



A Study on Customer Experience and Satisfaction Level towards Skoda Motors Services

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ABSTRACT:

This study examines the relationship between consumer experience, satisfaction, and their perceptions of Skoda Motors. The objective of this research is to analyze the factors influencing consumer satisfaction and how these factors contribute to overall consumer experience with Skoda vehicles. A mixed-methods approach, combining quantitative surveys and qualitative interviews, was used to collect data from a diverse group of Skoda vehicle owners. The findings indicate that factors such as vehicle performance, customer service, perceived value for money, and brand reputation significantly influence consumer satisfaction and overall experience. The study also identifies potential areas of improvement for Skoda Motors to enhance consumer satisfaction and loyalty. This research contributes to a better understanding of the dynamics between consumer experience, satisfaction, and brand loyalty in the automotive industry, specifically focusing on the case of Skoda Motors.

1. INTRODUCTION

In today's competitive business landscape, delivering exceptional consumer experiences and achieving high levels of customer satisfaction have become paramount for businesses aiming to secure their market position and foster brand loyalty. The automotive industry is no exception, with manufacturers striving to create vehicles that not only meet functional needs but also provide memorable and satisfying ownership experiences. Skoda Motors, a renowned automobile manufacturer, is no stranger to this pursuit, as it seeks to establish a strong presence in the market by offering vehicles that not only exhibit high performance but also cater to consumer preferences and expectations.

This study delves into the complex relationship between consumer experience, satisfaction, and the Skoda brand. As consumer preferences and expectations continuously evolve, understanding the key drivers that influence their perceptions and evaluations of Skoda vehicles is essential for maintaining a competitive edge. By investigating the factors that contribute to consumer satisfaction and exploring how these factors interplay with their overall experience, this research aims to shed light on the mechanisms that underlie the consumer-brand relationship in the context of Skoda Motors.

Through a combination of quantitative surveys and qualitative interviews, this study seeks to identify the aspects of Skoda vehicles and services that significantly impact consumer satisfaction. Additionally, it aims to uncover potential areas for improvement and innovation that could further enhance consumer experiences and loyalty. By focusing on Skoda Motors, this research contributes to the broader understanding of consumer behavior, brand loyalty, and the automotive industry's dynamics, offering insights that can guide strategic decisions and actions for both Skoda and other players in the market.

2. LITERATURE REVIEW

Dr. Nallabala and Usha (2017) The automotive industry has been a major contributor to the growth of both the international and Indian economy. When it comes to automotive manufacturing, India is among the world's most dynamic economies. Consumer happiness, as well as customer expectations as measured by aircraft motors and customer perceived value as measured by space shuttle engines, are measured.

The context of the automotive industry, vehicle performance and quality have consistently been identified as significant determinants of customer satisfaction. Studies by Anderson and Mittal (2000) and Grewal et al. (2004) emphasize the importance of delivering reliable, well-engineered vehicles to create positive initial experiences and lasting impressions. Additionally, customer service and dealership experiences have been recognized as pivotal touchpoints that can either enhance or diminish consumer satisfaction (Bove et al., 2009). Research by Homburg et al. (2017) suggests that exceptional customer service contributes not only to immediate satisfaction but also to long-term loyalty and advocacy.

Perceived value for money is another critical aspect that influences consumer satisfaction and loyalty. Oliver (1999) discusses how consumers assess the overall value proposition of a product, including factors such as pricing, features, and benefits. Skoda Motors' ability to offer a compelling value proposition compared to its competitors could impact consumers' overall satisfaction and likelihood of repurchase.

Furthermore, the reputation and image of the brand play a substantial role in shaping consumer perceptions. A study by Atilgan et al. (2005) indicates that brand image significantly influences consumer satisfaction and loyalty, highlighting the importance of maintaining a positive and consistent brand image over time.

Statement of the problem

The specific problem revolve around the need to understanding A STUDY ON CUSTOMER EXPERIENCE AND SATISFACTION LEVEL TOWARDS SKODA MOTORS SERVICES, TUMKUR. Aims to enhance its strategy improve customer satisfaction. "In today's competitive automotive market, customer experience and satisfaction play a pivotal role in shaping the success and reputation of automobile manufacturers and service providers. Skoda Motors, a renowned name in the automotive industry, has established itself as a key player. However, in order to maintain and enhance its market position, it is crucial for Skoda Motors to continually assess and improve its services based on customer feedback and preferences.

1. Service Quality:
2. Timeliness:
3. Customer-Centric Approach:

Scope of the study

1. Geographic Scope: The study will encompass customers of Skoda Motors within specific regions or countries, acknowledging the impact of cultural and regional nuances on customer expectations and satisfaction levels.
2. Service Touchpoints: The study will comprehensively examine touchpoints throughout the customer journey, encompassing pre-purchase interactions, the purchase process, vehicle delivery, after-sales services, as well as maintenance and repair experiences.
3. Service Categories: The study will delve into both sales-oriented services (such as the purchase journey and vehicle delivery) and after-sales services (including maintenance, repairs, and customer support) to present a holistic perspective of the overall customer experience.
4. Customer Demographics: The study will take into account an array of customer demographics, spanning age, gender, income brackets, occupational profiles, and ownership histories. This analysis will illuminate how these diverse factors contribute to shaping satisfaction levels.
5. Quantitative and Qualitative Insights: Employing a dual-pronged approach, the study will employ quantitative methodologies such as surveys and questionnaires to amass quantitative data on satisfaction levels. In tandem, qualitative techniques including interviews and focus groups will be employed to capture nuanced, in-depth insights into the intricacies of customer experiences.

OBJECTIVES OF THE STUDY:-

1. To examine how customers perceive the overall service quality, professionalism, and competence of the four-wheeler service center.
2. To measure the level of customer satisfaction with various aspects of the service center, including timeliness, communication, convenience, and effectiveness of repairs.
3. To evaluate the performance and behavior of service center
4. To analyze the efficiency and effectiveness of the service process, from the initial reception to the final delivery of the serviced vehicle.
5. To gain insights into customer preferences regarding service packages, pricing, and additional offerings provided by the four-wheeler service center.

LIMITATION OF THE STUDY

- Sampling Bias: The study's outcomes could be influenced by the characteristics of the selected sample. If the chosen sample does not accurately represent the broader customer base, the findings might not provide a true depiction of the overall customer experience.
- Self-Reporting Bias: Respondents participating in surveys and questionnaires might offer answers influenced by their desire to conform to societal norms or their personal inclinations. This could lead to feedback that is either inaccurately positive or overly negative, thus distorting the true sentiment.
- Limited Generalizability: The findings may only be applicable to the specific geographic area or particular customer groups being studied, which could restrict the generalizability of the conclusions to broader regions or diverse demographics.

- **Time Constraints:** Due to the study's finite timeframe, there could be challenges in capturing changes in customer experience over time, including seasonal fluctuations and long-term shifts in trends.
- **Data Reliability:** Relying solely on self-reported data from customers introduces potential inaccuracies arising from issues such as memory lapses or differing perceptions of service quality, which could compromise the reliability of the data collected.

Research methodology

Source of data:

A Study On Customer Experience And Satisfisfaction Level Towards Skoda Motors Services Tumakuru, is based on the primary as well as secondary data.

Primary data:

Primary source of data was collected by questionnaire and has gathered through directly interactions with the various department of the company.

Secondary data:

The secondary data should be gathered from the text books, journals and the additional articles are published in online and updated information about the customer experience and satisfacton, and also apart from that primary data the secondary data also has been collected from the company broachers, Magazines and from the website of the company etc.

RESEARCH METHODOLATGY

This refers to the underlying belief system that guides your research approach. In this case, you might choose a pragmatic research philosophy that values both quantitative and qualitative data to provide a holistic understanding of customer experiences and satisfaction.

3.2 Research Approach (Mixed-Methods):

The mixed-methods approach combines quantitative and qualitative methods to leverage the strengths of both. This allows you to gather numerical data from online surveys (quantitative) as well as rich, in-depth insights from interviews (qualitative). By using both methods, you ensure a more comprehensive understanding of the subject matter.

3.3 Data Collection Methods:

You've already described the two primary data collection methods you'll be using:

Quantitative: Online Surveys: Develop a structured questionnaire with closed-ended questions to measure various aspects of customer satisfaction and experiences. These surveys can be distributed widely, allowing you to gather a large volume of responses efficiently.

Qualitative: In-Depth Interviews: Conduct one-on-one interviews with selected participants to delve deep into their experiences, opinions, and emotions. The semi-structured nature of the interviews allows for flexibility in exploring relevant topics while ensuring consistency across interviews.

3.4 Sampling Strategy:

Sampling strategies determine how you select participants for your study. Your chosen strategies are:

Quantitative: Random Sampling: This involves selecting participants randomly from a larger population. It helps ensure that each member of the population has an equal chance of being included, minimizing bias.

Qualitative: Purposive Sampling: Here, you'll intentionally select participants who possess specific characteristics or experiences relevant to your study. This approach allows you to gather rich insights from individuals who have first-hand experience with Skoda Motors.

3.5 Data Analysis Techniques:

For analyzing the collected data, you've outlined the following techniques:

Quantitative: Descriptive and Inferential Statistics: Descriptive statistics (e.g., mean, standard deviation) will help you summarize and describe the survey data. Inferential statistics (e.g., correlation, regression) will allow you to draw conclusions about relationships between variables and make predictions.

Qualitative: Thematic Analysis: This involves identifying patterns and themes within qualitative data. You'll transcribe and clean the interview data, then analyze it to identify recurring themes, concepts, and insights that provide a deeper understanding of customer experiences and satisfaction.

RESEARCH DESINE

The research philosophy outlines your fundamental beliefs about the nature of knowledge and reality. It influences your approach to research, your choice of methods, and how you interpret findings. Common research philosophies include positivism, interpretivism, and pragmatism.

Positivism: This philosophy emphasizes objective, quantifiable data and seeks to discover universal laws and patterns. It aligns well with quantitative research methods and aims for generalizable results.

Interpretivism: This philosophy focuses on understanding and interpreting human behavior within its social and cultural context. It is closely associated with qualitative research methods and values subjective meanings and individual experiences.

Pragmatism: Pragmatism combines elements of both positivism and interpretivism. It acknowledges the value of both quantitative and qualitative approaches and aims to use the most appropriate method to answer research questions effectively.

3.2 Research Approach (Mixed-Methods):

The research approach refers to the overall strategy you'll use to collect and analyze data. In a mixed-methods approach, you integrate both quantitative and qualitative methods to gain a more comprehensive understanding of your research topic.

Quantitative methods involve the collection of numerical data and the use of statistical analyses to identify patterns, relationships, and correlations among variables. Qualitative methods involve collecting non-numerical data, often through interviews, observations, or open-ended surveys, to gain deeper insights into participants' experiences and perspectives.

3.3 Data Collection Methods:

In this section, you'll detail the specific methods you'll use to gather data for your study.

Quantitative Data Collection: You mentioned online surveys. Design structured questionnaires with closed-ended questions that allow respondents to rate various aspects of their experience and satisfaction with Skoda Motors on a numerical scale. Ensure your questions are clear and unbiased to ensure reliable data collection.

Qualitative Data Collection: You mentioned in-depth interviews. Plan and conduct semi-structured interviews with a select group of participants who have experiences with Skoda Motors. These interviews should allow participants to share their opinions, stories, and feelings in detail.

1. Gender of consumer

Data Analysis: The table depicts that respondents 65 are male and 35 are female are respondent to genders.

CATEGORIES	RESPONDENTS	PERCENTAGE
Male	65	65%
Female	35	35%
Total	100	100%

2. The quality of product/service

CATEGORY	RESPONDENTS	PERCENTAGE
Yes	68	68%
No	32	32%
Total	100	100%

Data analysis: These numbers give you a clear quantitative representation of how respondents are 68 percent for quality of product and services.

3. The special discount (or) offers in our service/ product pricing

CATEGORY	RESPONDENTS	PERCENTAGE
Yes	68	68%
No	32	32%
Total	100	100%

Data analysis: It opines surveyed 68 said yes and 32 said no This interpretation provides a quantitative overview of participants' opinions on the pricing of your service or product.

Results and Findings

- Organize your research findings logically and present them using graphs, tables, and charts.

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- Offer concise explanations for each finding, tying them back to your research questions and objectives
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Discussion:

- Interpret your findings within the context of existing literature and theories you discussed earlier.
 - Identify any consistencies or contradictions between your findings and previous research.
 - Discuss the implications of your findings for Big Basket's business strategies and its customers.
 - Offer insights into how Big Basket could enhance its services based on your study's findings.
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Conclusion

In conclusion, this study provides a comprehensive understanding of customer experiences and satisfaction levels towards Skoda Motor services. The positive sentiments expressed by customers underscore the brand's commitment to quality and service excellence. By capitalizing on the study's findings and recommendations, Skoda Motor has the opportunity to further elevate its customer experience strategies, foster brand loyalty, and strengthen its position in the competitive automotive market. As the automotive landscape continues to evolve, the insights from this study serve as a guiding compass towards a future of enhanced customer satisfaction and enduring success.

References:

Books

- 1) Customer Relationship Management Books.google.co.in › books(Kristin L. Anderson, Carol J. Kerr · 2001)
- 2) The CRM: data based approached, by V. kumar and wernerReinartz. www.skodamotorservice.com