

**A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE
RENDERED BY AIE CARS PRIVATE LIMITED**

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

CATEGORY-1 UNIVERSITY BY UGC

**Accredited with Grade "A++" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

APRIL – 2024



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **AKSHITHA ESTHER.M 41740056** who carried out the project entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE RENDERED BY AIE CARS PRIVATE LIMITED**" under my supervision from January 2024 to March 2024.

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I **AKSHITHA ESTHER M 41740056** hereby declare that the Project report entitled **“A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE RENDERED BY AIE CARS PRIVATE LIMITED”** done by me under the guidance of Ms. M. JAYASEELY is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

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AKSHITHA ESTHER M

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **Sathyabama institute of science and technology** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr Bhuvaneswari G., Dean, School of Management Studies** and **Dr. Palani A., Head of the Department**, for providing me necessary support during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **MS. M. JAYASEELY** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

AKSHITHA ESTHER M

ABSTRACT

The Project examined “A STUDY ON CUSTOMER SATISFACTION TOWARDS SERVICE RENDERED BY AIE CARS NEELANKARAI, CHENNAI”. This research was conducted with the major aim to determine whether the service provided by the AIE Cars (a Maruti Suzuki dealer) satisfied the customer needs or not. Convenient sampling technique was adopted with the sample size of 105 respondents. The primary data for the study was collected with a self-designed questionnaire. Percentage analysis was made to compare preferences of customers towards satisfactory services of AIE Cars. The service rendered were analyzed based on certain criteria such as age group, gender, car mileage, quality of service etc. the key finding of the study was that majority of the customers were completely satisfied with service rendered by AIE Cars which includes documentation process, showroom formalities etc. the key recommendations from this study includes better financing option, marketing option etc. which should further enhance their sales in addition to the existing service.

KEYWORDS : Customer satisfaction, car mileage, quality of service, documentation

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTON ABOUT CUSTOMER SATISFACTION

Customer satisfaction is ultimately a reflection of how a customer feels about interacting with your brand, and businesses quantify these feelings with customer satisfaction surveys. These responses can give you a picture of customer loyalty, which predicts the likelihood of customer referrals.



Fig: 1.1 Importance of Customer Satisfaction



Fig: 1.2 Benefits of Customer Satisfaction

AIE Cars provided me an opportunity to consider the consumer loyalty towards Maruti Suzuki showrooms, The project period provides a accurate advantage to the college student It gain the knowledge and experience towards the chosen matter. As I worked in AIE Cars I found that the strategy to attract customers is their way of communication, their service delivery and publicity activities, which plays a major role in the company, It also helps in the feedback of the company to correct their mistakes and stand in number one position among all the competitors.

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 own motors configures a seat to eight people, not commodities, that are crucial to running on the street. 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.



Fig 1.3 Image of Automobile Industry



Fig 1.4 Image of Automobile Industry



Fig 1.5 Image of Automobile Industry

1.2.1 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.

1.2.2 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., SkodaIndia Ltd., Toyota.

1.3 COMPANY PROFILE

A R Property Developers Pvt Ltd (ARP) was promoted in the year 2005, by Mr. Abdul Azeez and Mr. N. Abdul Majeed Directors of A.I. Enterprises Pvt. Ltd. (AIE Group) The Flag ship company of the group A.1, Enterprises Pvt. Ltd. The Civil constructions and Real Estate moods of the group were being met through in-house teams of Engineers and Architect. As the groups demand for constructed space increased a new subsidiary called A.R. Property Developers Pvt Ltd to tap the potentials in Real Estate developmental activities particularly in South India, was formed

AIE CARS is the latest addition to our group where we undertake Sales and Service of Maruti Suzuki vehicles. We have established state of the art facilities in ECR Chennai. Our showroom won the award for the best showroom for 2012, in the first year of operation.

The Automobile Division has steadily increased its market share by selling 1600 cars and servicing over 15,000 cars with highly experienced and skilled team striving to become the Number one among automobile dealers in Tamil Nadu.



Fig 1.3.1 Image of Company Showroom



Fig 1.3.2 Image of Company Showroom

1.3.1 Organisational Profile

Maruti Suzuki India Limited (MSIL, firmly known as Maruti Udyog Limited) is a of Suzuki Motor Corporation, Japan. MSIL has been the leader of the Indian car market for over two and a half decades. The company has two manufacturing facilities located at Gurgaon and Manesar, south of New Delhi, India. Both the facilities have a combined capability to produce over a 1.2 million (1,200,000) passenger car units annually.

The company plans to expand its manufacturing capacity to 1.75 million by 2013. For this the company will be investing around Rs.60 Billion (Rs. 6,000 Crores) over the period till 2013. The company offers a wide range of cars across different segments. It offers 14 brands and over 150 variants - Maruti: 800, people movers, Omni and Ecco, international brands Alto, Alto-K10, A-star, Wagon R, Swift, Ritz and Estilo, off-roader Gypsy, SUV Grand Vitara, sedans SX4 and Swift Dzire. In an environment friendly initiative. in August 2010 Maruti Suzuki introduced factory fitted CNG option on 5 models across vehicle segments. These include Ecco, Alto, Estilo, Wagon R and Sx4. In fiscal 2009-10 Maruti Suzuki became the only Indian company to manufacture and sell One Million cars in a year. Maruti Suzuki has employee strength over 7,600 (as at end March 2010), In

2009-10, the company sold a record 10,18,365 vehicles including 1,47,575 units of exports. With thus, at the end of March 2010, Maruti Suzuki had a market share of 53.3 per cent of the Indian passenger car market. The company is listed on Bombay Stock Exchange and National Stock Exchange. The Government of Japan has honored Maruti Suzuki with the METI Award for promotion of Japanese brand in India. Maruti Suzuki is one of the six companies, as also one among two outside Japan, to have received this prestigious award.

1.3.2 Vision, Mission

Visions of any company are those values on which company works. As the MUL is started by Governmental initiatives it tends to be more consumer oriented and hence cost effective, but on the other hand Suzuki's participation ensures not only need of the profit. but of the need of maximum profit. The only way for this Nora's dilemma of Selecting principals for company's Working vision, was to maximize profit and reducing cost by maximizing output and sales. Hence MUI declared its vision as- "The Leader in the Indian Automobile Industry, Creating Customer Delight¹ and Shareholder's Wealth², eventually become a pride of India". Customer Delight ¹ is making sure that performance, after sales service and customer support are best and beyond expectation.

Shareholders wealth² is the prime concern for running business smoothly. MUL knows this and understands "customer is king", he can change the fortune of any company, hence goes company's brand line: COUNT ON US!

Mission

Mission is the statement of an organization's purpose, what it want to accomplish in the larger environment and its goals which are specific, realistic and motivating. Missions are described overvisions and visions demand certain objectives. The main objectives/Missions of MUL. are:

- Modernization of the Indian Automobile Industry.
- Developing cars faster and selling them for less.
- Production of fuel-efficient vehicles to conserve scarce resources.

- Production of large number of motor vehicles which was necessary for economic growth.
- Market Penetration, Market Development Similarly Product Development and Diversification.
- Partner relationship management. Value chain. Value delivery network.

1.3.3 Product and Services

1. ALTO 800



Fig 1.3.1 images of alto 800

Interiors

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



Fig 1.3.2 images of LTO K10

Superior technology

- All Aluminum 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 color Bumper
- Chrome plated front grill
- 3-spoke steering wheel
- New stylish gear knob

3. WAGONR



Fig 1.3.3 images of 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 large 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



Fig 1.3.4 images of RITZ

Technology

- 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. CELERIO



Fig 1.3.5 images of CELERIO

Technology

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

6. SWIFT



Fig 1.3.6 images of 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



Fig 1.3.7 images of 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

8. KIZASHI



Fig 1.3.8 images of KIZASHI

Luxurious And Sporty

- Interiors with leather and chrome inserts
- Advances Auto infotainment system
- V-shaped sporty aerodynamic font -
- 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

1.3.4 Area of Operations

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

1.3.5 Infrastructure

- Trained and efficient staff
- Building
- office

1.3.6 Competitors Information

Now a days many competitors have entered the market such as AIE CARS Competitors.

- RNS Motors
- Kalyani Motors
- Mondovi Motors
- Kirlokars
- Nandhi toyoto

Organization Competitors

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

1.3.7 SWOT Ananyis of Aie Cars Private Limited

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 labor 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 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.

1.4 STATEMENT OF THE PROBLEM

A study on customer satisfaction towards AIE CARS” 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

1.5 NEED FOR THE STUDY

In this today’s 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 AIE CARS is the need for the study. The main need to study about the company is to know the company whether 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

1.6 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 AIE CARS
- 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 AIE CARS

1.7 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES:

To know the customer satisfaction towards service rendered by AIE Cars(a dealer of Maruti Suzuki).

SECONDARY OBEJECTIVES:

- To identify the demand of the customer
- To assess the reasonable time taken to delivery service at AIE cars
- To know the different kind of marketing strategy adopted by the management for improvement of service quality.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. 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.

2. 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 behaviour is based solely on the usefulness function, when choosing discomfort around the amount or Pleasant to carry.

3. Hoffman & Novak (1996).

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

4. 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.

5. Mowen & Minor (1998).

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

6. 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.

7. 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."

8. 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.

9. 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.

10. 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.

11. 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.

12. 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.

13. 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.

14. Roy Subhadip (2005).

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

15. 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.

16. 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.

17. 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.

18. 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.

19. 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.

20. 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.

21. 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.

22. 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.

23. Singh and Srivatava (2013)

Study showed various factors affecting customer satisfaction towards Maruti Suzuki. Measuring customer satisfaction provides an indication of how successful the organization is at providing products or services to the marketplace. It conducted that satisfaction levels for pricing attributes (such as Car price, discounts and service charges) are generally lower than product related attributes.

24. Parthian and Rajendran (2014)

Study was carried on customer preference toward Maruti Suzuki. This study was to understand the mind of customers whether they were eager and satisfied to handle. Even though most of the customers were satisfied with present model and service, few customers were not satisfied about the facilities provided by the car. If the Maruti car service providers give enough attention regarding this, they can ensure a large level of customer preference.

25. Jain, et al. (2016)

It was found that the overall customer satisfaction with Maruti Suzuki in Chennai City was high, with a mean score of 7.06 out of 10. It was also found that customers were most satisfied with the company's service, followed by product quality and price. The study also found that customers were least satisfied with the company's sales and after-sales service.

26. Patel and Modi (2018)

The authors assessed the level of customer satisfaction towards Maruti Suzuki vehicles in Coimbatore. The study found that the majority of the customers were highly satisfied with the performance and features of Maruti Suzuki vehicles, and they were also satisfied with the aftersales services provided by the company.

27. Trivedi and Patel (2019)

Examined the relationship between customer satisfaction and loyalty towards Maruti Suzuki in Chennai city. The study found that customer satisfaction significantly influences loyalty towards the brand, and the customers who were highly satisfied with the brand were more likely to repurchase a Maruti Suzuki vehicle.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

‘A Research design is simply the frame work or plan for a study is used to guide in collecting and analyzing the data. It is a blue print that is followed in completing a study’.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 105 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained customer satisfaction level of service rendered by AIE CARS PRIVATE LIMITED

3.4 SAMPLE SIZE

The collected data from 105 respondents is being used for research.

3.5 SAMPLING TECHNIQUE

Convenience sampling is adopted to collect data from the respondent. A Convenience sampling method is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.6 PERIOD OF STUDY

The period of study is February 2024 to March 2024.

3.7 ANALYTICAL TOOLS

Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Classification of Customer Under gender

4.1.1 : Table showing Gender wise classification of the respondents

What is your gender?	Count(gender)	Percentage(gender)
female	38	36.19%
male	67	63.81%
Grand Total	105	100.00%

What is your gender?
105 responses

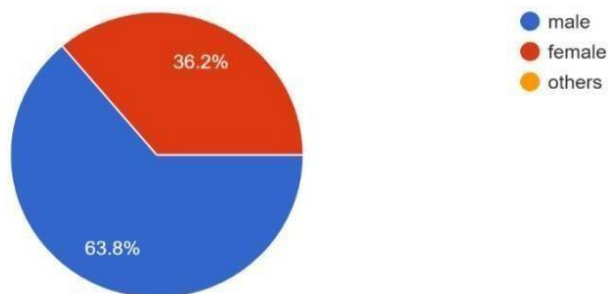


Chart 4.1.1 Classification of customer under gender

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on gender includes a total of 105 respondents, out of which there were 67 males and 38 females.

INFERENCE:

Majority (63.81%) of the respondents are male.

Classification of Customer Under Age Group

4.1.2 Table of customer under age

Which age group you belong to?	Count(age)	Percentage(age)
18-25	23	21.90%
25-35	32	30.48%
35-50	43	40.95%
above 50	7	6.67%
Grand Total	105	100.00%

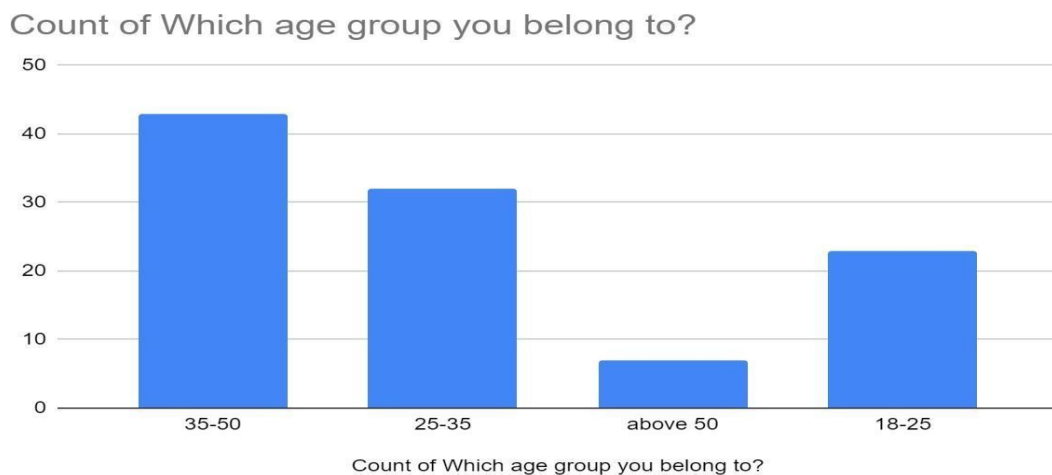


Chart: 4.1.2 Classification of customer under age group

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 23 respondents who belong age group of 18-25, 32 of them who belong to 25-32, 43 of them belong to 35-50 and 7 of them belong to above 50 category

INFERENCE:

Majority (40.95%) of the respondents are under the age group of 35-50.

Classification of Customer Under income level

Table no: 4.1.3 classification of customer under income level

What is your annual income level?	Count(income level)	Percentage(income level)
4-6 lakhs	30	28.57%
6-10 lakhs	34	32.38%
less than 4 lakhs	31	29.52%
more than 10 lakhs	10	9.52%
Grand Total	105	100.00%

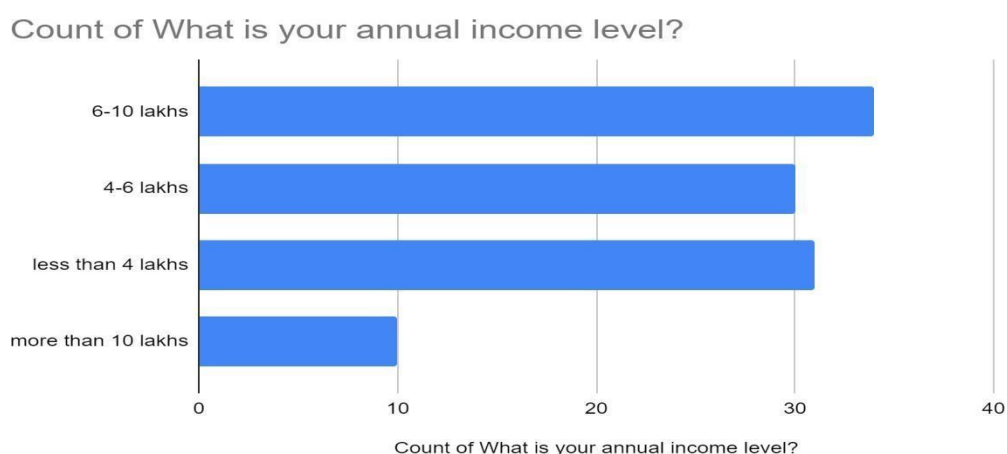


Chart: 4.1.3 classification of customer under income level

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 30 who belong income level of 4-6 lakhs, 34 of them belong to 6-10 lakhs, 31 of them belong to less than 4 lakhs, and 10 of them belong more than 10 lakhs.

INFERENCE:

Majority (32.38%) of the respondents are under the income level of 6-10 lakhs.

Classification of Customer Under rate of mileage of car

Table no: 4.1.4 classification of customer under mileage of car

How will you rate the mileage of any car?	Count(rate the mileage)	Percentage (rate the mileage)
excellent	30	28.57%
fair	6	5.71%
good	30	28.57%
poor	1	0.95%
very good	38	36.19%
Grand Total	105	100.00%

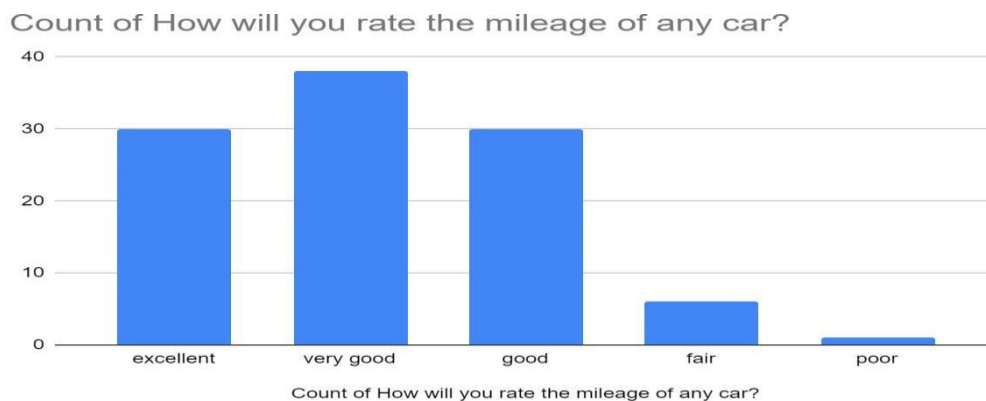


Chart: 4.1.4 classification of customer under rate of mileage of car

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 30 of them rated excellent, 6 of them rated fair, 30 of them rated good and 38 has rated very good and 1 has rated poor.

INFERENCE:

Majority (36.19%) of the respondents has rated very good for mileage of the car and only (0.95%) of the respondents has rated poor for mileage of the car.

Classification of Customer Under rate of service

Table no: 4.1.5 classification of customer under rate of service

How would you rate the services provided by the service station?	Count (rate of service)	Percentage (rate of service)
excellent	40	38.10%
fair	7	6.67%
good	15	14.29%
poor	2	1.90%
very good	41	39.05%
Grand Total	105	100.00%

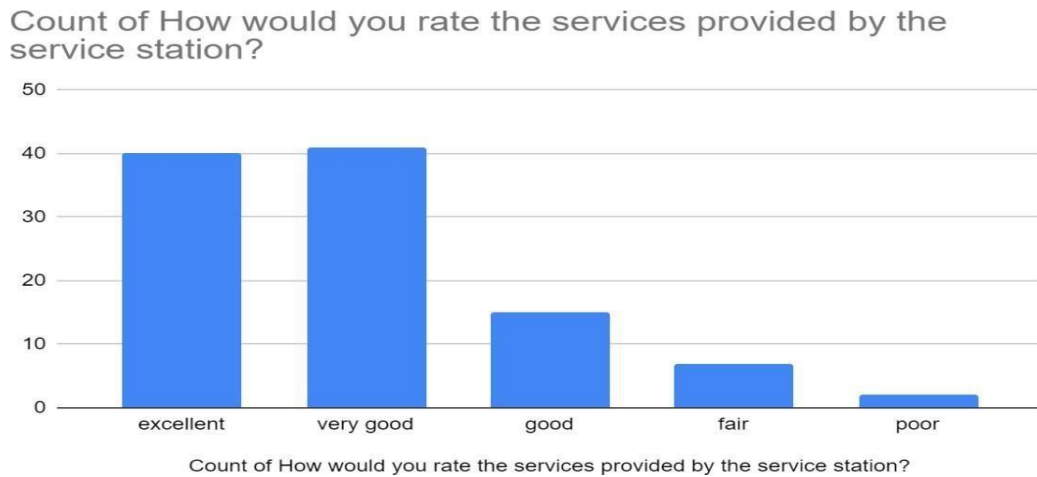


Chart: 4.1.5 classification of customer under rate of service by service station

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 40 of them rated excellent, 7 of them rated fair, 15 of them rated good and 41 has rated very good and 2 has rated poor.

INFERENCE:

Majority (39.05%) of the respondents has rated very good for the service provided by the service station.

Classification of Customer Under staffs coordination during visit

Table no: 4.1.6 classification of customer under staffs coordination during visit

Does staffs coordinate during visit to showroom	Count(staffs coordination)	Percentage(staffs coordination)
yes	84	80%
no	21	20%
Total	105	100%

Count of Do the staffs coordinate with you on your queries during your visit to the showroom?

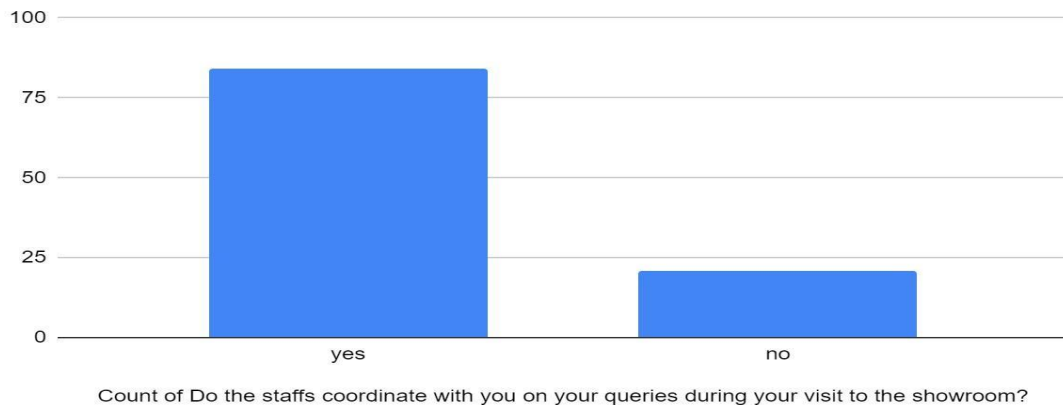


Chart: 4.1.6 classification of customer under staffs coordination during visit to showroom

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 84 respondents said yes for staffs coordination and 21 of them said that there is no staffs coordination inside the showroom.

INFERENCE:

Majority (80%) of the respondents has said yes and are satisfied with staffs coordination in the showroom.

Classification of Customer Under opinion about car durability

Table no: 4.1.7 classification of customer under opinion about car durability

What's your opinion about a car's durability?	Count(opinion about a car's durability)	Percentage(opinion about a car's durability)
fragile	12	11.43%
poor strength	8	7.62%
reliable and strong	85	80.95%
Grand Total	105	100.00%

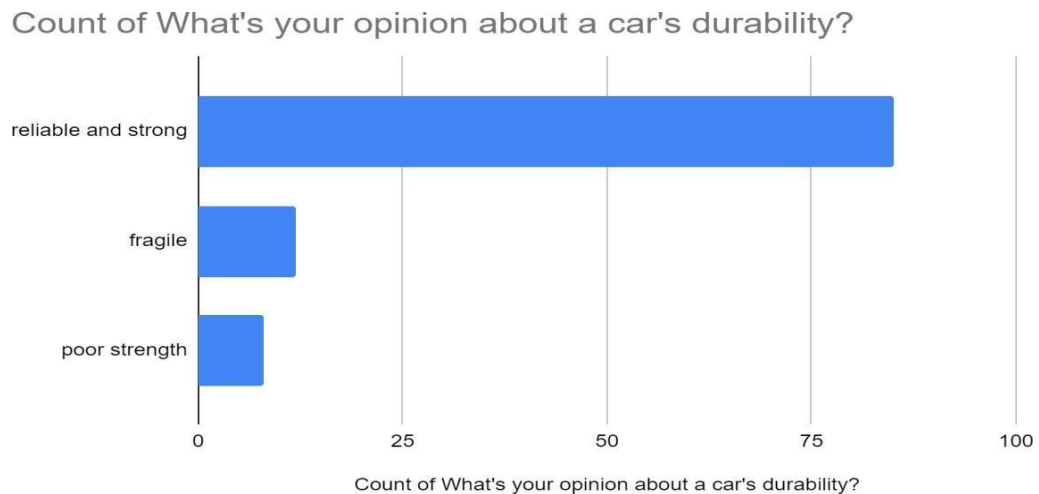


Chart: 4.1.7 Classification of customer under opinion about cars durability

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 12 respondents had a fragile opinion on cars durability, 8 of them said poor strength and 85 of them said cars durability is reliable and strong

INFERENCE:

Majority (80.95%) of the respondents has been said that the cars durability is reliable and strong.

Classification on how cordial customer gets treated inside the showroom

Table no: 4.1.8 Classification on how cordial customer gets treated inside the showroom

How cordial do you feel about the way you get treated inside the showroom?	Count(cordial treatment inside the showroom)	Percentage (cordial treatment inside the showroom)
dissatisfied	1	0.95%
highly dissatisfied	4	3.81%
highly satisfied	36	34.29%
neutral	17	16.19%
satisfied	47	44.76%
Grand Total	105	100.00%

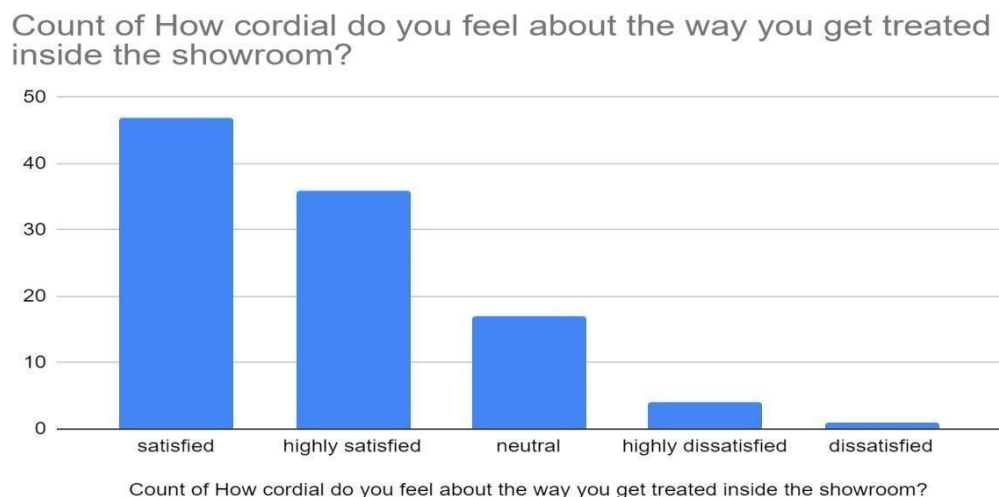


Chart: 4.1.8 Classification on how cordial customer gets treated inside the showroom

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 36 of them are highly satisfied, 47 are satisfied, 17 has said neutral, 1 of them are dissatisfied and 4 of them are highly dissatisfied with the cordial treatment inside the showroom.

INFERENCE :

Majority (44.76%) of the respondents are satisfied with the cordial treatment inside the showroom by the staffs.

Classification on opinion about the pricing of cars

Table no: 4.1.9 Classification on opinion about the pricing of cars

What's your opinion about the pricing of cars?	Count (pricing of cars)	Percentage (pricing of cars)
dissatisfied	1	0.95%
highly dissatisfied	5	4.76%
highly satisfied	42	40.00%
neutral	21	20.00%
satisfied	36	34.29%
Grand Total	105	100.00%

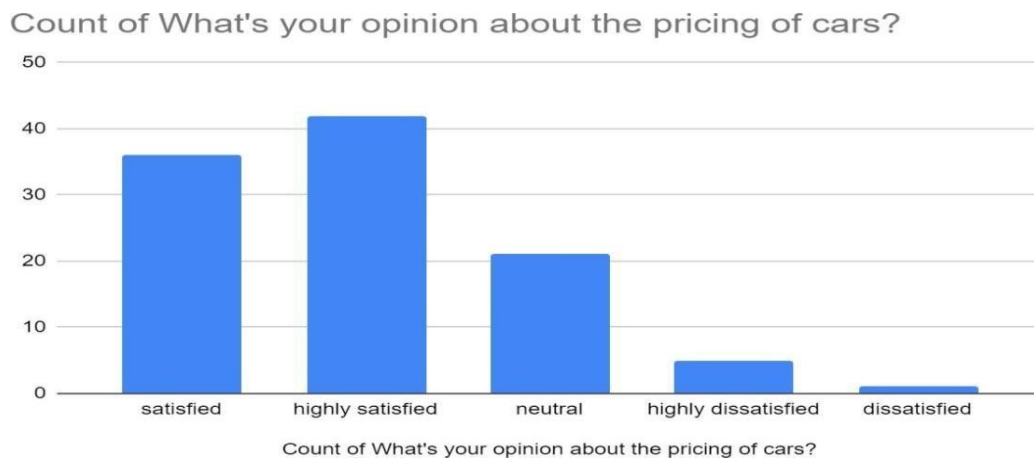


Chart: 4.1.9 Classification on opinion about the pricing of cars

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 42 of them are highly satisfied, 36 are satisfied, 21 has said neutral, 1 of them are dissatisfied and 5 of them are highly dissatisfied with the pricing of cars.

INFERENCE:

Majority (40.00%) of the respondents are highly satisfied with the pricing of cars in the showroom.

Classification on how customers are comfortable with showroom formalities

Table no: 4.1.10 Classification on how customers are comfortable with showroom formalities

Are you comfortable with the showroom formalities?	Count (comfortable)	Percentage (comfortable)
dissatisfied	2	1.90%
highly dissatisfied	2	1.90%
highly satisfied	37	35.24%
neutral	17	16.19%
satisfied	47	44.76%
Grand Total	105	100.00%

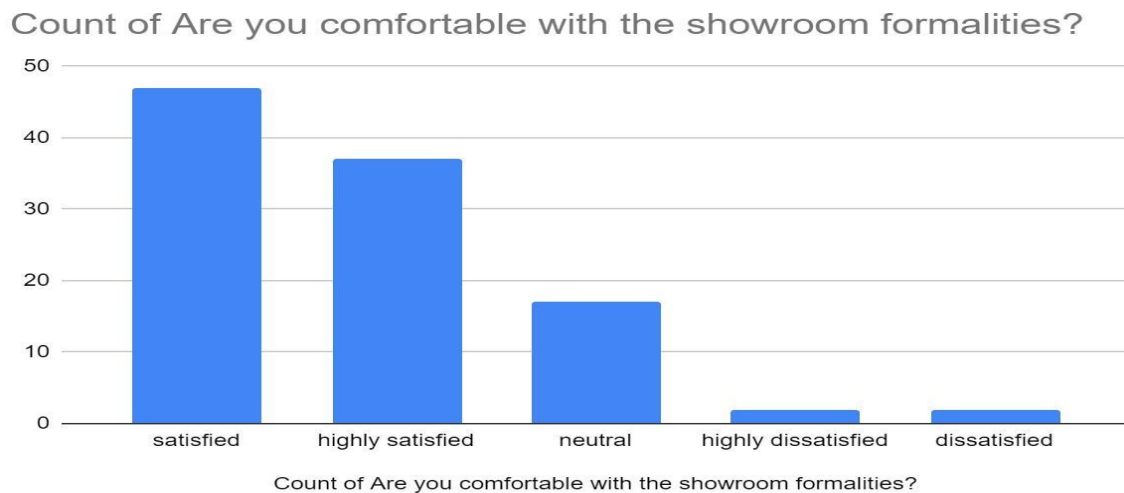


Chart: 4.1.10 Classification on how customers are comfortable on showroom formalities

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 37 of them are highly satisfied, 47 are satisfied, 17 has said neutral, 2 of them are dissatisfied and 2 of them are highly dissatisfied with the showroom formalities

INFERENCE:

Majority (44.76%) of the respondents are satisfied and felt comfortable with the showroom formalities.

Classification on customers facing problem in quality of service

Table no: 4.1.11 classification on customers facing problem in quality of service

Did you notice any problem in the quality of services?	Count (problem in quality of service)	Percentage (problem in quality of service)
no	85	80.95%
yes	20	19.05%
Grand Total	105	100.00%

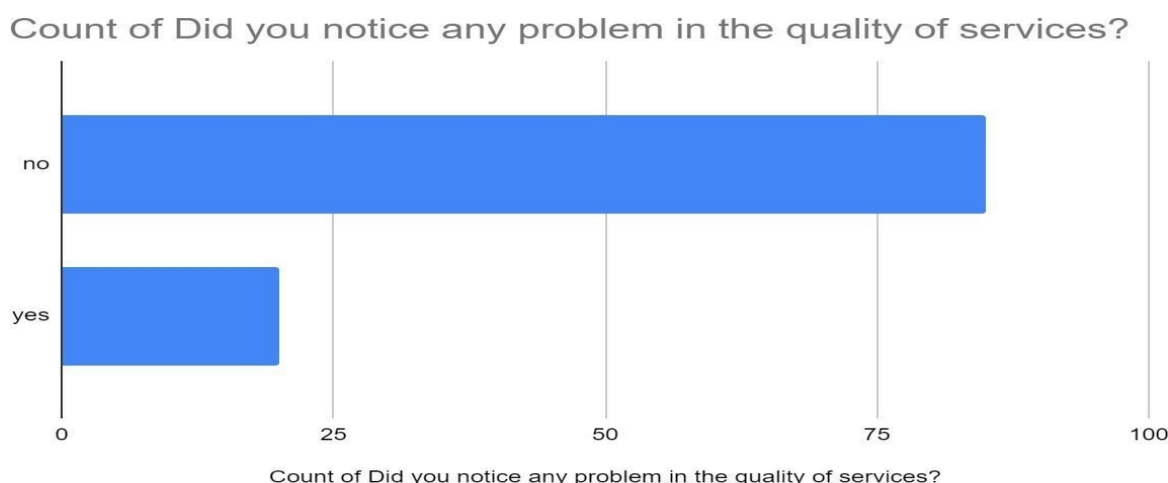


Chart: 4.1.11 classification on customers facing problem in quality of service

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 85 respondents said yes for noticing any problem in the quality of service and 20 of them didn't notice any problem in the quality of service.

INFERENCE:

Majority (80.95%) of the respondents has said that there is no problem in the quality of services.

Classification on customers rate test drive after service

Table no: 4.1.12 classification on customers rate test drive after service

Did you take test drive after completion of the service? if yes rate the service	Count (test drive rate)	Percentage (test drive rate)
neutral	42	40.00%
satisfied	57	54.29%
unsatisfied	6	5.71%
Grand Total	105	100.00%

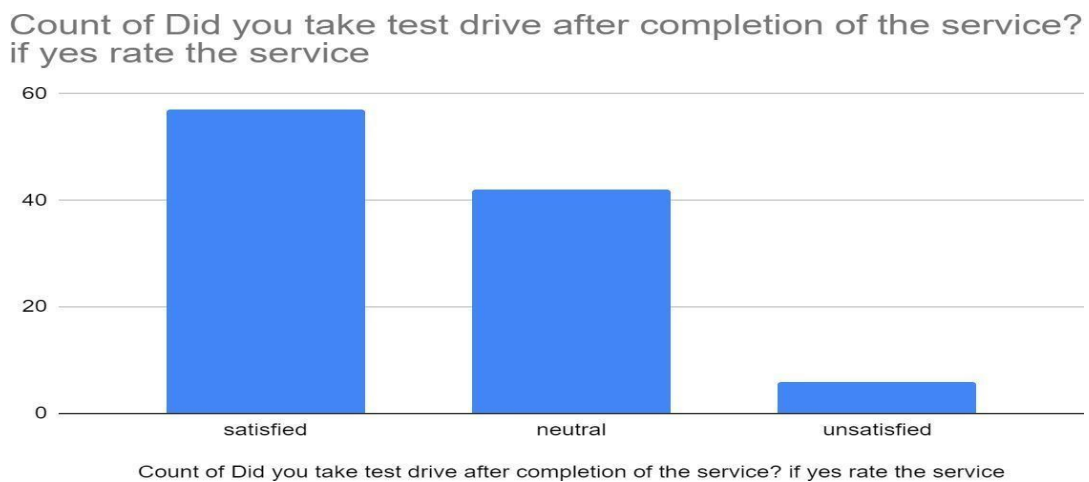


Chart: 4.1.12 classification on customers rate test drive after service

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 57 of them are satisfied, 41 has said neutral and 6 are unsatisfied for the rate of service after completion of test drive.

INFERENCE:

Majority (54.29%) of the respondents are satisfied with the test drive after the completion of service by the service station.

Classification on customers rate the delivery time taken in service station

Table no: 4.1.13 classification on customers rate the delivery time taken in service station

How will you rate the delivery time period taken in service station?	Count (delivery time take rate)	Percentage (delivery time taken rate)
excellent	34	32.38%
fair	7	6.67%
good	19	18.10%
poor	3	2.86%
very good	42	40.00%
Grand Total	105	100.00%



Chart: 4.1.13 classification on customers rate the delivery time taken in service station

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 34 of them rated excellent, 7 of them rated fair, 19 of them rated good and 42 has rated very good and 3 has rated poor for time taken in delivery station.

INFERENCE:

Majority (40.00%) of the respondents has rated very good for the delivery time period taken in service station is on time.

Classification on customers satisfactory level on test drive performance

Table no: 4.1.14 classification on customers satisfactory level on test drive performance

Was the car (test drive) performance satisfactory?	Count(Was the car (test drive) performance satisfactory)	Percentage (Was the car (test drive) performance satisfactory)
neutral	39	37.14%
satisfied	61	58.10%
unsatisfied	5	4.76%
Grand Total	105	100.00%

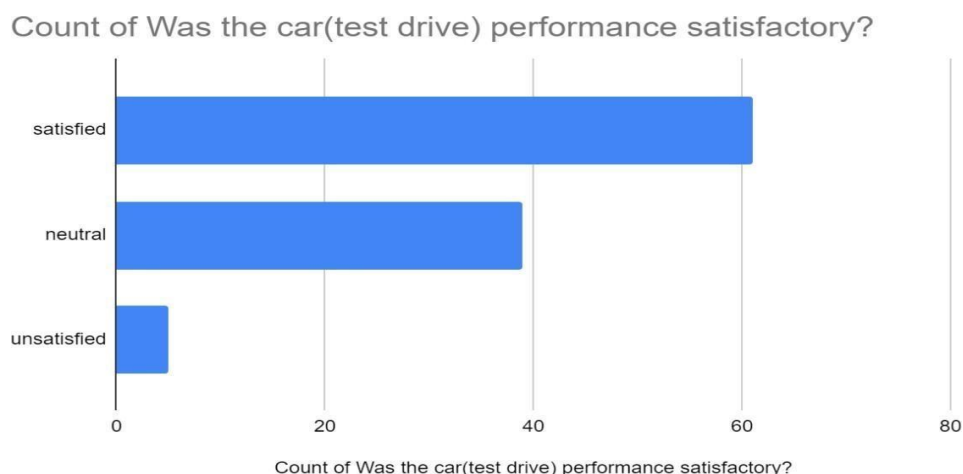


Chart: 4.1.14 classification on customers satisfactory level on test drive performance

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which there were 61 of them are satisfied, 39 has said neutral and 5 are unsatisfied with the test drive performance.

INFERENCE:

Majority (58.10%) of the respondents are satisfied with the level of test drive performance.

Classification on what feature customers will focus on while buying a car

Table no: 4.1.15 classification on what feature customers will focus on while buying a car

What is the main feature you will focus on while buying a car?	Count (feature while buying a car)	Percentage (feature while buying a car)
brand name	37	35.24%
colour	8	7.62%
mileage	38	36.19%
services	11	10.48%
technology	11	10.48%
Grand Total	105	100.00%

Count of What is the main feature you will focus on while buying a car?

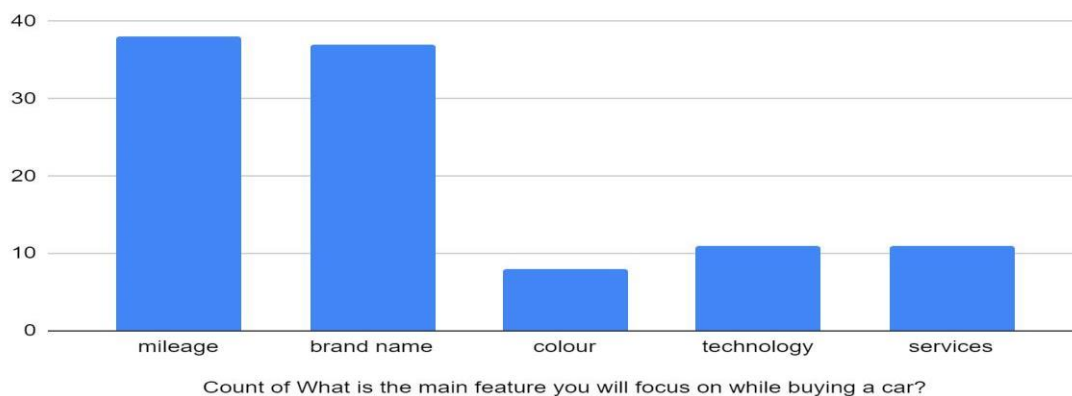


Chart: 4.1.15 classification on what feature customers will focus on while buying a car

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which 37 of them focus on brand name while buying a car, 8 of them focus on color, 38 of the focus on mileage, 11 of the focus on services and 11 of the focus on technology.

INFERENCE:

Majority (36.19) of the respondents has said the mileage is the main feature anyone will choose while buying a Maruti Suzuki cars at AIE CARS

Classification on how customers hear about newly launched car models

Table no: 4.1.16 classification on how customers hear about newly launched car models

How did you hear about our newly launched car models?	Count (How did you hear about our newly launched car models)	Percentage (How did you hear about our newly launched car models)
advertisements	53	50.48%
friends	17	16.19%
others	4	3.81%
references	12	11.43%
sales representatives	19	18.10%
Grand Total	105	100.00%

Count of How did you hear about our newly launched car models?

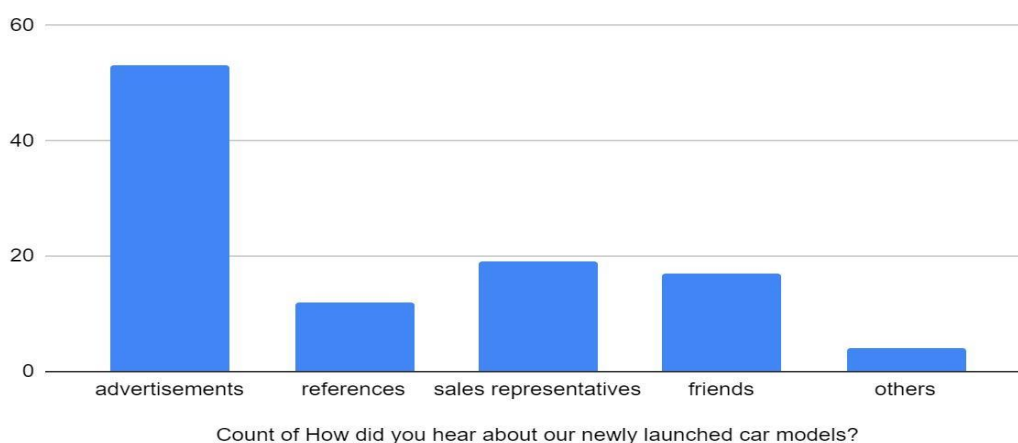


Chart: 4.1.16 classification on how customers hear about newly launched car models

INTERPRETATION:

For the project, Customer satisfaction towards the service rendered by AIE cars, the analysis of customers based on age group includes a total of 105 respondents, out of which 53 of them has heard about newly launched cars through advertisements, 17 of them through friends, 4 of them through others, 12 of them through references, 19 through sales representatives.

INFERENCE:

Majority (50.48%) of the respondents had said that customers hear about newly launched car models through advertisements.

CHAPTER 5

FINDINGS

5.1 FINDINGS

- Majority (63.81%) of the respondents are male.
- Majority (40.95%) of the respondents are under the age group of 35-50 and least(6.67%) of the respondents are above 50.
- Majority (32.38%) of the respondents are under the income level of 6-10 lakhs and least(9.52%) of the respondents are under the income level of more than 10 lakhs.
- Majority (36.19%) of the respondents has rated very good for mileage of the car and only (0.95%) of the respondents has rated poor for mileage of the car.
- Majority (39.05%) of the respondents has rated very good for the service provided by the service station and only (1.90%) of the respondents has rated poor for the service by the service station.
- Majority (80%) of the respondents has said yes and are satisfied with staffs coordination in the showroom
- Majority (80.95%) of the respondents has been said that the cars durability is reliable and strong.
- Majority (44.76%) of the respondents are satisfied with the cordial treatment inside the showroom by the staffs.
- Majority (40.00%) of the respondents are highly satisfied with the pricing of cars in the showroom
- Majority (44.76%) of the respondents are satisfied and felt comfortable with the showroom formalities.
- Majority (80.95%) of the respondents has said that there is no problem in the quality of services.

- Majority (54.29%) of the respondents are satisfied with the test drive after the completion of service by the service station.
- Majority (40.00%) of the respondents has rated very good for the delivery time period taken in service station is on time.
- Majority (58.10%) of the respondents are satisfied with the level of test drive performance.
- Majority (36.19) of the respondents has said the mileage is the main feature anyone will choose while buying a Maruti Suzuki cars at AIE CARS.
- Majority (50.48%) of the respondents had said that customers hear about newly launched car models through advertisements.

CHAPTER – 6

SUGGESTIONS AND CONCLUSION

SUGGESTIONS:

- Competitive strategy can be adopted by the company in order to raise their sales amongst their rivals.
- Better financing options can be suggested to their customers during their visit
- The company can hire staffs who possess, a high calibre to produce more sales
- The company can provide their products at subsidised rates during special occasions like festivals.
- Minimize the marketing expenditure
- The Company can identify the loop wholes found in their staff services and train them accordingly The company can introduce measures to boost their after sales services like delivery of the vehicles, annual servicing of the vehicle etc

CONCLUSION:

After a brief analysis and study on the topic **Customer Satisfaction towards service rendered by AIR CARS private limited** I have come to the conclusion that:

From this study, I wanted to find out whether the customers found the products and services provided by AIE Cars private limited were satisfactory or not. The study has given a clear picture in a positive way where the Customers in most cases felt good about the products and services. I observed that the staffs maintained a professional and helpful relationship with all their customers. Most of the customers are satisfied with the modern technologies and equipment used by AIE CARS for providing service to their customers. There is a majority of customers who are satisfied with the usage of Maruti Suzuki cars as it offers decent after sale service. From the above mentioned points we can clearly conclude that AIE Cars private limited provide a standardized service

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ANNEXURE – I

QUESTIONNAIRE

Questionnaire on “A study on customer satisfaction towards Service rendered by AIE CARS” The questions were asked to 105 respondents who is a customer of AIE CARS Private limited(a dealer of Maruti Suzuki).

Name:

1. what is your gender?
 - a) Male
 - b) Female
 - c) others
2. which age group you belong to?
 - a) 18-25
 - b) 25-35
 - c) 35-50
 - d) Above 50
3. what is your income level?
 - a) Less than 4 lakhs
 - b) 4-6 lakhs
 - c) 6-10 lakhs
 - d) More than 10 lakhs
4. how will you rate the mileage of a car?
 - a) Excellent
 - b) Very good
 - c) Good
 - d) Fair
 - e) Poor

5. Do the staffs coordinate with you on your queries during your visit to the showroom?
 - a) Yes
 - b) No
6. How would you rate the services provided by the service station?
 - a) Excellent
 - b) Very good
 - c) Good
 - d) Fair
 - e) poor
7. What's your opinion about the pricing of cars?
 - a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly dissatisfied
8. how cordial do you feel about the way you get treated inside the showroom?
 - a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly dissatisfied
9. are you comfortable with the showroom formalities?
 - a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
 - e) Highly dissatisfied

10. what's your opinion about a car's durability?
 - a) Reliable and strong
 - b) Poor strength
 - c) Fragile
11. did you notice any problem in the quality of service?
 - a) Yes
 - b) No
12. did you take test drive after completion of the service? If yes rate the service?
 - a) Excellent
 - b) Very good
 - c) Good
 - d) Fair
 - e) Poor
13. was the car(test drive) performance satisfactory?
 - a) Satisfied
 - b) Neutral
 - c) Unsatisfied
14. what is the main feature you will focus on while buying our car?
 - a) Brand name
 - b) Mileage
 - c) Services
 - d) Technology
 - e) Color
15. how did you hear about our newly launched car models?
 - a) Advertisements
 - b) Sales representatives
 - c) Friends
 - d) References
 - e) Others
16. any suggestions you would like to give for this organization