



PROJECT REPORT

ON

**"A STUDY ON CUSTOMER SATISFACTION TOWARDS MAHINDRA &
MAHINDRA"**

Submitted to



SSM COLLEGE OF ENGINEERING & TECHNOLOGY

In partial requirement for the award of Degree of Masters business Administration

Submitted By

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Affiliated to



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Certificate by Guide

This is to certify that the project study entitled "**customer satisfaction towards Mahindra & Mahindra**" (Srinagar), is an original work undertaken by **JIBRAN AHMAD** in partial fulfillment of masters of business administration At **SSM college of ENGINEERING**, is an authentic work carried out by him during the period 22-12-2022 to 22-02-2023 and his work & conduct has remained satisfactory under my supervision and guidance

To the best of my knowledge, the matter embodied in the project has not been submitted to any other university /institute for the award of any degree or diploma.

Guide

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Declaration

I, JIBRAN AHMAD hereby declare that the Project Report on ***“CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA”*** submitted to The Business School, University of Kashmir in partial fulfillment of degree for Master of Business Administration is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This project report is not being submitted to any other university of any other degree, diploma and fellowship.

JIBRAN AHMAD



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Regards

JIBRAN AHMED ,

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COMPANY CERTIFICATE

CANDIDATES DECLARATION

ACKNOWLEDGEMENT

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Executive summary

The study on project “**customer satisfaction towards Mahindra & Mahindra**” has been a very good experience. The main purpose of the project is to understand the whole concept of project customer satisfaction towards Mahindra & Mahindra, to know the needs and methods of customer satisfaction in the organization for Auto Mobile industry.

The project consists of two parts. **Part A** is the organization study. The study includes industrial profile, background of the company, its present structure and reach. Auto mobile industry as whole and other relevant aspects of the auto mobile industry. In order to carry out this study the annual reports of the company, Monthly reviews, bulletins were useful. Also the interaction with the staff members and project guide helped in understanding the functioning of company, its areas of improvement and strengths.

The **Part B** is the study of project customer satisfaction towards Mahindra & Mahindra, in initial chapters of the project was given to general concepts and fundamentals principals for project customer satisfaction towards Mahindra & Mahindra. Objectives of the study, Research Methodology. The later chapter covers various methods of customer satisfaction towards Mahindra & Mahindra marketing and its sub methods. I.E explanatory method, descriptive, experimental quantitative and qualitative.

The basic technique used for data analysis and interpretation was Questionnaire. The other theoretical concepts were used in making suggestions, the proposal goes through a step by step procedure and moves ahead by subsequent approval from the respective departments, finally the concerned authorities take its decision based on the recommendations and suggestions and the conclusion, Bibliography and approval. The study was very informative because it involved practical applications of what we have studied during the course of our education. It is also derived from the study, that auto mobile has a very strong system for customer satisfaction based on our study and certain directions.

CUSTOMER SATISFACTION

Satisfaction is the person's feelings of pleasure or disappointment resulting from comparing a product's perceived in relation to his or her expectations. In general, if performance of the products matches the expectations, the customer is said to be satisfied. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectations. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. If performance exceeds expectations, the customer is said to be highly satisfied or delighted. If the performance falls short of expectations, the customer is said to be dissatisfied.

Customer Satisfaction is the buzzword used by the business people for the success of organization in the present days. Due to the increases of heavy competition in every product –line it become difficult for the companies to retain the customers for longer time. So to retain the Customer for longer time the marketer has to do only one things i.e. customer satisfaction .If Customer is fully satisfied by the product it not only run the organization successfully but also fetch many benefits from the company. They buy addition products overtimes as the company introduce related products or improved, so customer satisfactions is gaining a lot of importance in the present day. Every company is conducting survey on customer satisfaction level on their products .To make the products up to the satisfaction level of customers.

The interest rate and easy availability of cars loans from 2 to 3 years, car manufacturing companies face cut throat competition in the fields of technology and price, So to gain the market share it is important for the institutes to satisfy its customers and to retain the reputation and its image.

Objectives of customer satisfaction

- **Improving customer loyalty**
Loyal customers are a company's most predictable source of revenue. They can also provide business referrals and positive feedback on social media.
- **Increasing customer retention rates**
Increasing customer retention rates by just 5% can boost a company's profits by 25% to 95%.
- **Increasing customer service satisfaction rates**
Customer service objectives include identifying customer queries, interacting with customers, resolving service issues, and enhancing the customer experience.
- **Increasing product advocacy**
Satisfied customers are more likely to remain loyal and stick around. They're also more likely to increase a company's bottom line.
- **Improving product usability**
Customer Effort Score (CES) measures how much effort a customer has to make in order to interact with a product or service. High effort can indicate that the customer interactions are cumbersome.

Advantages of customer satisfaction

- **Greater Customer Loyalty**

It's obvious that satisfied customers will come back and likely to spend more money, which is good for business and will become loyal customers in the future.

- **Support During Corporate Crisis**

The second major benefit of Customer Satisfaction, which is connected to revenues, is in the area of corporate crisis. Satisfied consumers want the company to survive at the time of crisis, and also they will support till the end. Customer Satisfaction is most likely the best source of insulation against the corporate crisis.

According to Sprout Social, when brands are transparent with their customers, nearly 9 in 10 people are more likely to give them second chances after bad experiences and 85% are likely to stick with them during crises.

- **Growth in Sales Revenue**

Companies that make Customer Satisfaction a priority will result in increased sales revenue. There is a direct connection between customer satisfaction and increased revenue. Satisfied consumers will not look at your competitor's offers – they would interact with your brand, make a purchase, and recommend the products and services to friends and family. According to experts at Forrester Research, a 10% improvement in company's Customer Experience score can increase revenue in some industries by as much as \$1 billion annually. The key factor is to determine which elements are essential for client satisfaction, quantifying that data, and incorporating them into your business strategies.

- **Stand Out From the Competition**

Kate Zabriskie, a renowned author, once said that “Although your consumers won't love you if you give bad services, your competitors will.” and we couldn't agree more. Bain & Company

found that businesses providing excellent customer experience generate 4% to 8% more revenue than their direct competitors.

Competition exists in every market. Your competitors wait for one wrong move. Smarter companies always plan and keep a strategy to stay ahead in the business. Some of the pointers that you can include in your strategy are identify and try to resolve the pain points of your customers, create a perfect pricing strategy for your products and services, and provide exceptional customer support by hiring a team of professionals.

- **Increases Brand Popularity**

The importance of Customer Satisfaction should never be ignored. Plan your marketing strategies and campaigns which can capture the level of customer satisfaction. The probability is high that satisfied consumers are more likely to share your content across numerous social media channels.

Research shows that 71% of consumers who've had a good social media service experience with a brand are likely to recommend it to others.

They will not only interact with your posts but also leave some wonderful and admirable comments. Later this data can be used as a source for success stories and case studies

Measuring customer satisfaction:

Organizations are increasingly interested in retaining existing customers while targeting noncustomers. Measuring customer satisfaction provides an indication of how successful the

Organization is at providing products and/or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction. It can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products.

Importance to measure customer satisfaction:

While it is critical to be in sync with the overall business objectives of the organization, it is also critical to be in tune with information requirements of users, and the value they find in services provided by the info center. In order to be perceived as integral assets to their organizations, most information professionals are concerned with expanding their activities, and serving more customers better. Building on a loyal customer or user base is the best and easiest way to grow your business. Just as companies find it costs approximately five times more to acquire new customers

than it costs to keep a customer, Info Centers will find it most cost effective to grow by building on the services now provided to loyal, committed customers. To continue earning that customer loyalty, information professionals must keep tabs on the satisfaction levels and perceptions of value held by Info Center users. Strategies to develop the new business should always be balanced by strategies to retain existing business and ensure ongoing satisfaction of existing customers. There is also a real bottom line reason for measuring customer satisfaction. Positive results from customer satisfaction studies will make a strong statement in support of continued funding for Info Center activities.

Tools for measuring Customer Satisfaction:

- **Complaint and Suggestion Systems:**

A customer-centered organization makes it easy for customers to register suggestions and Complaints. Companies also use web sites and e-mail for quick, two-way communication.

- **Customer Satisfaction Survey:**

Responsive companies measure customer satisfaction directly by conducting periodic surveys.

- **Ghost Shopping:**

Companies can hire people to pose as potential buyers to report on strong and weak points experienced in buying the company's and competitor's products. These shoppers can even test the company's sales personnel handle various situations.

- **Lost Customer Analysis:**

Companies should contact customers who have stopped buying or who have switched to another supplier to learn why this happened.

- **Focus Groups:**

Focus groups can be held on an informal or formal basis. On an informal basis, consider having a group of users meet for coffee or lunch to discuss their satisfaction with services being evaluated. On a more formal basis, a facilitator with experience in leading focus groups can work with personnel to plan questions and activities to elicit perception of value and satisfaction from participant

- **Customer Satisfaction Survey:**

Study show that although customers are dissatisfied with one out of every four purchases, less than five percent of dissatisfied customers will complain .Most customers will buy less or switch to other supplier. Complaint levels are thus not good measure of customer satisfactions. Responsive companies measure customers Satisfaction directly by conducting periodic survey. They send questionnaire or make telephonic calls to a random sample of recent customers. They also solicit buyer's views on there competitor performance .While collecting customer satisfaction data, it is also useful to ask additional questions to measure re purchase intention; this will normally be high if his customer satisfaction is high. It is also useful to measure likely hood or willingness to recommend the company and brand to others. A high positive word-of-mouth score indicates that the company is producing high customer satisfaction. Customer satisfaction helps company in knowing the wants, needs and expectation of customers. It also helps to collect feedback about products. This will assist company in new product development

1.1 Background of the study

The study titled as “**customer satisfaction towards Mahindra and Mahindra**” delves into the crucial relationship between Customer satisfaction practices and the motivation levels of employees within the specific context of Mahindra and Mahindra. Customer satisfaction plays a vital role in organizational success, directly influencing productivity, job satisfaction, and overall performance. Customer satisfaction is a systematic process of evaluating and assessing employees' job-related behaviors and outcomes, holds significant potential to affect their motivation positively or negatively. Within the unique environment of Mahindra and Mahindra, understanding how customer satisfaction methods are implemented and perceived by employees is of paramount importance. The Auto mobile sector, characterized by high competition, regulatory demands, and customer expectations, necessitates a motivated workforce for sustained growth and customer satisfaction. By investigating the impact of customer satisfaction on employee motivation in Mahindra and Mahindra, this study aims to uncover insights into the specific practices, challenges, and outcomes related to customer satisfaction within this organization. By exploring the employee perspectives, attitudes, and experiences regarding the customer satisfaction system at Mahindra and Mahindra will provide valuable data. Additionally, analyzing the effectiveness of existing customer satisfaction methods, identifying areas of improvement, and assessing the alignment between employee expectations and organizational practices can contribute to enhancing the overall work environment and employee motivation within the organization.

1.2 industry profile

AUTOMOTIVE INDUSTRY

The automotive industry is a wide range of companies and organizations involved in the design ,development, manufacturing, marketing, and selling of motor vehicles. It is one of the world's most important economic sectors by revenue. The automotive industry does not include industries dedicated to the maintenance of automobiles following delivery to the end-user, such as automobile repair shops and motor fuel filling stations.

The term *automotive* was created from Greek *autos* (self), and Latin *motivus* (of motion) to represent any form of self-powered vehicle. This term was proposed by SAE member Elmer Sperry.

History Of Automotive Industry:

Several important milestones have helped to shape the modern automobile industry. When you examine the historical context of the auto industry, it's easy to see that this major force of the U.S. economy has weathered many ups and downs over the years. Recent events like the auto industry slowdown, globalization of vehicle manufacturing, and car companies filing for bankruptcy are only a few of the many challenges faced by the auto industry in the twentieth and twenty-first centuries.

Before 1900: The Auto Industry Begins

Prior to 1900, the automobile was really a novelty item, not yet a major force that represented an industry. While many developments contributed to the birth of the modern automobile, most automotive history buffs and the Library Of Congress credit German inventor Karl Benz with creating the first modern automobile. The three-wheeled "Motor wagon," first created by Benz in 1886, became the first production automobile. Benz made several improvements in the Motor wagon, which eventually featured four wheels, a fuel tank, and rear brakes.

1900s: Cars Are Marketed to the Average Family

During the first few years of the twentieth century, automobiles had a fairly limited audience. Because they were expensive and time consuming to produce, most cars were too costly for the general public. However, Colorado State University reports that between 1904 and 1908, 241 different firms began producing cars aimed at the American consumer. In 1908, Ford Motor Company created the Model T, the first car aggressively marketed to the average family. By widening the sales base for the automobile, Ford did a great deal to create an industry for cars and car products.

1910s: The Assembly Line Lowers Car Prices

The Model T, which was originally built individually, was the first car to be mass-produced on the assembly line. When Henry Ford invented the assembly line in 1913, he was able to make the Model T even more affordable and accessible. By 1918, Bryant University reports that half of American car consumers owned Model Ts. Meanwhile, William C. Durant established General Motors in 1908, combining Buick, Oakland, and Oldsmobile. Later, he added Cadillac and Chevrolet. The Dodge brothers, both bicycle builders, created the four-cylinder Dodge Model 30 in 1914.

1920s: The Automobile Takes Off



The roaring 20s were a time of great growth for the auto industry, as more and more consumers bought their first car. The Chrysler Corporation was started in 1925, and many other small car companies began during this decade. By 1929, the year of the stock market crash that began the Great Depression, car companies were producing and selling 5.3 million vehicles a year according to the University Of Michigan.

1930s: Sales Slow During the Depression

The Great Depression hit the car industry hard, according to the GM Heritage Center. Many automotive historians estimate that up to half of all car companies failed during the 1930s. At the start of the Great Depression, car companies were mostly small and specialized. By the end of the decade, they had been consolidated into larger, stronger corporations. There was less specialization, but the "Big Three" emerged as an important force. The Great Depression was also an important time for organized labor. Auto companies were laying off workers, and there were increased demands on the workers who remained employed. Amid these tensions, organizers created the United Auto Workers Union (UAW) in 1935. The union would play a major role in the auto industry from that time onward.

1940s: Auto Industry Changes During World War II



World War II helped the American economy emerge from the Great Depression, and prompted growth in the auto industry. According to 1940's.org, the government shut down all the major car factories in 1942 and converted existing stock for use by the armed services. Consumers could buy cars, which were heavily rationed, if they could demonstrate significant need. During the period when new vehicle production was frozen, many companies began to create vehicles for the armed forces, leading to great technological advancements.

1950s: Freeways Mean More Cars for Americans

After the end of World War II, Americans began a great love affair with the automobile. The freeway network, first begun in the 1920s, grew dramatically during the 1950s. Cars were a permanent part of the American way of life. According to PBS, the 1950s saw cars with innovative new technologies and rocket-inspired designs. The American public was buying more cars than ever before.

1960s: Carmakers Focus on Safety

In the 1960s, the auto industry focused on making safer vehicles that could meet the needs of the modern consumer according to Bryant University. In 1964, Studebaker-Packard was the first company to introduce seat belts as standard equipment on all of its vehicles. In addition to safety, car buyers of this era expected vehicles to be powerful and spacious, and fuel economy was not a major concern.

1970s: Oil Crisis Forces Temporarily Improved Fuel Economy

In the 1970s, a major oil crisis forced automakers to create vehicles that were more fuel-efficient. According to CNBC, 20 percent of gas stations in 1974 had no gas to sell to consumers. This focus on gas mileage wouldn't last long, however. When the oil embargo ended, carmakers returned to producing fast, powerful vehicles.

1980s and Beyond: Car Production Goes Global



After the 1980s, the most significant impact of the growth of the global auto industry was the influence of globalization. The high demand for vehicles, combined with the low cost of skilled workers in countries like China and India, led to a situation where manufacturers in those countries could produce cars at a fraction of the cost of unionized U.S. manufacturers. Automakers could then export those less expensive vehicles to developed countries across the

world. According to a 2009 Duke University Report on the auto industry, in 1975, 80 percent of global auto production came out of seven countries. By 2005, 80 percent of global production came from 11 countries, representing a widening of the playing field and a significant growth in global competition.

Recent Auto Industry History

During the first few years of the new millennium, car companies catered to consumers who expected powerful vehicles. The sport utility vehicle (SUV) was king, and it was easy for consumers to obtain credit to purchase one of these expensive automobiles. However, in 2008, a major economic downturn prompted banks to tighten financing requirements. Fewer people could afford to buy an expensive vehicle. At the same time, fuel became more expensive. In the summer of 2008, record fuel prices caused many consumers to sell their large vehicles and buy smaller, more efficient cars. Hybrids and gas-sipping compacts now ruled the road. As the recession lifted, this focus on fuel efficiency and practicality remained. This trend is expected to affect the auto industry in years to come.

Adjusting to the Consumer's Needs

Throughout history, the automobile industry has shown a remarkable ability to adjust to the changing times. Although manufacturers have come and gone over the last century, the industry has focused on creating cars that meet the needs of the consumer

Economy

Around the world, there were about 806 million cars and light trucks on the road in 2007, consuming over 980 billion litres (980,000,000 m³) of gasoline and diesel fuel yearly. The automobile is a primary mode of transportation for many developed economies. The Detroit branch of Boston Consulting Group predicts that, by 2014, one-third of world demand will be in the four BRIC markets (Brazil, Russia, India and China). Meanwhile, in the developed countries, the automotive industry has slowed down .It is also expected that this trend will continue, especially as the younger generations of people (in highly urbanized countries) no longer want to own a car anymore, and prefer other modes of transport .Other potentially powerful automotive markets are Iran and Indonesia. Emerging auto markets already buy more cars than established markets. According to a J.D. Power study, emerging markets accounted for 51 percent of the global light-vehicle sales in 2010. The study, performed in 2010 expected this trend to accelerate

Global production of Motor vehicles

(cars and commercial vehicles)

Year	PRODUCTION	CHANGE
2005	66,719,519	4.2 %
2006	69,222,975	4.1 %
2007	73,266,061	5.8 %
2008	70,729,696	-3.5 %
2009	61,762,324	-12.4 %
2010	77,583,519	25.6 %
2011	79,880,920	3.2 %
2012	84,236,171	5.5 %
2013	87,595,998	4.0 %
2014	89,776,465	2.5 %
2015	90,780,583	1.1 %
2016	94,976,569	4.6 %
2017	97,302,534	2.36 %
2018	95,634,593	-1.1 %
2019	91,786,861	-5.2 %
2020	77,621,582	-16 %
2021	80,145,988	3 %
2022	85,015,728	6 %

OICA defines these entries as follows:

- *Passenger cars* are motor vehicles with at least four wheels, used for the transport of passengers, and comprising no more than eight seats in addition to the driver's seat.
- *Light commercial vehicles (LCV)* are motor vehicles with at least four wheels, used for the carriage of goods. Mass given in tons (metric tons) is used as a limit between light commercial vehicles and heavy trucks. This limit depends on national and professional definitions and varies between 3.5 and 7 tons. Minibuses, derived from light commercial vehicles, are used for the transport of passengers, comprising more than eight seats in addition to the driver's seat and having a maximum mass between 3.5 and 7 tons.
- *Heavy trucks (HCV)* are vehicles intended for the carriage of goods. Maximum authorized mass is over the limit (ranging from 3.5 to 7 tons) of light commercial vehicles. They include tractor vehicles designed for towing semi-trailers. *Buses and coaches* are used for the transport of passengers, comprising more than eight seats in addition to the driver's seat, and having a maximum mass over the limit (ranging from 3.5 to 7 tones) of light commercial vehicles.

AUTOMOTIVE INDUSTRY IN INDIA

The **automotive industry in India** is one of the largest in the world with an annual production of 23.37 million vehicles in FY 2014-15, following a growth of 8.68 per cent over the last year. The automobile industry accounts for 7.1 per cent of the country's gross domestic product (GDP). The Two Wheelers segment, with 81 per cent market share, is the leader of the Indian Automobile market, owing to a growing middle class and a young population. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector. The overall Passenger Vehicle (PV) segment has 13 per cent market share. India is also a prominent auto exporter and has strong export growth expectations for the near future. In 2014-15, automobile exports grew by 15 per cent over the last year. In addition, several initiatives by the Government of India and the major automobile players in the Indian market are expected to make India a leader in the Two Wheeler (2W) and Four Wheeler (4W) market in the world by 2020.

Market Size

The industry produced a total 14.25 million vehicles including PVs, commercial vehicles (CVs), three wheelers (3W) and 2W in April–October 2015, as against 13.83 in April–October 2014, registering a marginal growth of 3.07 per cent, year-to-year. The sales of PVs grew by 8.51 per cent in April–October 2015 over the same period in the previous year. The overall CVs segment registered a growth of 8.02 per cent in April–October 2015 as compared to same period last year. Medium & Heavy Commercial Vehicles (M&HCVs) registered very strong growth of 32.3 per cent while sales of Light Commercial Vehicles (LCVs) declined by 5.24 per cent during April–October 2015, year-to-year. In April–October 2015, overall automobile exports grew by 5.78 per cent. PVs, CVs, 3Ws and 2Ws registered growth of 6.34 per cent, 17.95 per cent, 18.59percent and 3.22 per cent, respectively, in April–October 2015 over April–October 2014.

Investments

In order to keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry has attracted foreign direct investment (FDI) worth US\$13.48 billion during the period April 2000 to June 2015, according to data released by Department of Industrial Policy and Promotion (DIPP).

Some of the major investments and developments in the automobile sector in India are as follows:

- Global auto maker Ford plans to manufacture in India two families of engines by 2017, a 2.2 liter diesel engine code-named Panther, and a 1.2 liter petrol engine code-named Dragon, which are expected to power 270,000 Ford vehicles globally.
- The world's largest air bag suppliers Autoliv Inc, Takata Corp, TRW Automotive Inc and Toyoda Gosei Co are setting up plants and increasing capacity in India.
- General Motors plans to invest US\$1 billion in India by 2020, mainly to increase the capacity at the Talegaon plant in Maharashtra from 130,000 units a year to 220,000 by 2025.
- US-based car maker Chrysler has planned to invest Rs 3,500 crore (US\$525 million) in Maharashtra, to manufacture Jeep Grand Cherokee model.
- Mercedes Benz has decided to manufacture the GLA entry SUV in India. The company has doubled its India assembly capacity to 20,000 units per annum.
- Germany-based luxury car maker Bayerische Motoren Werke AG's (BMW) local unit has announced to procure components from seven India-based auto parts makers.
- Mahindra Two Wheelers Limited (MTWL) acquired 51 per cent shares in France-based Peugeot Motorcycles (PMTM).

HISTORY OF MAHINDRA & MAHINDRA LTD.

Mahindra & Mahindra was founded as a steel trading company on 2 October 1945 in Ludhiana as Mahindra & Mohammed by brothers Kailash Chandra Mahindra and Jagdish Chandra Mahindra along with Malik Ghulam Muhammad Anand Mahindra the present Chairman of Mahindra Group, is the grandson of Jagdish Chandra Mahindra. In 1948, the company changed its name to Mahindra & Mahindra

Mahindra & Mahindra Limited (M&M) is an Indian multinational automotive manufacturing corporation headquartered in Mumbai. It was established in 1945 as Mahindra & Mohammed and later renamed as Mahindra & Mahindra. Part of the Mahindra Group, M&M is one of the largest vehicle manufacturers by production in India. Its unit Mahindra Tractors is the largest manufacturer of tractors in the world by volume. It was ranked 17th on a list of top companies in India by Fortune India 500 in 2018. Its major competitors in the Indian market include MARUTI Suzuki and TATA Motors

Beginnings with Jeep

They eventually saw a business opportunity in expanding into manufacturing and selling larger MUVs and started assembling under license of the Willys Jeep in India. Soon, M&M was established as the Jeep manufacturer in India, later commenced manufacturing light commercial vehicles (LCVs) and agricultural tractors. Jeep was bought by American Motors Corporation in 1970; Jeeps continued to be built by Mahindra under license from AMC, and in turn under Chrysler after Chrysler bought AMC in 1987.

Acquisitions

In 1999, Mahindra purchased 100% of Gujarat Tractors from the Government of Gujarat and in 2017 Mahindra renamed it as Gromax Agri Equipment Limited, as part of new brand strategy and the models continue to be sold as Trakstar

In 2007, M&M acquired Punjab Tractor Limited (PTL) making it the world's largest tractor manufacturer. Subsequent to this take-over, the former PTL was merged into M&M and transformed as Swaraj division of Mahindra & Mahindra in the year 2009.

Over the past few years, the company has taken interest in new industries and in foreign markets. In 2008, they entered the two-wheeler industry by taking over Kinetic Motors in India.

In 2010, M&M took a 55% stake in the REVA Electric Car Company and in 2016, they renamed it Mahindra Electric Mobility Ltd after taking 100% ownership.

In 2011 Mahindra acquired a majority stake of South Korea's SsangYong Motor, turning it into a subsidiary. In December 2020, after Mahindra stopped funding it, SsangYong entered into receivership, *de facto* no longer being a Mahindra subsidiary from that point on,¹ and *de jure* after November 2022, when a KG Group led consortium completed the acquisition procedures for a controlling stake, moving SsangYong out of receivership.

In October 2014, Mahindra acquired a 51% controlling stake in Peugeot Moto cycles and a 100% controlling stake in October 2019. In May 2015, Mahindra acquired a 33.33% stake in Japanese tractor manufacturer Mitsubishi Agricultural Machinery (MAM), a subsidiary of Mitsubishi Heavy Industries.

In December 2015, Mahindra and its affiliate Tech Mahindra through a special purpose vehicle (SPV), agreed to buy a 76.06% stake in Italian car designer Pininfarina, for €25.3 million (around Rs.186.7 crore).

In March 2016, Mahindra acquired 35% of Finland-based Sampo Rosenlew, entering the combine harvester business, subsequently increasing its stake in the company to 49.04% in December 2019.

In January 2017, Mahindra and Mahindra Ltd acquired a 75.1 equity stake in Hisarlar Makina Sanayi ve Ticaret Anonym Şirketi (Hisarlar), a farm equipment company, marking its entry into Turkey and in September 2017 acquired another Turkish tractor and foundry business Erkunt Traktor Sanayii AS for ₹800 crore.

In January 2018, Mahindra announced its foray into the sprayers business through the acquisition of a 26% equity stake in M.I.T.R.A. Agro Equipments Pvt Ltd, a Maharashtra-based AgTech company (MITRA). In March 2020, Mahindra further increased its stake in the company to 39%.

In February 2018, Mahindra acquired a minority stake of 22.9% percent in Carnot Technologies. Carnot Technologies owns and operates smart car firm Car Sense.

In May 2018, Mahindra signed a share subscription agreement to acquire up to 10% share capital of Canada's IT firm Reason Aerospace Corporation. Reason has developed a system that captures and interprets images to give farmers information about the state of their fields and crops.¹ In June 2019, Mahindra purchased an 11.25% stake in Switzerland-based agro technology firm Gamaya. The acquisition enabled Mahindra to further develop and deploy next-generation farming capabilities such as precision agriculture and digital farming technologies¹

Licensed production & joint ventures

In November 2017, Mahindra signed a memorandum of understanding (MOU) agreement with Belgium-based Dewulf, a supplier of a full line of potato and root crop machinery. Under the agreement, Mahindra will manufacture and market potato planting equipment in India, for which the co-branded planter is developed.

In April 2020, Mahindra and Renault ended its joint venture which operated from 2005 onwards, with Mahindra buying out Renault's stake. Renault continues to license and supply key components such as engines and transmissions to Mahindra & Mahindra.

Mahindra & Mahindra (M&M) and Ford Motor Company (Ford) first formed a joint venture to manufacture Ford cars in India, Mahindra Ford India. The JV manufactured its cars including the Ford Escort, at Nashik factory of Mahindra. In 2003, Ford increased its stake in the company to 72% and renamed it Ford India.

In October 2019, Mahindra entered into a joint venture with Ford by establishing Ford India in which Mahindra & Mahindra acquired a controlling 51% stake. In January 2021, Mahindra ended its collaboration with Ford owing to global economic and business conditions caused by the pandemic.

Organizational Structure



- Mahindra and Mahindra is a large Indian multinational conglomerate that operates in various industries, including automotive, farm equipment, information technology, hospitality, and more. The company has a diversified business portfolio. The organizational structure typically includes the following key components:
- **Board of Directors:** The highest level of leadership in the organization, responsible for making strategic decisions and overseeing the company's overall performance.
- **Managing Director/CEO:** The top executive responsible for the day-to-day operations and implementation of the company's strategic objectives.
- **Business Sectors/Divisions:** Mahindra and Mahindra operates in different sectors, each of which may have its own division or business unit. Some of the major sectors include:
 - Automotive
 - Farm Equipment
 - Information Technology
 - Hospitality
 - Financial Services
- **Functional Departments:** Within each sector or division, there are various functional departments responsible for specific functions such as finance, marketing, human resources, research and development, and more.
- **Regional or Geographic Units:** Mahindra and Mahindra operates globally, and the organizational structure may include regional or geographic units to manage operations in different parts of the world.
- **Subsidiaries and Affiliated Companies:** Mahindra and Mahindra owns and operates several subsidiaries and affiliated companies in different industries. The organizational structure may include these entities as part of its overall business operations.
- **Joint Ventures and Alliances:** In some cases, Mahindra and Mahindra may engage in joint ventures or strategic alliances with other companies. The organizational structure may reflect the relationships and collaborations with these partners.

COMPANY PROFILE :



INFRASTRUCTURE FACILITIES

➤ HEAD OFFICE

- Himalayan motors has its office at Srinagar and Sangrama Baramulla
- The four storied building has several facilities for its employees and others customers .The building houses the office of general manager ,sales manager and other important personnel of the organization.
- There is a cafeteria which serves the employees and customers with quality coffee and food
- There is a parking facility also available
- The organization has two branches
- The branches are fully computerized with latest technology

PRODUCTS OF THE COMPANY

- MAHINDRA XUV 700
- MAHINDRA THAR
- MAHINDRA XUV 300
- MAHINDRA BOLERO NEO
- MAHINDRA MARAZOO
- MAHINDRA BOLERO
- MAHINDRA SCORPIO-N
- MAHINDRA XUV 400 EV
- MAHINDRA SCORPIO CLASSIC

Discontinued models

- Mahindra Armada (1993-2001)
- Mahindra Voyager (1997-2002)

- Mahindra Major(2004-2009)
- Mahindra Xylo (2009-2019)
- Mahindra Maxximo(2010-2015)
- Mahindra XUV500 (2011-2021)
- Mahindra Quanto(2012-2016)
- Mahindra NuvoSport (2016-2020)
- Mahindra Verito Vibe(2013-2019)
- Mahindra e2o (2013-2016)
- Mahindra TUV 300 (2015-2020) Replacement of TUV 300 comes as Bolero Neo.
- Mahindra KUV100 (2016-2022)
- Mahindra Alturas G4 (2018-2022)

VISION AND MISSION

Vision

- We don't have a group wide mission statement .our core purpose is what makes all of us to get up and come to work in the morning
- Indians are second to none in the world .The founders of our nation and of our country passionately believed this .we will prove them right by believing in ourselves and by making M&M Ltd known worldwide for the quality of its products and services .

Mission

- we challenge conventional thinking and innovatively use our resources to drive positive change in the lives of our stakeholders and communities across the world ,to enable them to rise .this purpose is why we exist ,come to work everyday and strive continuously in delivering our promise
- To make Mahindra and Mahindra limited known world –wide for its quality of its product and services

Awards and recognitions

- Bombay Chamber Good Corporate Citizen Award for 2006–07.
- Business world FICCI-SEDF Corporate Social Responsibility Award 2007.
- The Brand Trust Report ranked M&M as India's 10th Most Trusted Brand in its India Study 2014 survey (from 20,000 brands analyzed).
- The Farm Equipment division received the Deming Prize in 2003.
- The Farm Equipment division received the Japan Quality Medal in 2007.
- The US based Reputation Institute ranked M&M amongst the top Ten Indian companies in its 'Global 200: The World's Best Corporate Reputations' list for 2008.
- Blue bytes News rated M&M as India's second Most Reputed Car Company (reported in their study titled Reputation Benchmark Study) conducted for the Auto (Cars) Sector in 2012.
- Mahindra won top Corporate Governance and CSR awards at Asia money Awards 2016.
- Mahindra was named 'Manufacturing Innovator of the Year' by TIME India Awards in 2017.
- The company became the first Carbon Neutral plant facility in 2018.
- In 2018, seven automotive plants of Mahindra & Mahindra (M&M) bagged the prestigious Japan Institute of Plant Maintenance (JIPM) award.
- Mahindra was named India's Best Brand by Inter brand in 2019.
- Mahindra & Mahindra was among 2000 largest companies of the world in the Forbes 2000 list.
- The company was 23rd on Fortune's global 'Change The World' list 2019.
- Mahindra Automotive was recognized as 'One of the Most Trusted Brands of India 2021' by Team Marksmen and CNBC TV18.

OTHER BUSINESSES OF MAHINDRA AND MAHINDRA Ltd

Mahindra Group is an Indian multinational conglomerate, headquartered in Mumbai. The group has operations in over 100 countries, with a presence in aerospace agribusiness, aftermarket automotive components, construction equipment Defense , energy , farm equipment, finance and insurance, industrial equipment, information, technology, leisure and hospitality logistics , real estate, retail and education .The group's flagship company Mahindra & Mahindra has market leadership in utility vehicles¹ as well as tractors in India.

- Mahindra & Mahindra Limited
- Mahindra Finance
- Tech Mahindra
- Mahindra Electric Mobility Limited
- Mahindra Logistics Limited
- Mahindra Life space Developers Limited
- Mahindra Aerospace
- Mahindra Holiday and Resorts India limited
- Club Mahindra

COMPETITOR'S INFORMATION

Mahindra is known for its commercial vehicles, tractors, two wheelers and even construction equipment. **In 2018, the company was ranked 17th in the top companies list in India by Fortune India 500.** This company was started by K.C Mahindra after he was inspired by a jeep invented by Barney Roos, which he saw during a trip to America as Chairman of the India Supply Mission. The main competitors of Mahindra and Mahindra in India are:

- Tata Motors
- Maruti Suzuki
- Toyota
- Royal Enfield

MAHINDRA AND MAHINDRA LOGO:



The new logo, which was revealed online, has two peaks to imitate the alphabet M resembling Mahindra and Mahindra and it will emphasize the brand's statement 'explore the impossible,' the ability to take new challenges. The new logo also represents the evolution of Mahindra Automotive, which has been carried forward by its SUVs lineup at the forefront, hence the new logo will only be present on the SUV

Staff Hierarchy

Mr. Anand Mahindra

Chairman, Mahindra Group

Dr. Anish Shah

MD & CEO, Mahindra Group

Mr. Rajesh Jejurikar

ED & CEO, Auto & Farm Sectors

Mr. Vikram Singh Mehta

Lead Independent Director

Mr. CP Gurnani

MD & CEO, Tech Mahindra

Mr. TN Manoharan

Independent Director

Mr. Haigreve Khaitan

Independent Director

Dr. Vishakha N Desai

Independent Director

Mr. Vijay Kumar Sharma

Nominee Director

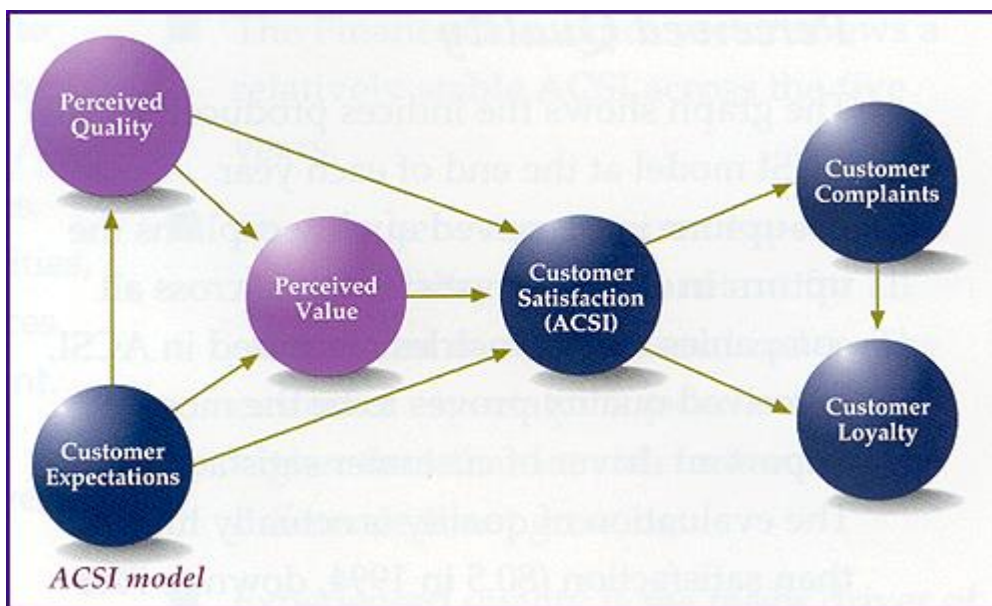
Ms. Nisaba Godrej

Independent Director

ACSI MODEL OF CUSTOMER SATISFACTION

Conceptual Model

The Customer Satisfaction Model is a set of causal equations that link perceived quality, perceived value and customer expectations to customer satisfaction. The customer satisfaction model is linked, in turn, to its consequences in terms of customer complaints and customer loyalty. This model is based on the American Customer Satisfaction Index (ACSI), which is one of the best-in-breed solutions for customer satisfaction measurement that is tied directly to financial performance. The American Customer Satisfaction Index (ACSI) is the leading national indicator of customer satisfaction with goods and services in the U.S. economy. The ACSI was developed by the University of Michigan's Stephen M. Ross School of Business. The dependent variable in this conceptual model is customer satisfaction, while the independent variables are perceived quality, perceived value and customer expectations. Customer complaints and customer loyalty are the results (consequences) of this conceptual framework (Angelova & Zekiri, 2011).



The American Customer Satisfaction Index (ACSI) is a widely recognized model for measuring customer satisfaction in the United States. The ACSI model is designed to provide a systematic and comprehensive assessment of customer satisfaction with products and services offered by various companies and industries. It was developed by the American Customer Satisfaction Index in partnership with the University of Michigan's Ross School of Business and is often used by businesses, government agencies, and researchers to evaluate and compare customer satisfaction across different sectors.

The ACSI model is based on the following key components and principles:

Customer Expectations: Customers come into a purchase or interaction with certain expectations about a product or service. The ACSI model acknowledges that customer satisfaction is influenced by how well these expectations are met or exceeded.

Perceived Quality: Perceived quality refers to the customer's perception of the overall quality of a product or service. This perception is shaped by factors such as product performance, durability, reliability, and service quality.

Perceived Value: Customers assess whether the price they pay for a product or service is commensurate with the perceived quality. A higher perceived value generally leads to higher customer satisfaction.

Customer Complaints and Problem Resolution: How companies handle customer complaints and problems also plays a significant role in customer satisfaction. A prompt and effective resolution of issues can enhance customer satisfaction, while unresolved problems can lead to dissatisfaction.

Customer Loyalty: Customer satisfaction often leads to increased loyalty. Satisfied customers are more likely to remain loyal to a brand, make repeat purchases, and recommend the product or service to others.

ACSI Score: The ACSI model quantifies customer satisfaction using a numerical score ranging from 0 to 100. This score is calculated based on customer responses to standardized surveys and is used to compare and benchmark customer satisfaction across companies and industries.

Benchmarks: A key feature of the ACSI is its ability to provide benchmarks for different industries, allowing companies to compare their performance with competitors and identify areas for improvement.

The ACSI model is used to conduct extensive customer satisfaction surveys across various industries, and the results are published regularly, providing valuable insights into customer sentiment and helping organizations identify areas where they can enhance customer satisfaction and loyalty.

It's important to note that the ACSI model primarily focuses on customer satisfaction in the United States, and other countries may have their own models and indices for measuring customer satisfaction.

1.3 NEED FOR THE STUDY

This study is needed to find out the customer satisfaction towards the product and services of Mahindra & Mahindra and its importance to customer as well as to Mahindra

The study of this topic will help to get the knowledge of product and services of Mahindra & Mahindra and also measure the satisfaction level of customer from that products and services

As the study contains the 360 degree information regarding Mahindra & Mahindra and also a comparative analysis from the other organization ,hence the study will lead to new way to tackle the problems and SWOT of Mahindra & Mahindra in respect of products and services

1.3 Significance of the study

Studying customer satisfaction at Mahindra and Mahindra is crucial for maintaining a successful and sustainable business. It not only helps in retaining and attracting customers but also contributes to brand building, competitive advantage, and overall business improvement.

Some of the importance of this study ;

- Business Success and Growth
- Brand Reputation
- Competitive Advantage
- Customer Loyalty
- Reduced Customer Churn
- Employee Morale and Performance
- Risk Mitigation
- strategic Decision Making

1.4 LITERATURE REVIEW

INTRODUCTION :

The chapter highlights and discusses the theories underpinning the study. It also discuss factors affecting customer satisfaction . In addition it evaluates what scholars and researchers have written about effects of customer satisfaction in organization.

The study was supported by Expectancy-Disconfirmation Theory and Disconfirmation Paradigm

EXPECTANCY DISCONFIRMATION THEORY :

Expectancy-Disconfirmation Theory (EDT) is a psychological theory that explains how individuals form and modify their expectations about a product, service, or experience, and how satisfaction or dissatisfaction arises from the comparison between these expectations and the actual performance or outcome. The theory was initially developed to understand and explain consumer satisfaction with products and services, but its principles can be applied to various domains.

Here are the key components of Expectancy-Disconfirmation Theory:

Expectancy: Individuals form expectations based on prior experiences, marketing messages, word-of-mouth, or any other information available to them. These expectations can be positive, negative, or neutral.

Performance: This refers to the actual performance or outcome of a product, service, or experience. It can be objectively measured or subjectively perceived by the individual.

Disconfirmation: Disconfirmation occurs when there is a comparison between the individual's expectations and the actual performance. The result of this comparison can be either positive or negative.

Positive Disconfirmation: When the actual performance exceeds expectations, it leads to positive disconfirmation, resulting in satisfaction.

Negative Disconfirmation: When the actual performance falls short of expectations, it leads to negative disconfirmation, resulting in dissatisfaction.

Satisfaction/Dissatisfaction: The individual's overall satisfaction or dissatisfaction is determined by the direction and magnitude of the disconfirmation. If the performance matches or exceeds expectations, satisfaction is likely to occur. Conversely, if the performance is below expectations, dissatisfaction is likely.

Cognitive and Emotional Responses: Expectancy-Disconfirmation Theory suggests that the disconfirmation process involves both cognitive and emotional responses. Cognitive responses involve rational thinking and evaluation, while emotional responses involve feelings and affect.

Post-Purchase Behavior: The theory has implications for post-purchase behavior, including repeat purchase intentions, brand loyalty, and positive or negative word-of-mouth communication. Overall, Expectancy-Disconfirmation Theory provides a framework for understanding how individuals evaluate and respond to their experiences. It has been widely used in marketing and consumer behavior research to analyze and predict consumer satisfaction and behavior.

THE DISCONFIRMATION PARADIGM :

The disconfirmation paradigm is a concept often used in the context of psychological and consumer behavior research. It is closely associated with the theory of cognitive dissonance, which was developed by Leon Festinger in 1957. The disconfirmation paradigm specifically refers to a model used to explain how individuals react when their expectations or beliefs are disconfirmed by new information or experiences.

Here's a breakdown of the key components of the disconfirmation paradigm:

Expectation Formation: Before individuals engage in a particular experience or purchase a product, they often form expectations about what will happen or what they will gain from the experience.

Actual Experience: Individuals then undergo the experience or use the product.

Disconfirmation: After the experience, individuals compare their actual experience with their initial expectations. Disconfirmation occurs when there is a significant difference between what was expected and what actually transpired.

Cognitive Dissonance: When disconfirmation happens, it can create a state of cognitive dissonance, which is the psychological discomfort resulting from holding conflicting beliefs or attitudes. In the context of the disconfirmation paradigm, the conflict arises between the expectation and the actual experience.

Adaptation: Individuals may respond to the disconfirmation by adjusting their beliefs, attitudes, or perceptions to reduce the discomfort of cognitive dissonance. This adaptation process can involve changing one's beliefs, seeking out new information to support the original beliefs, or altering perceptions of the experience.

The disconfirmation paradigm is often used to study various aspects of consumer behavior, such as customer satisfaction and post-purchase behavior. Understanding how individuals react to disconfirmation can be valuable for businesses and marketers in managing customer expectations, improving product or service quality, and fostering positive relationships with consumers.

FACTORS AFFECTING CUSTOMER SATISFACTION

Customer satisfaction is influenced by various factors, and businesses must pay attention to these elements to ensure a positive customer experience. Here are some key factors that can affect customer satisfaction:

➤ **Product or Service Quality:**

The primary factor influencing customer satisfaction is the quality of the product or service. If the offering meets or exceeds customer expectations, satisfaction is likely to be high.

➤ **Customer Service:**

Effective and responsive customer service is crucial. Customers value timely and helpful assistance when they have questions, concerns, or issues with a product or service.

➤ **Price:**

The perceived value of a product or service in relation to its cost affects customer satisfaction. Customers generally expect a fair balance between what they pay and what they receive.

➤ **Communication:**

Clear and transparent communication builds trust. Keeping customers informed about products, services, and any changes can contribute to a positive experience.

➤ **Ease of Use:**

Whether it's a physical product or a digital service, ease of use plays a significant role in customer satisfaction. Intuitive design and user-friendly interfaces enhance the overall experience.

➤ **Brand Reputation:**

The reputation of a brand can influence customer satisfaction. Positive reviews, word-of-mouth recommendations, and a strong brand image contribute to customer confidence.

➤ **Delivery and Logistics:**

For businesses involved in product delivery, the efficiency and reliability of shipping and logistics impact customer satisfaction. Timely delivery and accurate order fulfillment are critical.

➤ **Customer Feedback and Reviews:**

Paying attention to customer feedback and reviews allows businesses to understand their strengths and weaknesses. It also shows customers that their opinions are valued.

➤ **Personalization** :Tailoring products, services, or interactions to individual customer preferences can enhance satisfaction. Personalized experiences make customers feel valued.

➤ **Post-Purchase Support:**

Providing support and assistance after the sale is essential. This includes addressing any issues, offering additional resources, or providing information that enhances the customer's experience.

➤ **Accessibility:**

Customers appreciate easy access to information, whether it's through various communication channels, user-friendly websites, or readily available customer support.

➤ **Corporate Social Responsibility (CSR):**

Some customers prioritize companies that demonstrate a commitment to social and environmental responsibility. A company's values and ethical practices can impact customer satisfaction.

➤ **Emotional Connection:**

Building an emotional connection with customers can lead to long-lasting relationships. Positive emotions associated with a brand or product contribute to overall satisfaction.

Understanding and addressing these factors can help businesses create a positive customer experience, leading to increased satisfaction, loyalty, and positive word-of-mouth. Regularly assessing and adapting strategies based on customer feedback is key to maintaining high levels of satisfaction.

RESEARCH METHODOLOGY

A research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate actions. The research process provides a systematic, planned approach to the research project and ensures that all aspects of the research project are consistent with each other.

Research studies evolve through a series of steps, each representing the answer to a key question.

RESEARCH GAP

A research gap refers to an unexplored or insufficiently studied area within a particular field of research. It represents a topic or question that hasn't been adequately addressed by existing research. Identifying research gaps is a crucial step in planning new studies or research projects, as it helps researchers focus on areas where there is a need for further investigation.

Identifying research gaps for a study on the "customer satisfaction towards Mahindra & Mahindra" would require a comprehensive literature review. However, some potential research gaps are:

1. **Limited Focus on Mahindra & Mahindra:** Existing research on this topic primarily focuses on other organizations, there may be a research gap in understanding how customer satisfaction specifically affects employees' motivation at Mahindra & Mahindra.
2. **Long-Term Effects:** Most studies concentrate on short-term effects of customer satisfaction. Exploring how customer satisfaction impacts employee motivation over the long term, including retention rates and career development, could be a valuable addition.

RESEARCH DESIGN

I propose to first conduct an intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

This stage shall help me to restrict and select only the important question and issue, which inhabit growth and segmentation in the industry.

The various tasks that I have undertaken in the research design process are:

- Defining the information need
- Design the exploratory, descriptive and causal research.

RESEARCH PROCESS

The research process has four distinct yet interrelated steps for research analysis it has a logical and hierarchical ordering:

- Determination of information research problem.
- Development of appropriate research design.
- Execution of research design.
- Communication of results.
- Each step is viewed as a separate process that includes a combination of task, step and specific procedure. The steps undertake are logical, objective, systematic, reliable, valid, impersonal and ongoing.

EXPLORATORY RESEARCH

The method I used for exploratory research was

- Primary Data
- Secondary data

PRIMARY DATA

New data gathered to help solve the problem at hand. As compared to secondary data which is previously gathered data. An example is information gathered by a questionnaire. Qualitative or quantitative data that are newly collected in the course of research, Consists of original information that comes from people and includes information gathered from surveys, focus groups, independent observations and test results. Data gathered by the researcher in the act of conducting research.

This is contrasted to secondary data, which entails the use of data gathered by someone other than the researcher information that is obtained directly from first-hand sources by means of surveys, observation or experimentation.

Primary data is basically collected by getting questionnaire filled by the respondents.

SECONDARY DATA

Information that already exists somewhere, having been collected for another purpose. Sources include census reports, trade publications, and subscription services. There are two types of secondary data: internal and external secondary data. Information compiled inside or outside the organization for some purpose other than the current investigation. Researching information, which has already been published? Market information compiled for purposes other than the current research effort; it can be internal data, such as existing sales-tracking information, or it can be research conducted by someone else, such as a market research company or the U.S. government.

Secondary source of data used consists of books and websites

My proposal is to first conduct an intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

DESCRIPTIVE RESEARCH

STEPS in the descriptive research:

Statement of the problem

- Identification of information needed to solve the problem
- Selection or development of instruments for gathering the information
- Identification of target population and determination of sampling Plan.
- Design of procedure for information collection
- Collection of information
- Analysis of information
- Generalizations and/or predictions

DATA COLLECTION

Data collection took place with the help of filling of questionnaires. The questionnaire method has come to the more widely used and economical means of data collection. The common factor in all varieties of the questionnaire method is its reliance on verbal responses to questions, written or oral. I found it essential to make sure the questionnaire was easy to read and understand to all spectrums of people in the sample. It was also important as researcher to respect the samples time and energy hence the questionnaire was designed in such a way, that its administration would not exceed 2-3 minutes. These questionnaires were personally administered. The first hand information was collected by making the people fill the questionnaires. The primary data was collected by directly interacting with the people. The respondents were contacted at shopping Places, Offices, places that were showrooms and near to showrooms of the consumer durable products etc.

The data was collected by interacting with 40 customer respondents who filled the questionnaires and gave me the required necessary information. The respondents consisted of students, businessmen, professionals, Employees etc. The required information was collected by directly interacting with these respondents.

Determination of sample plan and sample size

TARGET POPULATION

It is a description of the characteristics of that group of people from whom a course is intended, also called the audience, the audience to be served by our project includes key demographic information (i.e.; age, sex etc.). The Target population will be either all or a subset of potential users, such as adolescents, women, rural residents, or the residents of a particular geographic area.

A population to be reached through some action or intervention may refer to groups with specific demographic or geographic characteristics. The group of people you are trying to reach with a particular strategy or activity is the target population, a specific resource set that is the object or target of investigation. . I have selected the sample through Simple random Sampling.

SAMPLE SIZE:

This involves figuring out how many samples one need.

The numbers of samples you need are affected by the following factors:

- Project goals
- How you plan to analyze your data
- How variable your data are or are likely to be
- How precisely you want to measure change or trend
- The number of years over which you want to detect a trend
- How many times a year you will sample each point
- How much money and manpower you have

I have targeted 40 customer in the age group above 21 years for the purpose of the research. The target population influences the sample size. The target population represents the Kashmir region .The people were from different professional backgrounds.

ERRORS IN THE STUDY

➤ **Interviewer error**

There is interviewer bias in the questionnaire method. Open-ended questions can be biased by the interviewer's views or probing, as interviewers are guiding the respondent while the questionnaire is being filled out. The attitudes the interviewer reveals to the respondent during the interview can greatly affect their level of interest and willingness to answer openly. As interviewers, probing and clarifications maximize respondent understanding and yield complete answers, these advantages are offset by the problems of prestige seeking, social desirability and courtesy biases.

➤ **Questionnaire error**

The questionnaire designing has to be careful so that only required data is concisely revealed and there is no redundant data generated. The questions have to be worded carefully so that the questions are not loaded and does not lead to a bias in the respondents mind.

➤ **Respondent error**

The respondents selected to be interviewed were not always available and willing to cooperate, also in most cases the respondents were found not having the knowledge, opinion, attitudes or facts required additionally uninformed response errors and response styles also led to survey error.

➤ **Sampling error**

We have taken the sample size of 40 customer and 15 employees, which cannot determine the buying behavior of the total population. The sample has been drawn from only Gurgaon (NCR) Region.

Research Design

Research design is a conceptual structure within which research was conducted. A research design is the detailed blueprint used to guide a research study towards its objective. It is a series of advanced decision taken together comprising a master plan or a model for conducting the research in consonance with the research objectives. Research design is needed because it facilitates the smooth sailing of the various research operations, thereby making research as efficient as possible yielding maximum information with the minimum effort, time and money. Here are some common research designs:

- **Experimental Design:** This is a research design in which the researcher manipulates one or more independent variables to observe their effect on a dependent variable. This design typically involves randomly assigning participants to experimental and

control groups.

- **Quasi-Experimental Design** :This is a research design that does not involve random assignment of participants to groups, but instead relies on preexisting groups (e.g., different departments within an organization). This design can be useful when random assignment is not feasible or ethical.
- **Survey Design**: This research design involves the use of questionnaires or surveys to collect data from a large number of participants. Surveys can be conducted in various ways, such as face-to-face interviews, telephone interviews, or online surveys.
- **Case Study Design**: This is a research design that involves an in-depth investigation of a specific individual, group, or organization. Case studies can be useful for exploring complex phenomena or for generating hypotheses.
- **Observational Design**: This research design involves the observation of participants in either a natural setting. Observational studies can be structured or unstructured and can be conducted with or without the participants' knowledge.
- **Correlational Design**: This research design involves the collection of data on two or more variables to determine the relationship between them. Correlational studies do not establish cause-and-effect relationships, but they can provide valuable information about associations between variables.
- These are just a few examples of research designs. The choice of research design will depend on the research questions, the type of data that will be collected, and the resources available.

Scope and the Limitation of the study

- The scope of study is limited to the respondents selected from in and around Kashmir.
- The project is carried out for the period of 8 weeks only.
- Measurement of customer satisfaction is complex subject, which uses non-objective method, which is not reliable.
- The sample unit was only 40 respondents.

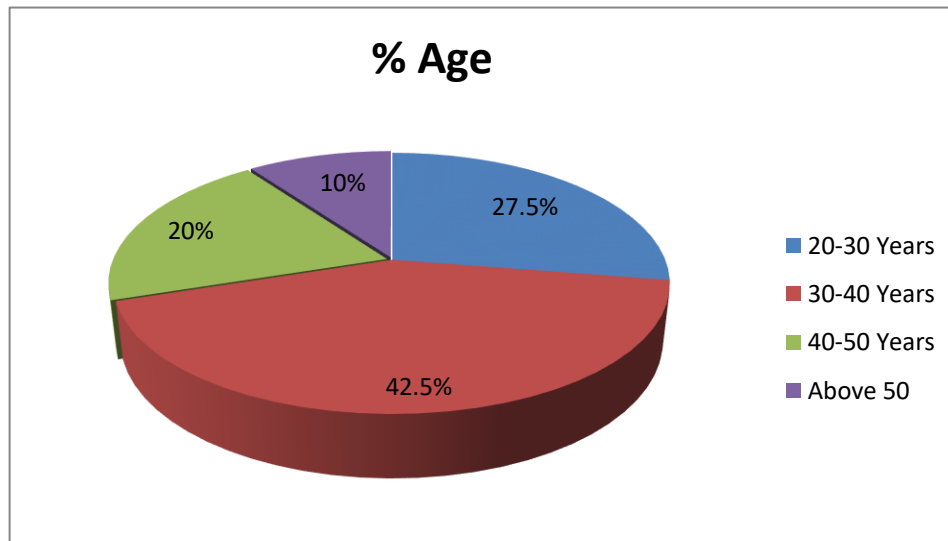
2.2 Objectives of the study

- To gather information about customer satisfaction toward Mahindra and Mahindra motors in the geographic region of Kashmir
- To know the customer perception about features ,low maintenance cost and looks of Mahindra and Mahindra motors
- To know the customer satisfaction about the safety and comfort vehicles of Mahindra and Mahindra motors
- To provide suggestions in improving the customer satisfaction and company sales and profitability

3.1 Data Analysis and interpretation

Table No. 1: Age group

Age Group	No of people	Percentage
20 to 30	11	27.5%
30 to 40	17	42.5
40 to 50	8	20
Above 50	4	10



Interpretation:-

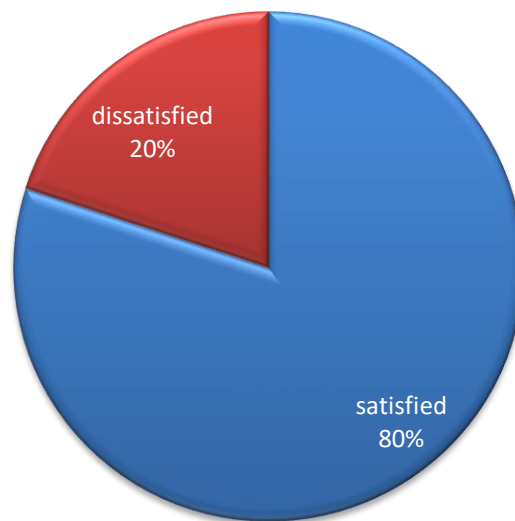
From the above table, it shows that the people of age 20-40 are more interested in M&M Car as they like the style and dashing look of their vehicle, it showed that out of 40 respondents 28 respondents fall in the age group of 20-40 who are having

Mahindra Car followed by 40-50 age group comprising of 20% of respondents and at last 10% respondents from Above 50 age group.

Table No. 2: Satisfaction towards Mahindra & Mahindra

Response	No. of Respondents
Yes	32
No	08
MAYBE	0

Satisfied	Dissatisfied
80%	20%



Interpretation 1:

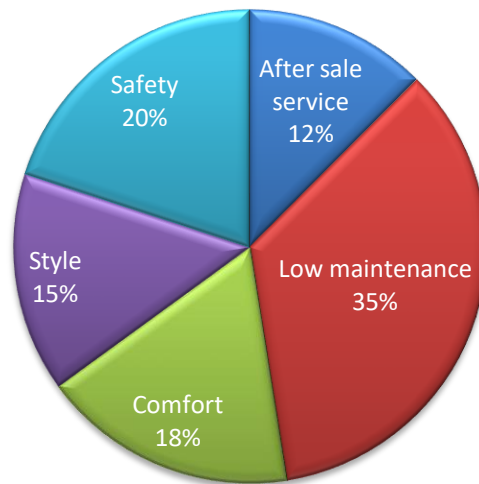
The sample drawn on probability basis shows that 80% of the customers were satisfied with M&M and only 20% were not satisfied.

Observation:

Most of the respondents approached were satisfied with M&M

Table No. 3: Factors affecting customer satisfaction towards Mahindra & Mahindra .

<u>Factor</u>	<u>No. of Respondent</u>	<u>Percentage</u>
Low maintenance	14	35 %
Comfort	07	18 %
Style	06	15 %
Safety	08	20 %
After Sale Service	05	12 %



Interpretation 3:

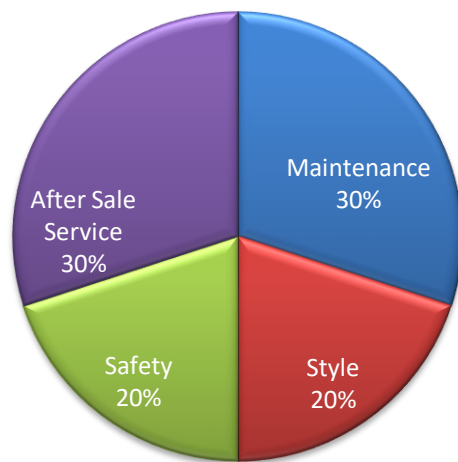
The sample drawn on the probability basis clearly shows that 35% (14 respondents) are of the opinion that low maintenance is the satisfaction factor of M&M and 20% (8 respondents) of them who view Safety as a vital factor for customer satisfaction, followed by Comfort which corresponds to 18% (7 respondents), Style with 15% (6 respondents) and only 12 % (5 respondents) of them view After Sale Service of M&M as satisfaction factor.

Observation:

Majority of the respondent are of the idea that low maintenance is the top most feature contributing to customer satisfaction followed by Safety, comfort, style and After Sale Service. As such, M&M should focus on the aspects, which will enhance the customer satisfaction and thus the market share.

Table No. 4: Factors responsible for customer dissatisfaction towards M&M.

<u>Factor</u>	<u>No. of Respondent</u>	<u>Percentage</u>
Maintenance	09	30 %
Style	06	20 %
Safety	06	20 %
After Sale Service	09	30 %



Interpretation 4:

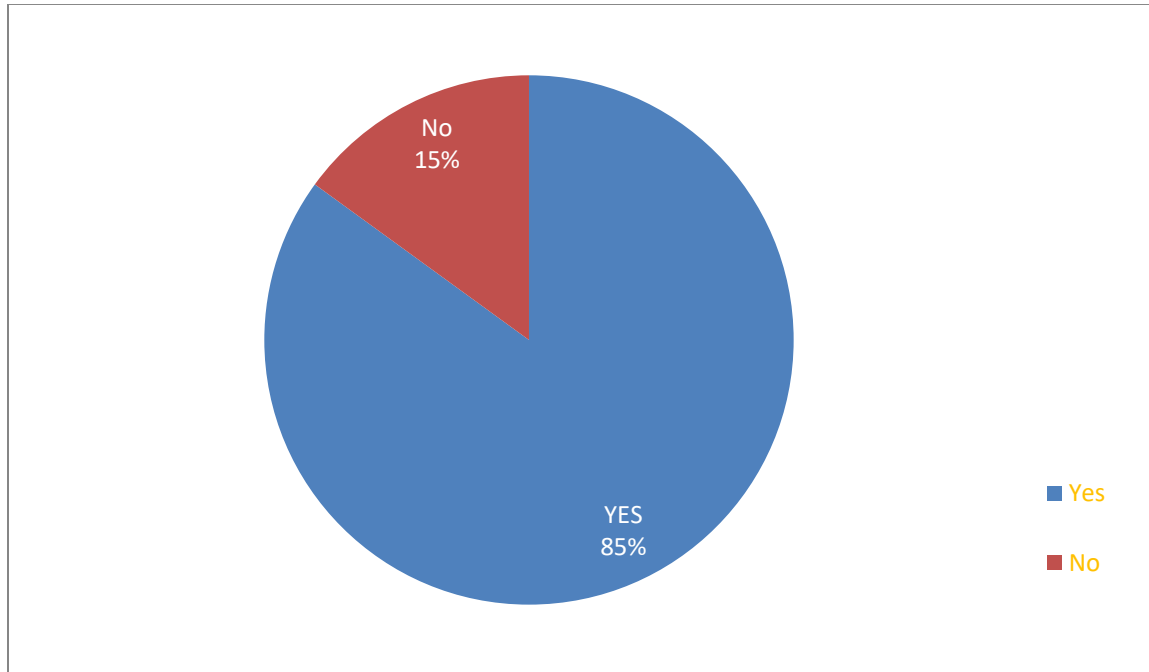
The sample drawn on the probability basis clearly shows that 30% (09 respondents) are of the opinion that high cost maintenance is the dissatisfaction factor of M&M and 30% (09 respondents) of them view low After Sale Service as a vital factor for customer dissatisfaction, followed by Safety which corresponds to 20% (06 respondents) and Style with 15% (6 respondents) .

Observation:

Majority of the respondents are of the idea that high maintenance is the top most feature contributing to customer dissatisfaction followed by low After Sale Service, Safety, style .As such, M&M should focus on the aspects, which will enhance the customer satisfaction and thus the market share.

Table No. 5: Was Car received on Delivery Time.

<u>Response</u>	<u>No. of Respondents</u>	<u>Percentage</u>
Yes	34	85 %
No	06	15 %



Interpretation 5:

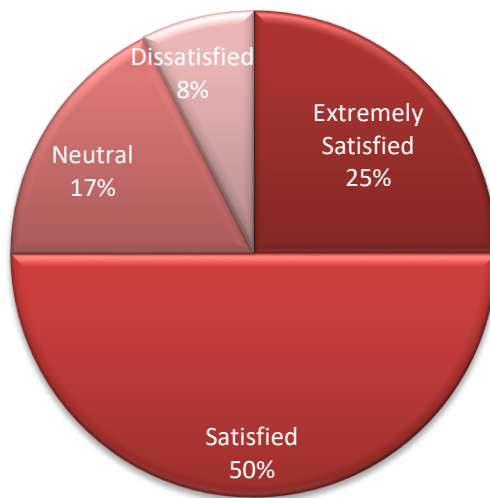
Out of 40 Respondents, 85% respondents approached said they received the Car on their Delivery date. 15% gave Negative Response that Delivery was delayed.

Observation:

Majority of the respondents are satisfied with the Delivery on time of M&M Car so the company should maintain this schedule or plan and also should work to reduce the negative responses as 15% are not satisfied with Delivery time

Table No. 6: Customer opinions towards fuel consumption.

<u>Response</u>	<u>No. of Respondent</u>	<u>Percentage</u>
Extremely Satisfied	10	50 %
Satisfied	20	25 %
Neutral	7	17 %
Dissatisfied	3	08 %



Interpretation 6:

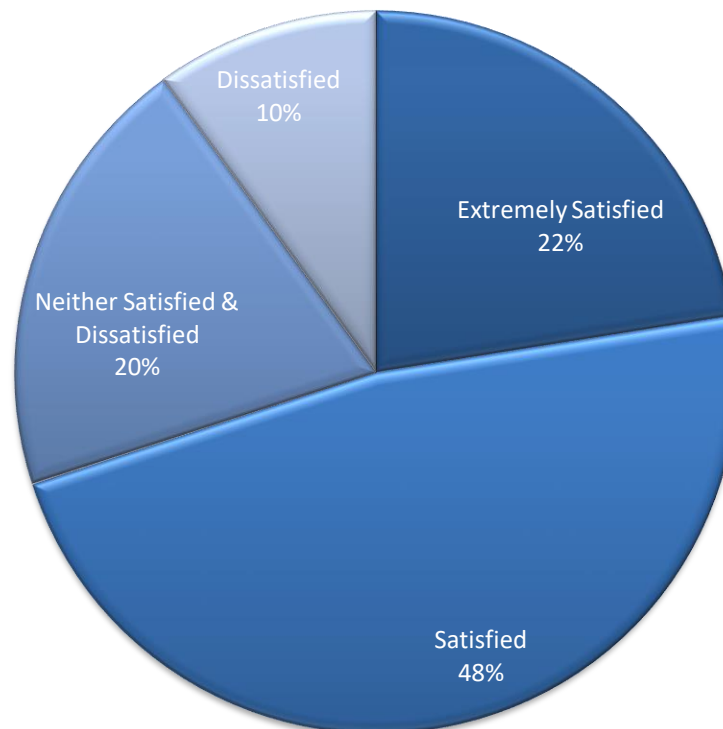
50% of the respondents approached were satisfied with the fuel consumption of the M&M. Followed by 25% was extremely satisfied, 17% are neutral and rest of the 8% is more dissatisfied with fuel consumption of M&M

Observation:

As majority of the respondents are satisfied with the fuel consumption of M&M, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.

Table No. 7: Customer opinions toward Safety and Comfort.

Response	No. of Respondent	Percentage
Extremely Satisfied	9	22 %
Satisfied	19	48 %
Neither Satisfied & Dissatisfied	8	20 %
Dissatisfied	4	10 %

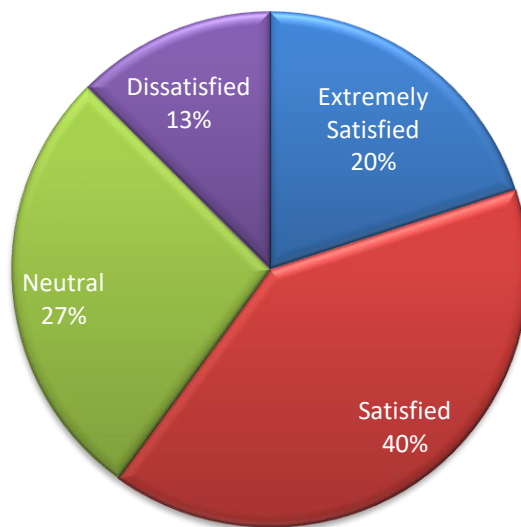


Interpretation 7: 48% of the respondents approached were satisfied with the safety and comfort feature of the M&M. Followed by 22% was extremely satisfied, 20% are neutral and rest of the 10% was dissatisfied with safety and comfort feature of M&M.

Observation: As majority of the respondents are satisfied with the safety and comfort feature of M&M, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumers who are dissatisfied with Safety & Comfort feature Of M&M

Table No. 8: Customer opinions towards Design.

Factor	No. of Respondent	Percentage
Extremely Satisfied	8	20 %
Satisfied	16	40 %
Neutral	11	27 %
Dissatisfied	5	13 %



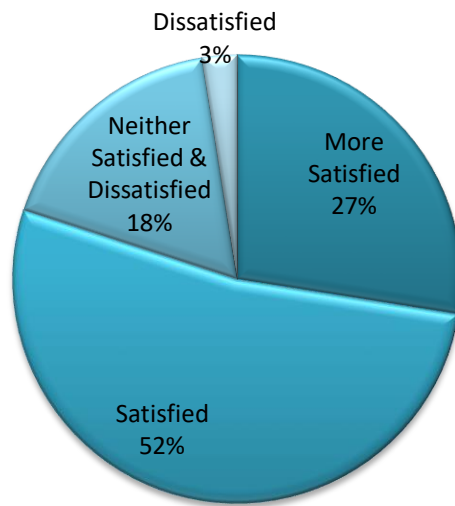
Interpretation 8:

40% of the respondents approached were satisfied with the Design of the M&M. 20% were more satisfied, 27% of them neutral and 13% are dissatisfied with the design of the M&M.

Observation: As majority of the respondents are satisfied with the design of M&M, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion

Table No. 9: Customer opinions toward space availability in M&M.

Factor	No. of Respondent	Percentage
More Satisfied	11	27 %
Satisfied	21	52 %
Neither Satisfied & Dissatisfied	07	18 %
Dissatisfied	01	03 %



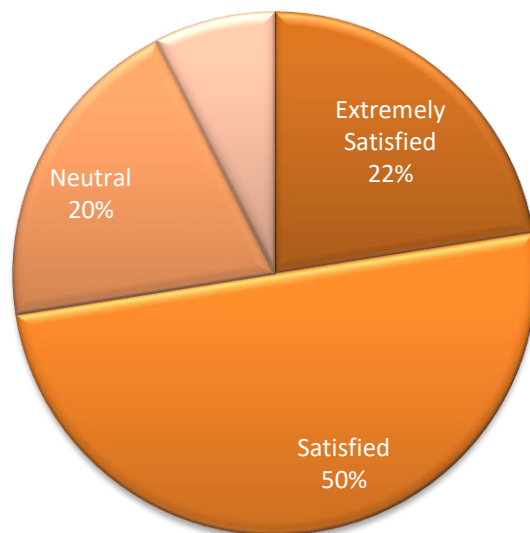
Interpretation 9:

The sample drawn on the probability basis shows that out of 100% of respondents 52% of the respondents approached were satisfied with the space availability of the M&M. 27% were more satisfied, 18% of neither satisfied and dissatisfied and 3% are dissatisfied with the space availability of the M&M.

Observation :As 70% of the respondents are happy with the space availability of the M&M, it can be conducted that the company has undertaken proper R&D in this aspect. The 30% of the respondents who have answered negatively may be comparing with the vehicle in the same category launched very recently.

Table No. 10: Customer satisfactions towards Maintenance of M&M.

Factor	No. of Respondent	Percentage
Extremely Satisfied	9	22 %
Satisfied	20	50 %
Neutral	8	20 %
Dissatisfied	3	08 %



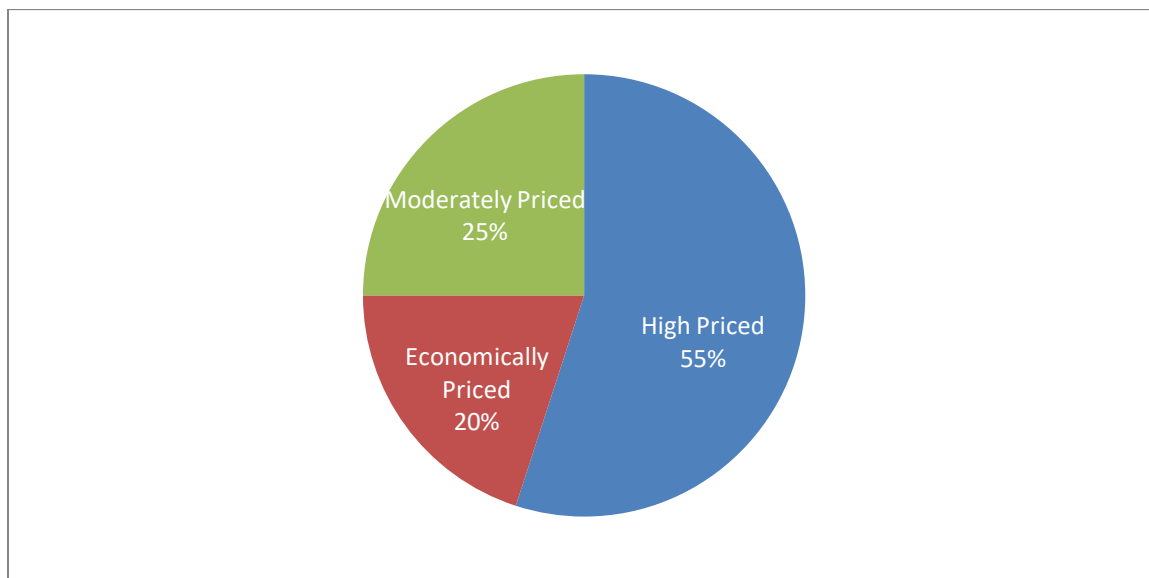
Interpretation 10:

The sample drawn on the probability basis shows that out of 100% of respondents 50% of the respondents approached were satisfied with the maintenance of the M&M, 22% were extremely satisfied, 20% neutral and 8% are dissatisfied with the maintenance.

Observation: Though majority of the customers are satisfied that the maintenance cost of M&M is less, around 20% are not satisfied which may be because of comparison of M&M with the newly launched competing brands coming with even lower maintenance cost

Table No. 11: Customer opinions regarding price of M&M?

Option	No. Of Respondents	Percentage
High priced	22	55 %
Economically priced	08	20 %
Moderately priced	10	25 %



Interpretation 11:

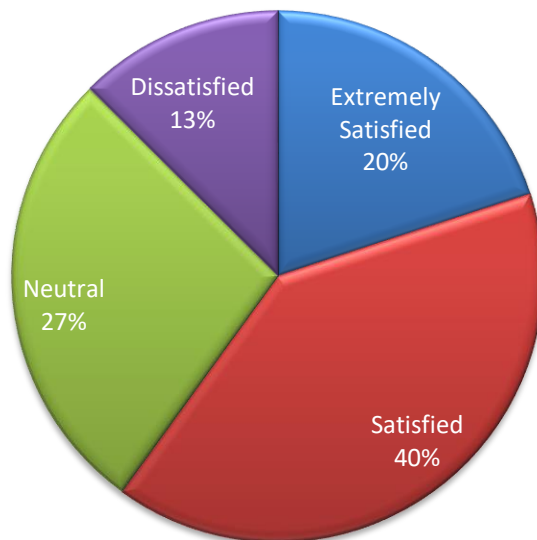
The sample drawn on the probability basis shows that out of 100% of respondents 55% (22) of the respondents responded that M&M is high priced, 20% (08) responded that M&M has Economical Price and only 25% (10) responded that it has Moderate Price.

Observation:

As majority of the Customers, 55% responded that M&M has high Price so M&M company should look into this matter so that they will not loose customers as Other competing Companies are providing Cars at less Price as comparable to M&M. Only 25% responded it as moderate priced and 20% as Economical, so M&M Company should look into this matter and should try to cut the costs if possible.

Table No. 12: Satisfaction towards Company's After Sale Service.

Factor	No. of Respondent	Percentage
Extremely Satisfied	8	20 %
Satisfied	16	40 %
Neutral	11	27 %
Dissatisfied	5	13 %



Interpretation 12:

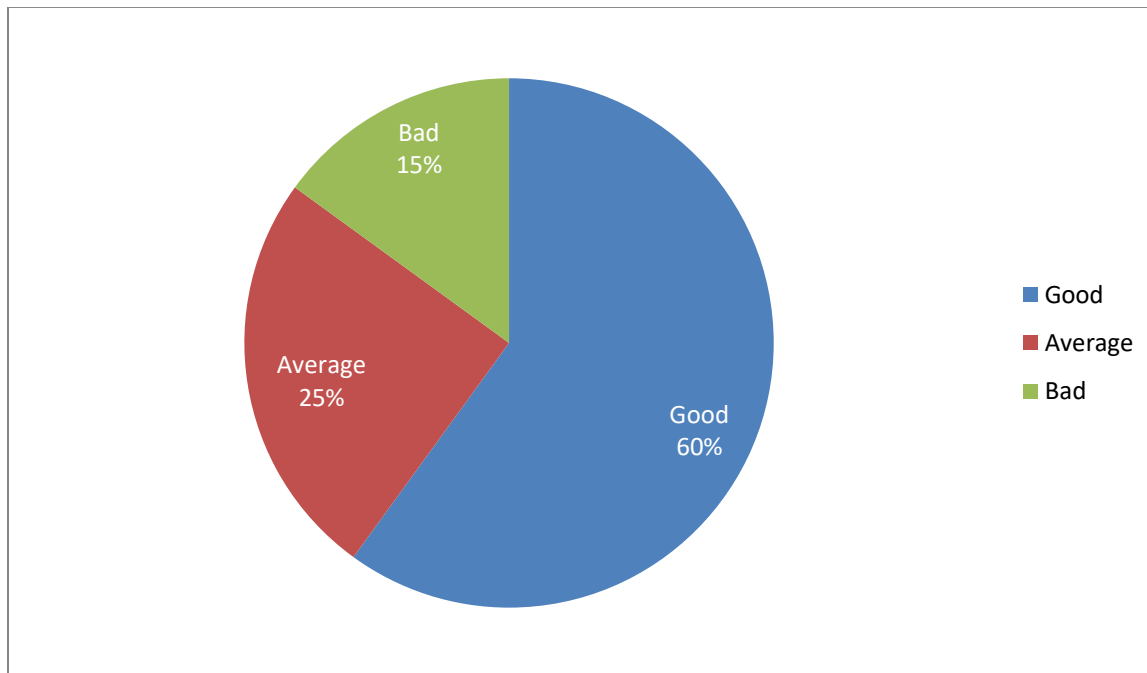
40% (16) of the respondents approached were satisfied with the After Sale Service. 20% (8) were more satisfied, 27% (11) of them neutral and 13% (5) are dissatisfied.

Observation:

As majority of the respondents are satisfied with the company's After Sale Service, the company should maintain the same standard of After Sale Service and it is suggested to come up with suitable measure to reduce the negative opinion among the consumers.

Table No. 13: Experience at Show Room.

Factor	No. of Respondents	Percentage
Good	24	60 %
Average	10	25 %
Bad	06	15 %



Interpretation 13:

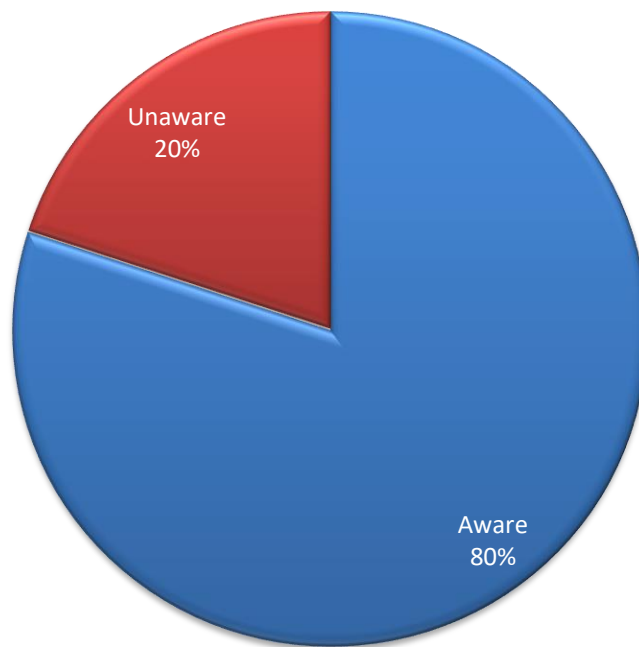
Out of 40 Respondents, 60% (24) responded that they had a Good experience at Show Room, 25% (10) responded as Average and 15% (06) had a bad experience in show room.

Observation

Most of the respondents had a good experience at Show Room but still the company needs to improve their welcoming behavior and should behave more politely and should make the customer feel at home and give the Customer every detail about the Vehicle and its policies and Schemes as the good number of respondents gave it Average rating and also some as Bad.

Table No. 14: Customer awareness about power steering.

Option	No. Of Respondents	Percentage
Aware	32	80 %
Unaware	08	20 %
Total	40	100 %



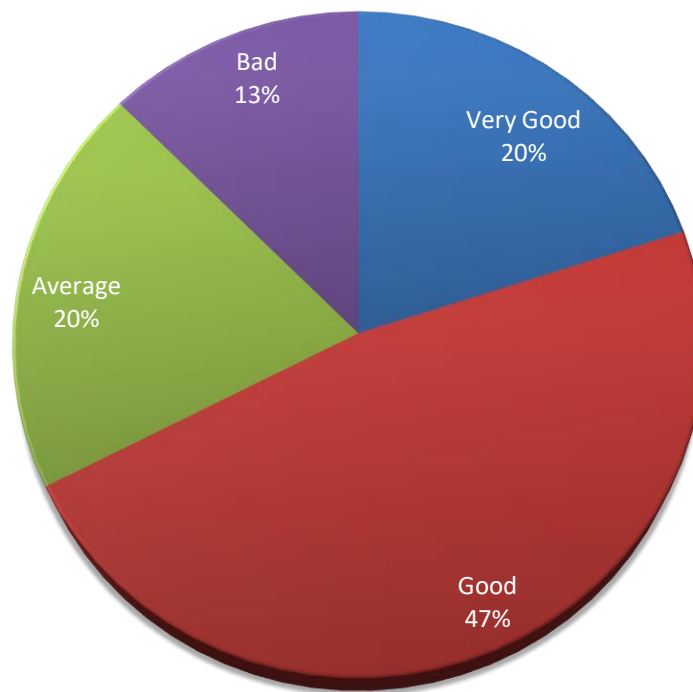
Interpretation 14:

Out of 100% of respondents, 80% of the respondents approached were aware of the power steering present in M&M and 20% were not aware of the power steering presence.

Observation :Most of the respondents approached were aware of power steering system introduced in M&M

Table No. 15: Customer perceptions about M&M.

<u>Response</u>	Very Good	Good	Average	Bad	Very Bad
<u>No. of Respondents</u>	8	19	8	5	-
<u>Percentage</u>	20%	47%	20%	13%	-



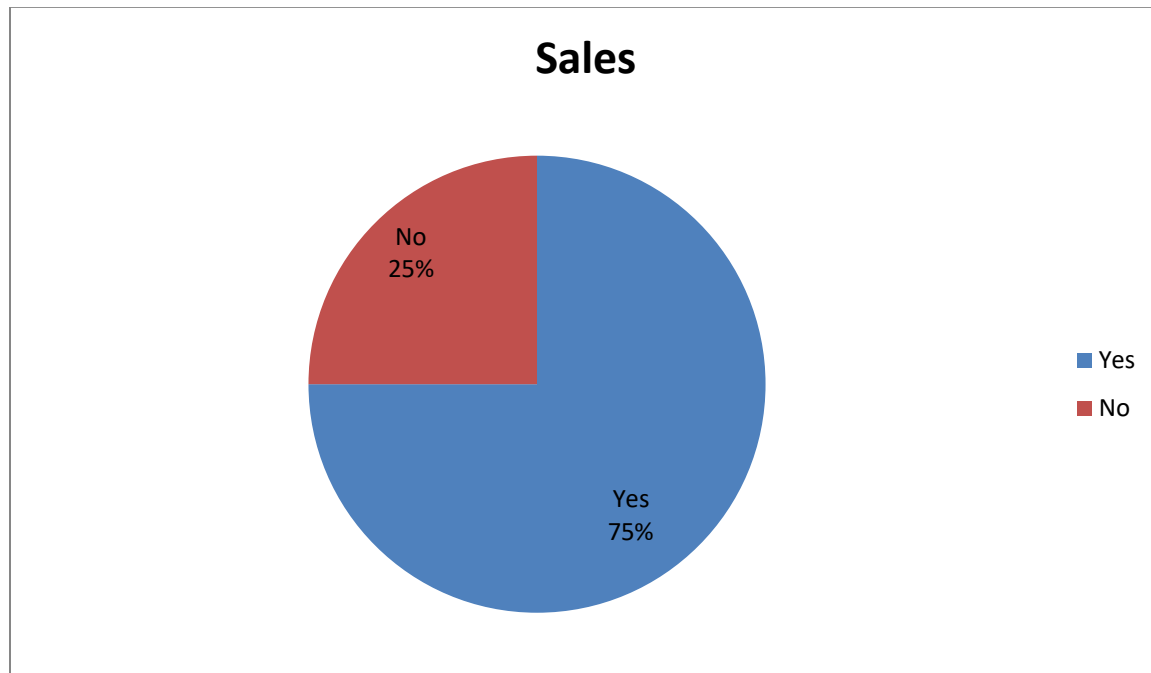
Interpretation 15:

The sample drawn on the probability basis shows that out of 100% of respondents, 47% of the respondents gave Good response to M&M. 20% gave Very Good response, 20% gave Average response and 13% gave bad response to M&M.

Observation: As 67% of the respondents are satisfied that they are happy with M&M, it shows that the customer satisfaction levels are very high. If the company identifies the pitfalls in their product and undertake remedial measure, it will lead to more good word of mouth publicity

Table No. 16: Recommendation of M&M to Others.

Options	No. of Respondents	Percentage
Yes	30	75 %
No	10	25 %



Interpretation:

Out of 40 Respondents, 75% (30) respondents responded as “Yes” and 25% (10) Responded as “No”.

Observation As majority of respondents responded as “Yes” that means they are highly satisfied with M&M car and would recommend it to others for buying and also the company should work for negative respondents so that their negative view will get converted into positive by removing the dissatisfying factors.

FINDINGS

Based on the data gathered from customers the following observations are made.

1. M&M has excellent percentage of customer satisfaction according to the data shown in table 1 of the data analysis and Interpretation topic.
2. Most of the people are satisfied with its low maintenance cost and after sales service provided by M&M.
3. Based on the fuel consumption, most of the people are satisfied with it.
4. Based on Safety and Comfort, Design, Space, Maintenance most of the people are satisfied with it.
5. Large numbers of M&M users are aware of its power steering.
6. If we took the satisfaction level of people towards M&M, it comes good.
7. Its features and style satisfy most of the people.

RECOMMENDATION

1. M&M Company has to implement good customer relationship management strategy that enhances customer satisfaction level.
2. The company should undertake improved R&D to improve the existing features and should recognize that which field will help them to increase the customer satisfaction.
3. They may promote their new launch at their own website or Social Networking sites as majority respondents prefer internet as their major information source.
4. Again the PRICE of car launched and promoted by M&M should be less, comparative to the similar cars present in market as 'list price being expensive' was major reason of switching to any other brand.
5. M&M may tie up with public sector banks for financing of car buyer. They can have some agreement with these banks that come with some attractive loan schemes for their prospective buyers.
6. M&M, already known for its customer service and quality, should focus on building its brand and reliability in India.
7. As majority of the customers give opinion that they are satisfied in the factors like , services ,Safety, Comfort and design of the product ,still the company should not only maintain the existing standards but also enhance them.
8. The Company should know its customers satisfaction level throughout by periodic surveys. Periodic surveys can treat customer satisfaction directly
9. M&M should be more committed towards environmental sustainability and social responsibility

CONCLUSION

At the end I would like to conclude that M&M has a very good market share in the state of J&K. The company is offering good services, which is reflected on the satisfaction of the customer. The study found that Majority of the customer are satisfied with the design of the vehicle. The study also revealed that The distribution and availability of the M&M vehicles in J&K state should be Improved Because of the Competing vehicles likes HYUNDAI vehicles, MARUTI Vehicles, NISSAN Vehicles, FORD vehicles etc. which have very high market share. Moreover the study highlights that M&M is very caring for customers as it takes safety and comfort factor at priority and also provides excellent post sale services as we observed it from this study.

In conclusion, customer satisfaction is a vital tool for improving employee motivation and productivity, and organizations should strive to ensure that their customer satisfaction processes are fair, objective, and transparent.

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APPENDIX

QUESTIONNAIRE

Dear Respondents ,

I **Jibran Ahmad** ,Student of MBA 4th semester, SSM College of Engineering ,Baramulla have undertaken a project titled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS MAHINDRA & MAHINDRA, Srinagar** ".Hence , i request your kind co-operation by sparing your precious time in answering the following questions and provide a valuable feedback

This questionnaire is totally regarding collection of data to analyze the customer's problems regarding Mahindra &Mahindra ,to find out which product or service offered by Mahindra & Mahindra the customers prefer the most and the satisfaction level of customer towards Mahindra &Mahindra

Name

*

Short-answer text

Phone Number

*

Short-answer text

Email

*

Short-answer text

Qualification

*

Short-answer text

Age group of the respondent

*

20 -30
30 - 40
40 -50
Above 50

II .OPINION OF THE RESPONDENT

Description (optional)

Are you satisfied with Mahindra & Mahindra?

*

Yes
No
Maybe

If “Yes” Which factor you consider is satisfyng you the most ?

*

Safety
Low mainter
Style
After sale se
Comfort

If “No” Which factor you consider is dissatisfyng you the most?

*

Safety
Maintenance
Style
After sale se

Did you receive the Car on delivery time ?

*

Yes
No

Where you offered Test Drive?

*

Yes
No

Customer opinion towards fuel consumption?

*

Extremly sati
Satisfied
Neither satis
Dissatisfied

Customer opinion towards safety and comfort ?

*

Satisfied
Neither satis
Dissatisfied
Extremly sati

Customer opinions towards design ?

*

Extremly sati
satisfied
Neither satis
dissatisfied

.Are you satisfied with space available in Mahindra vehicles?

*

Yes
No
Maybe

Are you satisfied with Maintenance cost?

*

Yes
No
Maybe

Your opinion regarding price of Mahindra car?

Highly
Medium
Low

.Are you satisfied with company's After Sale service?

*

Yes
No
Maybe

How do you feel the experience at the Showroom?

*

Satisfied
Not satisfied

customer awarness about power steering?

*

Aware
Unaware

Customer perceptions about Mahindra& Mahindra ?

*

Very good
Good
Average
Bad
Very bad

Would you recommend Mahindra & Mahindra to friends and family?

*

Yes
No
Maybe

Your suggestion to improve services of Mahindra &Mahindra?

Question type

