



Evaluating Customer Satisfaction: A Focused Study on Mahindra & Mahindra

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ABSTRACT

Customer satisfaction, which directly influences financial performance, market reputation, and brand loyalty, is a major driver of corporate success. Through innovative products and outstanding service, leading farm equipment and automotive manufacturer Mahindra & Mahindra has shown itself to be a customer-centric company. This study evaluates Mahindra & Mahindra's goods and services in terms of customer satisfaction, therefore stressing relevant factors such product quality, pricing, after-sales service, and customer support. The study emphasizes strategies the company employs to enhance the customer experience and provides recommendations for further development. The findings point out best practices for maintaining high degrees of customer satisfaction in the automotive industry.

Keywords—Customer Satisfaction, Mahindra & Mahindra, Automotive Industry, Service Quality, Brand Loyalty, Consumer Experience

I. INTRODUCTION

Customer happiness is crucial for the sustainability and growth of any company. Building long-term relationships with customers in the car place relies on turning in very good products and very good service. Considered one of India's leading farm equipment and automobile manufacturers, Mahindra & Mahindra has always emphasized enhancing customer experience by means of invention, affordability, and service excellence.

This look at Mahindra & Mahindra investigates product usual performance, after-income service, pricing strategies, and normal brand belief to identify the elements supporting patron pleasure. Knowing these components will help businesses improve their customer participation strategies and build patron loyalty.

II. OVERVIEW OF MAHINDRA & MAHINDRA

Outstanding player in the Indian car market, Mahindra & Mahindra (M&M) emphasizes SUVs, commercial enterprise vehicles, electric powered vehicles, and farm equipment. Renowned for its durable and tough cars that suit many consumer needs, the firm has a strong presence in both domestic and foreign markets.

M&M's innovative car designs, environmentally friendly fleet community, and customer-focused initiatives demonstrate its commitment to excellence and consumer happiness. The business guarantees a competitive space in the car sector by always evolving to meet consumer expectations and market trends.

III. FACTORS INFLUENCING CUSTOMER SATISFACTION

Mahindra & Mahindra customer pride is driven by various factors influencing brand loyalty and consumer perceptions. The key deciding elements are:

1. Product Quality and Performance

Customers seek motors with remarkable qualities, safety, fuel economy, and lifetime. Mahindra & Mahindra's product line features SUVs, electric-powered vehicles, and tractors designed to meet high-performance standards. Continuous developments in engine efficiency, protection enhancements, and technical innovations generate customer satisfaction.

2. Pricing and Value for Money

Choosing replacements relies mostly on cost. By offering a big choice of vehicles at fair prices, M&M balances value-effectiveness with pinnacle-class qualities. Special discounts and adaptable financing options help to even more attract the emblem to consumers.

Post-Sales Service and Support

3. After-Sales Service and Support

Daily pleasure is affected by the availability of issuer centers, fast reaction to buyer inquiries, and excellence of maintenance services. Mahindra & Mahindra promises proper help and proper spare component availability with its extensive network of service centres. Loyalty programmes and customer feedback mechanisms help to build long-time relationships.

4. Brand Reputation and Trust

A strong brand image shapes customer preferences and buying decisions. Mahindra & Mahindra has built a reputation for dependability, inventiveness, and corporate responsibility. The company's recognition of green manufacturing, electric mobility, and sustainable development fosters patron agreement.

5. Digital Experience and Customer Engagement

As digital systems multiply, seamless online interactions are increasingly shaping customer happiness. M&M provides virtual equipment for customer service, car reservations, and provider appointments. Participation in social media, mobile apps, and AI-driven chatbots improves brand-buyer connections.

IV. CUSTOMER FEEDBACK ANALYSIS

To monitor consumer happiness, Mahindra & Mahindra conducts frequent surveys and collects feedback across various platforms. Among the main findings from consumer insights are: High pride in vehicle durability and rugged-road capabilities

- High pride in vehicle durability and rugged-road capabilities.
- Positive reviews on affordability and financing alternatives.
- Areas for improvement in after-sales provider response time.
- Demand for more electric-powered automobile options and sustainable mobility answers.

Customer comments help M&M to enhance its products and services, therefore ensuring continuous evolution and more suitable consumer loyalty.

V CHALLENGES IN MAINTAINING CUSTOMER SATISFACTION

Despite its robust market presence, Mahindra & Mahindra faces annoying situations in maintaining high customer satisfaction levels. Key traumatic situations include:

- Service Delays: Too many service requests cause occasional delays in automobile servicing, which in turn cause service delays.
- Rural Market Accessibility: Expanding supplier reach in rural areas remains difficult.
- Technological Upgradation: Keeping up with the evolving car era and customer expectations.
- Competition from Global Brands: Competing with worldwide automotive giants providing superior features and top-class offerings.

Addressing these challenges calls for non-stop innovation, strategic investments, and better service infrastructure.

VI. STRATEGIES TO IMPROVE CUSTOMER SATISFACTION

To beautify consumer pride and logo loyalty, Mahindra & Mahindra can place into impact the following strategies:

- Expanding Service Network: Strengthening dealership and carrier centers in rural and semi-city regions.
- Digital Transformation: Enhancing virtual systems for seamless purchaser interactions and online issuer bookings.
- Sustainability Initiatives: Promoting electric vehicles and green production practices.
- Customer Relationship Programs: Implementing loyalty rewards and personalized provider offers.
- AI-Powered Customer Support: Using AI-driven chatbots for instant assistance and problem resolution.

VII. OBJECTIVES OF THE STUDY

1. To evaluate customer pride levels at Mahindra & Mahindra.
2. To discover key elements influencing the purchasing experience within the car industry.
3. To examine the position of after-profits providers and virtual engagement in purchaser retention.
4. To endorse strategies for boosting patron delight and logo loyalty.

VIII. SCOPE OF THE STUDY

This study is a speciality in Mahindra & Mahindra's customer pleasure strategies, reading vehicle overall performance, provider brilliance, and virtual involvement. The study offers insights on best practices for sustaining strong customer relationships inside the automotive sector.

IX. CONCLUSION

Customer happiness is a key driving force for Mahindra & Mahindra. By offering great goods, reasonable prices, and a better after-sales service, the firm has built a loyal customer base. Keeping a competitive edge, then, relies on non-forestall changes in provider performance, virtual revel in, and sustainability projects.

Focusing on consumer-centric upgrades and strategic service enhancements will help Mahindra & Mahindra to support its emblem and enjoy long-term customer satisfaction and loyalty in the changing automobile sector.

By concentrating on consumer-centric upgrades and strategic service improvements, Mahindra & Mahindra can help its emblem operate and acquire long-term customer satisfaction and loyalty in the evolving automotive industry.

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