

**A**

**PROJECT REPORT ON  
“STUDY OF AFTER SALES SERVICES”**

**UNDERTAKEN AT  
EMPIRE MOTORS PRIVATE LIMITED.  
(NAVSARI)**



**CHEVROLET**

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**SHRIMAD RAJCHANDRA INSTITUTE OF  
MANAGEMENT AND COMPUTER  
APPLICATION**

**SHRIMAD RAJCHANDRA INSTITUTE OF  
MANAGEMENT AND COMPUTER APPLICATION.**

**COLLEGE CERTIFICATE**

This is to certify that the summer project report entitled “Study of after sales services” at Empire motors Pvt. Ltd., Navsari has been carried out by **Prafful R. Vadnere (06 MBA 60)** towards the partial fulfillment of the requirement for the degree of Master of Business Administration has been found satisfactory during academic year 2006-07.

**[Mr. Jitesh Parmar]**

**[Dr. Bankim Patel]**

**Faculty Guide**

**Director**

**Date:**

**Place: Gopal Vidyanagar.**

## **DECLARATION**

I the undersign Mr. Prafful Ravindra Vadnere declare that this summer project report entitled “**Study of after sales services at Empire motors Pvt. Ltd., Navsari**” is the result of my own work for the fulfillment of the award of degree of Master of Business Administration and has not been previously submitted to any other University or Institute for any other examination and any other purpose by any other person.

I further declare that the personal data and information received from any respondent during survey has not been shared with any one and is used for academic purpose only.

**Date:**

**Mr. Prafful R. Vadnere**  
**(06 MBA 60)**

## **ACKNOWLEDGEMENT**

Achieving anything isn't impossible but difficult without the help of other. Each and every person needs someone who can help him to move on a right track towards their goal and give them proper guideline to get successful in him/her life by achieving their goals. None other than our teacher does this from several years. They are who taught us from the very beginning how to tackle different situation. It is because of their help that I was able to do my project work.

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***Hats-off To All the Respondents!!!***

## **EXECUTIVE SUMMARY**

### **PURPOSE**

There has been dramatic modification in transportation industry people use different types of two wheelers & four wheelers for their different preferences like safety, speed, reliability, average, outlook etc. Companies are now faced with an increasing number of tactical options that must be efficiently and effectively applied to an increasing number of product variations for the other company. Companies can outperform competition only if they can go about winning customer by meeting & satisfying customer needs. So, customer's satisfaction after sales & before sales is become important for any particular four-wheeler company.

This research completely highlight on customer satisfaction in term of after sales service offered by Empire Motors Pvt. Ltd. Navsari as it is essential for every company to check practically that customers are whether satisfied or not with workshop services. Typically the underlying message of this after sales service is to suggest that using the after sales service will help to raise customer's satisfaction & also repeat sales of Empire Motors Navsari.

### **DESIGN / METHODOLOGY / APPROACH**

This is carried out using quantitative survey of 130 respondents in Navsari region. Respondent who come for service of his or her cars 2nd time every 3rd customer was contacted to fill up the questionnaire.

## **VALIDITY**

Since, probability sampling is not used the result cannot be generalized to the population of Navsari.

### **The findings of this study can be summed up as below:**

- 90 % of respondents service their vehicle at certain kms.
- 88.46 % of respondents get their vehicle by time promised for delivery.
- 63.8 % of respondent's problems resolved at first time only.
- 10.8 % of respondent say different problems develop while service vehicle.
- 70.8 % of respondents are not satisfied with Empire Motors due to expensive service charges.
- There is an association between occupation & dissatisfactions with empire motors.
- In delivery, paper work, commitment, improve ness, mechanics, commitment, over all experience, recommend, next car, brand customer are near to agree.
- In facilities and solution provide by a empire motors customer are neutral.

### **The recommendation of this study can be summed up as below:**

- Empire Motors should increase the number of incentives provide to the customer i.e. discount to overcome expensive service charges.
- Satisfied customer will continue to purchase again in the future but dissatisfied will stop purchasing from Empire Motors & are

likely to spread the word among friends. So Empire Motors must work to satisfy the customer who has not visited an Empire Motors service center after completion of free services.

- Before introducing any new facilities in after sales service Empire Motors should meet existing customers & ask for their opinions.
- Empire Motors even think about to run award programs to recognize the best performing & outstanding employees.
- Empire Motors have to think carefully on its labor charges. Price cut off will enable a huge market share & it will force the customer's to switch off to other service provider.

*Make your customer  
The center of your culture!!!*  
**PHILIP KOTLER**

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# **MARKETING MANTRA**

**..... FOR THE ECONOMY!**

***“It is no longer enough  
to satisfy customers.  
You must delight them”***

**\*Courtesy: Philip Kotler, Marketing Management  
(11<sup>th</sup> Edition) page no. 58 Pearson Education, New  
Delhi.**

# Chapter 1

## INTRODUCTION

# **CHAPTER 1: INTRODUCAATION**

## **1.1 Industry profile.**

### **AUTOMOBILE INDUSTRY**

In India there are 100 people per vehicle, while this figure is 82 in China. It is expected that Indian automobile industry will achieve mass motorization status by 2014.

### **Industry Overview**

Since the first car rolled out on the streets of Mumbai (then Bombay) in 1898, the Automobile Industry of India has come a long way. During its early stages the auto industry was overlooked by the then Government and the policies were also not favorable. The liberalization policy and various tax relief by the Govt. of India in recent years has made remarkable impacts on Indian Automobile Industry. Indian auto industry, which is currently growing at the pace of around 18 % per annum, has become a hot destination for global auto players like Volvo, General Motors and Ford.

A well-developed transportation system plays a key role in the development of an economy, and India is no exception to it. With the growth of transportation system the Automotive Industry of India is also growing at rapid speed, occupying an important place on the 'canvas' of Indian economy.

Today Indian automotive industry is fully capable of producing various kinds of vehicles and can be divided into 03 broad categories: Cars, two-wheelers and heavy vehicles.

## **Some fact of Indian automobile industry**

- The first automobile in India rolled in 1897 in Bombay.
- India is being recognized as potential emerging auto market.
- Foreign players are adding to their investments in Indian auto industry.
- Within two-wheelers, motorcycles contribute 80% of the segment size.
- Unlike the USA, the Indian passenger vehicle market is dominated by cars (79%).
- Tata Motors dominates over 60% of the Indian commercial vehicle market.
- India is the largest three-wheeler market in the world.
- India is the largest two-wheeler manufacturer in the world.
- India is the second largest tractor manufacturer in the world.
- India is the fifth largest commercial vehicle manufacturer in the world.
- The number one global motorcycle manufacturer is in India.
- India is the fourth largest car market in Asia - recently crossed the 1 million mark.

## **Miscellaneous**

Hyderabad, the Hi-Tech City, is going to come up with the first automobile mall of the country by the second half of 2008. City-based Prajay Engineers Syndicate in area of more than 35 acres would set it

up. This 'Auto polis' would have facilities for automobile financing institutions and insurance services to create a complete range of services required for both auto companies and customers. It will also have a multi-purpose convention centre for auto fairs and product launches.

### **PRODUCTION IN INDIA.**

<b>CAR PRODUCTION TREND</b>					
<b>Category</b>	<b>2001-02</b>	<b>2002-03</b>	<b>2003-04</b>	<b>2004-05</b>	<b>2005-06</b>
<b>Passenger Cars</b>	500301	557410	782562	960487	1045881
<b>Utility Vehicles</b>	105667	114479	146325	182018	196371
<b>MPVs</b>	63751	51441	60673	67371	66661
<b>Grand Total</b>	<b>669719</b>	<b>723330</b>	<b>989560</b>	<b>1209876</b>	<b>1308913</b>

### **INDIAN AUTOMOBILE INDUSTRY GROWTH**

*The passenger car and motorcycle segment in Indian auto Industry is growing by 8-9 per cent.*

#### **Facts & Figures**

India, in auto sector, is turning to be a sourcing base for the global auto majors. The passenger car and the motorcycle segment is set to grow by 8-9 per cent in coming couple of years, says the ICRA report. The industry is likely to maintain the growth momentum picked up in 2002-03.

The ICRA's analysis points on the auto sector that the passenger car market in the country was inching towards cars with higher displacements. The sports-utility-vehicle (SUV) that was getting

crowded everyday, would witness intense competition as many SUVs had been competitively priced, the report said.

Honda, Suzuki, General Motors and Hyundai, the global automakers had already launched their premium SUVs in the market to broaden their portfolio and create product excitement in the segment estimated at about 10,000 units annually.

The commercial vehicles are likely to grow at a CAGR of 5.2 per cent. Heavy commercial vehicles market would rise at 5.5 per cent and sales of light buses and trucks would achieve 4.7 per cent growth. For the tractors, the report predicts a growth at 4.6 per cent.

### **Indian Auto Market Growth for the year 2005-06**

- The domestic automobile industry sales grew 12.8 per cent at 89, 10,224 units as against 78, 97,629 units in 2004-05.

- The automotive industry crossed a landmark with total vehicle production of 10 million units.

- According to the Society of Indian Automobile Manufacturers (SIAM), car sales was 8, 82,094 units against 8, 20,179 units in 2004-05.

- The growth of domestic passenger car market was 7.5 per cent

- Car exports stood at 1, 70,193 units against 1, 60,670 units in 2004-05.

- The two-wheeler segment, the market grew by 13.6 per cent with 70, 56,317 units against 62, 09,765 units in 2004-05.

- Motorcycles had the upward march, 17.1 per cent in domestic market touching 58, 15,417 units against 49, 64,753 units in 2004-05.

- Scooter segment grew by 1.5 per cent, fall at 9, 08,159 units against 9, 22,428 units in 2004-05.

- Commercial vehicles segment grew at 10.1 per cent with 3, 50,683 units against 3, 18,430 units in 2004-05.
- Medium and heavy commercial vehicles managed a growth of 4.5 per cent against 23 per cent growth in the year ended March 31, 2005.
- Light commercial vehicles sales growth was 19.4 per cent at 1, 43,237 units against 1, 19,924 units in 2004-05.
- Three-wheelers sales rose by 17 per cent at 3, 60,187 units against 3, 07,862 units in 2004-05.

### **Auto Component Market**

The Indian auto parts industry is significantly fragmented with a large number of players having a turnover of less than US\$10 million per year. The industry directly employs about 2, 50,000 people and have an annual turnover over US\$ 56.3 billion.

- Estimated market size - US\$ 6.7 bn
- Estimated market size by 2012 - US\$ 17 bn
- Projected CAGR - 15%

### **Market Advantage**

- Fast paced urbanizations to rise from 28% to 40% by 2020.
- Upward migration of household income levels.
- Middle class expanding by 30-40 million every year.
- Growing working population.

## 1.2 Company profile

### **Chevrolet Motor Division**



**CHEVROLET**

<b>Type</b>	Division of General Motors
<b>Founded</b>	1911
<b>Headquarters</b>	 Detroit, Michigan, USA, United States
<b>Industry</b>	Automobile
<b>Products</b>	Cars and trucks
<b>Parent</b>	General Motors
<b>Slogan</b>	The Feeling is Different (World) An American Revolution (United States) Let's Go/Allons-Y (Canada) Siempre con Vos (Argentina and Uruguay) Siempre Contigo (Hispanic America) Mein großes Plus (Germany) Its a Big Plus (Europe) Conte Comigo (Brazil)
<b>Website</b>	<a href="http://www.chevrolet.com/worldwide">www.chevrolet.com/worldwide</a>

**Chevrolet** is a brand of automobile, produced by General Motors (GM). It is the top selling GM marque and the best known

brand of GM worldwide, with "Chevrolet" or "Chevy" being at times synonymous with GM.

Chevrolet offers over 20 vehicles (many of the same chassis with different body panels) and many different enhanced versions in its home market. The brand's vehicles range from subcompact cars to medium duty commercial trucks. Its number one sellers in the United States include the Silverado pickup, which is the second best-selling vehicle in the United States (after the Ford F-150) and the Impala, which is the number one selling car with a domestic nameplate in the United States

## **History**

### **North American history**

Chevrolet was co-founded by Louis Chevrolet and William C. Durant. Louis Chevrolet was a race-car driver, born on December 25, 1878, in La Chaux de Fonds, Switzerland. William Durant, founder of General Motors, had been forced out of GM in 1910 and wanted to use Louis Chevrolet's designs to rebuild his own reputation as a force in the automobile industry. As head of Buick Motor Company, prior to founding GM, Durant had hired Chevrolet to drive Buicks in promotional races.

Chevrolet first used its "bowtie" logo in 1913. This logo is said to have been designed from wallpaper Durant once saw in a French hotel. Another theory of the design of the mark is from the Swiss cross, because Louis Chevrolet was from Switzerland.

In 1915, Durant made a trip to Toronto, Ontario to determine the possibility of setting up production facilities in Canada. After meeting with "Colonel Sam" McLaughlin, whose McLaughlin Motor Car

Company manufactured the McLaughlin-Buick, it was agreed that the Chevrolet Motor Car Company of Canada, operated by McLaughlin, would be created to build Chevrolet cars in Canada. Three years later, the two Canadian companies were purchased by GM to become General Motors of Canada Ltd.

By 1916 Chevrolet was profitable enough to allow Durant to buy a majority of shares in GM. After the deal was completed in 1917, Durant was president of General Motors, and Chevrolet was merged into GM, becoming a separate division. In the 1918 model year Chevrolet introduced the Model D V-8 series 4-passenger roadster and 5 passenger touring. These cars had 288ci, 35 hp (26 kW) engines with Zenith carburetors and 3 speed transmissions.

## **India**

Chevrolet is among the newest brands in India launched by GM's Indian operations. Until June 6, 2003 (the official birthday of Chevrolet), GM India (which was originally a joint venture with Hindustan Motors) sold the Opel Corsa, Opel Astra, and the Opel Vectra. The Corsa and Astra were built at a plant in Halol, Gujarat.

Since then, Chevrolet currently sells the Chevrolet Optra, Chevrolet Aveo, Chevrolet Tavera, Chevrolet SRV , Chevrolet Spark and Chevrolet Aveo U-VA. The Chevrolet Forester, a rebadged Subaru, was imported directly from Fuji Heavy Industries in Japan until 2005. The Optra and Tavera are built at the Halol plant.

Chevrolet also is the sole Engine supplier for the Formula Rolon single seater series in India.

## **Chevrolet car in India.**

## Chevrolet

Its king like entry happened in India in 1928 with its National Series AB touring. Reliability of this car was proved by its 171 cubic inches, 24.7hp four cylinder engines.

General Motors, parent company of Chevrolet, was the first in setting up assembly plant in India. First office of Chevrolet was located at Mumbai and its assembly plant was in Sewer.

### MODELS OF CHEVROLET CARS

MODEL	TYPE
<u>Chevrolet-Aveo</u> <ul style="list-style-type: none"><li>• <u>Aveo 1.4 E</u></li><li>• <u>Aveo 1.4</u></li><li>• <u>Aveo 1.4 LS</u></li><li>• <u>Aveo 1.6 LT</u></li></ul>	<u>Mid Size Cars</u>
<u>Chevrolet Optra</u> <ul style="list-style-type: none"><li>• <u>1.6 Elite</u></li><li>• <u>1.6 LS Elite</u></li><li>• <u>1.6 LT Royale</u></li><li>• <u>1.8 LT</u></li><li>• <u>1.8 LT AT</u></li></ul>	<u>Premium</u>
<u>Chevrolet Tavera</u> <ul style="list-style-type: none"><li>• <u>Tavera B1</u></li><li>• <u>Tavera B2</u></li></ul>	<u>SUV</u>

<p><u>Chevrolet Tavera Neo</u></p> <ul style="list-style-type: none"> <li>• <u>Neo LS-B3</u></li> <li>• <u>Neo SS-D1</u></li> </ul>	<p><u>SUV</u></p>
<p><u>Chevrolet Aveo U-va</u></p> <ul style="list-style-type: none"> <li>• <u>Aveo U-VA 1.2</u></li> <li>• <u>Aveo U-VA 1.2 LS</u></li> <li>• <u>Aveo U-VA 1.2 LT</u></li> </ul>	<p><u>Mid Size Cars</u></p>
<p><u>Chevrolet Spark</u></p> <ul style="list-style-type: none"> <li>• <u>Spark 1.0 E</u></li> <li>• <u>Spark 1.0</u></li> <li>• <u>Spark 1.0 LS</u></li> <li>• <u>Spark 1.0 LT</u></li> </ul>	<p><u>Mid Size Cars</u></p>
<p><u>Chevrolet Optra Magnum</u></p> <ul style="list-style-type: none"> <li>• <u>Chevrolet Optra Magnum 2.0 MAX TCDi</u></li> <li>• <u>Chevrolet Optra Magnum 2.0 LS TCDi</u></li> <li>• <u>Chevrolet Optra Magnum 2.0 LT TCDi</u></li> </ul>	<p><u>Premium</u></p>
<p><u>Chevrolet SRV</u></p> <ul style="list-style-type: none"> <li>• <u>Chevrolet SRV 1.6</u></li> <li>• <u>Chevrolet SRV 1.6 with Option Pack</u></li> </ul>	<p><u>SUV</u></p>

## 1.3 LITERATURE REVIEW

### Meaning & Definition: -

The long term relationship cannot automatically be assumed due to the initial sale they are never static often after a first purchase, the customer doesn't seem to have immediate additional buying potential. Unsuccessful salespeople simply play a waiting game '**maintaining**' good relationship while passively waiting until circumstance change. Successful salespeople, on the other hand, take an active and dynamic approach by using their initial successful sale to penetrate or 'develop' the customer account. They look for more areas within the account where their product/service may offer a solution.

**“After sale service is intended to build long term relationship with customers to ensure repeat business & referral.”**

**Strategies that successful people develop for repeat sales from after sales service:**

#### **1. New opportunities.**

Successful salespeople not only maintain their existing customer accounts, they actively look for new opportunities to penetrate within these accounts. Their objective is not **“to protect”** but **“to project”** or to sell”. By having an objective

of **“developing”** during the course of **“maintaining”** their existing customers, successful salespeople not only will protect the account but also will obtain more sales from the account.

## **2. Document the good News.**

Salespeople can make **“Reminder Sales Call.”** Most of the time, the salesperson is in contact with the customer when things are going wrong. A better strategy is to remind the customer of the benefits that have come from the sales that stay in contact with customer when thing are going right. Remember that customer keep a file on correspondence with the selling company. Imagine what a file would look like to a new decision maker at the customer company reading a file full of bad news shouldn't the good news be recorded.

Good news such as other satisfied customer can be forwarded **“FYI”** [for your interest] to your existing customer. Additionally, the salesperson can write to the customer outlining the positive and assistance. When it's time for repurchase, the seeing company is in a stronger position.

## **3. Educate the Customer on New Development.**

Salespeople can make **“Informative Sales Call.”** Related to **“developing the customer account”** the salesperson informs the customer of new product/ service and changes within the industry or selling company. The long-term relationship between the customer and seller is further

strengthened in this open sharing of information that affects both customer and seller.

#### **4. Generate Referrals.**

Salespeople can make **“Lead-Generations sales Calls.”** Ironically, the more that the salesperson has satisfied the customer’s needs, the less there is a need for an immediate repeat business from the existing customer. As mentioned above, the customer account can be further penetrated and also can be a source of referrals both internal and external customer. Satisfied customers are often delighted to help the salesperson. They can give contacts and introductions.

Remember that the **“Motivation dip”** occurs during the second stage **“Learning Stage”** of the implementation step, so referrals must be obtained early in the **“Novelty Stage”** or late in the **“Effectiveness Stage.”**

#### **5. Rethink the Understanding of Customer Needs.**

Salespeople can make **“Needs Assessment Sales Calls.”** Customer needs changes. The salesperson should make periodic calls on the customer to reassess then understanding of the customer’s needs. Remember that competitors are attempting to or are regularly assessing your customer’s needs. They can take your existing as neglected. After all, didn’t the salesperson also obtain or take this existing customer from someone else.

## **6. Influence Future Decision Criteria.**

Salespeople can make **“Decisions Criteria Sales Calls.”** Salespeople can help educate or refine the process by which the customer makes decision. Perhaps the customer’s level of sophistication is relatively low. Here the salesperson can facilitate the customer’s learning of methodologies that help decide on optimal product/service solutions. If the customer is sophisticated, the salesperson can openly discuss decision criteria. This may be information gleaned that is useful to the salesperson and/or serve as a ‘sounding-board’ and idea refinement for the customer. In all cases, the customer will see salesperson as a consultant and partner in the relationships. This bond should lead to a stronger long-term relationship and increased repeat business, referrals and customer account development.

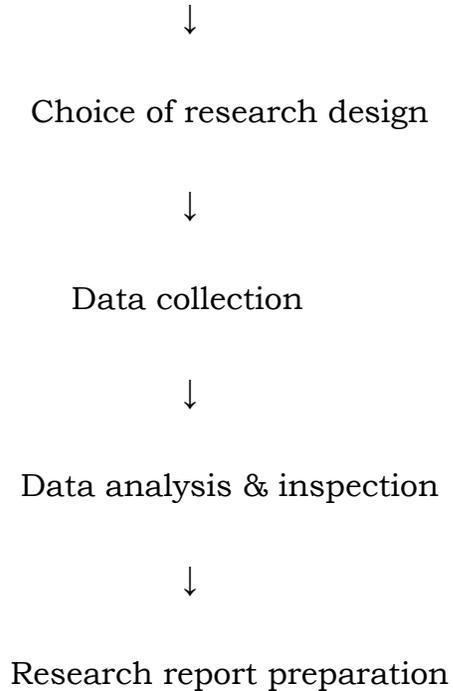
**\*Courtesy: 1. Richard, Alps & Alexander Industrial Marketing 2. Thomas, David & Kish Strategic Mgt. & business Policy 3. Thompson Strategic Mgt. Concepts & cases.**

# Chapter 2

# RESEARCH METHODOLOGY

## **2.1 Process:-**

Problem identification



### **Problem identification:-**

The first & the foremost stage of the research process are to identify the research problem. In a very real sense problem identification is the “heart” of the research process. It is said that “A problem well defined is half solved”, as poorly defined problem will not yield useful result. The problem must give the maximum outcome from the research work.

The time has gone when seller only concentrate on the selling of the goods & not even following their customers about the liking & disliking about product purchased. Now, the time has changed. The customers are can't as the controlling function & marketing as the integrative function. Apart from that importance of After Sales Service has increased, as consumer would come to you for a free service & not for a paid service as outside a showroom a customer would get service and parts at a low cost. Maruti Suzuki is not spaced out from all, which

is dealing car wheeler industry. So, I have identified the research problem as following.

“To know the after sales services provide by an DHRU Motors Surat.”

### **Objectives of the project:-**

This project is designed mainly to identify & evaluate the customer's response towards after sales services provided by Empire Motors Pvt. Ltd. Navsari.

#### → **Primary objective: -**

- To measure a customer satisfaction with after sales service that is provided by Empire Motors Pvt. Ltd., Navsari.
- To find out customer expectations regarding after sales service at Empire motors Pvt. Ltd., Navsari.
- To device board guideline that can be used by Empire Motors Pvt. Ltd., Navsari While planning about the after service campaign.

#### → **Secondary objectives: -**

- To find at new horizons of customer relationship management.
- To know the future intentions of various customers regarding purchase from Empire Motors Pvt. Ltd., Navsari.
- To know the reason for dissatisfaction with after sales service of Empire Motors Pvt. Ltd., Navsari.
- To know whether existing buyer would advice their friends & relative to buy Chevrolet cars.

- To know whether after sales service help in building the image of “Chevrolet” company

### **Choice of research design: -**

A research design specifies the method & procedure for conducting the particular study.

I have selected research design used in this project work is descriptive in nature.

In descriptive I have selected Gross Sectional design.

### **Sampling type: -**

My research is based on the “Non – probability sampling”.

In non – probability sampling I have used convenience & Judgment sampling has been used because of time and cost constraints.

### **Sampling unit: -**

It means, “Who is to be surveyed?” The sampling unit consists of people who come for service of their cars 2<sup>nd</sup> time every 3<sup>rd</sup> customers.

### **Sampling frame: -**

A list of elements, which the sample may be drawn.

Customer who came for their car to be service at Empire motors Pvt. Ltd., Navsari.

### **Sampling size: -**

I have selected sample survey of 130 respondents those who come for a service of there cars at empire motors, Navsari.

### **Field area:-**

My field area is within Navsari region.

### **Duration:-**

Duration of my project is of 8 weeks. [1<sup>st</sup> Jan. to 29<sup>th</sup> Feb.2008]

### **Data collection: -**

Data collection work are done by two ways

#### **1. Primary data**

The Questionnaire is the medium of communication between the investigator and the respondent the success of the investigation depends upon the framing of the questions in an appropriate order. So it requires at most care in designing the Questionnaire. In addition it requires skills, efficiency, experience and wisdom.

Primary data are collected through questionnaire by interview method.

#### **2. Secondary data**

These are the data, which are already exist and these data are gathered for any other purpose but such data are also helpful to the present study.

Secondary data are collected from books, Internet & newspaper.

**Data collection method: -**

I have selected survey method for collection of information. I have use Questionnaire as my research instrument.

**Pilot testing: -**

It is necessary to check Questionnaire before actual research is done. In this case, pilot testing was done of 3 respondents & based on feedback questionnaire was fine-tuned.

**Data analysis & inspection: -**

For determining descriptive characteristics percentage method & grasp have been used for nominal scale data further for t – test have been used.

One sample t – test is the statistical test which is used to test the different between sample static & hypothesized population parameter. It is used when the type of data are interval in nature.

Cross tabulation & chi square test, which provide the method for testing the association between the dependent, & independent variables.

I have used SPSS software for doing all kind of statistical tests.

**Research report preparation:-**

Once the data have been tabulated, interpreted & analyzed the next step is to prepare a report & give a recommendation.

## **2.3 LIMITATION OF RESEARCH**

**“Every coin has two sides as so every activity has limitations.” Some of the main limitations that I have found in my project and research work are as follows.”**

- Since the duration of project is short, there may be a chance of some information left.
- All the information for doing the project is collected from consumer of specific region finding is limited to Navsari only.
- Responses to the questionnaire as per respondent understanding, which may differ from respondent to respondent.
- Due to the limitation of cost the question design can have limitation regarding the question and their options.
- Due to cost limitation the sample size of 130 surveys only could be collected which is small in size.
- The analysis and conclusion used is as per my knowledge of the concerned subject.
- In changing environment the recommendation given in the project may be out dated as year passed.
- Probability sampling was not used due to time and cost constantly and therefore the result cannot be generalized to the population.
- Interview and interviewee bias may be there which may distort the findings.
- Conclusion made be highly debatable.

**To Err Is Human, To Forgive Is Divine!!!**

# Chapter 3

## DATA ANALYSIS & INTERPRETATION

## **CHAPTER 3: DATA ANALYSIS & INTERPRETATION**

### **DEMOGRAPHIC PROFILE:**

#### **Age group (in years)**

##### **INFERENCE:**

Out of 130 customers interviewed, it is found that 7.7 % customers are of a age 18-27, 46.2 % people are of a age 28-37, 25.4% of customers are of 38-47 years and 20.8 % customers are more than 47 years of age. So we can say that majority of customer who come for service at Empire Motors, Navsari are of age between 28 to 37 years as majority of a cars come for a service are own by a travel agency business.

#### **Education Status**

##### **INFERENCE:**

Out of 130 customers interviewed, it is found that 59.9% % customers are Under Graduate, 30% customers are Graduate, and 10.8% customers are Postgraduate. So we can say that majority of customers who come for a service at Empire Motors, Navsari belong to under graduate as a majority of a customers interview are belong to a travel agency business.

## **Occupation**

### **INFERENCE:**

Out of 130 customer interviewed, it is found that student is 3.8%, Service class is 0.8 %, businessman is of 33.1 %, professional is of 7.7 %, Driver is of 54.6 %. So we can say that customer who come for service at Empire Motors, Navsari are driver is majority numbers.

## **Household annual Income (in Rs.)**

### **INFERENCE:**

Out of 130 customer interviewed, it was found that customer who income is less than 150,000 Rs. are found to be 28.5 % of total sample size, customer whose income is between 150,001 to 250,000 Rs. are found to be 35.4 %, customer whose income is between 250,001 to 350,001 Rs. are found to be 30 % and customer whose income group is more than 350,001 Rs. are found to be 6.2% of population. So we can say that customer who come for service at Empire Motors, Navsari are belong to income group of Rs. 150,001 to 250,000 is found to be largest in Navsari region.

## **1. How frequently you get service for your vehicle?**

### **Purpose:**

This question enabled me to know on what bases customer service their vehicle.

**INFERENCE:**

Out of 130 customer interviewed, it is found that 90% of customer do there car service on kms bases & 10% do on a time bases.

**2. Repairs work finished by the time promised?**

**Purpose:**

This question enabled me to know do a empire motors give a delivery to a car by a time promised.

**INFERENCE:**

Out of 130 customers interviewed, it is found that 88.46% get repair work finisher on time & 11.5% don't get on a time promised.

**3. How the vehicle was after the repair work was complete?**

**Purpose:**

The main purpose behind asking this question is to know condition of a vehicle after the repair work at empire motors service center.

**INFERENCE:**

Out of 130 customer who come at a service at Empire Motors, Navsari. 63.8% say that after the work complete there problems resolved at first time only, 10.8% repair work had to be redone, 14.6% customer problem remain & different problems developed of 10.8% customers.

**Null Hypothesis (Ho):** There is no significant association between calculated sample mean and hypothesized population means. In other

words, we hypothesized that the no dependency on income of customer & repair work completed.

**Alternative Hypothesis (H1):** There is significant association between calculated mean and hypothesized means

**Income \* Complete**

**Crosstab**

			Complete				Total
			Resolve at First Time	Repair Redone	Problem Remain	Different Problems	
Income	< 150,000	Count	29	4	1	3	37
		% Within Income	78.4%	10.8%	2.7%	8.1%	100.0%
		% Within Complete	34.9%	28.6%	5.3%	21.4%	28.5%
	150,001 - 250,000	% Of Total	22.3%	3.1%	.8%	2.3%	28.5%
		Count	30	3	7	6	46
		% Within Income	65.2%	6.5%	15.2%	13.0%	100.0%
	250,001 - 350,000	% Within Complete	36.1%	21.4%	36.8%	42.9%	35.4%
		% Of Total	23.1%	2.3%	5.4%	4.6%	35.4%
		Count	18	7	9	5	39
	> 350,000	% Within Income	46.2%	17.9%	23.1%	12.8%	100.0%
		% Within Complete	21.7%	50.0%	47.4%	35.7%	30.0%
		% Of Total	13.8%	5.4%	6.9%	3.8%	30.0%
> 350,000	Count	6	0	2	0	8	
	% Within Income	75.0%	.0%	25.0%	.0%	100.0%	
	% Within Complete	7.2%	.0%	10.5%	.0%	6.2%	
			4.6%	.0%	1.5%	.0%	6.2%

Total	Count	83	14	19	14	130
	% Within Income	63.8%	10.8%	14.6%	10.8%	100.0%
	% Within Complete	100.0%	100.0%	100.0%	100.0%	100.0%
	% Of Total	63.8%	10.8%	14.6%	10.8%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.387(a)	9	<b>.109</b>

#### Explanation of Pearson's Chi-square:

The Chi-square test is carried out at 95% confidence level (0.05 significance level). The Pearson Chi-square value out as **0.109** which is greater than the significance level of 0.05, it mean their exist a dependency significant association between income & repair work done.

Here, we can conclude that there do exist a dependency between occupation & repair work done.

#### 4. Reasons for dissatisfaction with Empire motors?

**Purpose:**

The main purpose behind asking this question is to know reason for dissatisfactions with empire motors.

**INFERENCE:**

Out of 130 customer interview 3.1% are dissatisfaction with Empire motors due to poor Mechanic Knowledge, 17.7% are dissatisfaction due to repair take a long time, 8.5% are dissatisfaction due to they think that Empire Motors does not pay attention to there complains & majority are dissatisfaction due to a expensive service charges.

**Null Hypothesis (Ho):** There is no significant association between calculated sample mean and hypothesized population means. In other words, we hypothesized that the relation between Occupation & Dissatisfactions.

**Alternative Hypothesis (H1):** There is significant association between calculated mean and hypothesized means

**Occupation \* Dissatisfaction**

**Cross tab**

			Dissatisfaction				
			Poor Knowledge of Mechanic	Repair Long Time	Not paying Attention	Expensive Services Charges	Total
Occupation	Student	Count	1	1	0	3	5
		% Within Occupation	20.0%	20.0%	.0%	60.0%	100.0%
		% Within Dissatisfaction	25.0%	4.3%	.0%	3.3%	3.8%
		% Of Total	.8%	.8%	.0%	2.3%	3.8%

Service Class	Count	0	1	0	0	1	
	% Within Occupation	.0%	100.0%	.0%	.0%	100.0%	
	% Within Dissatisfaction	.0%	4.3%	.0%	.0%	.8%	
	% Of Total	.0%	.8%	.0%	.0%	.8%	
	Businessman	Count	1	6	6	30	43
		% Within Occupation	2.3%	14.0%	14.0%	69.8%	100.0%
		% Within Dissatisfaction	25.0%	26.1%	54.5%	32.6%	33.1%
		% Of Total	.8%	4.6%	4.6%	23.1%	33.1%
	Professional	Count	1	5	1	3	10
		% Within Occupation	10.0%	50.0%	10.0%	30.0%	100.0%
		% Within Dissatisfaction	25.0%	21.7%	9.1%	3.3%	7.7%
		% Of Total	.8%	3.8%	.8%	2.3%	7.7%
Driver	Count	1	10	4	56	71	
	% Within Occupation	1.4%	14.1%	5.6%	78.9%	100.0%	
	% Within Dissatisfaction	25.0%	43.5%	36.4%	60.9%	54.6%	
	% Of Total	.8%	7.7%	3.1%	43.1%	54.6%	
Total	Count	4	23	11	92	130	
	% Within Occupation	3.1%	17.7%	8.5%	70.8%	100.0%	
	% Within Dissatisfaction	100.0%		100.0%	100.0%	100.0%	
	% Of Total	3.1%	17.7%	8.5%	70.8%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.112(a)	12	<b>.020</b>

### **Explanation of Pearson's Chi-square:**

The Chi-square test is carried out at 95% confidence level (0.05 significance level). The Pearson Chi-square value out as **0.020**, which is less than the significance level of 0.05, it means there exist a significant association between occupation & dissatisfactions.

Here, we can conclude that there do exist a stronger relation between occupation & dissatisfactions.

## **5. What is your expectation form Empire motors?**

### **Purpose:**

This question helps in getting information about what do customer expectation from Empire motors.

### **INFERENCE:**

Out of 130 customer interview 30% expect that there complain should be solve at first time only, 3.1 % expect that Empire Motors should be open at weekend & majority of customer expect that Empire Motors should charge fairly.

**Null Hypothesis (Ho):** There is no significant association between calculated sample mean and hypothesized population means. In other words, we hypothesized that there is no dependency between customer expectation & occupation.

**Alternative Hypothesis (H1):** There is significant association between calculated mean and hypothesized means.

### **Occupation \* Expectation**

Cross tab

			Expectation			Total
			Solved at First Time	Fair Charges	Open at Weekend	
Occupation	Student	Count	2	2	1	5
		% Within Occupation	40.0%	40.0%	20.0%	100.0%
		% Within Expectation	5.1%	2.3%	25.0%	3.8%
	Service Class	% Of Total Count	1.5%	1.5%	.8%	3.8%
		Count	1	0	0	1
		% Within Occupation	100.0%	.0%	.0%	100.0%
	Business man	% Within Expectation	2.6%	.0%	.0%	.8%
		% Of Total Count	.8%	.0%	.0%	.8%
		Count	8	34	1	43
	Professional	% Within Occupation	18.6%	79.1%	2.3%	100.0%
		% Within Expectation	20.5%	39.1%	25.0%	33.1%
		% Of Total Count	6.2%	26.2%	.8%	33.1%
	Driver	Count	4	5	1	10
		% Within Occupation	40.0%	50.0%	10.0%	100.0%
		% Within Expectation	10.3%	5.7%	25.0%	7.7%
Total	% Of Total Count	3.1%	3.8%	.8%	7.7%	
	Count	24	46	1	71	
	% Within Occupation	33.8%	64.8%	1.4%	100.0%	
Total	% Within Expectation	61.5%	52.9%	25.0%	54.6%	
	% Of Total Count	18.5%	35.4%	.8%	54.6%	
	Count	39	87	4	130	
Total	% Within Occupation	30.0%	66.9%	3.1%	100.0%	
	% Within Expectation	100.0%	100.0%	100.0%	100.0%	
	% Of Total	30.0%	66.9%	3.1%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.935(a)	8	<b>.083</b>

#### **Explanation of Pearson's Chi-square:**

The Chi-square test is carried out at 95% confidence level (0.05 significance level). The Pearson Chi-square value out as **0.083**, which is more than the significance level of 0.05, it means there exist a dependency association between customer expectation & occupation. Here, we can conclude that conclude that there do exist a dependency between occupation & customers expectation from Empire Motors Navsari after service done to there cars.

#### **6. Give rating to following statement:**

From strongly disagree to strongly agree.

**Purpose of the question:** This question is asked to know satisfaction of customers regarding after sales service parameters of Empire Motors.

**Null Hypotheses (H<sub>0</sub>):** There is no significant difference between the calculated sample mean for individual service parameter and hypothesized population mean (**3.00**). In other words, it means that we hypothesized that for customer after sales service parameter respondent is natural with the given statement.

$$\mathbf{H_0: x = \mu = 3}$$

**Alternative Hypothesis (H<sub>1</sub>):** There is significant difference between the calculated sample mean for individual service parameter and hypothesized population mean (**3.00**). In other words, it means that we

hypothesized that for customer after sales service parameter respondent is no neutral (either on agree or disagree) with the given statement.

$$\underline{H_1: \bar{x} \neq \mu \neq 3}$$

**Significance level:** Here test of hypothesis is at 95% confidence level i.e. the chance of occurring type 1 error is 5%.

### One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Delivery	130	<b>3.90</b>	.410	.036
Paper work	130	<b>3.97</b>	.277	.024
Commitment	130	<b>3.58</b>	.745	.065
Improve	130	<b>3.84</b>	.446	.039
Attention	130	<b>3.85</b>	.415	.036
Mechanics	130	<b>3.95</b>	.245	.021
Communicate	130	<b>3.95</b>	.227	.020
Experience	130	<b>3.83</b>	.500	.044
Recommend	130	<b>3.90</b>	.370	.032
Next car	130	<b>3.72</b>	.482	.042
Brand	130	<b>3.78</b>	.436	.038

### One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
Delivery	25.020	129	<b>.000</b>	.900	.83	.97
Paper work	39.938	129	<b>.000</b>	.969	.92	1.02

Commitment	8.949	129	<b>.000</b>	.585	.46	.71
Improve	21.457	129	<b>.000</b>	.838	.76	.92
Attention	23.455	129	<b>.000</b>	.854	.78	.93
Mechanics	44.448	129	<b>.000</b>	.954	.91	1.00
Communicate	47.610	129	<b>.000</b>	.946	.91	.99
Experience	18.937	129	<b>.000</b>	.831	.74	.92
Recommend	27.703	129	<b>.000</b>	.900	.84	.96
Next car	17.087	129	<b>.000</b>	.723	.64	.81
Brand	20.314	129	<b>.000</b>	.777	.70	.85

### **INFERENCE:**

Here the result is tested at 95% confidence level. For the significant value less than 0.05, the null Hypothesis  $H_0$  is rejected or the alternative Hypothesis  $H_1$  is accepted. For the significant value less than 0.05, the Null Hypothesis  $H_0$  rejected accepted or alternative Hypothesis  $H_1$  is accepted

If Null Hypothesis is rejected, it means that there is no significance difference between the calculated sample mean for individual service parameter and hypothesized population mean (**3.00**). And if Null Hypothesis is accepted, it means that there is significance difference between the calculated sample mean for individual service parameter and hypothesized population mean (**3.00**).

Here in above cases Null Hypothesis is rejected in case of delivery, paper work, commitment, improve, attention, mechanics, communicate, experience, recommend next car, brand test value  $< 0.05$ . It means that respondents are considering these dimensions are present in

Empire motors are no neutral (i.e. either agree or disagree) n. And for rest all cases Null Hypothesis is reject which means that for all other parameters there is significant difference between hypothesize mean and calculated mean of individual service parameter.

## **t-TEST**

### **For Facilities & solution:**

**Null Hypotheses (H<sub>0</sub>):** There is no significant difference between the calculated sample mean for individual service parameter and hypothesized population mean (**4.00**). In other words, it means that we hypothesized that respondent are agree in term of Empire Motors facilities & solution.

$$**H_0: x = \mu = 4**$$

**Alternative Hypothesis (H<sub>1</sub>):** There is significant difference between the calculated sample mean for individual service parameter and hypothesized population mean (**4.00**).

$$**H_1: x \neq \mu \neq 4**$$

**Significance level:** Here test of hypothesis is at 95% confidence level i.e. the chance of occurring type 1 error is 5%.

### **One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Facilities	130	<b>3.67</b>	.504	.044

Solution	130	3.42	.511	.045
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### One-Sample Test

	Test Value = 4					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	Lower	Upper	Lower	Upper	Lower	Upper
Facilities	15.138	129	.000	.669	.58	.76
Solution	9.433	129	.000	.423	.33	.51

Here sig. value for facilities & solution is 0.000, which is less than 0.05, so Null Hypothesis (Ho) is rejected it means that there is significance difference between the calculated sample mean and hypothesized population mean.

It means that respondents tend towards neutral regarding facilities & solution of Empire Motors's service again in future. This level is not so strong towards neutral level but it is nearer to positive response towards facilities & solution for the customers by Empire Motors.

### **FACTOR ANALYSIS:**

Different respondents rate different parameters differently for their Agreeance/Disagreeance level. For a firm it is not possible or feasible to focus on each and every parameter. So here Factor Analysis test is used to reduce the factors so that only those factors which are very important and need to focus more are considered first.

### **KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	<b>.708</b>
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Bartlett's Test of Sphericity	Approx. Chi-Square	525.47
	Df	78
	Sig.	.000

**KMO Value:**

Factor Analysis Test is used to determine reduced factors from various factors. Before applying factor analysis test first we have to determine the value of KMO.

A measure of whether distribution of values is adequate for conducting factor analysis. **Kaiser** designates levels. A measure >0.9 is marvelous, >0.8 is meritorious, >0.7 is middling, >0.6 is mediocre, >0.5 is miserable, and <0.5 is unacceptable. *In this case **0.708, which is middling i.e.***, near to meritorious.

Bartlett Test of Sphericity is a measure of the multivariate normality of set of distributions. It also tests whether the correlation matrix is an identity matrix or not. (Factor analysis is meaningless without Identity matrix).

A significant value < 0.05 indicates that these data do not produce an identity matrix or differ significantly from Identity matrix and are thus approximately multivariate normal and acceptable for factor analysis. In this case the Bartlett Test value is **0.000<0.05**, so my set of distribution is multivariate normal and acceptable for factor analysis.

**Total Variance Explained**

Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
Total	% of	Cumulati	Total	% of	Cumulati	Total	% of	Cumulati

	Variance	ve %	Variance	ve %	Variance	ve %	Variance	ve %
1	4.043	31.101	31.101	4.043	31.101	31.101	2.882	22.167
2	1.537	11.825	42.926	1.537	11.825	42.926	2.065	15.885
3	1.387	10.667	53.593	1.387	10.667	53.593	1.620	12.465
4	1.129	8.686	62.279	1.129	8.686	62.279	1.529	11.763
5	.906	6.971	69.250					
6	.837	6.441	75.692					
7	.680	5.231	80.923					
8	.613	4.717	85.640					
9	.522	4.013	89.652					
10	.504	3.879	93.531					
11	.387	2.973	96.504					
12	.303	2.332	98.837					
13	.151	1.163	100.000					

Extraction Method: Principal Component Analysis.

Here from total variance table it is interpreted that the four factors extracted together account for **62.279%** of the total variance (information contained in the ten original variables.) Here while reducing these factors to four factors we lost (100-62.279=) 37.721% of the information content.

### Rotated Component Matrix (a)

	Component			
	1	2	3	4
Delivery	.220	.405	<b>.689</b>	-.011
Facilities	-.038	.195	.361	<b>.629</b>
Paper work	.174	-.014	<b>.870</b>	.091
Commitment	-.009	<b>.748</b>	.243	.049
Improve	.162	.635	-.014	.207
Solution	-.049	.158	-.052	<b>.785</b>
Attention	.293	<b>.725</b>	.047	.044
Mechanics	<b>.725</b>	.032	.156	-.216
Communicate	.672	.255	.224	-.142
Experience	<b>.785</b>	.350	.152	.047
Recommend	<b>.705</b>	.375	-.011	.158
Next car	.538	-.045	-.239	.486
Brand	.555	-.126	.196	.363

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Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.  
a. Rotation converged in 8 iterations.

**Inferences:**

Here there are 4 reduced factors that we get by Factor Analysis Test.  
These factors are as follows:

**1. Factor 1:** Experience, Mechanics & Recommend. We can call it as

**“Assurance of Service”**

**2. Factor 2:** Commitment & Attention. We can call it as:

**“Reliability of Service”**

**3. Factor 3:** Paper work & delivery. We can call it as:

**“Tangibility of Service”**

**4. Factor 4:** Solution & Facilities. We can call it as:

**“Solution through facilities”**

From above table we can say that customers are considering more the dimensions like Assurance, Reliability, Tangibility & solution through facilities.

# RELIABILITY TEST

## Case Processing Summary

		N	%
C a s e s	Valid	130	100.0
	Excluded(a)	0	.0
	<b>Total</b>	<b>130</b>	<b>100.0</b>

- a. Listwise deletion based on all variables in the procedure.

## Reliability Statistics

Cronbach's Alpha	N of Items
<b>.770</b>	13

### INFERENCE:

Reliability Analysis address the issues of whether this instrument will produce the same result each time, it is administered to the person in the same setting. Here Alpha is **0.770**, almost **0.8**. According to thumb rule of Alpha, here instrument validity is near to Excellent.

# CHAPTER 4

## FINDINGS & RECOMMENDATIONS

## **FINDING AND CONCLUSIONS**

I started my survey with some sincere efforts was quite successful to obtain information from respondent regarding different aspect of product. The conclusions of this report are as follows:

- 90 % of respondents service their vehicle at certain kms.
- 88.46 % of respondents get their vehicle by time promised for delivery.
- 63.8 % of respondent's problems resolved at first time only.
- 10.8 % of respondent say different problems develop while service vehicle.
- 70.8 % of respondents are not satisfied with Empire Motors due to expensive service charges.
- There do exist a dependency between occupation & repair work done complete at Empire Motors, Navsari.
- There is an association between occupation & dissatisfactions with empire motors.
- There do exist a dependency between occupation & customer's expectation from Empire Motors, Navsari after a service done to their cars.
- In delivery, paper work, commitment, improve ness, mechanics, commitment, over all experience, recommend, next car, brand customer are near to agree.
- In facilities and solution provide by an empire motors customer are neutral.
- Assurance of service is a first factor, reliability of service is a second factors, tangibility of service is third factor & solution through facilities is fourth factors out of a thirteen factors analysis.

## **RECOMMENDATIONS**

Survey of any topic ends when surveyor with the help of the survey notes suggestions. Company tries to increase the satisfaction level of consumer. Following are the recommendation for this project:

- Dhru Motors should increase the number of incentives provide to the customer i.e. discount to overcome expensive service charges.
- Satisfied customer will continue to purchase again in the future but dissatisfied will stop purchasing from Dhru Motors & are likely to spreads the word among friends. So Empire motors must work to satisfy the customer who have not visit an Dhru motors service center after competition of free services.
- Before introduce any new facilities in after sales service Dhru Motors should meet existing customer & ask for their opinions.
- Dhru motors even think about to run award programs to recognize the best performing & outstanding employees.
- Dhru Motors can achieve 100% success in customer's satisfaction in term of after sales service, if they will motivate their employees with handsome incentives & reward for creating customer delight. Many global automotives giant are practicing this marketing strategy these days. For example – Dhru Motors may set aside a special fund of Rs. 100,000 for those customers who complain regarding the service [cars]. If any customers complain, then after paying the actual amount whatever is left is distribute the remaining amount equally among the employees. This means that if no one complains, then Rs. 100,000 will be equally distributed among the staff members. If there are 100 employees, then each one will get Rs. 1000 more

their salary. This will definitely motivate the employees to 100% satisfy customer & create customer delight.

- Dhru Motors have to think carefully on its labors charges price cut off will enable a huge market share & it will force the customer's to switch off to other service provider.

***“Love the Customers, Not the Profit”***

## **Marketing Implementation**

Companies can outperform competition only if they can go about winning customers by meeting & satisfying customer needs. Many Customer centered companies are directing their goals towards the after sales service – A flourishing marketing tools to win customers. Exploring new avenues in marketing by increasing the customer database. Typically the underlying message of this service approach is to suggest that using the Dhru motors after sales service will help to raise your satisfaction

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# APPENDIX

## Questionnaire

Myself, Prafful R. Vadnere student of S.Y.M.B.A. studying at SRIMCA College, Bardoli. I had prepared this questionnaire for project work meant for educational purpose only on **“Study of after sales services at Empire Motors Pvt. Ltd., Navsari”**.

We kindly request you to spare few minutes & share your experience with us. This will help us to **know you More & Serve You Better.**

No personal information will be disclosed in any form at any where.

1) How frequently you get service for your vehicle?

At certain kms

At certain period of time [after some months].

2) Repairs work finished by the time promised?

YES

NO

3) How the vehicle was after the repair work was complete?

a)  Problem resolved the first time

b)  Repair work had to be redone

c)  Problem remains

d)  Different problem[s] developed.

4) Reasons for dissatisfaction with Empire Motors?

a)  Poor knowledge of mechanic

b)  Repair take long time

c)  Not paying attention to complaints

d)  Expensive service charges

e)  Any other [ ]

5) What is your expectation for Empire Motors?

a)  Complaint should be solve at first visit

b)  Fair charges

- c)  Open at weekend  
d)  Any other [ ]

**Gate rating to following statement**

	Strongly Disagree	Disagree	Neither Agree nor disagree	Agree	Strongly Agree
	[1]	[2]	[3]	[4]	[5]
1. I am satisfy with Empire motors Courtesy & friendliness during Delivery.	[1]	[2]	[3]	[4]	[5]
2. I am satisfy with Empire motors Extended facilities towards Customers. [Doors to door pick Up, drop facility 24 breakdowns Service, etc.]	[1]	[2]	[3]	[4]	[5]
3. I am satisfy with an paper work Handle by Empire motors.	[1]	[2]	[3]	[4]	[5]
4. I am satisfy with an fulfilled All commitments made by Empire motors during the Sale times.	[1]	[2]	[3]	[4]	[5]
5. Performance & mileage of My car has improve after Service at Empire motors.	[1]	[2]	[3]	[4]	[5]
6. I am satisfy with prompt Solution provide by Empire Motors.	[1]	[2]	[3]	[4]	[5]
7. Empire motors pay attention Towards customers suggestion & Complaints.	[1]	[2]	[3]	[4]	[5]
8. I am satisfy with Empire motors Mechanics.	[1]	[2]	[3]	[4]	[5]
9. Empire motors staffs are easy to communicate.	[1]	[2]	[3]	[4]	[5]
10. I am satisfy with my experience At Empire motors.	[1]	[2]	[3]	[4]	[5]
11. I would recommend Empire Motors to my friends & relatives.	[1]	[2]	[3]	[4]	[5]
12. I would purchase my next car From Empire motors.	[1]	[2]	[3]	[4]	[5]

13. After sales service help in building [1] [2] [3] [4] [5]  
Brand equity of Chevrolet cars.

### Demographic Profile

**Age group:**

18-27

37-47

28-37

> 47

**Education status:**

Under graduate

Post graduate

Graduate

any other (specify)

**Occupation:**

Student

Businessman

Housewife

Service class

Professional

Drivers

**Household annual income:**

< 150000

250001-350000

150001-250000

> 350001