Analysis of Customer satisfaction towards sales and services of Shree R.C. Enterprises”

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Abstract: Satisfaction is important for organizations to survive in the competition. Organizations used to measure the customer satisfaction time and again. Satisfied employees are the brand ambassador of the organization. This study intends to measure the customer satisfaction with respect to automobile products of Shree R.C Enterprises. Structured questionnaire was used to collect data related to the study.

Keywords: Satisfaction, Customer, Loyalty and Segmentation

Introduction

Today's business people use customer satisfaction as a catchphrase to describe what makes a corporation successful. It is getting harder for businesses to keep customers for a longer period of time due to the escalating level of fierce competition in every product category. Therefore, in order to keep the customer for a longer period of time, the marketer merely needs to focus on customer happiness. If the customer is completely satisfied with the goods, the organization not only succeeds but also reaps several rewards. They are less process sensitive and stick around for more time as customers. Customers continue to buy more products as the company releases related products or makes improvements, therefore in the modern world, customer satisfaction is becoming increasingly important.

The automobile industry has had such a profound and wide-ranging effect on the rest of the economy that it is considered a second industrial. It was crucial in assisting the country in producing higher-value goods and services, improving their abilities, and imposing a huge demand for automobiles, putting many vehicle manufacturers in the face of fierce rivalry in the areas of technology and cost. M&M uses various techniques customer satisfaction strategies. Some of the customer satisfaction strategies employed by M&M include customer relationship management, a better facility provision strategy for the owner, and a better customer after-sales service strategy. Management of Customer Relationships CRM is a technology used to foster good word-of-mouth, track client experiences, and produce referrals.

Objective of the study

1. To understand Customer relationship management at R.C Enterprises.

2. To know the customer preferences of different vehicles of Mahindra.

Literature Review

Customer satisfaction and an organization's goal of maximising profits are always correlative (bowen&chen,2001). Customers are the most important people, and ensuring their pleasure through improved services is the ultimate goal in terms of competitiveness and future revenue. Numerous imperial studies have been conducted on the precise relationship between employee satisfaction. Relationship quality is frequently referred to as the "satisfaction mirror,” which conveys the idea that staff satisfaction, which is reflected in terms of customer satisfaction is a key factor in corporate success. Employee satisfaction has a direct correlation to both customer and service quality, therefore if staff are satisfied, both will increase (Madern,Maull,Smart&Baker,2005). Customer happiness has a big impact on how well businesses function, and by increasing shareholder returns and maximising corporate value, both can be achieved (O’sullivan, McCalling,
2010). Customer satisfaction with offices is achieved by specialised execution in addition to a broad range of business practices, such as captivating communication and the management of desires. (Campbell & Finch, 2004). Anterior, mediated, and moderating effects of customer satisfaction.

The masters’ wishes have been defeated by the remarkable dispersion of portable administrations. The telecommunications industry has developed into a leading sector that offers commoditized services. As a result, the penetration of mobile phones is almost two times higher than that of desktop computers (Turel & Serenko, 2013). The portable Internet promised comparable adaptability and cost-effectiveness to the standard web. However, experiences suggest that the development of portable web requests needs to consider unusual checks in the areas of convenience and advancement proficiency. (Spriestersbach & Springer, 2005). Organizations may believe that it is necessary to improve information offering and content conveyance systems to support the portable stage as interest forces more provisions to be rewritten for portable arrangements. (Devi, Ramzan & Shander, 2012).

**Research Methodology**

Research methodology can be thought of as the scientific study of how research is conducted. In it, we examine the many approaches typically used by researchers to analyze the research problem, as well as the reasoning behind them. The procedures and methods I employed are as follows:

**Research Design**

Designing is the first stage in every endeavor. Before beginning a work, it gives a picture of the entire situation. For this study, I employed descriptive research. Survey, response choice, and paper questions are all included.

**Sample size**

The process of deciding how many observations or replicates to include in a statistical sample is known as sample size determination. Any empirical study with the aim of drawing conclusions about a population from a sample must take into account the sample size as a crucial component. I focused my research solely on the 103 clients that visited the office to complete their individual tasks.

**Statistical Tool Used**

I have not used any major statistical tool for my study. I have only used graphical representation for data analysis.

**Analysis & Interpretation**

Q1. Do you own Mahindra’s vehicle?

![Pie chart showing responses to Q1: 79.61% Yes, 20.39% No]
Data Analysis:
From the above graph it has been observed that out of 103 respondents,
- 79.61% are owner of Mahindra vehicles,
- 20.39% are not.

Data Interpretation:
- Most of respondents own Mahindra vehicle.

Q2. If yes, then which Mahindra model do you have?

Data analysis
From the above graph it has been observed that out of 103 respondents.
- 42.72% respondents have Mahindra Scorpio,
- 14.56% respondents have Mahindra XUV 500,
- 6.80% respondents have Mahindra XUV 300,
- 4.85% respondents have Mahindra Thar,
- 31.07% respondent have Mahindra Bolero

Interpretation
- Most of respondents have Mahindra Scorpio car

Q3. From how many years do you have vehicle?
Data analysis
From the above graph it has been observed that out of 103 respondents.
• 22.33% of the respondents are using 0-3 year.
• 29.12% of the respondents are using 3-5 year.
• 32.04% of the respondents using 5-7 year.
• 16.51% of the respondents are using more than 7 years.

Interpretation
• Most of respondents are using in between 3-7 years.

Q4. From where did you purchase your car?

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Car Brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>79.61%</td>
<td>Shree R. C. Enterprises</td>
</tr>
<tr>
<td>7.77%</td>
<td>Mahindra Shashank Auto</td>
</tr>
<tr>
<td>4.85%</td>
<td>Chandamama Motors</td>
</tr>
<tr>
<td>7.77%</td>
<td>Others</td>
</tr>
</tbody>
</table>

Data analysis
From the above graph it has been observed that out of 103 respondents.
• 79.61% of the respondents purchased in Shree R. C. Enterprises,
• 7.77% of the respondents purchased in Shashank Auto,
• 4.85% of the respondents purchased in Chandamama Motors,
• 7.77% of the respondents purchased in others.

Interpretation
• Most of respondents have purchased (79.61%) car in R .C .Enterprises.

Q5. How would you rate the dealership facility at Shree R .C .Enterprises?
Data analysis

From the above graph it has been observed that out of 103 respondents.

- 29.12% of the respondents are highly satisfied with dealership facility at Shree R. C. Enterprises,
- 43.69% of the respondents are satisfied with dealership facility at Shree R. C. Enterprises,
- 13.60% of the respondents are neutral with dealership facility at Shree R. C. Enterprises,
- 7.77% of the respondents are dissatisfied with dealership facility at Shree R. C. Enterprises,
- 5.82% of the respondents are highly dissatisfied with dealership facility at Shree R. C. Enterprises.

Interpretation

Most of respondents are satisfied with the dealership facility at Shree R. C. Enterprises.

Q6. How would you rate the transparency in deal with you at Shree R. C. Enterprises?

Data analysis

From the above graph it has been observed that out of 103 respondents.

- 14.57% of respondents are highly satisfied with the transparency in deal at Shree R. C. Enterprises.
- 54.37% of the respondents satisfied with the transparency in deal at Shree R. C. Enterprises.
- 13.6% of the respondents neutral with the transparency in deal at Shree R. C. Enterprises.
- 9.71% of respondents are dissatisfied with the transparency in deal at Shree R. C. Enterprises.
- 7.77% of the respondents are highly dissatisfied with the transparency in deal at Shree R. C. Enterprises.

Interpretation

Most of respondents are satisfied with the dealership facility in at Shree R. C. Enterprises.

Q7. How would you rate the fairness in deal with you at Shree R. C. Enterprises?
Data analysis

From the above graph it has been observed that out of 103 respondents:

- 28.15% of the respondents are highly satisfied with sales and service executive.
- 50.49% of the respondents are satisfied with sales and service executive.
- 9.71% of respondents are neutral.
- 6.8% of the respondents are dissatisfied with sales and service executive.
- 4.85% of the respondents are highly dissatisfied with sales and service executive.

Interpretation

- Most of respondents are satisfied with the fairness of deal at Shree R. C. Enterprises.

Q8. How would you rate the financial process at Shree R. C. Enterprises?

Data analysis

From the above graph it has been observed that out of 103 respondents:

- 28.16% of the respondents are highly satisfied with experience of the sales person.
- 50.49% of the respondents satisfied.
- 10.68% of the respondents dissatisfied.
- 6.8% of the respondents highly dissatisfied.
- 3.89% of the respondents are neutral.

Interpretation

- Most of respondents are satisfied with the financial process in Shree R. C. Enterprises

Finding

The majority of respondents are extremely happy with the service offered by Shree R. C. Enterprises. When viewed in the long term, it is the best sign for the business. Measuring respondents’ levels of satisfaction will be beneficial to Shree R. C. Enterprises, sales people, and customers. The level of respondent satisfaction increases...
sales and helps agencies attract more and more devoted clients. It also helps agencies offer more and more promotional initiatives to raise sales, leading to higher profit margins and better client service. Additionally, the perception that customers have of Shree R. C. Enterprises is very beneficial in increasing product sales through the use of customer loyalty, as many of the customers are.

Recommendation

According to my research, I advise Shree R. C. Enterprises that in order to grow their clientele through the recommendation of happy customers, they must supply the vehicles on time for both the initial purchase and the period of taking service after the initial purchase.

To reach individuals in rural areas, I advise Shree R. C. Enterprises to advertise their business in print, online media, and social media.

To provide customers who come with their families with entertainment options.

I advise Shree R. C. Enterprises to open a canteen for both customers and staff members. I advise Shree R. C. Enterprises to offer a parking lot with a shed where customers can park their cars.

Conclusion

Different performance levels exist in how customers express their opinions about various aspects of service quality and satisfaction with Shree R. C. Enterprises. Customer segments can have different preferences depending on their needs and purchase behavior. Our findings indicate that the customers belonging to different customer segments (e.g., satisfied vs. dissatisfied) expressed differences toward service quality and customer satisfaction. Thus, the management of Shree R. C. Enterprises must notice the needs of different market segments to meet their individual expectations. This study helps in analyzing customer satisfaction and loyalty, thereby helping the agency managers improve customer satisfaction effectively. This study will also be very helpful for making decisions about allocating resources and for assisting managers in establishing appropriate priorities in customer satisfaction management. The management of Shree R. C. Enterprises should think to provide more better services to its customers so that it can meet the demand of its customers to remain profitable in the keeping the level of competition in the market.

References


