



A Study on Customer Satisfaction Towards Mahindra Cars in Coimbatore City

Mohammed hassan

Sri Krishna adithya college of arts and science India. 22bmbm128mohamedhassanm@skacas.ac.in

Abstract:

This study investigates the factors influencing customer satisfaction towards Mahindra cars in Coimbatore City. Through a descriptive research design involving 120 respondents, the study identifies consumer preferences, satisfaction levels, brand perceptions, and expected car features. The findings reveal a significant inclination towards Mahindra Thar, with safety features and mileage ranking high in consumer expectations. The research contributes valuable insights for automobile companies to enhance their offerings and marketing strategies.

descriptive research design were used to collect responses from 120 participants. Key influencing factors such as build quality, brand image, and features like airbags and mileage were found to play a significant role in purchasing decisions. The research identifies major trends in consumer preferences and offers actionable suggestions for Mahindra's product and service improvement.

Keywords: Customer Satisfaction, Mahindra Cars, Consumer Behavior, Automotive Industry, Brand Preference

1. Introduction

Customer satisfaction plays a vital role in business strategy as it directly influences customer retention and brand loyalty. In the automotive sector, satisfaction levels depend on several psychological and functional factors. This study explores these factors specifically for Mahindra cars in Coimbatore City. With India's growing automobile market and increasing competition, understanding customer expectations and satisfaction is crucial for sustaining growth.

2. Statement of the Problem

Despite the growth of the Indian automobile industry, few studies have focused on understanding customer satisfaction towards specific car brands like Mahindra. This research aims to bridge that gap by examining the preferences, expectations, and satisfaction levels among Mahindra car users in Coimbatore.

3. Objectives of the Study

- To find out the level of customer satisfaction with Mahindra Cars.
- To analyze factors influencing the buying behavior of car consumers.
- To evaluate customer awareness and impressions about Mahindra car models.
- To understand preferences regarding specific car features and models.

4. Scope of the Study

The study focuses on residents of Coimbatore who are existing car users. It aims to understand satisfaction and buying behavior with specific reference to Mahindra vehicles. The insights are expected to help manufacturers and marketers enhance product design, promotion, and service delivery.

5. Limitations of the Study

- The study is limited to the geographical area of Coimbatore.
- The sample size is restricted to 120 respondents.
- Responses are based on self-reported data and may include biases.

6. Research Methodology

A descriptive research design was adopted for the study. Data was collected using structured questionnaires and Google Forms. A total of 120 respondents from Coimbatore participated. The study used both primary and secondary sources for data collection.

7. Review of Literature

Previous research highlights the role of expectation, perceived performance, and confirmation-disconfirmation theory in measuring customer satisfaction. Models like SERVQUAL and the Kano Model are widely used to gauge service quality and satisfaction. Studies by Parasuraman, Zeithaml, and Churchill have contributed significantly to this domain.

8. Data Analysis and Interpretation

The study reveals that 58.3% of respondents were male and 87.5% were under the age of 25. Students made up the largest occupation group (75.8%). A majority (85.8%) were aware of Mahindra cars, with SUVs being the most preferred type. Key factors influencing purchase included brand image, build quality, and availability. The most expected features were airbags, mileage, and interior design.

9. Findings

- Majority of respondents prefer Mahindra cars, especially the Thar model.
- Safety features like airbags are a top priority among buyers.
- Internet is the leading source of car-related information for customers.
- Brand image and build quality are the most influential factors in purchase decisions.

10. Suggestions

- Mahindra should enhance safety features and build quality while maintaining competitive pricing.
- Expansion of service centers can improve post-purchase satisfaction.
- More innovative and feature-rich models should be introduced to meet evolving customer expectations.

11. Conclusion

The study concludes that Mahindra has a strong brand presence and is favored for its SUV models. However, continued innovation, focus on safety, and improved service delivery are essential to maintain and grow customer satisfaction. Insights from this study can assist automotive companies in better addressing customer needs.

References:

- Kotler, P. (2000). Marketing Management. Prentice Hall.
- C.R. Kothari. Research Methodology. New Age International.
- Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1985). SERVQUAL model.
- Churchill, G.A., & Suprenant, C. (1982). An Investigation into Customer Satisfaction.
- Various journal articles listed in the original document.