



A study on consumer satisfaction towards Ashok Leyland

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Abstract

Customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations. Customers will have drastically different expectation, of an expensive. The overall objectives of providing value to customers continuously and more effectively than the competition is to have and retain highly satisfied. A business term is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspective of a balanced scorecard. In a competitive marketplace where business competes for customers, customer satisfaction is seen as a key differentiator and increasingly has been become a key element of business strategy. Organizations are increasingly interested in retaining existing customers while targeting non-customers; measuring customer satisfaction provides an indication of how successful the organization is at providing products and or services to the marketplace. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service.

Key Words: customer satisfaction, Business, Competitive Market place

Introduction

Firms are competing intensively in a liberalised market, in the field of Automobiles especially commercial vehicles. The urbanisation of various states in the country would gear up the demand for Mass Public. Transportation as also the Highway corridor for goods movement. The demand for both passenger and goods vehicles would grow in India in the next 5 years by an average of minimum 10% per year. Thus, the competition in the market space would be fierce and this has not been the case in the past. In today's market there are the following players in commercial vehicles in India.

- TATA motors
- Ashok Leyland
- Eicher Motors
- AMW
- Mahindra Motors
- Renault Nissan
- Bharat Benz

The important components of business in the field of commercial vehicles, like operations, service quality, customer satisfaction, employee satisfaction, financing efficiency and finance performance are being studied by many researchers to better understand and serve the community at large (Arokiaswamy 2013).

The effective relationship with customer, would impact the service provider (Panda 2003) - which in turn would build customer loyalty (June 2002).

The increasing market share (Fischer 2001), and profit growth (Duncem & Elliot 2002), progressing customer relationship, improving corporate image, and customer loyalty (Newman 2001, Caruana 2002).

Ashok Leyland

In 1948, when independent India was one year old, Ashok Leyland was born. We were Ashok Motors then, assembling Austin cars at the first plant, at Ennore near Chennai. In 1950 started assembly of Leyland commercial vehicles and soon local manufacturing under license from British Leyland. With British Leyland participation in the equity capital, in 1954, the Company was rechristened Ashok Leyland. Since then, Ashok Leyland has been a major presence in India's commercial vehicle industry. These years have been punctuated by a number of technological innovations which went on to become industry standards. This tradition of technological leadership was achieved through tie-ups with international technology leaders and through vigorous in-house R&D.

Statement of the problem

Due to the emergence of globalization and liberalization there is a stiff competition among the variety of truck industries which are focusing attention in capturing the Indian markets. Truck though considered as most important part in any industry, now occupies a part of day-to-day life and has become a necessity in any company. People who were not ready to spend their money on trucks have now changed their attitude that yesterday's trucks are today's necessities. To be a successful marketer it is absolutely essential to read the minds and perceptions of the prospective buyers of trucks. In addition to the above, the due weight which is given by the government for the growth of truck industry and the involvement of the consumers in the selection of truck have paved way for the study on Customer satisfaction of Ashok Leyland.

Objectives

- ✓ To identify the satisfaction level of customer of Ashok Leyland.
- ✓ To identify the type of chase preferred by the customer.
- ✓ To identify the requirement of the customers.
- ✓ To identify the factors influencing the customers by Ashok Leyland.
- ✓ To identify the availability of spares.

METHODOLOGY OF THE STUDY

Research Design

‘A Research design is simply the frame work or plan for a study is used to guide in collecting and analyzing the data. It is a blue print that is followed in completing a study’.

Sample size

The sample size for the study is limited to 150 customers.

Method of data collection

Questionnaire method is used to collect the data from the respondents

Source of data

The study is based on primary and secondary data. The primary data had been collected from the respondents through questionnaire & secondary data is collected from the magazines, newspaper etc.

TOOLS USED FOR THE STUDY

The tools used for analysis are

- Simple percentage analysis
- Rank analysis
- Chi - square analysis

REVIEW OF LITERATURE

The department of Economic and marketing research of **M/s Hindustan Motors Ltd, Calcutta (2020)¹** conducted study on” The automobile industry in India” and reported that the first motor car was imported into India in 1898, and for nearly 30 years no attempt was made even to carry out. Till 1948, the assembly of motor vehicle was not undertaken in India.

Mary C. Gilly (2019)² in an article entitles, “Past purchase consumer processes and the complaining consumers”, attempts to incorporate both of these post purchase grievances by examining the attitude and behaviour of complaining consumers. 521 consumers who complained to a major oil company, out of a stratified random sample of 964 complaints, were taken as the suspects of the study.

Peeru Mohammed. H (2019)³ in his study, "The Lorry industry of India: a study of market condition and brand selection" concluded that the brand selection is more influenced by product quality and market related character than personal character, and also pointed out the government support is very poor in the initial stage for the manufacturer. From the above conclusion, it is clear that the product quality and market related characteristics are key influencing factors for brand selection.

Philip Kotler (2018)⁴ in the article: "Record share of auto sales" noted that Customers view the brand based on superior styling, reliability and durability. He suggests that fair value and quality, play vital role in auto sales. Finally, he concluded that many Customers are firmly conceived that better quality vehicles are better all-around than domestic Lorry industry.

Aradhana Krishna (2017)⁵ Made a study on "The effects of Deal Knowledge on Customer satisfaction". The study considered many factors to know the effects of such factors on consumer buying behavior. The study findings revealed that price plays a significant role in the buying decision. It has been concluded that not only the current price of a product influences the buying behavior but also its expected price in future influences them.

Syed (2017)⁶ made a study on "Technical complexity and consumer knowledge as moderators of service quality evaluation in the automobile service industry. In their study they examined the relationship between a Customer's assessment of the service quality of an automobile service/repair facility and the few factors such as perceived fairness of the facility and its personnel, empathy, responsiveness, reliability, and convenience.

Muruganandam (2016)⁷ made a study on "Consumer satisfaction for Motor Vehicles in Thrissur, Kerala City". The study found out few factors that influenced consumers in the Customer satisfaction of a car. They are price and design of the vehicles, and after sales services provided by the dealers. It has been found that price and design influenced the consumers more to buy Ashok Leyland Vehicles

Maran (2015)⁸ made a study on "Lorry's: Enormous Scope for Development". In their study they opined that the demand for vehicles depends on many factors. The study identified many key variables that strives the demand of vehicles and they are per capita income, new models, availability and pricing, rate of interest, finance schemes, fuel cost, depreciation norms, public transportation facilities, duties and taxes

Sheetal (2014)⁹ made a study on "Relative importance of service quality dimensions: A Multi Sectoral study". The study attempted to explore a relative importance of service quality dimensions across a select service context. The results suggested that almost all the service quality dimensions are equally important as no proper order of their importance could be established.

White (2014)¹⁰ in his study presented the factors those play a key role in car buyer's decision making. He observed that consumers negotiate with dealers for various offers and incentives such as reduction in price, low interest payment plans and so on. It has been found that women play a significant role in purchase of new vehicles and they occupy a predominant role in the buying process.

Chidambaram (2014)¹¹ undertook a study on "Customer satisfaction of Lorry's. A Study with Special Reference to Thrissur, Kerala City in Tamil Nadu". The study identified that the Customers consider fuel efficiency as an important factor when compared to other factors. It has been also found that the Customers highly believe that the brand of car they use is explanatory of product, quality, utility and technology

SIMPLE PERCENTAGE ANALYSIS

Table 1: GENDER OF THE RESONDENTS

S.NO	GENDER	NO.OF. RESPONDENTS	PERCENTAGE
1	MALE	81	54
2	FEMALE	69	46
	TOTAL	150	100

Source: Primary data

INTERPREATATION

The above table shows that 54% of the respondents were male and 46% of the respondents were female.

Table 2: PREFERRED FEATURE OF THE RESPONDENTS

S. No	Preferred feature	Number of Respondents	Percentage
1	Speed	19	13
2	Mileage	33	22
3	Design	54	36
4	Comfort	44	29
	Total	150	100

Source: Primary data

INTERPREATATION

The above table shows that 13% of the respondents say speed, 22% of the respondents say mileage, 36% of the respondents say design and 29% of the respondents say comfort.

RANKING ANALYSIS

Table 3: The various features to Ashok Leyland

Particulars	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Mean score	Mean	Rank
Looks & styling	160	336	72	20	0	588	39.20	2
Engine capacity	120	192	120	26	25	483	32.20	8
Comfort while driving	55	220	192	40	0	507	33.80	7
Handling	125	336	72	34	0	567	37.80	4
Brake System	310	192	81	26	0	609	40.60	1
Acceleration power	170	224	90	56	2	542	36.13	5
After sales services	105	188	198	26	3	520	34.67	6
Colour	220	220	120	22	0	582	38.80	3

Source: Primary data

INTERPRETATION

The above table result it is found that Brake System 1, Looks & styling 2, Colour 3, Handling 4, Acceleration power 5, After sales services, Comfort while driving 7 and Engine capacity 8.

Majority of the respondents say that Brake System 1.

CHI – SQUARE ANALYSIS

Table 4: ANALYSIS BETWEEN PREFERRED CHASSIS AND QUALITY OF SALES AND SERVICE

Service quality Chases	Excellent	Good	Average	Bad	Total
Smart Plus Diesel Bus Chassis	4	3	1	8	16
180 hp Diesel Bus Chassis	1	8	2	4	15
1311 Diesel Bus Chassis	7	2	7	3	19
Lynx Smart Diesel Bus Chassis	2	16	2	5	25
Total	14	29	12	20	150

To find out the association between preferred chassis of the respondents and Quality of sales and service, chi – square test is used and result is given.

HYPOTHESIS

There is no significant difference between preferred chases and quality of sales and service.

CHI – SQUARE TESTS

Factor	Value	Df	Asymptom. Sig. (2-sided)
Pearson Chi-Square	21.551 ^a	8	.006
Likelihood Ratio	22.160	8	.005
Linear-by-Linear Association	4.485	1	.034
No. of Valid Cases	150		

INTERPREATATION

Hence the p value is grater then 0.05, so, null hypothesis is accepted which states that there is no significant difference between preferred chases and quality of sales and service.

FINDINGS

PERCENTAGE ANALYSIS

- ✓ Here mostly 54% of the respondents are Male.
- ✓ Here mostly 36% of the respondents prefer design.

RANKING ANALYSIS

The above table result it is found that Brake System 1, Looks & styling 2, Colour 3, Handling 4, Acceleration power 5, After sales services, Comfort while driving 7 and Engine capacity 8.

Majority of the respondents say that Brake System 1.

SUGGESTION

- ❖ After conducting the survey and knowing the market, I realized that, the company should keep in mind the need of young generation.
- ❖ Company should improve the promotion strategy of product. Company should improve the promotion strategy of Add-on services. It will be beneficial for the company to make the warehouse near to the showroom and there should be roof facility, adequate security facility in the ware house.
- ❖ The Company should know its customers satisfaction level throughout doing periodic surveys. Periodic surveys can treat customer satisfaction directly. Company should improve/upgrades its employee's product knowledge, market situation, and its competitor's knowledge by giving proper training to employee.

CONCLUSION

It has been observed that most customers are satisfied with pre sales services similarly most of these customers are dissatisfied with the post sales service which is the matter of concern for the company. An Ashok Leyland city car needs to improve some parts of products specifically the interiors. High customer satisfaction level helps the company to retain its existing customer as well as generate new customer through word to mouth publicity. Customer satisfaction index is a good tool to make improvements in the products and services of the company. And therefore, should utilize city carefully & kept as confidential as possible.

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