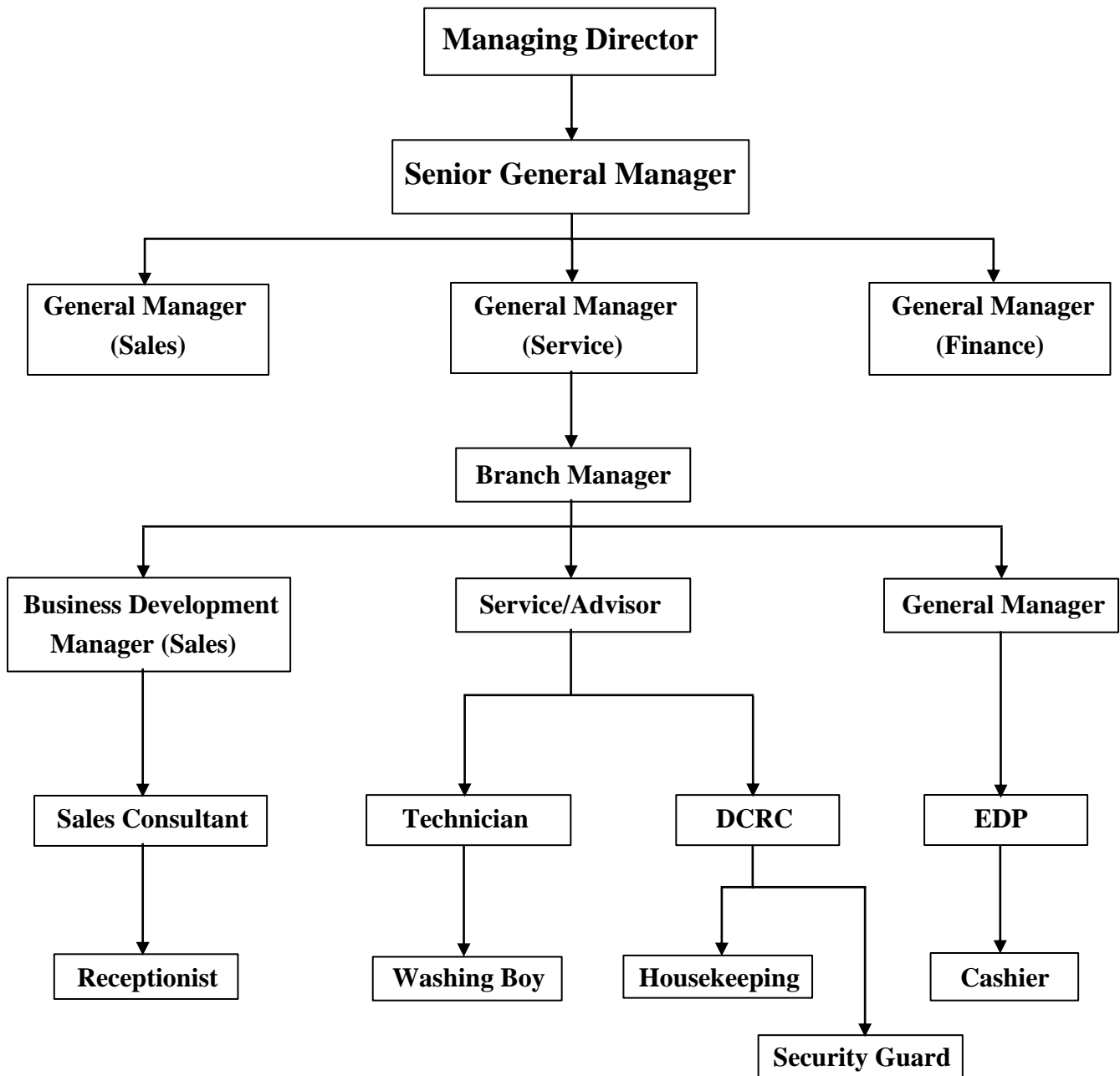
Mahapurush Damodardev Path, Bharalumukh, Guwahati, Assam.

Contact No.: 0361-273 3709.

Email: showroom@tiassam.com.

Website: <https://www.tiford.in>.

### 3.6 Organisation Hierarchy:



**Fig 3.1:** Organisational Hierarchy.

# **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.

# **Chapter- 5**

## **Research Methodology**

## **Research Methodology**

The research was conducted to fulfill the objective of the study.

### **5.1 Research Plan:**

**5.1.1 Research Design:** Research design is the framework of research methods and techniques chosen by a researcher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies for success. The study was exploratory and descriptive in nature in which the primary data was collected from the respondents through questionnaire (Google Form) and sometimes as in-formal personal interview. It helped us to differentiate the customer's opinion towards the services offered by the organisation. And get the impacts of any specific changes on existing servicing policies or any introduction of new policies.

The research was based on a study of a sample, sized 120; using survey method selected from the user database of TI Ford Motors and non-buyers of TI Ford Motors. The research included collection of data from the primary sources using the survey research tool (questionnaire). Final stage was to analyze, interpret and draw conclusions from the data collected.

### **5.1.2 Sources of Data:**

- 1. Primary Data:** The primary data collection is used as a tool to collect information directly from each and every customer of organisation. The research was done to get a knowledge about the services offered by the organisation and to measure the satisfactory level of the customers after the purchase of the cars.
- 2. Secondary Data:** The secondary data were collected from various sources like organisation's website, magazines, journals, internet, books, reports and other sources.

**5.1.3 Data Collection Period:** The primary data has been collected using survey method for the study.

**5.1.4 Data Analysis Tools:** Cross-Tabulation, Mean Score and Percentage analysis.

**5.1.5 Data Representation Tools:** Tables and Graphs (Pie chart, Clustered Bar diagram, Clustered Column and Scattered diagram).

### **5.2 Research Tools:**

There are many research tools in order to collect data but in this study the method that was used as a tool for data collection is:

**Questionnaire:** Interview through questionnaire method was employed for the research purpose. The questionnaires were individually administered to each customer to ensure minimum scope for faulty data entry and error of understanding. This method also gave chance for customer to interact into a dialogue and understanding the perception better. The questionnaire tried to capture the responses of the customers mainly on the key deliverables and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

### **5.3 Sampling Plan:**

**5.3.1 Sample Procedure:** In this study, convenience sampling method was undertaken for collecting primary data.

**5.3.2 Sample Unit:** In this study, the sampling unit used are the owners of Ford cars from Guwahati City and nearby areas.

**5.3.3 Sample Size:** In this study, the sample size was chosen to be 120 respondents.

**5.3.4 Duration of the study:** Duration of the study was for one month, from 1<sup>th</sup> August to 31<sup>th</sup> August, 2021.

### **5.4 Pilot Survey:**

In this study, A pilot survey was conducted covering 10 respondents who were the customers of TI Ford from various place of Guwahati. This was done to make any changes in the questionnaire and the overall study and to prevent error and drawback.

### **5.5 Questionnaire Design:**

In this study, the questions in the questionnaire were made keeping in mind the objectives of the study. The questions were kept easy, unambiguous and simple to respond.

### **5.6 The Final Survey:**

In this study, the final survey includes distribution of questionnaire to respondents who are customers of TI Ford and as well as customers who have buy their car from different dealers but doing their services at TI Ford from various place of Guwahati. The data collected from the questionnaire were used as a source of study.

# **Chapter- 6**

## **Data Analysis and Interpretation**

## 6.1: Demographic Profile:

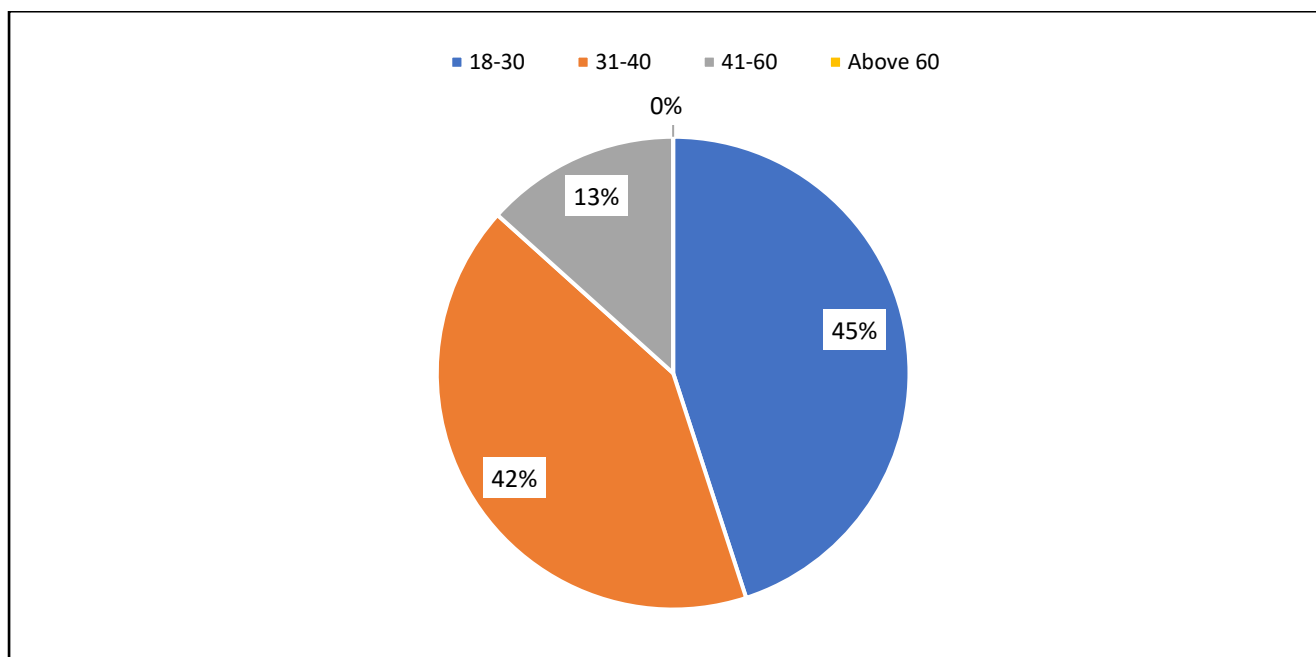
This section relates to the demography of the respondents such as age, gender, occupation and annual income. These questions are asked to provide a more detailed analysis and comparison of questionnaire respondents where applicable.

### 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.

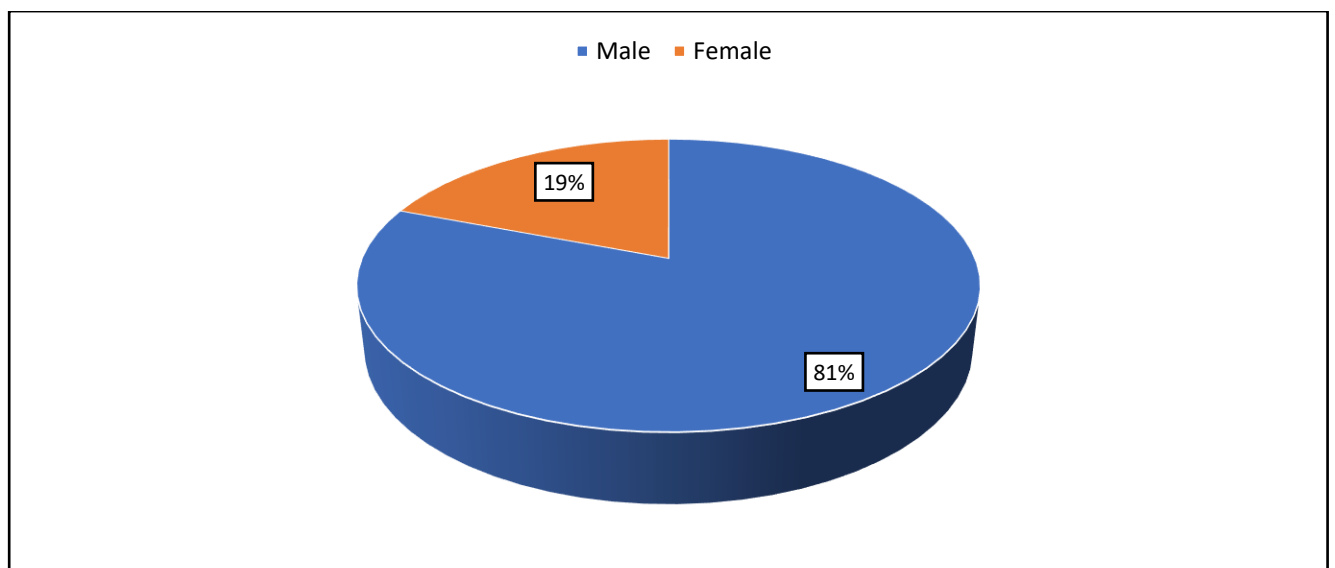
**Interpretation:** From the above table 6.1.1 and figure 6.1.1 it is found that 45% of the respondents belongs to the age group of 18-30, 42% of the respondents belong to the age group of 31-40 years and the remaining 13% of the respondents belong to the age group of 41-60 years.

### 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.

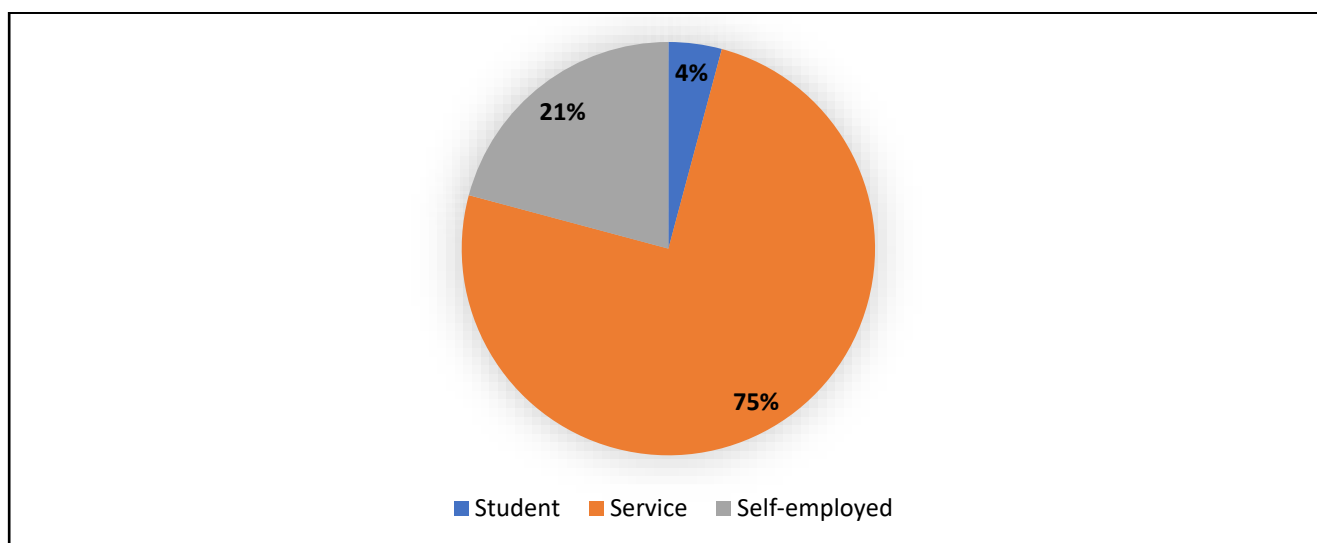
**Interpretation:** From the above table 6.1.2 and figure 6.1.2 it is found that 81% of the respondents were male whereas 19% of the respondents were female.

### 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.

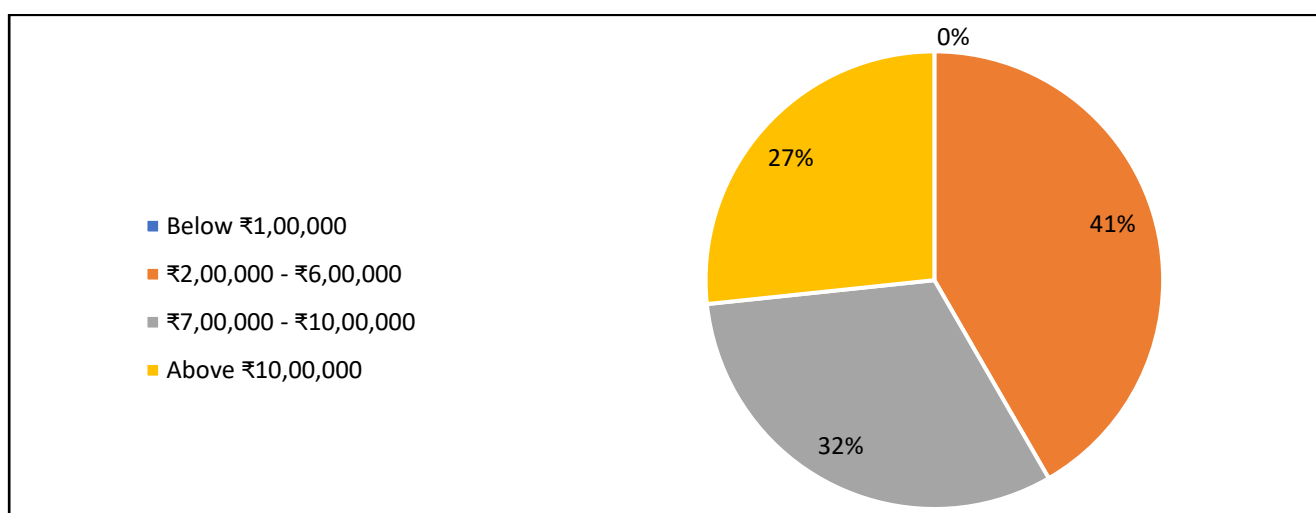


#### 6.1.4. Annual Income:

**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.

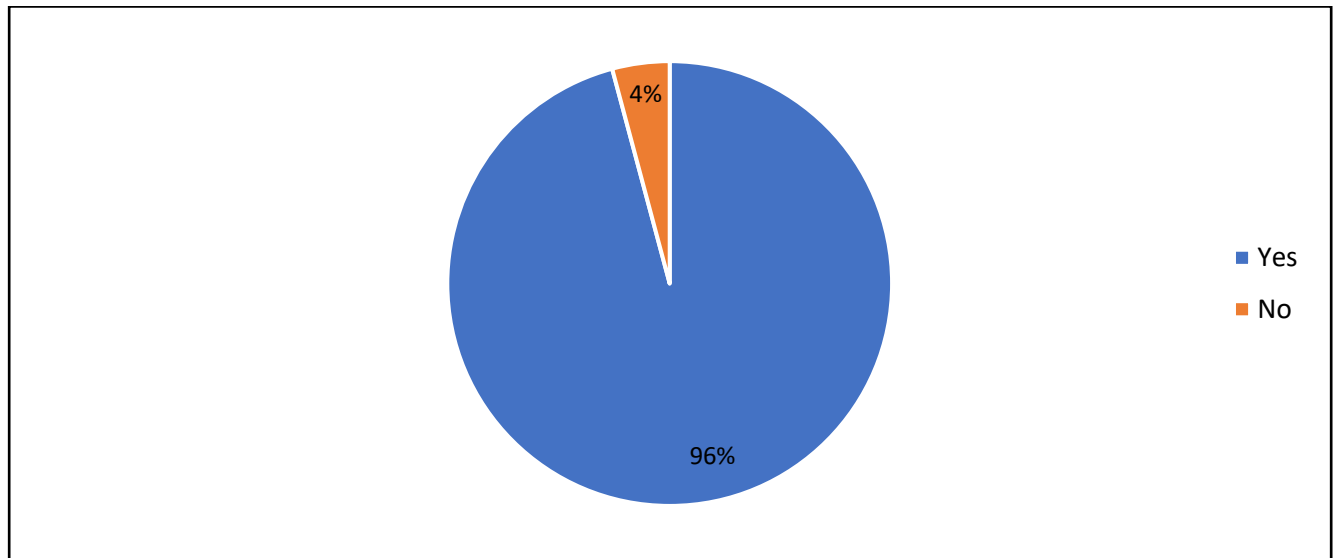
**Interpretation:** From the above table 6.1.4 and figure 6.1.4 it is found that 41% of the respondents have an annual income between ₹2 lakhs to ₹6 lakhs, 32% of the respondents have an annual income between ₹7 lakhs to ₹10 lakhs and the remaining 27% have an annual income above ₹10 lakhs.

## 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.

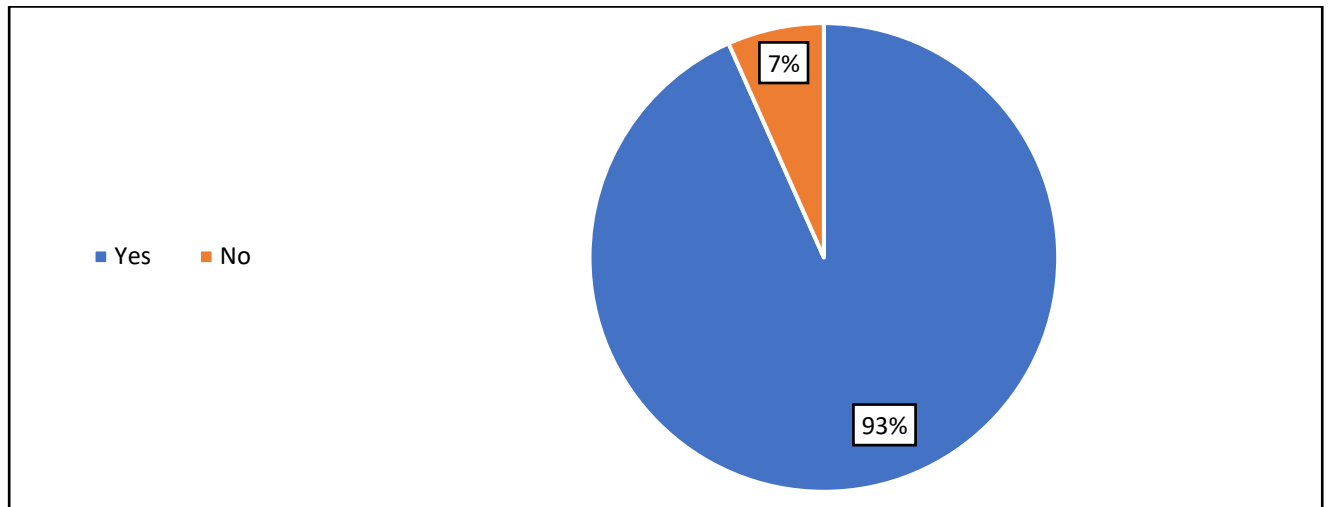
**Interpretation:** From the above table 6.2 and figure 6.2 it is found that 96% of the respondents have heard about TI Ford Motors dealer, whereas, 4% have not heard about it.

### 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.

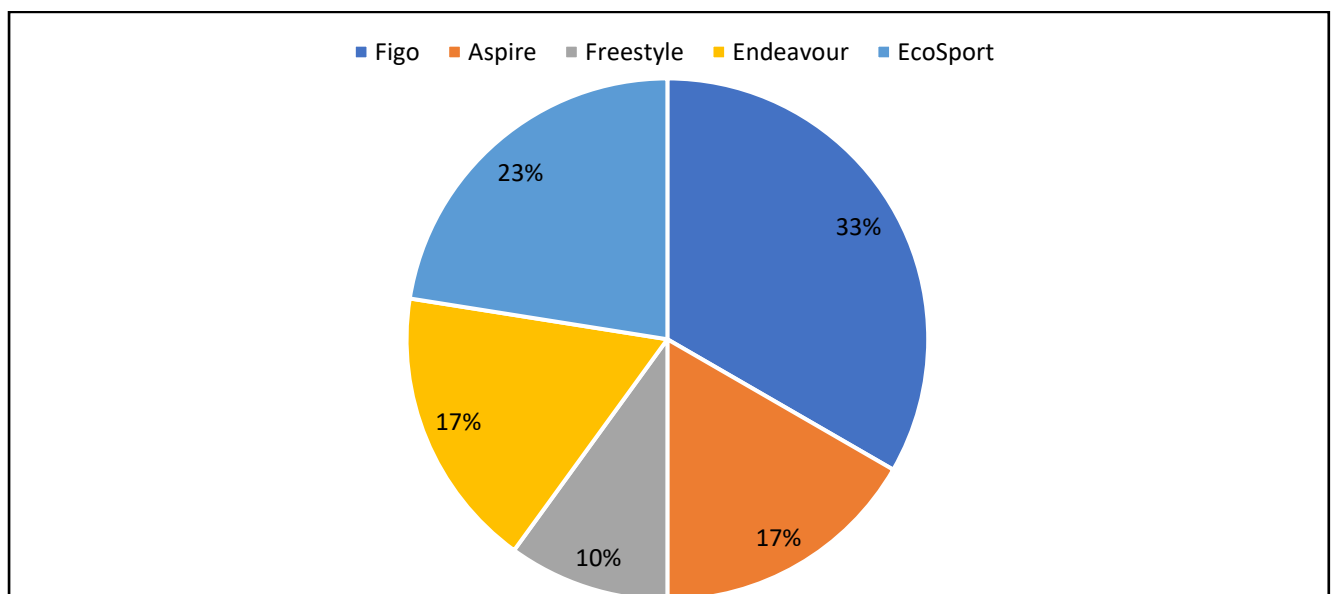
**Interpretation:** From the above table 6.3 and figure 6.3 it is found that 93% of the respondents have purchased their car from TI Ford Motors dealer whereas 7% have not purchase from TI Ford.

#### 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.

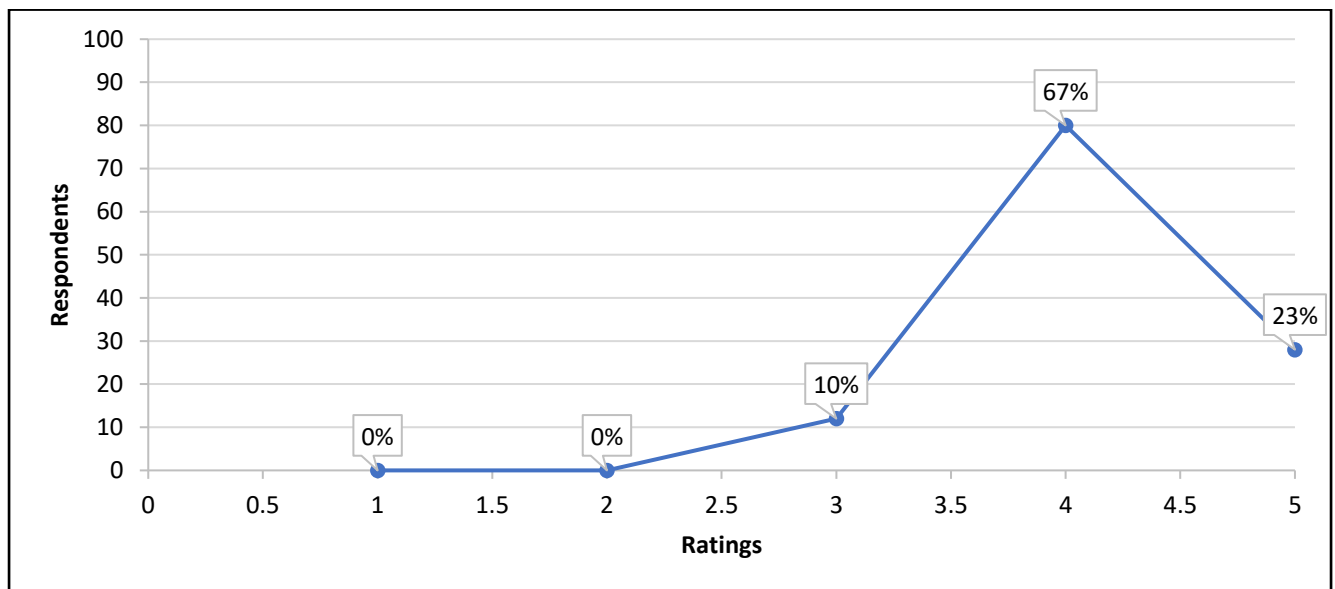
**Interpretation:** From the above table 6.4 and figure 6.4 it is found that 33% of the respondent the model Figo, 23% owns EcoSport, 17% owns Endeavour and Aspire and the remaining 10% owns Freestyle.

### 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.

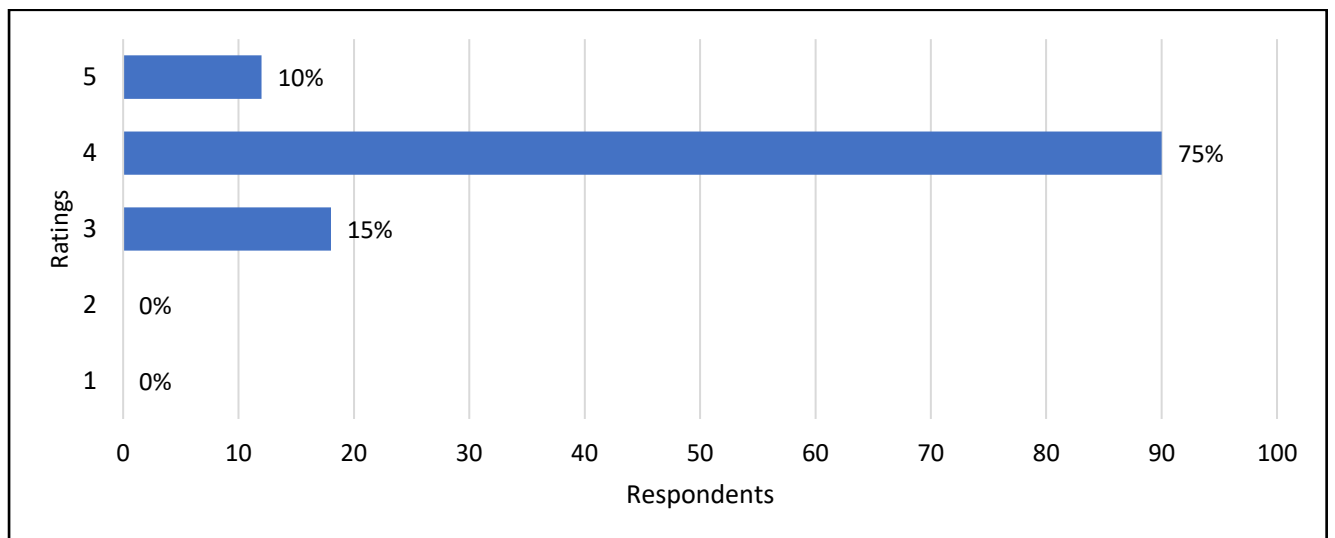
**Interpretation:** From the above table 6.5 and figure 6.5 it is found that 67% of the respondent have rated 4 in the rating scale, 23% have rated 5 in the rating scale and remaining 10% have rated 3 with a Mean Score of 4.13.

**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.

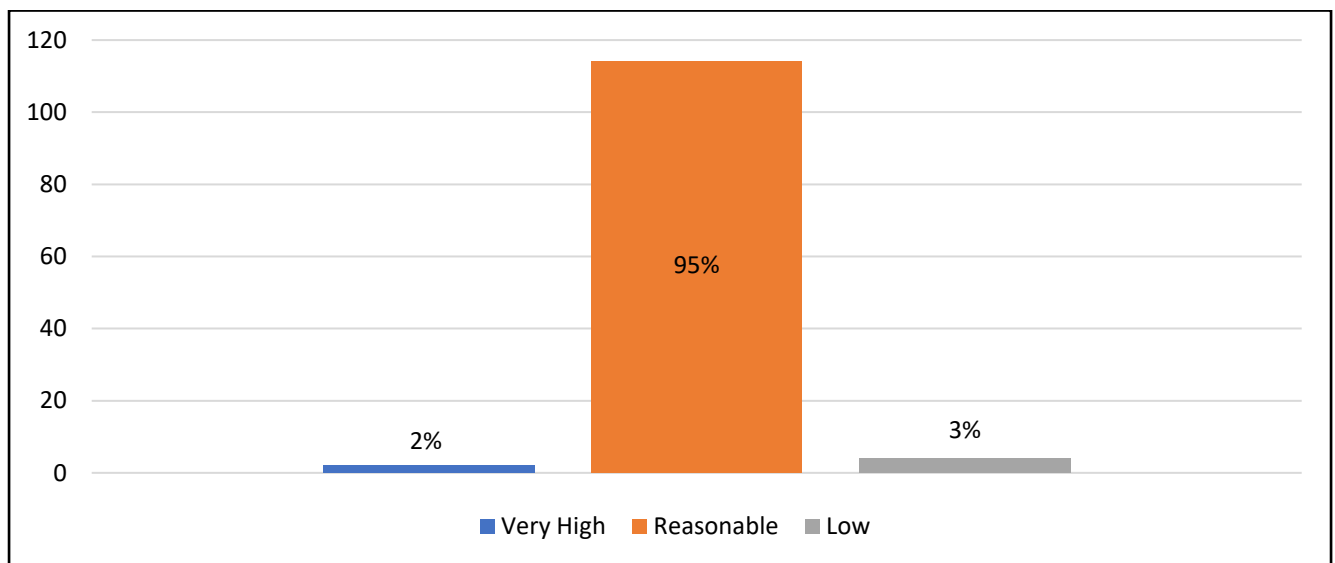
**Interpretation:** From the above table 6.6 and figure 6.6 it is found that 75% of the respondent have rated 4 in the rating scale, 15% have rated 3 in the rating scale and remaining 10% have rated 5 with a Mean Score of 3.95.

### 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.

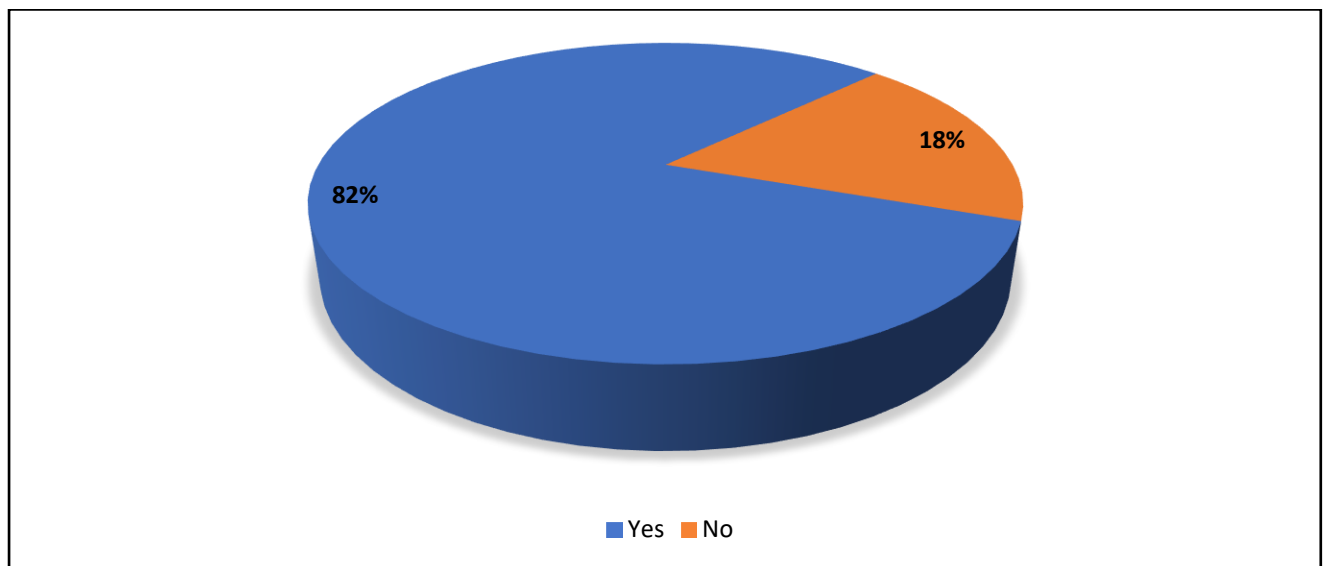
**Interpretation:** From the above table 6.7 and figure 6.7 it is found that 95% of the respondent have felt that the price charged at the dealer is reasonable, 3% felt that the price charged at the dealer is low and the remaining 2% felt that the price charged at the dealer is very high.

**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.

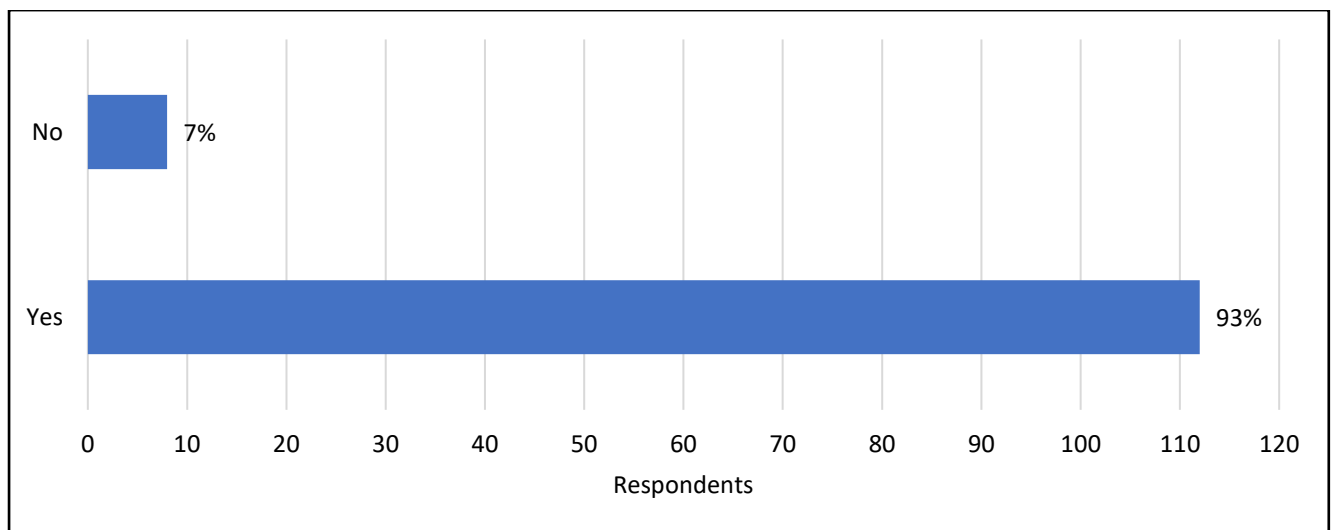


**6.9: If the respondent is satisfied with the demo or the explanation given by the technical team while purchasing or during servicing of the car.**

**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.

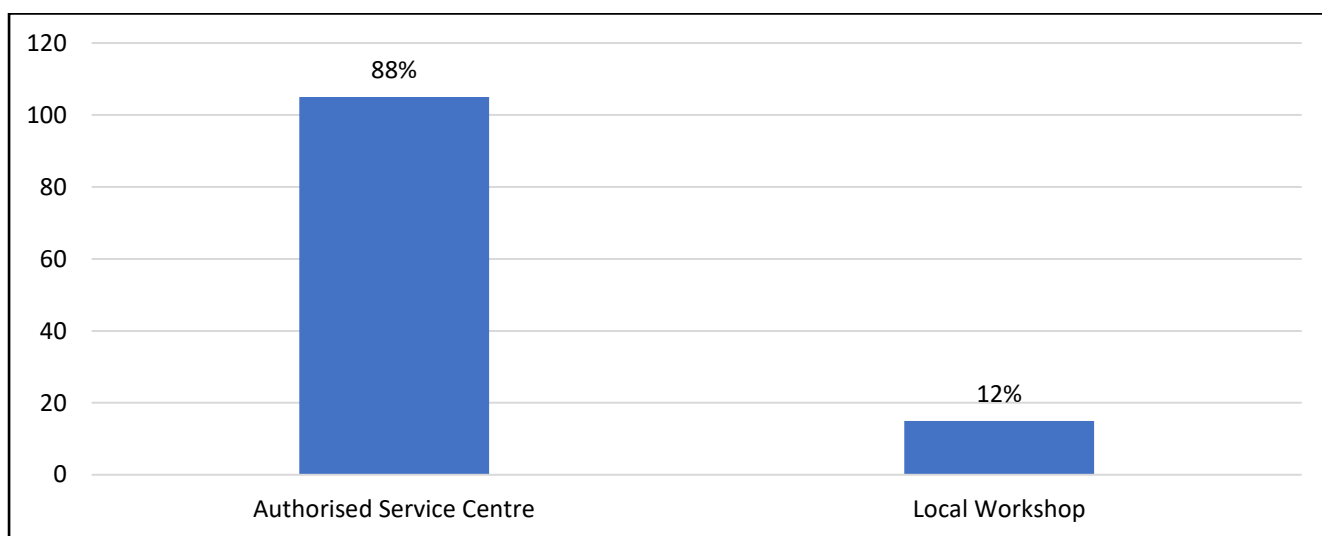
**Interpretation:** From the above table 6.9 and figure 6.9 it is found that 93% of the respondent is satisfied with the demo or the explanation given by the technical team, whereas, 7% of the respondent is not satisfied with the demo or the explanation given by the technical team.

#### 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.

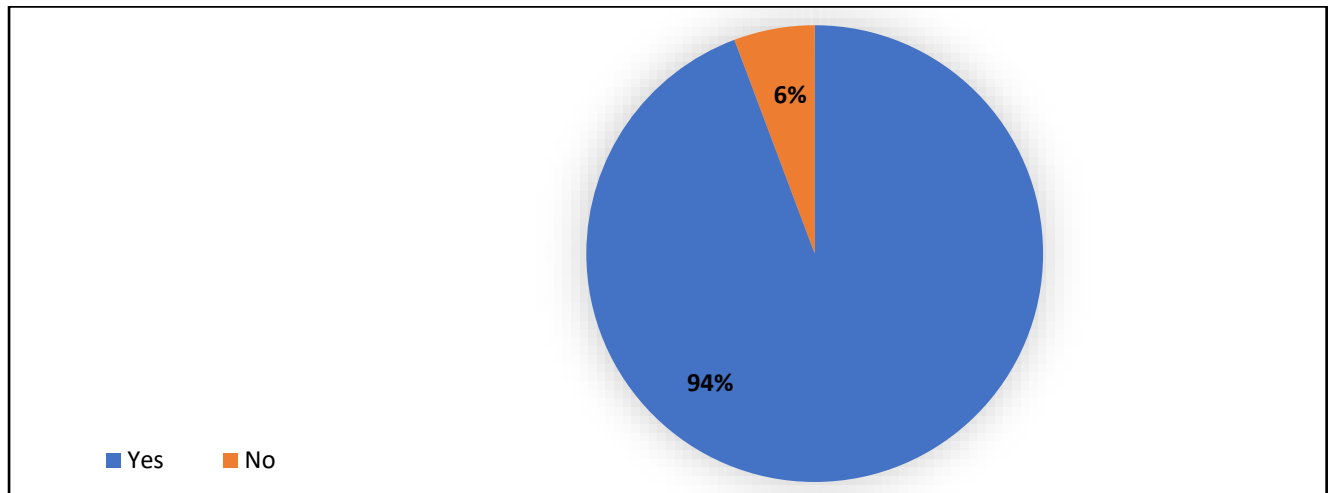
**Interpretation:** From the above table 6.10 and figure 6.10 it is found that 88% of the respondent has done their servicing in the authorised service centre, whereas, 12% of the respondent has done in local workshop.

### 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.

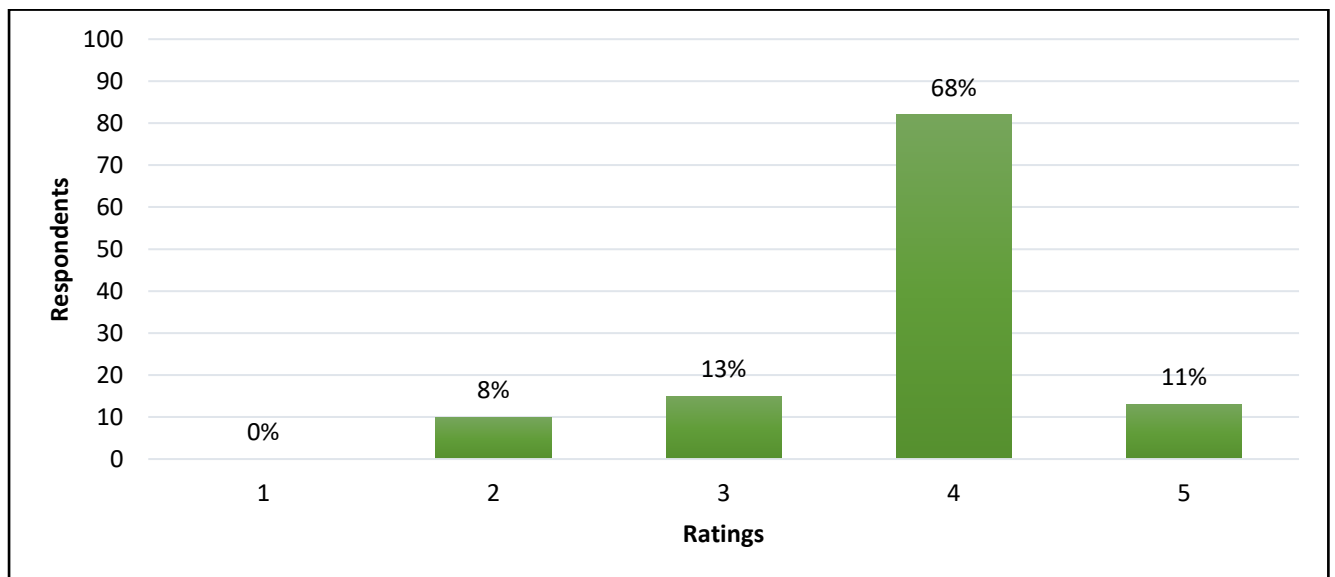
**Interpretation:** From the above table 6.11 and figure 6.11 it is found that 94% of the respondent liked services provided by in the authorised service centre, whereas, 6% of the respondent did not like the services provided by the authorised service centre.

### 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.

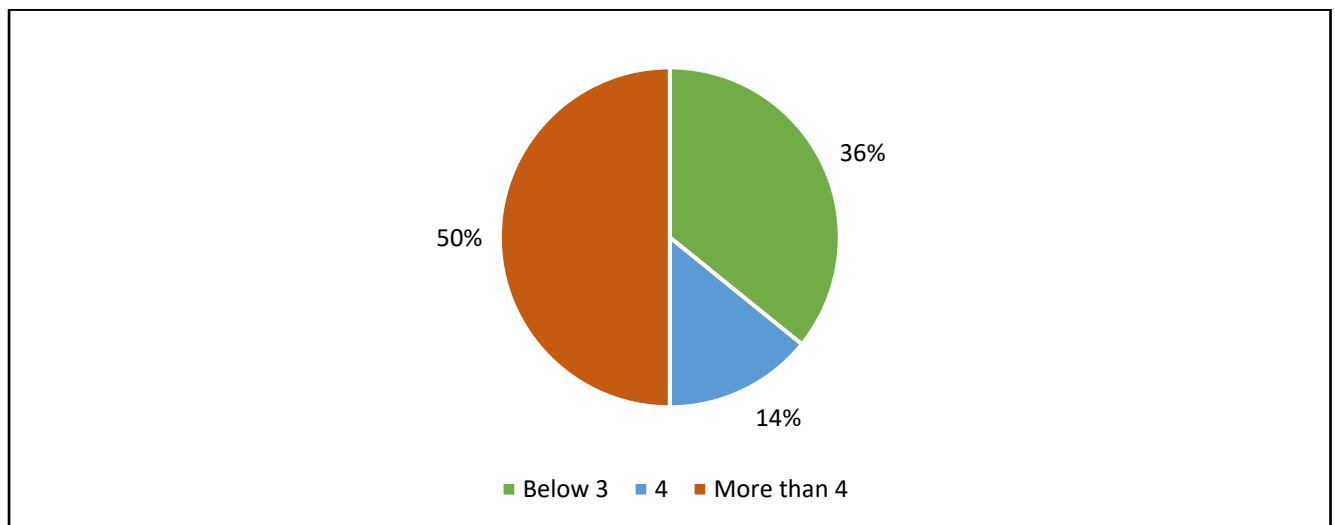
**Interpretation:** From the above table 6.12 and figure 6.12 it is found that 68% of the respondent have rated 4 in the rating scale, 13% have rated 3 in the rating scale, 11% have rated 5 in the rating scale and remaining 8% have rated 2 with a Mean Score of 3.81.

### 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.

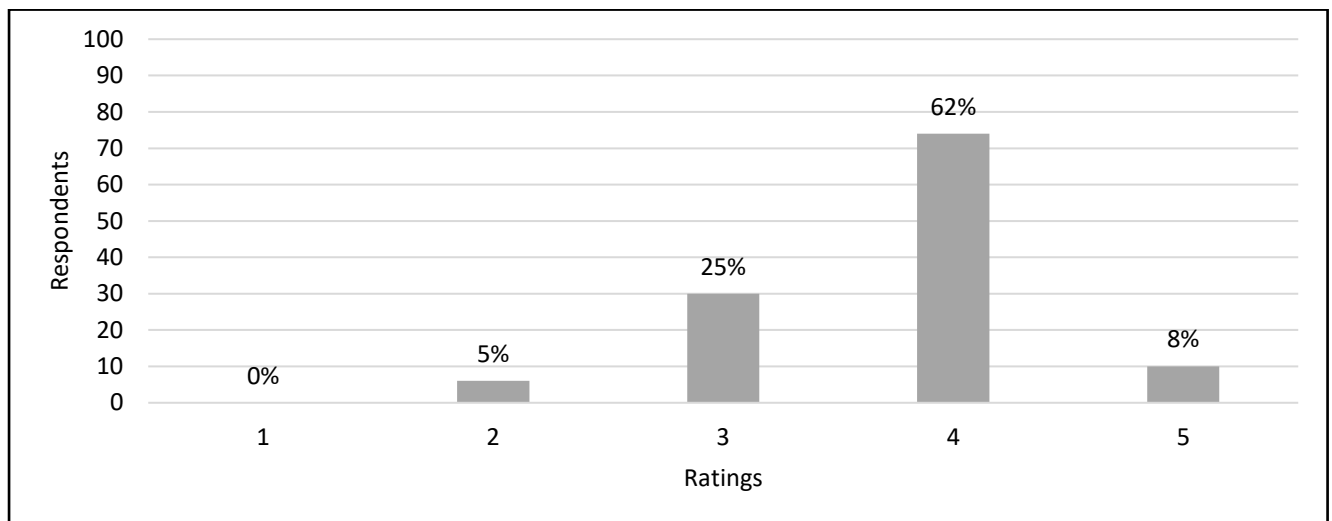
**Interpretation:** From the above table 6.13 and figure 6.13 it is found that 50% of the respondent have more than 4 services at the dealer, 36% have done less than 3 services and the remaining 14% have done 4 service till now at the dealer.

#### 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.

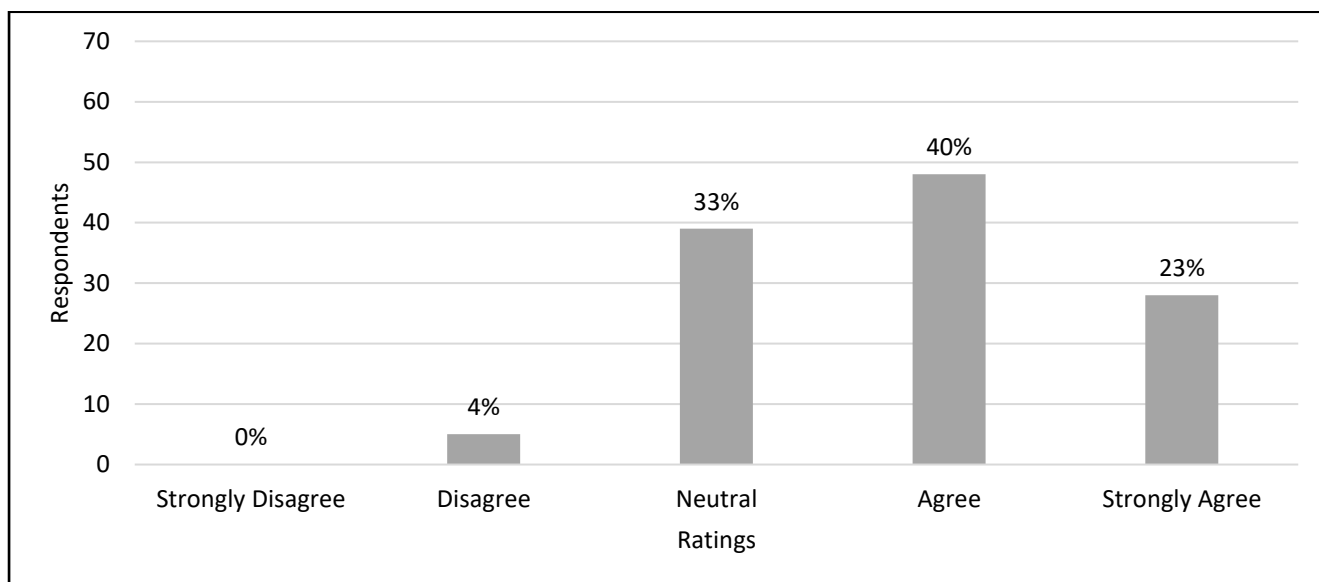
**Interpretation:** From the above table 6.14 and figure 6.14 it is found that 62% of the respondent have rated 4 in the rating scale, 25% have rated 3 in the rating scale, 8% have rated 5 in the rating scale and remaining 5% have rated 2 with a Mean Score of 3.73.

### 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.

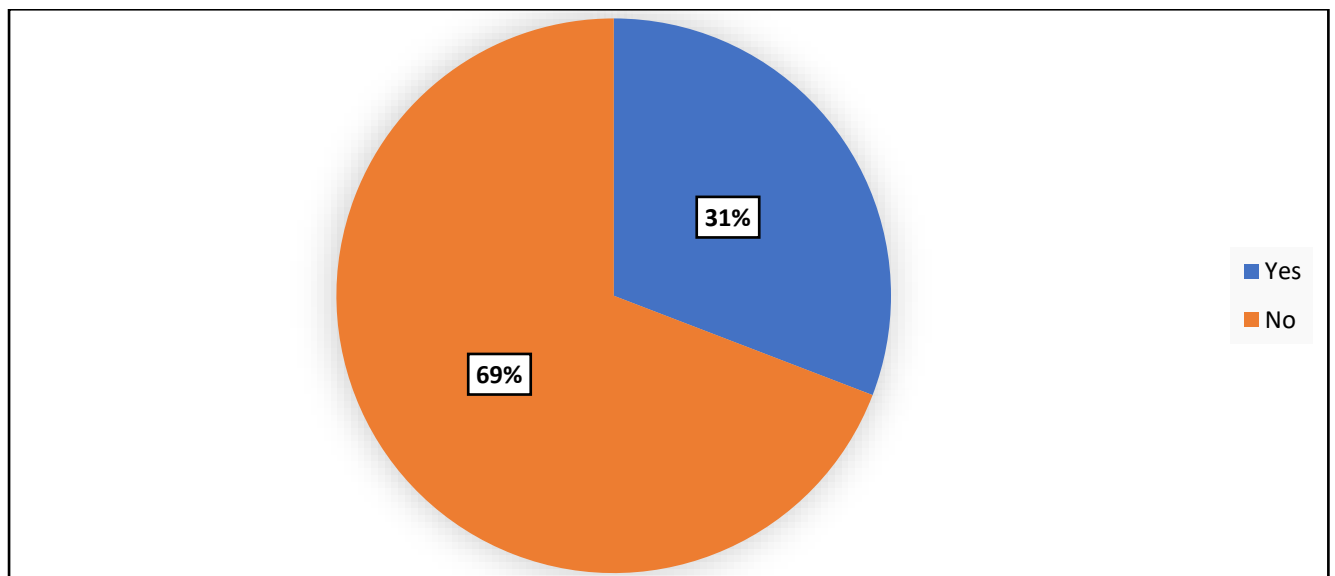
**Interpretation:** From the above table 6.15 and figure 6.15 it is found that 40% of the respondent agreed that the services were done on time, 23% strongly agreed that the services were done on time, whereas, 4% did not get their services done on time and remaining 33% neither agree nor disagree with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

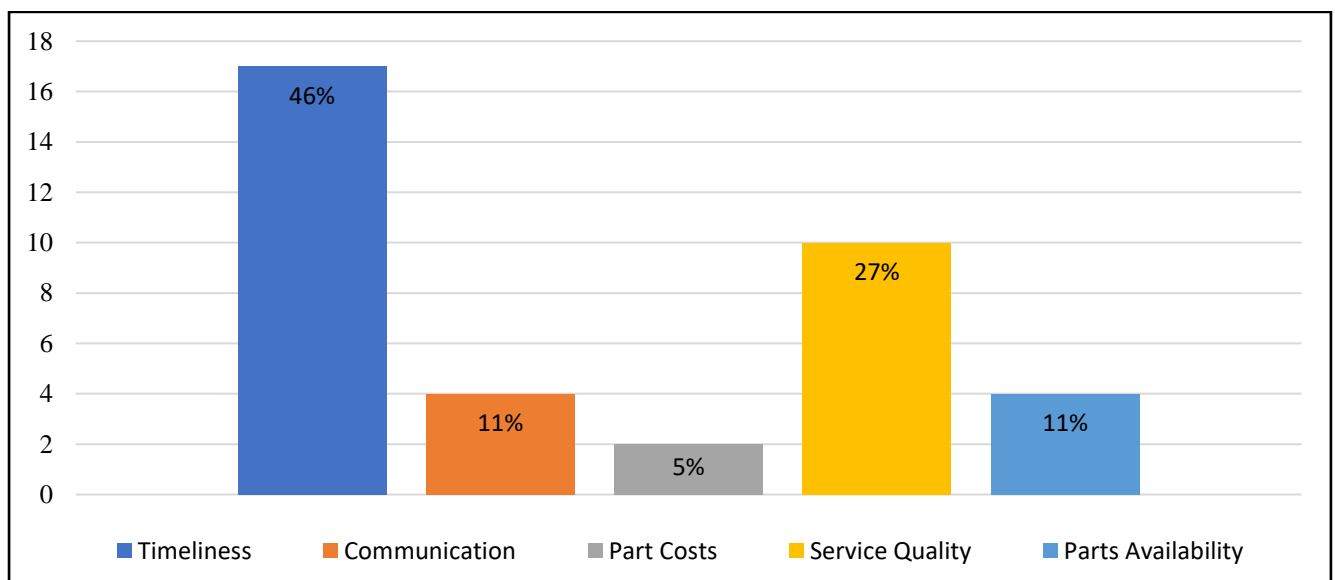


### 6.17: Problems/Issues which the respondents have faced during servicing.

**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.

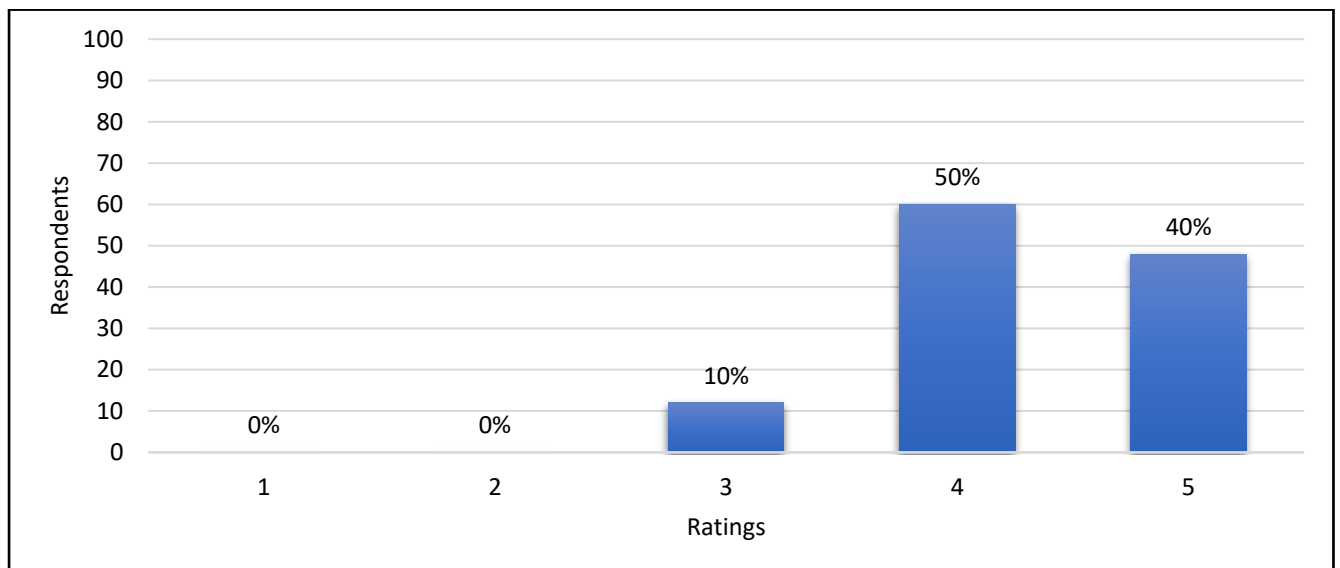
**Interpretation:** From the above table 6.17 and figure 6.17 it is found that 46% of the respondent have faced timeliness issues, 27% have faced service quality issues, 11% have faced both communication and parts availability issues and remaining 5% have found part costs issues.

### 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.

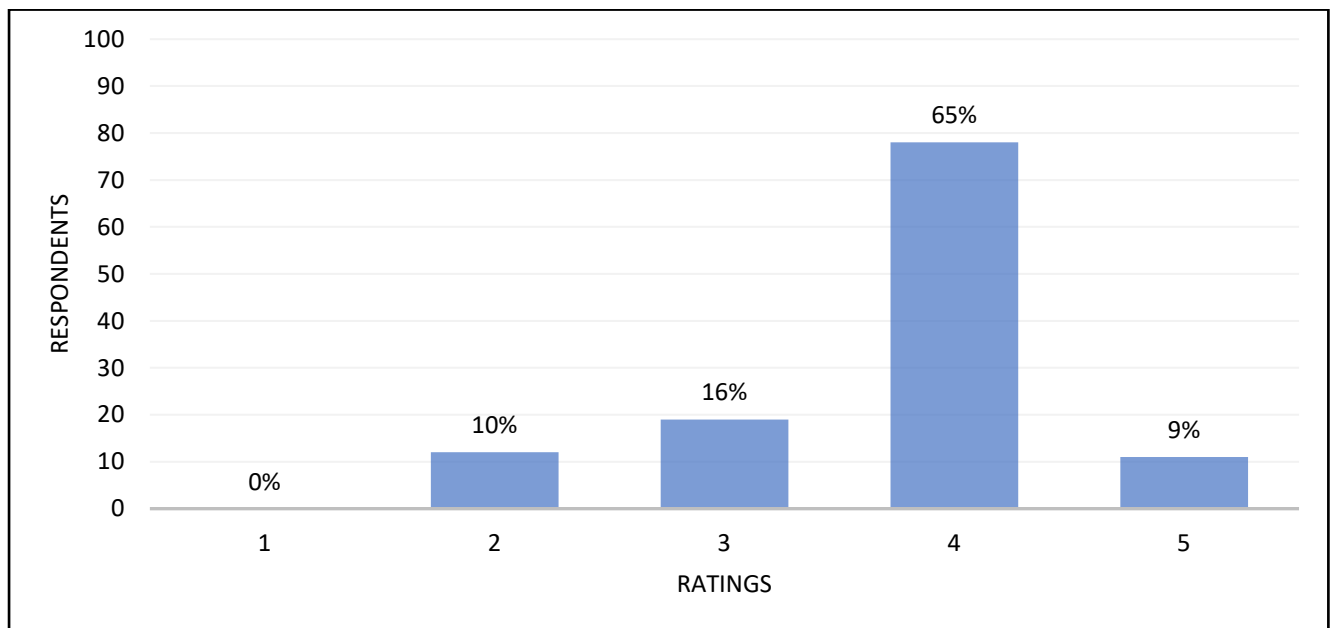
**Interpretation:** From the above table 6.18 and figure 6.18 it is found that 50% of the respondent have rated 4 in the rating scale, 40% have rated 5 in the rating scale and 10% have rated 3 in the rating scale with a Mean Score of 4.30.

### 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.

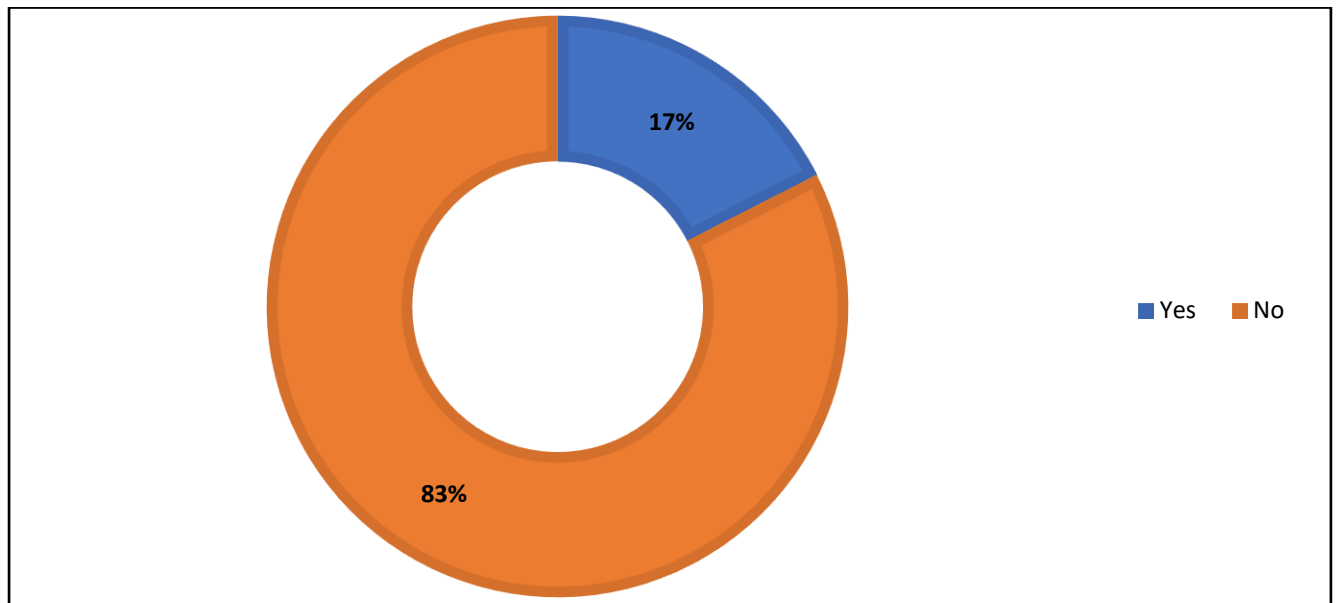
**Interpretation:** From the above table 6.19 and figure 6.19 it is found that 65% of the respondent have rated 4 in the rating scale, 16% have rated 3 in the rating scale, 10% have rated 2 in the rating scale and remaining 9% have rated 5 in the rating scale with a Mean Score of 3.73.

**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.

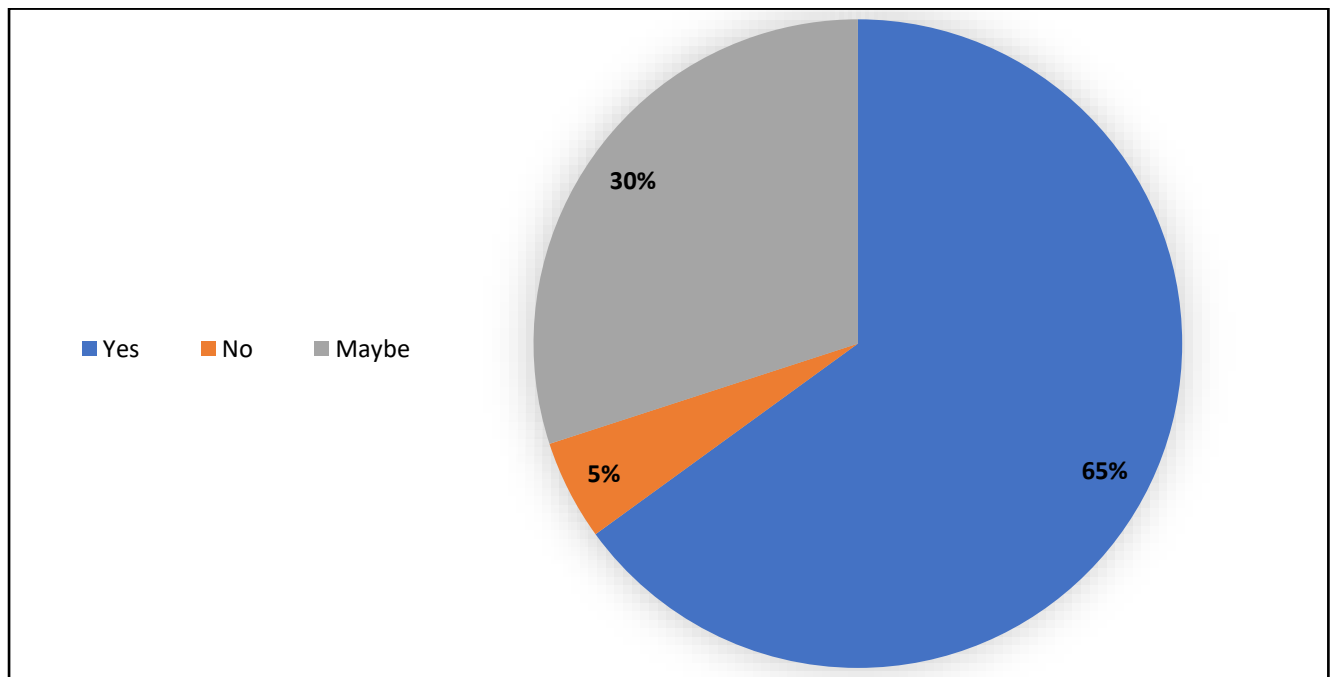
**Interpretation:** From the above table 6.20 and figure 6.20 it is found that 83% of the respondent did own any other brand car, whereas, 17% of the respondent have cars of other brand apart from Ford.

## 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.

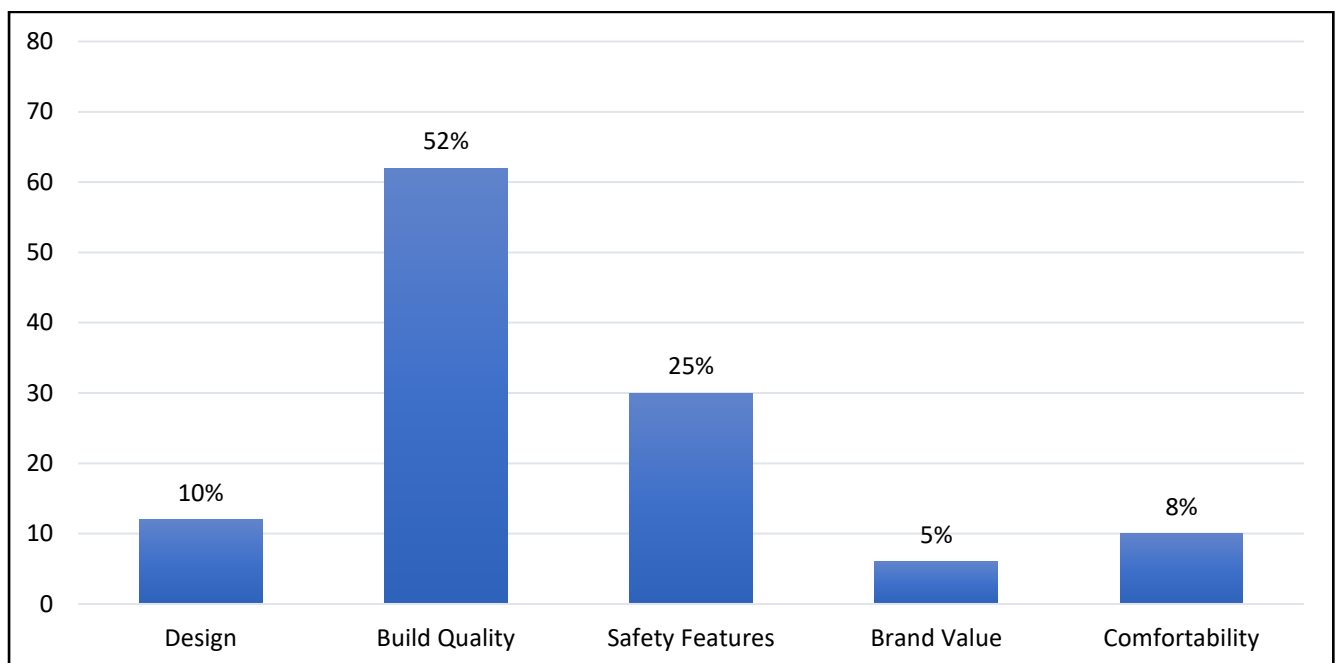
**Interpretation:** From the above table 6.21 and figure 6.21 it is found that 65% of the respondent will stick to ford car, 5% will not and remaining 30% of the respondent may either stick or shift to another brand.

## 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.

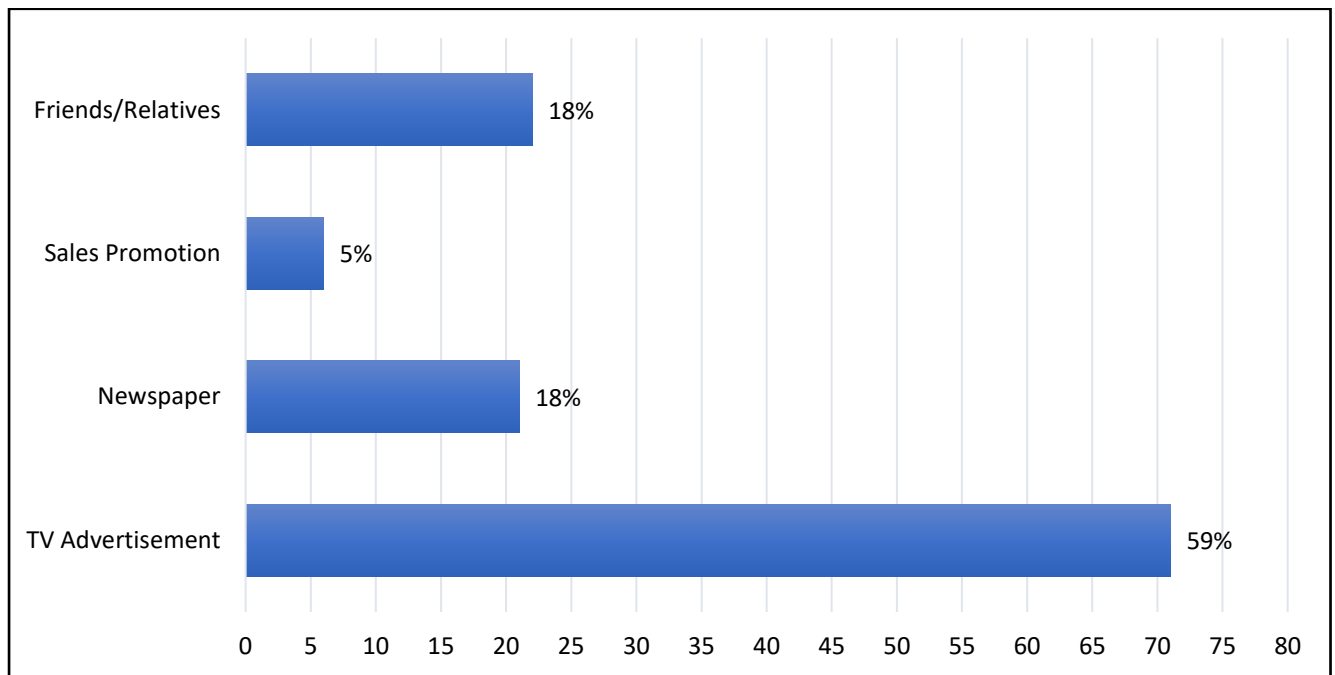
**Interpretation:** From the above table 6.22 and figure 6.22 it is found that 52% respondent liked build quality, 25% respondent liked safety features, 10% respondent liked the design, 8% respondent like comfortability and remaining 5% respondent liked brand value.

### 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.

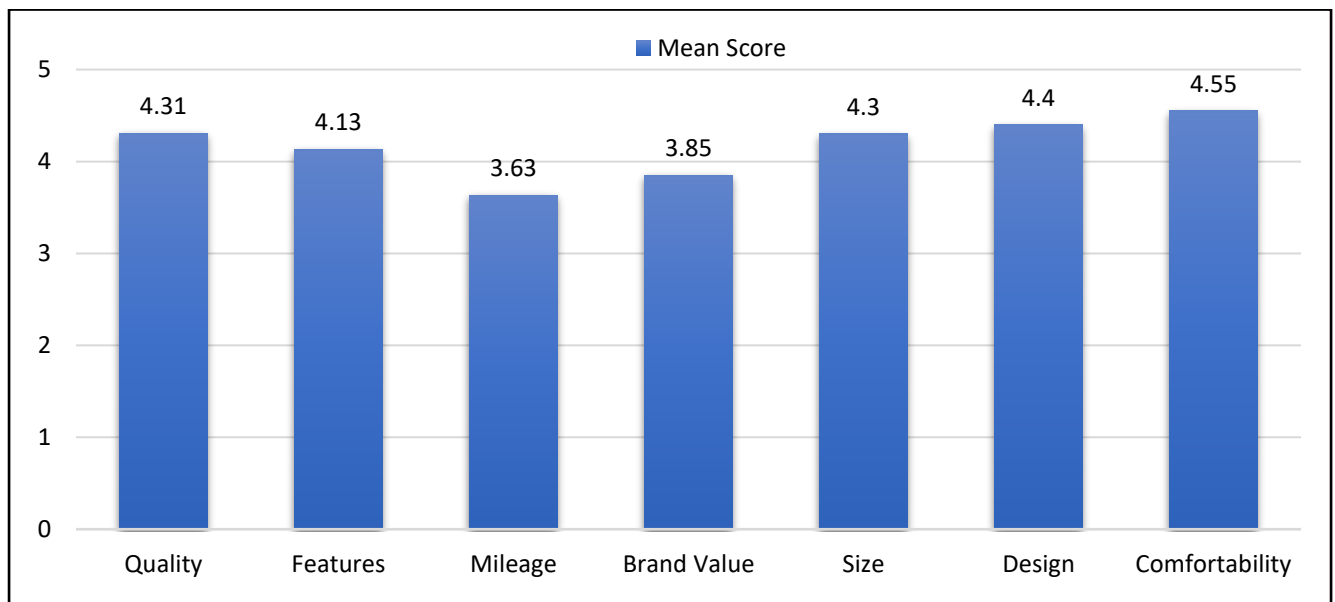
**Interpretation:** From the above table 6.23 and figure 6.23 it is found that 59% respondent came to know from TV advertisement, 18% came to know from both newspapers and friend/relatives and remaining 5% from sale promotional activities.

## 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.

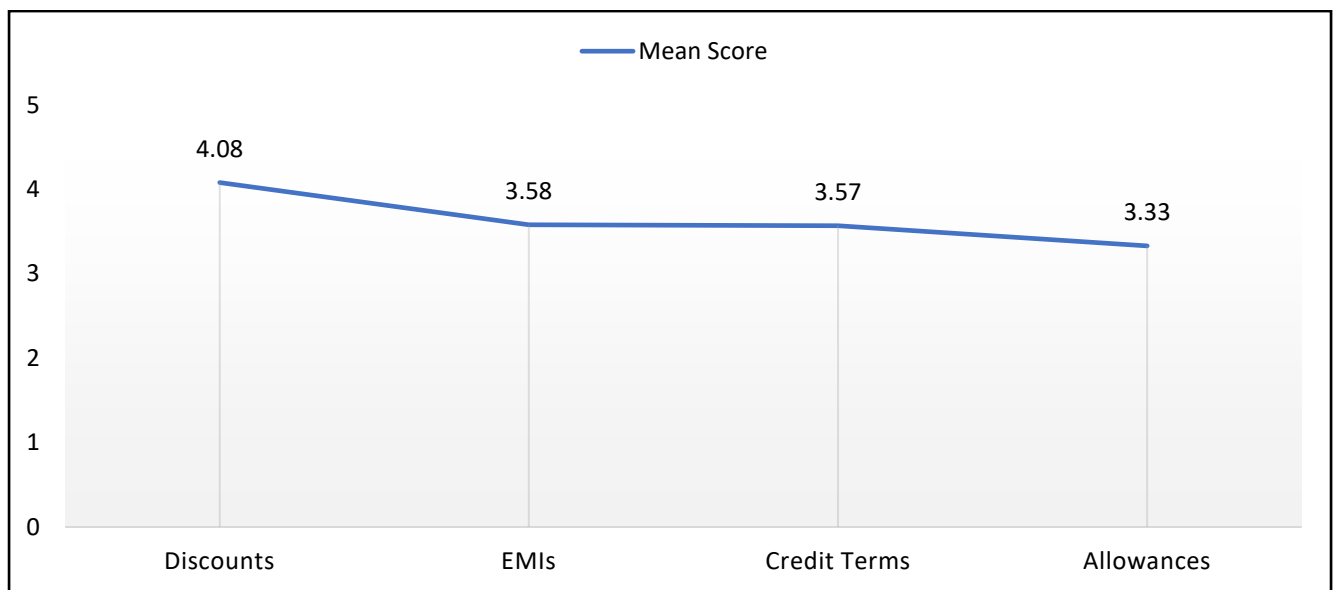


### 6.25: Opinion regarding attributes of Price parameter.

**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.

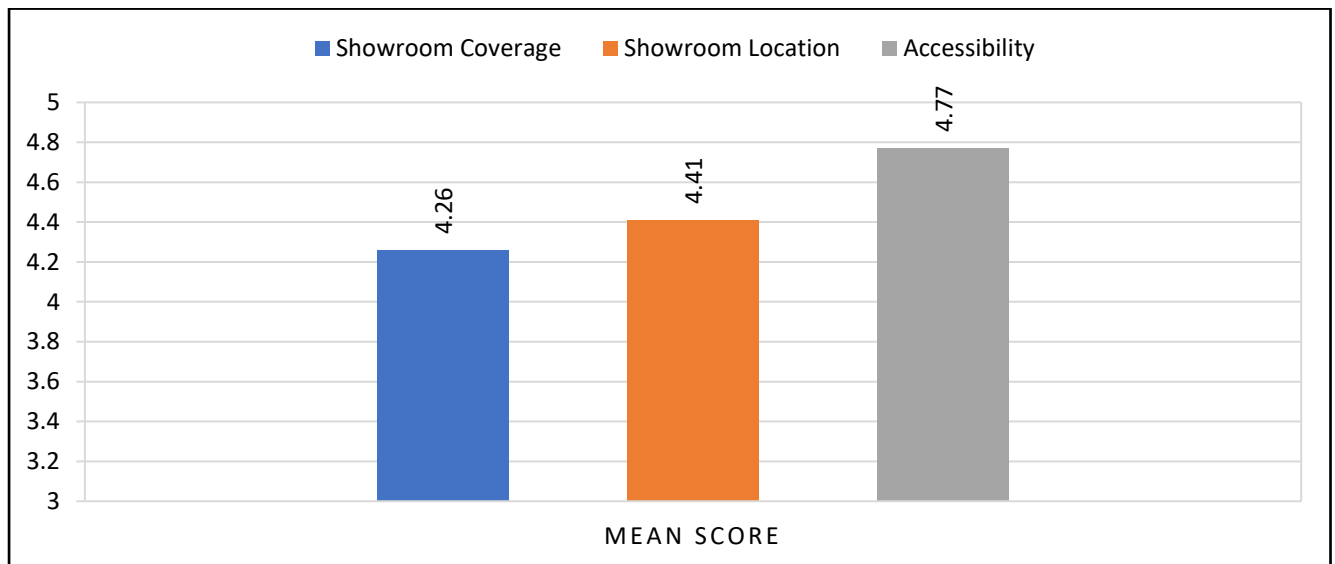
**Interpretation:** From the above table 6.25 and figure 6.25 it is found that discounts have the highest mean score of 4.08 followed by EMIs with 3.58, credit terms with 3.57 and allowances with 3.33 scores.

## 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.

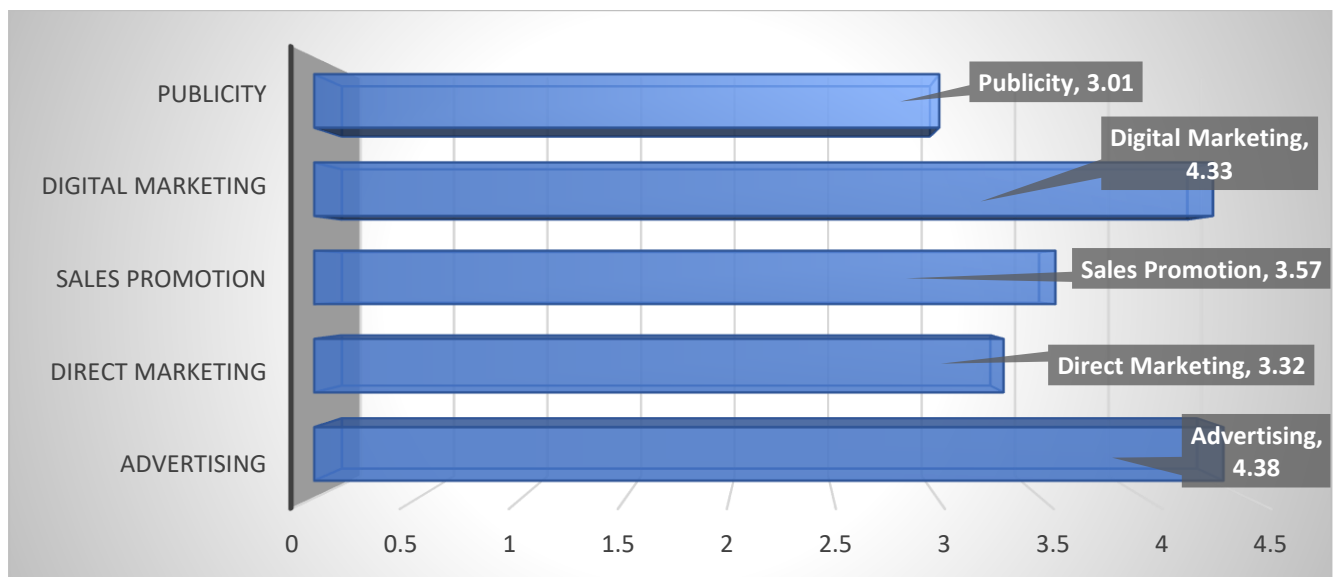
**Interpretation:** From the above table 6.26 and figure 6.26 it is found that accessibility has the highest mean score of 4.77 followed by showroom location with 4.41 and showroom coverage with 4.26 scores.

### 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.

# **Chapter- 7**

## **Findings**

## **Findings**

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).

# **Chapter- 8**

## **Suggestions and Recommendations**

## **Suggestions and Recommendations**

Few suggestions/recommendations based on the study, for the improvement the satisfaction of the customers. These are discussed below:

1. TI Ford must address the timeliness, communication and parts availability issue during servicing the vehicles.
2. The offering of test-drive to the buyers needs to be increased.
3. Emphasis on quality authorised servicing should be given.
4. There should be strategies framed on customer relationship.
5. The dealers should look after the staff behaviour and hygiene of the compound.
6. The after-sales services need to be improved.
7. The promotional parameters like advertising, sales promotion and publicity need a slight improvement in the implementation.



# **Chapter- 9**

## **Conclusion**

## **Conclusion**

It is the concluded that customer satisfaction is important factor to improve the sales of the company and to retain old and reach new customers. Each and every organization should have a good strategic plan for the after-sale service policy to withstand in the market with huge competition. In the nutshell, it can be concluded that the brand name rules the heart of the customers.

Ford Figo is the most favourite car among other Ford vehicles. Unfortunately, some of customers did not like the services that the Ford dealers offered to their vehicle and shift their preference to other brands as the competitive has increased in the past couple of years in the four-wheeler segments in the Indian market. This indicates improvement need to be taken in the quality of services the dealer provides and there should be a proper strategic planning for that. The dealer should seriously take this into consideration for its long run survival and success. Strategies need to be formulated to have an edge over the competitors.

Ford is one of the top car brands in the world and customers attach expectations with it. However, not most of the customers are pleased with its delivery of the services. The company needs to keep in mind that the customer is the king, and his satisfaction should be the topmost priority of the company. But the revelations of the research don't present a very good picture. I hope the company draws benefits from this report and understands the value of perception of its esteemed customers and make the required improvements.