

Date:26/March/2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Kashi vishwanath G S** (Reg no-1AY16MBA33) student of **Acharya Institute of Technology, Bangalore**. Pursuing MBA, has successfully completed his project work on the topic "A study on customer satisfaction towards Shrutu Motors" from **15th January 2018 to 24th march 2018** under our guidance.

We wish him all the success in his future endeavours.

Regards,

Sasvaraj.h

Authorized signatory





ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 23/05/2018

CERTIFICATE

This is to certify that **Mr. Kashi Vishwanatha G S** bearing USN **1AY16MBA33** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Customer Satisfaction Towards Shruthi Motors**” At **Shruthi Motors Shivamogga** is prepared by him under the guidance of **Dr. Nijaguna G** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

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DECLARATION

I, kashi vishwanatha G S bearing USN 1AY16MBA33 hereby declared that the project report entitled "A study on customer satisfaction towards Shruthi motors" Shivamogga. prepared by me under the guidance of Dr. **Nijaguna G**, Head of the Department MBA, AIT and external assistance by Mr. Basavaraj M Manager-shruthi motor. I also declare that this project work is toward the partial fulfillment of the university Regulations for the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for the period of ten 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: Bengaluru


Signature of the Student

Date:

ACKNOWLEDGEMENT

I would like to thank my people who have helped and supported me while doing my Project report and work.

There is not enough word to offer vote of thanks to Dr. **Nijaguna G**, Head of the Department of MBA, AIT Bengaluru for his help in initiating the project report in advance for the regular motivation, my guides Dr. **Nijaguna G**, Head of the Department of MBA, AIT Bengaluru and Mr. Basavaraj M General Manager- Shruthi Motors, Shivamogga. For their admirable help, suggestions and opinions on the contribution during and after the project report period. for giving me the permission to carry my project work.

Place: Bengaluru

kashi vishwanatha G S

Date: 28/05/18

USN: 1AY16MBA33

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EXECUTIVE SUMMARY

My internship project report “Study on Customer Satisfaction with Shruthi motor”. Before the internship, I had a lot of questions. The internship helped me clear all these questions and doubts.

Understand customer satisfaction with Shruthi motor, understand customer satisfaction levels, understand the various factors that make customers satisfied after purchasing cars, and evaluate authorized dealers for the reasonable duration of Shruthi motor. Learn about Maruthi suzuki cars for specific customer opinions to assess customer satisfaction with the automobile world.

The amazing development of the Indian economy has promoted the development of the automobile market. Up to now, more and more organizations have come to the Indian market with advanced technology. They are equally important for safety, design, performance and durability. Shruthi motor is able to compete with them in all these areas and have a good and reliable brand image in the minds of customers.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Shruthi motors provided me an opportunity to consider the consumer loyalty towards Maruti Suzuki showrooms, The internship provides a accurate advantage to the college student. To gain the knowledge and experience towards the chosen matter. Internship presents how theoretical knowledge which observes on the working field.

As I was worked in Shruthi motors, I found that strategy to react the customers and the way of communication, service delivery and publicity activities, which play a major role in the company, It helps in the feedback of the company to correct their mistakes and stand in number one position.

The project work is the integral part of the VTU MBA program. It is an initiative to close a gap between knowledge and its applications through a series of involvements that students of VTU MBA program, allow information and exposure towards the industry. The study is carried out 18-01-18 to 24-03-18

1.2 INDUSTRY PROFILE

The automobile industry is one of the leading businesses in the market. Maruti suzuki preparing to acquire the european market maruti suzuki sold 53,024 units between 2007 and 2008. This is the model with the largest number of models sold by the organization in the end of the year, marking the development of 35 vehicles in car models. It was used as a star for explorers and transportation and new offerings, which in turn conveyed its owen motors configures a seat to eight people, not commodities, that are crucial to running on the street

The improvement of the car, used to set up a framework to indicate that despite this, the role of the small train also provides space for passengers and things. These train cars are often used in urban suburbs under the framework of urban and suburban railway streets..

We estimate that at the time of 2010, we will board an ordinary 1bilin car. There were 500 million U.S. dollars in 1986. These figures are rapidly expanding, especially in China and India.

History Of The Automobile Industry:-

The car originally originated in the history of 1769 and created a steam engine. In 1806, the first fuel tank driven by an internal combustion engine appeared. In 1885, a ubiquitous modern gasoline or gasoline fueled internal combustion engine was introduced. Introduced electric all-electric vehicles in the 20th century. But until the 21st century, they have largely disappeared

In 1914, the automotive industry finally came from the huge production of Henry Ford. According to the history of the American automobile industry. There is no obvious competitor to power the automotive market globally. After the Second World War in 1945, the automotive industry in Japan and other European countries and other technologically advanced countries ended their momentum. In the short period of the initial 1980s, the American automobile industry was taken by foreign auto companies, especially Japan. And Germany,

The Top Making Nations: -

China, the European Union, the United States, Japan, Germany, and South Korea ranked in the top five in 2014. China is the largest producer and consumer of automobiles and automobiles. Accounting 23,722,430, EU 16,976,883 Japan 9,774,558 Germany 5,907,548, South Korea 4,524,932 and United States 11,660,699 Motor vehicles are one of the most important industries in the world,

Automobile Industry In India:-

India began assembling cars in Mumbai in 1898. India's automobile business has made great progress. The early stage of the automobile business was ignored by the legislature and the method was not satisfactory.

The real car assembly is the Hindustan engine, Marathi udyog and the Fiat Indian pvt. General Engine India PVT India is the ninth-largest position on this planet. Family unit auto associations like Maruthi Suzuki Tata Mahindra and Mahindra, these are the Central Accumulation Association. Due to the recent progress in this service. Automotive business includes overwhelming vehicles (truck transport rhythm and tractors) for travelers' cars and bicycles. The car part is today one of the important areas of the country. Look for important funds related to India. Ten million people work

for the company. Honda Motor India Limited Modern Engine Co., Ltd., Skoda India Ltd., Toyota Kirzlok Ltd.

1.3 COMPANY PROFILE

Shruthi Motors Shivamogga

Shruthi Motors is the one of the leading four-wheeler sellers in the Shimoga. It was established in the year 1998 by Shri D T Paramesh, they provide a facility like sales, body repairs and spares are in the same premises, and also they deal with two wheelers.

There are many branches spread all over the state.

- Shimogga
- Narasimharajapura
- Sagara
- Chikkamagalotre
- Thirthahalli
- Davangere

ORGANIZATION PROFILE

Maruthi Suzuki India Co., formerly known as Maruti udyog Co., Ltd., but the real generation was initiated in 1983. 26% of the Indian government and Suzuki in Japan own 74% of the organization. As of May 2007, the Indian administration sold all quotations to India's budget agencies but did not actually own any of Maruti Udyog's shares. It started with the history of automobile origin in 1769 and created steam engines. In 1806, the first fuel tank driven by an internal combustion engine appeared. In 1885, a ubiquitous modern gasoline or gasoline fueled internal combustion engine was introduced. Introduced electric all-electric vehicles in the 20th century. But until the 21st century, they have largely disappeared

In 1914, the automotive industry finally came from the huge production of Henry Ford. According to the history of the American automobile industry. There is no obvious competitor to power the automotive market globally. After the end of the Second World War in 1945, after the end of the automobile industry in Japan and certain other technologically advanced countries such as Maruti 800, the main Suzuki Alto Auto.

Type – Public

Traded as – BSE 532500

NSE : MARUTI

Industry – Automobile

Prodecessor – Maruti udyog limited

Headquater – Delhi

Key people – R C Bhargava

Products – Automobiles

Net income – 77.326 Million

1.4 Vision ,Mission And Quality Police

VISION:

surpassing customer expectation , delighting the customer and to be india's top most delearship for the maruthi Suzuki india ltd

MISSION:

To accomplish a standard level of service to customers

QALITY POLICY:

They ensure Customer satisfaction and Miles of Smiles by strict adherence and continuous improvement to the policies procedures and systems.

1.5 PRODUCT AND SERVICES0

1. ALTO 800

Interiors

- Intelligent utility spaces
- Distinct front instrument panel
- First time in segment option for interior colour schemes

Best in class mileage

Most fuel-efficient car in the class

Drivability

- Refined driving experience easy to drive
- Excellent pulling power even when fully loaded

Safer Drive

- Higher sense of safety

2. LTO K10

Superior technology

- All aluminium K-10 Engine
- Best in class fuel efficiency of 20.92kmpl
- Low maintenance

Advanced features

- Power windows
- Centre locking
- New instrument cluster with tachometer

Smooth Driving Experian

- Electronic power steering
- Cable shift gear mechanism
- Power to Weight ratio-88.15ps/ton

Stylish Exteriors Interiors

- Body colour Bumper
- Chrome plated front grill
- 3-spoke steering wheel
- New stylish gear knob

3.WAGONR

Variants

LX LXi VXi VXi option

New Style

- New stylish Front
- New Dual Tone interiors
- Eagle Winds Audio System

High Mileage

- Improved mileage of 20.21 kmpl: 26.6km/kg in CNG

Space

- Best in class front seat travel
- Best in class bank seat lrg room
- Best in class front and rear head room space

Features

- Tilt steering
- Best in class air conditioning
- 60:40 split rear seat

- Co-driver under seat tray and IP Box

Technology

- Low maintenance with K-series engine
- Smooth gear shift with cable type transmission

4.RITZ

23.3 KMPL mileage in diesel

- 1.3 litter DDiS engine
- Low friction Engine oil
- 18.5 kmp, in petrol
- VVT Tech.in petrol K-series engine

5.CELERO

Technology

- Auto gear shift
- Ease of an Automatic mileage of a manual
- Option of driving in manual mode also Best-in class milege
- Large boot space of 235 liter
- Spacious cabin and seats
- 15 smart utility spaces

6.SWIFT

Premium Interiors

- Sporty dash board design with waterfall

- Multi information display
- new high end music system

Supreme Comfort

- Enhanced space
- New gen rally based suspension system
- Reduced over all NVH or noise vibration and harshness

Thrilling Performance

- K-series VVT DDiS engine
- Best in class acceleration (0-100km/h) petrol-12.6s,diesel-14.8s

7.SWIFT DZIRE

Intelligent Design

- Compact exterior and spacious interiors
- Compact yet spacious boot-316Ltr
- Enhanced appeal

Premium Interiors

- Sporty dash board design
- Dual tone beige and black interiors
- Waterfall centre console
- New high end music system
- Multi information display

Supreme comfort

- Automatic transmission option
- Enhanced space
- Reduced over-all NVH

Thrilling performance

- Variable valve timing VVT/DDiS

8.KIZASHI

Luxurious And Sporty

- Interiors with leather and chrome inserts
- Advances Auto infotainment system
- V-shaped sporty aerodynamic front -
- Projector headlamp with dual lights

Comfort And Convenience

- 10-way adjustable power driver seat with 3 memory settings
- Key fob enabling direct entry into cabin
- ssPush button start/stop function
- Dual zone a/c with multi rear a/c vents

1.6 Area of operation

- Selling of pre-owned vehicles
- Providing service for customer vehicles
- Providing insurance facility for new cars
- Company outlets for spare parts
- Selling new cars

1.7 Infrastructure

- Trained and efficient staff
- Building
- office

1.8 Competitors` Information

Now a day many competitors have entered the market such as

Shruthi Motors Competitors

- RNS Motors

- Kalyani Motors
- Mondovi Motors
- Kirlokars
- Nandhi toyoto

Company Competitors

- Toyota motors
- Tata motors
- Ford motors
- Honda motors
- Hyundai motors

1.9 SWOT ANANYIS OF SHRUTHI MOTORS

Strengths:

- Strong value and brand name
- Good reputation in mind of customer
- Services provide at average cost
- They have good market share
- Stability in piece of the product and service
- Decision taken very quickly
- Sufficient labour and human force
- Innovative offer provided to customer

Weaknesses:

- No relationship with other dealer
- Process of paper documentation take lot of time
- Centralized decision making

Opportunities:

- Helping environment friendly cars which are designed to make less pollution.
- Merging with current customers making potential customers from current customers.
- Increasing customers of India by enhancing new product and services

- Improved product line segment in emerging trend.
- There is a potential marketing and low-income group in rural areas

Threats:

- Shift in customers taste and preferences
- Sudden changes in government policies
- Competitors

1.10 FUTURE GROWTH AND PROSPECTS:

Shruthi Motors aim towards the management philosophy providing congenial, Creative and challenging work environment to employees they have risen from the Ranks, and motivating to others to come up in the ladder. Shruthi aims to give high Level of customer satisfaction and good service to the customers.

1.11 Financial statement

Particulars	Mar'17	Mar'16
Liabilities	12 Months	12 Months
Share Capital	13.18	13.18
Reserves & Surplus	1652.23	1467.26
Net Worth	1665.41	1480.44
Secured Loan	.00	.00
Unsecured Loan	198.46	2.64
TOTAL LIABILITIES	1863.87	1483.08
Assets		
Gross Block	2005.72	1797.53
(-) Acc. Depreciation	1100.58	1004.21
Net Block	905.14	793.32
Capital Work in Progress	6.28	.00
Investments	9.67	1.23
Inventories	437.67	547.51
Sundry Debtors	115.10	150.40
Cash and Bank	234.22	317.64
Loans and Advances	769.31	279.16
Total Current Assets	1556.30	1294.71
Current Liabilities	780.13	759.82
Provisions	53.65	50.95
Total Current Liabilities	833.78	810.78
NET CURRENT ASSETS	722.52	483.93
Misc. Expenses	.00	.00
TOTAL ASSETS(A+B+C+D+E)	1643.61	1278.48

Chapter - 2
CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF STUDY

Theoretical aspect of the study is to attract the customer towards the showroom by satisfying the customer and also understand the customer demand, perception and thinking etc. the main aim is to how to satisfying and to make feel better at showroom, and also help to use all the data collected for future perspective to improve satisfaction level of customer and employee performance.

Customer satisfaction it is the key to every business to earn the profit and to obtain market leadership, the term market indicates it is a group of client (or) organization that are inquisitive about the product has the resources to buy the merchandise.

2.1.1 ELABORATIVE INFORMATION ON TOPIC

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 another 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 center (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.

2.2 REVIEW OF LITERATURE

Ajzen & Hassn (1991).

The study of this function is one of Sidwick's most familiar ones. The practicality is based on the utilitarian moral theory. In this research, the consumer satisfaction consumer behavior is based solely on the usefulness function, when choosing discomfort around the amount or Pleasant to carry.`

Bhatnagar (2000).

The author's research results show that many times the buyer's satisfaction is affected by the accessibility of consumer goods and services. Providing quality consumer goods and services has become a major concern for all industries. Consumer satisfaction is often referred to as post-consumer discovery of exact goods or services.

Bousch & Homer (1988).

In this discovery, the writer designed trustworthy customer satisfaction. The right customers are those who purchase the same brand of merchandise in shopping. They never worry about value because they know that quality will remain constant based on price. Loyal customers are more urgent than the company's 10 new customers.

Csikszentmihalyi (2000).

In the author's study, the study found that there is a link between brand structure and consumer satisfaction with the product. Agreed, because if the increase in the number of consumers, brand prices and consumer satisfaction decreases, then the value of conventional brands will be reduced.

Dailey & Fmi (2000).

In the author's research results, the assessment concluded that the minimum level of consumer experience should be as good as the consumer's attitude towards the product.

D'essenc (2001).

In this study, the author studied the status of consumer attitudes. This is very important for winning customers. This process is also called customer relationship management.

Donthu & Garcia (1999).

The author defines factors that influence the purchase process, such as friends, relatives, media, and advertisements. These factors affect the customer's purchase of goods. These are powerful forces for becoming potential buyers.

Harrison & Albertsons (2001).

In this study, we can sign the value of consumers' responses to early-expectancy (or some other standard performance) perceived disparity assessment and the explicit performance of consumers' perceived goods and services.

Heng patrick & Low kim (2006).

The author analyzes in this research that consumer satisfaction is influenced by the availability of consumer goods and services, and providing excellent consumer services has developed into the main body. All business concerns. Consumer satisfaction is naturally defined as a post-consumer assessment decision about a particular good or service.

Hoffman & Novak (1996).

In this study, the authors analyzed consumer ratings for specific brand prospects. Therefore, the prospects of consumers vary from brand to brand. So, we must sort out our customers' expectations

Hsiao H L (2010).

The author examines the attitude of the customer after the purchase and purchase. The customer's courage is positive when buying, but after the purchase, the attitude may become negative. Then it sparked dissatisfaction.

Kim & Karpova (2010).

In this study, the author explained the propaganda and promotion techniques to the seller in order to obtain new customers to resume sales. If the sales volume increases, the mechanical profit will also increase significantly.

Lorek (2001).

In this study, the author provides a definition of “consumer” in two ways: for the loyalty position, “consumers are the people who measure the quality of the products and services provided,” and the process-oriented approach, “customers it is the existence or group that gets the hard work. ”.

Mcgraw Hill (1999).

In this study, the author analyzes the customer's buying behavior, which helps to develop a sales plan from the seller or the company. He defines satisfaction as "the buyer's cognitive status is fully or insufficiently rewarded."

Mohammad Amin (2009).

The author studied the psychological factors for satisfying products and services. The result of summarizing the mental state is when the reaction around the uncertain outlook is combined with the consumer's prior experience of the investment experience.

Mowen & Minor (1998).

In this study, the authors analyze the relationship between product selection and the new product growth process. The author also analyzed the key key topics in the new creative presentation process. +

Monroe & Dodds, (1988).

In the study, the authors studied the success issues of product launch and tactics. The overview and marketing will be completed when the creative product is put on the market. The author also researched product introductions for the success and innovation of product introductions.

Quelch & Klein (1996).

In the study, the authors studied the complex risk factors in the release of new products with reference to the IBM AS/400 product. The author also considered the product before and after the release of the policy, and performed well in the market.

Raman Swati & Radhika Neela (2005).

In this study, the authors studied the introduction of drug products in the market. Strategy Preparation Starting a creative loan and starting work is very important for a new product demonstration course. The author also studied the market's insight into product changes and the potential to transform perception into a product.

Roy Subhadip (2005).

Provides detailed comments on this issue. He also handles the role of domestic and international consumer organizations in protecting consumers.

Thathoo Rahul & Kacheria Rahil (2007).

The study believes that companies now want to achieve faster profitability, and to achieve faster global brand awareness through online channels.

Torkzadeh & Dillion (2010).

The book promotes major topics in customer law and summarizes standard management. It also reflects the rules governing customer transactions and policies that minimize these rules.

Verma Neha (2008).

The consumer purchase behavior represents the purchase behavior of the last consumer - the individual purchaser of personal consumption goods and services. All these final consumers are combined to make up the consumer market.

CHAPTER 3 RESEARCH DESIGN

3.1 Statement of the problem

“ A study on customer satisfaction towards Shruthi motor”

the topic is design to improve customer satisfaction to alternative channel of services. The research is also directed towards finding various reasons causing satisfaction and dissatisfaction towards the various services rendered by Shruthi motors

3.2. Need for the study

In this todays modern market customer satisfaction among customers play an important role in the service turnover of the company, every company invest heavily aspect to build a strong image and gain market share and also to retain large number of customer, to know customer satisfaction for the services provided by Shruthi motors is the need for the study

The main need to study about the company is to know the company weather satisfying the customer needs and the customer are satisfying with the service or not. It helps to determine the post-purchase feedback customer to improve the delivery and service of the product.

- Help a company to build a long relationship with the customers
- It helps to find out the post-purchase feedback customer to improve the delivery and service of the product.
- It is the process of studying customer satisfaction

3.3 OBJECTIVES OF THE STUDY

- To know the buying pattern of customer
- To assess the reasonable time taken to delivery service at Shruthi motors
- To identify the demand of the customer
- To know the different kind of marketing strategy adopted by the management for improvement of service quality.
- To know about different brands of similar cars sold in the area.
- To gain the knowledge of pricing strategies from our customer.
- To know customer awareness about the showroom

3.4 SCOPE OF THE STUDY

The data will be analyzed and presented in a simple and precise way on the basis of which related recommendations have been made to the company to better the services, policies, and strategies of the company in India.

- This study can be extended to assess the present marketing condition of Shruthi motors
- 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 Shruthi motors

3.5 RESEARCH METHODOLOGY

Sampling plan:

➤ Sample size

Sampling is considered as a part of the population from Shivamogga city at Shruthi motors m (maruthi suzuki showroom) and the sampling size was 100. It's a study of attitude and characteristics of the members of a sample, rather than all the size of the population, not only outcome in the lesser cost of the investigation. Thus the sample planning is the most important factor of the design.

➤ Sampling techniques.

The sampling techniques are the suitability sampling those are obtained by selecting helpful population unit for the study. This study refers to the population being examine those are selected neither by probability nor by finding but convince

Data collection method:

The data will be collected from primary and secondary data

Primary data:

The primary data are collected from maruthi suzuki customer who has purchased their vehicles from the shruthi motor. And it is also collected with the help of the questionnaires the respondents are just 100 members, interview by the personal method to help the more effective study on the customer satisfaction towards sheuthi motors. The questions are in the form of open ended and close ended.

Secondary data:

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

Descriptive research

This study answerig several question start with what,who ,where,how and when this research is very tough as well it evaluate eminent degree of high qualified skills understand and solve the problem.

In this study,I have used descriptive research desig to conduct a survey on customer satis faction in maruthi suzuki showroom at shruthi motors.

3.6 HYPOTHESIS

Null Hypothesis (H0): There is no relationship exist between satisfaction level of quality and service provided by the staff.

Alternative Hypothesis (H1): There is a relationship exist between satisfaction level of quality and service provided by the staff.

Null Hypothesis (H0): There is no relationship exist between Income Level of respondents and Preference for buying car

Alternative Hypothesis (H1): There is a relationship exist between Income Level of respondents and Preference for buying car.

3.7 LIMITATION OF THE STUDY

- It is controled just in shivamoga
- Limited time period
- Study is purly for academic purpose

CHAPTER: 4
DATA ANALYSIS & INTERPRETATION

Classification of Customer Under Age Group

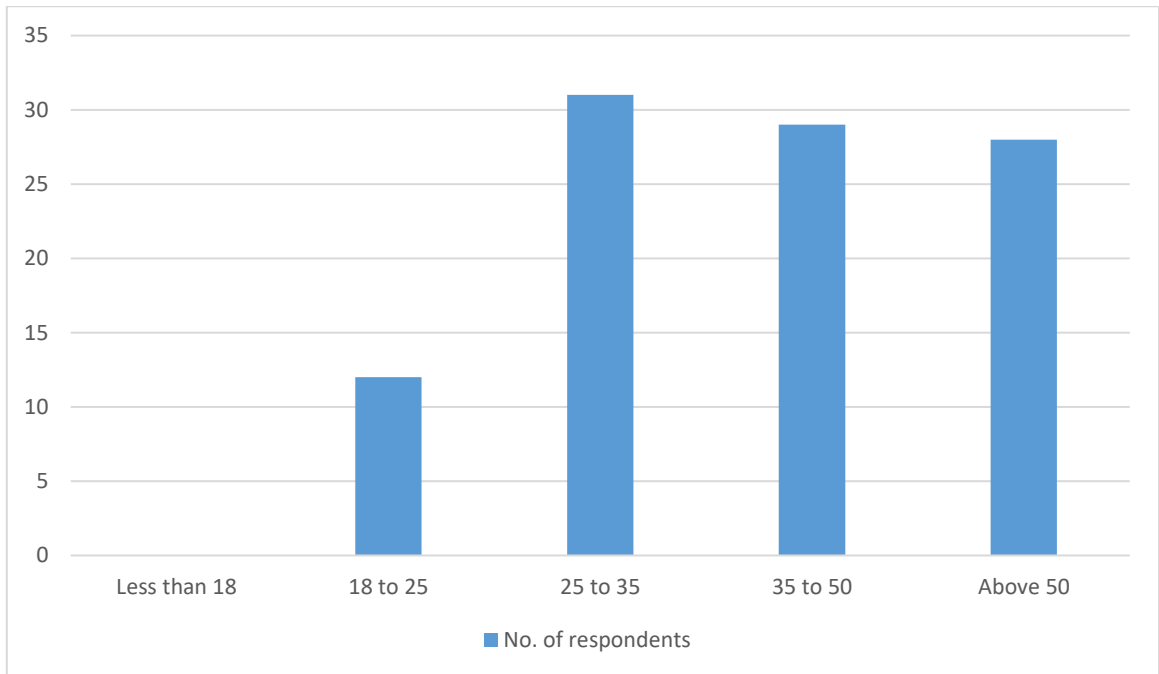
Table no; 4.1 classification of customer under age

Serial number	Age group	No. of respondents	Percentage
1	Less than 18	0	0%
2	18 to 25	12	12%
3	25 to 35	31	31%
4	35 to 50	29	29%
5	Above 50	28	28%
Total		100	100

Analysis

The above table shows the age group between 18 years respondents are 0%, 12% of the respondent are in the age group of 18 to 25 years, the age group between the 35-50 year respondents are 29% and the 14% of respondent are the age group of 50 years and above.

Chart; 4.1 classification of customer under age



Interpretation

From the above table out of 100 respondents, the majority respondents are in the age group of 25 to 35 years.

Classification of respondents under income level

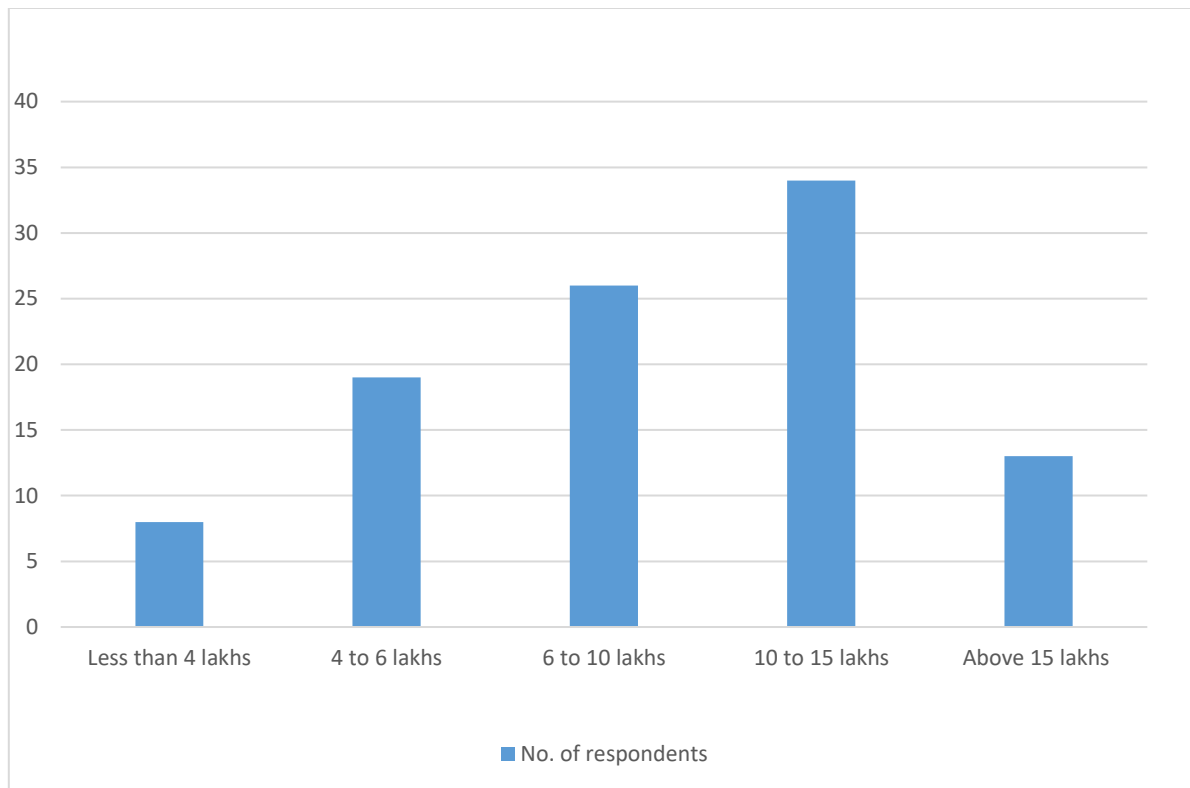
Table 4.2; Classification of respondents under income level

Serial number	Income level	No. of respondents	Percentage
1	Less than 4 lakhs	8	8%
2	4 to 6 lakhs	19	19%
3	6 to 10 lakhs	26	26%
4	10 to 15 lakhs	34	34%
5	Above 15 lakhs	13	13%
Total		100	100%

Analysis

The above table shows the yearly income of the respondents, The income group of the Rs 4 lakhs respondents are 8%, income group between Rs 4 lakhs to 10 lakhs respondents are 19%, 26% of the respondents are in the income group between Rs6 to 10 lakhs and 34% of the respondents are belongs to 10 to 15 lakhs, 13% of the respondents belongs to more than 15 lakhs .

Chart: 4.2 Classification of respondents under income level



Interpretation

It has been found that majority respondents are in the group between the Rs 10 lakhs to 15 lakhs targeting this segment with the promotional activities will help to increase the sales.

Satisfaction level about mileage of car

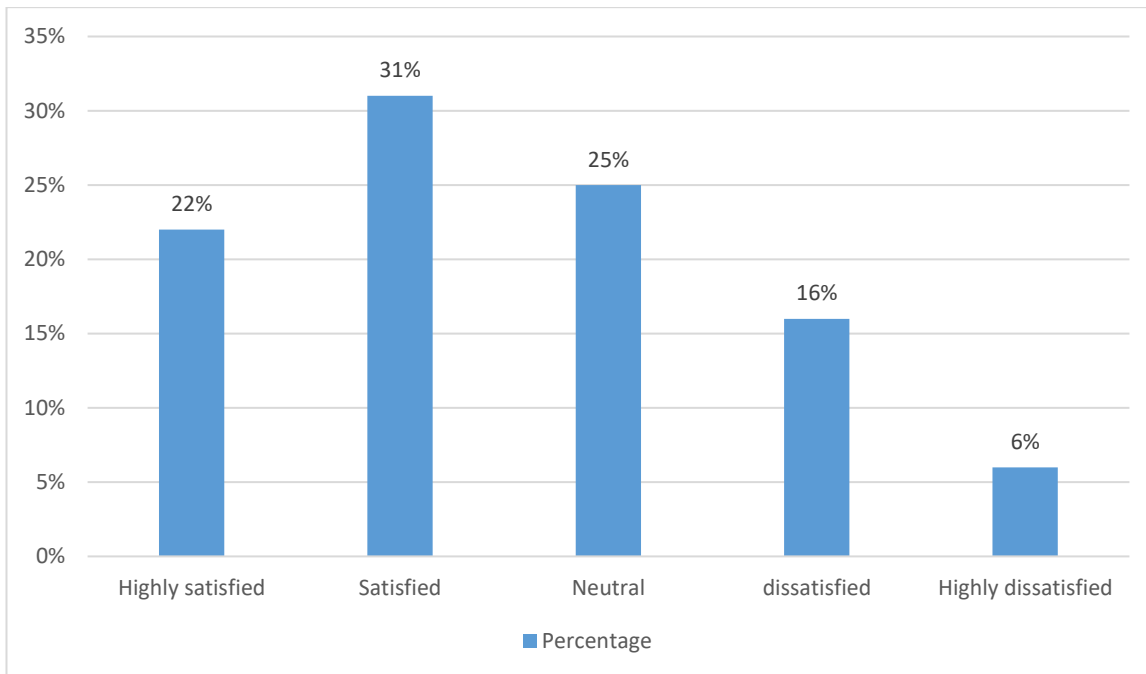
Table:4.3 Satisfaction level about mileage of car

Serial number	Satisfaction level	No. of respondents	Percentage
1	Highly satisfied	22	22%
2	Satisfied	31	31%
3	Neutral	25	25%
4	Dissatisfied	16	16%
5	Highly dissatisfied	6	6%
Total		100	100%

Analysis

In the above table 22 % of respondents are highly satisfied with mileage given by the car,31% of the respondents are satisfied with the mileage given by the car,25% of the respondents average opinion about the mileage of the car,16% of the respondents are dissatisfied with the mileage of the car,6% of the respondents fully dissatisfied with the mileage of the car.

Chart: 4.3 Satisfaction level about mileage of car



Interpretation

Majority of the respondents (31%) of customer will satisfied with the mileage given by the car.

Satisfaction of Staff coordination with the customer in show room

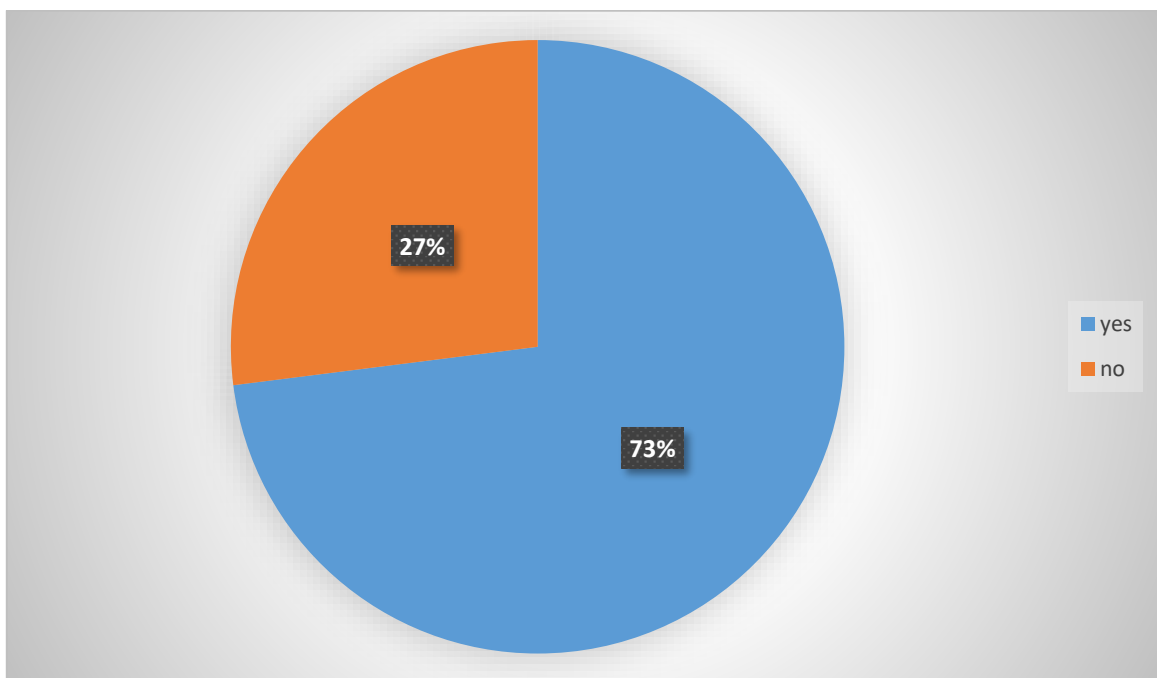
Table:4.4 Satisfaction of Staff coordination with the customer in show room

Serial number	Satisfaction level	No. of respondents	Percentage
1	Yes	73	73%
2	No	27	27%
Total		100	100

Analysis

In the above table 73% of respondents opinion that staff are coordinating with the customer.27% of respondents opinion that Staff are not coordinating with the customer.

Chart 4.4: Satisfaction of Staff coordination with the customer in show room



Interpretation

Here, most number of respondents says that staff are coordinating with the customer.

Satisfaction level of service provided by the service station in the show room

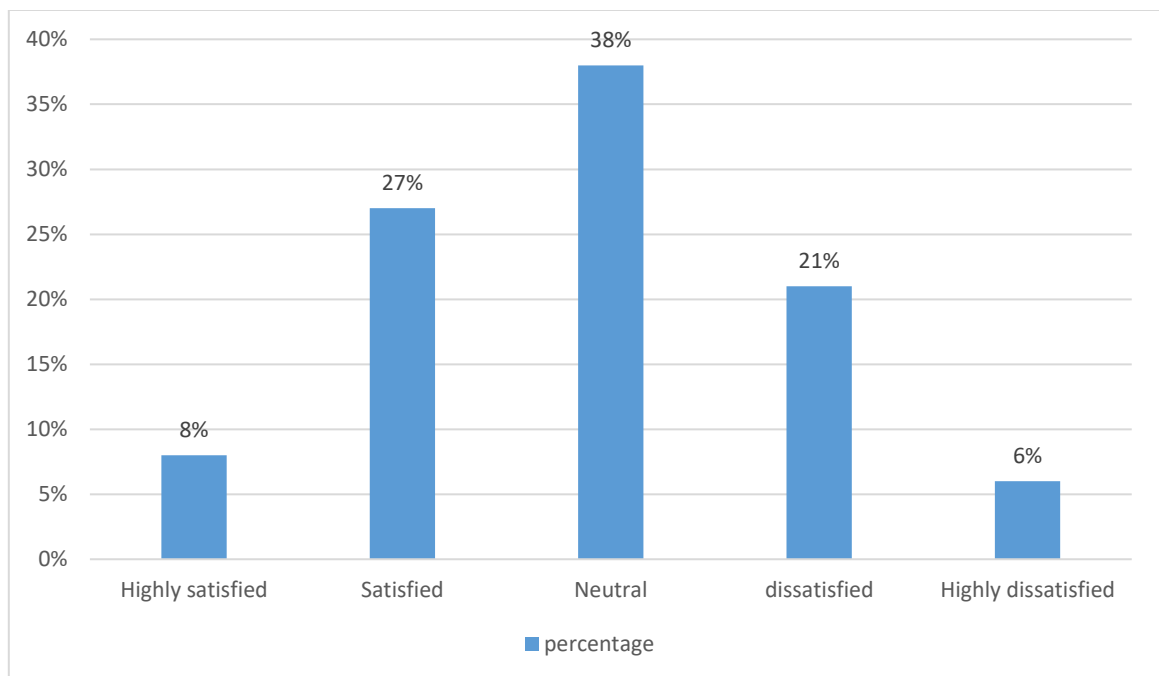
Table: 4.5 Satisfaction level of service provided by the service station in the show room

Serial number	Satisfaction level	No. f respondents	Percentage
1	Highly satisfied	8	8%
2	Satisfied	27	27%
3	Neutral	38	38%
4	Dissatisfied	21	21%
5	Highly dissatisfied	6	6%
Total		100	100%

Analysis

In the above table 8% of the respondents are highly satisfied with service provided by the service station.27% of the respondents are satisfied with the quality of service, 39% of the respondents average opinion about the service provided by the service station,21% of the respondents are not satisfied with the service quality,6% of the respondents are highly dissatisfied with the quality of service.

Chart 4.5; Satisfaction level of service provided by the service station in the show room



Interpretation

Higher respondents are in group of average opinion about the service provided in the service station. The customer are not fully satisfied as well as not fully dissatisfied with the service.

Satisfaction level of quality and durableness of car

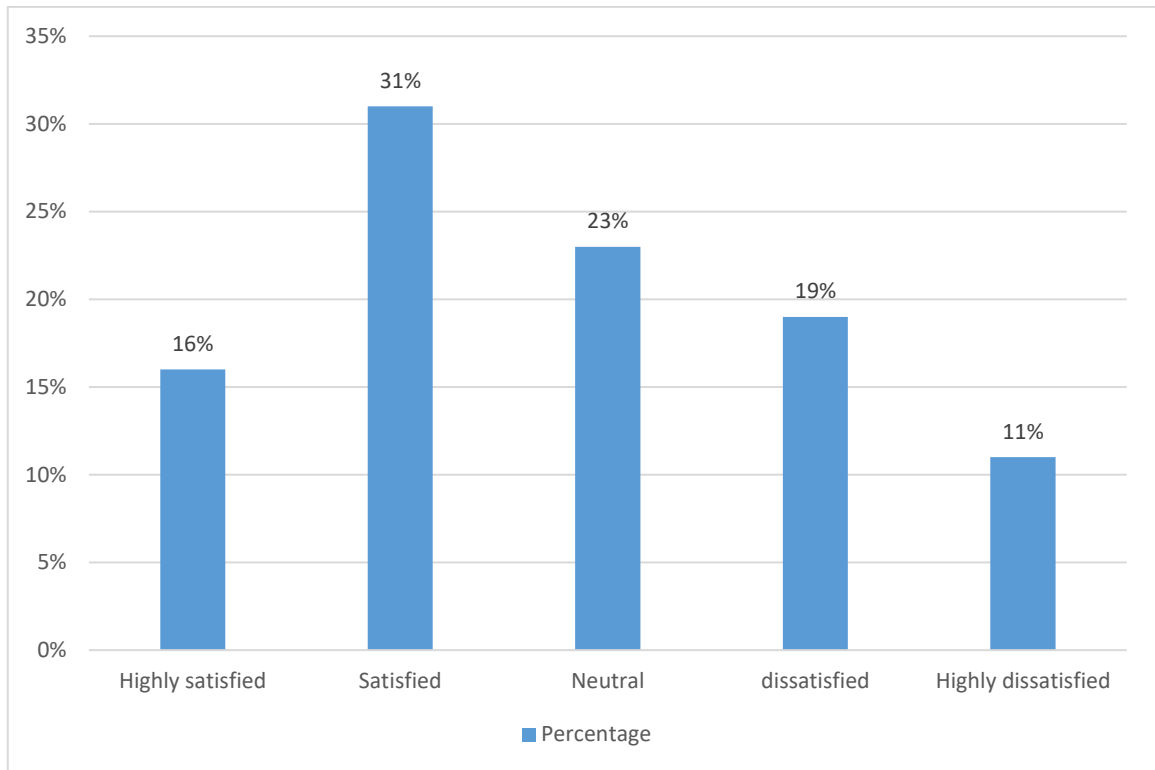
Table:4.6 Satisfaction level of quality and durableness of car

Serial number	Satisfaction level	No. of respondents	Percentage
1	Highly satisfied	16	16%
2	Satisfied	31	31%
3	Neutral	23	23%
4	Dissatisfied	19	19%
5	Highly dissatisfied	11	11%
Total		100	100%

Analysis

In the above 16% of the respondents are fully satisfied with performance or durableness of the car, highest respondents are in the group of satisfied % of 31, 23% of the respondents are average opinion about the durableness of the car, 19% the respondents are dissatisfied with the performance of the car, 11% of the respondents are highly dissatisfied with the durableness of the car.

Chart: 4.6 Satisfaction level of quality and durability of car



Interpretation:

31% of the respondents highly satisfied with the durability of the car. Customers have agreed with the quality and the performance of the car.

Satisfaction level of physical facility provided by the showroom

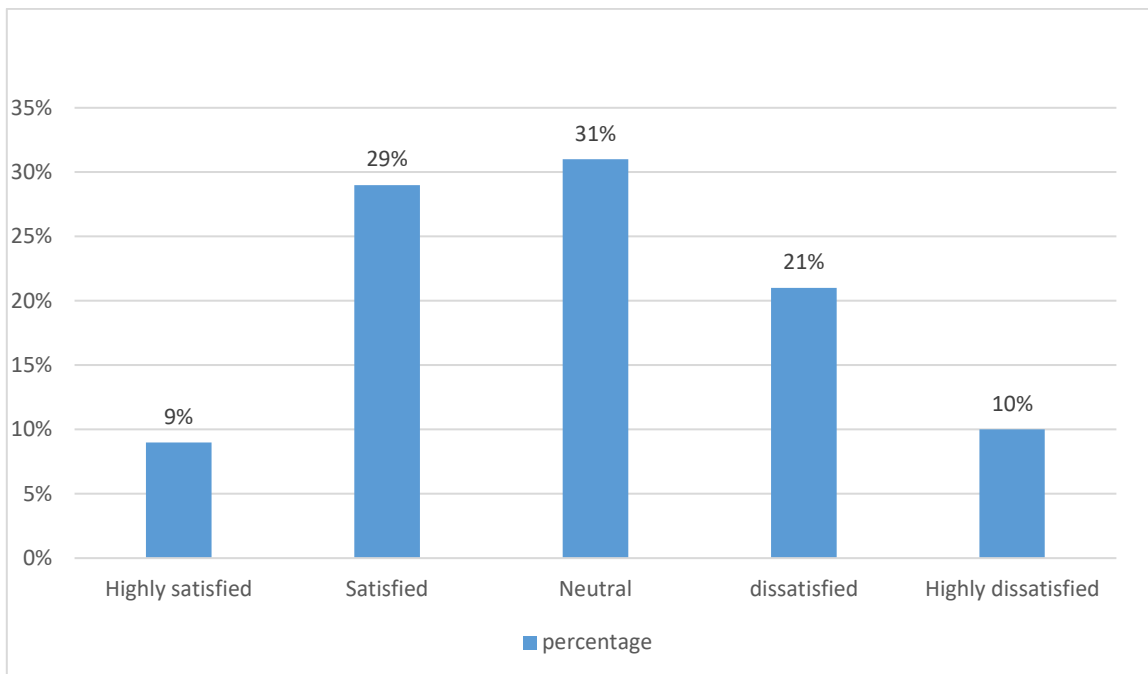
Table:4.7 Satisfaction level of physical facility provided by the showroom

Serial number	Satisfaction level	No. of respondents	Percentage
1	Highly satisfied	9	9%
2	Satisfied	29	29%
3	Neutral	31	31%
4	Dissatisfied	21	21%
5	Highly dissatisfied	10	10%
Total		100	100%

Analysis

Only 9% of the respondents are fully satisfied with the physical facility provided by the showroom. 29% of the respondents satisfied with the physical facility. 31% of the respondents average opinion about the physical facility provided by the showroom, 21% of the respondents are dissatisfied with the physical facilities, 10% of the respondents are fully dissatisfied with the physical facility provided by the showroom.

Chart 4.7 Satisfaction level of physical facility provided by the showroom



Interpretation

Highest respondents in the group of neutral at the percentage of 31. they were not fully agree and not fully disagree with the physical facility provided by the showroom.

Satisfaction level regarding the quality of work provided by the staff

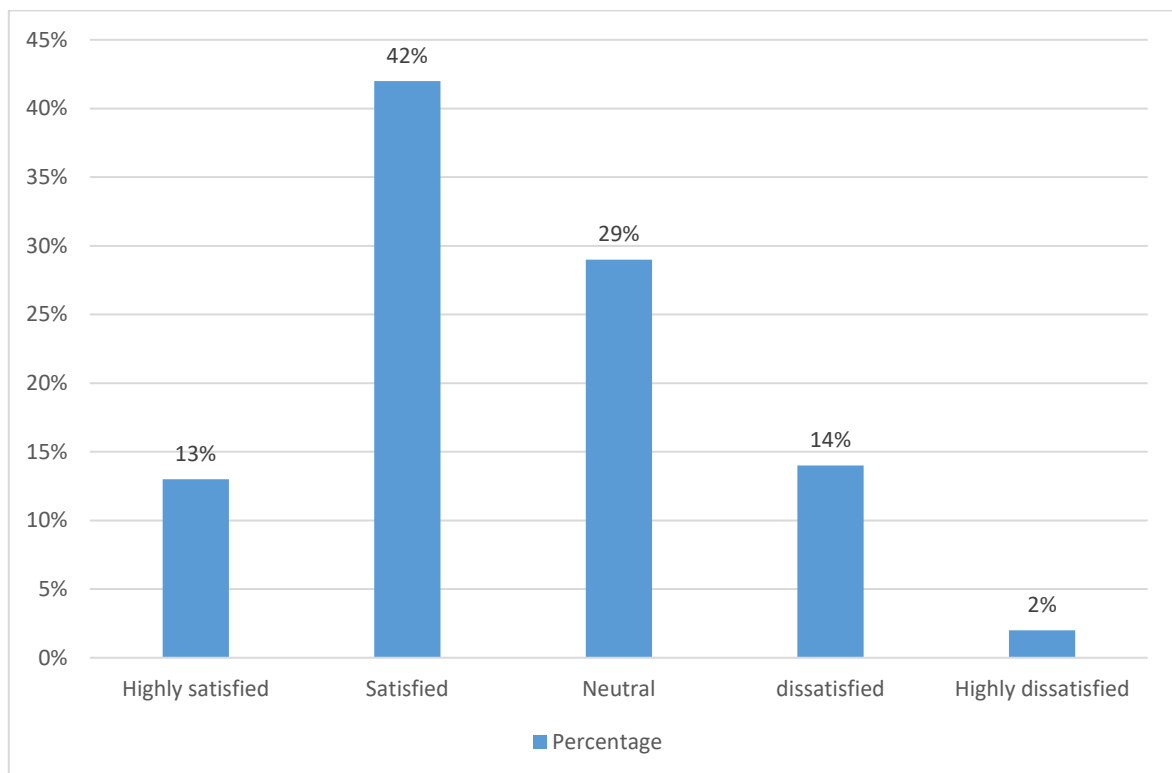
Table:4.8 Satisfaction level regarding the quality of work provided by the staff

Serial number	Satisfaction level	No. of respondents	Percentage
1	Highly satisfied	13	13%
2	Satisfied	42	42%
3	Neutral	29	29%
4	Dissatisfied	14	14%
5	Highly dissatisfied	2	2%
Total		100	100

Analysis

In the above table 13% of the respondents are highly satisfied with the quality of work provided by the staff, 42% of the respondents are satisfied with quality of work provided by staff, 29% of the respondents are average opinion about the work provided by the staff. 14% of the respondents are dissatisfied with the quality of work provided by staff, only 2% of the respondents are highly dissatisfied with the quality of work provided by staff.

Chart: 4.8 Satisfaction level of physical facility provided by the showroom



Interpretation

42% of the respondents are give good opinion about the quality of work provided by the staff, they were satisfied with the quality of work provided by staff.

Satisfaction level of price charged by the showroom

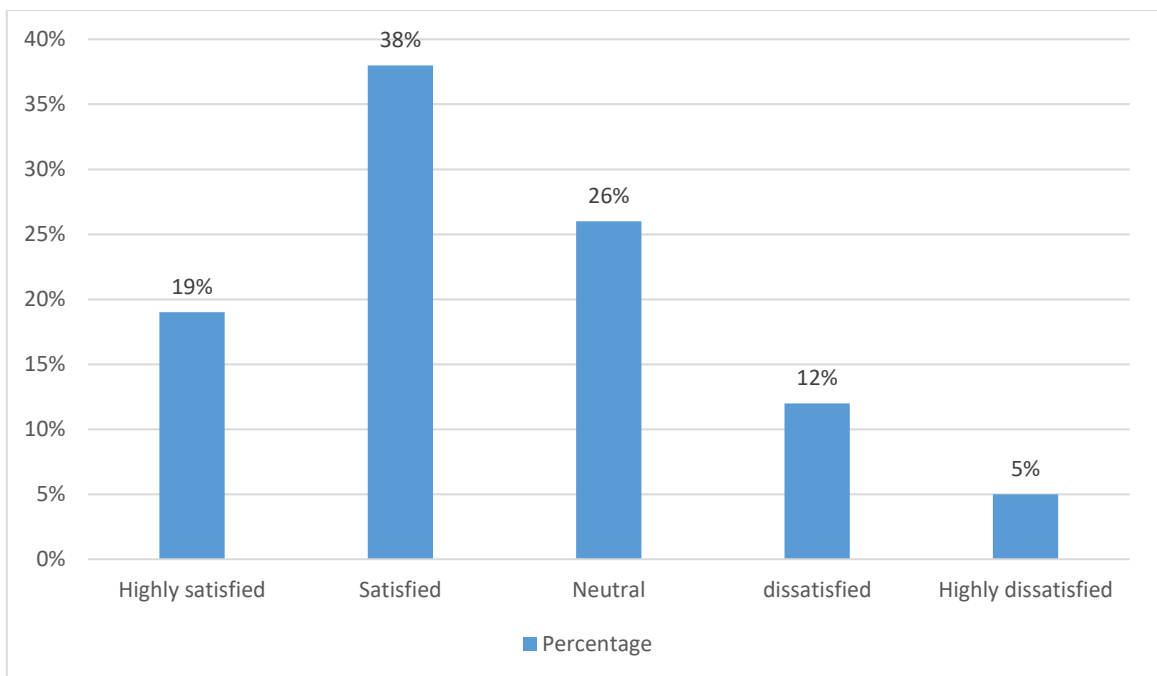
Table:4.9 Satisfaction level of price charged by the showroom

Serial number	Satisfaction level	No. of respondents	Percentage
1	Highly satisfied	8	8%
2	Satisfied	38	23%
3	Neutral	26	26%
4	dissatisfied	31	31%
5	Highly dissatisfied	12	12%
Total		100	100%

Analysis

In the above table shows that 8% of the responds are highly satisfied with what the price charged in the showroom.38% of the responds are satisfied with price charges, 26% of the responds are average opinion about the what the price charged, 31% are dissatisfied with the price charges,12% of the responds not fully satisfied with the price charged by the showroom.

Chart:4.9 Satisfaction level of price charged by the showroom



Interpretation

Higher in the group of responds satisfied with what price charged by the showroom that is 38%.

Customer Response about problem in quality of service

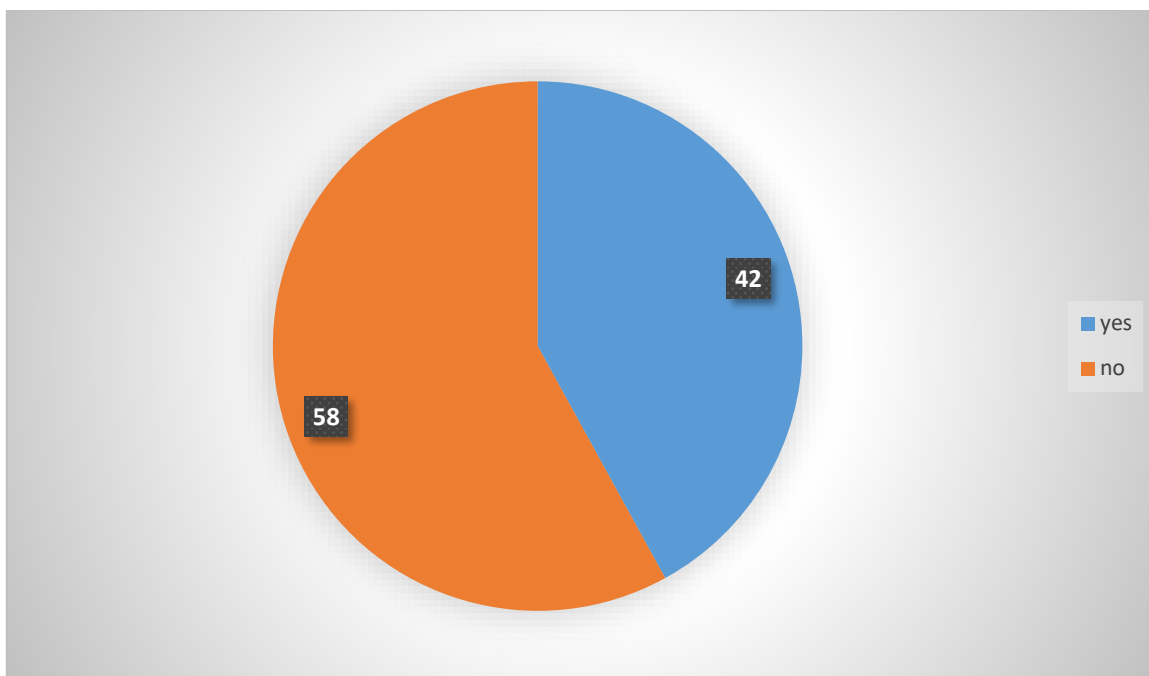
Table:4.10 Response about problem in quality of service

Serial number	response	No. of respondents	Percentage
1	Yes	42	42%
2	No	58	58%
		100	100%

Analysis

From the hundred response 42% of respondents feels that there is a problem in quality of service.58%response feels that there is no problem in quality of service.

Chart no: 4.10 Response about problem in quality of service



Interpretation

58% of respondents says there is no problem in quality of service

Level of Problem In Quality Of Service

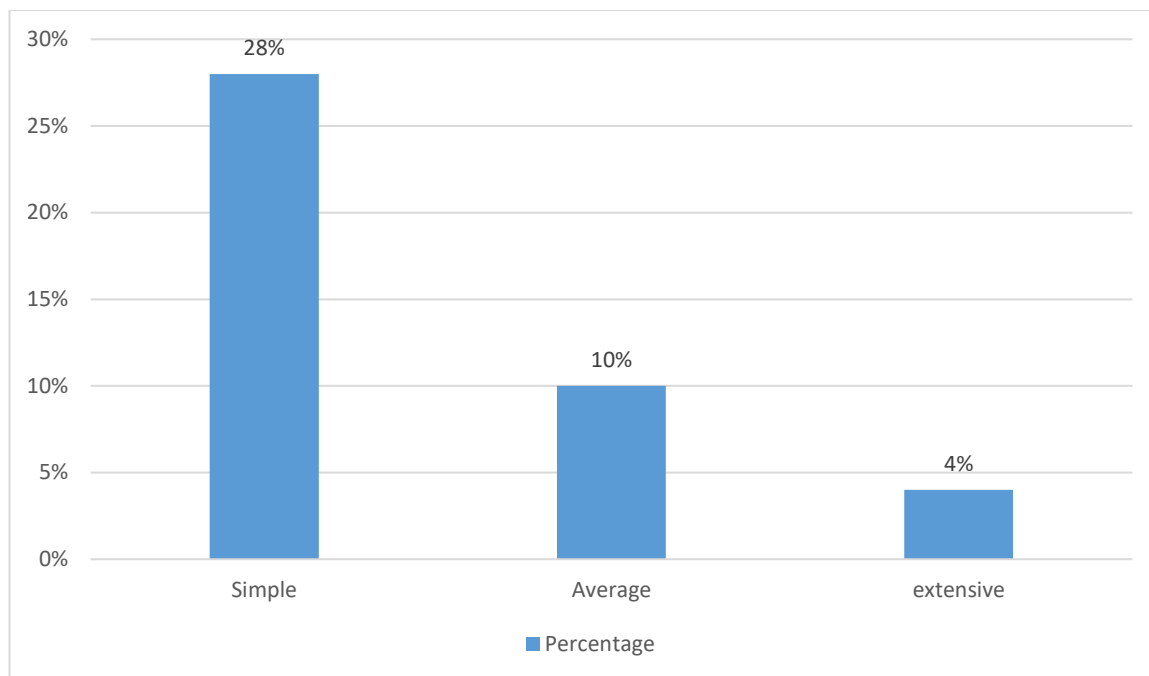
Table:4.10.1 Level of problem in quality of service

Serial number	level	No. of respondents	Percentage
1	Simple	28	28%
2	Average	10	10%
3	extensive	4	4%
Total		100	100%

Analysis

From 42% of response says there is a problem in quality of service ,in that 28% response treat problem is simple .10% of response the problem is normal ,out of 42% only 4% feels that problems is extensive.

Chart:4.10.1 Level of problem in quality of service



Interpretation

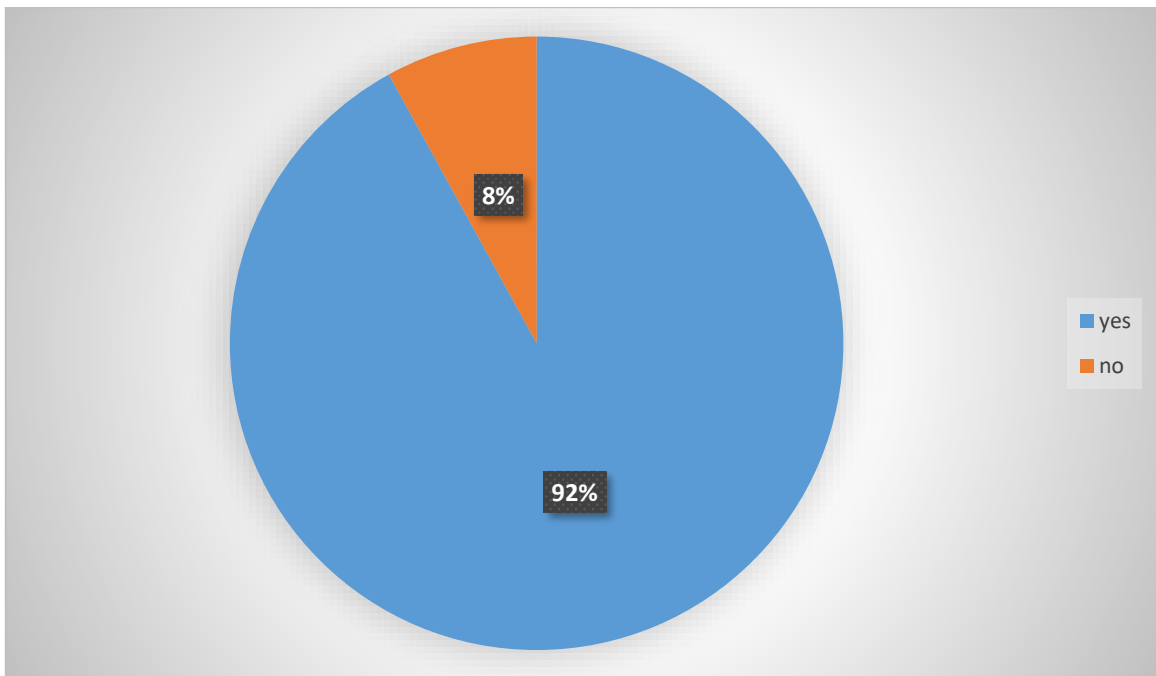
Out of 100%,42% of responds feel that there is problem in quality of service. on that 28% responds the problem is simple,

Response about taking car for test drive

Table: 4.11 Response about taking car for test drive

Serial number	response	No. of respondents	Percentage
1	Yes	92	92%
2	No	8	8%
Total		100	100%

Chart:4.11 Response about taking car for test drive

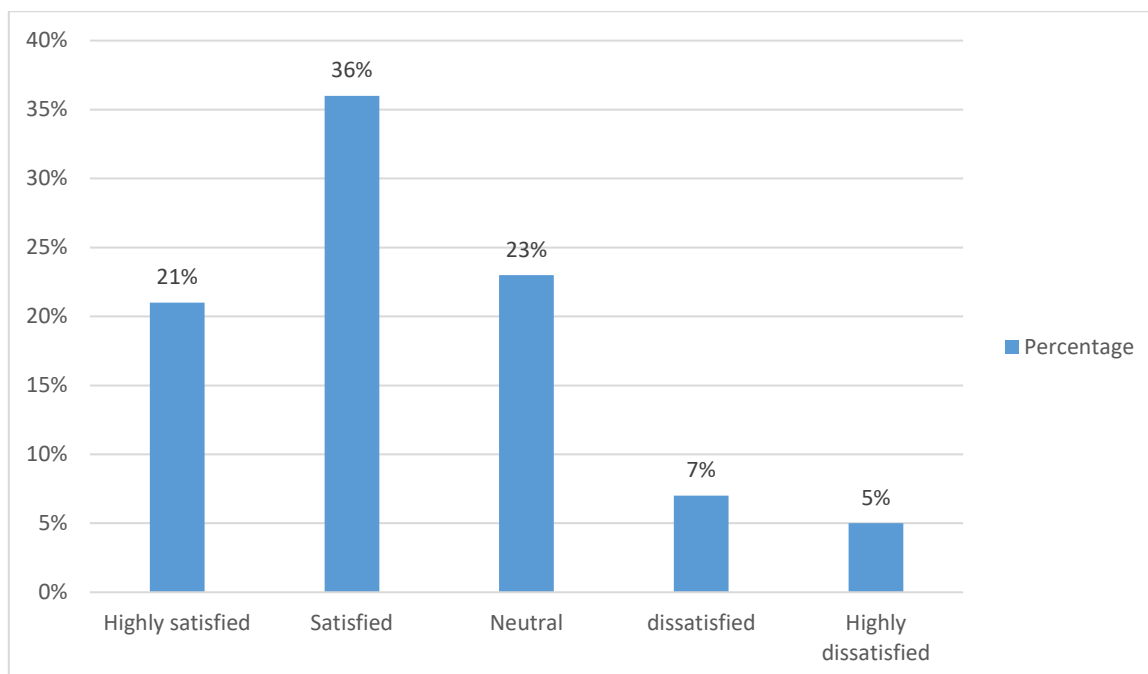


Level of satisfaction after taking test drive

Table:4.11.1 Level of satisfaction after taking test drive

Serial number	Satisfaction level	No. of respondents	Percentage
1	Highly satisfied	21	21%
2	Satisfied	36	36%
3	Neutral	23	23%
4	dissatisfied	7	7%
5	Highly dissatisfied	5	5%
Total		92	92%

Chart:4.11.1



Interpretation

92% of respondents take car for test driving, 36% respondents are satisfied after taking car for test driving.

Response about vehicle receiving process with proper documentation

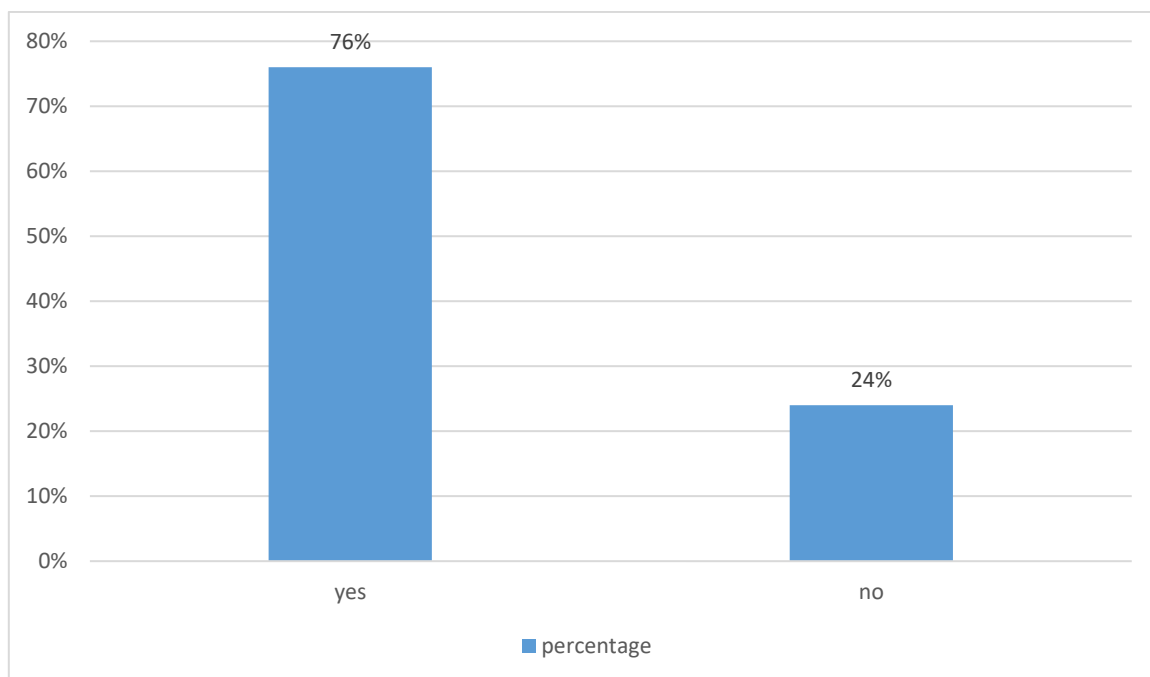
Table:4.12 Response about vehicle receiving process with proper documentation

Serial number	response	No. of respondents	Percentage
1	yes	76	76%
2	No	26	26%
Total		100	100%

Analysis

From the above table shows that 76% of the responds good response about documentation process.26% of responds feels not well.

Chart:4.12 Response about vehicle receiving process with proper documentation



Interpretation

Most of the number of responds are say "yes" the showroom will made proper documentation

Response about the comfort with the show room facilities

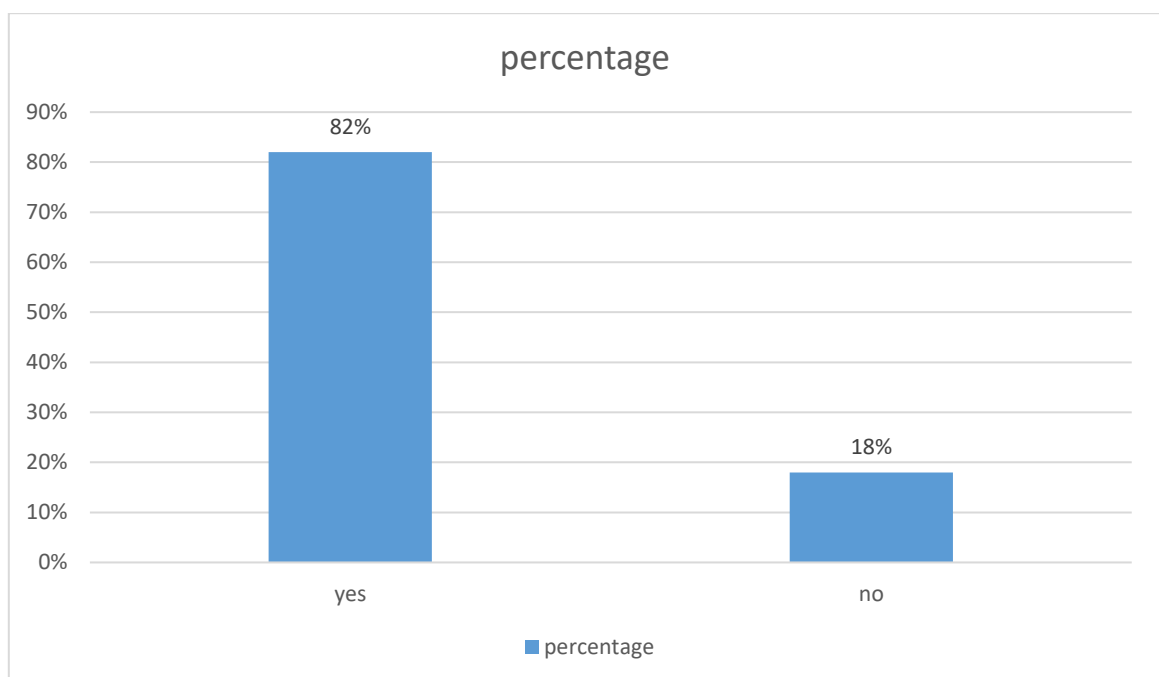
Table:4.13 Response about the comfort with the show room facilities

Serial number	Response	No. of respondents	Percentage
1	Yes	82	82%
2	No	18	18%
Total		100	100%

Analysis

The above table show that 82% of respondents are comfort with showroom farmaloties.18% of respondents are not satisfies the comfort with showroom facilities

Chart: 4.13 Response about the comfort with the show room facilities



Interpretation

82% of the responds says “yes” they will comfort with the all the showroom formalities.

Satisfaction level of greeting by employees and guards

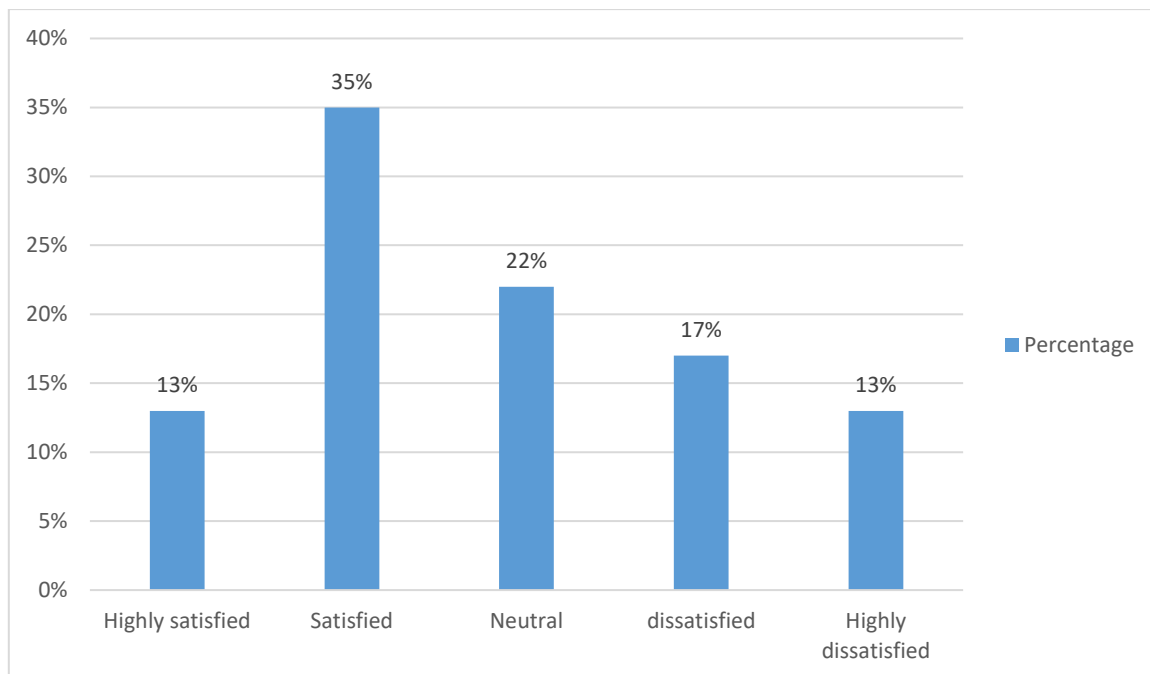
Table:4.14 Satisfaction level of greeting by employees and guards

Serial number	Satisfaction level	No. of respondents	Percentage
1	Highly satisfied	13	13%
2	Satisfied	35	35%
3	Neutral	22	22%
4	Dissatisfied	17	17%
5	Highly dissatisfied	13	13%
Total		100	100%

Analysis

the above table shows that 13% of responds are highly satisfied with the greeting from employees,35% response are satisfied,22% are neutral,17% are dissatisfied,13% of response are highly dissatisfied with the greeting from employees and guards.

Chart 4.14: Satisfaction level of greeting by employees and guards



Interpretation

The majority of the response feels that the employees and staff are treating well, they will be satisfied by the showroom.

Response about car's goodness at all the road

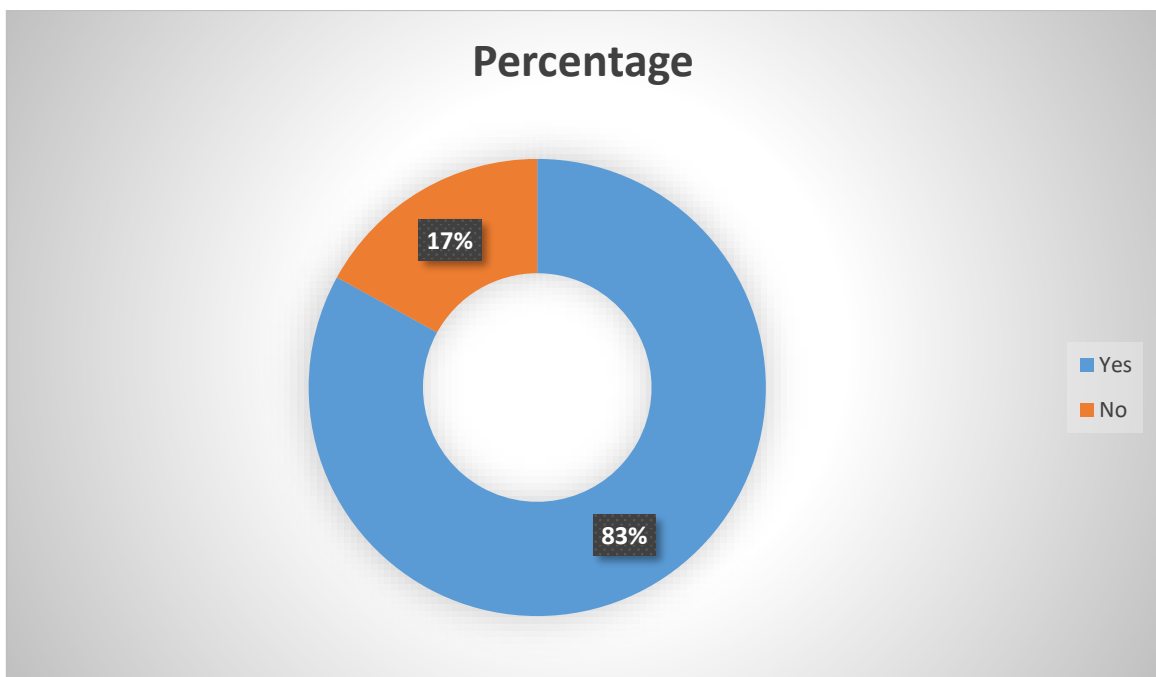
Table:4.15 Response about car's goodness at all the road

Serial number	Response	No of respondents	Percentage
1	Yes	83	83%
2	No	17	17%
Total		100	100

Analysis

The above table shows that majority of the response says 'Yes' the Maruti car is good for off road also, only 17% of response feels not good for off line road.

Chart 4.15 Response about car's goodness at all the road



Interpretation

The majority of the response feels maruthi car is comfortable in all kind of road.

Response about the delivery time taken in service station

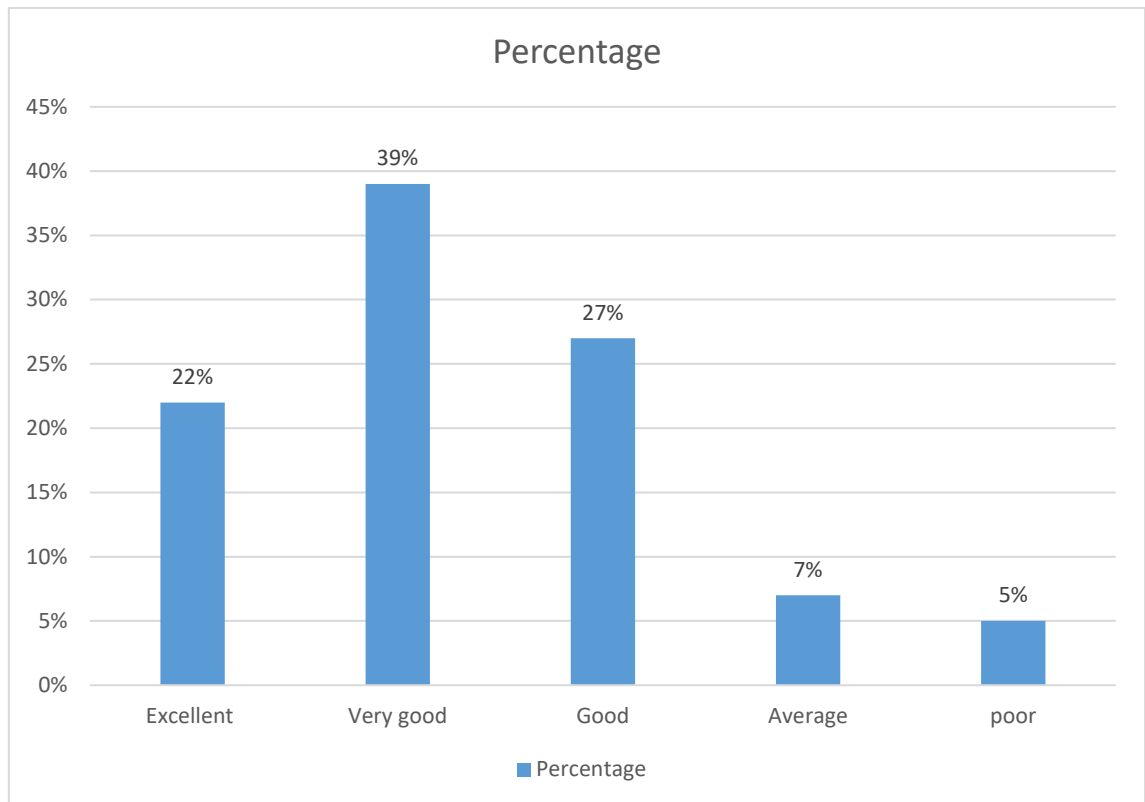
Table:4.16 Response about the delivery time taken in service station

Serial number	Satisfaction level	No. of respondents	Percentage
1	Excellent	22	22%
2	Very good	39	39%
3	Good	27	27%
4	Average	7	7%
5	Poor	5	5%
Total		100	100%

Analysis

The above table shows the delivery time period taken in the service station, according survey 22% of response falls excellent, 39% of response are satisfied with the time taken in showroom, 27% of response say good, 7% of response give average opinion, only 5% says time taken late or poor

Chart: 4.16 Response about the delivery time taken in service station



Interpretation

Most number of response give good opinion regards time period, with the short period the service completed in service station.

Feature that were considering while buying the car

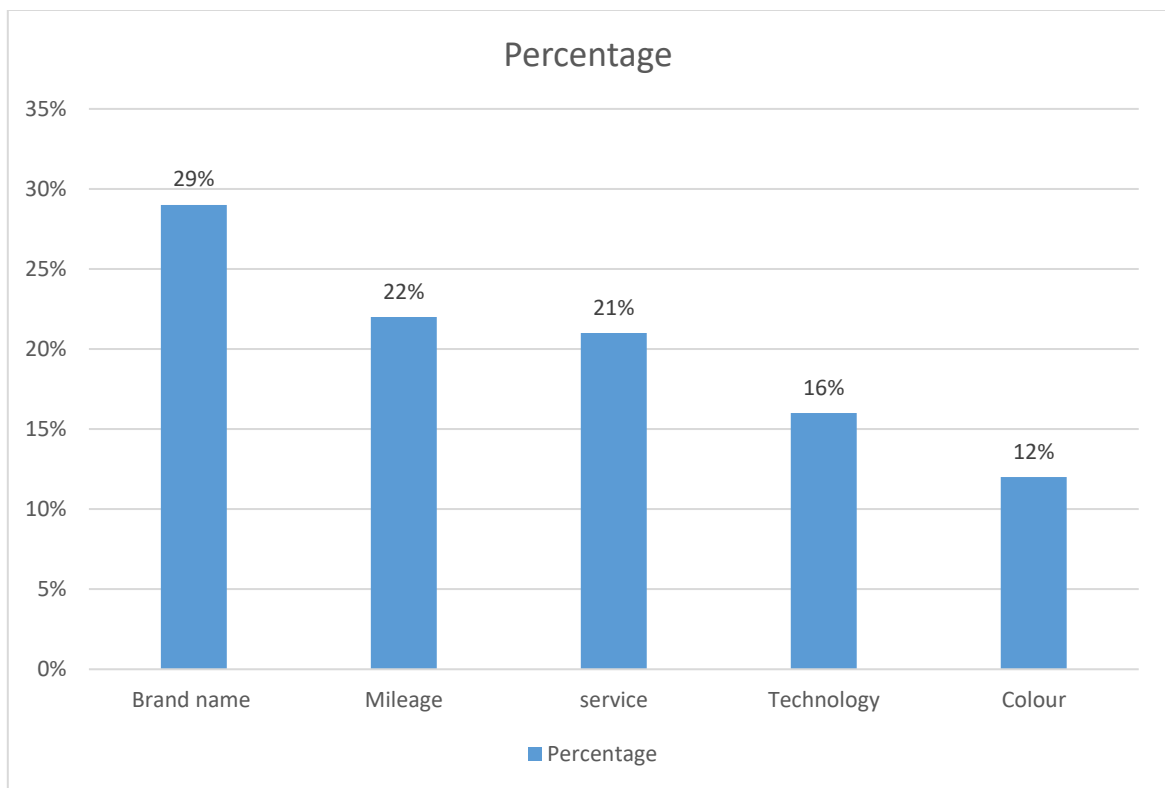
Table:4.17 Feature that were considering while buying the car

Serial number	particular	No. of respondents	Percentage
1	Brand name	29	29%
2	Mileage	22	22%
3	service	21	21%
4	Technology	16	16%
5	Colour	12	12%
Total		100	100%

Interpretation

The above table shows that 29% of response choose maruthi for it's Brand name,22% go for its mileage and 21% of response considering service,16% response considering its technology and 12% of response go for its colour.

Chart: 4.17 Feature that were considering while buying the car



Interpretation

Majority of the response considering its brand name rather than the other information, highest number of response says brand name is matter,

Sources of awareness about the new car of the company

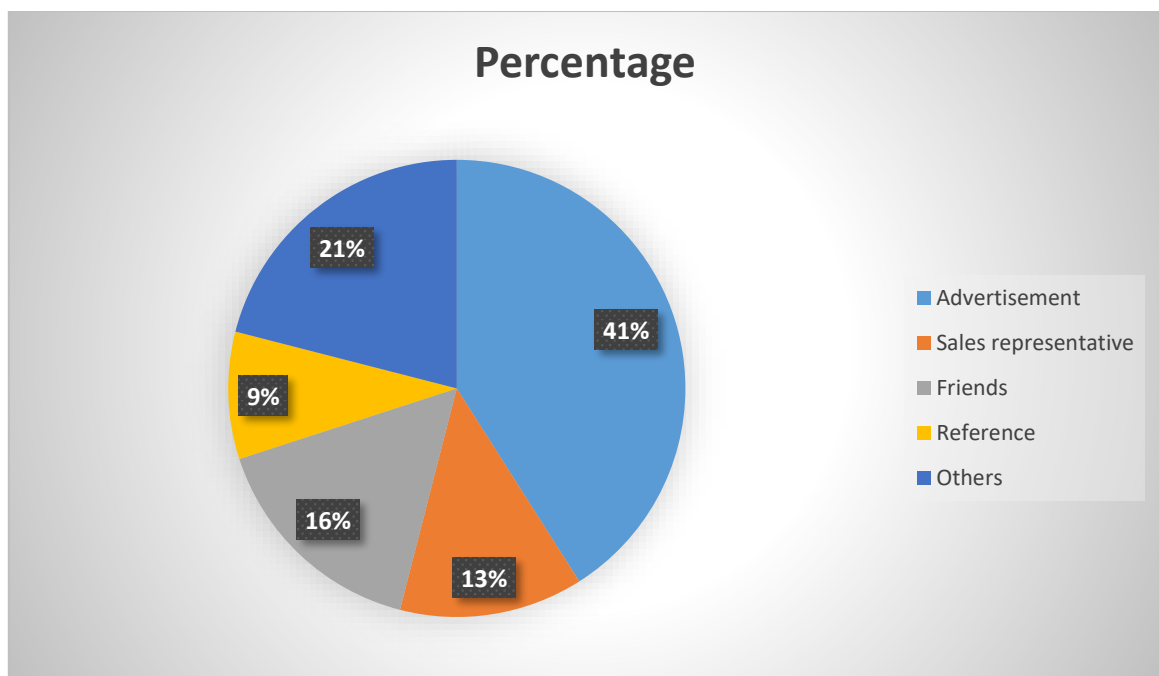
Table: 4.18 Sources of awareness about the new car of the company

Serial number	particular	No. of respondents	Percentage
1	Advertisement	41	41%
2	Sales representative	13	13%
3	Friends	16	16%
4	Reference	9	9%
5	Others	21	21%
Total		100	100%

Interpretation

The above table shows that 41% of respondents get information through advertisement, 13% through sales representative, 16% through reference group, and 21% from other areas.

Chart:4.18 Sources of awareness about the new car of the company



Interpretation

The availability of a new brand to market the majority of respondents will get information through advertisement.

Purpose of car used

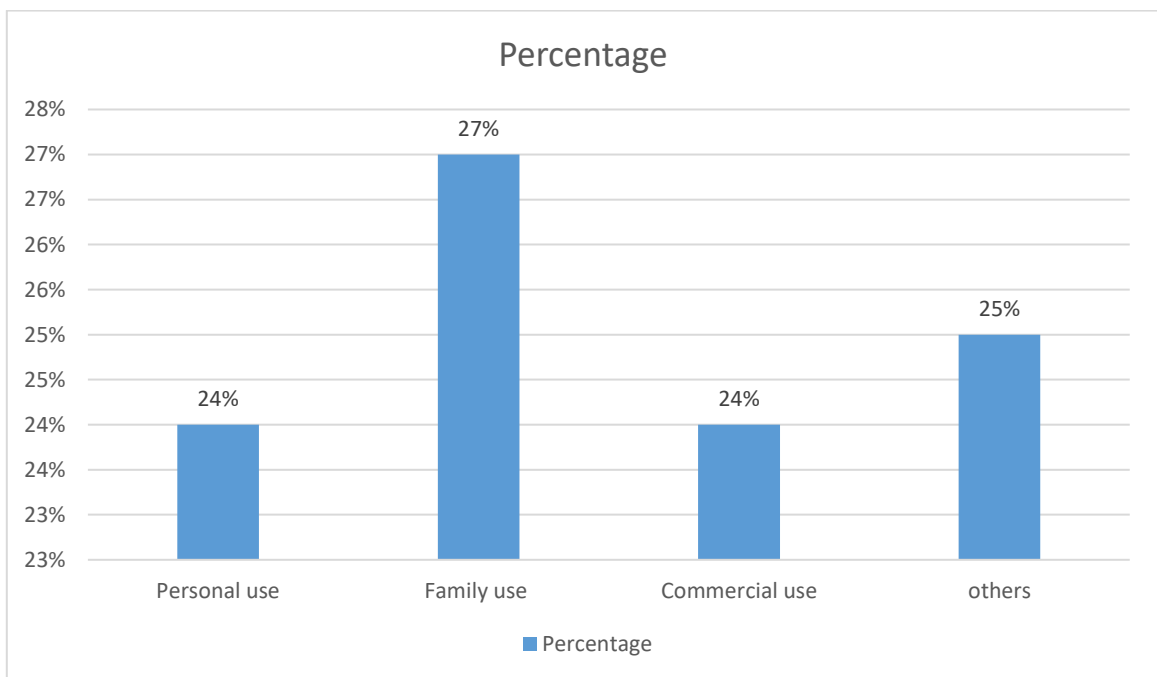
Table :4.19 Purpose of car used

Serial number	Purpose	No. of respondents	Percentage
1	Personal use	24	24%
2	Family use	27	27%
3	Commercial use	24	24%
4	Others	25	25%
Total		100	100%

analysis

The above table shows that the car is useful for all type, according to response 24% of response used for personal, 27% of response use for family purpose, 24% of response use for commercial purpose and 25% of response use for other purpose.

Chart 4.19 Purpose of car used



Interpretation

The car is used for all kind of purpose,

STATISTICAL TOOL (Karl Pearson Correlation Coefficient):

1. Satisfaction level of Quality (X) and Service provided by the staff (Y)

Null Hypothesis (H₀): There is no relationship exist between satisfaction level of quality and service provided by the staff.

Alternative Hypothesis (H₁): There is a relationship exist between satisfaction level of quality and service provided by the staff.

Sl No.	Rating Scale	Satisfaction level of Quality (X)	Service provided by the staff (Y)
1	Highly Satisfied	16	13
2	Satisfied	31	42
3	Neutral	23	29
4	Dissatisfied	19	14
5	Highly Dissatisfied	11	2
TOTAL		100	100
Correlation Coefficient		0.986748	

Interpretation:

Since the correlation coefficient between satisfaction level of quality and service offered by the staff of Shruthi Motors is positive (**0.986748**), there is a relationship exists between two variables. Hence null hypothesis is rejected and alternative hypothesis is accepted.

2. Income Level of respondents (X) and Preference for buying car (Y)

Null Hypothesis (H0): There is no relationship exist between Income Level of respondents and Preference for buying car

Alternative Hypothesis (H1): There is a relationship exist between Income Level of respondents and Preference for buying car

Sl No.	Income Level of respondents (X)		Preference for buying car (Y)	
	Income Level	No. of Respondents (%)	Preference	No. of Respondents (%)
1	Less than 4 Lakhs	8	Brand Name	29
2	4 to 6 lakhs	19	Mileage	22
3	6 to 10 Lakhs	26	Service	21
4	10 to 15 lakhs	34	Technology	16
5	Above 15 Lakhs	13	Colour	12
TOTAL	100		100	
Correlation Coefficient	-0.39109			

Interpretation:

Since the correlation coefficient between Income Level of respondents and Preference for buying car is negative (**-0.39109**), there no relationship exists between two variables. Hence null hypothesis is accepted and alternative hypothesis is rejected.

CHAPTER 5

FINDINGS SUGGESTIONS

CONCLUSION AND BIBLIOGRAPHY

5.1 FINDINGS

The data so collected was tabulated made in a graphical chart from them father analysis and interference was made

- Majority of the customers who buys the car are above 18,all aged group of people preferred the car
- Majority of the customer are satisfied with the mileage of the car.
- According to the survey ,most of the people prefer mileage than after the Brand name for purchasing a car
- Majority of the customer are satisfied with the staff coordination with customer
- Majority of the customers are neutral opinion that level of satisfaction in service station.
- Majority of the customer are satisfied with the performance & durableness of the car.
- Majority of the customer are neutral opinion that physical facility provided in the showroom
- The majority of the customer are satisfied with the price charged by the showroom
- Some of the customer are feels that there is a problem in quality of service provided in the showroom
- Most number of responds are taking the car for test driving
- Majority of the customer are says 'Yes' for receiving process and proper documentation.
- 82% of responds says 'Yes' for comfort with showroom formalities.
- Majority of the customer are satisfies with greeting of employee and staff.
- 83% of responds comfort with the goodness of the car at all the road.
- Majority of customer are very happy with the Delivery time taken in service station
- Most number respond get the information through advertisement.
- The car is used for all the purpose
- Majority of the customers had good experience with the shruth

5.2 SUGGESTION

This report provides a brief picture of shruthi motors, Auto Agency Private Limited throughout the report; attempts have been made to assess the reason for customers satisfaction and of shruthi motors limited, from the customer point of view . Some suggestions are as follows;

- Competitive strategy should be adopted by company
- Provide finance at lower interest rate
- To appoint the skilled labour to meet customer expectation
- Provide discount at some occasional event
- Minimize the marketing expenditure
- Company will train the existing employee
- Timely delivery of the vechicals is promised

5.3 Conclusion

on this study, I tried to find out the satisfaction of products and services. Customer by Shruthi motors India Pvt Ltd. This study has given a clear image Customers feel good about products and services. We can clearly say Products meet them and the company provides services. All customers have Relationship with the company is very good, they are mostly satisfied with other aspect The same is true for the company.

From the following studies, we can conclude that Shruthi motors car agency has been serving Clients create an excellent image and trust between customers exceptionally well Most of them are completely satisfied with the company's products and services.

In addition, it has been observed that some of the company's needs to improve are existing levels. performance. The company can adopt more customer-friendly methods and train its sales staff Serve customers in the best way possible. Customer retention should be Emphasizes and should adopt policies to maintain reservations. A closer relationship should be Developed with customers to avoid brand turnover and ensure repeat sales.

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www. Wikipedia.com/murutisuzuki

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Annexure

Questionnaire on "A study on customer satisfaction towards Shruthi mptor"

I am kashi vishwanath G S pursuing MBA at acharya institute of technology ,Bangalore .

as I am conducting survey on' 'study on customer satisfaction towards maruti Suzuki service center (shruthi)dealership "

My request is to fill the below questionnaire

Name :

Place :

1.which age group you belong to?

- a) less than 18
- b) 18 to 25
- c) 25 to 35
- d) 35 to 50
- e) above 50

2.what is your income level?

- a) less than 4 lakhs
- b) 4 lakhs to 6 lakhs
- c) 6 lakhs to 10 lakhs
- d) more than 10 lakhs

3) Rate the millage of your car

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

4) Is the staff coordinating with you for any enquiries in the show room?

- a) yes
- b) No

5) Rate the services provided by the service station?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

6) what do you feel about the quality and durableness of the car?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

7) what do you feel about the physical facility provided by the show room like seating arrangement, drinking water and other facilities?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

8) Rate the quality of work provided by the staff?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

9) Rate price and charges charged by showroom?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

10) Did you notice any problem in quality of service?

- a) Yes
- b) No

➤ If yes, rate the level of problem

- a) Simple
- b) Average
- c) Extensive

11) Did you take test drive after completion of the service?

- a) Yes
- b) No

If yes, rate the performance of the car

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

12) Did they complete the vehicle receiving process with proper documentation?

- a) Yes
- b) No

13) Do you feel comfort with the show room formalities?

- a) Yes
- b) No

14) Rate the how employees and guard greeting you at show room?

- f) Highly satisfied
- g) Satisfied
- h) Neutral
- i) Dissatisfied
- j) Highly dissatisfied

15) how do you fell about car performance on all terrain?

- a) Yes
- b) No

16) Rate the delivery time period taken In service station?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied

17) Features that were considered for buying a car

- A. Brand name

- B. Mileage
- C. Services
- D. Technology
- E. Colour

18) . Source of awareness about the new car of the company

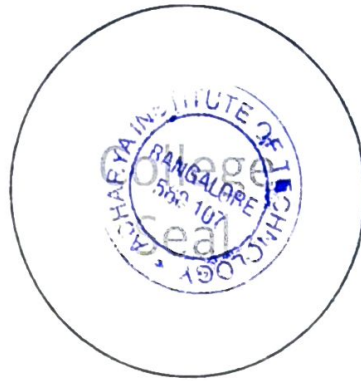
- A. Advertisement
- B. Sale representative
- C. Friends
- D. Reference
- E. Others

19) Purpose for which the car is used.

- A. Personal use
- B. Family use
- C. Commercial use
- D. Others

20) If you have any suggestion regarding Maruti Suzuki?

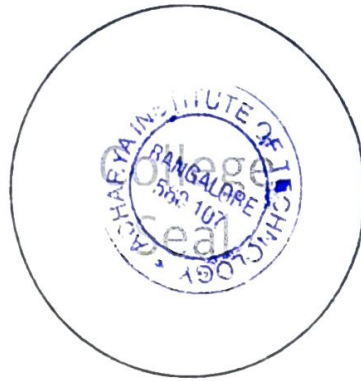
05-03-18 to 10-03-18	Data analysis and Finalization Of report.	<i>Bacarrajh</i>	8 <i>epn jagru</i>
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