

List of Tables

Table No.	Title	Page No.
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

Table No.	Title	Page No.
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