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Sales and Service of Cars

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ABSTRACT:

The automotive industry plays a pivotal role in the economy, manufacturing and selling millions of vehicles annually. This sector experiences rapid growth and attracts a diverse customer base, including middle-class individuals with varying desires for four-wheelers. Whether from rural or urban areas, people aspire to improve their lifestyles through car ownership. The four-wheeler market continually expands through innovation, intensifying competition among manufacturers when introducing new vehicles. Consequently, it is crucial to assess customer attraction and satisfaction in car purchases to understand the impact of various features and factors. Dealers also play a vital role in enhancing a brand's popularity and affordability by providing excellent sales and services. Ultimately, customer satisfaction resulting from dealer interactions can significantly influence the automotive sector. This study focuses on evaluating customer satisfaction with Lanson Toyota dealers in terms of the quality of their sales and services. We aim to measure how well a company's products and services meet or exceed customer expectations, serving as a key performance indicator for business enhancement.

Keywords: Automotive industry, Sales, Services, Lifestyle.

INTRODUCTION:

Customer service encompasses a range of activities aimed at enhancing customer satisfaction before, during, and after a purchase, as defined by Jamier L. Scott (2002). Its significance varies depending on the product, industry, and customer, with options for addressing issues such as defective merchandise, typically requiring a receipt and adhering to specific time limits. Retail establishments often dedicate a desk or counter to handle returns, exchanges, and complaints or perform these functions at the point of sale.

Customer service can be delivered by individuals, such as sales and service representatives, or through automated self-service methods, including online platforms like websites. In the age of the internet, maintaining or enhancing the personal customer experience while leveraging the efficiencies of online commerce has posed a challenge. Micah Solomon, an entrepreneur and innovator in customer systems, emphasizes the need to establish a human-to-human connection in the online environment, considering that online customers lack visual and tactile presence.

In the broader context of a company's customer value proposition, customer service typically holds a central role. Don Peppers and Martha Rogers, Ph.D., stress the importance of customer trust and the lasting impact of service quality on customer relationships.

From the perspective of overall sales process engineering, customer service significantly contributes to an organization's revenue generation capabilities and should be integrated into a systematic improvement approach. Some argue that recent years have seen a decline in the quality and level of customer service, which may be linked to a lack of support or understanding at the executive and middle management levels, as well as a company's customer service policies.

The need and importance of this study arise from the competitive landscape, expanding markets, easy access to financing, and a growing population of affluent young professionals, all of which have driven substantial sales growth in the automotive industry. Intensified competition among product dealers necessitates superior service provision and exceeding. This study seeks to comprehend key service parameters, identify areas of dysfunction, and offer insights into changing customer expectations and levels of satisfaction, providing dealers with valuable information for enhancing their services and retaining customer loyalty.

OBJECTIVE OF THE STUDY

The objectives of this study are as follows:

- I. To assess customer satisfaction with the sales and services offered by dealers.
- II. To gather the opinions of car owners concerning various features of their vehicles, including mileage, pricing, and more.

III. To evaluate customer satisfaction regarding the usage of their cars.

Review of Literature:

Product Information:

conveying experience qualities. Therefore, it becomes essential for showrooms to furnish comprehensive information about products, pricing, and promotional offers. Showrooms can disseminate information through various means, including brochures, leaflets, pricelists for easy reference, sales consultants with in-depth knowledge, and test drives to provide hands-on product experience.

Building a Customer-Centric Company:

In response to increasing customer paramount for companies to orient their entire operation around customer service. It's crucial to recognize that every member of an organization, both externally and internally, plays an active role in customer service. prioritize both customer satisfaction and profitability, understanding that satisfaction of the customer drives profits. In such organizations, top hierarchy actively engages with external customers, employing consultative, participative, and supportive management styles. The staff's primary focus is meeting customer needs, while management provides the necessary support to achieve this goal. Even departments and staff without direct external customer contact prioritize internal customer satisfaction.

Salesperson on Customer Satisfaction:

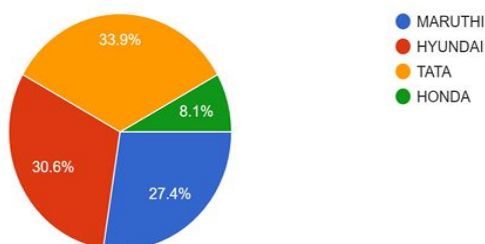
A study titled "The Influence of Salesperson Selling Behavior on Customer Satisfaction with Products" by Brent G. Goff and James S. Boles investigates how non-product-related factors affect customer satisfaction with major retail purchases, like automobiles. The study emphasizes that a salesperson's selling orientation, specifically customer orientation (SOCO), not only affects consumer satisfaction with the salesperson and the dealership but also indirectly impacts satisfaction. Customer satisfaction holds significance for both retailers and manufacturers, as it leads to repeat purchases and customer loyalty. Salespeople play a vital role in shaping customer expectations and reducing the likelihood of dissatisfaction through customer-oriented behavior and personalized interactions.

Convenience:

The primary objective of customer bike personnel is to offer convenient and comfortable service without pressuring customers into making a purchase. Convenience encompasses not only physical comforts, like seating and restroom availability but also mental convenience in helping customers make informed decisions. This includes providing relevant information, ensuring a one-stop shopping experience (offering additional accessories like stereo systems and reverse gear buzzers), and explaining the basic functionality of the product. Effective communication and guidance are crucial, along with providing printed information and clear signage at service. Proactive approaches to assist visitors and educating them on facility usage are essential. The study focuses on assessing customer convenience in areas such as operating hours, test drive availability, accessory options, fuel availability, financing choices, and basic product functionalities.

Research Methodology:

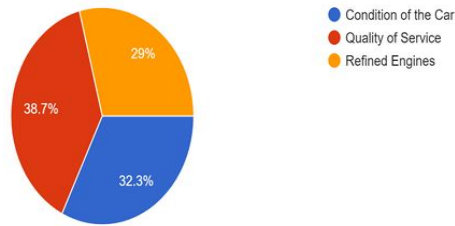
Q1. WHICH COMPANY HAVE YOU OWN?



INTERPRETATION :

1. In the above pie chart 27.4% of people who responded are selected 'MARUTHI'
2. In the above pie chart 30.6% of people who responded are selected 'HYUNDAI'
3. In the above pie chart 33.9% of people who responded are selected 'TATA'
4. In the above pie chart 8.1% of people who responded are selected 'HONDA'
5. So, As per above pie chart most of the consumers prefer the 'TATA' before selecting Toyota.

Q2) In which basis do you select your car?

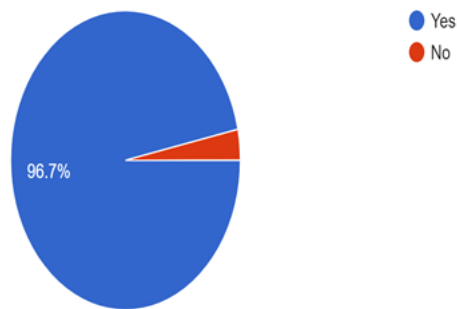


INTERPRETATION:

1. In the above pie chart 32.3% of people who responded are selected 'Condition of the Car'
2. In the above pie chart 38.7% of people who responded are selected 'Quality of Service'
3. In the above pie chart 29% of people who responded are selected 'Refined Engines'

So, as per above pie chart most of the Customers choose Car because of 'Quality of Service'

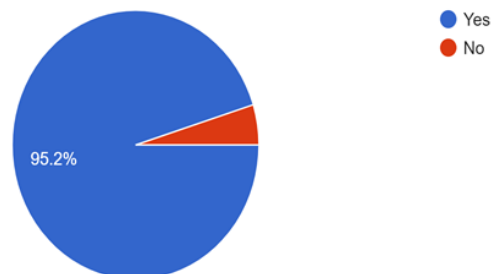
Q3) sale consultant present and give his personal attention at the time of the delivery of the new car?



INTERPRETATION:

1. In the above pie chart 96.7% of people who responded are selected 'YES'
2. In the above pie chart 3.3% of people who responded are selected 'NO'
3. So, As per above pie chart most of the customers feels that sale consultant will be present at the delivery time and pays his personal attention.

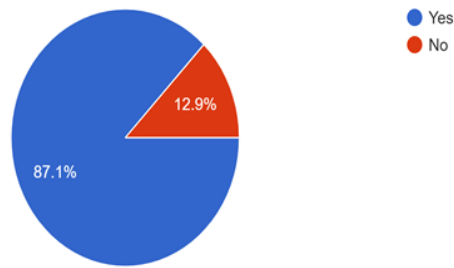
Q4) were you offered test drive?



INTERPRETATION:

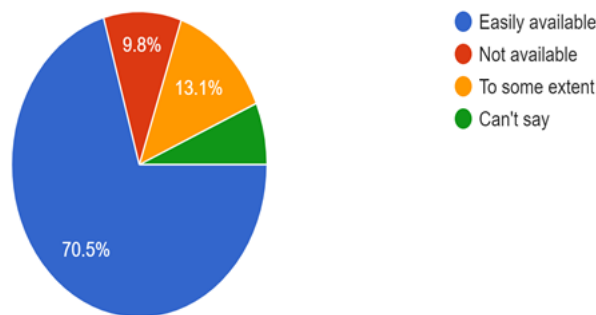
1. In the above pie chart 95.2% of people who responded are selected 'YES'
2. In the above pie chart 4.8% of people who responded are selected 'NO'
3. So, As per above pie chart most of the Customers have offered a test drive at the showrooms.

Q5) Did you receive a letter from the dealer post visiting?

**INTERPRETATION:**

1. In the above pie chart 87.1% of people who responded are selected 'YES'
2. In the above pie chart 12.9% of people who responded are selected 'NO'
3. So, as per above pie chart most of the Customers received a letter from the dealers.

Q6) what is your opinion on the service availability of service station?

**INTERPRETATION:**

1. In the above pie chart 70.5% of people who responded are selected 'Easily available'
2. In the above pie chart 9.8% of people who responded are selected 'Not available'
3. In the above pie chart 13.1% of people who responded are selected 'To some extent'
4. In the above pie chart 6.6% of people who responded are selected 'Can't say'
5. So, as per above pie chart most of the customers opinion on service availability service station is 'Easily available'.

LIMITATIONS:

The study is constrained in scope due to the following limitations:

- The chosen timeframe imposes restrictions on the study's comprehensiveness within the population.
- The sample size is limited to 100 respondents.

CONCLUSION

Based on this project, I conclude that the effective promotion of any service can be achieved through awareness-building via word of mouth and by consistently aligning the service with advertising and sales promotional activities. The study has been instrumental in gaining insights into customer relationships, and the introduction of new formulations can potentially position the Automobile brand as a pioneer in various market segments