

# Customer Satisfaction of Mahindra Two Wheelers in Chennai City

Indumathi M, Magdalene Peter, A.Kamal

**Abstract:** *In the present seriously focused condition, organizations today are always searching for approaches to draw in clients by having a superior comprehension of changing client inclinations. To conquer any hindrance between hypothesis and practice and to develop legitimate personality and produce truly necessary spirit for example to assist the understudies with identifying their solid and frail focuses in the accompanying and acknowledging different authoritative exercises. With the goal that proper measures can be taken at a most punctual time. This exploration concentrate would be valuable to the administration of E-Learning Companies to comprehend the clients' desires and the assessment about programming items the respondents for this overview were understudies. Information investigation and understanding will be finished utilizing the gathered information with fundamental measurable devices, in light of the discoveries; recommendations will be given to the association.*

*Business extension comprises of different gathering of offers and limits; for the most part momentary intended to invigorate snappier and/or more noteworthy buy of a specific item by shoppers or the exchange. Deals advancement incorporates instruments for customer advancement (for instance tests, coupons, prizes, money discount, guarantees, shows, challenge); exchange advancement (for instance purchasing recompenses, free products, stock stipends, co-usable publicizing, promoting and show remittances, vendor deals challenges); and deals power advancement (for instance rewards, challenges, deals encourages).*

*As of late the idea of affirmation projects has gotten more prominent consideration among instructed individuals for getting advancements in their vocation and to overhaul their profile. E-Learning Companies., has been the market's driving player from time in giving preparing and affirmations to experts from crosswise over different businesses from everywhere throughout the world been it neighborhood or worldwide. E-Learning Companies is the unprejudiced and free outsider Conformance Assessment Body. It furnishes hesitant leaders with a motivating force to settle on decisions by expanding the worth offered by a specific brand.*

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*This exploration concentrate would be helpful to the concerned specialists of E-Learning Companies to comprehend the shoppers' discernment and their inclination for the accreditation courses which would make them to settle on extension of their business concentrating on ITI and Diploma holders. The respondents for this study were learners who are getting preparing from the organization and the individuals who finished the course as of late. Information investigation and translation will be finished utilizing the gathered information with essential measurable devices, in light of the discoveries; proposals will be given to the association..*

**Keywords :** *E-Learning Companies, Customer Satisfaction Level*

## I. INTRODUCTION

The intern has completed the summer internship program at "D.P Motors –Authorised Dealer for Mahindra Two Wheelers. "Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability. [1],[ 3],[5].

These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective." This internship helped the intern to understand the activities and works of sales and marketing Department's Personnel in a practical manner[2],[4],[6]

## II. RESULTS & DISCUSSION

### A. SAMPLE SIZE :

An important decision that has to be taken is adopting the sampling techniques is about the size of the sample. Size of the sample means the number of samplings. The sample size selected for this study is 100. [7],[ 9],[11]

### B. CHI SQUARE TEST:

A chi square test also referred to as  $\chi^2$  test, is any statistical hypothesis test where in the sampling distribution of the statistic is a chi squared distribution when the null hypothesis is true. Chi square test is often constructed from a sum of squared error or through the sampling variance. Test statistics that

follow a chi-square distribution arise from an assumption of independent normally distributed data, which is valid in many cases due to the central limit theorem.

Chi Square Test =  $\sum[(O-E)^2/E]$  [8],[ 10],[12]

**TABLE:1. Which attributes do you like most in your two-wheeler? Rates the various factors you consider most**

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Luggage space	05	5%
2	Fuel Efficiency	40	40%
3	Pick up	15	15%
4	Resale value	10	10%
5	Driving comfort	20	20%
6	Outlook	10	10%
7	TOTAL	100	100%

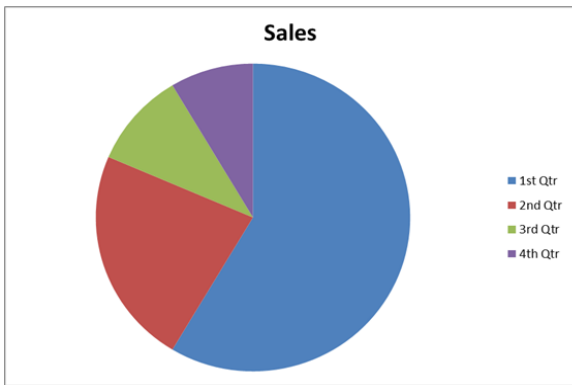


Fig 1: . Which attributes do you like most in your two-wheeler? Rates the various factors you consider most

Table 2: what is the source of finance

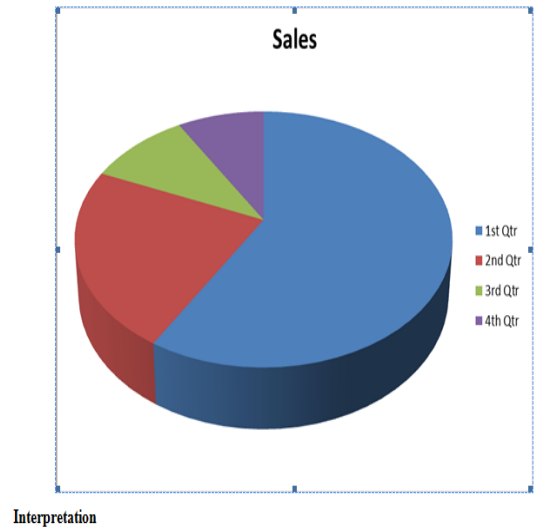
**TABLE:2** what is source of finance

S.NO	PARTICULAR	RESPONDENTS	PERCENTAGE
1	Bank loan	25	25%
2	Finance company	30	30%
3	Self-financing	40	40%
4	Any other	05	05%
5	TOTAL	100	100%

**Interpretation:**

Out of the responses obtained from 100 customers 40% customer are like **Self-financing**. And through the friends 30% of the customers are like Financing company. And another 25%are like **Bank loan**.and 15% people are **Others**

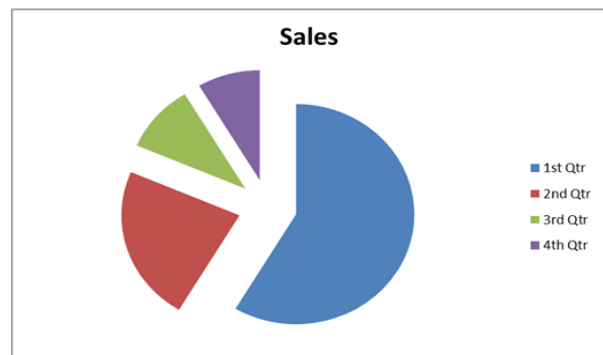
RESPONDENT



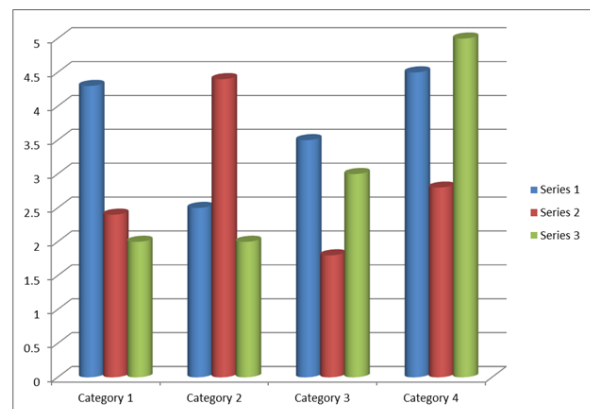
**Fig 2:** what is the source of finance

**Interpretation**

Out of the responses obtained from 100 customers 50% customer are like **Electronic media**. And through the 30% of customer are like **Exhibition**, and 10% of the customers are like **Brand image**. And trade shows



**Fig 3:**While going for the development of new bike which point the company should keep in mind



CHI SQUARE TEST SANALYZE GENERAL PERCEPTION ABOUT MAHINDRA TWO WHEELERS

**Table 3: While going for the development of new bike which point the company should keep in mind**

S.NO	PARTICULAR	RESPONDENT	PERCENTAGE
1	Acceptability of customer	25	25%
2	Scale of economic	30	30%
3	Comfort	20	20%
4	Design	20	20%
5	Others	05	05%
6	TOTAL	100	100%

RECOGNITION

**Solution:**

**1) Null hypothesis:**

Respondents don't have consider general perception about Mahindra two wheelers. [14],[16],[18]

**2) Alternative hypothesis:**

Respondents have consider general perception about Mahindra two wheelers. [19],[21],[23]

50	30	80
10	10	20
60	40	100

$$X=[o-e]^2/E$$

Calculated value=1.791

Degree of freedom

$$V=[r-1][c-1]$$

$$V=[2-1][2-1]$$

$$V=1$$

Table value=3.84

Calculated value > Table value

$$1.791 > 3.84$$

It is significant

So null hypothesis is accepted [13],[15],[17]

**CHI SQUARE TEST FIND SOURCE OF FINANCE**

**Solution:**

**1) Null hypothesis:**

Respondents don't have Find the source of finance.

**2) Alternative hypothesis:**

Respondents have find the source of finance

25	30	55
40	05	45
65	35	100

O	E=R.t * C.t/G.t	[O-E]	[O-E] <sup>2</sup>	[O-E] <sup>2</sup> /E
25	55*65/100=35.75	-10.65	21.5	-0.601
30	55*35/100=19.25	10.75	115.562	6.003
40	45*60/100=27	13	169	13
5	45*35/100=15.75	-10.75	115.562	6.003
				24.405

$$X=[o-e]^2/E$$

Calculated value=24.405

Degree of freedom

$$V=[r-1][c-1]$$

$$V=[2-1][2-1]$$

$$V=1$$

Table value=3.84

Calculated value > Table value

$$24.405 > 3.84$$

It is not significant

So Alternative hypothesis is accepted [31],[33]

**IV. CONCLUSION**

Out of the responses obtained from 100 customers 40% customer are like fuel efficiency. And through the friends 20% of the customers are like Driving comfort. And another 15% are like Pickup. And 10% people are like Resale value. And only 5% are like by the Outlook. Out of the responses obtained from 100 customers 40% customer are like Self-financing. [26],[28],[30] And through the friends 30% of the customers are like Financing company. And another 25% are like Bank loan. And 15% people are Others. Out of the responses obtained from 100 customers 40% customer are like Electronic media. And through the friends 20% of the customers are like Brand image. And another 10% are like print media. And trade shows. Out of the responses obtained from 100 customers 30% customer are like Scale of economic. And through the friends 25% of the customers are like Acceptability of customer. And 20% people are respond for comfort and design. Out of the responses obtained from 100 customers 80% customer are suggestion yes for fuel consumption. And through the friends 20% of the customers are suggestion no for fuel consumption.

Out of the responses obtained from 100 customers 80% customer are suggestion



yes for Safety and comfort. And through the friends 20% of the customers are suggestion no for safety comfort. Out of the responses obtained from 100 customers 80% customer are satisfied design. And through the friends 20% of the customer are unsatisfied design. Out of the responses obtained from 100 customers 80% customer are aware of gear vehicles. And through the friends 20% of not awardable to gear vehicles. Out of the responses obtained from 100 customers 50% customer are like respondent very good. And through the friends 30% of the customers are like respondent for good. 10% people are feel average. Out of the responses obtained from 100 customers 50% customer are like respondent for 35000-45000. And through the friends 30% of the customers are respondent for 45000-60000. 10% people are respondent for 60000-75000 and also 75000-10000 feel average [25],[27],[29]

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