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## Customer Satisfaction towards Brarathbenz

<sup>1</sup>Dr. M. Mahesh Kumar, <sup>2</sup>Mr. Sakthivel B

<sup>1</sup>M. Com., M. Phil., MBA., PGDCA., Ph.D, Department of Commerce with Computer Application, Sri Krishna Adithya College of Arts and Science, Coimbatore.

<sup>2</sup> III B Com CA, Sri Krishna Adithya College of Arts and Science, Coimbatore.

### ABSTRACT

This Study highlight the customer satisfaction towards Bharathbenz. The main objective of this project is to understand the satisfaction level of consumers and identify the demand of the customer. The study was conducted in Coimbatore city with sample size of 100 respondents through random sampling method. The method used for the study is chi-square analysis and rank analysis. The main purpose of the company is to make business and create good image in the Market. The customers are leading element in any success of the business. Most of the respondents are Wanted to loyal towards brand due to its post-sales performance and brand value its brand Image.

### INTRODUCTION:

“Customer Satisfaction towards Bharat Benz Products” at Trident Trucking Automobiles Pvt Ltd. Internship program help to increase the realistic knowledge of corporate world by linking To The, what we learn from lecture in college. By this we can add to our practical knowledge of The Corporate and it is more effective than the than theoretical knowledge. From this I come to Know the how organization works, how they take decision, company culture and working style. Then student gets on possibility to come into organization, that time they come to know the Practice, work culture, management style, and administrative progress and organization Objectives Of the company. Six weeks of internship provides an opportunity to apply the theories learnt in the Classroom to The real business world it helps in understanding the business world in which a Student is Passionate to start his career. As my interest and curiosity was in Customer satisfaction And Interaction Because customer satisfaction is the main objective of any company, the growth Of Commercial vehicle-based industries like construction, transport is tremendous and expected to Grow more.

### STATEMENT OF THE PROBLEM:

To study and analyse on the satisfaction and expectation of consumer with regard to Bharat Benz and its products. To study the reason behind declining sales due to heavy competitors in the Market. To improve customer satisfaction by using alternative channel of service.

### OBJECTIVES OF THE STUDY:

1. To understand the satisfaction level of consumers.
2. To identify the demand of consumers.

### SCOPE OF STUDY:

The study will help the organization to make innovative strategy to improve their Services To meet customer satisfaction. The study help the organization to understand the behaviour of Individual while Purchasing commercial vehicle. Customer satisfaction level can be increased via Considering various aspects.

### REVIEW OF LITERATURE:

- **Rashad Yazdanifard, Igbazua Erdoo Mercy, Conference Paper: January 2020** Green Transformation, Making strides toward Environmental friendliness, Ecological security, Manageable way of life, Economical advancement, Ensuring our earth and a lot More have Turned into a Characteristic marvel in our Regular day to day existence.
- **Nai-Jen Chang and Cher-Min Fong: 2019 Academic Journals.** Ast examinations have Given much consideration On item quality,

corporate Picture, customer Satisfaction, and Customer Faithfulness, however none Have investigated them About green development or Ecological administration Angles. This investigation Needs to fill this Examination hole.

- **Mohammad Muzahid Akbar and Noorjahan Parvez, ABAC Journal Vol.29, No. 1 (JanuaryApril 2019).** This examination has Proposed a reasonable System to explore the Impacts of customers' Apparent administration Quality, trust, ansatisfaction on customer Dependability.

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## METHODOLOGY USED IN THIS STUDY RESEARCH DESIGN:

Research design means it is the set of methods which have been used in collecting and analyzing the measure of the variables specified in the problem research. It is a framework which has been created to find answers to research questions.

### SAMPLE SIZE:

The sample size is 100 respondents.

### AREA OF THE STUDY:

This study is conducted in Coimbatore city.

### DATA COLLECTION:

For this purpose of study, the data has been collected in 2 types Primary Data and Secondary Data.

### PRIMARY DATA

First time collected data are referred to as primary data. In this research the primary data was collected. The questionnaire consists number of questions in google form.

### SECONDARY DATA

Secondary data was collected with help of internet, newspaper, magazines, research paper, journals, books and respective websites were also used to gather the data and information.

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## LIMITATIONS OF THE STUDY:

The accuracy of the study depends on the information given by the respondents. Period of study is limited. Samples are taken only in random sampling method. Sample size is limited to 100 respondents.

### CHI SQUARE ANALYSIS

A chi-square is a statistical test that is used to compare observed and expected results. The goal of this test is to identify whether a disparity between actual and predicted data is due to chance or to a link between the variables under consideration. A chi-square test or comparable non parametric test is required to test a hypothesis regarding the distribution of a categorical variable.

### FORMULA

$$X^2 = \sum (O-E)^2 / E$$

$$X^2 = \text{Chi square}$$

O<sub>i</sub> = Observed value (actual value)

E<sub>i</sub> = Expected value.

**TABLE: THE RELATIONSHIP OF JOB QUALIFICATION AND PRICE DISCOUNT**

Job	Levels				Total
	S. Agree	Agree	Neutral	Disagree	
Student	10	16	16	3	45
Business	10	12	10	3	35
Employed	5	3	4	0	12
Others	3	5	0	0	8
<b>Total</b>	<b>28</b>	<b>36</b>	<b>30</b>	<b>6</b>	<b>100</b>

O	E	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
10	11.7	2.7	7.29	0.06230

9	9.1	0.1	0.01	0.0010
5	3.12	1.88	3.5344	1.1328
3	2.08	0.92	0.8465	0.4069
10	10.75	0.72	0.5184	0.4069
12	12.25	0.25	0.0625	0.3428
3	4.2	1.2	1.44	1.7285
5	2.8	2.2	4.84	0.4629
16	13.5	2.2	6.25	0.0238
10	10.5	0.5	0.0625	0.0444
4	3.6	0.4	1.5625	2.5
0	2.5	2.5	6.25	0.0277
3	2.25	2.025	0.16	0.8928
3	1.75	1.25	1.44	0.1142
0	0.6	0.6	0.36	0.6
0	0.4	0.4	0.16	0.4
<b>Total</b>	<b>100</b>			<b>16.0988</b>

**Chi-Square Value:**  $X^2 = \sum (O-E)^2 / E$

= 0.160988

**Degree of freedom** = (row-1) (column-1)

= (4-1) (5-1)

= (3) (4)

= 12

Significance Level = 0.05

**Table Value = 21.026**

$X^2$  Calculated Value >  $X^2$  Tabular Value

#### Hypothesis

H<sub>0</sub> – There is no significant relationship between job qualification and price discount.

H<sub>1</sub> – There is significant relationship between job qualification and price discount.

**Interpretation:** In the above analysis the calculated value (0.160988) is lower than the table value (21.026) at the level of 0.05 significance. hence, there is no significant relationship between educational qualification and kinds of watch.

#### RANK ANALYSIS

A ranking is a relationship between a set of items such that, for any two items, the first is either ranking higher than', 'ranked lower than' or 'ranked equal to the second.

**TABLE: RANK THE FOLLOWING BRANDS**

Factors	V.good	Bad	Neutral	Good	Excellent	Total	Rank
Mileage	21	9	7	22	41	<b>240</b>	<b>III</b>
Speed	32	8	10	25	25	<b>239</b>	<b>IV</b>
Price	23	8	8	35	26	<b>252</b>	<b>I</b>
Load capacity	25	11	8	27	27	<b>250</b>	<b>II</b>

**Interpretation:** The above table depicts that the level of the customers using the online apps that the highest rank towards package of the products, Second rank towards Timing, Third rank towards Convenience, Fourth towards Updates of ordering products, Fifth towards Service, Sixth towards Payments.

#### SUGGESTIONS:

- Increase the availability of spare parts
- By providing a test drive to the new customers will increase the sales of the Company.

- Appointing a celebrity or a sports person as a Brand Ambassador increases the Publicity Of the company.
- Faster and quicker service helps the customers to meet their works and Commitments.

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## CONCLUSION:

Customer organization need to understand the need of the consumers and prepare customized Products. The main purpose of the company is to make business and create good image in the Market. The customers are leading element in any success of the business. The study reveals that Many respondents are satisfied with vehicle performance after quality Service and service provided As per predefined standards.

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