

A STUDY ON CUSTOMERS SATISFACTION IN SALES AND SERVICE IN CARS INDIA PVT LTD

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ABSTRACT

The basic task of marketing is to bring the buyers and the sellers together. Regardless of the desire one has to sell. The function and the other has buy, no exchange can take place until each one knows the desire of the other of marketing is to ensure that the right product is made available at the right place, in the right quality, at the right impression to the consumer. All this righteousness is made possible by performing the sales function. This is exactly the role of selling in the marketing functions.

In the literature on marketing, there is no other function which attracts more attention than selling. Selling is a perpetual function that helps business to operate continuously. Moreover, it cannot be disputed that the sole aim of production is selling. The function of selling is very often described as a creative function. It is through this function that desires are created. This again is the function that persuades prospective customers to buy. The various persuasion methods followed have made selling an art.

The importance of selling has increased considerably as large-scale production has gained momentum. Mass production has necessitated mass selling of goods. It is easy to produce goods but it is very difficult to sell them. In short, demand creation is one of the formidable jobs that a seller has to face.

KEYWORDS: Customers Satisfaction in Sales and Service

INTRODUCTION

Selling has totally different aspects too. Legally, it means transfer of ownership of goods and services by the seller to the buyer in exchange for money. The term is also referred to as 'dispersion' function of marketing. This is literally correct because distribution makes goods move from the place of production to the place of consumption.

This is another important function which involves transfer of title of goods to the buyers. Selling is important from the point of view of the seller, the consumer and the general public. Efficiency in selling is the most important factor that affects the existence of a firm. The prime objective of a business concern is successfully carried out through sale of goods.

OBJECTIVES OF STUDY

Primary Objective

- To study 'customers satisfaction in sales and service' in cars India Pvt Ltd.

Secondary Objective

- To find how new and new used cars are selling and in what condition cars are sold.
- To find out the sales volume new and cars.
- To find out whether the products cars satisfy customer needs and wants.
- To identify the percentage of sales produced.
- To view how selling activities are planned to achieve increased sales.
- To view the relationship between dealership and consumers.

SCOPE OF STUDY

- This project is done to analyze the study on sales in marketing management.
- To identify number of new leads for sales purpose.
- To study how sales are carried out their service.
- To identify the warranty pieces on sales product.
- To study how sales marketing get succeeds.

LIMITATION OF STUDY

- The study only effectiveness of sales on new and pre-owned cars.
- The data was collected from the respondent through questionnaire.
- Time constraint was the major limitation of study.
- To know the sales of new and pre- owned cars are in well condition.

STATEMENT OF PROBLEM

This is the study based on sales done in cars India Pvt Ltd. This creates problem to customers, most of the people are fear to buy a pre-owned cars because of the car condition, parts in it, etc. many of the persons are selling pre-owned cars but for the customers whether prefer to buy used cars or not. Sales of used cars are at large now-a-days. These are the problems are motivated to me to do this project work.

RESEARCH METHODOLOGY

In this research study, to find out the sales marketing in the cars India the research was descriptive in nature. Descriptive research includes surveys and the fact findings enquires. The major purpose of research in descriptive of the state of affairs as it existed. The methods of research utilized in survey methods.

A structured questionnaire was used as a basis of data collection. The researcher tested the questionnaire with particular customers (sales person) and checked. The pre-test results helped in modifying questions to gather more information as required by the study.

RESEARCH DESIGN

Research design was adopted by the research or for the purpose of collection and analysis of the data in manner

that aimed to combine relevant data along with economic infrastructure and time in mind. It was conceptual structure within which research conducted, measured and analyzed.

CONSTRUCTION OF RESEARCH INSTRUMENT

The research instruments were a structure questionnaire which was meant to assess consumers. It has questions respectively by sales, service and spares. This was a part of the demographic details in from the concluding part of the questionnaire.

DATA COLLECTION

For collection of data, the researcher has selected only a questionnaire mainly because of the following strengths of the technique:-

- An interview schedule was not necessary because the customers were able to answer the questions because of their educational background and knowledge.
- The questionnaire approach makes it possible to cover, at the same time, a large number of people and more economical it terms of time.
- The questionnaire is the impersonal technique. Uniformity from one measurement situation to another is provided by virtue of its standardized instructions to record answers.
- Strength of questionnaire is that it ensures anonymity. The customers have a greater confidence that they will not be identified as holding a particular view or opinion. The subjects feel free to express views.

SAMPLING SIZE/UNIT/TECHNIQUES

Sampling unit consists of the customers in the organization of cars India. Sample size of customers is 80.

INTERPRETATION OF DATA

The collected data was first put in a tabulated form for each question and for subsequent customers. After tabulation, averages and percentage were determined, which helped in interpreting data.

DATA ANALYSIS AND INTERPRETATION

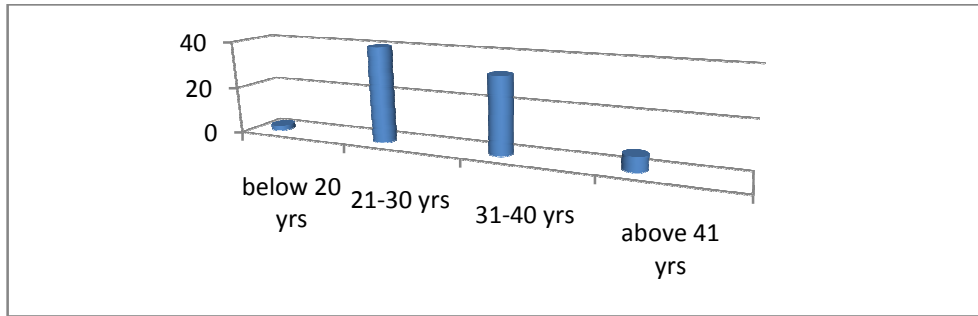
Table 1: Age of the Customers in the Organization

| S.No | Age of the Customers | Percentage |
|------|----------------------|------------|
| 1 | Below 20 years | 2 |
| 2 | 21 -30 years | 40 |
| 3 | 31-40 years | 32 |
| 4 | Above 41 years | 6 |
| | Total | 80 |

Interpretation

- 2% of the customers are below 20 years.
- 40% of the customers are 21-31 years.
- 32% of the customers are 31-40 years.

- 6% of the customers are above 41 years.



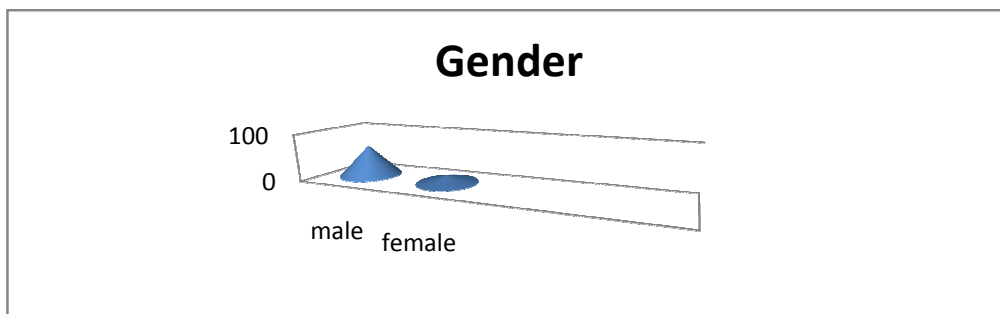
Graph 1

Table 2: Gender of the Customers in the Organization

| S.No | Gender of the Customers | Percentage |
|------|-------------------------|------------|
| 1 | Female | 15 |
| 2 | Male | 65 |
| | Total | 80 |

Interpretation

- 15% of the customers are female.
- 65% of the customers are male.



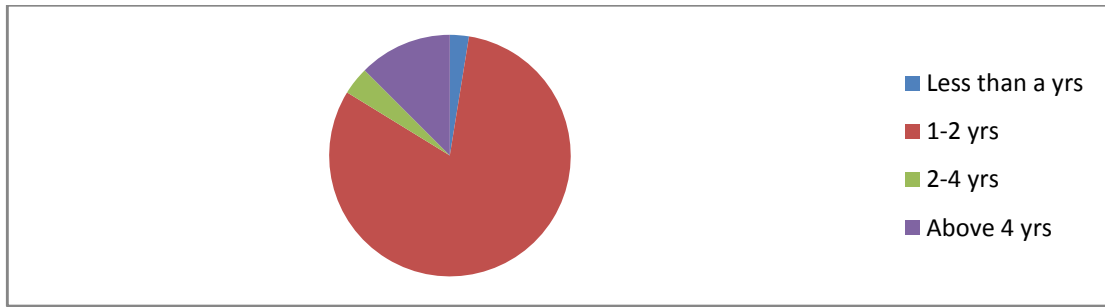
Graph 2

Table 3: How Long You Are the Customers in the Organization

| S.No | Customers in the Organization | Percentage |
|------|-------------------------------|------------|
| 1 | Less than a year | 2 |
| 2 | 1-2 yrs | 65 |
| 3 | 2-4 yrs | 3 |
| 4 | Above 4 yrs | 10 |
| | Total | 80 |

Interpretation

- 2% of the customers are less than a year.
- 65% of the customers are 1-2 years.
- 3% of the customers are 2-4 years.
- 10% of the customers are above 4 years.



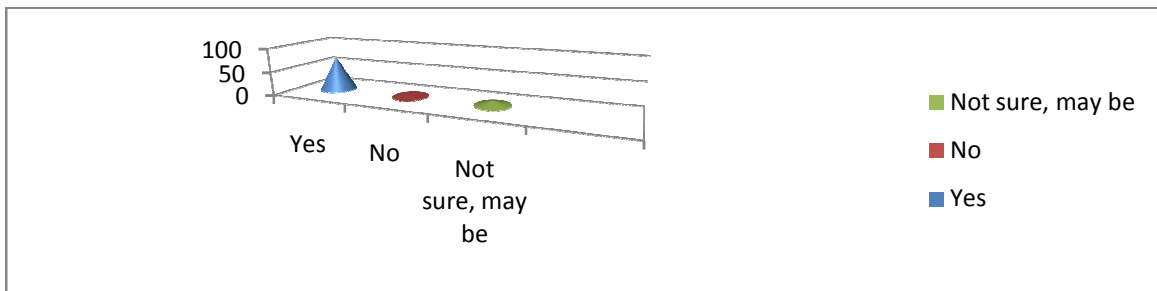
Graph 3

Table 4: Marketing Management Plays an Important Role in Success of an Organization

| S.No | Opinion | Percentage |
|--------------|------------------|------------|
| 1 | Yes | 70 |
| 2 | No | 1 |
| 3 | Not sure, may be | 9 |
| Total | | 80 |

Interpretation

- 70% of the customers say yes.
- Only 1% of the customers say no.
- 9% of the customers says not sure, may be.



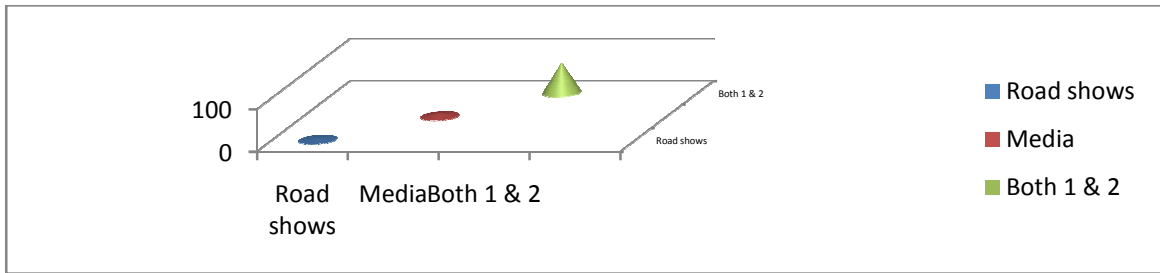
Graph 4

Table 5: Selling Activities are Planned to Achieve Increased Sales

| S.No | Plans | Percentage |
|--------------|----------------------|------------|
| 1 | Road shows | 3 |
| 2 | Media advertisements | 7 |
| 3 | Both 1 & 2 | 70 |
| Total | | 80 |

Interpretation

- 3% of the customers say road shows.
- 7% of the customers say about media advertisements.
- 70% of the customers say both 1 & 2.



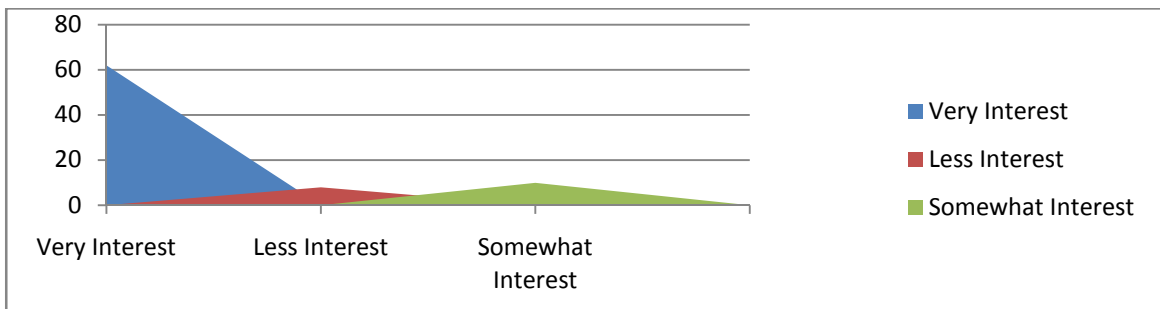
Graph 5

Table 6: Are You Interest to Buy the Product

| S.No | Opinion | Percentage |
|------|-------------------|------------|
| 1 | Very Interest | 62 |
| 2 | Less Interest | 8 |
| 3 | Somewhat Interest | 10 |
| | Total | 80 |

Interpretation

- 62% of the customers say interest buyers.
- 8% of the customers say less interest buyers.
- 10% of the customers say somewhat interest buyers.



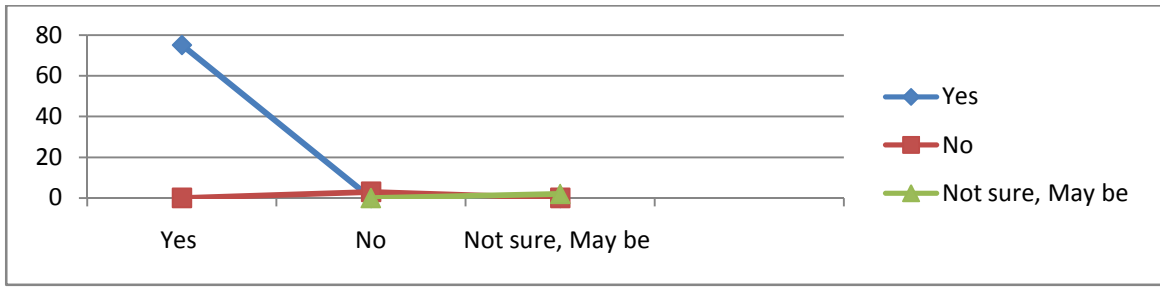
Graph 6

Table 7: Advertisings Are Helps to Sell the Products

| S.No | Opinion | Percentage |
|------|------------------|------------|
| 1 | Yes | 75 |
| 2 | No | 3 |
| 3 | Not sure, May be | 2 |
| | Total | 80 |

Interpretation

- 75% of the customers say Yes.
- 3% of the customers say No.
- 2% of the customers say Not Sure, May Be.



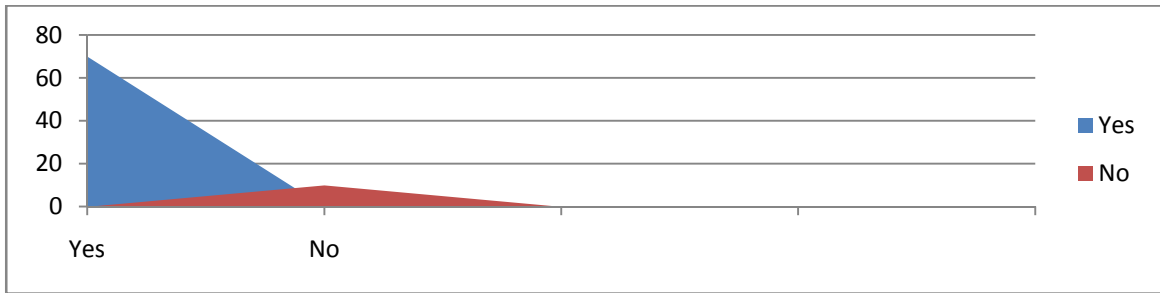
Graph 7

Table 8: Using Guarantees Pieces in a Market

| S.No | Opinion | Percentage |
|------|--------------|------------|
| 1 | Yes | 70 |
| 2 | No | 10 |
| | Total | 80 |

Interpretation

- 70% of the customers say Yes.
- 10% of the customers say No.



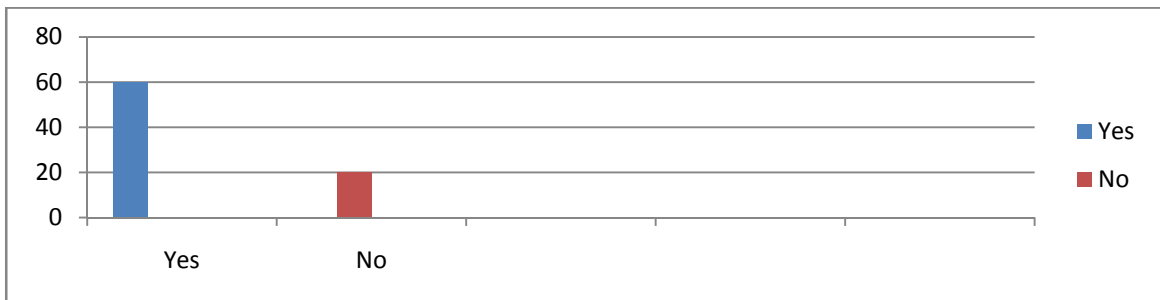
Graph 8

Table 9: Selling a Product through Website

| S.No | Opinion | Percentage |
|------|--------------|------------|
| 1 | Yes | 60 |
| 2 | No | 20 |
| | Total | 80 |

Interpretation

- 60% of customers' opinions are Yes.
- 20% of customers opinion are No.



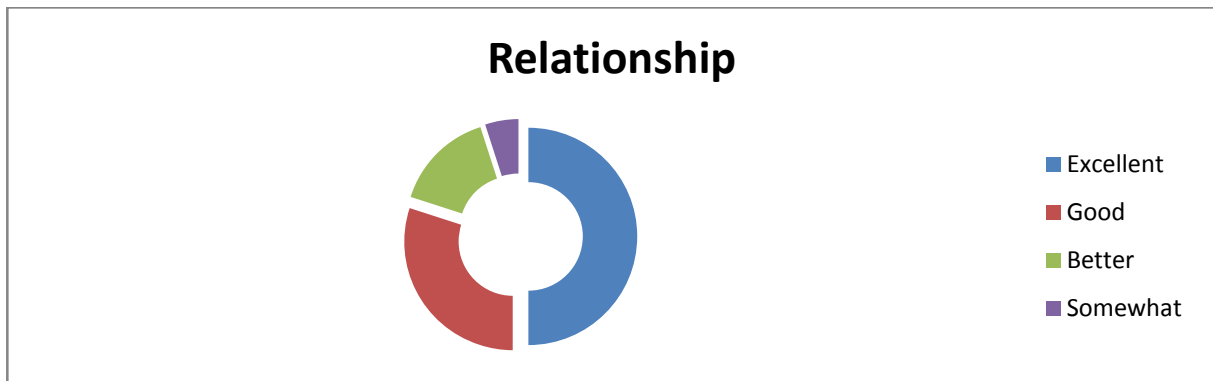
Graph 9

Table 10: Relationship between Dealership and Buyer

| S.No | Opinion | Percentage |
|------|--------------|------------|
| 1 | Excellent | 50 |
| 2 | Good | 30 |
| 3 | Better | 15 |
| 4 | Somewhat | 5 |
| | Total | 100 |

Interpretation

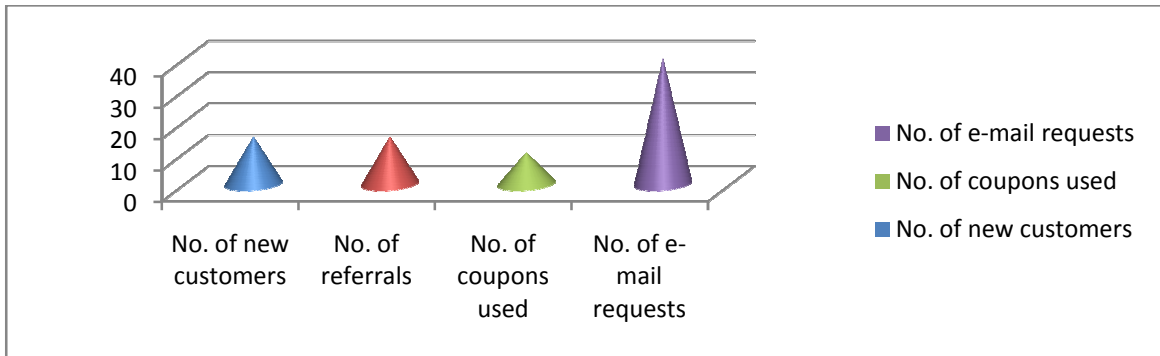
- 50% of customers' opinions are excellent.
- 30% of customers' opinions are good.
- 15% of customers' opinions are better.
- 5% of customers opinion are somewhat.

**Graph 10****TABLE 11: Monitoring the Marketing Success**

| S.No | Monitoring Success | Percentage |
|------|------------------------|------------|
| 1 | No. of new customers | 15 |
| 2 | No. of referrals | 15 |
| 3 | No. of coupons used | 10 |
| 4 | No. of e-mail requests | 40 |
| | Total | 80 |

Interpretation

- 15% of customers' opinions are no of new customers.
- 15% of customers' opinions are no of referrals.
- 10% of customers' opinions are no of coupons used.
- 40% of customers' opinions are no of e-mail request or responses.



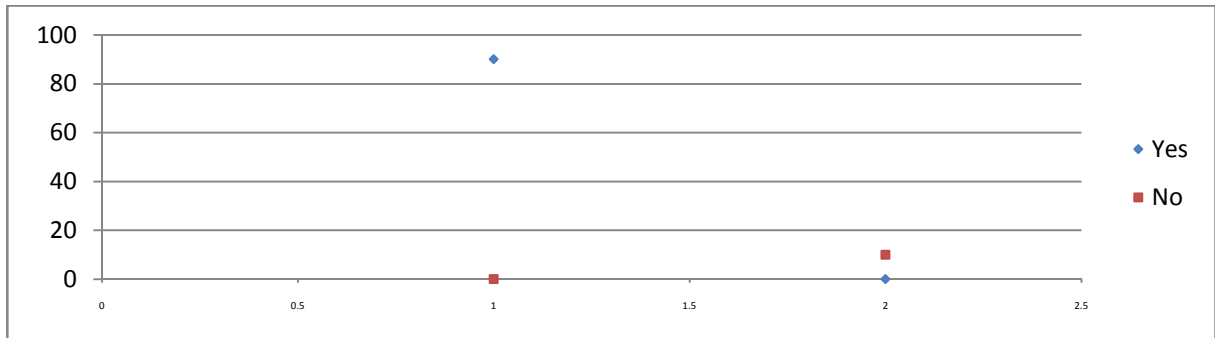
Graph 11

Table 12: Satisfaction on the Overall Product Quality

| S.No | Options | Percentage |
|------|--------------|------------|
| 1 | Yes | 90 |
| 2 | No | 10 |
| | Total | 100 |

Interpretation

- 90% of customers say Yes.
- 10% of customers say No.



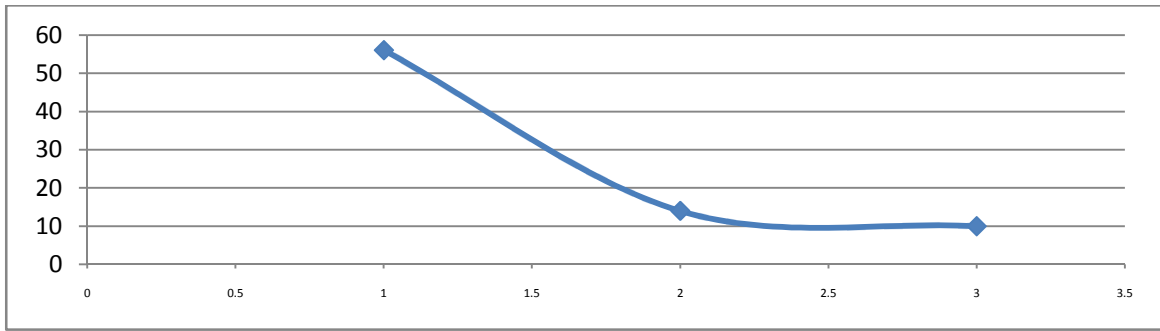
Graph 12

Table 13: At What Age Pre-Owned Cars Are Bought

| S.No | Age of the Pre-Owned Cars | Percentage |
|------|---------------------------|------------|
| 1 | 1-3 yrs | 56 |
| 2 | 3-5 yrs | 14 |
| 3 | More than 5 yrs | 10 |
| | Total | 80 |

Interpretation

- 56% of the customers say 1-3 yrs.
- 14% of the customers say 3-5 yrs.
- 10% of the customers say more than 5 yrs.



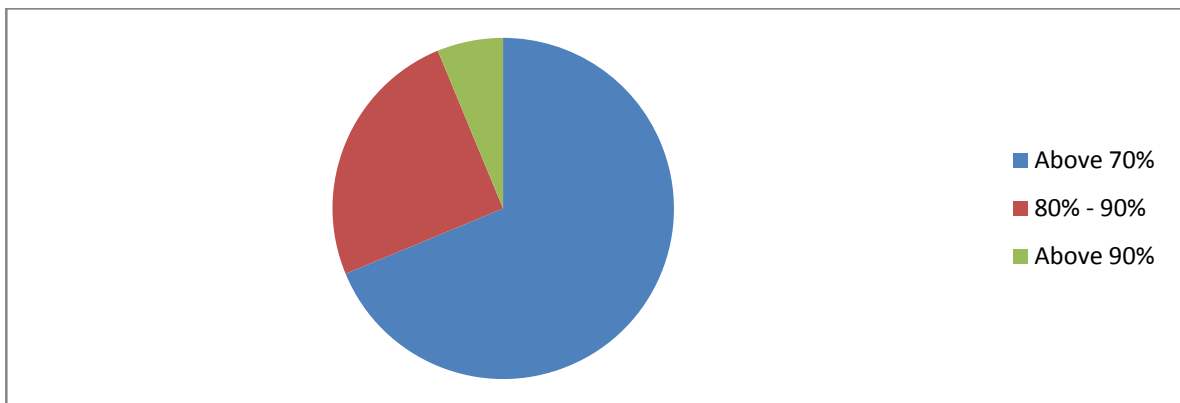
Graph 13

Table 14: Percentage of Sales is Produced by Existing Customer vs. New Customers

| S.No | Percentage Of Sales | Percentage |
|------|---------------------|------------|
| 1 | Above 70% | 55 |
| 2 | 80% - 90% | 20 |
| 3 | Above 90% | 5 |
| | Total | 80 |

Interpretation

- 55% of the customers say above 70%.
- 20% of the customers say 80% - 90%.
- 5% of the customers say above 90%.



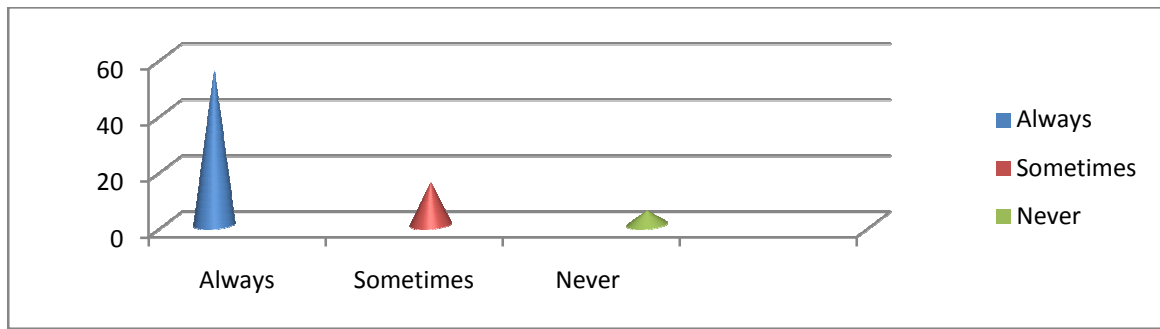
Graph 14

Table 15: I Am Well Informed What Happening in the Company

| S.No | Opinion | Percentage |
|------|--------------|------------|
| 1 | Always | 55 |
| 2 | Sometimes | 15 |
| 3 | Never | 5 |
| | Total | 80 |

Interpretation

- 55% of the customers' opinions are always.
- 15% of the customers' opinions are sometimes.
- 5% of the customers' opinions are never.



Graph 15

FINDINGS

- From the study it is finding that 2% of the customers are below 20 years, 40% of the customers are 21-31 years, 32% of the customers are 31-40 years, and 6% of the customers are above 41 years.
- It is finding that 15% of the customers are female, 65% of the customers are male.
- 2% of the customers are less than a year, 65% of the customers are 1-2 years, 3% of the customers are 2-4 years, and 10% of the customers are above 4 years.
- 70% of the customers say yes, only 1% of the customers say no, 9% of the customers says not sure may be.
- 3% of the customers say road shows, 7% of the customers say about media advertisements, 70% of the customers says both 1 & 2.
- 62% of the customers says interest buyers, 8% of the customers says less interest buyers, 10% of the customers says somewhat interest buyers.
- 75% of the customers says Yes, 3% of the customers says No, 2% of the customers say Not Sure, May Be.
- 70% of the customers say Yes, 10% of the customers say No.
- 60% of customers opinion are Yes, 20% of customers opinion are No.
- 50% of customers opinion are excellent, 30% of customers opinion are good, 15% of customers opinion are better, 5% of customers opinion are somewhat.
- 15% of customers' opinions are no of new customers, 15% of customers opinions are no of referrals, 10% of customers' opinions are no. of coupons used, and 40% of customers' opinions are no. of e-mail request or responses.
- 90% of customers say Yes, 10% of customers say No.
- 56% of the customers say 1-3 yrs, 14% of the customers say 3-5 yrs, 10% of the customers say more than 5 yrs.
- 55% of the customers say above 70%, 20% of the customers say 80% - 90%, 5% of the customers say above 90%.
- 55% of the customers opinion are always, 15% of the customers opinion are sometimes, 5% of the customers opinion are never
-

SUGGESTIONS

From the above research we can know about the sales done in the cars India and the following steps to be taken for the success of the organization.

- The company should try to avoid buying the pre-owned cars at the age above 3-5.
- The company should maintain a good relationship between customers.
- The company should focus on the yearly marketing plan.
- This will help the organization to increase their sales rate.

CONCLUSIONS

Manpower in CARS INDIA (Maruti Suzuki) is well-trained. They buy a used car and sell in a good condition by undergoing 120 stringent quality checks. The new and pre-owned cars are sold with warranty, on road service, insurance, finance, accessories etc., They also extend the needs and their wants. This helps the organization to develop their car shop all over India.

REFERENCES

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