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EXECUTIVE SUMMARY

EXCECUTIVE SUMMARY

It is great opportunity for me to carry on the project on “Level of Customer Satisfaction towards Car Services with Special Reference to E-CAARS Pvt ltd Bangalore” for the

fulfillment of MBA course. The project was intended to have an exposure of the working environment and the customers.

The endeavor project was mainly taken over for six weeks, where researcher covered the area starting from the industry profile until survey, finding suggestions and conclusion about an industry and the company profile.

The primary objective in this study was to understand the level of satisfaction about the service of cars and the secondary objective is to identify the factors that will add value to car services so that the company can improvise it. The study is restricted to Bangalore city and the research design selected was descriptive in nature. Due to time constraint the sample size was limited to 100 respondents.

In this study both the primary and secondary data were collected, the primary data was collected through structured questionnaire; the secondary data was collected from manuals, brochures, internet and other text books.

The data collected from questionnaires were edited, tabulated and analyzed. To avoid wrong inference certain factors like incomplete and dishonest answers were eliminated. The researcher has used sign test and percentile analysis for data analysis. The researcher in this study has used tabular and relative analysis. Analysis and interpretation have been presented in the tables followed by appropriate charts, graphs which are followed by findings, suggestions and conclusions.

CHAPTER I

INTRODUCTION

INTRODUCTION

General introduction

The aim of every economic activity is to satisfy human wants. These wants can be satisfied through goods and services.

Services are widely used by people. In practical, in all aspects of life from education to entertainment, finance to fast food, travel to maintenance, services plays major role.

Marketing management occupies the most important place in business management.

Marketing management function in a firm is critical, because it deals with customers and

their needs. The major task of marketing management is to use firm's resources to market opportunities. The company that really understands how consumers read the different product features, prices, and advertising appeals and so on will have an enormous advantage over its competitors.

A consumer is the king and has the right to choose from a large variety of offerings. He is the central pivot and all marketing activities revolve around him. Today marketing is more consumers oriented in the sense that all the business operations revolve round the consumer satisfaction and services. Customer oriented marketing approach points at the primary task of business enterprise to study needs, desires and value of potential customers and on the basis of latest and accurate knowledge of market demand.

The essence of marketing concept aims at the customers and not on the product. It shall be the heart of entire business system. It emphasizes customer oriented marketing process, marketing plans, policies and program and formulated to serve efficiently the customer demand.

Mobility is life; the first great invention is the wheel. Men, bullocks, mules and horses drew earliest mobile vehicles. These are various shapes and sizes of carriages to carry the passenger or goods from one place to another. The word "car" is a shortening of carriage and the first cars were in fact little more than horseless carriages. Gradual social changes necessitated faster, comfortable, untiring mobile vehicles in order to cover greater distance in shortest possible span of time. To achieve these objects, experimental designs using available engines like, petrol, diesel, steam, electricity and now solar energy came into existence.

An automobile is one of the indispensable inventions that the mankind has ever had. It is a self-proposed passenger vehicle designed to the operating on an ordinary road. Unlike many other major inventions, that the original idea of the automobile cannot be attributed to a single individual worked simultaneously to produce this self-power load vehicle that we see today.

CHAPTER II

RESEARCH DESIGN

DESIGN OF THE STUDY

2.1 Statement of problem:

The business enterprises realize that the customer satisfaction is one of the key issues. In this highly competitive business environment retaining the customer is very difficult; the customers are retained in the business, only if they are satisfied. In view of the importance of customer satisfaction for business growth, the researcher has made research on following topic:

“Level of Customer satisfaction towards Car Services with Special Reference to E-CAARS Pvt Ltd.in Bangalore.

2.2 Objective of the Study

The following are the objective of the study.

1. To understand the level of customer satisfaction about the services provided by E-CAARS PVT. LTD.
2. To study the consumers perception towards various brands of car services provided by E-CAARS Pvt. Ltd.
3. To determine the market potential for service provided by E-CAARS Pvt. Ltd.

4. To identify the factor which adds value to the car services, so that company can improve its services
5. To understand the problems faced by customers that affects the reputation of service provider.
6. To gather opinion of customer on the over all service provided by the company.

2.3 Scope of study

The present study intends to provide an integrated picture of the analysis of the customer satisfaction towards cars servicing.

Customers of major branded cars have been chosen for study. The study may help to gain insight into the areas where a service provider can bring improvements as to increase the customer satisfaction.

The study is also intended to analyze the customer satisfaction of car services of E-CAARS PVT. LTD. when compared to other car service providers as the automobile industry is facing a stiff competition due to globalization.

The scope of the study is restricted to Bangalore city and the customers in the city will be the respondents to the questionnaires.

The study applies to IT, BPO, Call Center employees, Engineer, Doctors, Businessmen, & people belonging to other profession.

2.4 Operational definitions

Services:

Services are deeds, processes, and performances and it includes all economic activities whose output is not a physical product or construction, is generally consumed at the time it is produced, and provides added value in forms that are essential intangible concerns of its first purchaser.

Consumers:

Consumers refer to individuals or households that purchase and use goods and services generated within the economy. The concept of a consumer is used in different contexts, so that the usage and significance of the term may vary.

Customer services:

Customer service is the service provided in support of company's core products. Customer service most often includes answering questions, taking order, dealing with billing issues, handling complaints, and perhaps scheduling maintenance or repairs.

Customer satisfaction:

When the expected needs of the consumers are met, consumer satisfaction occurs. Customer satisfaction is a continuous process, which does not begin or end with a purchase. It covers the entire ownership experience from selecting a product, to purchase, through after sales service to repeat purchase.

Customer value:

Customer value is the difference between total customer value and total customer cost. Total customer value is the bundle of benefits customers expect from a given product and services. Total customer cost is the bundle of costs the customer expects to incur in evaluating, obtaining, using and disposing of the product or services.

Relationship marketing:

Relationship marketing is a philosophy of doing business, a strategic orientation that focuses on keeping and improving current customers rather than on acquiring new customers.

Structured-undisguised questionnaire:

Structured-undisguised questionnaire are the most commonly used type of questionnaire in marketing research. In the structured questionnaire, questions are

presented with exactly the same wording and in exactly the same manner to all the respondents.

Brand:

A brand is a consumer experience represented by collection of images or ideas; often, it refers to symbols such as a name, logo, and design scheme. Brand recognition and other reaction are created by the accumulation of experiences with the specific product or service both directly relating to its use, and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to a company, product or service to create associations and expectations among products made by a producer. A brand often includes an explicit logo, font, color schemes, symbols, sound which may be developed to represent implicit values, ideas and even personality.

2.5 Research Design of the study:

A careful investigation or enquiry specially through search for new facts in any branch of knowledge.

Types of research:

1. Descriptive
2. Fundamental
3. Quantitative
4. Conceptual

I have chosen Descriptive method which means a description of state of affairs as it exists at present.

It includes surveys by using structured questionnaire and interview with customers.

Secondary data will be collected from magazines, news papers, websites, articles etc.

The research design selected in this study is **descriptive study**. Descriptive research is focused on the accurate description of the variables in the problem model. Consumer profile studies, market potential studies, product usage studies, attitude surveys, sales analysis, media research, and price surveys are the examples of descriptive research. Any source of information can be used in a descriptive study, although most

studies of this maturely heavily on secondary data source and survey research. The analysis is done by cross sectional studies.

As a part of descriptive study, survey is conducted using structured questionnaire. Here, the study describes the satisfaction level of customers towards E-Caars

2.6 Limitations of the Study

- Due to lack of time, the study was limited to only hundred respondents
- The time duration for the study was limited
- Free, continuous and reliable information wasn't always available.
- Some of the information was confidential, which the company and its employees use. So such information was not revealed
- The data which is provided by respondents might not be fair.
- The study is restricted within Bangalore.

Methodology and Data Collection

2.7 Sources of Data

Primary data:

Primary data was collected through a structured undisguised questionnaire which was administered to the consumers personally by the researcher.

Secondary data:

It includes both external and internal data. Internal data were company Manuals, brochures and other records.etc. External data was obtained from online sources and various text books.

2.8 Sampling plan and study

Methods of Sampling:

Sample is a small portion of the total, which can be taken to study the characteristic of the total. The total is called the entire population or universe and the representative is

called sample. Generally sampling can be of two broad categories that are probability and non – probability sampling.

1. Probability Sampling:

A probability sample is also called random sample. It is chosen in such a way that each member of the universe has a chance of being selected. The most frequently used probability samples are: simple random samples, systematic samples, and cluster samples.

➤ Simple Random Sampling

Simple random sample is a process in which every item of the population has an equal probability of being chosen.

It can be further classified into two types:

- **Lottery method** In the lottery method the members of the population are recorded on the paper list serially, these are later mixed and the slips are drawn randomly.
- **Random number method** The sampling is based on the random numbers available from the random number table. A random number table consists of a group of digits that are arranged in random order, i.e., any row, column, or diagonal in such a table that are not in any systematic order.

➤ Systematic Sampling

In Systematic sampling first unit is selected randomly and the remaining units of the sample are selected at fixed intervals. Systematic sampling is used when lists of population are available and they are of considerable length.

➤ Stratified Sampling

Under stratified sampling the population is divided into several sub-population that are individually more homogeneous than the total population (the different sub-population are called strata. and then select items from each stratum constitute a sample.

➤ **Cluster sampling**

In cluster sampling the total population is divided into a number of relatively small subdivisions which are themselves clusters of small units and then some of these clusters are randomly selected for the inclusions in the overall samples

2. Non Probability Sampling:

In non-probability sampling the chance of a particular unit being selected is unknown, which means the probability of selection is not clear. There are three types of non-probability sampling.

➤ **Judgment Sampling**

It is also called as deliberate or purposive sampling. The investigator uses his discretion in selecting sample observations from the universe.

➤ **Convenience Sampling**

When population elements are selected for inclusion in the sample based on ease of access, in other words sample units are chosen on the basis of convenience to the investigator.

➤ **Quota Sampling**

In quota sampling the population is divided into segments on the basis of certain characteristics, the segments are termed cells and a quota of unit is selected from each cell.

In this project **random sampling** was adopted for the collection of data. The samples were selected from the customers who visited E-caars for servicing of their vehicle .the sample size was restricted to 100 respondents only.

2.9 Data collection instruments:

For the collection of the data a **structured questionnaire** has been used. The questionnaire was prepared in such a way as to gain insight from the respondents. Questionnaires are an inexpensive way to gather data from a potentially large number of respondents. The questionnaire consists of open ended questions, closed ended questions, check lists, multiple choice questions etc.

2.10 Fieldwork:

The survey was done in Bangalore city .The researcher **personally met** all the respondents and the data was collected over a period of three weeks. In this study the sample size was limited to hundred respondents only.

2.11 Plan of Analysis:

The data collected from questionnaires were edited, tabulated and analyzed. The researcher in this study has used **tabular and relative analysis**. Analysis and interpretation have been presented with the help of graphs, diagrams, tables, charts and percentages.

2.12 Expected contributions from the study

- It helps E-caars to know the satisfaction level of their customers.
- The study can also be useful to service stations to improve their services.

CHAPTER III

A PROFILE OF COMPANY

INDUSTRY PROFILE

Horses had dreams of them since time immemorial, but it was only in the 18th century that the first horseless carriage actually hit the roads. That's not to say that the idea never struck anyone. Seeds of the idea, in fact, originated long before the first contraption was rolled.

The history of the automobile actually began about 4,000 years ago when the first wheel was used for transportation in India. Several Italians recorded designs for wind-driven cars .The first was Guido da Vigevano in 1335. It was a windmill-type drive to gears and thus to wheels. Vaturio designed a similar car that was also never built. Later Leonardo da Vinci designed clockwork-driven tricycle with tiller steering and a differential mechanism between the rear wheels.

In the early 15th century, the Portuguese arrived in China and the interaction of the two cultures led to a variety of new technologies, including the creation of a wheel that turned under its own power. By the 1600s, small steam-powered engine models were developed, but it was another century before a full-sized engine-powered automobile was created.

A Catholic priest named Father Ferdinan Verbiest is credited to have built a steam-powered car for the Chinese Emperor Chien Lung in about 1678. There is no information about the automobile, only the event. Since James Watt didn't invent the

steam engine until 1705, we can guess that this was possibly a model automobile powered by a mechanism like Hero's steam engine-a spinning wheel with jets on the periphery.

Although by the mid-15th century the idea of a self-propelled automobile had been put into practice with the development of experimental car is powered by means of springs, clockworks, and the wind, Nicolas-Joseph Cugnot of France is considered to have built the first true automobile in 1769. Designed by Cugnot and constructed by M. Brezin, it is also the first automobile to move under its own power for which there is a record. Cugnot's three-wheeled steam-powered automobile carried four persons and was meant to move artillery pieces. It had a top speed of a little more than 3.2 km/h (2 mph) and had to stop every 20 minutes to build up a fresh head of steam.

Evans was the first American who obtained a patent for "a self-propelled carriage." He, in fact, attempted to create a two-in-one combination of a steam wagon and a flat-bottomed boat, which didn't receive any attention in those days. During the 1830s, the steam car had made great advances. But stiff competition from railway companies and crude legislations in Britain forced the poor steam automobile gradually out of use on roads. The early steam-powered automobile s were so heavy that they were only practical on a perfectly flat surface as strong as iron. A road thus made out of iron rails became the norm for the next hundred and twenty-five years. The automobiles got bigger and heavier and more powerful and as such they were eventually capable of pulling a train of many cars filled with freight and passengers.

Carl Benz and Gottlieb Daimler, both Germans, share the credit of changing the transport habits of the world, for their efforts laid the foundation of the great motor industry as we know it today. First, Carl Benz invented the petrol engine in 1885 and a year later Daimler made a car driven by motor of his own design and the rest is History.

Daimler's engine proved to be a great success mainly because of its less weight that could deliver 1000 rpm and needed only very small and light vehicles to carry them.

France too had joined the motoring scenario by 1890 when two Frenchmen Panhard and Levassor began producing automobiles powered by Daimler engine, and Daimler himself, possessed by the automobile spirit, went on adding new features to his engine. He built the first V-Twin engine with a glowing platinum tube to explode the cylinder

gas-the very earliest form of sparking plug. The engines were positioned under the seat in most of the Daimler as well as Benz cars. However, the French duo of Panhard and Levassor made a revolutionary contribution when they mounted the engine in the front of the car under a 'bonnet'. Charles Duryea built a car carriage in America with petrol engine in 1892, followed by Elwood Haynes in 1894, thus paving the way for motor cars in that country.

For many years after the introduction of automobiles, three kinds of power sources were in common use: steam engines, gasoline or petrol engines, and electrical motors. In 1900, over 2,300 automobiles were registered in New York, Boston, Massachusetts, and Chicago. Of these, 1,170 were steam cars, 800 were electric cars, and only 400 were gasoline cars.

In ten years from the invention of the petrol engine, the motor car had evolved itself into amazing designs and shapes. By 1898, there were 50 automobile - manufacturing companies in the United States, a number that rose to 241 by 1908. In that year, Henry Ford revolutionized the manufacture of automobiles with his assembly line style of production and brought out the Model T, a car that was inexpensive, versatile, and easy to maintain. The introduction of the Model T transformed the automobile from a plaything of the rich to an item that even people of modest income could afford; by the late 1920s the car was commonplace in modern industrial nations.

Herbert Austin and William Morris, two different car makers, introduced mass production methods of assembly in the UK, thus paving the way for a revolution in the automobile industry. Austin Seven was the world's first practical four-seater 'baby car ' which brought the pleasures of motoring to many thousands of people who could not buy a larger, more expensive car. Even the 'bull-nose' Morris with front mounted engine became the well-loved model and one of the most popular cars in the 1920s.

Automobile manufacturers in the 1930s and 1940s refined and improved on the principles of Ford and other pioneers. Cars were generally large, and many were still extremely expensive and luxurious; many of the most collectible cars date from this time. The increased affluence of the United States after World War II led to the development of large, petrol-consuming cars, while most companies in Europe made smaller, more fuel-efficient cars. Since the mid-1970s, the rising cost of fuel has increased the demand for

these smaller cars, many of which have been produced in Japan as well as in Europe and the United States.

The present day cars are in search of model that will be economical as fuel shortages are affecting the running cost. Alternative energy sources are under research. More widely accepted alternative source is the electrical energy with series of batteries or solar energy. The present models are constantly improving by continuous research on all aspects of the car efficiency.

In India, the first manufacturing unit of cars was in early 40's. Hindustan motors were the pioneers to start the manufacturing of cars in India, which later followed by Premier Automobiles that set up a manufacturing unit in the suburb of Mumbai. The two Indian companies had to face a tough time in Indian market due to the free availability of foreign models in India.

Indian passenger car industry is over 4 decades old. There was no serious attempt at upgrading the technology until recent years. Even when petrol prices shot up, there was no attempt by Indian manufacturers to go in for fuel efficient technology. It was in the early 80's, which paved the way for the introduction of a fuel-efficient car in the Indian market.

Automobile industry in India is still in its infant but rapidly growing. The opportunities in the automobile industry in India are attracting big names with the big purse and they are investing vigorously in infrastructure, design and development, and marketing. Automobile industry in India is today poised for the big leap.

- India is the second largest two-wheeler manufacturer in the world.
- Second largest tractor manufacturer in the world.
- Fifth largest commercial vehicle manufacturer in the world.
- Third largest car market in Asia, surpassing china

HISTORY OF INDIAN MARKET:

A car means a substantial investment for the customers. It is hard earned money of consumers that is paid for the four wheels, which they have always dreamt of buying. In many ways buying a car is like making an investment.

The first manufacturing unit of car was in early 1940's and Hindustan motors were pioneer to start the manufacturing of car in India and later followed by Premiere automobiles. These two companies had to face a tough time in the Indian market due to free availability of foreign models in India.

In the middle of 1980, a revolution was seen in India. Maruti joined the race in the 1980's and all the 3 car manufacturers produced 1.2 lakh cars during that period. In 1998, there were 9 companies manufacturing cars, who sold a total of 4, 16,409 vehicles. Hence, the continuous process of cars manufacturing seems unended.

The size of the car grows as the economy grows. It normally involves stages. The booming middle class feels the demand for compact cars, as the income used at the lower end and the market developed along the side. The process completed the circle with small car buyer graduating to big cars.

COMPANY PROFILE

Formed and managed by a team of professionals from the automobile industry, E-caars provides scheduled maintenance for the car so the customer can drive comfortably and with confidence. Their hard-core expertise, state of the art equipment, world class systems and proven processes ensure that the car is in good hands.

Used Cars Buying and Selling:

The company buys used cars and refurbishes them while confirming to stringent quality standards. These cars are then made available with service and warranty backups. Their 49 Point Quality Check ensures complete transparency, peace of mind, and a buying experience unsurpassed by any other seller of used cars.

Multi Brand Car Servicing:

E-caars had created infrastructure, people and sourcing arm to cater services for the multiple manufacturers like Maruti, Hyundai, Tata, etc. Further values added in to it like pickups, drops personalized attention, etc.

Car Loans:

E-caars have selected the most competitive car loans available from India's reputed banks to ensure that the customers get the best deal. This may be in the form of a top up loan or hire purchase.

Insurance:

E-caars provide an insurance tracker. A professional team is put in place to follow up with customer and ensure that the customer's car is risk protected. This service comes from the country's best insurance providers.

Body Repairs & Accident Repairs:

As part of E-caars customer service initiative, E caars have a body repair shop which will take care of the inevitable dents and scrapes. They are associated with reputed insurance companies to provide cash-less transactions to their customers.

Car Detailing:

They provide cost effective tef coats, shampoo washing, wax polishing and anti rust treatments with warranties to their customers.

Branded Accessories:

The E-Caars shop will provide all types of automotive accessories at industry pricing.

E-Caars wishes to appoint an “Independent Representative” to represent them in the areas and markets the customers reside or work. People from any profession who are passionate about automobiles are invited to be part of this network. These representatives will become a part of their business and future initiatives in the coming years.

Network plans

E -Caars are based in the cities like Bangalore Chennai and Hyderabad in the next twelve months will be expanding to northern states intend to have a presence all over the country.

Competitors;

Nandi Toyota motor service

Nandi Toyota is the specified service centre of Toyota cars which under takes all kinds of services like repairs sales and spare parts fittings, Bommanahalli, Brigade Road, **Nandi Toyota** Motor World Ltd. Hosur Road - Manu Ashok.

RNZ Motor service centre

RNS MOTORS is a unit of **RNS INFRASTRUCTURE LIMITED** have taken **Maruti Suzuki Dealership in the year 1995** and started our operations at Hubli. Maruti Udyog Limited was impressed on the infrastructure and the facilities provided to the customers at Hubli have requested us to open an outlet in Bangalore.

RNZ motor service started the Bangalore outlet at Yeshwanthpur on National Highway No. 4, in Aug 1998. Yeshwanthpur outlet is having six floors with built up area of 1,02,000 sqft. We are having all the facilities under one roof like Sales, Service, Spares, Finance, Insurance, Accessories, Stock Yard. To enable the customer to select the car of their choice, we have parked colour-wise, model-wise maruti cars on the 3rd floor, so that the customers can decide the model / colour at once.

Due to customer demand from south part of Bangalore we have opened an additional outlet on Hosur Road, Bommanahalli, Bangalore. In addition we are already having outlets at Murudeshwar & Bijapur. With this we are having totally five outlets in Karnataka. All our outlets are having 3S facilities i.e. Sales, Service and Spares.

Our concept for customer convenience for Maruti Suzuki cars is ONE STOP SHOP for all their requirements and certified by **ISO 9001:2000** within six months from the date of operation.

PRODUCT PROFILE

Car Hygiene:

The external body of the car needs to be kept in top condition for more than just cosmetic reasons. Regular cleaning and polishing protects the car from dirt, pollution and the elements, and helps to prolong the life of the car.

One of the most important precautions that the customer needs to take while cleaning the car is to see that the paint is not damaged. Apart from making the car look good, paint, more importantly, prevents the body from rusting and corrosion. Wiping the car with a dry cloth may cause dust particles to scratch the paint, and expose the metal body underneath.

Polishing & Waxing:

Any damage or imperfections in the paint exposes the car-body underneath to the elements - moisture, sun, salt, sand and dirt - eventually causing it to rust. Although the

car's paint is quite tough, it requires, just like the skin, to be protected and maintained. Polishes and waxes are special formulations of oils and solvents, used to clean, shine and protect all types of paint finishes.

These formulations help to:

- Protect car-paint from the sun. The ultra-violet rays of the sun cause to reduce the durability of the clear coat finish on the paint. Wax and polish films provide an effective "shine barrier" between the paint and the elements.
- Waxing makes it easier to wash the paint surface, and protects the paint from harsh cleaning. During the course of normal use of the car, the paint is always liable to minor damages like hairline scratches. Periodic waxing and polishing of the car reduces the effect of these imperfections.

Rust-Care:

Due to the humid and dusty conditions in cities, most cars are prone to rusting. Some simple precautions that E caars take to prevent rusting are:

- The car paint plays a very important role in preventing of rust. Care will be taken while cleaning the car so that the paint is not scratched
- Keep a regular check - on the metal panels under the doors, around the wheels, in the trunk and the undercarriage of the car, as these parts are more liable to rust.
- Regular polishing of the car protects the paint from damages that occur during normal use (like scratches, fading of paint etc.)
- Waxing the car regularly too protects the car and makes it easier to clean the paint surface. Water beading indicates that the car needs a fresh coat of wax.

The underside of the car is especially prone to rusting in such cases getting the car underside washed with a high pressure water jet at least once a month. This can be done at E-caars outlet. The cars paint apart from giving the car a good look, forms a protective

shield.

Interior care:

Dust particles in the car (on the upholstery and carpet) should be removed before washing.

E-caars uses rubber mats to cover the carpet on the floor of the car. These mats are easy to remove and can be washed clean. They do not neglect to clean-up dirt particles that get lodged in the carpet underneath. This is done using a small brush.

- Vacuum up dirt from the surface of the interiors and also all the hard-to-reach areas. (Example: between each seat box and console)
- Using too much water for cleaning of upholstery can damage the foam under the fabric as water can seep through. It is best to use a damp cloth for cleaning the interior of the car.
- Tougher stains could be cleaned using a cotton swab soaked in petrol.
- Car perfumes with light fragrances can make the car smell fresh

Vision:

E-Caars will be the one stop shop for all automotive products and services.

Mission:

E-Caars stands for automotive innovation. Their commitment to benchmark customer satisfaction is validated by the cost effective and world class service, provided on time, every time. They always strive to listen to what their customers have to say, which helps E-caars find new ways to improve their systems and processes.

E-CAARS CULTURE:

Employees are their greatest strength and asset. It is this underlying philosophy that has molded their workforce into a team with common goals and objectives. The employee-management relationship is therefore characterized by:

- Participative management
- Teamwork

- Communication and information sharing
- Open office culture for easy accessibility

To implement this philosophy, they have taken several measures like a flat organizational structure. There are only 3 levels of responsibilities ranging from the managing partner, executive used car buying and sales and service advisor. Other visible features of this philosophy are an open office, common uniforms (at all levels). This structure ensures better communication and speedy decision-making processes. It also creates an environment that builds trust, transparency and a sense of belonging amongst employees.

QUALITY SYSTEM OF E CAARS

Technicians themselves inspect the quality of work. Supervisors educate and instruct technicians to continually improve productivity and quality. The movement of quality indicators is reviewed in weekly meetings with management.

The company, covers varied parameters like Customer Focused Organization, Leadership, Involvement of people, Process approach, System approach to management, Continual improvement, etc.

ENVIRONMENT POLICY OF E CAARS

Continually improving and maintaining the environmental performance of E-caars activities, products and services is the major policy. Reduce/prevent pollution, minimize waste and maximize resource efficiently. E -caars will strive to work beyond legal regulatory requirements. Enhance the environment awareness and commitment of their employees and business associates. Since the commencement of operations in 2003. E-caars has been committed to the protection of the environment and conservation of non-renewable energy sources. E-caars proactive approach depends not only upon meeting the expectations of the regulatory authorities but achieving the higher standards that they have set as a responsible corporate citizen.

POLLUTION CONTROL CAMPS:

E-caars elaborates system of free pollution check up camps that run at regular intervals, is designed at making the cars already on the road operate more efficiently. It

also inculcates awareness for environmental protection among the many car users of Bangalore.

E-CAARS ON ROAD SERVICES:

Even with the most stringent quality measures, complex machines like cars can sometimes malfunction. Just call during an emergency and help will be on its way.

The E- caars ensures:

- 16 hours of services is provided.
- A contract number provided through small hoardings in and around electronic city.
- A mobile van service is provided
- Technicians are well trained in diagnosing and rectifying all the problems related to cars.

AIMS OF E CAARS

- To provide total customer satisfaction and customer delight for the purpose of retaining customers.
- To provide full range of services related to car sales namely,
 - Finance
 - Registration
 - Car body repair
 - Genuine car parts
 - Old car exchange facilities
 - Flexibility to meet individual needs
- To focus on maximizing revenues and margins.
- Offer multiple services to provide customers with “one stop” solution.
- Emphasize on human resource development to improve quality of services.
- Nurturing and caring for the environment and society

CHAPTER - IV

DATA ANALYSIS

&

INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

It refers to deals with analysis of data collected from customers, pertaining to their behavior towards E-caars. Analysis is the computation of certain measures, along with research of pattern or relationship that exists among the data groups. It comprises of

editing, coding, classification and tabulation of data collected, so that they are amendable to analysis. From analysis of the data collected during the process of survey the following information can be interpreted.

Interpretation means to convert mere data into information. It helps in drawing inferences that lead to conclusion in course of action or problem's solution.

Further information of survey stands below where the analysis and interpretation of the study conducted on "Level of Customer Satisfaction towards Car Services with Special Reference to E-CAARS Pvt. Ltd. in Bangalore"

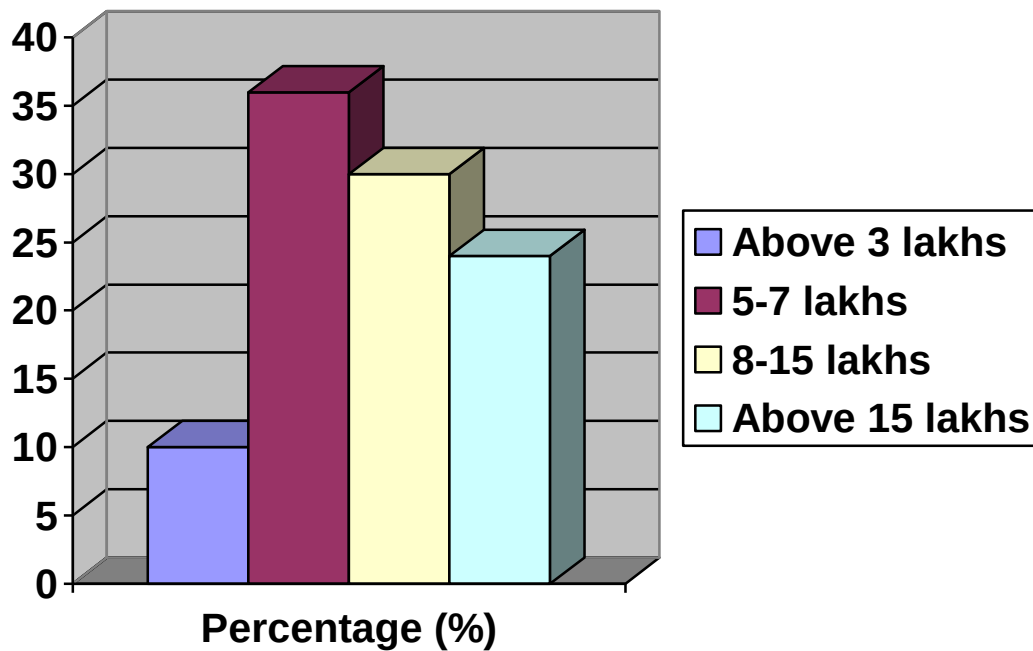
Table 4.1

Income: The researcher has gathered this information in order to know the income levels of the customers and to know the disposable income.

Table showing income levels

Income level	Number of respondents	Percentage (%)
Above 3 lakhs	10	10
5-7 lakhs	36	36
8-15 lakhs	30	30
Above 15 lakhs	24	24
Total	100	100

4.1. Graph showing income levels



Analysis:

The above table shows that out of 100 respondents, 10 percent of the respondents belong to the income class of above 3 lakhs followed by 36 percent who belong to the income group of 5-7 lakhs followed by 30 percent belong to the income group of 8-15 lakhs and 24 percent belong to the income group of above 15 lakhs.

Interpretation:

The study shows that the majority of customers at E-Caars are upper middle class, it can also be noted that the 30 percent belong to rich class, and hence the disposable income of the majority of customers is high.

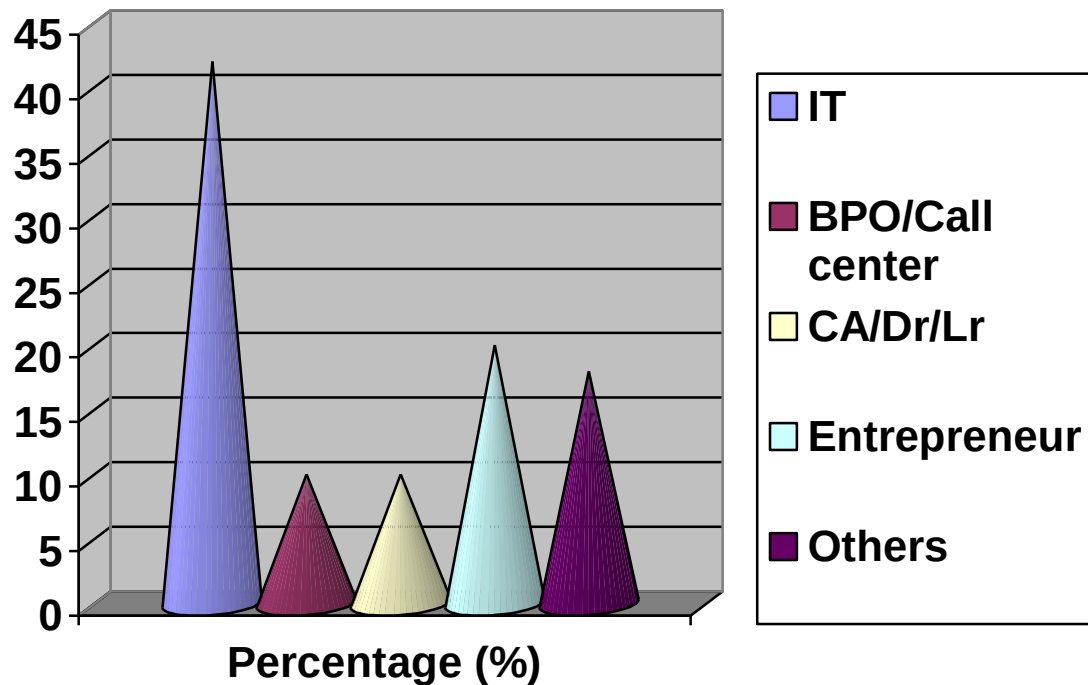
Table: 4.2

Profession: The researcher has gathered information of the profession in order to know the type of customers at E-caars

Table showing the profession of respondents

Profession	No. Respondents	Percentage (%)
IT	42	42
BPO/Call center	10	10
CA/Dr/Lr	10	10
Entrepreneur	20	20
Others	18	18
Total	100	100

4.2 Graph showing that of professional respondents



Analysis:

Table shows the respondent's profession of which 42 percent are IT professionals, 10 percent are BPO/Call center, 10 percent are chartered accountants, doctors, lawyers, and Entrepreneur 20 percent and 18 percent are others.

Interpretation:

It was found that the majority of customers were IT professionals. Since the service station is located in electronic city where most of the IT companies are located, the IT professionals find it convenient to get their car serviced at E-Caars.

Table 4.3

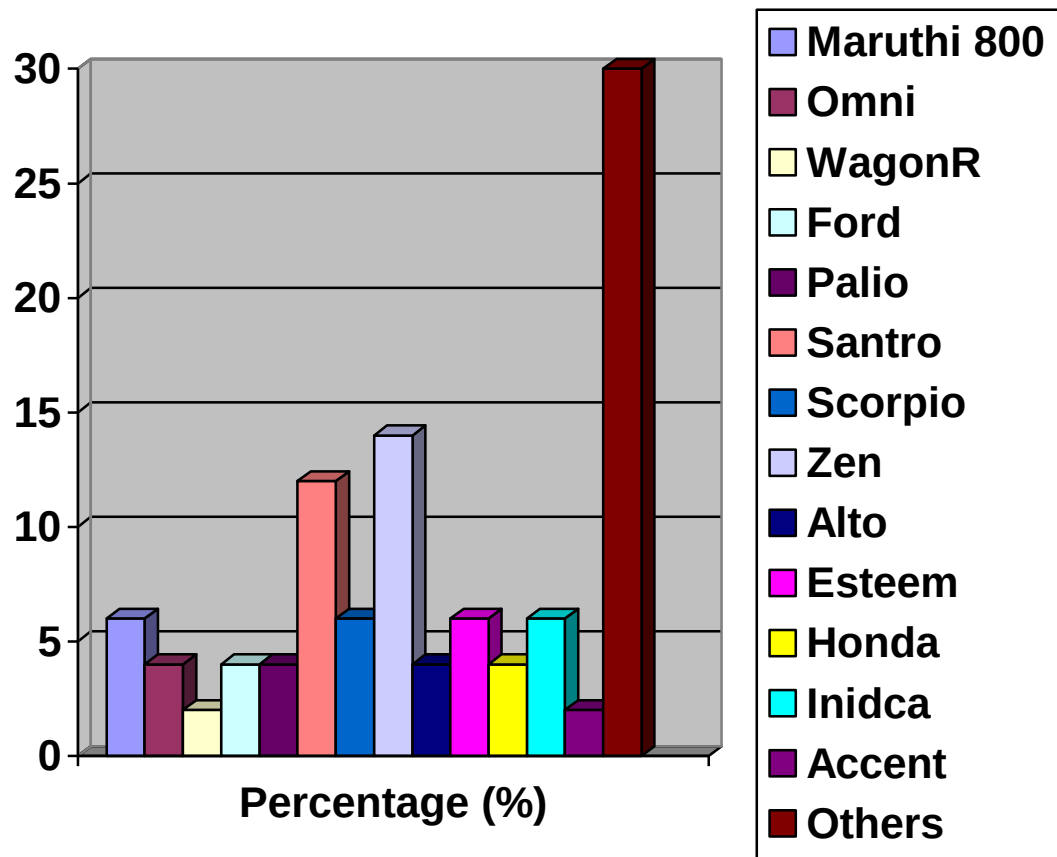
Brands of Cars: The researcher has collected this information in order to find out whether the customers with different brands of car avail the services of E-caars.

Table showing the type of car customers owned

Car type	No. Respondents	Percentage (%)
----------	-----------------	----------------

Maruthi 800	06	06
Omni	04	04
WagonR	02	02
Ford	04	04
Palio	04	04
Santro	12	12
Scorpio	06	06
Zen	10	10
Alto	04	04
Esteem	06	06
Honda	04	04
Inidca	06	06
Accent	02	02
Others	30	30
Total	100	100

4.3Graph showing the type of car customers owned



Analysis:

The above table shows the various brands of cars used by customers, which includes 32 percent of cars come under Maruti, 30 percent belong to other brands like Skoda, Corolla, Mahindra etc, 7 percent belong to Hyundai, 4 percent under Ford, 3 percent under Tata etc.

Interpretation:

In the study it was found out that almost all the major brands of cars are serviced at E-Caars. Thus E-Caars caters to all the major brands of cars.

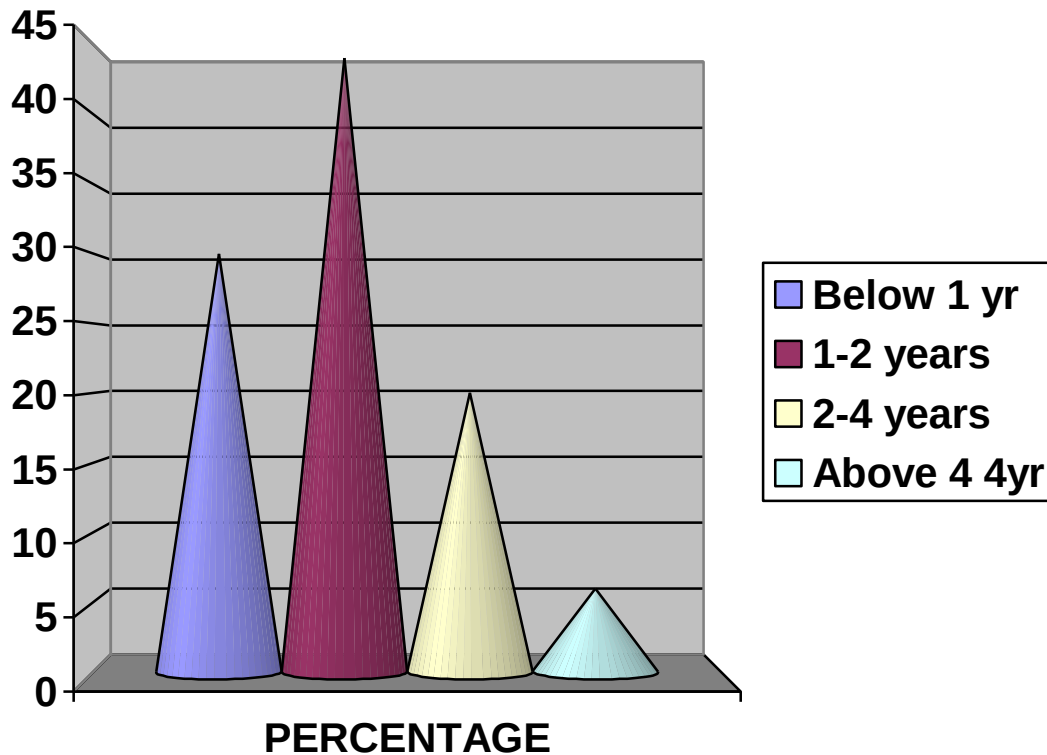
Table 4.4

Period of usage of car: The researcher has collected information in order to know the period from which the customer has been using the car.

Table showing how long the customer has been using the car.

Years	No of respondents	Percentage (%)
Below 1 yr	30	30
1-2 years	44	44
2-4yr	20	20
Above 4 yr	06	06
Total	100	100

4.4Graph showing the period from which the customer is using the car



Analysis:

The above table shows that 30percent of the customers have been using the car below 1year, 44percent of them are using their car since 1-2 years, and 20percent of them from 2-4 years and 6percent of them are above 4 years.

Interpretation:

The study shows that 70percent of the customers are using the car for more than a year and only 30percent are using the car below a year, this shows that 70percent are used to cars and services. Normally the car owners are given free service during the first year of service and that is why they prefer to get their car serviced at the dealerships. Once the free services are over, the owners prefer to get it serviced at E-Caars rather than taking it to the dealer to avail of the service.

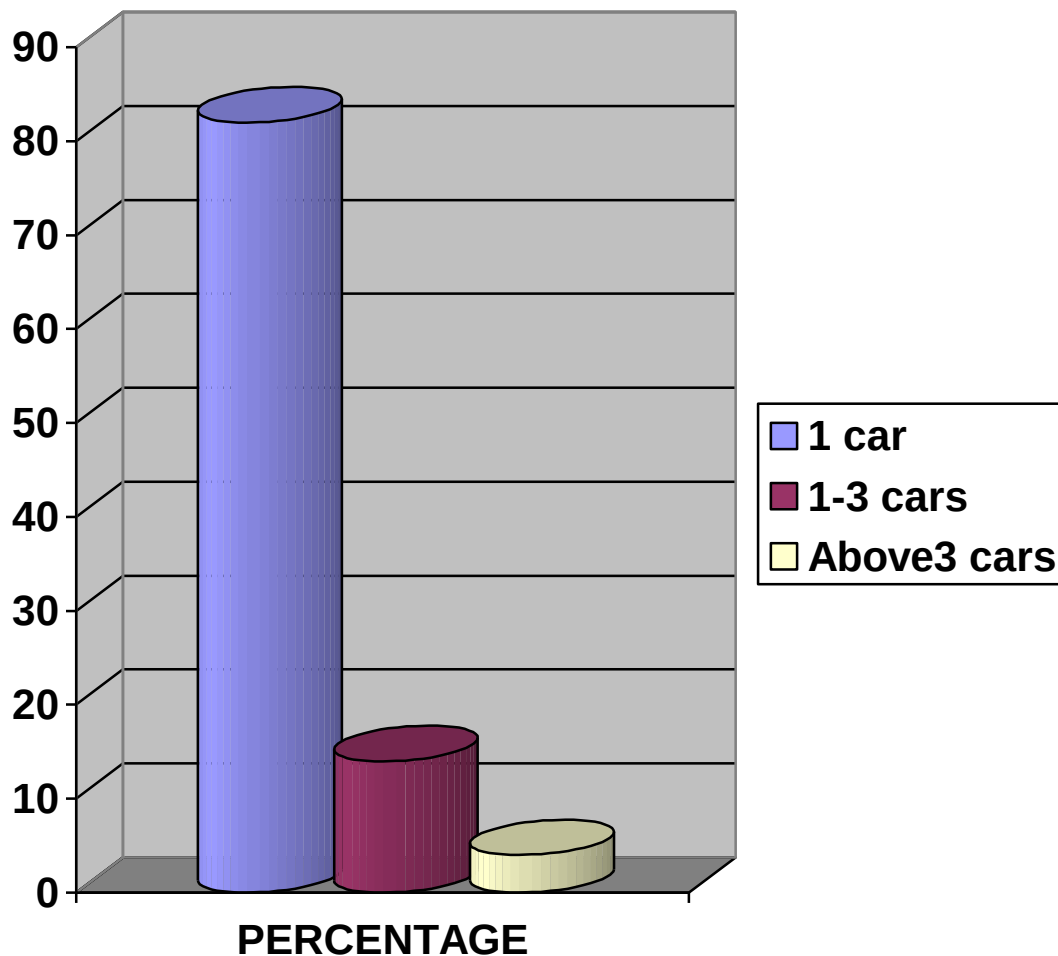
Table 4.5

Number of cars: The researcher has collected the number of cars a customer possesses because the more cars the customers possess more he visits the service station.

Table showing Number of cars a customer possesses:

No of cars	No of respondents	Percentage (%)
1 car	82	82
1-3 cars	14	14
Above3 cars	04	4
Total	100	100

4.5Graph showing number of cars the customers possesses



Analysis:

The above table shows that 82percent of the customers own 1 car, 14percent own 1-3 cars and 4percent own more than three cars.

Interpretation:

Since a large number of customers possess one car there is no much difference in the frequency of the customers visiting E-caars.

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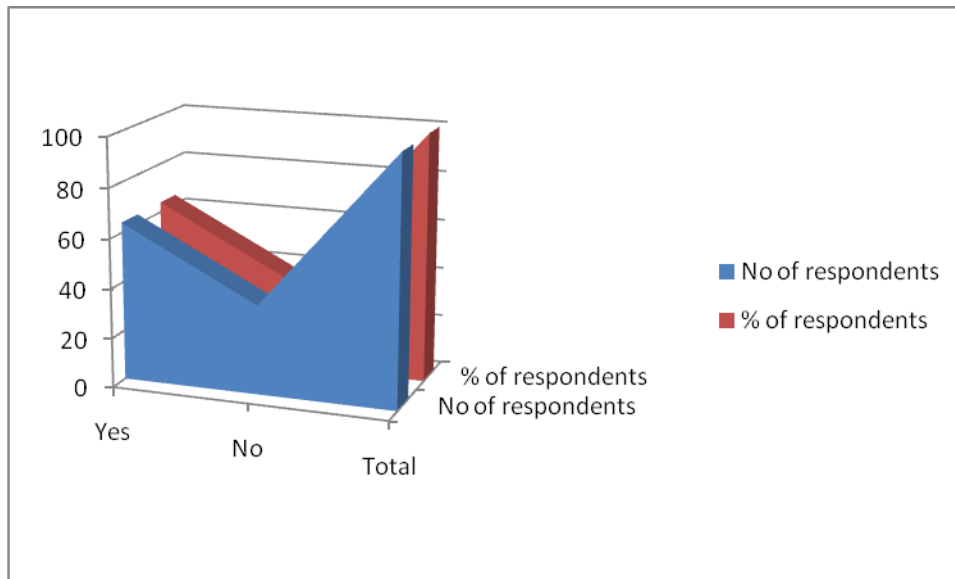
Table 4.6

Usage: Are you using E- CAARs services for servicing your car?

Table showing usage of service of E caars

Usage	No of respondents	% of respondents
Yes	64	64
No	36	36
Total	100	100

4.6 Graph showing usage of car service in E caars



ANALYSIS

The table shows that the customers are using the service of E caars at 64% remaining 36% of customers visit other various service providers.

Interpretation: The study shows that the majority customers visit e caars for car service

Table 4.7

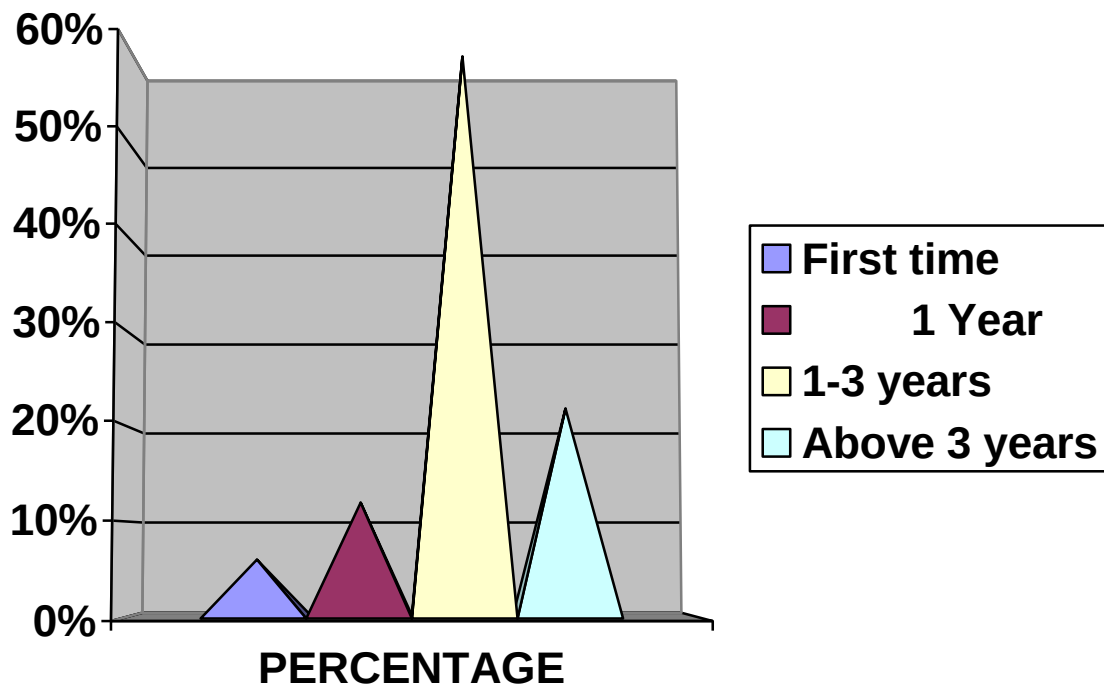
Duration: The researcher collected the information to know about customer's loyalty at E-Caars.

Table showing the period of service the customer is availing

Period	No of respondents	Percentage (%)
--------	-------------------	----------------

First time	06	06
Year	12	12
1-3 years	60	60
Above 3 years	22	22
Total	100	100

4.7 Graph showing the period of service the customer is availing



Analysis:

The table shows that the customers who been availing the services of E-Caars above 3 years constitute the majority of 11percent and followed by 60 percent 1-3 years. The number of customers since one year is 12percent and the customers who are availing the services for first time is 6percent.

Interpretation:

E-Caars was formed in the year 2003, and in the study it was found that the majority of customers are having the relationship with the firm from past three years and it shows that this firm has maintained a good customer loyalty.

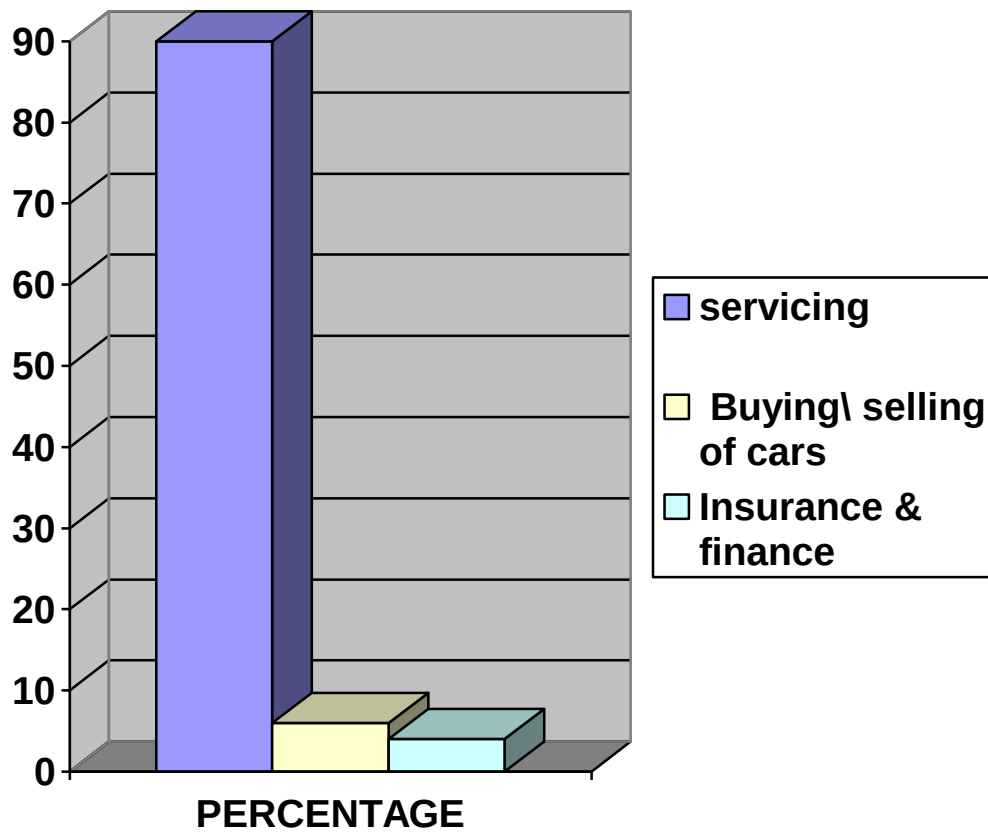
Table 4.8

Services: The researcher collected the information of customers availing the following services in order to know whether the customer avail only serving of their car or other services also.

Table showing the customers availing the following:

Services	No of respondents	Percentage (%)
Servicing	90	90
Buying\ selling of cars	06	6
Insurance & finance	04	4
Total	100	100

4.8 Graph showing the customers availing the following services



Analysis:

The above table shows that 90percent of the customers avail servicing facility 6percent use buying and selling of cars and 4percent use finance and insurance facilities offered.

Interpretation:

The study shows that only 10percent of the customers are availing other services offered by E-Caars apart from car servicing.

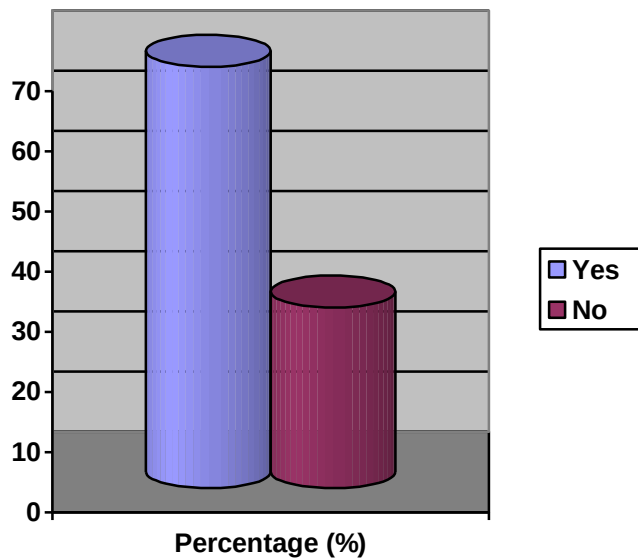
Table 4.9

Facility: The researcher has collected the information regarding the pick up \drop facility in order to know the number of customers who prefer this facility

Table showing the respondent who prefer pickup/drop facility for service of the car

Particulars	No. Respondents	Percentage (%)
Yes	70	70
No	30	30
Total	100	100

4.9 Graph showing the respondent who prefer pickup/drop facility for service of the car



Analysis: The above table shows that 70percent Of the customers prefer pick up\ drop facility and 30percent do not prefer this facility.

Interpretation:

In the study it was found out that majority of the customers prefer pick up and drop facility. Since it was seen the most of them own only one car, the customers prefer this service.

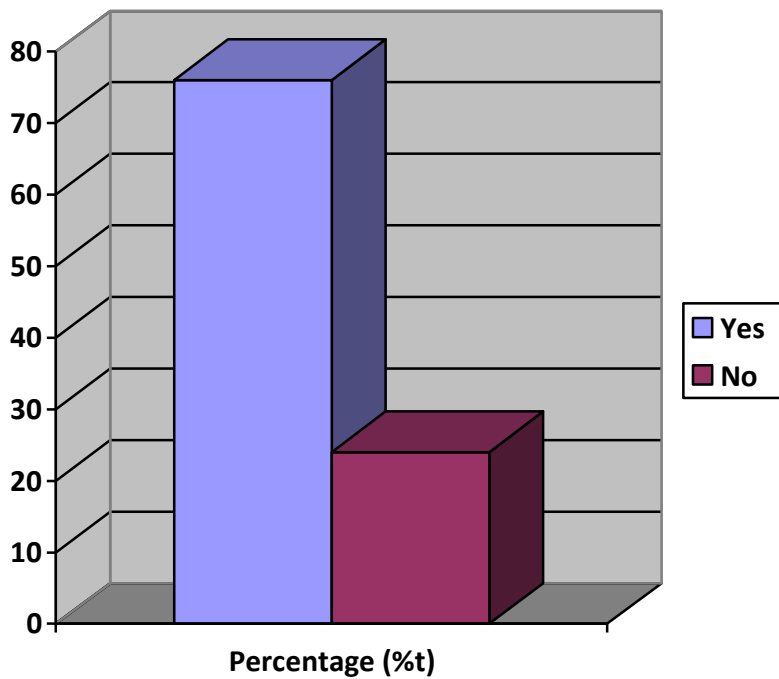
Table 4.10

Facility: The researcher has collected the information regarding the mobile van Facility in order to know the number of customers who prefer this facility.

Table showing the respondent who have used mobile van service facility

Particulars	No. Respondents	Percentage (%)
Yes	76	76
No	24	24
Total	100	100

4.10 Graph showing the respondent who have used mobile van service facility



Analysis:

The above table shows that 76percent Of the customers have used mobile van service facility.

Interpretation:

In the study it was found out that majority of the customer's used mobile service van facility. This can be attributed to most of the respondents owning one car and hence benefited with mobile van facility.

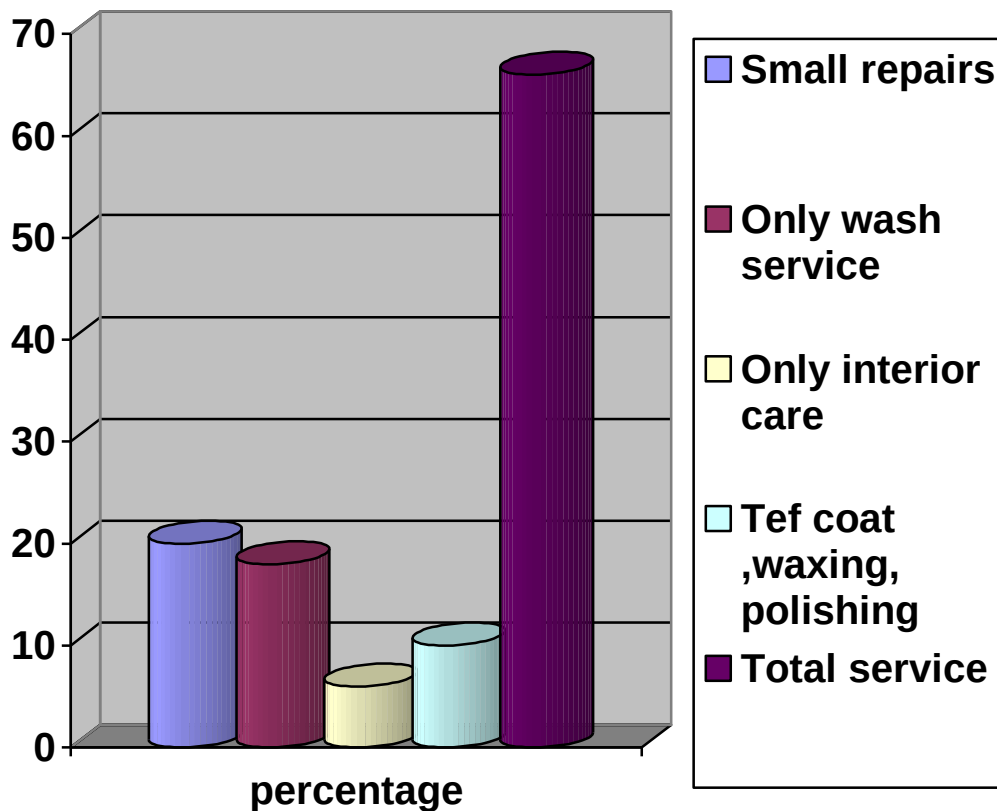
Table 4.11

Car services: The researcher has collected the Information in order to know which of the following car services a customer avails more.

Table showing the customer availing the following services:

services	No of respondents	Percentage (%)
Small repairs	20	20
Only wash service	18	18
Only interior care	10	10
Tef coat ,waxing, polishing	10	10
Total service	42	42
Total	100	100

4.11 Graph showing the customer availing the following services



Analysis:

The above table shows that a majority of people avail total service facility i.e., 66percent, 20percent of them visit for small repairs, 18percent of them visit for wash services and the rest 16percent avail interior care, tef coat, wax and polishing.

Interpretation:

In the study it was found that the majority of customers use the total service facility which is the main offering of E-Caars.

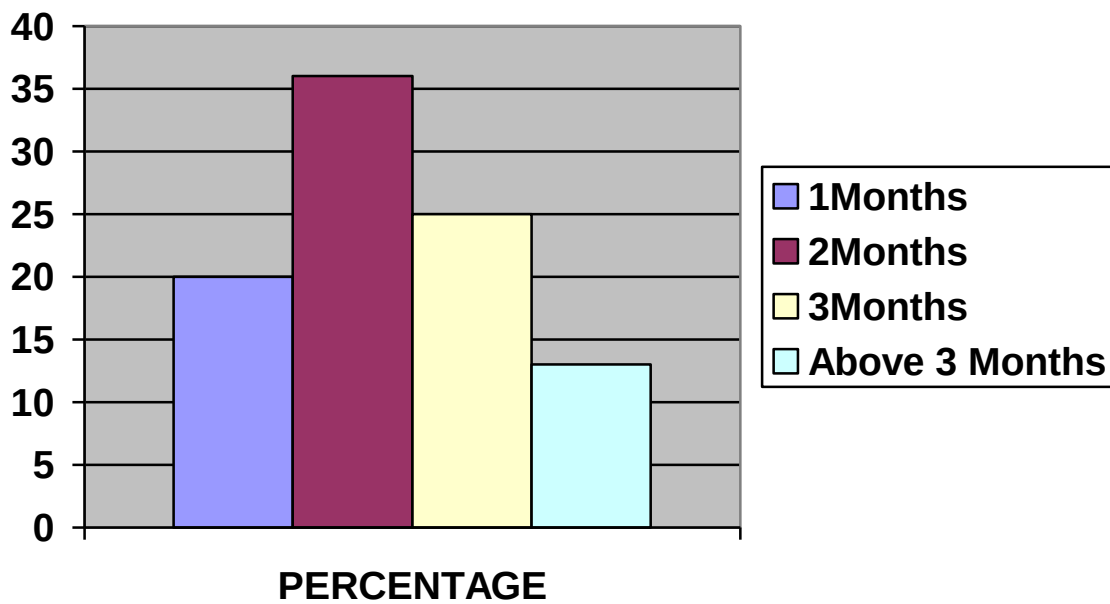
Table 4.12

Individual services: The researcher has collected the information regarding the customers availing only wash service and the frequency of availing this facility in order to whether the customer is regular to the firm utilizing this facility

Table showing frequencies of availing only wash service

Period	No of respondents	Percentage (%)
1Months	20	20
2Months	36	36
3Months	25	25
Above 3 Months	19	19
Total	100	100

4.12 Graph showing frequencies of availing only wash service



Analysis:

The above table shows that 20percent of the customers avail the wash service facility for one month 36percent for two months 25percent for three months and the rest 13percent above three months respectively

Interpretation:

In the study it was found out that the majority of customers, who are availing this service regular

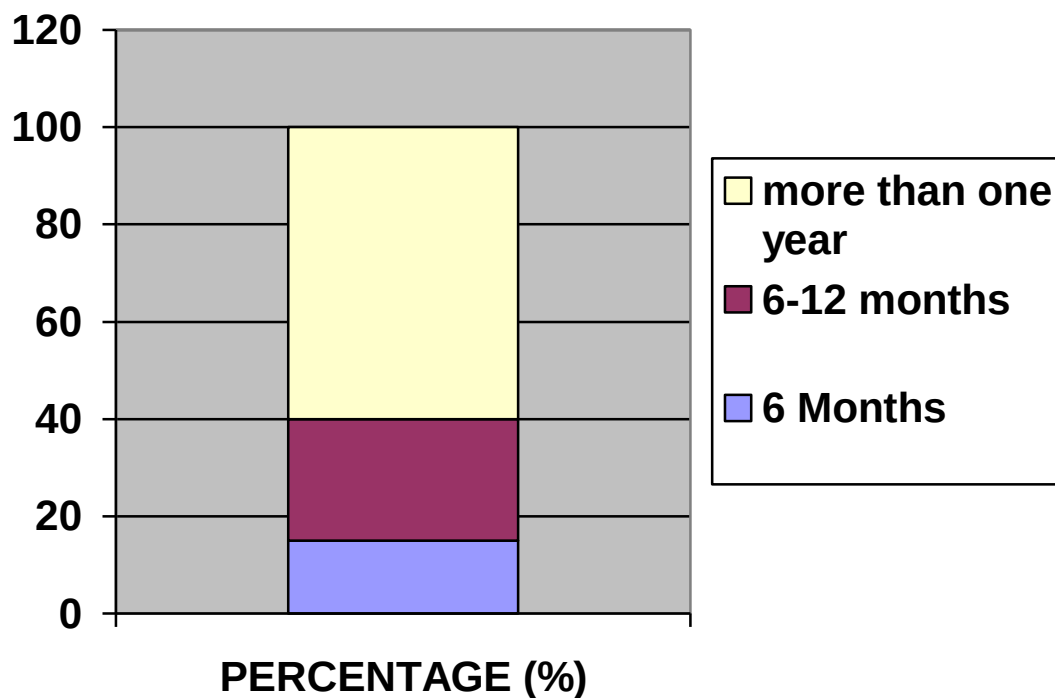
Table 4.13

Individual services:_The researcher has collected the information regarding the customers availing only interior car care and the frequency of availing this facility in order to whether the customer is regular to the firm in utilizing this facility

Table showing frequency of availing only interior car care

Period	No of respondents	Percentage (%)
6 Months	15	15
6-12 months	25	25
more than one year	60	60
Total	100	100

4.13 Graph showing frequency of availing only interior car care



Analysis:

The above table shows that customers who only avail the interior care services more than one year, and the other two respondents avail this service at a frequency of six months and six to twelve months respectively.

Interpretation:

In the study it was found out that the numbers of customers who are utilizing this facility are less in number and also are irregular. Thus we can infer that this interior car care service is not very popular among the respondents.

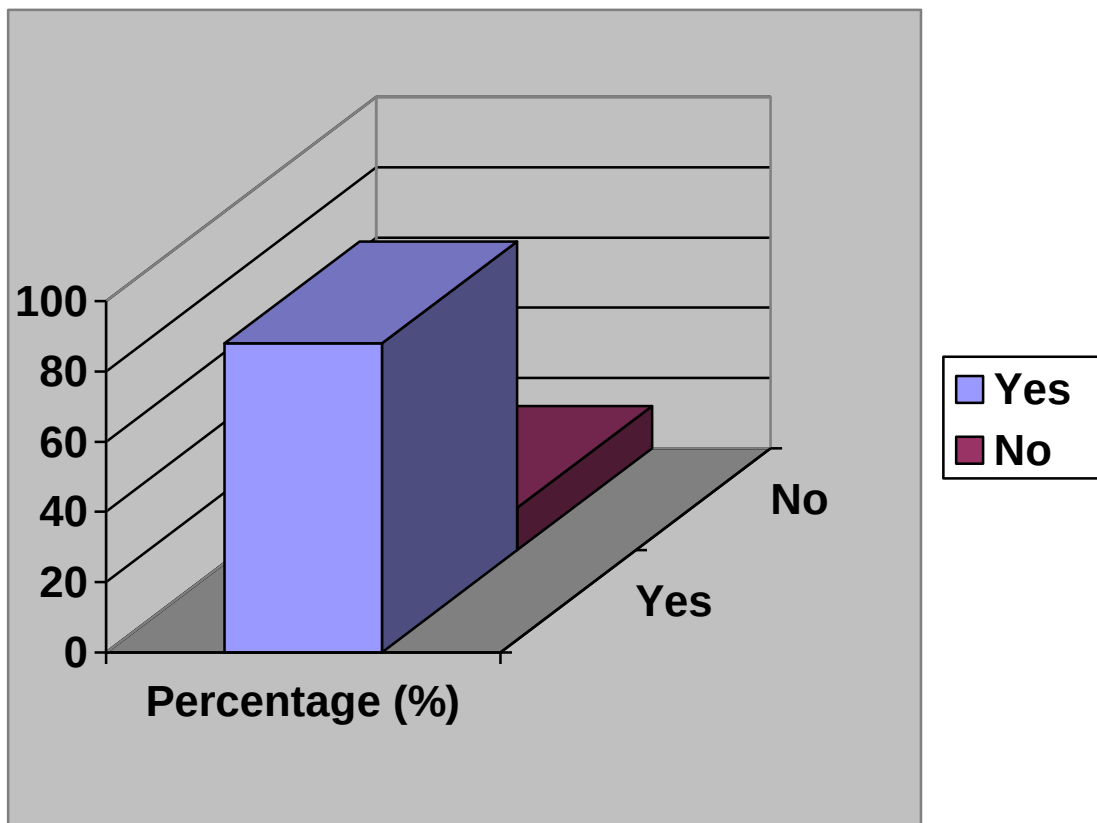
Table 4.14

Delivery: The researcher has collected the information regarding the delivery of car since it is an important factor for customer satisfaction.

4.14. Table showing whether the car is delivered in time or not

Particulars	No. Respondents	Percentage (%)
Yes	88	88
No	12	12
Total	100	100

4.14 Graph showing whether the car is delivered in time or not



Analysis:

The above table shows 88percent customers say that the cars are delivered on time and 12percent are not satisfied with the delivery.

Interpretation:

In the study it was found out that majority of the customers say that the cars are delivered on time, and it can be interpreted that the majority of customers are satisfied with the time taken by the service provider in delivering their cars.

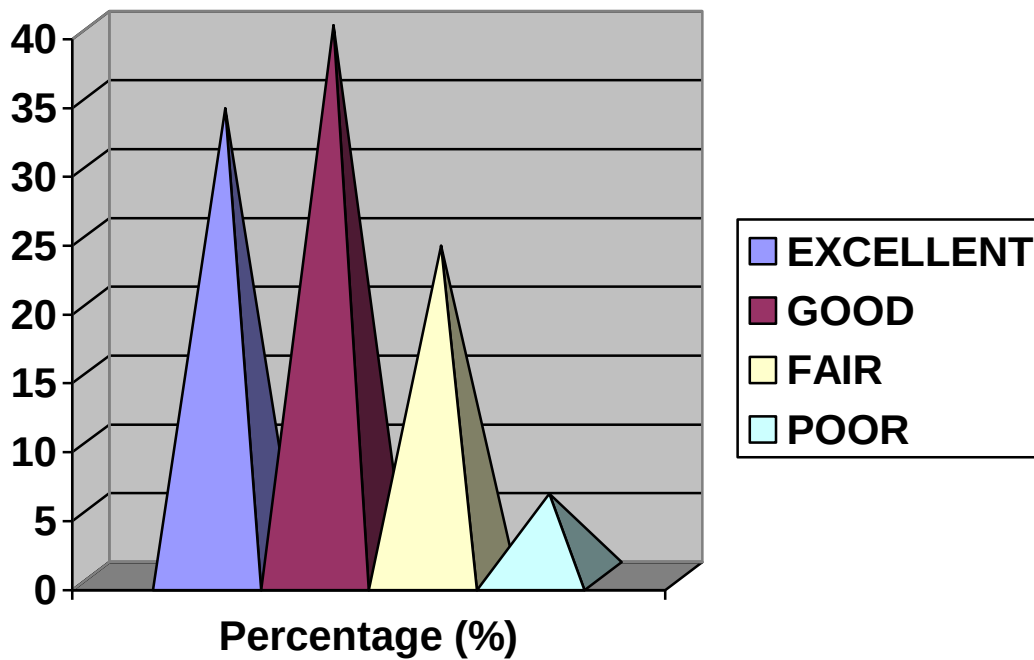
Table 4.15

Satisfaction level: The researcher has collected in order to know the satisfaction levels among the customers

Table showing the satisfaction level

Grades	No of respondents	Percentage (%)
EXCELLENT	34	34
GOOD	40	40
FAIR	20	20
POOR	06	06
Total	100	100

4.15 Graph showing the satisfaction level



ANALYSIS: The table shows that the majority of the customers are satisfied with the car service of E cars

Interpretation:

The study shows that the majority of customers are satisfied; therefore the major task of the firm is to retain its customers and improve their services from time to time. The company should also take care to find out what made the customers dissatisfied with the service and treat them seriously as a dissatisfied customer is likely to spread bad word of mouth which will adversely affect the image of E-caars

EXTRA FACILITES: The extra facilities you expect from the E CAARS service Provider

Table 4.16

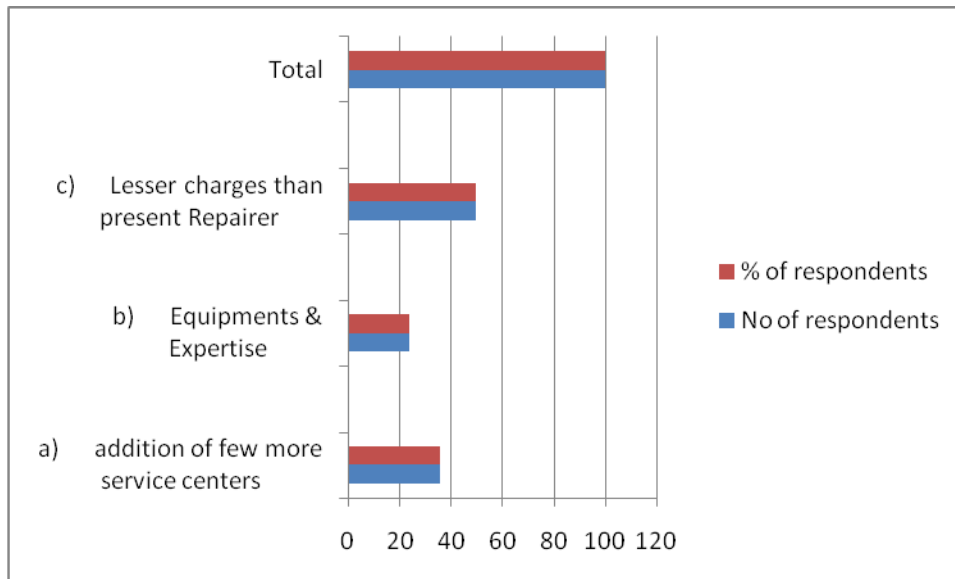
Extra facilities: facilities that the customers expect from the E CAARS service Provider

Table showing the extra facilities that customers expect from the E CAARS service Provider

Extra facilities	No of respondents	% of respondents
------------------	-------------------	------------------

a) addition of few more service centers	36	36
b) Equipments & Expertise	24	24
c) Lesser charges than present Repairer	50	50
Total	100	100

4.16 Graph showing the extra facilities That customers expect from the E
CAARS service Provider



ANALYSIS: The table show that the customers are intended to have few more service centers are 36% and 24% of customers intended the Equipments & Expertise and rest of majority customers are expecting lesser chargers

Interpretation: the study shows that the majority of customers expecting to reduce the chargers and remaining customers on the Expertiseing the Equipments and addition of the centers

CHAPTER -V

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- It was found that the majority of the people owning cars are on the 3-15lakh and above income group.
- Majority of the respondents are IT professionals.
- It was found that the respondents use major brands of cars such as Maruti, Ford and Tata etc
- It was found that the majority of the respondents are using the car for more than one year.

- It was found that majority of customers in E-caars possess one car i.e., 82percent.
- The data collected shows that 60percent of the customer are availing the services for more than 3 years and 22percent of them from 1 to 3 years.
- 90percent of customers availing the services where as only 6percent and 4percent avail buying and selling, insurance and finance.
- It was found out that 70 percent of the respondents prefer pickup and drop facility.
- It was found out that 76 percent of respondents have used mobile van service facility.
- The data gathered shows that there are customers who prefer only wash and interior cleaning services but the majority constitute the customer who avail total services.
- People say they are satisfied with the service rendered as well as time taken for service.
- It was found that customers were happy with the attention they get at E-caars.

SUGGESTIONS

- Services must meet consumer requirements.
- Relationships must be built to offer lifetime customer value to enable the customer to experience value satisfaction.
- It is very much required to improve their promotional activities in order to create awareness in the customers mind about the services.
- Since majority of customer are loyal to E-caars it is very essential to sustain and build the relationship with customers.
- With increasing customers the company should to enhance sophisticated equipments in order to meet the demands of customers.
- Attract the customers who come in only for car wash, interior cleaning and small repairs with special discount coupons and other offers.

- The firm is suggested to open other branches according to the customer requirements.
- It is suggested to create an entertainment lounge for customers while they are waiting for their car to be serviced.

CONCLUSION

Today companies are facing their toughest competition ever. The answer lies in doing a better job of meeting and satisfying customer needs. Only customer-oriented companies are adopting at building customers

A satisfied customer will act as a spokesperson of the company's products and bring it more buyers. A small percentage of loyal customers will increase the company's sales. Therefore it is necessary to ensure customer value satisfaction. It is required to maintain good relationship with them in order to enhance the goodwill of the firm. The firm should be more conscious in providing better offers. The challenge is not to produce satisfied customers but to produce loyal customers.

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BIBLIOGRAPHY

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- Valarie A Zeithmal & Mary Jo Bihner, Service Marketing , Fifth Edition
- Nair Suja, Consumer Behavior.
- C.R. Kothari, Research Methodology, Second Edition, Chapter one

Journals:

- Auto India
- Business world

Websites:

- [www. Autoindia.com](http://www.Autoindia.com)
- www.ecaars.in

ANNEXURE

ANNEXURE

Questionnaire

I magendra.J., undertaking a study on **“Level of customer Satisfaction towards Car Services with Special Reference to E-CAARS Pvt Ltd in Bangalore”**

As a part of my MBA program I seek your help and co-operation to fill the following questionnaire frankly. I assure that your responses will be treated confidentially and would be used in aggregate for calculation purpose. I request you to spend your valuable time to fill-up the following questionnaire.

Name: _____

Age: _____

Sex: _____

Phone: _____

1. Income:

1. Above 3 lakhs
2. 5 to 7 lakhs
3. 8 to 15 lakhs
4. Above 15 lakhs

2. Occupation:

1. IT
2. BPO/Call Center
3. CA/Dr/Lr
4. Entrepreneur
5. Others

3. The brand of car you own:

--

1. 800
2. Omni
3. WagonR
4. Ford
5. Palio
6. Santro
7. Scorpio

8. Zen
9. Alto
10. Esteem
11. Honda
12. Indica
13. Accent
14. Others

4. Since how long you are using your car?

Less than a year

1-2 years

2-4 years

more than 4 years

5. The number of cars you own:

1car

1-3 cars

above 3 cars

6. Are you using E- CAARs services for servicing your car?

Yes

No

7. From when are you getting your car serviced in E caars?

First time

1-3 years

Year

Above 3 years

8. Have you availed all these services rendered by E caars?

Servicing

Buying\ selling of cars

Insurance & finance

9. Do you prefer Pickup / Drop Facility for service of Your Car?

Yes

☐

No

☐

10. Have you used mobile van service facility?

Yes

☐

No

☐

11. What are the services you avail?

1. Small repairs
2. Only wash service
3. Only interior care
4. Tef coat & waxing and polishing
5. Total service

12. What is the frequency of availing only wash service?

- a) 1 Month
- b) 2 months
- c) 3 months
- d) Above 3 months

13. What is the frequency of availing only interior car care?

- a) 6 Months
- b) 6-12 months
- c) more than one year

14. Is the vehicle delivered on time after service?

Yes

☐

No

☐

15. What do you feel about service in E caars?

Excellent

☐

Good

☐

Fai

☐

Poor

☐

16. The extra facilities you expect from the E CAARS service Provider?

d) addition of few more service centers

☐

e) Equipments & Expertise

☐

f) Lesser charges than present Repairer

☐

Any suggestions _____
