

THE STUDY OF CONSUMER SATISFACTION TOWARDS MAHINDRA BOLERO WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract: *The aim of the study is to understand the level of customer satisfaction towards the Mahindra Bolero. The study focuses on the scope and growth of sales and satisfaction level of customers where the study is being conducted. It mainly focused on Mahindra Bolero branch in Coimbatore. This study will help to get a better knowledge as to what customers perceive about Mahindra Bolero and their awareness about the same. The study focuses on analysing marketing strategies adopted by the Mahindra Bolero in the minds of the customers. The study also makes an effort to show the inter relation between the product and the consumer. The result of the study helps the company to give better service. And it also provides a base for the company to know the customer demand and expectations. It helps in understanding the need and preferences of the customers.*

Keywords: *Customer Satisfaction, Consumer Behaviour, Perception*

INTRODUCTION

The essence of Modern Marketing concept is that all elements of business should be geared towards the satisfaction of consumers. This requires a thorough understanding of Consumer Behavior and buying motivations. Without such insights, marketers will fail to segment markets effectively and define strategies for an effective penetration into the defined market segment. Recognising the importance of consumer understanding, research into consumer motivation, beliefs, attitudes, learning perception and opinion has made tremendous stride during the last decade. Today, in the four-wheeler industries consumer satisfaction depend on comfort and convenience in during the four wheelers. Reliability, modern style and economy are demanded by the mass segment while convenience is important feature for the emerging segment seeking the power, pleasure of riding a four-wheeler. Consumers are very important of the survival

of the motor vehicle manufacturing industry. Access to latest and most efficient technology and techniques will bring competitive advantage to the major players. Consumers are the masters of their money and they have an enormous influence on economic market change because they possess the ability to implement and saving in their purchase decision. Customers are value maximises within bounds of research costs and limited knowledge, mobility, and income. They form an expectation of value and act on it. There are various types of Mahindra products available in our country and they are playing an important role in who people buying the Mahindra product. The needs of the customers must be fulfilled. A study on consumer's preference for various brands of Mahindra product will be certainly help for further growth and development in right direction. Customer preference for Mahindra Bolero may depend upon numerous factors. Individual's decision on purchasing differs from one another (Table 1).

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REVIEW OF LITERATURE

Sr. No.	Author(s)	Findings
1.	Saraswathi S (2010)	The study reveals that the key to success of automobile industry lies not only in having good products but also in being able to provide the customer with the level of service they desire.
2.	Mukesh Sharma (2012)	The study identifies and evaluates the consumer perception towards various factors about cars and there is a combination of both positive and negative effect on consumer perception.
3.	Dr. H. S. Adithya (Jan 2013)	Identifies the most of the cars manufactures target and the purchase is normally influenced by many including their own perceptions and behavior.
4.	Manishkumar Srivastava. A. K. Tiwari (2013)	Mahindra customer give much importance to brand name and seating and driving comfort. Also word of mouth publicity and advertisements in car magazines are more effective communication medium for promotion of Mahindra cars.
5.	Prasanna Mohanraj (2014)	It reveals the factors influencing customers brand preference of the economic segment.
6.	Nikhilmonga, Bhuvender Chaudhary, Saurabh Tirupati (2015)	The customer makes to his acquaintances for the same car. As per the study, dealers play a very important role in building up the brand perception of the cars.
7.	Balakrishnan Menon, Jagathy Raj V. P. (2016)	It shows that due to price difference in gasoline and diesel, about one third of the car owners were leaving diesel vehicles. The research results showed that about one seventh of car for the city drive for family usage, whole using the second car for the office and business usage.
8.	Ramla Verma Shubhkamana Rathare (2016)	It revealed that the luxury car market is growing at a steady speed of 25%per annum with more and more numbers of luxury cars entering Indian car market.
9.	D. Arthi & K. Malarmathi (2017)	It shows customer playing the three distinct roles of user, payer and buyer differ in their initiation towards buying a product. Some purchase for need. While some purchase for the want of status, seeking consumers.
10.	Dr. S. K. Sinha & Ajay Wagh (2018)	Observed that India is one of the fast rising tele-communication marketplaces of the 21st century. The potential of capturing market segment will surely depend upon understanding dynamics of customer's preference.
11.	Mohammad Nadeem Khan, Faris, Nazeer (2018)	The study shows that due to price difference in Gasoline and Diesel, about one third of the car owners were having diesel vehicles.

OBJECTIVES OF THE STUDY

- To know the information about customer satisfaction towards Mahindra Bolero in the Coimbatore city.
- To know the users perception about Mahindra Bolero.
- To find out those factors that influencing purchase of Mahindra Bolero.

RESEARCH METHODOLOGY

The study covers the period from December 2023 to March 2023. The data required for the study is primary and secondary data collected from the consumer satisfaction towards Mahindra Bolero with special reference to Coimbatore city. In order to accomplish the objectives, a sample study was carried out with the help of well framed questionnaire. Required corrections were made in the questionnaire to complete the research work successfully. The respondents of the study have been selected on the basis of age, gender, occupation, monthly income, so forth from the Coimbatore city. The secondary data pertaining to the

study have been obtained from different journals, magazines, and the articles in the related topics published in the referred journals and also from library source and net sources. The sample collection of 150 respondents has been collected for study. Simple random sampling method has been applied for the purpose of collecting the questionnaire. The suitable hypothesis has been framed and tested wherever necessary. The main tools used for the purpose of the study are:

- Percentage Analysis
- ANOVA
- Chi-Square
- Friedman's Rank Test and
- T-Test

DATA ANALYSIS AND FINDINGS

This study deals with analysis and interpretation of the study on "An empirical study on customer's preferences towards cashless transactions" based on the sample size of 150 respondents. The collected data have been classified and

tabulated and further the following statistical measures have also been employed in fulfilling the objectives of the study. The statistical tools used for the study are as follows:

- Simple Percentage Analysis
- Friedman Rank Test
- One-way ANOVA
- Chi-Square Analysis
- Multiple Response
- T-Test

Simple Percentage Analysis

A simple percentage analysis has been carried out to calculate the personal information taken from the questionnaire. This analysis describes the classification of the respondents falling under each category.

$$\text{Percentage Analysis} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100$$

Demographic Profile of the Respondents

The following describes the demographic profile of the respondents:

Table 1: Age of the Respondents

Age	Frequency	Percentage
18-25yrs	81	53.6
26-35yrs	16	10.6
36-45yrs	22	14.6
Above 45yrs	31	20.5

Table 2: Gender of the Respondents

Gender	Frequency	Percentage
Male	106	70.2
Female	44	29.1

Table 3: Occupation of the Respondents

Occupation	Frequency	Percentage
Government	24	15.9
Private	48	31.8
Self employed	36	23.8
Other	42	27.8

Table 4: Income of the Respondents

Income	Frequency	Percentage
10000-20000	58	38.4
20001-30000	35	23.2
30001-40000	26	17.2
Above 40000	31	20.5

Table 5: Customer Opinion about That the Cars of Mahindra Attract Today's Generation

	Frequency	Percentage
Yes	130	86.1
No	20	13.2

Table 6: Where Did They Heard About Mahindra Bolero

	Frequency	Percentage
Newspaper	20	13.2
Tv / Radio	23	15.2
Internet	48	31.8
Family/Friends	50	33.1
Other	9	6.0

Table 7: How Many of the Respondents are Own a Mahindra Bolero

	Frequency	Percentage
Yes	81	53.9
No	69	45.7

Table 8: Customer Opinion about Awareness of Power Steering

	Frequency	Percentage
Aware	124	82.1
Unaware	26	17.2

Table 9: Customer Opinion about Features Required in the Mahindra Bolero

	Frequency	Percentage
Yes	132	87.4
No	18	11.9

Table 10: Most Important Elements for Buying Cars by the Customers

Sr. No.	Element	Frequency	Percentage
1	Brand	77	20.2%
2	Price	64	16.8%
3	Product quality	71	18.6%
4	Design	57	15.0%
5	After sales service	28	7.3%
6	Comfortable	43	11.3%
7	Maintenance cost	33	8.7%
8	Other	8	2.1%
	Total	381	100.0%

Table 11: The Factors Considered by the Consumers and their Level of Satisfaction

Sr. No.	Factors	Frequency	Percentage
1	Features	68	27.6%
2	Low maintenance	54	22.0%
3	Looks	64	26.0%
4	After sales service	43	17.5%
5	Other	17	6.9%
	Total	246	100.0%

Friedman Rank Test Analysis

The Friedman test is a non-parametric statistical test developed by Milton Friedman. Similar to the parametric repeated measures ANOVA, it is used to detect differences in treatments across multiple test attempts. The procedure involves ranking each row together, then considering the values of the ranks by columns. It is used to test for differences between groups when the dependent variable being measured is ordinal.

Table 12: Rank the Level of Perception

Sr. No.	Factors	Mean Rank	Rank
1	Mileage	2.72	6
2	Safety	3.25	5
3	Sound Quality	3.66	4
4	Price	3.94	1
5	Comfort	3.77	2
6	Interior Quality	3.67	3

From the above table, it is observed that the respondents have given the rank according to their level of perception by the consumers and have given First rank to price, Second rank to comfort, Third rank to interior quality, Fourth rank to

sound quality, Fifth rank to safety and Sixth rank to mileage (Table 13).

Table 13

Test Statistics	
N	148
Chi-square	65.220
Df	5
Aysmp.sig	.000
Friedman test	

Ranking per the above table is valid as the chi-square table values are statistically significant.

All the respondents have equally responded equally for the entire problems list.

The Level of Satisfaction of Consumers

Table 14: Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Quality	150	1	4	1.50	.693
Price	150	1	4	1.97	.746
Mileage	150	1	4	1.99	.843
Speed	150	1	4	1.93	.920
Space	148	1	5	2.10	1.238
Performance	150	1	5	2.00	1.074

FINDINGS

The data collected from 150 respondents using the questionnaire has been analysed and the consolidated results are shown below:

Percentage Analysis

- Majority of the respondents (53.6 percent) belong to the age group of 18-25 years
- Majority of the respondents (70.2 percent) belong to the gender of male.
- Majority of the respondents (31.8 percent) belong to the occupation of private workers.
- Majority of the respondents (38.4 percent) Monthly income is 10000-Rs 20000.

- Majority of the respondents (72.4 percent) Monthly Income is Below Rs. 30000.
- Majority of the respondents (86.1 percent) are saying that the Mahindra cars attract today's generation.
- Majority of the respondents (53.9 percent) have own a Mahindra Bolero.
- Majority of the respondents (82.1 percent) are aware of power steering in Bolero.
- Majority of the respondents (87.4 percent) are saying that the features required in Bolero.
- Majority of the respondents (20.2 percent) is important element for buying cars.
- Majority of the respondents (27.6 percent) are factors considered by the consumer.

Descriptive Statistics

- The majority of the respondents (1.80) are highly influenced by Sales offer.

Anova

- There is no significant difference between the age and the factors purchasing Mahindra Bolero. Hence, the null hypothesis is accepted.
- There is no significant difference between the Occupation and the factors purchasing for Mahindra Bolero. Hence, the null hypothesis is accepted.
- There is no significant difference between the monthly income and the factor purchasing for Mahindra Bolero. Hence the null hypothesis is accepted.

T-Test

- There is no significance to gender. Hence the null hypothesis is accepted.

Friedman's Rank-Test

- The Friedman' rank test reveals that price of Bolero is ranked first, comfort is ranked second and interior quality of bolero is ranked third according to the level of perception by the customers.

Chi-Square Test

- The chi-square test reveals that the respondents 18-25years, Male, private workers, 10000-20000 use

Bolero B6. The respondents of the age 26-35 years, monthly income 20001-30000 use Bolero SLX by the government workers. The Male workers of Self-employed respondents mostly use Bolero B6 OPT. The age, gender, Occupation, and income of the respondents use Bolero B6 more when compared to others.

IMPLICATIONS AND FUTURE RESEARCH

- Mahindra Company has to implement a good customer relationship management strategy that enhances customer satisfaction level.
- The company should also focus on improving the existing features which helps to increase the level of customer satisfaction.
- As the majority of the customers are highly satisfied with the service and design of the product, the company should not try to maintain it but should try to enhance the same.
- As majority of the respondents are satisfied with the safety and comfort feature of Mahindra Bolero, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion among the consumer who are of the opinion that the fuel consumption is a dissatisfying factor.
- Some of the respondents are recommended to improve the luggage space and outlook of Mahindra Bolero.
- A significant number of respondents said that there is a need to improve the technology of Mahindra Bolero.

CONCLUSION

Mahindra and Mahindra Co. is a good automobile company in Coimbatore city. They also provide good-featured vehicles every year for their customer for increase the satisfaction level of customer they always launched the motors according to customer demand but in heavy competition market. Mahindra Company must need to focus on updated features in vehicles and design. As 80% of respondents are satisfied that they are happy with bolero it satisfies that customer satisfaction level, if the company were to be identify the pitfalls in the product and undertake remedial measure, this it will lead to more good publicity. Through majority of the respondents are satisfied that the maintenance cost of Mahindra Bolero is less, around 20% are not satisfied, which may be because of comparison of Bolero with the new launched competing brands coming with even maintenance

cost. As 80% of the respondents are happy with the space availability of a Bolero vehicle, it can be conducted that the company has undertaken proper R & D in this aspect. The 20% of the respondents who have answered negatively may be comparing with the vehicle in the same category launch very recently. All the information noted in the report is true and collected through a questionnaire. This study gave a good experience in understanding the consumer satisfaction level of Mahindra Bolero in Coimbatore city.

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