

A Project Report

(17MBAPR407)

**A study on Customer Satisfaction towards Bharat Benz, Trident
Automobiles Pvt Ltd, Bangalore**

By

Dilip Kumar M

11A17MBA18

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI



In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

INTERNAL GUIDE

Prof. Archana Vijay
Assistant Professor,
Department of MBA, AIT

EXTERNAL GUIDE

Mr. Harsha H
Marketing Head
Bharat Benz



Department of MBA
Acharya Institute of technology, Soldevanahalli,
Hesaraghatta Main Road, Bengaluru

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TRIDENT AUTOMOBILES PRIVATE LIMITED

1, Lower Palace Orchards, Sankey Road, Bangalore - 560 003.

Tel: 91-80-4343 3333 Fax: 91-80-2336 8152 CIN: U50500KA1997PTC023159

Date: 02-04-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Dilip Kumar M (Reg No:11A17MBA18)** who is pursuing his Post Graduation Degree in MBA from “**Visvesvaraya Technology University**” has successfully completed his Internship on “**Customer Satisfaction Towards Bharath Benz**” in our organization from the period of **03rd January 2019 to 16th February 2019.**

His performance & conduct during the internship was good.

We wish him all the very best for his future endeavor.

Your's faithfully,

For **Trident Automobiles Pvt Ltd.,**



Metha Nanjappa

General Manager – HR

URL : www.tridentautomobiles.com

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(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 05/04/2019

CERTIFICATE

This is to certify that **Mr. Dilip Kumar M** bearing **USN 11A17MBA18** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Customer Satisfaction Towards Bharat Benz Products, Trident Automobiles Pvt. Ltd, Bengaluru”** is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

8/4
Head of the Department
Department of MBA
Acharya Institute of Technology,
Soladevanahalli, Bangalore-560 107

Signature of Principal/Dean Academics

Dr. Devarajaiah R.M.
Dean-Academics
ACHARYA INSTITUTE OF TECHNOLOGY
Bangalore-107

DECLARATION

I, **Dilip Kumar M**, hereby declare that the Project report entitled "**A Study on Customer Satisfaction**" with special reference to "**Bharat Benz Trident Automobiles Pvt Ltd**" prepared by me under the guidance of Prof. Archana Vijay, faculty of M.B.A Department, AIT Bangalore and external assistance by **Mr. Harsha H, Marketing Head, Bharat Benz**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:
Date

Bangalore
11/4/19



Signature of the student

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I deem it a privilege to thank our Principal **Dr. Prakash M R, Dr. Devarajaiah R M**, Dean Academics and thanks to **Dr. M. M. Bagali**, HOD, Department of MBA, for giving me the opportunity to do the project, which has been a very valuable learning experience.

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I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

Place: Bengaluru

Date: 11-04-2019

Dilip Kumar M

USN: 1IA17MBA18

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Executive Summary

This project is a great opportunity to understand the organisation culture, operations and practical challenges which arises in the business. As a student of MBA, it helped me to apply the theories learnt in class rooms.

Bharat Benz is one of the major manufacturer of commercial goods vehicles they are known for their premium and quality products. The company is achieving constant growth in the market by understanding the current requirements.

Attracting the customers and retaining the existing customers is very important for any business. Because the main objective of every business is maximising profits.

The research title “Customer Satisfaction towards Bharat Benz”. A descriptive study at Trident Automobiles Pvt Ltd an authorised dealer of Bharat Benz. It helped in understanding the importance of customer satisfaction and framing strategies to improve the customer satisfaction. This research is prepared to meet its objectives, primary research was conducted and questionnaire prepared and survey was used to collect the data.

Customer and prospective customers are used to collect the data. Sample size of 50 was used in the research to study the customer satisfaction at Bharat Benz we observed positive attitude towards Bharat Benz products and services.

The study reveals that many respondents are satisfied with vehicle performance after quality service provided as per pre-defined standards. Also satisfied with hospitality, post sales service, performance of employees skilled and environment. Most of the respondents are loyal towards brand due to its post sales performance and brand value.

CHAPTER-1

INTRODUCTION:

1.1 Introduction

“Customer Satisfaction towards Bharat Benz Products” at Trident Trucking Automobiles Pvt Ltd.

Internship program help to increase the realistic knowledge of corporate world by linking to the, what we learn from lecture in college. By this we can add to our practical knowledge of the corporate and it is more effective than the than theoretical knowledge. From this I come to know the how organization works, how they take decision, company culture and working style. Then student gets on possibility to come into organization, that time they come to know the practice, work culture, management style, and administrative progress and organization objectives of the company.

Six weeks of internship provides an opportunity to apply the theories learnt in the classroom to the real business world it helps in understanding the business world in which a student is passionate to start his career. As my interest and curiosity was in Customer satisfaction and Interaction Because customer satisfaction is the main objective of any company, the growth of commercial vehicle based industries like construction, transport is tremendous and expected to grow more. Trident Automobiles Pvt Ltd an authorised dealer of Bharat Benz was chosen for the study, it is one of the potential automobile dealer in commercial vehicle segment. This project allowed me to learn various aspects which is contributing for customer satisfaction which includes pre-and post-sale activities. Due to this summer internship, it provides knowledge about every aspect of customer satisfaction which include (Marketing of products, Sales, Service, Customer retention).

Therefore to get the realistic experience and get ready report, the titles of the study is chosen “An study on Customer Satisfaction at **Trident Automobiles Pvt Ltd Bharat Benz .**” For the period of 6-week internship at **Trident Automobiles Pvt Ltd Bharat Benz.**

1.2 Industry profile

India's economy is directly depends on transport system a growth of the economy is also results in development of transportation system in the country. India's demography makes transportation an integral part of business hence transportation is essential factor to run a business successfully. There is a notable development in the transportation system it is achieved a significant growth it directly resulted in development of automobile industry in India which consists manufacturing of truck, bus, cars etc.

Commercial vehicles industry in India has reflected a steady growth over the last ten years by continuously trying to improve their technology and production process. Commercial vehicles in India are mostly produced by companies like Tata motors, Ashok Leyland and Bharat Benz. Heavy Vehicles or (HCVs) however form an indispensable part of the Indian automobile industry.

From the past ten years Indian heavy vehicle manufacturing companies are doing quite consistently well, the market demand for heavy vehicle is increased significantly due to the changes in the economy, even luxury vehicles are grabbing interest and demand for the luxury heavy vehicles is increased significantly this made automobile companies to innovate new potential products to satisfy the requirements of new generation demands. Companies like Volvo, Scania, Bharat Benz etc. noticed this changes and they are targeting this segment by forecasting future demands.

Various types of Heavy Vehicles in India and their manufacturers

Trucks

Changes in the requirements of business and development of commercial activities and trade in the country created demand for heavy commercial vehicles due to the huge requirements of raw materials for the manufacturing of products made transportation an integral part of economy.

To facilitate the smooth movement of raw materials to manufacturers and ready products to customer's transport system is essential. Indian roadway transport system plays a vital role in this process.

The different categories of trucks in India are:

- Haulage or pull trucks.
- Tipper lorry.
- Heavy Rigid trucks.
- Cabin trucks.
- Trailers trucks.
- Delivery vans

Major commercial vehicles companies in India

- Tata Motors Ltd
- Mahindra & Mahindra
- Ashok Leyland
- Eicher Motors
- Swaraj Mazda
- Asia Motor Works
- Hindustan Motors
- Bharat Benz
- MAN Trucks
- Scania Trucks
- Volvo Trucks
- Force Motors

1.3 Company Profile



Trident Trucking Automobiles Pvt LTD, Bharat Benz Trident Trucking Budihal Nelamangala Bangalore

Trident Automobiles was incorporated in the year 1998 and they took their first Hyundai dealership in the year 1998. Trident Automobiles Pvt Ltd are the authorised dealer of Bharat Benz. They took the dealership of Bharat Benz in the year 2011. The Trident Automobiles started their automobile dealership by selling cars, the first product sold by Trident Automobiles was Santro which made great business for decades in the market. In beginning days, they are available in single location during 1998 they had only one showroom and service centre. In two decades, they achieved incredible growth now they are extended their operations to 19 different locations now they are having nearly 19 showrooms and 19 service centres.

Trident entered the automobile market in early stages where the growth rate was very considerably low due to the earning capacity of the individuals but trident took all these challenges and used available opportunities efficiently and its motto is Drive Home a Relationship. They always committed to fulfil the customer needs and they want customers to be happy, from the beginning to now they won many awards and appreciation for their services and to their performance.

Over the period of time Trident expanded their product line they started to deal with new companies like Renault, Bharat Benz, Honda etc from the past ten years today they are identified as one of the best automobile dealer in the country.

Bharat Benz

Daimler India commercial vehicles which is owned by German manufacturer Daimler AG introduced Bharat Benz to the market which is known for their quality and modern options available in the vehicles, the head office of the company is located at Chennai India. Which is giving tough competition to the competitors of commercial vehicle segment.

Bharat Benz introduced best quality products to the market by knowing the demand for such vehicles no other present players tried to introduce modern commercial vehicles, this particular segment was stagnant over the period of time entry of Bharat Benz made other commercial vehicle manufacturers to introduce ultra-modern vehicles and spend considerable amount to the research and development. Bharat Benz is well known for their quality safety and comfort today they are the market leaders in the commercial vehicle segment. They are introducing better technology to improve the customer experience which is their one of the leading principle.

Bharat Benz introduced new modern buses and other commercial vehicles in various range with better performance and safety standards currently they are manufacturing trucks and buses.

General Information about Bharat Benz

Company Name	Bharat Benz
Industry	Automobile
Founded	17/02/2011
Headquarters	Chennai
Owner	Daimler AG
Products	Trucks and Buses
Key People	Satyakam Arya MD, CEO
Parent	Daimler India Commercial Vehicles
Turnover	1500 Crore

1.4 Vision and mission statement

Vision

“Innovations, Safety and unmatched Reliability”

Mission

“Growth with excellence”, we as a group believe in growing at all levels ensuring excellence in our respective job roles.

Quality Policy

- We take care of our customers in an integral way, offering not only trucks and buses, but also the best service and soft products that allow them to be more profitable.
- We work with the driver community to improve their productivity and work environment in general.
- We provide latest technology and high performance trucks and buses to our customers.
- We make certain a knock down of superiority then innovation to desire continues to synchronizes values taking part in the commercial transportation industry

1.5 Area of Operations

- Bangalore
- Bangalore Urban
- Mysore
- Chitradurga
- Kolar
- Shimoga

1.6 Awards and Achievements

- 2 Bharat Benz 1617R won the Medium Commercial Vehicle cargo carrier of the year award in the year 2018.
- 3 Fly wheel commercial vehicles manufacturers of the year 2018.
- 4 Milestone of 10000 units sold in the 2014.
- 5 Milestone of 50000 units sold in 5 years from the year of establishing.
- 6 No 1 Dealer of Karnataka among 21 top dealers.
- 7 1500 crore turnover.
- 8 2,08,331 units in operation.

1.7 Products at Bharat Benz



Products at Bharat Benz are mainly classified into 4 segments:

- Medium Duty Trucks(MCV)
- Heavy Duty Trucks(HDT)
- Tippers
- Tractors
- Buses

➤ **Super High Deck -OM 457**

Automatic Mercedes Benz: Brings you an inimitably luxurious travel experience. Meticulously designed with world class German engineering, travellers can now cruise peacefully while indulging in a post plash feature.



➤ **4023T Model truck -Heavy duty tractor**

This truck can be used for coal haulage, cement bulker, containers and Auto carriers. It is a high powered with lasted technology.



➤ **3723R-Heavy duty truck**

It is a rigid truck which is powerful and this can be used for Market load, parcel, Tanker and cement carrier.



➤ **3128 C-Heavy duty tipper**

This truck is a very powerful which is used for mining, sand movement, stone crushers.



➤ **2523R Model truck**

This truck can be used for parcel, Tanker, Market load and cement carrier.



➤ **2528CM tipper -Heavy duty tipper**

The most sold segment of vehicle at Bharat Benz are Tipper. This can be used for quarrying operations, coal haulage, construction and Mining.



➤ **2523C- Heavy duty tipper**

This is also a tipper which has the highest sales. This is used at construction, sand movement, coal haulage and Quarrying operations.



➤ **3123R -Heavy duty truck**

This is a truck which has high power and updated technology which is used in coal industries, steel wise and Tanker, cement carriers.



➤ **1617R Medium duty truck**

This truck is a Mid-range commercial vehicle. Which can be used for parcel, Tanker, Market load and cylinder carrier.



➤ **1414R MD Medium duty truck**

This truck is mainly used to transport of goods from one place to another place. These are used as carriers. It takes more load gives more profit.



➤ **1214 R MD-Medium duty truck**

This is a mid-range commercial vehicle used for transport of goods form one place to another place. Faster trips for more trips.



➤ **1014 R MD -Medium duty truck**

In power, Medium duty truck that is commonly used in transport of goods, vegetable, cement bags etc.



➤ **914-Medium Duty Truck**

It is an medium duty truck which is mostly used for the transports of vegetable, fruits etc.



➤ **School Bus**

It is a safe and comfortable way of transport, especially designed of children. This school bus is built with advanced safety features, child friendly interiors and best in class ride quality to ensure and delightful journeys.



➤ **Tourist Bus**

It is an air-conditioned and comfortable interior, under seats and enhanced ride quality keep passengers relaxed no matter how long the journey is. Along with these features, its extraordinary performance and fuel efficient.



➤ **Staff Bus**

It is a comfortable and cost effective mode of transit for employees. Exquisitely designed with state -of-the-cost German engineering, the bus is loaded with features that completely fulfil the commuters needs.



1.8 Competitors

Bharat Benz faces close competition among other commercial vehicle companies like TATA, Eicher, Ashok Leyland, Force Motors, AMW etc.



1. **Ashok Leyland:** It is one of the biggest rival for Bharat Benz. Compared to the Bharat Benz Leyland generates higher revenue of \$274.8M.
2. **TATA Motors:** The second top company that competes with Bharat Benz and has a revenue of 5.299% compared to them.
3. **EICHER Motor:** The third competitor for Bharat Benz which has a revenue of \$729.8M
4. **Ashok Leyland:** It is one of the biggest rival for Bharat Benz. Compared to the Bharat Benz Leyland generates higher revenue of \$274.8M.
5. **Volvo**
6. **Force Motors**
7. **AMW Motors**

1.9 SWOT Analysis

This is the analysis which is taken by the organisation to identify its internal strengths and weakness, as well as external opportunities and threats. Bharat Benz has various Strength Weakness, Opportunities and Threats.

Strengths

- Superior quality of products: Bharat Benz provides superior and high quality products to the customers; the trucks and buses of the company are of top rated quality.
- Superior technology allows Bharat Benz to meet the needs of the customers: The technology used in Bharat Benz is German based which is a superior and updated technology.
- Bharat Benz has loyal customers: The customers are so loyal to the company that they are continuing with the company and buying the vehicles of company again and again.
- Bharat Benz products are unique from competitors: The vehicles sold by Bharat Benz are unique in nature they provide good quality and technical products compared to competitors.
- The Bharat Benz products are full efficient: The vehicles of Bharat Benz are fuel efficient they give good mileage and performance.

Weakness

- Weak supply chain: Bharat Benz are weak in supply chain management sometimes the supply of the vehicle takes more time which affects the sales of the company.

- Bharat Benz's cost per unit of output is very high: The cost involved in production of a unit is high compared to other competitor products.
- A weak cost structure, which means Bharat Benz production costs are high compared to other competitors and it results in higher costs of trucks and buses.
- Limited service stations compared to the other competitors: The service stations of the Bharat Benz are limited in numbers they are located only in few areas.
- Availability of spare parts is limited they are not available in the market: The spare parts of the vehicles are available only with the authorised dealer or service station they are not available in the outside market.

Opportunities

- Innovation: Greater innovation can help the Bharat Benz to produce unique products which attracts the customers more and helps in increasing the sales.
- Introduction of new products can help Bharat Benz to expand their business and deliver their customer base with new and updated products.
- Emerging markets can help the Bharat Benz to quickly expand: Indian automobile industry is expanding rapidly and the market area of commercial vehicles is also increasing, this helps the company to expand its market.
- New services can expand Bharat Benz business and diversify customer base: The new services like Pro-Serv which is a faster service facility to customers, expansion of service centres and new outlets.
- New technology help Bharat Benz to better meet customer, improved products, services and technology builds barriers against rivals.

Threats

- Severe competition can lower the profits because competitors can entice customers away with superior products with lower price.
- Volatile currencies make Bharat Benz investment difficult, because costs and revenue change so rapidly.
- Entry of new companies with good quality vehicles can affect the sales of Bharat Benz.
- Fluctuations in the fuel prices: The fluctuations in the price of fuel can affect the sales of the company, when the fuel price is higher the sales volume decreases automatically.

1.10 Future Growth and Prospective

- Increasing the number of manufacturing units to provide service to customers across the country.
- Involvement of new technologies and the production of innovative products which helps company to be superior compared to competitors.
- To become the Market leader of commercial vehicles in India and lead the commercial vehicle industry sector in India.
- To open the new outlets and increasing the market share of the company.
- Increasing the sales volume by 10% every year.
- To become the number 1 ranked in trucks segment and bus segment.

1.11 Infrastructure Facilities at Bharat Benz

The Bharat Benz is a water efficient and power efficient plant with zero solid misuse discharge facility. It is attached to national highway which helps the customers for easy transportation. It's a 10-acre wide plant with more than 150 employees working in it.

- Parking Facility
- Display Area
- Warehouse
- Service station
- Customers lounge
- Drivers lounge
- New Vehicle Delivery area
- Pantry
- Drinking Water
- Free Wi-Fi facility

Functional Department

1. Sales Department
2. Logistics Department
3. Marketing Department
4. Financial Department
5. Human Resource Management

1.12 Financial Statement

Ratio Analysis

For the year 2017-18

1) Profitability Ratio

Profitability ratio = proprietary fund/ Total assets*100

Year	Proprietary fund	Total assets	Ratio
2017	1873.97	5585.45	33.55
2018	2553.66	6937.53	36.80

Interpretation

For every rupee generated in sales the company has 33 cents left over to cover basic operating costs and profit.

2) Current Ratio

Current ratio= Current assets/ Current liabilities

Year	Current assets	Current liabilities	Ratio
2017	5015.5	3545.34	1.14
2018	6021.38	4193.42	1.43

Interpretation

The current ratio is the classic measure of liquidity. It indicates whether the business can pay debts due within one year out of the current assets. For example, a ratio of 1.5:1 would mean that a business has Rs1.50 of current assets for every Rs1 of current liabilities.

3) Liquidity Ratio

Liquidity ratio= liquid assets/current liabilities

Year	Liquidity assets	Current liabilities	Ratio
2017	1718.26	3545.34	0.48
2018	2286.22	4193.42	0.54

Interpretation

When the ratio is at least 1, it means a company's quick assets are equal to its current liabilities.

A ratio of 0.5, on the other hand, would indicate the company has twice as much in current liabilities as quick assets making it likely that the company will have trouble paying current liabilities.

CHAPTER - 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Conceptual Background

Customer

A customer can refer, as person who purchase or buy product or goods or service by a firm or organization or business.

Satisfaction

Customer satisfaction is the act of fulfilment of one's desire and wishes or expectation or needs.

Customer Satisfaction

Meaning:

A customer satisfaction is one of the theoretical component and carrying among factors as the value or quality of the product and service, the feature of service offered at impression of the place where the manufactured goods or service is bought, and the cost of the product or service within an organization. This customer satisfaction is the element of its profit or income, if firm give good customer satisfaction it could touch its aim easily.

In the success of every business Customer satisfaction contributes a large part by knowing the customer requirements in the products and services of the company allows business to know whether they are fulfilling customer expectations are not and they should be flexible in making strategies so that pre-determined objectives are achieved by making changes which is demanded by the both internal and external factors.

Maximising the profits is core objective of every business to achieve this organisation should perform consistently they should attract new customer and they need to retain the existing customers by providing quality goods and services to the customers. They should always match the customer expectation in customer feel his/her expectations re fulfilled they become satisfied customers it helps the organisation to increase the sales which results in improvement in profits of the company.

Factors Influencing Customer Satisfaction:

Product Quality:

When company provide quality of product and services to customer, customer will more liable toward the company, when really satisfy with the product quality on that time customer never switch towards the other brand.

Money Value:

The value of price fixed by the company on their product and services, when that price is really worthy for that product on that time customer will more satisfied with the company.

Dependability:

The customers are expected to be fulfilled once the service worker “delivers the deal” by achieving a similar level of performance. Responsiveness: Further and further customer expected their provider to be willing and prepared to produce induce service & facilitate at the reason of the later. Separate attention speed & adaptability are wanted.

Access:

Customer must be ready to increase access to the provider or dealer with the smallest of bother. they essential educated to place-- up with goods accessibility service, however, hate limitless delays in obtaining through whereas life observant to the 4 terms and to apparently specious assurance that their customers are appreciated. They wish to discuss with family world health organization can to their questions.

Consideration:

Customer requirements politeness respect and thought and friendliness from the societies they communication over the counter and in a very centre (or) once sweet-faced with a facility downside.

Message:

The proper information provided to customer regards changes in any policy and any new style of brand come to the market, provide regularly information to the customer.

Trustworthiness:

Customers are a lot of probable to be satisfied if they notice an outcome of their knowledge that the provider or dealer is reliable, reasonable and truthful. This is often maintained the data and politeness showed by employees and their skills to inspire to trust & confidence.

Steps involved in Customer Satisfaction

➤ **Encourage Face-to-Face Interaction:**

The main activity involved in customer satisfaction is having a face to face interaction with the customers. It's important to meet the customers regularly to keep in touch with them, they should at least meet once or even twice during a project.

➤ **Answer to messages promptly & Keep Your Clients Informed:**

Responding to the customer messages queries and informing them about all the upcoming activities is very much important for every organization.

➤ **Be Friendly and Approachable:**

The best possible way to satisfy the customers is by having a friendly and polite approach. Always business needs to handle the customers politely they should not handle them in a unprofessional manner.

➤ **Have a Clearly-Defined Customer Service Policy:**

It is an important document followed by employee to deal with customers who are not satisfied with the products, services of the company. It clearly says how an employee should behave to improve the customer experience.

➤ **Attention to Detail:**

It is very important to good attention towards the customers. Some of the small things like greeting the customers with a bright smile and wishing them om their birthdays. By paying attention to small details will earn loyal customers.

➤ **Understanding customer needs and helping them:**

It is very important to identify the needs of the customers and helping them in reaching the satisfaction. However, achieving this supreme level of understanding with customers will do wonders for working relationship.

➤ **Meet your Promises:**

It's the most important point to be followed in customer satisfaction. When the organization promise something, they should deliver. Customers don't like to be disappointed. On some occasions, something may not get done, or company might miss a deadline through some fault in this case a quick apology and assurance helps organization to manage the customers.

2.2 Literature Review

Author/Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
Steven A. Taylor, Thomas L. Baker. Journal of retailing, volume:70. 1994:	An assessment of relationship between service quality and customer satisfaction in the formation of customers purchase intentions.	Administration quality and customer satisfaction are broadly perceived as key impacts in the arrangement of shoppers buy goals In administration conditions. In any case, an audit of the current writing recommends that the particular idea of the connection between these essential develops in the assurance of customers buy goals keeps on escaping advertising researchers.	Multiple indicators are used in the in the study to collect the values for the first times. There is a marginal discriminant in the study.
Haemoon Oh, Department of Hotel,Restaurant, and Institution Management,Iowa State University, 11 MacKay Hall, Ames,IA 50011-1120, USA:1999.	Service quality, customer satisfaction, and customer value.	The creator proposes and tests an integrative model of administration quality, customer esteem, and customer satisfaction. Utilizing an example from the extravagance section of the lodging business, this investigation gives fundamental outcomes supporting an all-encompassing way to deal with friendliness customers' post buy basic leadership process. The model seems to have handy legitimacy	In the study single element used for the measuring the service quality and there is no clarity in determining measurement to be used.

		just as logical capacity.	
Gilbert A. Churchill and Carol Surprenant. Journal of marketing research:1982.	An investigation into the determinants of customer satisfaction.	The idea of shopper satisfaction involves a focal position in promoting thought and practice. Satisfaction is a noteworthy result of promoting action and serves to interface forms finishing in buy and utilization with post buy wonders, for example, frame of mind change, rehash buy, and brand reliability.	Research conducted to know the satisfaction of consumers for non-durable products which may not be the same for the durable products.
Dr.Rebekah Bennett, Journal of Services Marketing 18(7):pp. 514-523:2004.	Examining the satisfaction-loyalty relationship.	The creators address the idea of the connection between evaluative satisfaction and unwaveringness. Ongoing exploration proposes that this relationship isn't straight and uni-directional however curvilinear, intervened by a few connecting situational and mental factors (Oliver, 1999).	Research says only customer satisfaction creates loyalty there may be other reason for the customer loyalty.
Mohammad Muzahid Akbar and Noorjahan Parvez, ABAC Journal Vol. 29, No. 1 (January-April 2009).	Impact of Service Quality, Trust, and Customer Satisfaction on Customers	This examination has proposed a reasonable system to explore the impacts of customers' apparent administration quality, trust, and customer	Data collected from the respondents who are belong to the same company they are using the services of a single company. The

	Loyalty.	satisfaction on customer dependability. To test the reasonable system, auxiliary condition demonstrating (SEM) has been utilized to break down the information gathered from 304 customers of a noteworthy private media transmission organization working in Bangladesh.	respondents who are residing in urban area are chosen for the study.
Jackie L. M. Tam, Journal of Hospitality & Leisure Marketing: Vol. 6(4):2000.	The Effects of Service Quality, Perceived Value and Customer Satisfaction on Behavioural Intentions	Administration quality saw esteem and customer satisfaction are factors of high enthusiasm to advertisers. These factors have been recommended to have an impact on customers' post-buy conduct. The exploration displayed in this article expects to analyse the vital job these factors play in moulding post-buy conduct inside the setting of eatery industry. Information was gathered by methods for self-controlled polls.	Study ignored the sponsors utilizing ecological themes to advance their marketing and motives are not considered.
Allan Yen-Lun Su, Hospitality Management: (2004)	Customer satisfaction measurement practice in Taiwan hotels.	Content investigation was utilized to decide the degree to which every inn's remark card configuration related to the identified best practice	Guest comment cards are considered for the study by considering single factor like guest comment cards effective results

		criteria. Results uncover that no single lodging examined inside the study test of this examination meets all identified best practice criteria for their GCCs.	cannot be obtained on study conducted in international and luxurious hotels which may give different results if study conducted for different customer segment.
Qingyu Zhanga, Mark A. Vonderembseb, Journal of Operations Management:(2003)	Manufacturing flexibility: defining and analyzing relationships among competence, capability, and customer satisfaction.	Quick and sensational changes in customer desires, rivalry, and innovation are making an inexorably dubious condition. To react, makers are looking to improve flexibility over the esteem chain. Assembling flexibility, a basic component of significant worth chain flexibility, is the capacity to create an assortment of items in the amounts that customers request while keeping up elite.	Data collected from the respondents who are belong to the same company they are using the services of a single company. The respondents who are residing in urban area are chosen for the study.
Asaiah O. Ugboro, Kofi Obeng. Article in Journal of Quality Management:July 2000	Top management leadership, employee empowerment, job satisfaction and customer satisfaction in TQM	Top administration initiative and worker strengthening are viewed as two of the most essential standards of absolute quality administration due to their expected association with customer satisfaction. Accordingly, many top	The major limitation of the study is in the study top management leadership and empowerment considered as same in the study.

	organization.	administration initiative and worker strengthening techniques and practices have been recommended in the administration writing.	
Thorsten Hennig-Thurau, Article in International Journal of Service Industry Management December:2004.	Customer orientation of service employees: Its impact on customer satisfaction, commitment, and retention.	With the execution of administration faculty frequently comprising a noteworthy component of an administration in essence, the customer introduction of administration work force is regularly viewed as a principle determinant of administration firms' prosperity. Drawing on a deductively determined four-dimensional conceptualization of the customer introduction of administration work force.	Respondents are chosen for the study are those who are having access to the internet. Quota sampling method is used where people don't have internet access are ignored.
Rashad Yazdanifard, Igbazua Erdoo Mercy, Conference Paper:January 2011	The impact of Green Marketing on Customer satisfaction and Environmental safety.	Green transformation, making strides toward environmental friendliness, ecological security, manageable way of life, economical advancement, ensuring our earth and a lot more have turned into a characteristic marvel in our regular day to day existence. Green promoting is a device utilized by numerous	The research is restricted to the green product users which are based on environmental benefits.

		organizations in different businesses to pursue this pattern.	
Nai-Jen Chang and Cher-Min Fong: 2010 Academic Journals.	Green product quality, green corporate image, green customer satisfaction, and green customer loyalty.	Past examinations have given much consideration on item quality, corporate picture, customer satisfaction, and customer faithfulness, however none have investigated them about green development or ecological administration angles. This investigation needs to fill this examination hole.	The study was focused on only 3C products in Taiwan and only product quality considered for the study where service quality ignored.
Dr Lynette M. McDonald, Assoc. Prof. Sharyn Rundle-Thiele, International Journal of Bank Marketing, 26 (3).2008.	Corporate social responsibility and bank customer satisfaction.	Reason – While the beneficial outcomes of CSR are all around archived, there has been little research looking to comprehend the impacts of CSR activities on customer satisfaction. An examination motivation is proposed which assesses the imaginable effect on customer satisfaction of CSR activities versus other more customer-driven activities.	Research not focused to identifying the CSR initiatives which are more preferred.
Mehrdad Estiri, Farshid Hosseini and Hamidreza Yazdani.	Determinants of customer satisfaction in Islamic banking:	Reason – The motivation behind this paper is to elucidate and expand the conceptualization and	Research says only customer satisfaction creates loyalty there may be other reason

	<p>evidence from Iran.</p>	<p>estimation of customer satisfaction in the Islamic financial area in Iran.</p> <p>Discoveries – The findings from this examination uncover that administration quality in Iranian banking embracing the business configuration of Islamic administrations has a two-factor structure.</p>	<p>for the customer loyalty.</p>
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CHAPTER -3

RESEARCH DESIGN

3.1 Statement of the problem

1. To study and analyse on the satisfaction and expectation of consumer with regard to Bharat Benz and its products.
2. To study the reason behind declining sales due to heavy competitors in the market.
3. To improve customer satisfaction by using alternative channel of service.

3.2 Need for the study

This study was conducted to analyse the customer satisfaction towards Bharat Benz products. To know whether Customer satisfaction will affect the sales or not and how post purchase services is going to affect the customer satisfaction how it indirectly helps in attracting new customers.

3.3 Objective of the study

- To understand the satisfaction level of consumers.
- To understand the customer awareness level about Bharat Benz.
- To identify the demand of the customer.
- To understand the customer preferences while buying the commercial vehicle.
- To study the factors influencing consumer to go for specific brand.
- To understand the customer satisfaction level towards another brand.

3.4 Scope of the study

- The project is determining consumer's perception towards Bharat Benz and its products in recent trends.
- The study will help the organization to make innovative strategy to improve their services to meet customer satisfaction.
- The study help the organization to understand the behaviour of individual while purchasing commercial vehicle.
- Customer satisfaction level can be increased via considering various aspects.

- In this study we can know the market share of different competitor and accordingly Formulate strategy to improve the market share.
- This study helps to enhance the marketing strategy of Bharat Benz.

3.5 Research methodology

Research Design

Research design is an art of clinical investigation this means that it includes systematic layout, series, collections, evaluation and reporting the findings and solutions. It is simple plan for a study this is used as manually in gathering and analysing the data. This research is based on logical and systematic study of overall questions by using scientific tools and techniques later data is analysed by using logical and scientific tools.

Descriptive Research

This study answering several questions starting with what, who, where, how and when this research is very tough as well it evaluates eminent degree of high qualified skills understand and solve the problem. In this study, I have used descriptive research design to conduct a survey on customer satisfaction in Bharat Benz products.

Primary Data

The primary data are collected from Bharat Benz customers who has purchased commercial vehicles from the authorised dealers of Bharat Benz. And it is also collected with the help of the questionnaires the respondents are just 50 members, interview by the personal method to help the more effective study on the customer satisfaction towards the company. The questions are in the form of open and close ended.

Secondary Data

The secondary data will be collected by the help of brochure, journals, book in the libraries and in the form of a various employee in the organization.

Research was conducted in Bharat Benz showroom where the customers come regularly to meet their needs.

Sampling methodology

Sample is a part of target population, which is sensibly designated to symbolize the population. Take a sample or samples of (something) for analysis.

Sampling design	Non-probability
Sampling techniques	Random sampling
Sampling unit	Showroom visitors
Sample size	50 respondents
Timing of the survey	10.30 am to 5.00 pm
Location chosen for the study	Bharat Benz, Nelamangala
Data analysis method	Table and graphs

Sampling technique: Simple random sampling technique

Tools and techniques of data collection

Structured questionnaire

The questionnaire consists of 20 objectives of the study based questions. Each question will be analysed based on response of each questions.

Percentage analysis

Percentage evaluation is the technique of represent raw streams of records as a percentage (a factor in a 100%) for better expertise of amassed facts or data. It is expressed as,

Percentage = $\frac{\text{Number of Respondents}}{\text{Total number of respondents}} * 100$

Total number of respondents

3.6 Hypotheses:

Null Hypothesis-

HO: There is no relation between the customer's response to complaints and feedbacks and overall quality of service of Bharat Benz

Alternative Hypothesis-

H1: There is significant association between the customer's response to complaints and feedbacks and overall quality of service of Bharat Benz.

3.7 Limitations of the study

1. The project was restricted to a limited time period of six weeks only.
2. The project is completely based on customer satisfaction towards Bharat Benz products.
3. Since the study was conducted only in Bangalore findings may not be applicable to other areas where Bharat Benz products has its market presence.
4. Data given by respondents may limit to their own knowledge, feelings and awareness.
5. The research study has been restricted and limited to only Bangalore zone.
6. Some information are kept as confidential by the company.
7. The study is restricted only one basis of data provided by company and respondent.
8. Data provided by the customers are considered true.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Table showing customer preference regarding Bharat Benz products.

Particulars	No of Respondents	% of Respondents
(a)Technology	12	24%
(b)Quality	4	08%
(c)Performance	34	68%
(d)Price	0	00%
Total	50	100%

Table.no.4.1

Data Analysis: From the above table analysed we found that 24% of respondents satisfied about technology used by Bharat Benz and 08% of respondents feel that Bharat Benz products are good in quality and 68% of respondents preferred Bharat Benz because of their performance and 8% respondents prefer Bharat Benz because of the prices of the products.



Chart.no.4.1

Interpretation: As per the survey conducted at Bharat Benz This chart shows that people are attracted more by the performance of the vehicle such as mileage, pick-up, power of the engine and this results in the high sales.

Table showing customer satisfaction with reference to Bharat Benz products.

Particulars	No of Respondents	% of Respondents
(a)Yes	45	90%
(b)No	05	10%
Total	50	100%

Table.no.4.2

Data Analysis: From the above table analysed we found that 90% of the respondents are satisfied with Bharat Benz products and 10% of the respondents feel non-satisfied.



Chart.no.4.2

Interpretation: As per the survey conducted at Bharat Benz majority of the respondents are happy with products sold by the Bharat Benz. This shows that the trucks and buses sold by the Bharat Benz are of high quality and they are satisfying the customers regularly.

Table showing the comparison of superiority between the Bharat Benz trucks and other competitor's.

Particulars	No of Respondents	% of Respondents
(a)Yes	48	96%
(b)No	02	04%
Total	50	100%

Table.No.4.3

Data Analysis: From the above table analysed 96% of the respondents feel that Bharat Benz products are superior than the competitor products and 4% feel they are not superior.

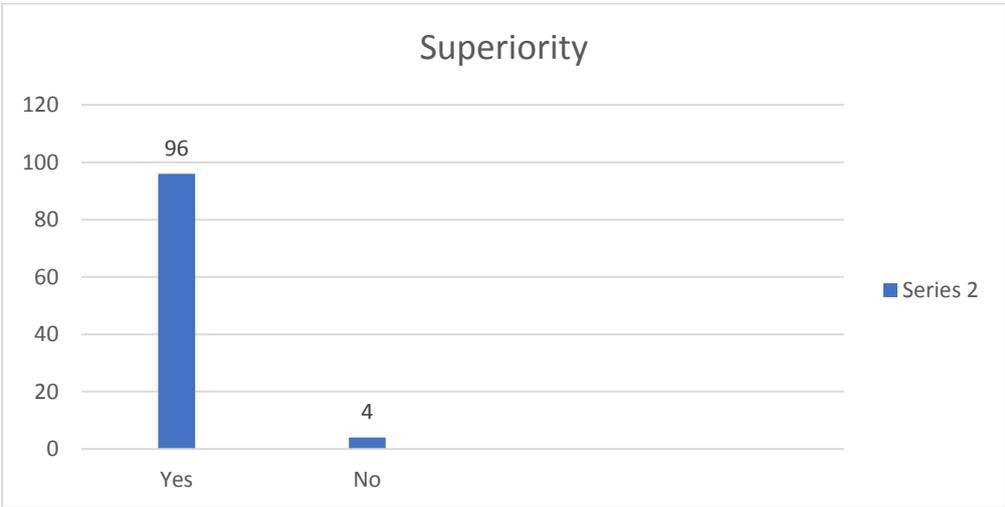


Chart.no.4.3

Interpretation: As per the survey conducted at Bharat Benz 100% of the respondents are saying that the products of Bharat Benz are superior than other competitor's products. The close competitors of Bharat Benz are TATA, Ashok Leyland, and Eicher. The trucks and bus sold by Bharat Benz are superior than these company products.

Table showing customers response for the service provided by Bharat Benz.

Particulars	No of Respondents	% of Respondents
(a)Yes	38	76%
(b)No	12	24%
Total	50	100%

Table.No.4.4

Data Analysis: From the above table analysed 76% of the respondents are happy with the service of vehicles and 24% of the respondents are unhappy with the service.

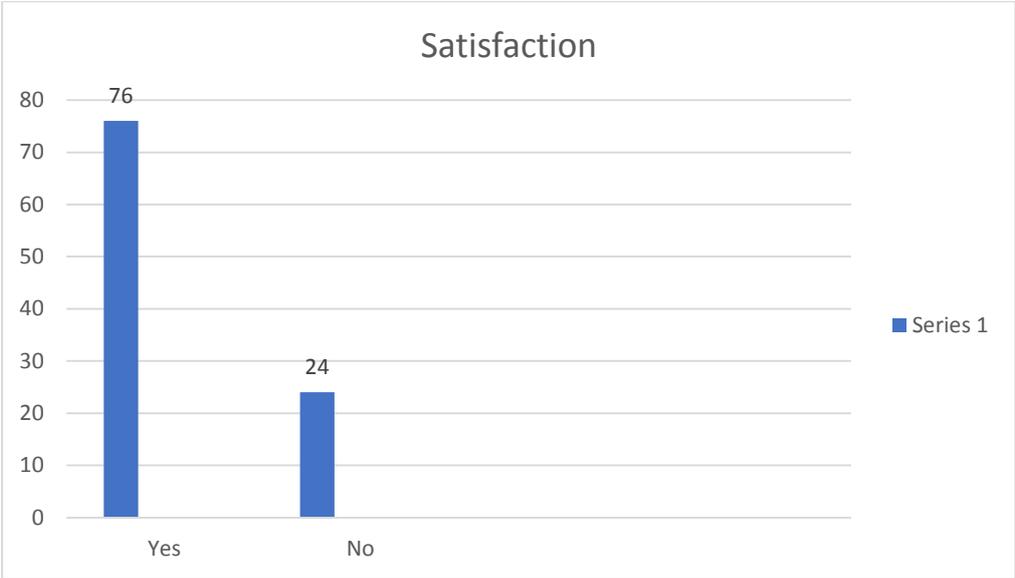


Chart.no.4.4

Interpretation: As per the survey conducted at Bharat Benz majority of the customers are happy with the service provided by them. Company can achieve the customer satisfaction by providing best service to its customers, service plays an important role in sales too.

Table showing customer interest towards purchasing of new vehicles when interest rate of financing is reduced.

Particulars	No of Respondents	% of Respondents
(a)Strongly Agree	10	20%
(b)Agree	40	80%
(c)Disagree	00	00%
Total	50	100%

Table.no.4.5

Data Analysis: From the above table analysed 20% of the respondents feel that reduction in interest of financing will help customers to purchase new vehicles at Bharat Benz and 80% of respondents agree with it.

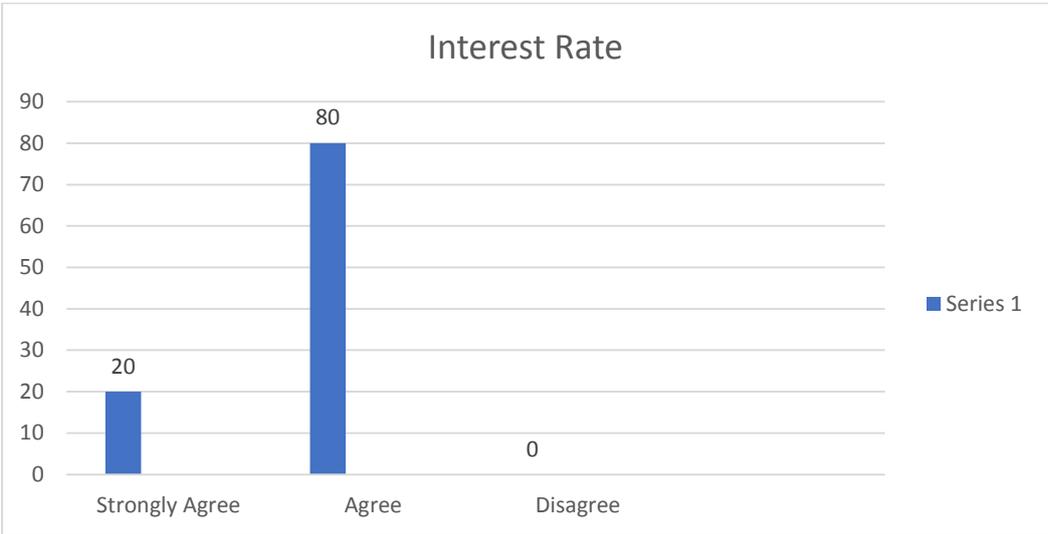


Chart.no.4.5

Interpretation: As per the survey conducted at Bharat Benz majority of the customers told that the reduction in interest rate in financing will help them to buy new vehicles at Bharat Benz.

Table showing customer response towards time taken to customer service.

Particulars	No of Respondents	% of Respondents
(a)Yes	30	60%
(b)No	20	40%
Total	50	100%

Table.no.4.6

Data Analysis: From the above table analysed 60% of the respondents feel that Bharat Benz are on time and 40% of the respondents feel they are not on time and they are delay in providing service.

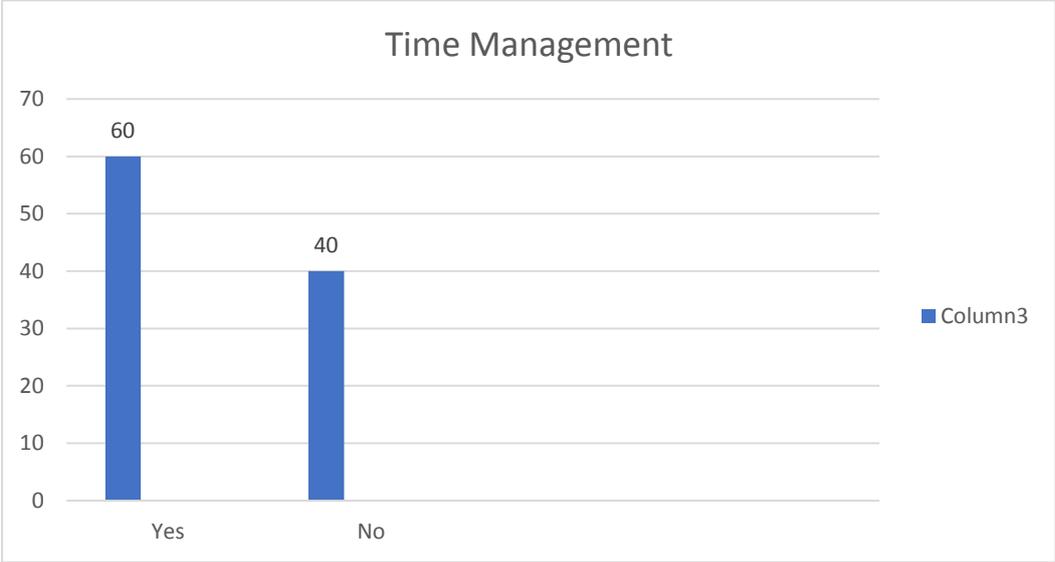


Chart.no.4.6

Interpretation: As per the survey conducted at Bharat Benz majority of the customers told that Bharat Benz people maintain time punctuality well and they provide the products at the agreed time.

Table showing offers availed by customers while purchasing the Bharat Benz products.

Particulars	No of Respondents	% of Respondents
(a)Price Discount	12	24%
(b)Extra Gifts	6	12%
(c)Lower Finance Cost	0	0%
(c)No Incentives	32	64%
Total	50	100%

Table.no.4.7

Data Analysis: From the above table analysed during the time of purchase of new vehicle 24% of the respondents received price discount benefit 12% of the respondents received Extra gift options and 64% of the respondents did not receive any of the benefits.

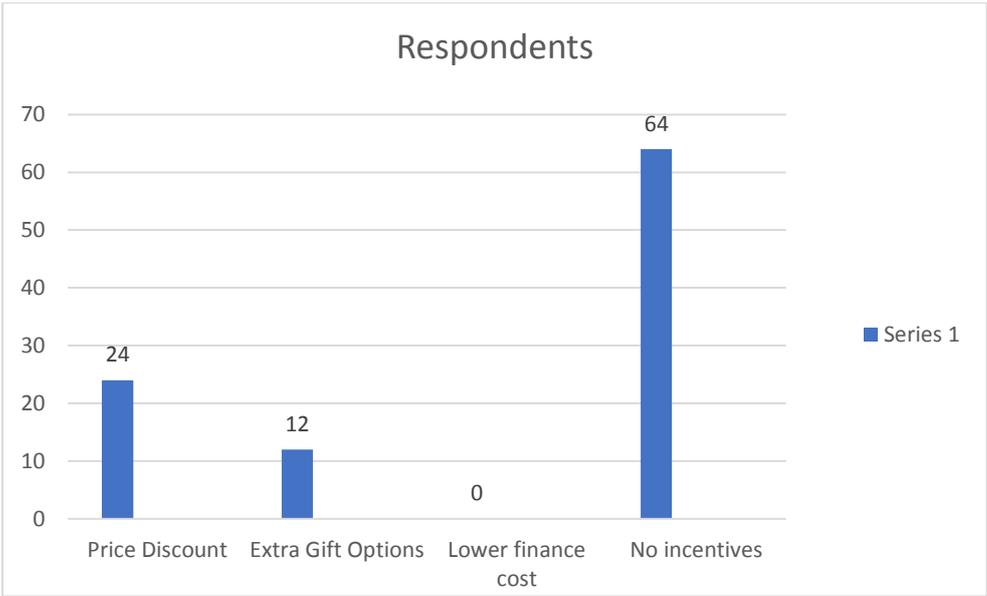


Chart.no.4.7

Interpretation: As per the survey conducted at Bharat Benz majority of the customers told that they did not receive any incentives from the company. Few of the loyal and permanent customers have got price discounts, gifts, as they are regular customers to the company.

Table showing spare parts availability at Bharat Benz.

Particulars	No of Respondents	% of Respondents
(a)Excellent	12	24%
(b)Good	6	12%
(c)Average	20	40%
(d)Poor	12	24%
Total	50	100%

Table.no.4.8

Data Analysis: From the above table analysed 24% of the respondents told that the availability of spare parts is excellent 12% of the respondents told its good 40% of the respondents told its average and 24% of the respondents told its poor.

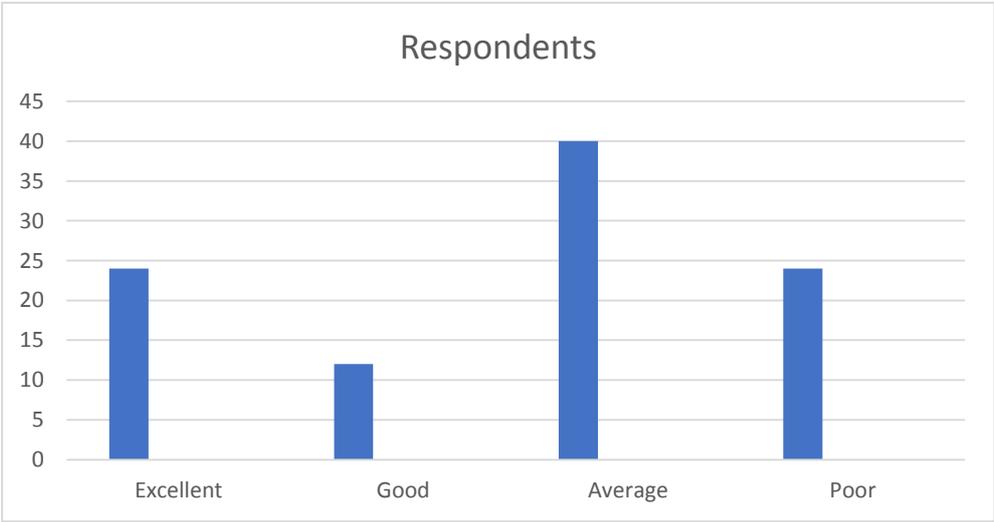


Chart.no.4.8

Interpretation: As per the survey conducted at Bharat Benz The Availability of spare parts in the service station is average. The spare parts are not available outside in the market they are very genuine and sold only at the authorised dealer shop.

Table showing the customers suggesting family, friends and others to buy Bharat Benz products.

Particulars	No of Respondents	% of Respondents
(a)Yes	45	90%
(b)No	0	10%
Total	50	100%

Table.no.4.9

Data Analysis: From the above table analysed 90% of the respondents told they will refer their friend’s relatives and colleagues to buy a product at Bharat Benz and 10% of the respondents don’t refer.

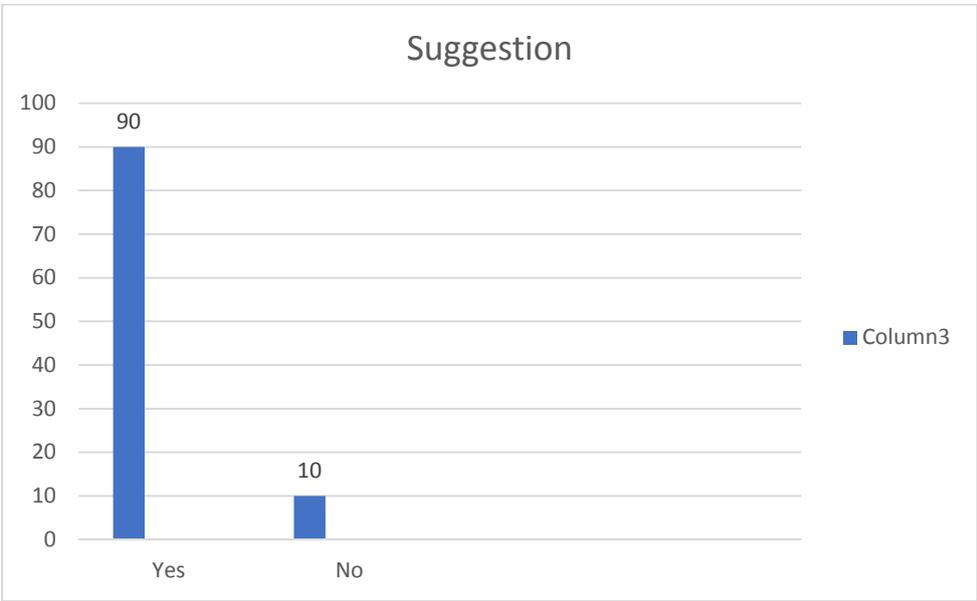


Chart.no.4.9

Interpretation: As per the survey conducted at Bharat Benz the existing customers are very much happy with the products of Bharat Benz and they are ready to refer their friends, relatives, and colleague to buy the vehicles of Bharat Benz. They have 90% loyal customers who are very much satisfied with the products.

Table showing customers response about grievance handling by Bharat Benz.

Particulars	No of Respondents	% of Respondents
(a)Excellent	38	76%
(b)Good	6	12%
(c)Average	4	8%
(d)Poor	2	4%
Total	50	100%

Table.no.4.10

Data Analysis: From the above table analysed 76% of the respondents feel company’s response to customer’s complaints are excellent, 12% of the respondents feel its good 8% of the respondents feel its average and 4% of the respondents feel its poor.

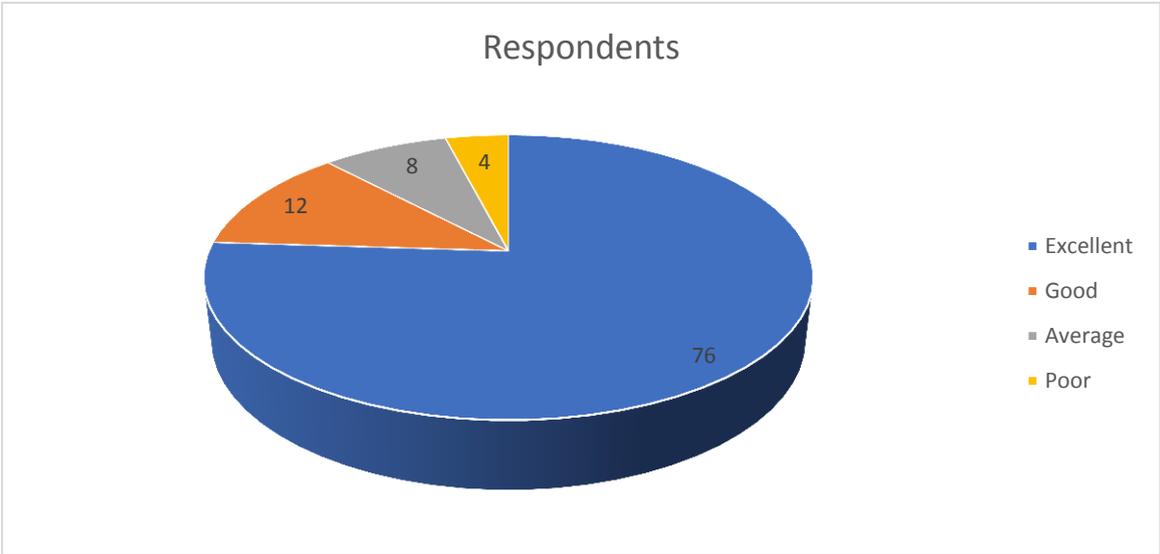


Chart.no.4.10

Interpretation: As per the survey conducted at Bharat Benz majority of respondent’s rate company’s response towards complaints and feedback as excellent. Helping customers and solving the problems of the customers help the company to satisfy their customers better.

Table showing test drive facility at Bharat Benz before the purchasing the truck.

Particulars	No of Respondents	% of Respondents
(a)Yes	18	36%
(b)No	32	64%
Total	50	100%

Table.no.4.11

Data Analysis: From the above table analysed 36% of the respondents told they got the test drive of the vehicle before purchasing and 64% of the respondents were not offered a test drive before purchasing.

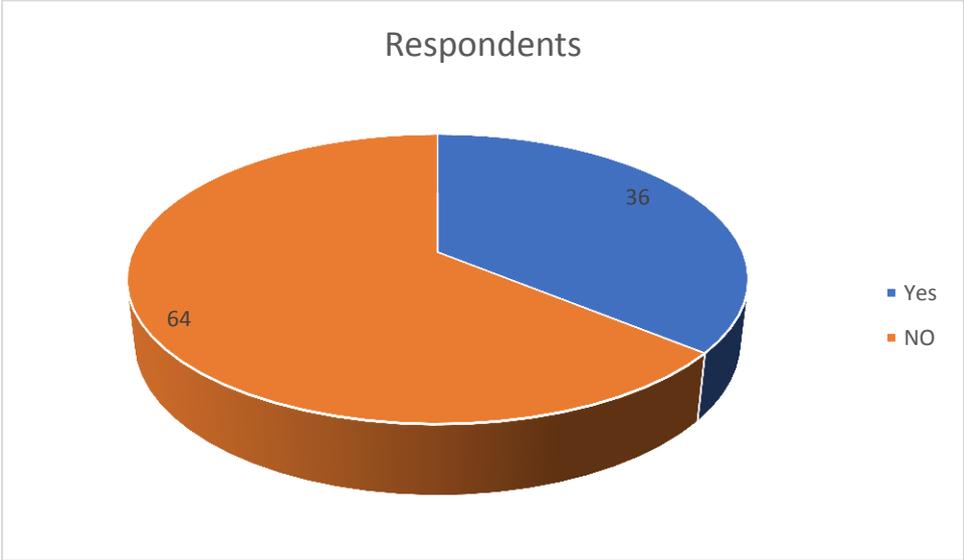


Chart.no.4.11

Interpretation: As per the survey conducted at Bharat Benz majority of the respondents 64% of the customers were offered test drive at Bharat Benz before the purchase of the product. Test Drive gives a good idea about the vehicle to the customers when they are provided test drive.

Table showing customers response towards accuracy of on time service of Bharat Benz.

Particulars	No of Respondents	% of Respondents
(a)Ahead of time	2	04%
(b)On Time	20	40%
(c)Delay	28	56%
Total	50	100%

Table.no.4.12

Data Analysis: From the above table analysed 4% of the respondents told that the Bharat Benz employees are ahead of time in maintaining time accuracy, 40% of the respondents told they are on time and 56% of the respondents told they are delay.

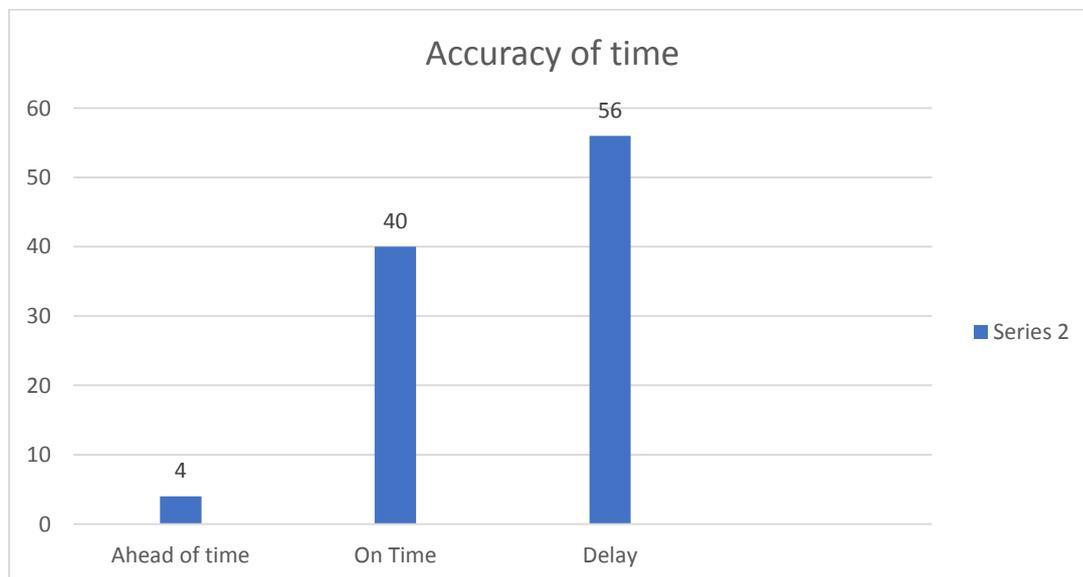


Chart.no.4.12

Interpretation: As per the survey conducted at Bharat Benz majority of the respondents feel the employees at Bharat Benz are on time in working and they provide service on time. Customers should not be made to wait longer faster and on time service will help the company to satisfy the customers well.

Table showing customer response towards service help desk staff.

Particulars	No of Respondents	% of Respondents
(a)Excellent	38	76%
(b)Satisfactory	12	24%
(c)Poor	0	0%
Total	50	100%

Table.no.4.13

Data Analysis: From the above table analysed 76% of the respondents told service advisors are good in communicating the issues regarding the vehicle before servicing is excellent and 24% of the respondents told they are satisfactory.

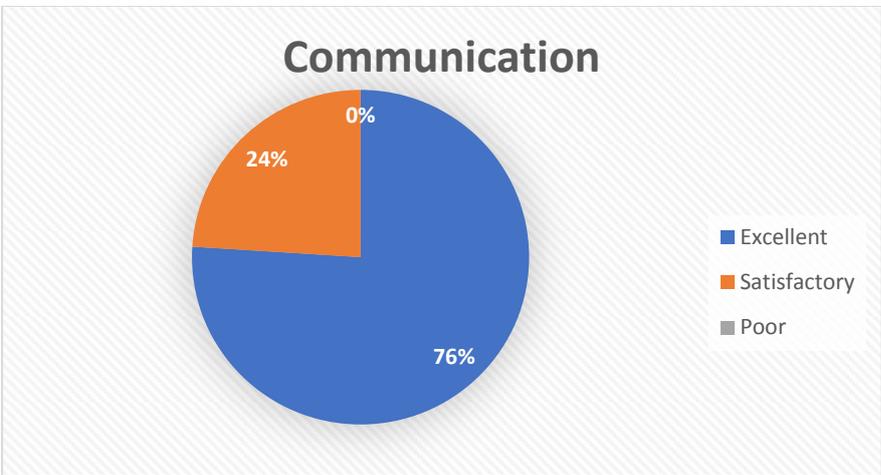


Chart.no.4.13

Interpretation: As per the survey conducted at Bharat Benz majority of the respondents told that service people were able to communicate to the issues, this shows that they have a well-trained service advisors with thorough knowledge.

Table showing overall rating of the Bharat Benz company.

Particulars	No of Respondents	% of Respondents
(a)Excellent	30	60%
(b)Good	4	8%
(c)Average	14	28%
(d)Bad	2	4%
(e)Poor	0	0%
Total	50	100%

Table.no.4.14

Data Analysis: From the above table analysed the overall rating of the company according the respondents are: Excellent 60%, Good 8%, Average 28%, Bad 4%.

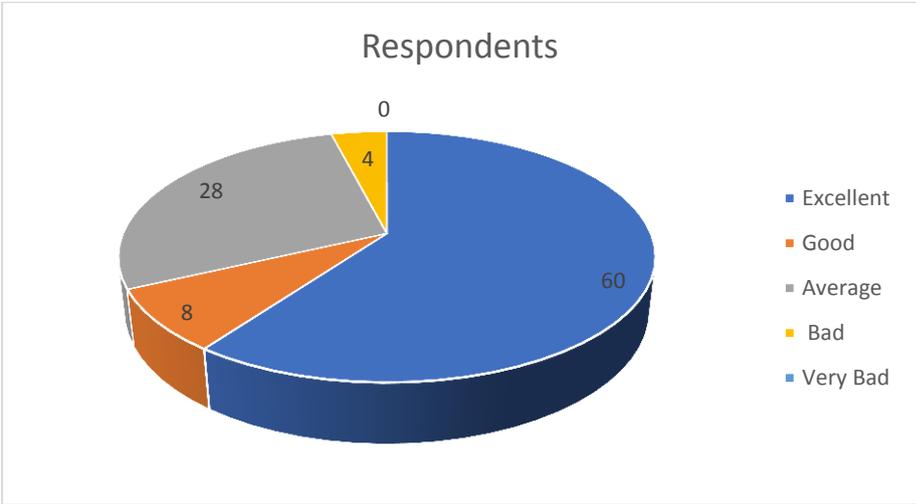


Chart.no.4.14

Interpretation: As per the survey conducted at Bharat Benz the overall rating for the company is excellent majority of the customers feel they are top rated company. And the company is doing well in overall activity.

Table showing customer response about post purchase communication.

Particulars	No of Respondents	% of Respondents
(a)Always	8	16%
(b)Sometimes	34	68%
(c)Yearly Once	0	0%
(d)Not Even Once	8	16%
Total	50	100%

Table.no.4.15

Data Analysis: From the above table analysed 16% of the respondents told that the service advisors contact them after the service to check the condition of the vehicles always, 68% of the respondents told they contact sometimes, and 16% of the respondents told they never contact them.

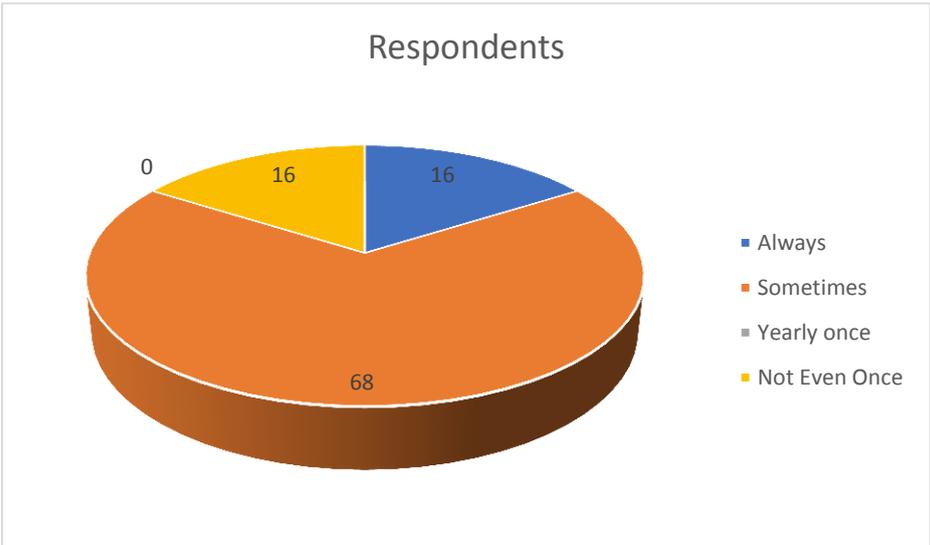


Chart.no.4.15

Interpretation: As per the survey conducted at Bharat Benz majority of the respondents told that the service advisors contact the customers sometimes this is the area they need to improve a bit.

Table showing the customer expectation and actual performance of the products.

Particulars	No of Respondents	% of Respondents
(a)Yes	42	84%
(b)No	08	16%
Total	50	100%

Table.no.4.16

Data Analysis: From the above table analysed 84% of the respondents told the vehicles of Bharat Benz have met their actual expectation and they are happy with it and 16% of the respondents did not get actual expected performance.

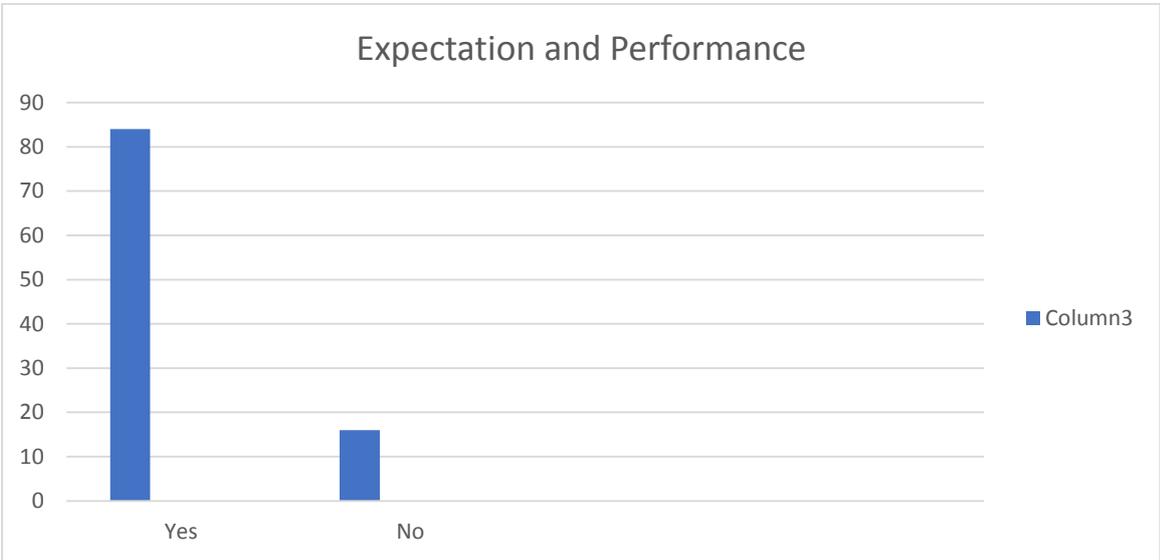


Chart.no.4.16

Interpretation: As per the survey conducted at Bharat Benz majority of respondents told that they are satisfied and the product has met their expectations. A company can achieve its goals when they satisfy their customers

Table showing customer willingness to make future purchases at Bharat Benz.

Particulars	No of Respondents	% of Respondents
(a)Yes	44	88%
(b)No	6	12%
Total	50	100%

Table.no.4.17

Data Analysis: From the above table analysed 88% of the respondents are ready to buy the vehicles in future and 12% of the respondents are of other plans.

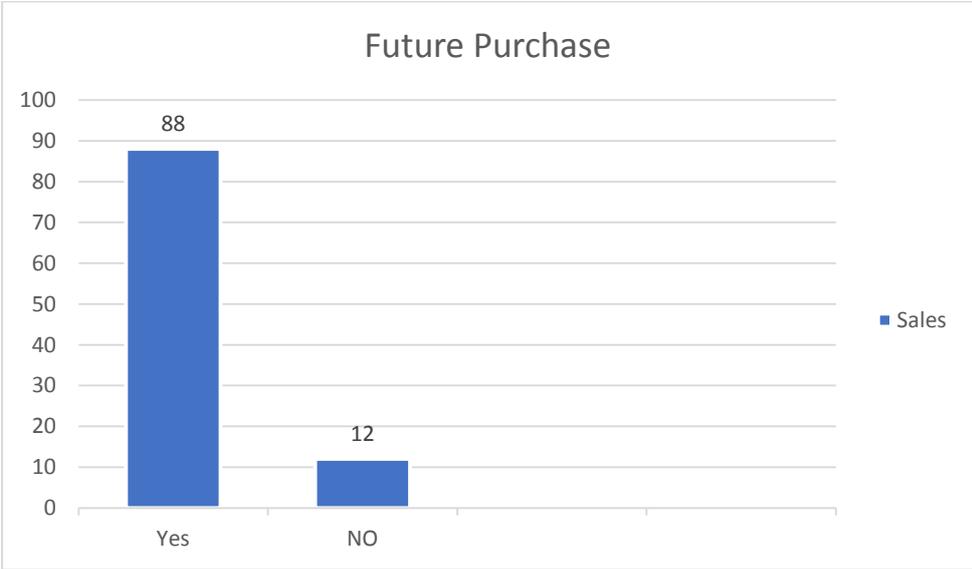


Chart.no.4.17

Interpretation: As per the survey conducted at Bharat Benz the existing customers are ready to continue with the products of the Bharat Benz. The customers continue with same brand only when they are satisfied and happy with the products, majority of respondents nearly 88% told they will continue to buy products of Bharat Benz.

Table showing brand name influence on purchase decision of the customers.

Particulars	No of Respondents	% of Respondents
(a)Strongly Agree	12	24%
(b)Agree	32	64%
(c)Disagree	06	12%
(d)Strongly Disagree	00	00%
Total	50	100%

Table.no.4.18

Data Analysis: From the above table analysed 24% of the respondents strongly agree that the brand name of the company influence the customers, 64% of the respondents agree and 12% of the disagree.

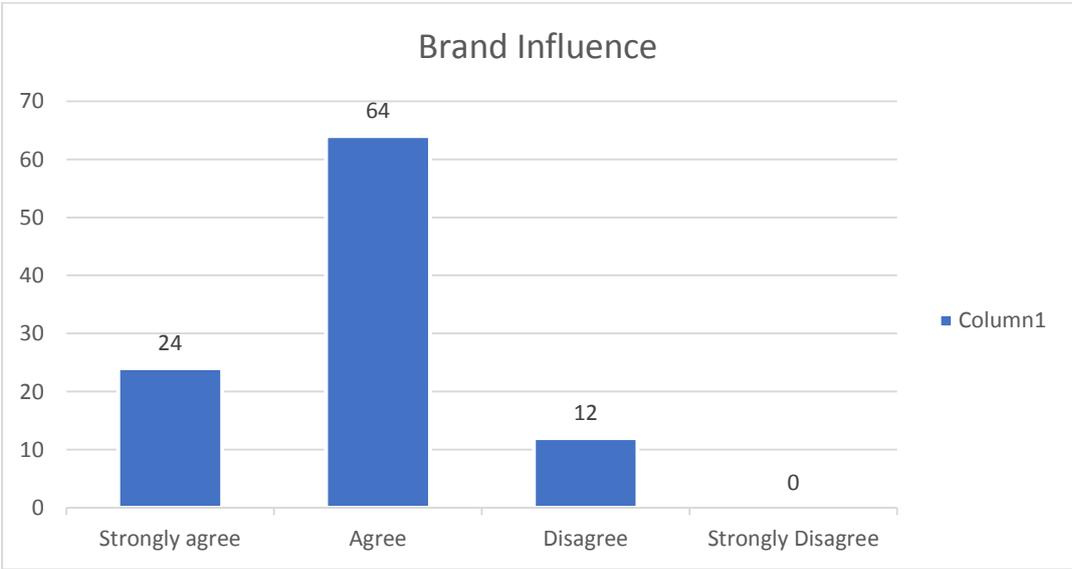


Chart.no.4.18

Interpretation: As per the survey conducted at Bharat Benz the majority of the customers feel that the brand name influences more on purchase decision of customers.

Table showing customer feedback about road side assistance during the breakdown.

Particulars	No of Respondents	% of Respondents
(a)Yes	36	92%
(b)No	24	8%
Total	50	100%

Table.no.4.19

Data Analysis: From the above table analysed 92% of the respondents told that Bharat Benz provide road side assistance during the breakdown of the vehicles and 8% of the respondents told they don't provide road side assistance.

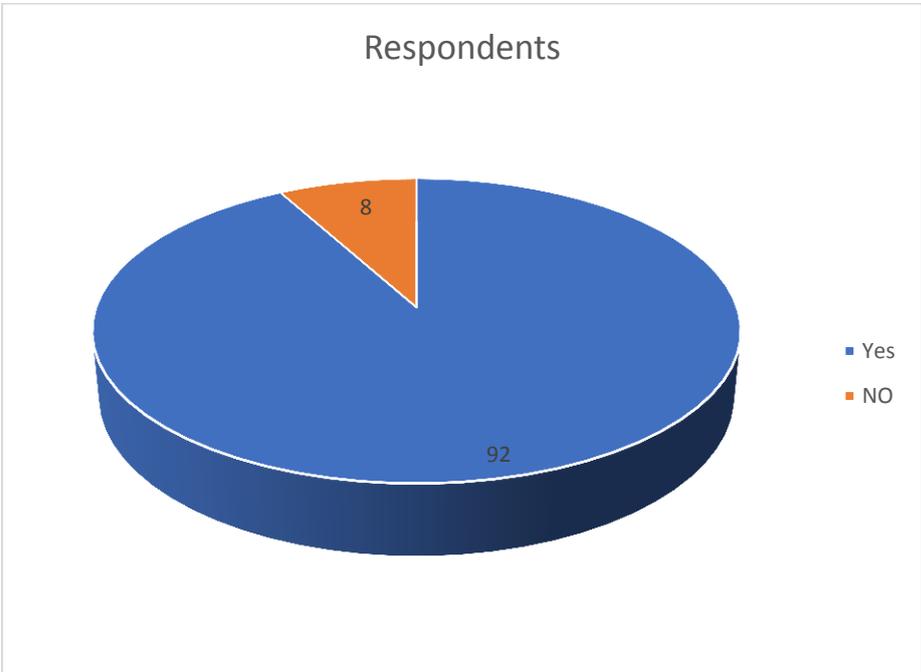


Chart.no.4.19

Interpretation: As per the survey conducted at Bharat Benz majority of the respondents told that they were offered road side assistance during the breakdown of vehicle. This helps the company to retain their customers trust.

Table showing customer response about employee behaviour with customer.

Particulars	No of Respondents	% of Respondents
(a)Yes	50	100%
(b)No	0	0%
Total	50	100%

Table.no.4.20

Data Analysis: From the above table analysed 100% of the respondents told that the employees at Bharat Benz are customer friendly.

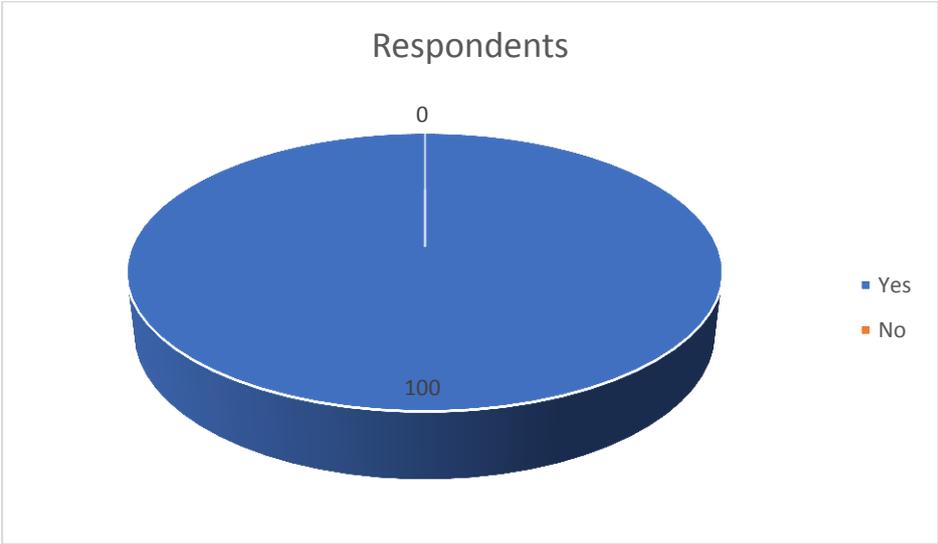


Chart.no.4.20

Interpretation: As per the survey conducted at Bharat Benz 100% of the respondents told that Employees at Bharat Benz are customer friendly. Customer Satisfaction is the main objective of any company.

Hypothesis (Results obtained by the using statistical tools)

Hypotheses:

Null Hypothesis-

HO: There is no relation between the customer's response to complaints and feedbacks and overall quality of service of Bharat Benz

Alternative Hypothesis-

H1: There is significant association between the customer's response to complaints and feedbacks and overall quality of service of Bharat Benz

Descriptive Statistics			
	Mean	Std. Deviation	N
Rating for complaints and feedback	3.6600	.71742	50
Overall rating of the company	4.9400	.23990	50

Correlations			
		Rating for complaints and feedback	Overall rating of the company
Rating for complaints and feedback	Pearson Correlation	1	.472**
	Significance. (2-tailed)		.001
	N	50	50
Overall rating of the company	Pearson Correlation	.472**	1
	Significance. (2-tailed)	.001	
	N	50	50

Interpretation:

From the above results it is observed that correlation between the customer's response to complaints and feedbacks and overall quality of service of Bharat Benz is 0.472 hence the significance value is less than 0.05 so we can arrive at a conclusion that both the factors are significant in nature, hence alternative hypothesis is confirmed. So there is significant association between the customer's response to complaints and feedbacks and overall quality of service of Bharat Benz

CHAPTER 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 Findings

- It is found that customers like the performance of the Bharat Benz products very much.
- It is observed that majority of the customers are happy with the services provided by the Bharat Benz.
- It is found that majority of the respondents feel Bharat Benz products are superior compared to the other commercial vehicles.
- It is found that customers like the performance of the Bharat Benz products very much.
- It is found that Bharat Benz provides the vehicles at agreed time and majority of customers feel they are on time.
- It is found that majority of the customers does not get any offers and discounts from Bharat Benz during the time of purchase of new vehicles.
- It is found that availability of spare parts is average and they are not available outside except the authorised showroom and service station.
- It is found that existing customers are happy to refer their friend's relatives and colleagues to purchase the vehicles of Bharat Benz.
- It is found that company responds well to the complaints and feedback of the customers.
- It is found that majority of the customers are not offered test drive of the vehicle before purchasing.
- It is found that Bharat Benz employees, service advisors, mechanics are on time and work according to the time and customer's needs.
- It is found that the service advisors are well trained and educated enough to explain the issues of the vehicles during service.
- It is found that overall rating of the company is excellent from rating of 1 to 5 they are rated 5 overall.
- It is found that sales representatives or service advisors contact sometimes and not regularly in touch with customers.

- It is found that customers are happy with Bharat Benz products because the vehicle have met the expectation of the customers.
- It is found that existing customers of Bharat Benz are ready to purchase the vehicles in future too.
- It is found that brand name of the company “Bharat Benz” has influenced the majority of the customers a good brand name can attract the customers more.
- It is found that majority of the customers get road side assistance during the breakdown of the vehicle.
- It is found that employees at Bharat Benz are customer friendly and treat their customers well and provide the best service to satisfy them

5.2 Suggestions

- The customers who came to the service of their vehicles need a quick service
- There is no canteen facility inside the showroom, many drivers and owners come from long place to get their vehicles serviced so by opening a small canteen inside the plant will help the company to satisfy their customers.
- Increase the availability of spare parts
- By providing a test drive to the new customers will increase the sales of the company.
- Appointing a celebrity or a sports person as a Brand Ambassador increases the publicity of the company.
- Faster and quicker service helps the customers to meet their works and commitments.
- Provide some gifts and offers to the customers when they purchase the new vehicle which will encourage them to buy more products in future.
- Bharat Benz vehicles are superior compared to the competitors so it is their duty to maintain the same quality of products.
- At present the availability of spare parts is limited and it is available only in the showroom so they need to open new shops at different areas under their belt and sell the spare parts.
- Bharat Benz should be in touch with their customers regularly and enquire about the performance and condition of the vehicle.

- Bharat Benz should provide more road side assistance to the customer and they should reach the place on time.
- Bharat Benz products are good at their performance so they should start concentrating on price, quality and technology of the products.

5.3 Conclusion

The main intention of every company is to keep its customer happy. For the company to gain to gain profit and revenues, customer loyalty plays an important role. To satisfying the customer organization need to understand the need of the consumers and prepare customized products. The main purpose of the company is to make business and create good image in the market. The customers are leading element in any success of the business.

The study reveals that many respondents are satisfied with vehicle performance after quality service and service provided as per predefined standards. Also, satisfied with hospitality post-sales service performance employees skilled and environment. Most of the respondents are wanted to loyal towards brand due to its post sales performance and brand value its brand image.

Contrarily to the above the study also reveals that there is a scope for improvement in the area such as providing on time service delivery. The company should provide proper and exact information about cost of service before and after.

The study helps me to understand the different factor influencing the service quality and steps to be followed to enhance pre-defriend procedure to make the customer happy and loyal to brand.

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WEBSITES REFERRED

- WWW.Tridenttrucking.com
- WWW.Bharatbenz.com
- WWW.TridentAutomobiles.com

ANNEXURE

Questionnaire

1. What do you like in Bharat Benz products?
A] Technology B] Quality C] Performance D] Price
2. Are you happy with the trucks sold by the Bharat Benz?
A] Yes B] No
3. Do you feel Bharat Benz trucks are superior to trucks sold by competitor?
A] Yes B] No
4. Are you satisfied with service provided by Bharat Benz?
A] Yes B] No
5. Reduction in interest rate for financing will help owners to go for new vehicles at Bharat Benz.?
A] Strongly Agree B] Agree C] Disagree
6. Was the truck ready at the agreed time?
A] Yes B] No
7. Did you obtain any of the following incentives while purchasing at Bharat Benz?
A] Price discount B] Extra gift options
C] Lower finance cost D] NO incentives

8. How do you rate availability of spare parts of Bharat Benz?
A] Excellent B] Good C] Average D] Poor

9. Will you recommend Bharat Benz vehicles to your friends/family/colleague?
A] Yes B] No

10. How do you rate company's response to complaints and feedback?
A] Excellent B] Good C] Average D] Poor

11. Were you offered a test drive of the truck before purchasing at Bharat Benz?
A] Yes B] No

12. How accurate Bharat Benz people are with time?
A] Ahead of time B] On time C] Delay

13. Was our service people able to communicate or explain the issues / queries appropriately?
A] Excellently B] Satisfactory C] Poor

14. How do you rate overall quality of sales and service of Bharat Benz?
A] Excellent (5)
B] Good (4)
C] Average (3)
D] Bad (2)
E] Very Bad (1)

15. How often the sales representative contacted the customer after the sales?
A] Always B] Sometimes C] Yearly Once D] Not even once

16. Are you satisfied with the performance and did it reach your expectations?
A] Yes B] No

17. In future, will you continue to buy the products of Bharat Benz?

A] Yes B] No If No specify the reason.

18. Whether the Brand Name Influences the customers to buy the products?

A] Strongly Agree B] Agree C] Disagree D] Strongly Disagree

19. Does Bharat Benz Provide road side assistance during breakdown?

A] Yes B] No

20. Do you feel Bharat Benz employees are customer friendly?

A] Yes B] No

Balance sheet of Bharat Benz as on year ended 31st march 2017-2018

Particulars	As at 31 st march 2017	As at 31 st march 2018
	Rs (in crore)	Rs (in crore)
ASSETS		
1. Non- Current Assets		
Property, Plant & Equipment	-	94.97
Capital work-in –progress	-	2.41
Intangible Assets	260.93	458.81
Intangible Assets under development	-	9.44
Financial assets		
Investment	-	
Loans	230.73	266.99
Others	1.87	0.33
Other non-current Assets	76.42	83.20
1.Total non-Current Assets	569.95	916.15
2. Current Assets		
Inventory's	3,297.24	3,735.16
Financial Assets		
Trade receivable's	114.87	228.06
Cash and cash equivalent	89.49	128.45
Bank balance Other than Cash and c Cash equivalents	-	27.59
Loans	1,014.06	1,440.42
Others	17.62	410.62
Other non-current Assets	482.22	447.08
Total current Assets	5015.5	6.021.38
Total Assets	5585.45	6937.53

EQUITY AND LIBILITIES		
Equity		
Equity share capital	8.70	94.36
Other equity	1,865.27	2,459.30
Total equity	1,873.97	2,553.66
Liabilities		
1. Non-Current liability		
Financial liability		
Borrowings	-	0.81
Provisions	31.94	45.48
Other Non- current liabilities	134.20	144.16
Total non- current liabilities	166.14	195.45
2. Current liabilities		
Financial liabilities		
Borrowings	968.20	1,077.59
Trade payable	2,208.50	2,779.99
Other financial liability	167.70	180.62
Other current liability	194.04	149.55
Provisions	6.90	5.67
Total current liabilities	3545.34	4193.42
Total equity and liability	5,585.45	6,937.53



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: Dilip Kumar M

INTERNAL GUIDE : Archana Vijay

USN : 1IA17MBA18

COMPANY NAME : Bharat Benz ,Trident Automobiles Pvt Ltd

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		



HOD Signature

Head of the Department,
Department of MBA
Acharya Institute of Technology
Oldenahalli, Bangalore-560 107