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 undertakings 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 snapper 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 difference. Smart 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.

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 technics is about the size of the sample. Size of the sample means the number of samplings. The sample size seleted for this study is 100. [7],[ 9],[11]

B. CHI SQUARE TEST:

A chi square test also referred to as x² 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 are 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

<table>
<thead>
<tr>
<th>S.NO</th>
<th>PARTICULAR</th>
<th>RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Luggage space</td>
<td>05</td>
<td>5%</td>
</tr>
<tr>
<td>2</td>
<td>Fuel Efficiency</td>
<td>40</td>
<td>40%</td>
</tr>
<tr>
<td>3</td>
<td>Pick up</td>
<td>15</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>Resale value</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>5</td>
<td>Driving comfort</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>6</td>
<td>Outlook</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>TOTAL</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

**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.

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

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

<table>
<thead>
<tr>
<th>SNO</th>
<th>PARTICULAR</th>
<th>RESPONDENT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Acceptability of customer</td>
<td>25</td>
<td>25%</td>
</tr>
<tr>
<td>2</td>
<td>Scale of economic</td>
<td>30</td>
<td>30%</td>
</tr>
<tr>
<td>3</td>
<td>Comfort</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>4</td>
<td>Design</td>
<td>20</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>Others</td>
<td>05</td>
<td>05%</td>
</tr>
<tr>
<td>6</td>
<td>TOTAL</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

#### 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. \([19],[21],[23]\)

### CHI SQUARE TEST FIND SOURCE OF FINANCE

<table>
<thead>
<tr>
<th></th>
<th>(E\cdot R\cdot I)</th>
<th>([0.05])</th>
<th>([0.025])</th>
<th>([0.01])</th>
</tr>
</thead>
<tbody>
<tr>
<td>25</td>
<td>55*65/100=35.75</td>
<td>-10.65</td>
<td>31.5</td>
<td>4.601</td>
</tr>
<tr>
<td>30</td>
<td>55*35/100=19.25</td>
<td>10.75</td>
<td>115.582</td>
<td>6.605</td>
</tr>
<tr>
<td>40</td>
<td>45*60/100=27</td>
<td>13</td>
<td>169</td>
<td>13</td>
</tr>
<tr>
<td>65</td>
<td>45*35/100=22.25</td>
<td>-10.75</td>
<td>115.582</td>
<td>6.605</td>
</tr>
</tbody>
</table>

\(X^{2}=[\text{o-e}]^{2}/E\)

Calculated value = 24.405

Degree of freedom \(V=[r-1][c-1]\)

\(V=1\)

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.
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 respondents 30% of the customers are like respondent for 75000 and also 75000-10000 feel average[25],[27],[29]

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