

**“A STUDY ON THE CUSTOMER SATISFACTION ON SERVICE  
QUALITY OF AUDI CARS WITH REFERENCE TO PPS MOTORS  
PVT. LTD”**

**PROJECT REPORT**

*Submitted in partial fulfilment of the requirement for the award Degree*

**MASTER OF BUSINESS ADMINISTRATION**



**University of Calicut**

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**2020 - 2022**

**UNIVERSITY OF CALICUT**  
**BONAFIDE CERTIFICATE**

Certified that this project report **“A STUDY ON THE CUSTOMER SATISFACTION ON SERVICE QUALITY OF AUDI CARS WITH REFERENCE TO PPS MOTORS PVT. LTD”** is the Bonafide work of **“Mr. GLADWIN JOSE (YPAUMBA033)”** who carried out the project work.

Place: Pongam, Thrissur

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Prof. Dr. Jacob P M

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Certified that this project report “**A STUDY ON THE CUSTOMER SATISFACTION ON SERVICE QUALITY OF AUDI CARS WITH REFERENCE TO PPS MOTORS PVT. LTD**” is the Bonafide work of “Mr. GLADWIN JOSE (YPAUMBA033)” who carried out the project work under my supervision.

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## **DECLARATION**

I, Gladwin Jose, hereby declare that the Project Report entitled “**A STUDY ON THE CUSTOMER SATISFACTION ON SERVICE QUALITY OF AUDI CARS WITH REFERENCE TO PPS MOTORS PVT. LTD**” has been prepared by me and submitted to the University of Calicut in partial fulfilment of requirements for the award of the Master of Business Administration, is a record of original work done by me under the supervision of Ms. Nayana S, Asst.Professor of Naipunnya Business School, Pongam, Koratty East, Thrissur.

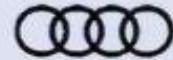
I also declare that this Project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority.

Place: Pongam, Thrissur

Date :

Gladwin Jose

YPAUMBA033



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### **TO WHOMSOEVER IT MAY CONCERN**

Date : 30/09/2022

This is to certify that Mr. GLADWIN JOSE, MBA student of Naipunnya Business School Pongam, has successfully completed his project in the topic "A STUDY ON THE CUSTOMER SATISFACTION ON SERVICE QUALITY OF AUDI CARS WITH REFERENCE TO PPS MOTORS PVT. LTD" for duration from 14th July 2022 to 9 September 2022.

Audi  
Kochi

During the period he was found punctual, hardworking and inquisitive. we wish him all the best for future endeavours.

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# **CHAPTER 1**

## **INTRODUCTION**

## **1.1 INTRODUCTION**

Customer satisfaction in service quality is important to every business. For a business to succeed good customer service should be given to the customers who buy the goods and services. Customers are the people who buy the goods or service. If customers are not satisfied, the business will not be able to sell its goods or services, therefore no profit will be made and the company may go out of business. Customer satisfaction relies on good customer service. Customer service is the service a consumer receives before, during and after they have purchased a good or service. If customers receive a good quality service they will be more likely to return. This will lead to increased sales and profits. It would also mean that customers do not take their business to competitors. Good customer service will improve a company's reputation. Customers who have received a good service will be more likely to recommend the company to family and friends. A good reputation may attract new customers meaning a larger market share for the company. It would also allow for higher prices to be charged.

Customer satisfaction is an individual perception or feelings towards the kind of service or product they received in relation to their expectation. The idea is basically to satisfy customers for them to continue patronizing a business, for the business to increase their profit and to be sustainable in their line of industry. Today's competitive market situation makes industries prioritize customer satisfaction, which is widely known to lead to customer retention and loyalty. Through this, businesses can increase their profit and sustain their competitive advantage within their industry.

In the competitive service industry, customers play an important role in determining the service quality that they received. This service quality or widely known as SERVQUAL, considered as an important factor in interpreting customer satisfaction. It has been already used by different service industries like in the mobile banking, health management, telecommunication, online education, hoteling and tourism. There are several measures that can explore the SERVQUAL in service industry and one of the most utilized is after-sales service.

After-sales service is commonly used to define services carried out to the customer of a product during its life cycle after it has been purchased. It is said that after-sales services are not only vital as a requirement on a product or by law, but also a great contributor for a business to enhance their competitiveness. Examples of these after-sales services are mostly the repairs and maintenance of a product in automotive companies. Automotive companies' way of delivering after-sales services is through its retailer or dealers. Car producers such as Audi, Toyota, Volkswagen, BMW and many others utilize their retailers to deliver services such as vehicle periodic maintenance and other repair services.

The purpose of the study was to determine the customer satisfaction on service quality of Audi cars in reference with PPS Motors Pvt. Ltd by utilizing the SERVQUAL approach. Several SERVQUAL dimensions such as tangibles, reliability, responsiveness, assurance, and empathy were analyzed simultaneously to the customer satisfaction.

## **1.2 STATEMENT OF THE PROBLEM**

The survey is concern with the study on customer satisfaction on service quality of Audi cars in reference with PPS Motors Pvt. Ltd therefore ensuring customer satisfaction would be a goal. Customer confidentiality or a vague assessment of their level of happiness makes it difficult to gauge customer satisfaction. The customer frequently struggles to articulate the source of their satisfaction regardless of how big or small the organisation. Customer satisfaction is crucial to the success of the enterprise. Since the client is considered the king of the market, a firm cannot advance or remain in its current location without satisfying the needs of its customers.

Assessment of service quality has been widely utilized in after-sales service, especially in the automotive industry. The purpose of study is the customer satisfaction on service quality of Audi cars in reference with PPS Motors Pvt. Ltd

### **1.3 OBJECTIVE OF THE STUDY**

1. To understand about the customer satisfaction on service quality of Audi cars.
2. To study about various parameters used to measure service quality.



## **1.4 SCOPE OF THE STUDY**

The scope of the study is to understand the customer satisfaction on service quality of Audi cars at PPS Motors Pvt. Ltd. with special reference to Ernakulum district. This study will provide insight and information to the organization about the customer satisfaction and service quality. The results of the study and survey will be useful for managers and administrators to define strategies for the improvement of customer satisfaction.

## **1.5 SIGNIFICANCE OF THE STUDY**

The topic “A STUDY ON CUSTOMER SATISFACTION ON SERVICES QUALITY OF AUDI CARS WITH REFERENCE TO PPS MOTORS PVT. LTD” help the company can get aware about all the drawbacks of the services and they can be aware whether their services quality met the need of the customer. Satisfying the customer is very important for every business. Through this study the company gets to know the satisfaction level of the customer in service quality of Audi cars.

## **1.6 INDUSTRY PROFILE**

The Indian automobile industry contributes almost 6.4% of India's GDP and 35% of manufacturing GDP and is a leading employment provider. India's annual production of automobiles in FY22 was 22.93 million vehicles.

The two wheelers segment dominates the market in terms of volume owing to a growing middle class and a huge percentage of India's population being young. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector. India is also a prominent auto exporter and has strong export growth expectations for the near future. In addition, several initiatives by the Government of India and major automobile players in the Indian market are expected to make India one of the leaders in two wheelers and four wheeler market in the world by 2022.

India enjoys a strong position in the global heavy vehicles market as it is the largest tractor producer, second-largest bus manufacturer, and third-largest heavy trucks manufacturer in the world. India's automobile sector is split into four segments, i.e., two-wheelers, three-wheelers, passenger vehicles and commercial vehicles, each having a few market leaders. Two-wheelers and passenger vehicles dominate the domestic demand.

In terms of market size, the India passenger car market was valued at US\$ 32.70 billion in 2021, and it is expected to reach a value of US\$ 54.84 billion by 2027 while registering a CAGR of over 9% in 2022-2027. The electric vehicle (EV) market is estimated to reach Rs. 50,000 crore (US\$ 7.09 billion) in India by 2025.

India has a strong market in terms of domestic demand and exports. In FY22, total passenger vehicle sales reached 3.07 million, while automobile exports from India stood at 5,617,246. This is because India has significant cost advantages, as automobile firms save 10-25% on operations vis-a-vis Europe and Latin America. The Indian automotive industry is targeting to increase export of vehicles by five times during 2016-26.

Foreign companies such as Kia Motors and Volkswagen have adapted themselves to cater to the large Indian middle-class population by dropping their traditional structure and designs. This has allowed them to compete directly with domestic firms, making the sector highly competitive.

India is currently shifting focus to electric cars to reduce emissions. In terms of electric vehicles (EVs), in FY22, sales reached a new high of 5,592 units. Overall, in 2021, 329,190 EVs were sold in India, indicating a 168% YoY growth over last year's sales of 122,607 units. A report by India Energy Storage Alliance estimated that the EV market in India is likely to increase at a CAGR of 36% until 2026. In addition, projection for the EV battery market is forecast to expand at a CAGR of 30% during the same period.

There have been plenty of investments in the automobile sector recently, as the Government of India expects the automobile sector to attract US\$ 8-10 billion in local and foreign investments by 2023. The industry attracted Foreign Direct Investment equity inflow (FDI) worth US\$ 32.84 billion between April 2000-March 2022, Accounting for 6% of the total equity FDI during the period.

Investment flow into EV start-ups in 2021 touched an all-time high, increasing nearly 255% to reach Rs. 3,307 crore (US\$ 444 million). There is a need to set up proper charging infrastructure for EVs in India. To install electric vehicle supply equipment (EVSE) infrastructure for EVs, various public sector firms, ministries and railways have come together to create infrastructure, and to manufacture components.

The Indian government has planned US\$ 3.5 billion in incentives over a five-year period until 2026 under a revamped scheme to encourage production and export of clean technology vehicles. Initiatives like Make in India, the Automotive Mission Plan 2026, and NEMMP 2020 will be a net positive for the sector.

Mr. Nitin Gadkari, Minister of Road Transport and Highways, has revealed plans to roll out Bharat NCAP, India's own vehicle safety assessment program. In 2021, Prime Minister Mr. Narendra Modi launched the Vehicle Scrap policy, which aims to phase out old polluting vehicles in an environmentally-safe manner.

The Government aims to develop India as a global manufacturing and research and development (R&D) hub. It has set up National Automotive Testing and R&D Infrastructure Project (NATRiP) centers as well as the National Automotive Board to act as facilitator between the Government and the industry. Under (NATRiP), five testing and research centers have been established in the country since 2015.

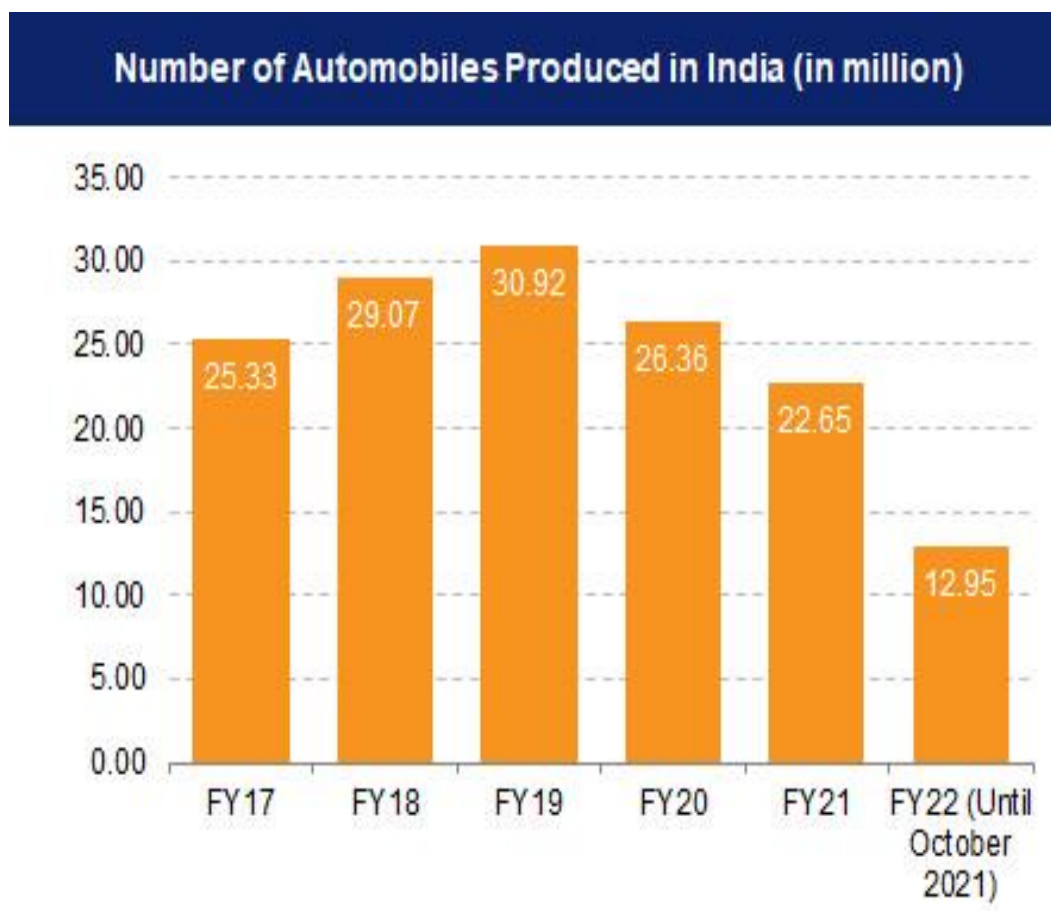
Following on from the COVID-19 pandemic, the Indian automobiles sector is expected to bounce back and show strong growth in FY23. If it continues on its upward trajectory, India

could be a leader in shared mobility by 2030, providing opportunities for electric and autonomous vehicles.

### 1.6.1 MARKET SIZE

The India passenger car market was valued at US\$ 32.70 billion in 2021. It is expected to reach a value of US\$ 54.84 billion by 2027. While registering a CAGR of over 9% between 2022- 2027. The electric vehicle (EV) market is estimated to reach Rs. 50,000 crore (US\$ 7.09 billion) in India by 2025.

According to NITI Aayog and the Rocky Mountain Institute (RMI), India's EV finance industry is likely to reach Rs. 3.7 lakh crore (US\$ 50 billion) by 2030. A report by the India Energy Storage Alliance estimated that the EV market in India is likely to increase at a CAGR of 36% until 2026. In addition, projection for the EV battery market is expected to expand at a CAGR of 30% during the same period.



## **1.6.2 HISTORY**

It begins from 1769. The automobile sector is one of the key factors of the economy having extensive forward and backward linkages with other key factors of the economy. It contributes about 4 per cent in India's Gross Domestic Product (GDP) and 5 per cent in India's industrial production. Indian Automobile sales growth rate is 9.5 % in 2010. Indian market before independence was seen as a market for imported vehicles while assembling of cars manufactured by General Motors and other brands. Indian automobile industry mainly focused on servicing, dealership, financing and maintenance of vehicles. Later only after a decade from independence, companies started manufacturing.

Since independence the Indian automobile industry faced several challenges and hurdles like manufacturing capability was restricted by the rule of license and could not be increased but still it lead to growth and success it has achieved today. Last three decades the total production of passenger cars was limited. Even the production was limited to three main manufacturers Hindustan Motors, Premier Automobiles and Standard Motors. There was no expertise or research & development initiative taking place. Initially labour was unskilled and had to go through a process of learning through trial and error. In the 1950's, The Morris Oxford, became the Ambassador, the Fiat 1100 became the Premier Padmini. Then in 1960's nearly 98% of the product was developed indigenously. There were significant changes witnessed by the end of 1970's in the automobile industry. Strong and huge initiatives like joint ventures for light commercial vehicles did not succeed. Till later part of 1980's India by and large followed a socialist system.

The Indian Automobile industry includes two-wheelers, trucks, cars, buses and three wheelers which play a crucial role in growth of the Indian economy. India has emerged as Asia's fourth largest exporter of automobiles, behind Japan, South Korea and Thailand. The country is expected to top the world in car volumes with approximately 611 million vehicles. The Economic progress of this industry is indicated by the amount of goods and services produced which gave the capacity for transportation and boost the sale of vehicles. There is a huge increase in automobile production with the effect by indirectly increasing the demand for a number of raw materials like steel, rubber, plastics, glass, paint, electronics and services. The Automobile industry is one of the key functions of economic growth of the nation. Government has relicensing of the sector in 1991 and the subsequent opening up of 100

percent FDI through automatic route; Indian automobile sector has come a long way. Today, almost every global auto major has set up facilities in the country.

The automobiles sector is divided into four segments - two-wheelers (mopeds, scooters, motorcycles, electric two-wheelers), passenger vehicles (passenger cars, utility vehicles, multi-purpose vehicles), commercial vehicles (light and medium heavy vehicles), and three wheelers (passenger carriers and good earners. The main focus of the government was development through heavy, long gestation, capital intensive projects like steel manufacturing. Priority was to the quality of the finished goods and customer feedback.

This sub-section presents an evolutionary analysis of Indian automotive industry's growth over the four decades since independence. The evolution of India's automotive industry from a fairly slow-paced growth (from 1940s till 1980s) to the recent impressive showing of dynamism owes formidable precedence to history. Indian automotive industries' wholesome development since independence in 1947, one would most certainly huddle with either political surmise of industrial developments. India's industrial development is characterized by more complex processes than one can find in other transition economies and industrialized nations. If one keenly observes the differences in industrial development of some transition economies with India, among many distinct observations (e.g., a clear and favorable state patronage to liberalization at the initial phase of development), an interesting aspect would emerge, which to my knowledge has flayed the probing eyes of industrial economists or political scientists. India's development and its sustainability in any economy is contingent upon the stock and accumulation of human capital. The number of educated people among young generations during 1960s and 1970s could make the key difference between the paces of industrial development in the comparable nations.

Indian automotive industry's build up their role from the pre-independence period till date shows distinct phases. It all started in 1940s for the first embryonic automotive industry to emerge in the pre-independent India. Almost after a decade and a half since then, leading entrepreneurs and the government in the independent India have extended efforts to create a manufacturing industry to supply the automotive industry with components in 1953. This was the beginning of the take-off phase of Indian economy. In the next three decades, the growth in the automotive industry did not stand as the national economic growth was constantly following the Hindu rate of growth - an annual growth that stagnated between 3.5 percent over 1950-1980. Despite the sluggish growth of the economy during that time, the

automotive industry began to witness a relatively fast growth during 1970-1980 mainly due to the leading production role of Ashok Leyland's, Mahindra & Mahindra, Hindustan Motors, Premier Automobiles, and Bajaj Auto.

The global automotive productions were severely checked by the Indian government by introducing several licenses, trade restrictions and barriers. However, the growing demand for more cars since 1980s has changed the whole growth scenario. During 1980-1985 the first major change was sighted as Japanese manufacturers began to build car and commercial vehicle factories in India in partnership with Indian firms. At the same time, component manufacturers also entered the joint-venture scenario with European and US firms.

During the period of economic reforms (that is during 1985-1990) the industry marked the entry of Maruti Udyog into the production of passenger car segment as persistent high import tariffs were relaxed to a great extent, and with lesser import cost adding to the overhead production cost, higher productions were possible leading to the start of growing exports. This period registered the triumph of liberalization which kick-started the much awaited reform for the automotive sector paving the way for the firms which were genuinely waiting for joint-ventures, private investment with duty-free technology transfer indirectly through FDI and directly by importing the new technologies. It is during 1990-1995, Hero Honda emerged as a major operator in the motorcycle market while Maruti Udyog established itself as the leading passenger car maker. During 1995-2000, leading international car makers entered the Indian market, a trend that continues to accelerate till this date. During this time advanced technology was introduced to meet competitive pressures, and environmental and safety imperatives. The automobile companies started investing in service network to support maintenance of on-road vehicles and auto financing started emerging as an important driver for demand.

Since 2000, significant impacts on trade and investment restrictions were removed to speed up the momentum of liberalization of the automotive industry. Indigenous production of cars started the domestic and international market needs. Increasing efficiency was achieved with growing investment in research and development while satisfying the strictest environmental standards. As a result, the export and import technology know-how has improved the impetus for improvements in quality and productivity, to a point where many global companies now view India more favorably than China as a source point for components. It seems that global tier is increasingly confident about India's ability to build more international level, and is



relocating more complicated systems work to India rather than simply building basic parts there.

### **1.6.3 INVESTMENTS**

To keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry attracted Foreign Direct Investment equity inflow (FDI) worth US\$ 32.84 billion between April 2000-March 2022 accounting for 6% of the total equity FDI during the period.

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

- ❖ In April 2022, Tata Motors announced plans to invest Rs. 24,000 crore (US\$ 3.08 billion) in its passenger vehicle business over the next five years.
- ❖ In March 2022, MG Motors, owned by China's SAIC Motor Corp, announced plans to raise US\$ 350-500 million in private equity in India to fund its future needs, including EV expansion.
- ❖ In February 2022, a memorandum of understanding (MoU) was signed between electric two-wheeler company Ather Energy and Electric Supply Companies (ESCOMs) of Karnataka for setting up 1,000 fast charging stations across the state.
- ❖ In February 2022, Tata Power and Apollo Tyres Ltd announced a strategic partnership for the establishment of 150 public charging stations across India.
- ❖ Two-wheeler EV maker HOP Electric Mobility, a diversified business venture of Rays Power Infra, is looking at investing Rs. 100 crore (US\$ 13.24 million) over the next two years to expand manufacturing capacity for its EVs.
- ❖ In December 2021, TVS Motor Company and BMW Motorrad announced a partnership in the two-wheeler EV space, with plans to release their first electric two-wheeler within the next two years.
- ❖ In December 2021, Hyundai announced plans to invest Rs, 4,000 crores (US\$ 530.25 million) in R&D in India, with the goal of launching six EVs by 2028.

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- ❖ In November 2021, Indian Oil Corporation (IOC) and two other public sector oil firms announced that they will install 22,000 EV charging stations in India over the next 3–5 years.
- ❖ In November 2021, Skoda Auto announced plans to locally manufacture electric cars in India. However, the firm may bring its first EV, the Enyaq, through the CBU route, before committing to local manufacturing.
- ❖ In November 2021, Hero Motor (HMC), the parent company of Hero Cycles, entered a joint venture partnership with Yamaha, a Japanese two-wheeler major, to make electric motors for e-bicycles for the global market.
- ❖ In October 2021, Tata Motors announced that private equity group TPG along with ADQ of Abu Dhabi has agreed to invest Rs. 7,500 crore (US\$ 1 billion) in its EV division.
- ❖ A cumulative investment of Rs. 12.5 trillion (US\$ 180 billion) in vehicle production and charging infrastructure would be required until 2030 to meet India’s EV ambitions.

#### **1.6.4 GOVERNMENT INITIATIVES**

The Government of India encourages foreign investment in the automobile sector and has allowed 100% FDI under the automatic route.

Some of the recent initiatives taken by the Government of India are:

- ❖ In February 2022, Mr. Nitin Gadkari, Minister of Road Transport and Highways, revealed plans to roll out Bharat NCAP, India’s own vehicle safety assessment program.
- ❖ In February 2022, 20 carmakers, including Tata Motors Ltd, Suzuki Motor Gujarat, Mahindra and Mahindra, Hyundai and KIA India Pvt. Ltd, were chosen to receive production-linked incentives (PLI) as part of the government's plan to increase local vehicle manufacturing and attract new investment. The 20 automobile companies have proposed a total investment of around Rs. 45,000 crore (US\$ 5.95 billion).

- ❖ In the Union Budget 2022-23, the government laid out the following initiatives:
  - The government introduced a battery-swapping policy, which will allow drained batteries to be swapped with charged ones at designated charging stations, thus making EV's more viable for potential customers.
  - India's National Highways would be expanded by 25,000 km in 2022-23 under the Prime Minister's Gati Shakti Plan.
- ❖ In November 2021, the Union Government added >100 advanced technologies, including alternate fuel systems such as compressed natural gas (CNG), Bharat Stage VI compliant flex fuel engines, electronic control units (ECU) for safety, advanced driver assist systems and e-quadricycles, under the PLI scheme for automobiles.
- ❖ In September 2021, Minister of Road Transport and Highways, Mr. Nitin Gadkari, announced that government is planning to make it mandatory for car manufacturers to produce flex-fuel engines after getting the required permissions from the Supreme Court of India.
- ❖ In September 2021, the Indian government issued notification regarding a PLI scheme for automobile and auto components worth Rs. 25,938 crore (US\$ 3.49 billion). This scheme is expected to bring investments of over Rs. 42,500 (US\$ 5.74 billion) by 2026, and create 7.5 lakh jobs in India.
- ❖ In August 2021, Prime Minister Mr. Narendra Modi launched the Vehicle Scrappage Policy, which aims to phase out old polluting vehicles in an environmentally-safe manner.
- ❖ The Indian government has planned US\$ 3.5 billion in incentives over a five-year period until 2026 under a revamped scheme to encourage production and export of clean technology vehicles.
- ❖ As of June 2021, Rs. 871 crore (US\$ 117 million) has been spent under the FAME-II scheme, 87,659 electric vehicles have been supported through incentives, and 6,265 electric buses have been sanctioned for various state/city transportation undertakings.
- ❖ In May 2021, the Central Government approved a PLI scheme for manufacturing Advanced Chemistry Cells (ACC) with a budget of Rs. 18,100 crores (US\$ 2.33 billion). In March 2022, four firms, namely Reliance New Energy Solar Limited, Ola

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Electric Mobility Private Limited, Hyundai Global Motors Company Limited and Rajesh Exports Limited, were elected to receive the incentives.

### **1.6.5 ACHIEVEMENTS**

Following are the achievements of the Indian automotive sector:

- ❖ India enjoys a strong position in the global heavy vehicles market as it is the largest tractor producer, second-largest bus manufacturer, and third-largest heavy trucks manufacturer in the world.
- ❖ In September 2021, the Power Grid Corporation of India Limited (POWERGRID) laid the foundation stone of the first EV charging station in Meghalaya at its office complex at Lapalang, Shillong.
- ❖ In July 2021, India inaugurated the NATRAX, which is Asia’s longest high-speed track and the fifth-largest in the world.
- ❖ Investment flow into EV start-ups in 2021 touched an all-time high, increasing nearly 255% to reach Rs. 3,307 crore (US\$ 444 million).
- ❖ EV startups that attracted the maximum funding in 2021 were Ola Electric (US\$ 253 million), Blusmart (US\$ 25 million), Simple Energy (US\$ 21 million), Revolt (US\$ 20 million) and Detel (US\$ 20 million).
- ❖ Under NATRiP, following testing and research centers have been established in the country since 2015.
  - International Centre for Automotive Technology (ICAT), Manesar
  - National Institute for Automotive Inspection, Maintenance & Training (NIAIMT), Silchar
  - National Automotive Testing Tracks (NATRAX), Indore
  - Automotive Research Association of India (ARAI), Pune
  - Global Automotive Research Centre (GARC), Chennai

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- ❖ SAMARTH Udyog - Industry 4.0 centers: ‘Demo cum experience’ centers are being set up in the country for promoting smart and advanced manufacturing to help SMEs to implement Industry 4.0 (automation and data exchange in manufacturing technology).

The automobile industry is dependent on various factors such as availability of skilled labour at low cost, robust R&D centres, and low-cost steel production. The industry also provides great opportunities for investment, and direct and indirect employment to skilled and unskilled labour.

Indian automotive industry (including component manufacturing) is expected to reach Rs. 16.16-18.18 trillion (US\$ 251.4-282.8 billion) by 2026.

The Indian auto industry is expected to record strong growth in 2022-23, post recovering from effects of COVID-19 pandemic. Electric vehicles, especially two-wheelers, are likely to witness positive sales in 2022-23

## **1.7 COMPANY PROFILE**

### **1.7.1 THE AUDI AG**

Audi is a company that designs, engineers, manufactures, and distributes automobiles. It operates through its Automotive and Motorcycles segments. The company offers premium automobiles, supercars, Super SUVs, and sporty motorcycles. In addition, Audi sells vehicles of other Volkswagen Group brands and provides engines, accessories, machinery, tools, and other technical articles, as well as used cars. Audi stands for sporty vehicles, premium workmanship and progressive design – for “Vorsprung durch Technik”. Founded in 1899 by August Horch, the Audi Group – which also unites the Bentley, Ducati and Lamborghini brands under one roof – is currently one of the most successful manufacturers of automobiles and motorcycles in the premium segment.

In 2021, the Audi Group delivered around 1.681 million cars from the Audi brand, 8,405 sports cars from the Lamborghini brand and 59,447 motorcycles from the Ducati brand to customers. In the 2021 fiscal year, AUDI AG achieved total revenue of €53.1 billion and an operating profit before special items of €5.5 billion. More than 85,000 people all over the world work for the Audi Group, around 58,000 of them in Germany. With its attractive brands, new models, innovative mobility offerings and groundbreaking services, the premium brand group is systematically pursuing its path toward becoming a provider of sustainable, individual, premium mobility.

Innovations like Quattro permanent all-wheel drive are a part of Audi’s DNA. With the decision only to launch fully electric models on the global market starting in 2026, Audi is once again taking the lead, pursuing a clear strategy for an electric, digital and fully connected future. By 2026, Audi plans to have more than 20 fully electric models on offer.

This clear commitment to electro mobility is the cornerstone of Audi’s sustainability strategy. Based on this, Audi considers sustainability along the entire value chain, takes responsibility for the environment and society and makes sustainable corporate governance an inherent component of all its decisions and products. Audi has been majority owned by Volkswagen for more than 40 years. The Audi brand delivered 1.8 million cars in 2018, down 3.5% from the prior year. The A3, A4 and Q5 are the three most popular models with 937,000 cars

delivered between them. In 2016, Audi opened its first North American production facility, which is based in San Jose Chiapa, Mexico. The brand's first fully electric SUV, Audi e-tron, went on sale in 2019. It has a range of roughly 200 miles. The four interlinked rings that represent the car company's emblem dates back to 1932 when four German auto companies merged together to form Auto Union, which was an Audi predecessor.

### **1.7.2 HISTORY**

The origins of the company are complex, going back to early 20<sup>th</sup> century and initial enterprises Horch and the Audiwerke founded by engineer August Horch and two other manufacturers DKW and Wanderer, leading to the foundation of Auto Union in 1932. The modern era of Audi essentially began in the 1960s when Auto Union was acquired by Volkswagen from Daimler-Benz. After re launching the Audi brand with the 1965 introduction of the Audi F103 series, Volkswagen merged Auto Union with NSU Motorenwerke in 1969, thus creating the present day form of the company.

The company name is based on the Latin translation of the surname of the founder, August Horch. “Horch” meaning “listen” in German, becomes “Audi” in Latin. The four rings of the Audi logo each represent one of four car companies that banded together to create Audi’s predecessor company, Auto union.

Audi AG a subsidiary of Volkswagen AG is an automobile manufacturer. German companies that are publicly traded are designated as such by the letters 'AG' after the company name. 'AG' is an abbreviation for the German word Aktiengesellschaft, which literally translates to 'Stock Corporation' or 'Shares Corporation' in English. It designs, develops, manufactures, and commercializes premium cars, and motorcycles globally. The company is recognized as one of the leading car manufacturers in the premium and supercar segment. It focuses on innovation through its research and development activities and has partnerships with national and international academic partners. Audi also offers financial services such as leasing and borrowings through cooperation with Volkswagen Financial Services AG. The company operates production facilities together with its subsidiaries in Americas, Europe, The Middle East and Asia-Pacific. Audi is headquartered in Ingolstadt, Bayern, Germany.

On November 14, 1899, August Horch (1868 - 1951) established the company A. Horch. The Horch Company is established & Cie. in the Ehrenfeld district of Cologne. Here he developed his first car, which was completed in early 1901. The first Horch car took to the road in 1901. It was an experimental car. That had a two-cylinder horizontal engine with an output of about 5 hp, and was designed with an additional small piston to absorb the vibrations of the crankshaft. August Horch referred to this as his "impact-free" engine. It also featured an alloy crankcase, a pioneering achievement in car manufacturing. A fresh new start, “Audi” is born. In 1909 August Horch had a disagreement with the supervisory board of A. Horch & Cie. Motorwagen-Werke and as a result, Horch was forced out of the company he had founded. Shortly after, on July 16, 1909, he established a second company, Horch Automobil-Werke and continued using the Horch brand. However, his former partners sued him for trademark infringement. After some lengthy litigation, the final verdict was that the Horch brand belonged to his former company. August Horch was forced to refrain from using his family name in his new car business. His solution was to use the Latin translation of his name "AUDI" The new company name, Audiwerke GmbH, became effective on April 25, 1910.

1921 -1921 - Audi introduces left-hand drive. In September 1921 Audi became the first car manufacturer to present a production car with left-hand drive, the Audi Type K. which gave drivers a better view of oncoming traffic and made passing safer, in particular, became the prevailing standard by the end of the 1920s.

History of the Four Rings of the Audi emblem of the four rings denotes one of Germany's oldest automobile manufacturers. It symbolizes the merger in 1932 of four previously independent motor vehicle manufacturers: Audi, DKW, Horch and Wanderer. These companies are the foundation stones on which the present-day AUDI is built. 1934 - Auto Union grand prix racing car. The new Auto Union received its greatest popularity boost with the success of a racing car that was based on Ferdinand Porsche's design. The vehicle's aerodynamics was greatly enhanced by installing the six-cylinder engine behind the driver. 1937 World record the Auto Union 16-cylinder streamliner racing cars were high-tech products in their time. They stood for supreme achievements in motor-vehicle construction that concentrated above all on high-performance engines, aerodynamic design,



and the systematic aerodynamic design, and the systematic use of lightweight construction. The use of lightweight construction the Auto Union car with streamlined fairing Auto Union car with streamlined fairing and an output of 545 horsepower were and an output of 545 horsepower was the first to exceed a speed of 400the first to exceed a speed of 400 kilometers per hour on a normal road.

1941 Production for the Nazi War Machine with the development and production of special production of special vehicles for military vehicles for military purposes, The Audi Auto Union became an important Union became an important supplier of vehicles to the armed forces. Following the outbreak of war, civilian outbreak of war, civilian production was interrupted production was interrupted in May 1940. After this, the company produced exclusively for military purposes.

1964 VW takes over Volkswagen AG acquired the majority of shares in Auto Union GmbH in December 1964 (effective January 1, 1965). Audi became a fully owned VW subsidiary at the end of 1966. 1965 The "new" Audi All work on the two- stroke engine came to an end when Auto Union became part of the Volkswagen. A four- cylinder four-stroke cylinder engine developed previously under Daimler-Benz - known as the "medium-pressure “the engine - was installed in the last DKW model F 102 and presented as an Audi in the summer of 1965.1965. Setting a new standard in the Audi brand On November 26, 1968, Auto Union invited dealers and the press to attend the presentation of the newly designed Audi 100 at the Ingolstadt City Theatre. This model, developed by chief engineer Dr. Ludwig Kraus, took Audi into the competitive market segment of the upper mid-size class for the first time. The Audi 100 quickly became a bestseller and formed the basis for a new Audi model series that ensured the future independence of the Audi brand.

In March 1980, a four-In March 1980, a four- wheel-drive sports coupe wheel-drive sports coupe caused a genuine caused a genuine sensation on the Audi sensation on the Audi stand at the Geneva Motor stand at the Geneva Motor Show. The Audi quattro was the first high- was the first high- performance vehicle with four-wheel drive. This drive concept had previously only been on trucks and off-road on trucks and off-road vehicles. The permanent four-wheel-drive system in the Audi quattro enjoyed worldwide success in motor sport and found its way into the entire Audi model range.

The Audi Space Frame For some years AUDI had been working together with the Aluminium Company of America on the development of a lightweight aluminium production car. The result was presented at the 1993 Frankfurt Motor Show: the aluminium study known as the Audi Space Frame. The body used new design principles: extruded aluminium sections connected together by die cast nodes form a frame structure into which aluminium panels are integrated, where they have a load-bearing function. The Audi A8 was the first car made of recyclable aluminium. The benefits of aluminium in the Audi Space Frame are reflected not only in the low weight and the high rigidity of the body, but also in a level of design freedom for cast parts and complex profiles that is not at all possible with steel panels. Advantages for the driver are: greater safety, increased performance, improved handling, lower fuel consumption, ease of repair and attractive insurance premiums.

In 2000, Kobe Bryant, NBA All-Star and member of the Lakers was working with Adiddas to develop a new shoe different than the one typical of other NBA stars. A shoe that embodies Southern Cal and that would match Kobe's laid-back, confident style that reflects a refreshing sophistication. The car culture is big in southern California and one of the hottest cars in that market was the Audi TT Roadster (Which was also influenced by southern Cal) Adiddas looked no further for inspiration for the new Kobe. They found a company that matched Kobe's style and understood the Southern Cal culture. Adidas asked Audi to help them design a shoe product with the philosophy used by Audi when developing their cars. Audi agreed, and soon thereafter both companies came together and created the quote from Kobe Bryant about this shoe: "The sneaker is absolutely on fire...its hot! It's real light and provides support for me. It's smooth, its slick and it's different and I love it. I'm crazy for it."

Audi's "Never Follow" theme captures the uncompromising spirit of Audi design and innovation. This campaign, and the promise to Audi drivers, is built on the "five nevers": quit expected. Never do the expected. Never rest on your laurels. Never think great is good enough. NEVER FOLLOW. These principles will continue to lead Audi to achieve excellence and be a leader in the automobile industry.

### **1.7.3 VISION AND STRATEGY**

Audi India global success in the 21st century with his "New Management" declaration that encompasses intellectual capital, organizational creativity, technological innovation and employee empowerment as the key strategies for Audi profitable growth in an era of unbridled global competition. "New Management" implementation began by encouraging individual employees to first make changes within themselves, striving to care more for others and to behave ethically. Today, performance at Audi is measured in qualitative rather than quantitative, terms. Moreover, international competitiveness is an overriding objective, achieved through multi-faceted integration of facilities as well as the development of global information systems. Audi ultimate goal is to achieve quality-of-life improvements worldwide by succeeding as a top-tier enterprise in the 21st century. For the past half-century, Audi employees have been guided by a corporate philosophy that states, "We will devote our people and technology to create superior products and services, thereby contributing to a better global society." Today, this corporate philosophy unites all Audi - affiliated companies. Through enhanced global management, Audi is now embracing the emerging business trends worldwide, enabling it to react quickly and respond to local market changes.

### **1.7.4 FOUR BRANDS – FOUR RINGS**

The Audi four-ring emblem symbolizes the merger in 1932 of four previously independent motor-vehicle manufacturers: Audi, DKW, Horch and Wanderer. In 1969 Auto Union GmbH amalgamated with NSU Motorenwerke AG. Here are brief details of the roots of today's AUDI AG: Horch At the end of the 19th century, there were already a number of car manufacturers in Germany. One of them was August Horch & Cie., founded on November 14, 1899 in Cologne. August Horch was one of the pioneering figures in automobile engineering. Before setting up in business on his own, his professional experience had included three years in charge of automobile production at Carl Benz in Mannheim. In 1904, August Horch moved his business to Zwickau and transformed it into a joint-stock company. However, as

early as 1909, August Horch left the company he had founded. From then on, his activities were linked with the name 'Audi'. Audi The company established by August Horch in Zwickau on July 16, 1909 could not take its founder's name for competition reasons. A new name was found for the company by translating Horch's name, which in German means "hark!" or "listen!" into Latin. The second company established by August Horch therefore commenced trading as Audi Automobile werke GmbH, Zwickau on April 25, 1910.

### **1.7.5 CARE AND MAINTENANCE**

Audi Service Schedules the best way to keep customers Audi performing like an Audi. Keeping up with your vehicle's scheduled maintenance is the best way to keep your Audi delivering all the performance and passion you love it's also a great way to help protect the value of your vehicle and your investment. Audi recommends you take your vehicle only to authorized Audi dealers to ensure that vehicle repairs are performed to the highest specifications. Your authorized Audi dealer has the proper tools and equipment, the staff of trained specialists and the access to the extensive range of parts necessary to properly maintain your vehicle's safety, reliability and value for years to come. Audi Workshop- Buying an Audi is just the start of a delightful relationship. We at Audi ensure that you receive excellent care and attention throughout your ownership experience. With Audi Technicians who have undergone extensive training and more importantly, believe in the 'VorsprungdurchTechnik' philosophy, as well as only using Audi Genuine Parts, we ensure your Audi keeps performing to its highest capabilities. Just a couple of the reasons these top class facilities maintain the durability, performance, efficiency and safety you would expect from our cars

### **1.7.6 MANAGEMENT**

The corporate management of AUDI AG draws on its expertise and leadership to promote the interests of the Audi customers and more than 90,000 employees around the globe. The managers of AUDI AG form the basis for responsible corporate management.

### **1.7.7 MEMBERS OF THE BOARD**

The Board of Management of AUDI AG – portraits of Board of Management members and information about their responsibilities within the Group. The Board of Management manages the business of AUDI AG and of the Audi Group in accordance with the law, the Articles of Incorporation and Bylaws of AUDI AG and the rules of procedure issued by the Supervisory Board. Corporate governance also gives due consideration to the corporate goals and to shared interests within the Volkswagen Group.

➤ **Prof. Dr. Rer. pol. Carl H. Hahn**

Honorary Chairman

➤ **Markus Duesmann**

Chairman of the Board of Management and for Product Lines at AUDI AG

➤ **Dirk Grosse-Loheide**

Board Member for Procurement and IT

➤ **Oliver Hoffmann**

Board Member for Technical Development

➤ **Jürgen Rittersberger**

Board Member for Finance and Legal Affairs

➤ **Xavier Ros Hernández**

Board Member for Human Resources and Organization

➤ **Gerd Walker**

Board Member for Production and Logistics

➤ **Hildegard Wortmann**

Board Member for Marketing and Sales

### **1.7.8 PRODUCTS**

- Audi e-tron GT
- Audi e-tron
- Audi A4
- Audi A5
- Audi A6
- Audi A8
- Audi Q2
- Audi Q3
- Audi Q5
- Audi Q7
- Audi Q8
- Audi RS

### **1.7.9 MANUFACTURING SIGHTS**

Audi has seven manufacturing plants in the world. Outside of Germany, Audi produces vehicles at:

- Aurangabad, India since 2006
- Bratislava, Slovakia, shared with Volkswagen, SEAT, Skoda and Porsche
- Brussels, Belgium, acquired from Volkswagen in 2007
- Changchun, China since 1995

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- Gyr, Hungary
- Jakarta, Indonesia since 2011
- Martorell, Spain shared with SEAT and Volkswagen

### **1.7.10 AUDI TRAINED TECHNICIANS**

Because they know your Audi best, they can spot potential problems during regular services that others might miss. Audi Genuine Parts: replacement of Audi Genuine Parts which will help to maintain your vehicle’s reliability and value

### **1.7.11 AUDI INSURANCE**

“Driving isn’t the only reward...”

The experience of owning an Audi extends far beyond exceptional engineering and an unforgettable driving experience. After all, Audi offers unique benefits that reinforce our commitment to our owners. Audi Insurance has something to meet your precise requirements.

- Co-branded comprehensive Motor Insurance Policy
- Cashless claim settlement at all Audi dealers across the country
- Transparency in claims settlement
- Repairs at Audi dealers would not invalidate Audi Warranty
- Assurance of repairs using genuine spare parts, at Audi dealers by Audi trained technicians
- Excess to branded call-Centre (1800-209-6262) which is 24x7
- Loss assessor to contact customer within 2 hours of reporting claim

### 1.7.12 SWOT ANALYSIS

**Strengths:** Audi’s reputation is undoubtedly based upon a very strong brand. In fact the four rings of Audi is one of the most identifiable logos and images globally. The brand is very innovative and the range is continually developed and extended. Being a German technology product, obviously Audi has a reputation for operations management and its production approaches. The company manufactures in excess of 1 million autos a year. Interestingly, more than 1000 of these cars are Lamborghinis, Audi’s premium supercar brand. The company manufactures cars in the German cities of Ingolstadt and Neckarsulm. Audi is also renowned for technology, creativity and innovation. The business invests almost \$3 billion every year in research and development for its new products. Historically, the company’s innovations are quite impressive – for example, Audi Quattro’s four-wheel-drive technology. New innovations include light emitting diode headlights (you may have seen them on the highway) and also Multimedia Interface (MMI), which is a mash up of entertainment technology, navigation technology, and communication technology – including telephones as well as other innovations, which also improve passenger safety.

**Weaknesses:** One interesting problem for the business is that whilst it is a very large vehicle manufacturer, it doesn’t operate on the same huge scale as some of its close competitors, including Ford and Toyota. A simple revenue analysis based upon units produced shows that its competitors can make equivalent vehicles more cheaply, simply because of economies of scale. That is to say relative unit costs are higher. Audi’s are German and its brand is associated with its national identity. Whilst in some ways this is strength, others might view this as a particular issue. The brand is very dependent upon its European markets. It is relatively small in North America. Some of the sustained sales in Europe have to be due to environmental initiatives and incentives offered by European governments, and this won’t go on forever. The European market might also go into decline, simply because of the debt being experienced by large markets such as the Greece, Ireland and Spain. In common with some of its competitors including Toyota, Audi has also had to endure the embarrassment of product recalls. Especially for a brand which encompasses security and safety, this could potentially



be damaging. In North America, there have been problems with gearboxes (transmissions). Similar problems occurred in the South Korean market.

**Opportunities:** Without a doubt the new emerging markets of China and India are huge opportunities for Audi. New car sales are growing in both countries as consumers are getting wealthier and more discerning, they need status brands such as Audi. By 2015, the Indian car market is going to be huge, with estimated sales reaching more than \$40 billion. In China figures indicate that sales will be in excess of 250,000 million vehicles in a similar period of time. Audi with its innovative history is obviously investing heavily in vehicles which are low emission and will be targeted at the greener car market. Hybrid electric vehicles (HEVs) will become very popular in the large countries of the United States and China, whereby petrol stations will become slowly replaced by plug-in stations. So obviously the growth of environmentalism and the nature of global warming mean that consumers are calling for low emissions alternatives. Hopefully in the coming years, the global car market will begin to recover and car sales and production will increase. There are a number of drivers. Government programs which offer incentives to consumers to ditch their old gas guzzler to replace it with a modern hybrid car for example, mean an increase in sales. The problems associated with raising credit in Western nations will hopefully disappear and consumers will begin to take loans to finance their vehicle again. Audi has become a leaner business by increasing its profit per vehicle and reducing its inventory.

**Threats:** Like any business which operates in a global economic environment, Audi has to deal with local business environments. All please add to the bottom line and reduce margins potentially. Trading in a global market means that the business is essentially exposed to commodity price fluctuations. Steel prices have been on a helter-skelter. Commodity prices vary, and it makes it difficult for Audi to keep costs steady. In the car industry, generally, the largest threat relates to the nature and level of competition in what is a mature industry. There are a number of similar brands including BMW and Mercedes. Car production globally tends to move where the high dependence on labour cannot impact its cost base, so over years to come more manufacturing will move to India and China, where costs of labour are lower. The German worker is comparatively expensive.

### **1.7.13 MARKETING MIX**

The Marketing mix is a set of four decisions which need to be taken before launching any new product. These variables are also known as the 4 P's of marketing. These four variables help the firm in making strategic decisions necessary for the smooth running of any product/organization. 4P's of Marketing.

#### **1. Product**

The first thing you need, if you want to start a business, is a product. Therefore Product is also the first variable in the marketing mix. Product decisions are the first decisions you need to take before making any marketing plan. A product can be divided into three parts, the core product, the augmented product and the tertiary product. A product can be either a tangible good or an intangible service that fulfills a need or want of consumers. Whether you sell custom pallets and wood products or provide luxury accommodations, it's imperative that you have a clear grasp of exactly what your product is and what makes it unique before you can successfully market it.

#### **2. Price**

Pricing of a product depends on a lot of different variables and hence it is constantly updated. Major consideration in pricing is the costing of the product, the advertising and marketing expenses, any price fluctuations in the market, distribution costs etc. Many of these factors can change separately. Thus the pricing has to be such that it can bear the brunt of changes for a certain period of time. However, if all these variables change, then the pricing of a product has to be increased and decreased accordingly. Along with the above factors, there are also other things which have to be taken in consideration when deciding on a pricing strategy. Competition can be the best example. Similarly, pricing also affects the targeting and positioning of a product. Pricing is used for sales promotions in the form of trade discounts. Thus based on these factors there are several pricing strategies, one of which is implemented for the marketing mix.

### **3. Place**

Place refers to the distribution channel of a product. If a product is a consumer product, it needs to be available as far and wide as possible. On the other hand, if the product is a Premium consumer product, it will be available only in select stores. Similarly, if the product is a business product, you need a team who interacts with businesses and makes the product available to them. Thus the place where the product is distributed depends on the product and pricing decisions, as well as any STP decisions taken by a firm. Distribution has a huge affect on the profitability of a product. Consider a FMCG company which has national distribution for its product. An increase in petrol rates by 10 Rs will in fact bring about drastic changes in the profitability of the company. Thus supply chain and logistics decisions are considered as very important costing decisions of the firm. The firm needs to have a full proof logistics and supply chain plan for its distribution.

### **4. Promotion**

Promotions decide the segmentation targeting and positioning of the product. The right kind of promotions affects all the other three variables – The product, price and place. If the promotions are effective, you might have to increase distribution points, you might get to increase the price because of the rising brand equity of the product, and the profitability might support you in launching even more products. However, the budget required for extensive promotions is also high. Promotions are considered as marketing expenses and the same needs to be taken in consideration while deciding the costing of the product.

#### **1.7.14 PPS Motors Pvt. Ltd**

PPS motors are the leading and authorized dealer in the automobile retail sector associated with world-class premium luxury vehicle maker Audi. As an Audi authorized dealer, PPS Audi sells and services Audi Vehicles. The authorized Audi showrooms operate in Hyderabad, Visakhapatnam & Kochi in addition to running authorized Audi service centers in the same locations. Run and owned under the agile leadership of Rajiv Mahesh Sanghvi & Kokila Mahesh Chandra Pranal Sanghvi, PPS Audi has always stood up to customer

satisfaction and Audi brand expectations. The state-of-art showrooms & service centers make Audi availability & service easier for the luxury-brand owners.

The showroom, being an authorized, well-known, and renowned dealer of Audi houses a broad spectrum of Audi vehicles like Audi A4, Audi A6, Audi RS7, Audi A8L, Audi Q2, Audi Q8, and more. PPS Audi is an authorized dealer of Audi luxury Cars and ensures to offer a delightful and memorable experience to all the valued customers at contemporary showrooms. The authorized showrooms across all locations have a professional team of experts who possess ample product knowledge and make sure to explain to you all the features of your preferred Audi Car. The authorized dealership also offers post-sales services and suggestions for smooth and efficient maintenance and ownership of your dream luxury icon- Audi. Customer can book a test drive for your choicest Audi online with PPS Audi and experience a distinguished and competent automotive experience with ease. To add to customer convenience the authorized showrooms also provide you with the best auxiliary facilities like available finance, warranty and insurance options with additional Audi Car deals and benefits\* on spare parts and accessories thereby making the owning of Audi a pride to have.

## **CHAPTER 2**

# **LITERATURE REVIEW**

## 2.1 INTRODUCTION

A literature review may be a detailed summary of prior research on a specific subject. The literature review examines academic articles records and other bases that are associated with a specific study topic within the review. This prior study should be computed described summarized objectively estimated and clarified within the review. It should provide a theoretical foundation for the study and assist the author in determining the choice of the study. The literature review distinguishes the efforts of earlier researchers promising the reader that the study is well assumed out. By acknowledging a previous adds the subject of study, it's expected that the author has read, evaluated, and assimilated that employment into the current work. A literature review delivers the reader with a "landscape," allowing them to completely comprehend the field's advances. The reader may even see from this landscape that the author has incorporated all (or the vast majority) of earlier, significant works within the topic into her or his research. A literature review could also be required as a slice of graduate and post graduate scholar work like for a thesis paper or journal article. Evaluative examining and contributory literature reviews are the three commonest types. The systematic review, a fourth type, is usually classified separately, but it's fundamentally a literature review fixated on a research problem, with the goal of identifying, evaluating, selecting, and summarizing all high-quality research evidence and arguments associated with that question. A meta-analysis may be a methodical review that employs numerical tools to efficiently aggregate the data from all of the studies in order to obtain a more reliable result. A integrative literature review is described by Torraco (2016). An integrated literature review's goal is to develop new knowledge a few topics by reviewing, critiquing, and then synthesizing the literature under consideration. I conducted a scientific review of literature for this study in order to have a better understanding of customer satisfaction. Here I've compiled an inventory of studies that have helped me learn more about my subject.

This chapter presents the theoretical framework to be used in this research; this is in line with Rowley & Slack (2004) argument that a theoretical framework serves as a compass in research work. I utilized reliable data from popular journals such as Emerald, JSTOR and Scopus. I will be developing our theoretical framework from the combined theoretical frameworks of Khan & Fasih, (2014, after, Parasuraman, et al., 2005) on impact of service

quality on customer satisfaction. The theoretical framework of Kaura, et al. (2012) on the impact of service quality on satisfaction also will be used.

There is a positive correlation between service quality and customer satisfaction (Khan & Fasih, 2014, after, Sureschandar et al, 2002; Boulding et al., 1993; Tambi, Ghazali, & Rahim, 2008; Marković, & Raspor Janković, 2013). Service quality is an antecedent to customer satisfaction (Marković, & Raspor Janković, 2013). SERVQUAL Scale is one of the most accepted service quality assessment scale, it was developed by Parasuraman, et al., 2005. It uses a 44-item scale which is further grouped into five categories (tangibles, reliability, assurance, empathy and responsiveness) to measure service quality before and after service consumption (Khan & Fasih, 2014). The gap between a customer's expectation before and after service consumption affects the level of a customer's satisfaction or dissatisfaction (Clow, & Vorhies, 1993). Clow, & Vorhies, (1993) also support the view that customers who are exposed to additional promotional material about a service could have their expectations of service quality influenced. Naidoo (2011) also suggest that service delivery firms with a developed customer relationship management can track complaints and give indication of the service quality perception of customer. Fodness & Murray (2007) suggests the use of a gap theory to analyse service quality. The gap theory addresses service quality through analysing the differences between customers expected services quality and the actual service quality received.

## 2.2 LITERATURE REVIEW

**Dr. Sharma et. Al (2011)** the objective of this paper was to find the satisfaction amongst the customers, Market performance and Market position of TATA Motors. Primary Data and secondary data were used to formulate a regression coefficient to interpret the data. Tata Motor is one of the best cars manufacturing company in India, customers are satisfied because of affordable price, but the maintenance is a problem and resale value is very low. These are the two main reasons and other reasons are customer care does not respond to customers complaints, so the customers are dissatisfied. TATA Motors have to improve its customer care and decrease the price of their spare part and make available in all part of the country.

**Kurniawan (2010)** customer satisfaction can change over the period of time; it is a dynamic process. The individual perception about the products or services performance leads to customer satisfaction. In the present day's retail business, ensuring customer satisfaction in delivering the right product and service to the end-users is the major concern for the future growth of the organization. In the present study an attempt is made to find out the customer satisfaction during purchase in retail outlets based on customer survey.

**S Das Prasun (2009)** Literature on customer satisfaction is voluminous and spans several areas such as marketing, management and accounting. For example, numerous papers use the ACSI (American Customer Satisfaction Index) to study customer satisfaction at the company, industry and macroeconomic levels. This paper focuses only on customer satisfaction studies that are related to retailing and does not survey the literature that studies the design of satisfaction survey instruments, as there is no control over survey design. The basic tenet of this research stream is that higher service quality improves customer satisfaction, resulting in better financial performance, although the mechanisms by which this improvement happens vary.

**Iacobucci et al. (1994, 1995)** provide precise definitions of service quality versus customer satisfaction. They contend that service quality should not be confused with customer satisfaction, but that satisfaction is a positive outcome of providing good service.

**Javed et. Al (2015)** the study is about customer satisfaction and service quality in four wheeler automobile industry. It deals with the review on customer satisfaction and its effect on automobile industry. Throughout the study, different variables have been studied such as Customer satisfaction, Service quality and Perceived service. The authors have used service quality model in order to indicate that the customer satisfaction is most important part of any industry. Therefore, it is the main responsibility of service industries to improve customer satisfaction and quality of service which is beneficial to enhance the no. of new customers.

**Babakus et al. (2004)** link customer satisfaction to product and service quality within retail stores and find that product quality has a six significant impact on store-level profits. Research on customer satisfaction usually views employees as facilitators of the sales process who are critical to improving the conversion ratio, by providing information to the customers on prices, brands, and product features and by helping customers to navigate store aisles, finding the product and even cross-selling other products. The unique feature of the retail



store execution problem is that it combines the factory and the sales components, but this stream of literature focuses only on the latter.

**Parasuraman, et al. 's (1985, 1988)** dimensions of service quality is one of the commonly used and cited components in service quality literature (Othman and Owen, 2001). The SERVQUAL scale is a 22-item scale that measures service quality along five factors, which forms the cornerstone on which all other research on service quality has been built (Sureshchandar et al., 2002). Parasuraman et al. (1985) identified ten dimensions of service quality which were subsequently collapsed into five (Parasuraman et al., 1988). They measured the above dimensions using the disconfirmation approach. According to this technique, measures of service quality can be derived quite simply by subtracting expectation scores from perception scores. These scores can be subsequently weighted to reflect the relative importance of each aspect of service quality. The outcome from a one-off study is a measure that tells the company whether its customers' expectations are exceeded or not. SERVQUAL results can be used to identify which components of a service the company is particularly good or bad at. It can also be used to monitor service quality over time; compare performance with that of competitors; compare performance between different branches within a company or measure customer satisfaction within a particular service industry. Irrespective of wide acceptance and application of the SERVQUAL scale, the disconfirmation approach has been keenly contested.

**Cronin and Taylor (1992)** are of the view that the conceptualization of service quality as a gap between expectations and performance is inadequate. They argue that the concept of service quality should be customers attitude towards the service, since the concept of satisfaction is defined as a gap between expectations and performance or disconfirmation of expectations. An attitude-based conceptualization would argue for either an importance-weighted evaluation of performance on specific service attributes (Cronin and Taylor, 1992). They suggested that service quality should be measured by performances-only measures (SERVPERF). Though Cronin and Taylor (1992) never altered the five dimensions of the SERVQUAL, they believe that perceptions only are better predictors of service quality. What Cronin and Taylor (1992) simply meant is that the expectations component of the SERVQUAL scale should be expunged instead of using both performance and expectation components simultaneously. Jain and Gupta (2004) therefore argue that the SERVQUAL scale will be able to explain greater variance in the overall service quality if measured with a single-item scale. Though the originators of the SERVQUAL claim it is generic for

measuring service quality, some academics argue otherwise (see e.g. Etemad-Sajadi and Rizzuto, 2013; Dahiyat et al., 2011; Qin et al., 2010; Buttle, 1996; Carman, 1990; Cronin and Taylor, 1992, 1994).

**Ford et al.’s (1993)** cross-cultural empirical findings seem to indicate that the scale is also country specific. In view of this, Carman (1990) argued that empirical findings concerning facets of service quality indicate acceptance of the SERVQUAL dimensions, subject to additional dimensions that emanate from industry-specific contexts. Similarly, Carman (1990), Cronin and Taylor (1992) and Dahiyat et al. (2011) all argued that what is required for different service settings is a modification of the instrument.

**Babakus and Mangold (1992)** argue that significant wording changes in the SERVQUAL scale may be the only necessary input for individual service settings. Within non-western contexts, service quality researchers that based their studies on the SERVQUAL have mostly demonstrated that the dimensional structure as well as the item assignment of the scale is not always generic as contended by its originators.

**Samen et al. (2013) and Dahiyat et al. (2011)** in their respective studies of the Jordanian mobile service sector identified three dimensions of service quality –reliability, interaction quality and tangibles.

**Qin et al. (2010)** found that reliability, responsiveness and tangibles are three important attributes of service quality in the fast food industry in China.

**Etemad-Sajadi and Rizzuto (2013)** also found that the five dimensions of SERVQUAL were established within the Chinese fast food industry.

**Berndt (2009)** identified customer-focused quality, tangibles, delivery quality, communication quality and customer care quality as the dimensions of service quality within the South African vehicle servicing sector.

**Eleuch (2011)** The healthcare service context in Japan, established that SERVQUAL is a three-dimensional construct comprising staff behavior when delivering services, technical quality and physical appearance.

Given these research evidences, the dimensional structure of the scale tends to be context specific and varies across studies. Samen et al. (2013) consequently argued that the debate on service quality is still far from complete and there is still an avenue for a potential contribution to service quality literature. It is on this critical note that it therefore becomes timely and necessary to guide service industries within specific contexts, especially non-western settings on the dimensions of service quality to stress most.

## **2.3 THEORETICAL FRAMEWORK**

### **2.3.1 CUSTOMERS**

Customer is an individual, group of individuals or an organization who receive or may receive goods, services, products or ideas from another individual or a company in return of value which can be money or anything of equivalent value. Customer forms the backbone of business. Usually more is the number of customers, more is the business thriving and vice versa. Business needs customers to buy their products or services. A customer may not be buying your product right away but may buy it in future but still remains part of your target customer group.

### **2.3.2 CUSTOMER SATISFACTION**

Philip Kotler defines customer satisfaction as a ‘person’s feeling of pleasure or disappointment, which resulted from comparing a product’s perceived performance or outcome against his/her expectations’. Although Kotler uses abstract terms like pleasure and disappointment, the definition is by no means ambiguous. The opinion and feedback of your customers are vital for the progress of the brand. What your customers think of your products and services can help you in making important decisions regarding your business. Their opinions not only help in the growth of the brand but also help the Company shape the journey of their customers. Customer Satisfaction Research provides an extensive report. It

can help you identify the pain points where attention and improvement are needed. Customers have plenty of brands to choose what they want. Knowing what your customers like can help you to retain them, by better serving them with products they like and motivating them to make purchases in the future as well. Addressing any issues that dissatisfy the customers can help you prevent them from leaving.

### **2.3.3 SERVICE QUALITY**

Service quality is an assessment of how well a delivered service conforms to the client's expectations. Service business operators often assess the service quality provided to their customers in order to improve their service, to quickly identify problems, and to better assess client satisfaction. The purpose of this paper is to gain basic knowledge of service quality models, explaining the different dimensions in Service quality.

### **2.3.4 SERVQUAL MODEL**

The SERVQUAL model which is short for the Service Quality model is the research method to capture and analyze consumer expectations and perceptions of the service. This elaborate model helps bridge the gap between customer expectations and needs. The current five dimensions of the SERVQUAL model are used to measure service quality. Originally it was measured keeping in mind 10 components- responsiveness, reliability, competence, access, courtesy, communication, credibility, security, understanding the customer, and tangibles. All these components were eventually merged and now the SERVQUAL model deals with five components- Reliability, Assurance, Tangibles, Empathy, and Responsiveness. Hence it is also known as the RATER model.

The link between service quality and customer satisfaction has been the focus of research. Sureshchandar et al. (2002) found that service quality and customer satisfaction were highly related. Ladhari (2009), Dahiyat et al. (2011) and Samen et al. (2013) all claimed that service quality is an important antecedent of customer satisfaction. Wang and Shieh (2006) found that except responsiveness, all the five SERVQUAL dimensions explored have a significant

positive effect on overall user satisfaction. Other research studies confirming the relationships between customer satisfaction and service quality dimensions depict mixed results. Jamal and Naser (2003) and Baumann et al. (2007) found that there is no significant relationship between customer satisfaction and tangible aspects of the service environment. This finding is contrasted with previous research by Blodgett and Wakefield (1999). Dabholkar et al. (1996) also argued that the tangible aspects of service quality do influence customers' perceptions of service quality. Kumar et al. (2010) found that assurance, empathy and tangibles are the important factors of customer satisfaction whereas Mengi (2009) reported that responsiveness and assurance are important drivers of customer satisfaction. Arasli et al. (2005) pointed out that the reliability dimension of SERVQUAL has the highest impact on customer satisfaction in the Greek Cypriot banking industry, while Chaniotakis and Lymperopoulos (2009) found that reliability is not related to customer satisfaction. Samen et al. (2013) found that reliability exerts the strongest effect on customer satisfaction within Jordan's mobile service industry. Aga and Safakli (2007) found that only empathy out of five dimensions of SERVQUAL was related to customer satisfaction. In the hotel industry, Fah and Kandasamy (2011) found that all the five dimensions of SERVQUAL are significantly related to satisfaction among hotel guests in Malaysia even though tangibility appears to be the most significant dimension towards customer satisfaction.

These results therefore show that customers will be satisfied with the services of a firm if they perceive such services as offering high quality. It therefore becomes necessary that organizations that want to satisfy its customers must step-up the quality of their services offerings to the customers. This is particularly important because customers who are satisfied are likely to become more attracted to the firm's offerings than those who are dissatisfied. The literature equally shows that there is no consensus on the determinants of service quality and the strengths of each component on customer satisfaction tend to differ across studies and contexts. This clearly shows why it is necessary to identify service quality attributes that impact greater on customer satisfaction in specific service settings so as to inform managers on the areas where improvements are needed.

## **CHAPTER 3**

# **RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

This chapter is mainly looking to the research methodology that was implemented in this study. It provided an in depth description of research approach adopted in this study. Research design, population of the study, sampling, sample size, instruments used for the study, sources of knowledge collection, software used for the analysis were presented within the subsequent sections. Research is defined as a careful consideration of the study on a particular concern or a problem with the help of scientific methods. Consistent with the American sociologist Earl Robert Babble, “Research may be a systematic inquiry to describe, explain, predict and control the observed phenomenon”. Research includes two methods they're inductive method and deductive method. Inductive research methods are used for analyzing the observed phenomenon whereas; deductive methods are used for verifying the observed phenomenon. Inductive approaches are related with the qualitative research and deductive methods are more commonly connected with quantitative research. Research means look for knowledge. Research methodology aims at discovering the reality. It's an essential and powerful tool for which helps in making progress. Research methodology undertaken to get answers to questions is by applying some scientific methods. Research is carried on both for locating new facts and verification of old ones. Research methodology is carried on for identifying hidden things consistent with Clifford woody, "Research comprises of defining and redefining problems, formulating hypothesis, collecting, organizing and evaluating data, making deductions and research conclusions and eventually carefully testing conclusion to determine whether they fit the formulated hypothesis". Research is just too systematic solving the research problems. It involves all those methods and techniques that are adopted for the gathering analysis of interpretation of data to solve the problem. This includes research designing, sort of data collected, method used for collecting and analysis the info, statistical tool etc. Research in technical sense is a tutorial activity. Clifford woody (Kothari 1988) defined research as “an activity that defining and redefine problems, formulating a hypothesis; collecting and evaluating data; making deductions and reaching conclusions; and punctiliously testing the conclusions for understanding if they support the formulated hypothesis”. Research may be a way to preparing the mind to look at things in a different way.

### **3.2 RESEARCH DESIGN**

Research design is the systematic procedure with which a research would be conducted. It serves as a plan for data gathering, measurement, and analysis. The study method is defined by the research design. After the formulation of the research design, the research design is created. The preparation of such a design facilitates the research to be as efficient as possible and yielding maximum information. Descriptive research is the method used in this study. Descriptive research is a sort of fact gathering research. It is commonly utilized in research in the physical, natural, and social sciences. The primary goal of descriptive research is to provide a description of the current situation. Descriptive research, when a particular phenomenon is under study, the research is needed to describe it, to clarify and explain its inner relationships and properties. The descriptive research will portray an accurate profile of people, surveyed and the method of analysis prior to beginning of data collection. In other words, people, events and situations. Descriptive research in contrast with exploratory research defines questions, people surveyed and method of analysis prior beginning of data collection.

### **3.3 POPULATION OF THE STUDY**

Population refers to the total number of people that are the subjects or respondents of the study. The population here is the customers of Audi Ernakulum district.

### **3.4 SAMPLE SIZE**

A sampling is a limited portion of a population whose characteristics are researched to learn more about the population as a whole. It can be described as a group of responders (people) chosen from a wide population for the purpose of a survey when referring to people. The process of selecting sample participants from a population is known as a sampling method. In research study, 52 respondents are taken to measure the customer satisfaction of Audi car service quality.



### **3.5 SAMPLING TECHNIQUE**

The primary data collected using Convenience sampling technique, Convenience sampling is a sampling technique which is used during the preliminary research efforts. As the name suggests the elements of such a sample are picked only on the basis of convenience in terms of availability, reach and accessibility. I took this as a sampling technique, because, the sample is being drawn from that part of the population that is close to hand.

### **3.6 CONVENIENCE SAMPLING**

Convenience sampling is a sampling method that uses participants who are most conveniently available. This sort of sample is usually biased. It most likely does not fit the correct definition of random sample, where everyone in the population has an equal chance of being selected. Since it does not truly represent the population, it is limited when it comes to generalization. Valid inferences about the large groups cannot be made based on the results drawn from the convenience samples. Convenience sampling is a non-probability method, which may be appropriate when a researcher wants to get a gross approximation of the truth, while avoiding the time and cost of a random sample.

The scaling used for the study is ‘Five Point Likert scale’. Scaling is the division of measurement that contains the production of a gadget that associates qualitative builds with measurable metric units. A Likert scale is a scale used to represent people's attitudes to a topic. It is the most widely used approach to scaling responses in survey research. The Likert Scale is used to allow the individual to prompt how much they are satisfied or dissatisfied with a specific statement.

The format of a typical five-point Likert scale, for example, could be:

- Extremely satisfied
- Very satisfied

- Somewhat satisfied
- Slightly satisfied
- Not satisfied

### **3.7 DATA COLLECTION**

Data collection is a term used to describe a process of preparing and collecting data. The purpose of data collection is to obtain information to keep on record, to make decision about important issues. To pass information on to others, primarily data is collected to provide information regarding a specific topic. The planning of data collection for research work is generally developed in early stage of the research for its important and impact on the research work. While deciding about the method of data collection to be used for study, the researcher should keep two types of data they are:

- Primary data
- Secondary data

#### **Primary data**

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. In this sample, a sample survey was used for collecting the primary data. The primary data is collected by using a questionnaire method.

#### **Secondary data**

Secondary data means the data that have already been collected by someone and which have already been passed through the statistical processes. In this project work the researcher has taken textbook, journals, magazines, websites as the sources of Secondary data.

### **3.8 DATA COLLECTION TOOL**

The tool used for data collection is through questionnaires using Likert scale, which is termed as a summated instrument scale. It consists of a number of statements which express whether a positive or negative attitude towards the object of interest. The respondents are asked to agree or disagree with each statement. Each response is given a mathematical score to reflect its degree of attitude, and the scores are equalled to measure the respondent's attitude.

### **3.9 STATISTICAL TREATMENT**

Statistical treatment means the tool or technique that is used for analyzing and interpreting the data. Through this researcher can do an easy study on data collected by him and make the interpretation. The statistical action used for the clarification is: Percentage Analysis

### **3.10 PERCENTAGE ANALAYSIS**

Percentage analysis is the method to signify raw streams of data as a percentage (a part in 100 – percentage) for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

### **3.11 SOFTWARE USED FOR ANALYSIS**

MS Excel was utilized in this project research in order to analyze the data and draw conclusions. It features calculators, graphing tools, pivot tables, and the macro programming language Visual Basic for Applications. For these schemes, it has created the production

“A study on the customer satisfaction on service quality of Audi cars with reference to PPS Motors Pvt. Ltd”

standard for spreadsheets, especially after version 5 in 1993, when it replaced Lotus 1-2-3 as the industry standard. A component of Microsoft Office is Excel.

## **CHAPTER 4**

# **DATA ANALYSIS AND INTERPRETATION**

## **4.1 INTRODUCTION**

Analysis of data is a process of inspecting, cleaning, transforming, and modelling data with the goal of discovering useful information, suggesting, conclusions, and supporting decision making. Data analysis has multiple faces and approaches, encompassing diver's techniques under a verity of names, in different business, science, and social science domains. Data analysis is engaged in after all data has been collected and is process used to analyze the collected data. The type of data analysis the tool that was used is depended on the type of data. Before processing the responses, the completed questionnaire was edited for completeness and consistency.

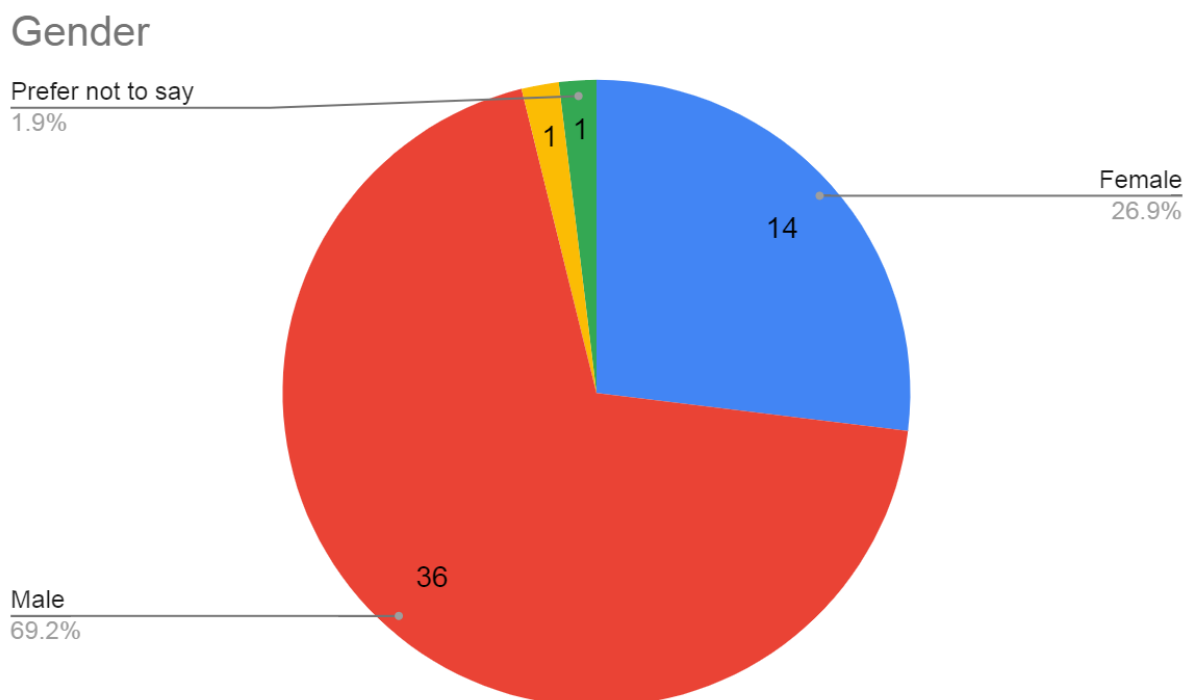
The data required for the study where collected from a sample survey of 52 respondents through convenience sampling method. Collected data were analyzed using appropriate tools. In the present study data were analyzed by percentage analysis and graphical representation of data collected were tabulated and converted in to percentage. Then the percentage is shown graphically with the help of Ms Excel. Finally inferences should be drawn on the basis of tabulated data and charts. The result of the analysis is given in the tables followed by interpretation.

**Table No 4.1 Gender classifications of respondents**

Gender	No of respondents	Percentage
Male	36	69.2
Female	14	26.9
Other	1	1.9
Prefer not to say	1	1.9
Total	52	100

Source: Primary data

**Figure No 4.1 Gender classifications of respondents**



### Interpretation

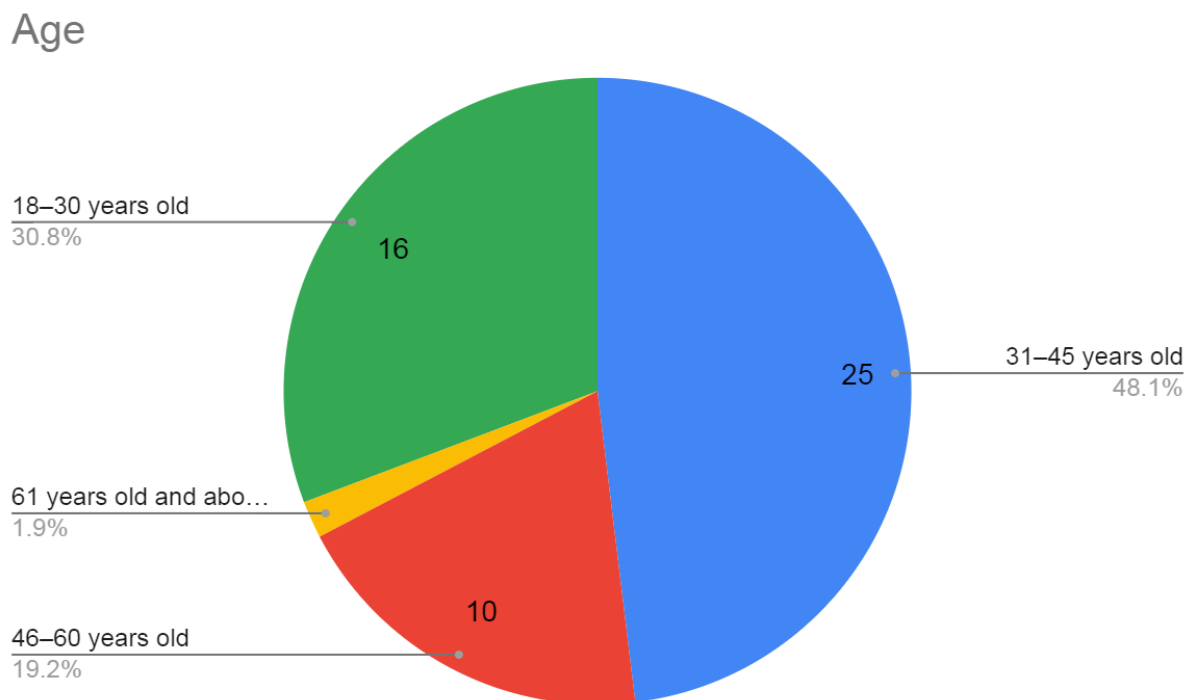
The above table shows that 69.2 % of respondents are male, 26.9% of respondent are female, 1.9% of respondents are in other category and another 1.9% of respondents are opted for Prefer not to say.

**Table 4.2 Age classification of respondents**

Age	No of respondents	Percentage
18-30	16	30.8
31- 45	25	48.1
46-60	10	19.2
60 and above	1	1.9
Total	52	100

Source: Primary data

**Figure 4.2 Age classification of respondents**



### Interpretation

The table above shows that 30.8% of respondents were 18-30 years old, 48.1% of respondents were 31-45 years old, 19.2% of respondents were 46-60 year old and 1.9% of the respondents were 61 years old and above category.

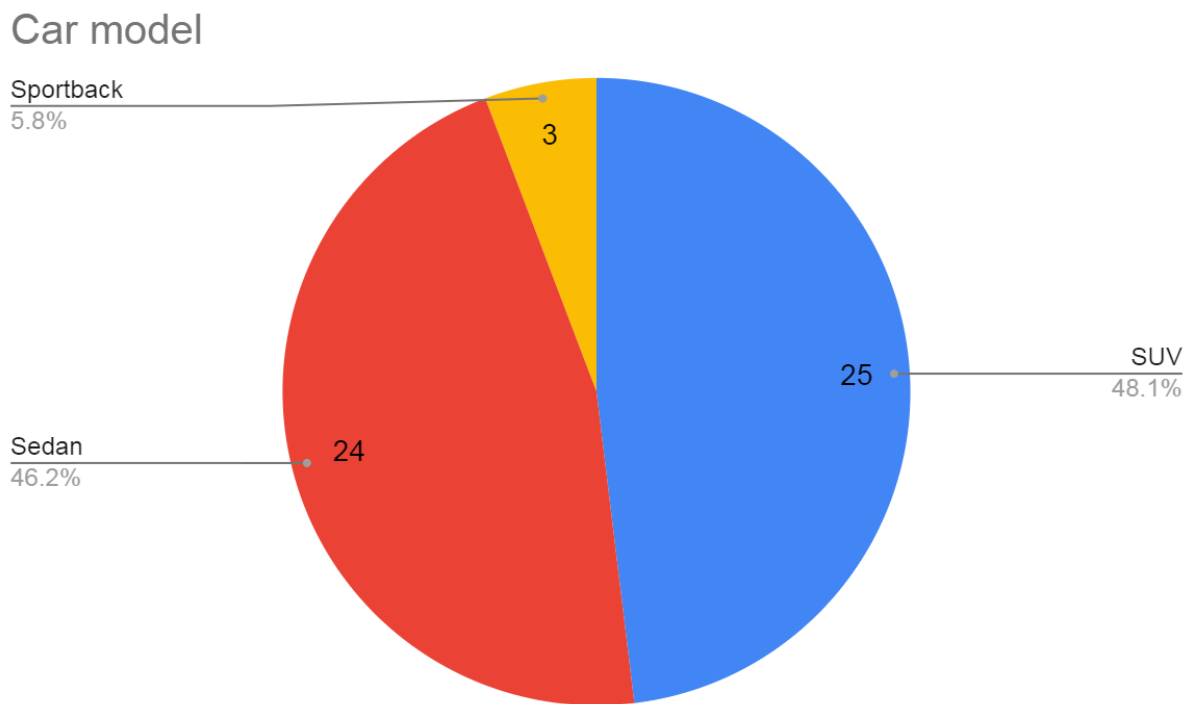


**Table 4.3 Car model classification of respondents**

Car model	No of respondents	Percentage
Sedan	24	46.2
SUV	25	48.1
Sports back	3	5.8
E-tron	0	0
Total	52	100

Source: Primary data

**Figure 4.3 Car model classifications of respondents**



### Interpretation

The table above shows that 46.2 % of respondents own Sedan model, 48.1% of respondents own SUV model, 5.8% of respondents own Sports back model and 0% of respondents own the E-tron model.

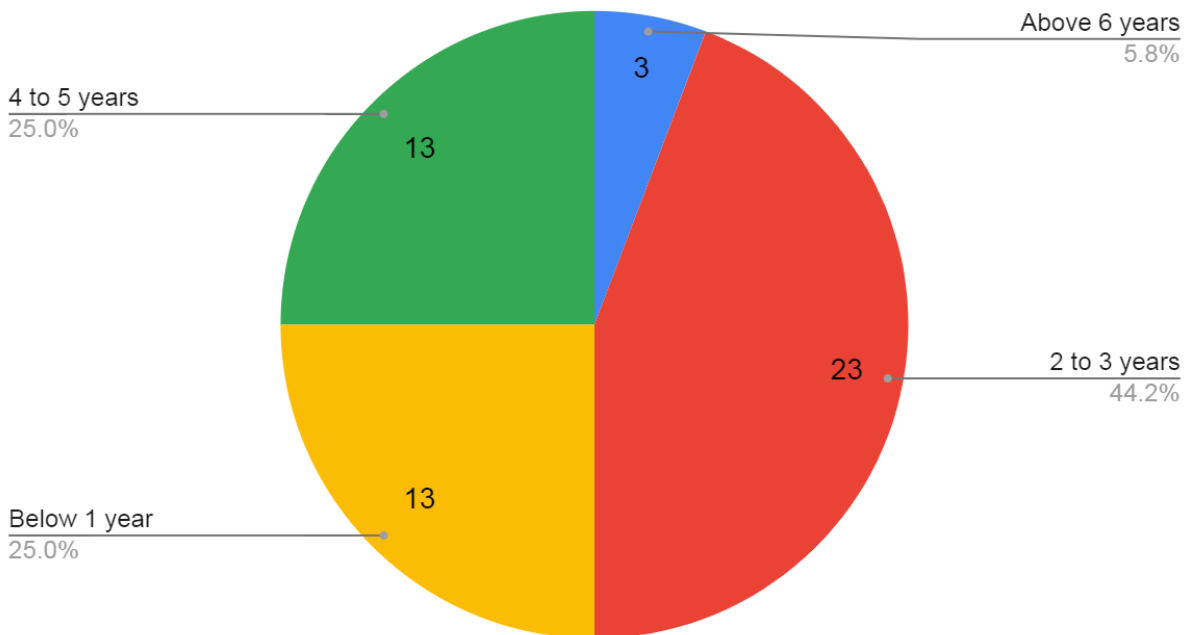
**Table 4.4 Periodic servicing in Audi car service centre classification of respondents**

Period	No of respondents	Percentage
Below 1 year	12	23.5
2 to 3 years	23	45.1
4 to 5 years	13	25.5
Above 6 years	3	5.9
Total	52	100

Source: Primary data

**Figure 4.4 Periodic servicing in Audi car service centre classification of respondents**

### Periodic servicing



### Interpretation

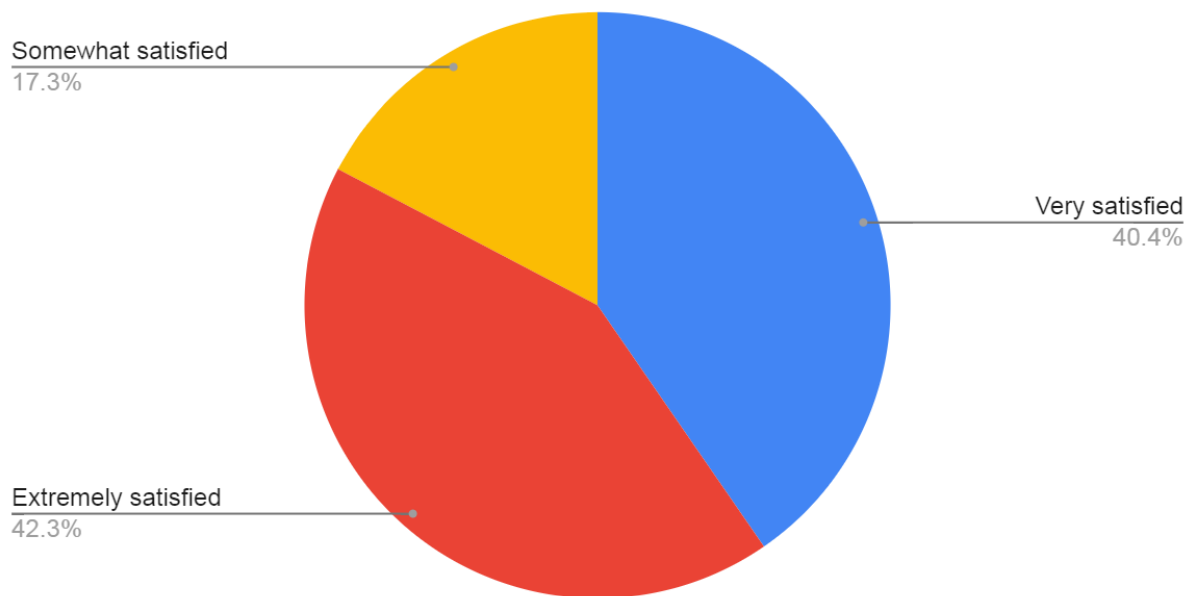
The above table shows that 25% of respondents are servicing in Audi car services centre below year, 44.2% of respondents are servicing in Audi car services centre 2 to 3 years, 25% of respondents are servicing in Audi car services centre 4 to 5 years and 5.8% of respondent of respondents are servicing in Audi car services centre above 6 years.

**Table 4.5 Accessibility to service entrance.**

Accessibility to service entrance.	No of respondents	Percentage
Extremely satisfied	22	42.3
Very satisfied	21	40.4
Somewhat satisfied	9	17.3
Slightly satisfied	0	0
Not satisfied	0	0
Total	52	100

Source: Primary data

**Figure 4.5 Accessibility to service entrance.**



### Interpretation

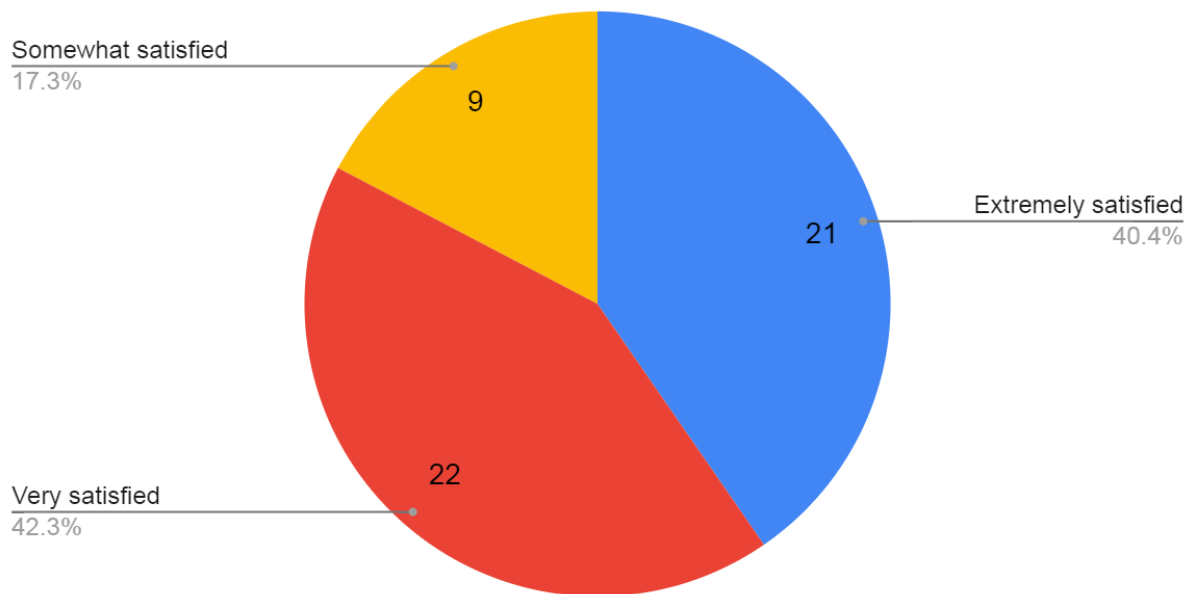
The above table shows that 42.3% of respondents extremely satisfied with the accessibility to service entrance, 40.4% of respondents very satisfied and 17.3% of respondents somewhat satisfied with the service entrance of Audi.

**Table 4.6 Accessibility to service reception area.**

Accessibility to service reception area.	No of respondents	Percentage
Extremely satisfied	21	40.4
Very satisfied	22	42.3
Somewhat satisfied	9	17.3
Slightly satisfied	0	0
Not satisfied	0	0
Total	52	100

Source: Primary data

**Figure 4.6 Accessibility to service reception area.**



### Interpretation

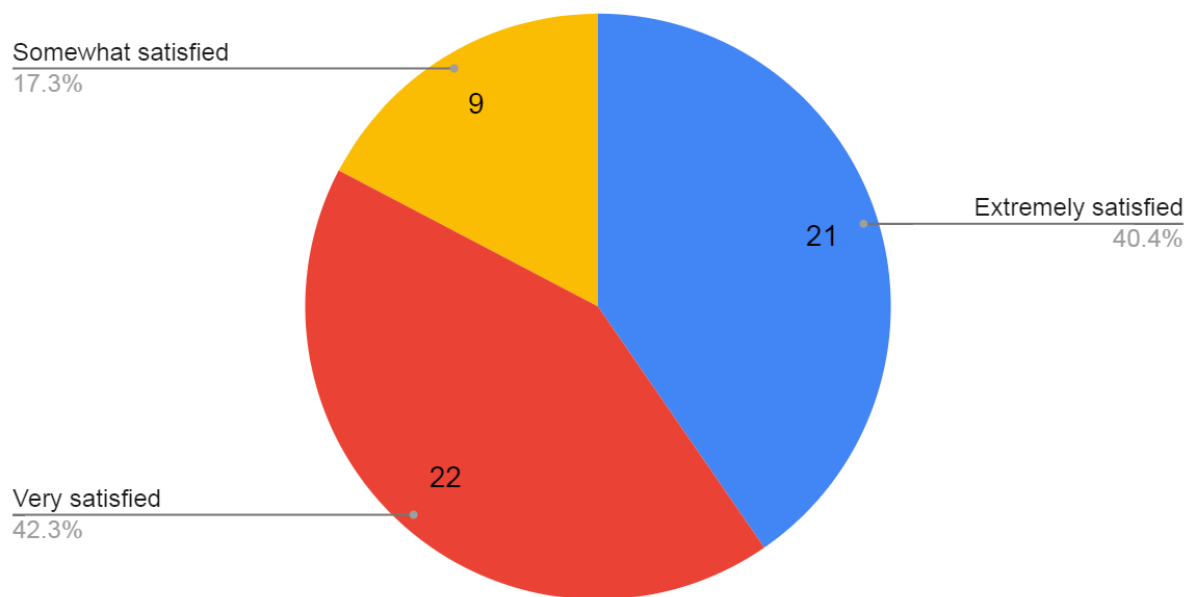
The table above shows that 42.3% of respondents very satisfied with the accessibility to the service reception area, 40.4% of respondents extremely satisfied and 17.3% of respondents somewhat satisfied with reception area infrastructure experience.

**Table 4.7 Service staffs appearance.**

Service staffs appearance.	No of respondents	Percentage
Extremely satisfied	21	40.4
Very satisfied	22	42.3
Somewhat satisfied	9	17.3
Slightly satisfied	0	0
Not satisfied	0	0
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.7 Service staffs appearance.**



### **Interpretation**

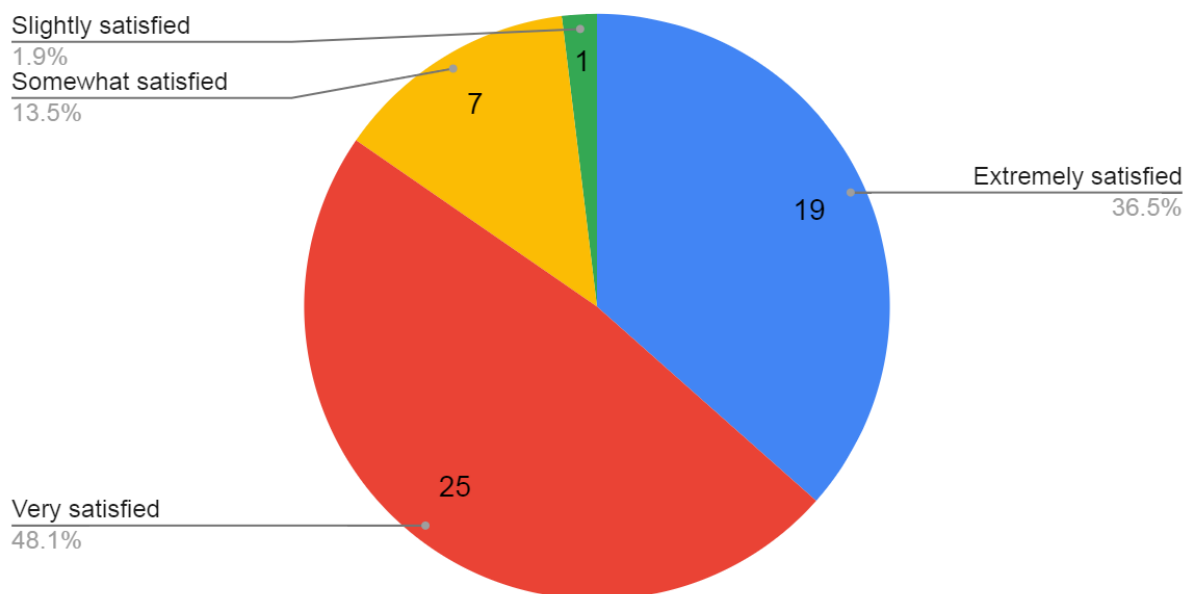
The above table shows that 42.3% of respondents very satisfied with the appearance of service staffs of Audi, 40.4% of respondents extremely satisfied and 17.3% of respondents somewhat satisfied with the appearance of service staffs of Audi.

**Table 4.8 Amenities - TV, Wi-Fi, furniture’s, and refreshments.**

Amenities - TV, Wi-Fi, furniture’s, and refreshments.	No of respondents	Percentage
Extremely satisfied	19	36.5
Very satisfied	25	48.1
Somewhat satisfied	7	13.5
Slightly satisfied	1	1.9
Not satisfied	0	0
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.8 Amenities - TV, Wi-Fi, furniture’s, and refreshments.**



### Interpretation

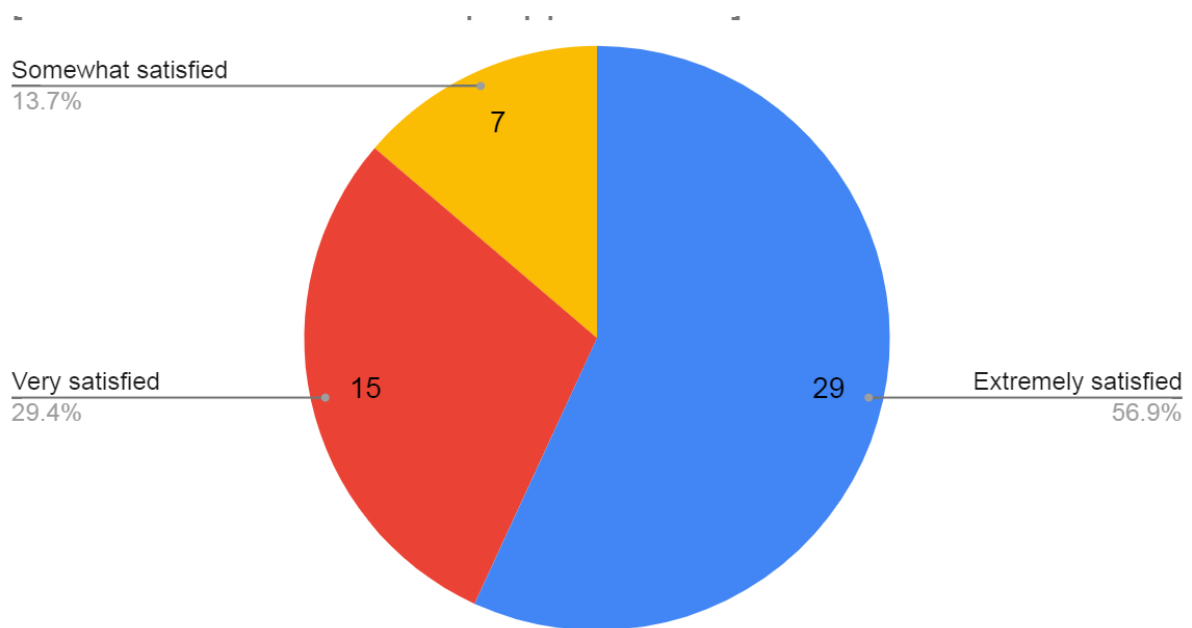
The above table shows that 48.1% of respondents very satisfied with the amenities provided by Audi, 36.5% of respondents extremely satisfied with amenities provided, 13.5% of respondents somewhat satisfied and 1.9% of respondents slightly satisfied with amenities provided by Audi

**Table 4.9 Overall service workshop appearance.**

Overall service workshop appearance.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>29</b>	<b>56.9</b>
<b>Very satisfied</b>	<b>15</b>	<b>29.4</b>
<b>Somewhat satisfied</b>	<b>7</b>	<b>13.7</b>
<b>Slightly satisfied</b>	<b>0</b>	<b>0</b>
<b>Not satisfied</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.9 Overall service workshop appearance.**



### Interpretation

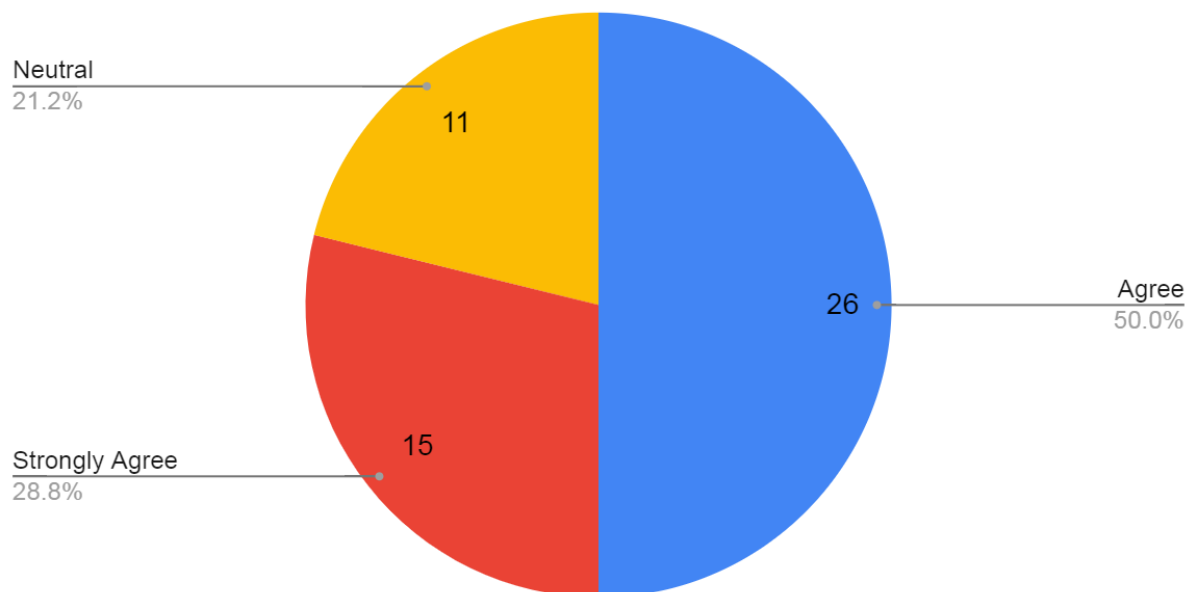
The above table shows that 56.9% of respondents extremely satisfied with the overall appearance of service workshop, 29.4% of respondents very satisfied with service workshop appearance and 13.7% of respondents somewhat satisfied with the overall appearance of service workshop

**Table 4.10 Overall appearance of facility is maintained in premium standards.**

Facility is maintained in premium standards.	No of respondents	Percentage
Strongly Agree	15	28.8
Agree	26	50
Neutral	11	21.2
Disagree	0	0
Strongly Disagree	0	0
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.10 Overall appearance of facility is maintained in premium standards.**



### Interpretation

The above table shows that 50% of respondents agree that the overall appearance of facility is maintained in premium standards, 28.8% of respondents strongly agree, and 21.2% of respondents neither agree or disagree that the overall appearance in premium standards

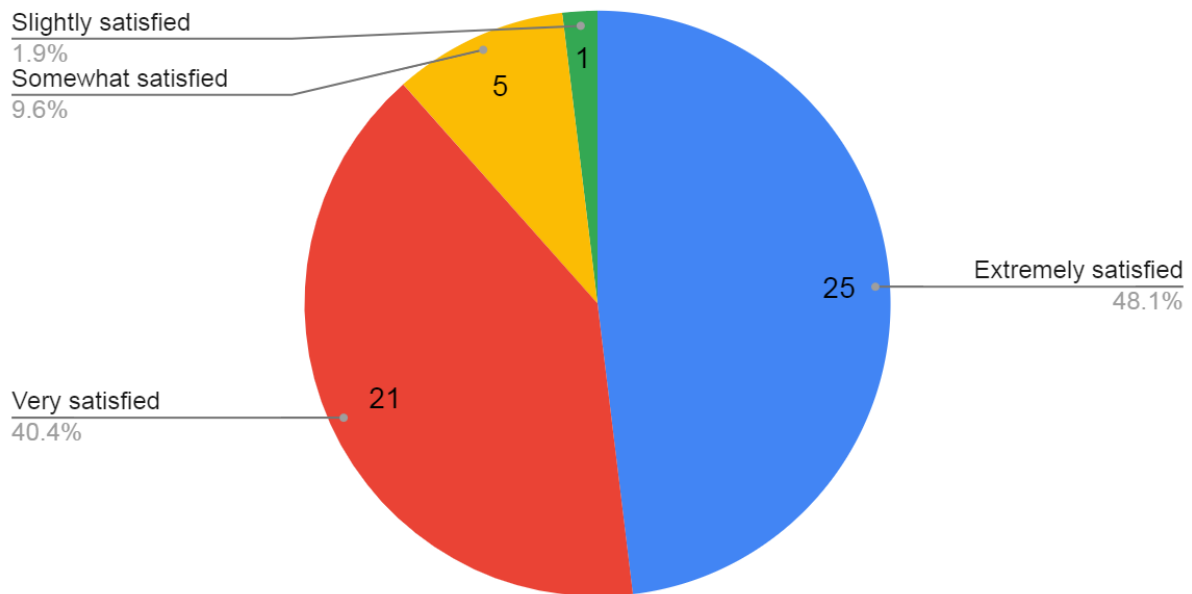


**Table 4.11 Ease of arranging appointment schedule.**

Ease of arranging appointment schedule.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>25</b>	<b>48.1</b>
<b>Very satisfied</b>	<b>21</b>	<b>40.4</b>
<b>Somewhat satisfied</b>	<b>5</b>	<b>9.6</b>
<b>Slightly satisfied</b>	<b>1</b>	<b>1.9</b>
<b>Not satisfied</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.11 Ease of arranging appointment schedule.**



### Interpretation

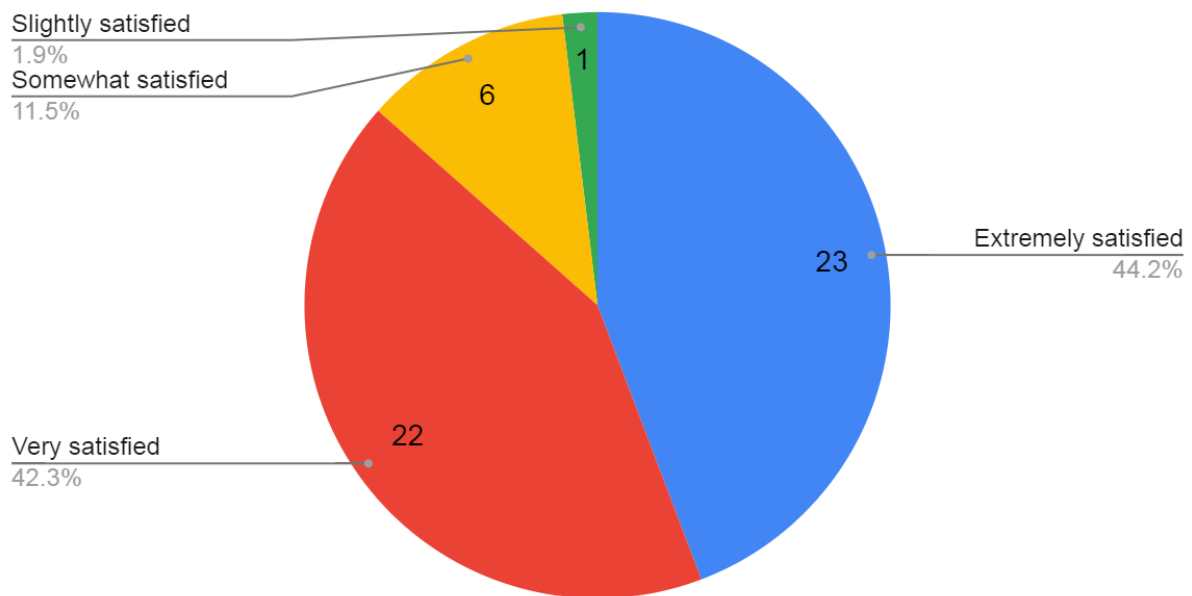
The above table shows that 48.1% of respondents extremely satisfied in easiness of arrangement for appointment, 40.4% of respondents very satisfied and 1.9% of respondents slightly satisfied in the easiness of appointment schedule in Audi.

**Table 4.12 Prioritization on appointment customers.**

Prioritization on appointment customers.	No of respondents	Percentage
Extremely satisfied	23	44.2
Very satisfied	22	42.3
Somewhat satisfied	6	11.5
Slightly satisfied	1	1.9
Not satisfied	0	0
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.12 Prioritization on appointment customers.**



### Interpretation

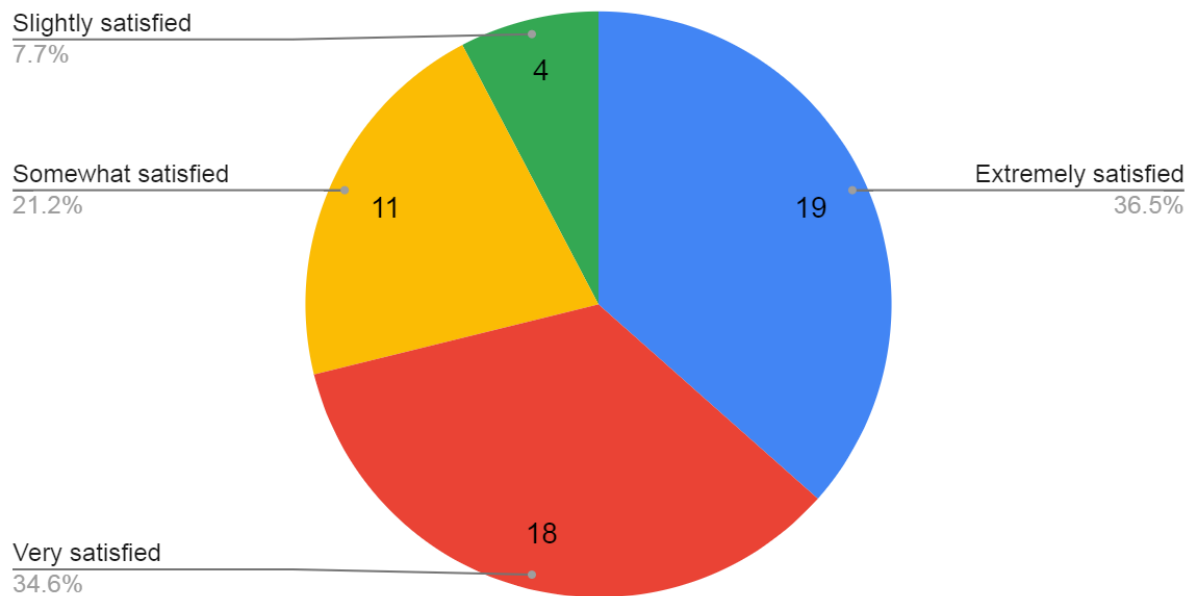
The above table shows that 44.2% of respondents extremely satisfied in prioritization provided to the appointment to customers, 42.3% of satisfied and 11.5% of respondents somewhat satisfied in prioritization provide to the customers.

**Table 4.13 Accommodation on walk-in customers.**

Accommodation on walk-in customers.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>19</b>	<b>36.5</b>
<b>Very satisfied</b>	<b>18</b>	<b>34.6</b>
<b>Somewhat satisfied</b>	<b>11</b>	<b>21.2</b>
<b>Slightly satisfied</b>	<b>4</b>	<b>7.7</b>
<b>Not satisfied</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.13 Accommodation on walk-in customers.**



### Interpretation

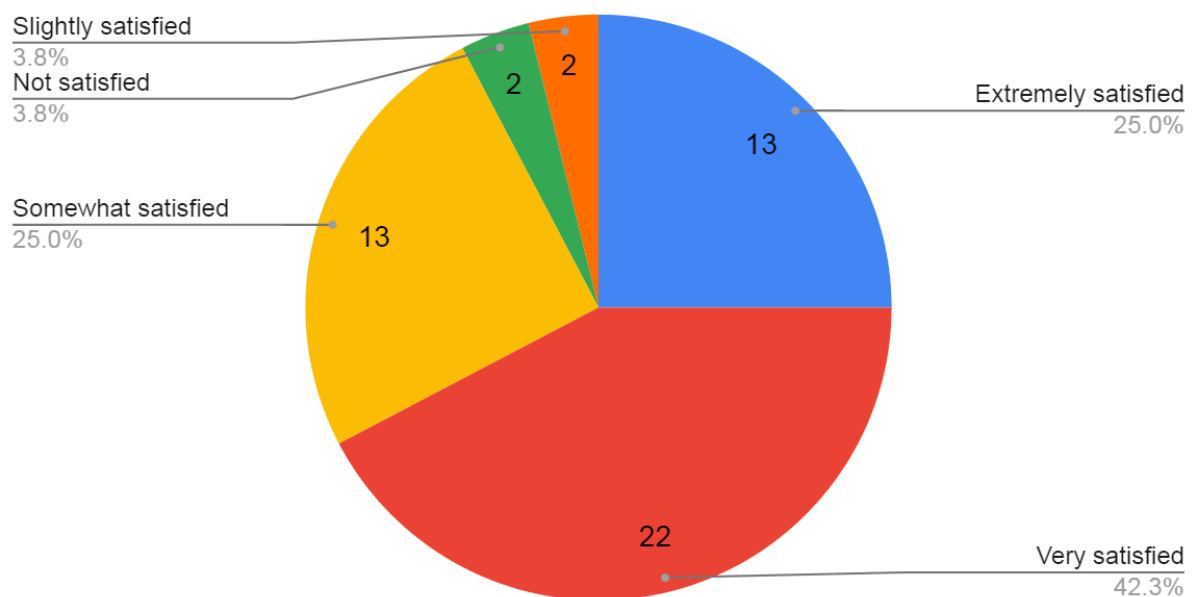
The above table shows that 36.5% of respondents extremely satisfied in the accommodation of walk in customers, 34.6% of respondents very satisfied, 21.2% of respondents somewhat satisfied and 7.7% of respondents slightly satisfied in accommodation walk in customers.

**Table 4.14 Promised time on service completion.**

Promised time on service completion.	No of respondents	Percentage
Extremely satisfied	13	25
Very satisfied	22	42.3
Somewhat satisfied	13	25
Slightly satisfied	2	3.8
Not satisfied	2	3.8
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.14 Promised time on service completion.**



### Interpretation

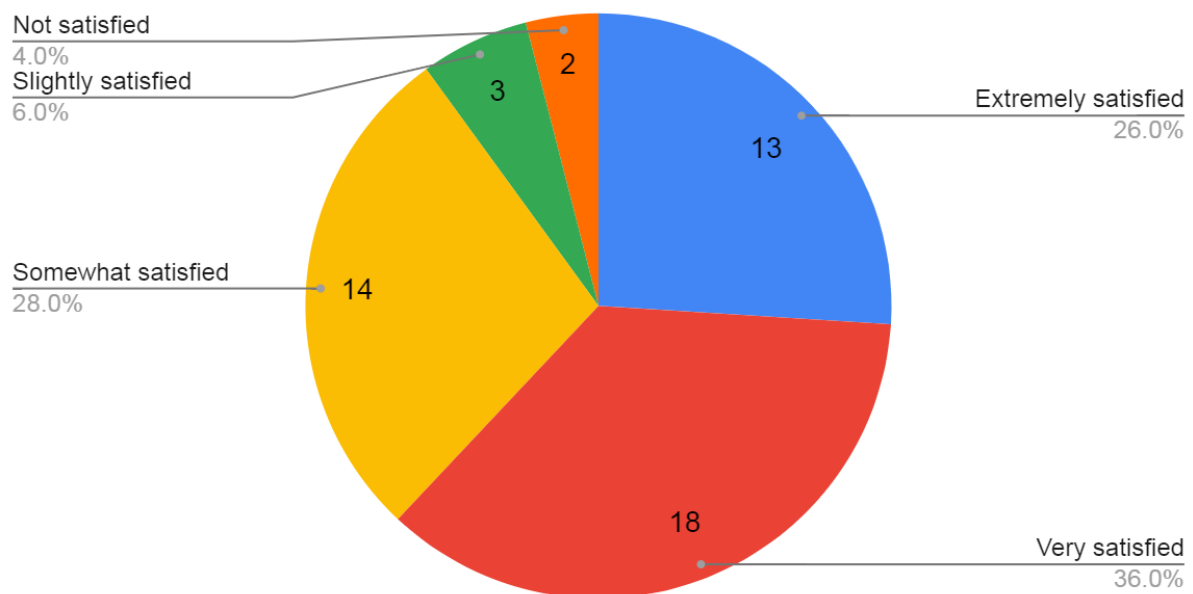
The above table shows that 42.3% of respondents very satisfied in timely completion of service provided by Audi, 25% of respondents extremely satisfied and somewhat satisfied in timely completion of services, 3.8% of respondents not satisfied in timely completion of services.

**Table 4.15 Fairness on cost estimate prior to servicing.**

Fairness on cost estimate prior to servicing.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>13</b>	<b>26</b>
<b>Very satisfied</b>	<b>18</b>	<b>36</b>
<b>Somewhat satisfied</b>	<b>14</b>	<b>28</b>
<b>Slightly satisfied</b>	<b>3</b>	<b>6</b>
<b>Not satisfied</b>	<b>2</b>	<b>4</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.15 Fairness on cost estimate prior to servicing.**



### Interpretation

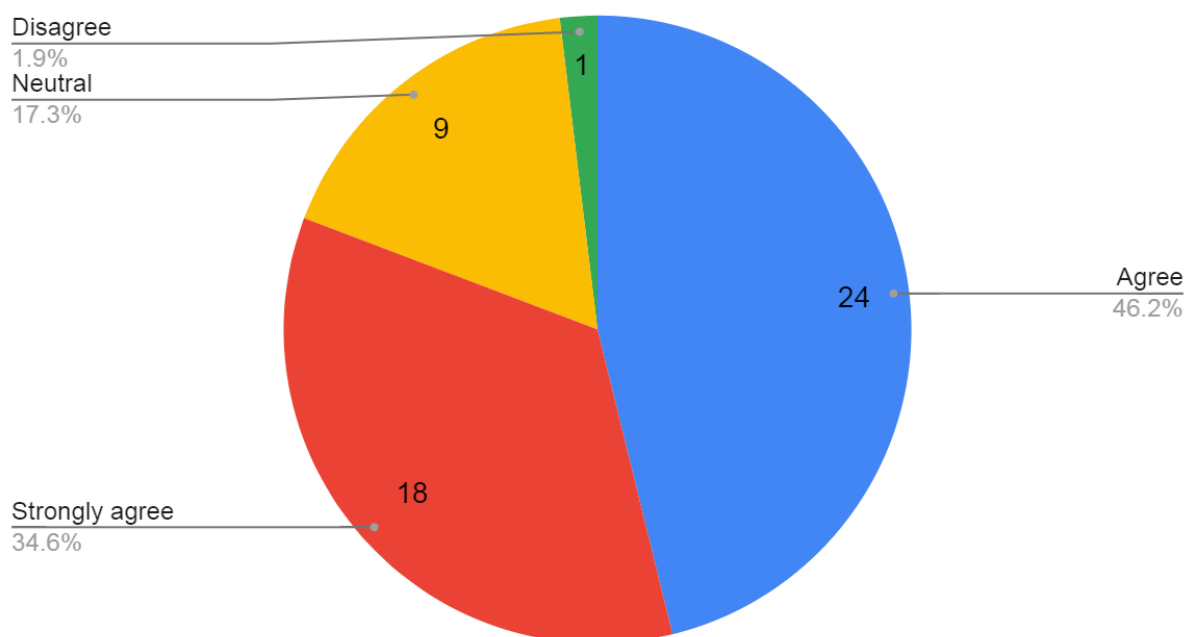
The above table shows that 36% of respondents very satisfied with the fairness on cost estimate prior to servicing, 28% of respondents somewhat satisfied and 26% of respondents extremely satisfied with the fairness on cost estimate prior to servicing.

**Table 4.16 Service staffs promptly serve all customers.**

Service staffs promptly serve all customers.	No of respondents	Percentage
<b>Strongly Agree</b>	<b>18</b>	<b>34.6</b>
<b>Agree</b>	<b>24</b>	<b>46.2</b>
<b>Neutral</b>	<b>9</b>	<b>17.3</b>
<b>Disagree</b>	<b>1</b>	<b>1.9</b>
<b>Strongly Disagree</b>	<b>0</b>	<b>0</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.16 Service staffs promptly serve all customers.**



### Interpretation

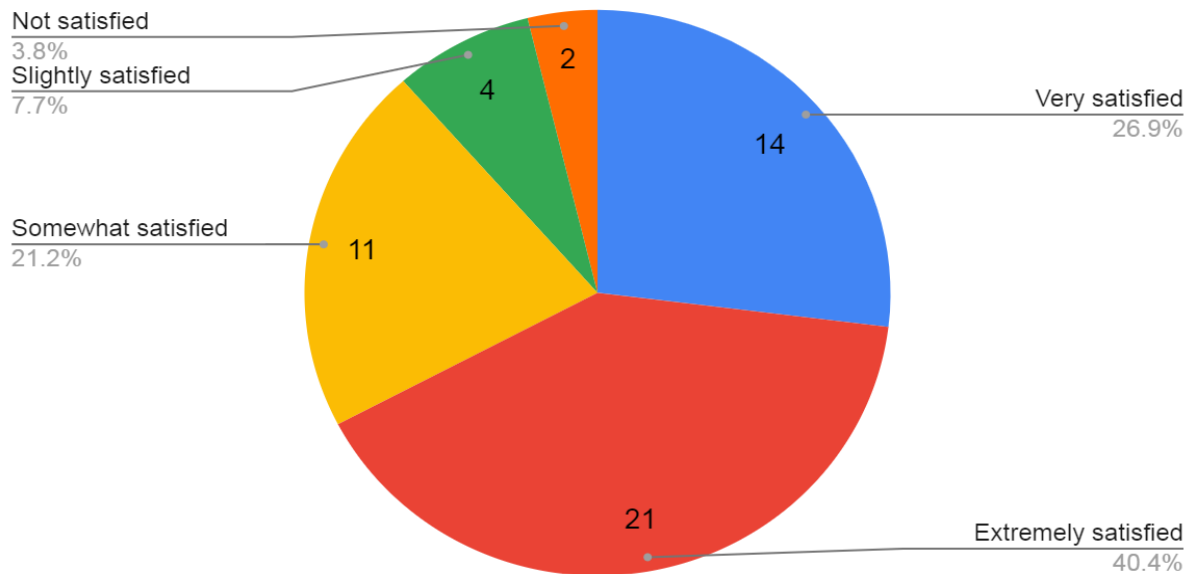
The above table shows that 46.2% of respondents agree that service staffs promptly serves all customers, 34.6% of respondents strongly agree and 1.9% of disagree that service staffs promptly serves all customers.

**Table 4.17 Assistance provided by guards or other staffs upon entry.**

Assistance provided by guards or other staffs upon entry.	No of respondents	Percentage
Extremely satisfied	21	40.4
Very satisfied	14	26.9
Somewhat satisfied	11	21.2
Slightly satisfied	4	7.7
Not satisfied	2	3.8
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.17 Assistance provided by guards or other staffs upon entry.**



### Interpretation

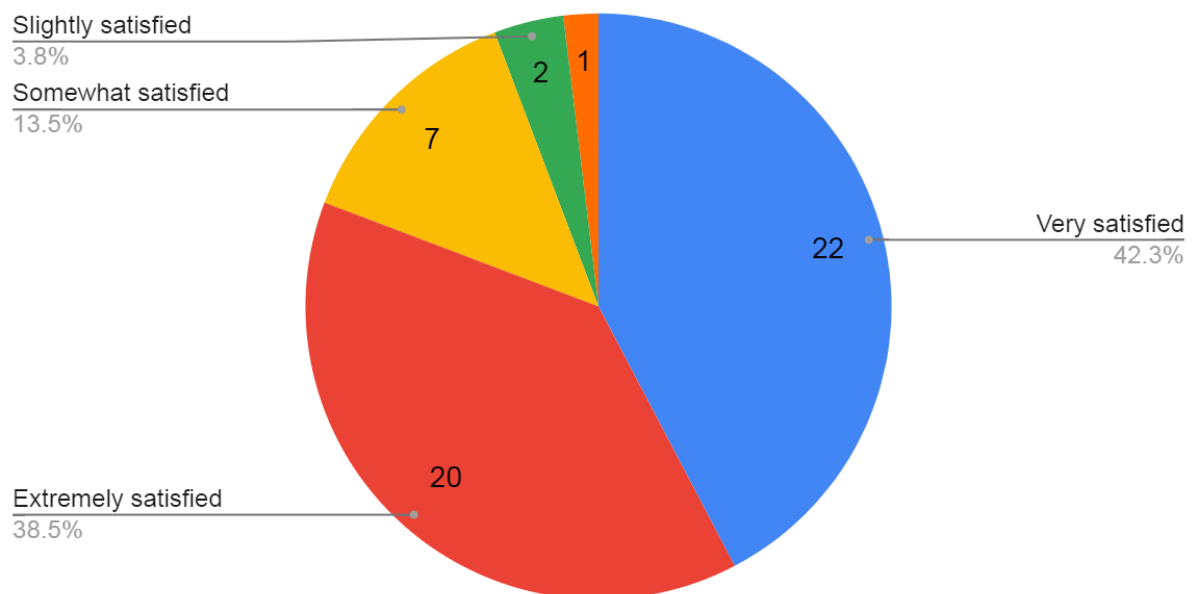
The above table shows that 40.4% of respondents extremely satisfied with the assistance provided by the guards and staff upon entry, 26.9% of respondents very satisfied, 21.2% of respondents somewhat satisfied and 3.8% of respondents not satisfied with the assistance provided by the guards and staffs upon entry.

**Table 4.18 Assistance by the Service Advisor.**

Assistance provided by guards or other staffs upon entry. Assistance by the Service Advisor.	No of respondents	Percentage
Extremely satisfied	22	42.3
Very satisfied	20	38.5
Somewhat satisfied	7	13.5
Slightly satisfied	2	3.8
Not satisfied	1	1.9
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.18 Assistance by the Service Advisor.**



### Interpretation

The above table shows that 42.3% of respondents extremely satisfied with the assistance provided by the service advisor, 38.5% of respondents very satisfied and 1.9% of respondents not satisfied to the assistance provided by service advisor.

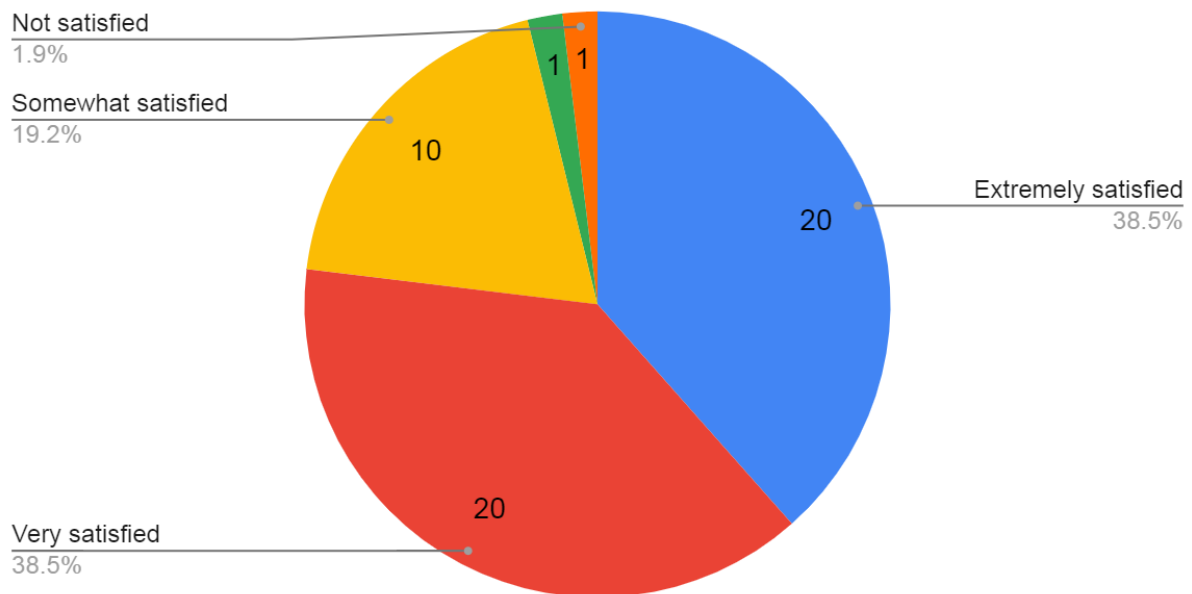


**Table 4.19 Service advisor’s clarity of explanation of service.**

Service advisor’s clarity of explanation of service.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>20</b>	<b>38.5</b>
<b>Very satisfied</b>	<b>20</b>	<b>38.5</b>
<b>Somewhat satisfied</b>	<b>10</b>	<b>19.2</b>
<b>Slightly satisfied</b>	<b>1</b>	<b>1.9</b>
<b>Not satisfied</b>	<b>1</b>	<b>1.9</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.19 Service advisor’s clarity of explanation of service.**



### Interpretation

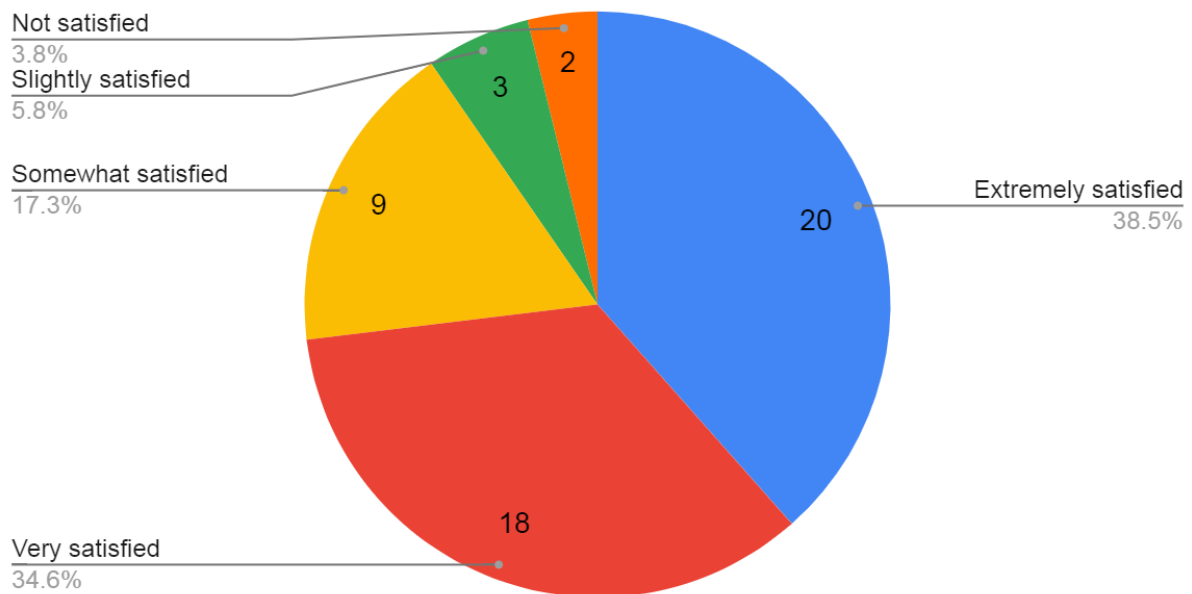
The above table shows that 38.5% of respondents extremely satisfied and very satisfied with the service advisors clarity of explanation to customers about the services, 19.2% of respondents somewhat satisfied and 1.9% of respondents not satisfied with the clarity of explanation provided by service advisors

**Table 4.20 Clarity of explanation to service billing or charges.**

Clarity of explanation to service billing or charges.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>20</b>	<b>38.5</b>
<b>Very satisfied</b>	<b>18</b>	<b>34.6</b>
<b>Somewhat satisfied</b>	<b>9</b>	<b>17.3</b>
<b>Slightly satisfied</b>	<b>3</b>	<b>5.8</b>
<b>Not satisfied</b>	<b>2</b>	<b>3.8</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.20 Clarity of explanation to service billing or charges.**



### Interpretation

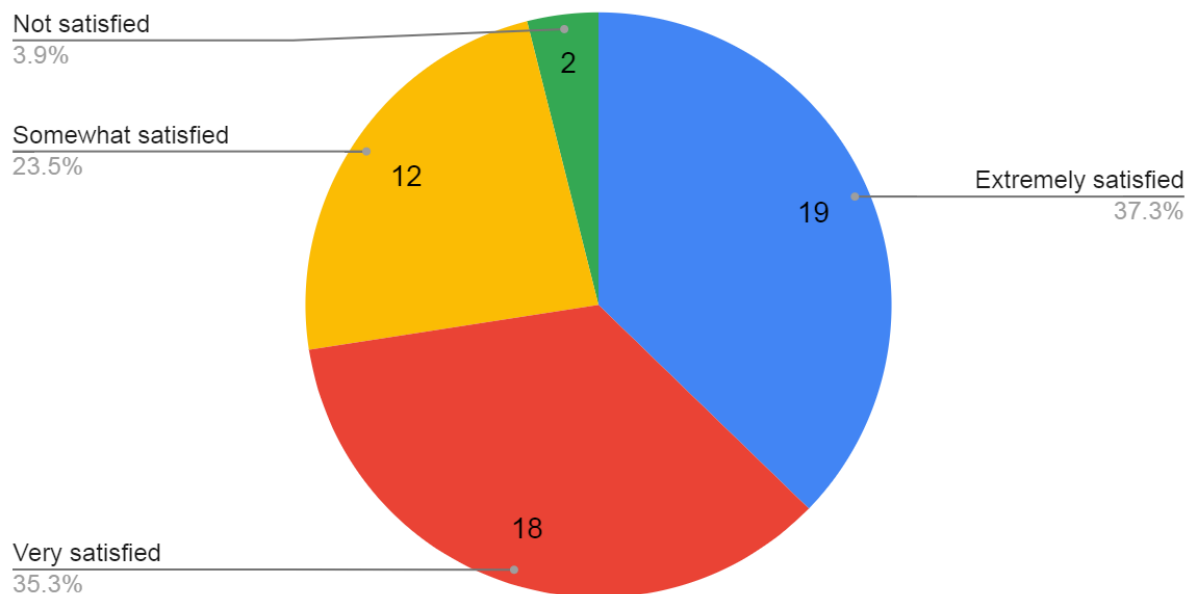
The above table shows that 38.5% of respondents extremely satisfied with the clarity of explanation to service billing, 34.6% of respondents very satisfied, 17.3% of respondents somewhat satisfied and 3.8% of respondents not satisfied on the clarity of explanation to service billing

**Table 4.21 Overall service staffs responsiveness to customers.**

Overall service staffs responsiveness to customers.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>19</b>	<b>37.3</b>
<b>Very satisfied</b>	<b>18</b>	<b>35.3</b>
<b>Somewhat satisfied</b>	<b>12</b>	<b>23.5</b>
<b>Slightly satisfied</b>	<b>0</b>	<b>0</b>
<b>Not satisfied</b>	<b>2</b>	<b>3.9</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.21 Overall service staffs responsiveness to customers.**



### Interpretation

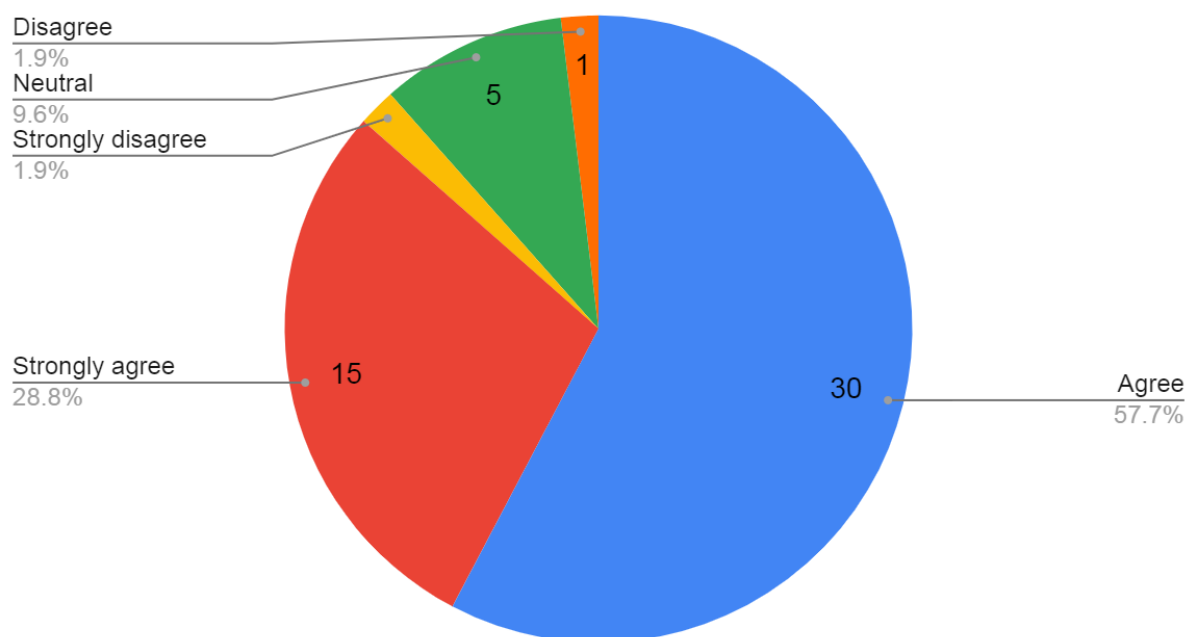
The above table shows that 37.3% of respondents extremely satisfied to the overall service staffs responsiveness to customers, 35.3% of respondents very satisfied and 3.9% of respondents not satisfied with the overall responsiveness of service staffs to the customers.

**Table 4.22 Recommendations provided for services were done accurately.**

Recommendations provided for services were done accurately.	No of respondents	Percentage
Strongly Agree	15	28.8
Agree	30	57.7
Neutral	5	9.6
Disagree	1	1.9
Strongly Disagree	1	1.9
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.22 Recommendations provided for services were done accurately.**



### Interpretation

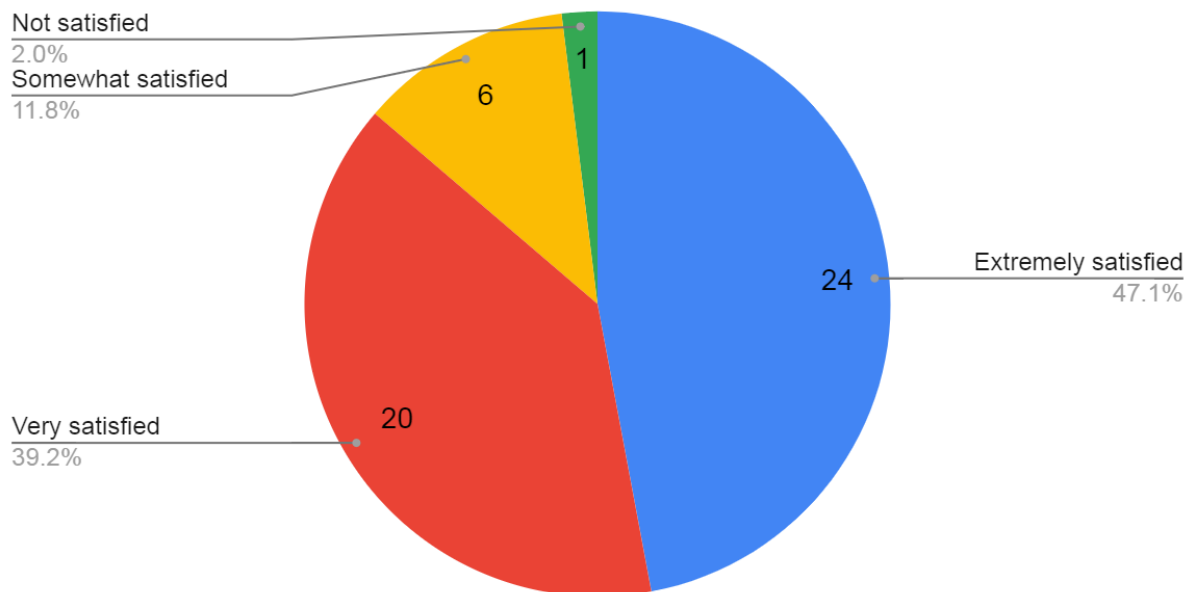
The above table shows that 57.7% of respondents agree that the recommendations provided for services were done accurately, 28.8% of respondents strongly agree and 1.9% of respondents disagree with the recommendations provide for services were done accurately.

**Table 4.23 Maintenance reminder for customer’s upcoming service.**

Maintenance reminder for customer’s upcoming service.	No of respondents	Percentage
Extremely satisfied	24	47.1
Very satisfied	20	39.2
Somewhat satisfied	6	11.8
Slightly satisfied	0	0
Not satisfied	1	2
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.23 Maintenance reminder for customer’s upcoming service.**



### Interpretation

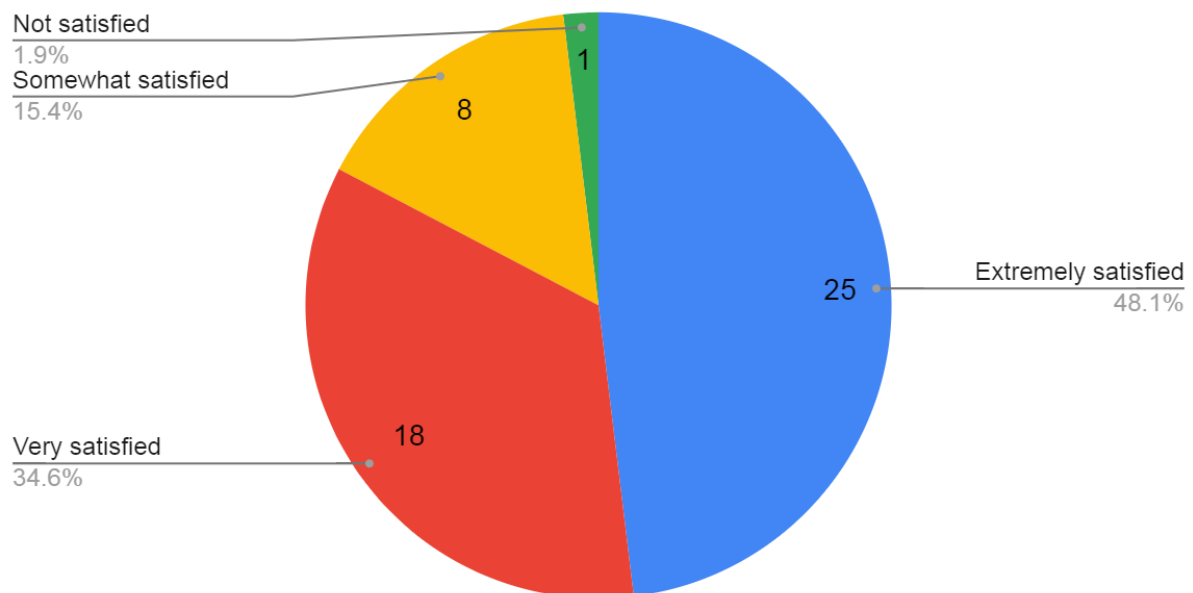
The above table shows that 47.1% of respondents are extremely satisfied with the maintenance reminder for customer’s upcoming services, 39.2% of respondents are very satisfied and 11.8% of respondents are somewhat satisfied and 2% of respondents are not satisfied with maintenance reminder for customer’s upcoming services.

**Table 4.24 Confirmation and reminder on customer’s appointment schedule.**

Confirmation and reminder on customer’s appointment schedule.	No of respondents	Percentage
Extremely satisfied	24	47.1
Very satisfied	20	39.2
Somewhat satisfied	6	11.8
Slightly satisfied	0	0
Not satisfied	1	2
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.24 Confirmation and reminder on customer’s appointment schedule.**



### Interpretation

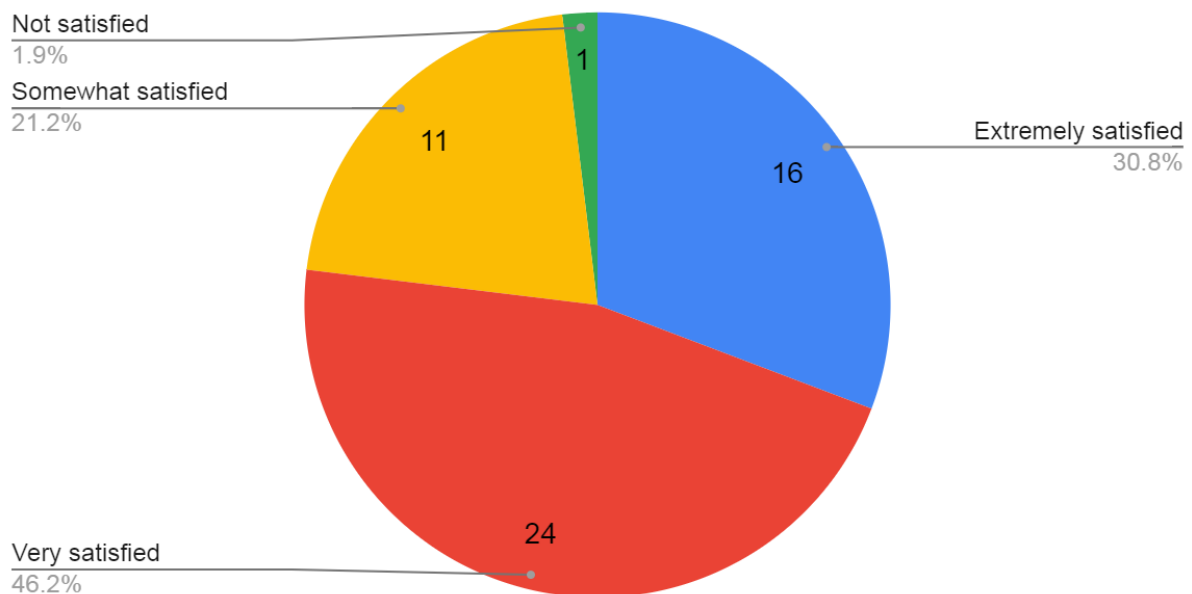
The above table shows that 47.1% of respondents extremely satisfied with the confirmation and reminder on their appointment schedule, 39.2 % of respondents very satisfied and 11.8% of respondents somewhat satisfied and 2% of respondents not satisfied with confirmation reminder on appointment schedule

**Table 4.25 Vehicle check listing or inventory system upon entry (interior and exterior condition, valuable items left.**

Vehicles check listing or inventory system upon entry (interior and exterior condition, valuable items left.	No of respondents	Percentage
Extremely satisfied	16	30.8
Very satisfied	24	46.2
Somewhat satisfied	11	21.2
Slightly satisfied	0	0
Not satisfied	1	1.9
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.25 Vehicle check listing or inventory system upon entry (interior and exterior condition, valuable items left.**



### Interpretation

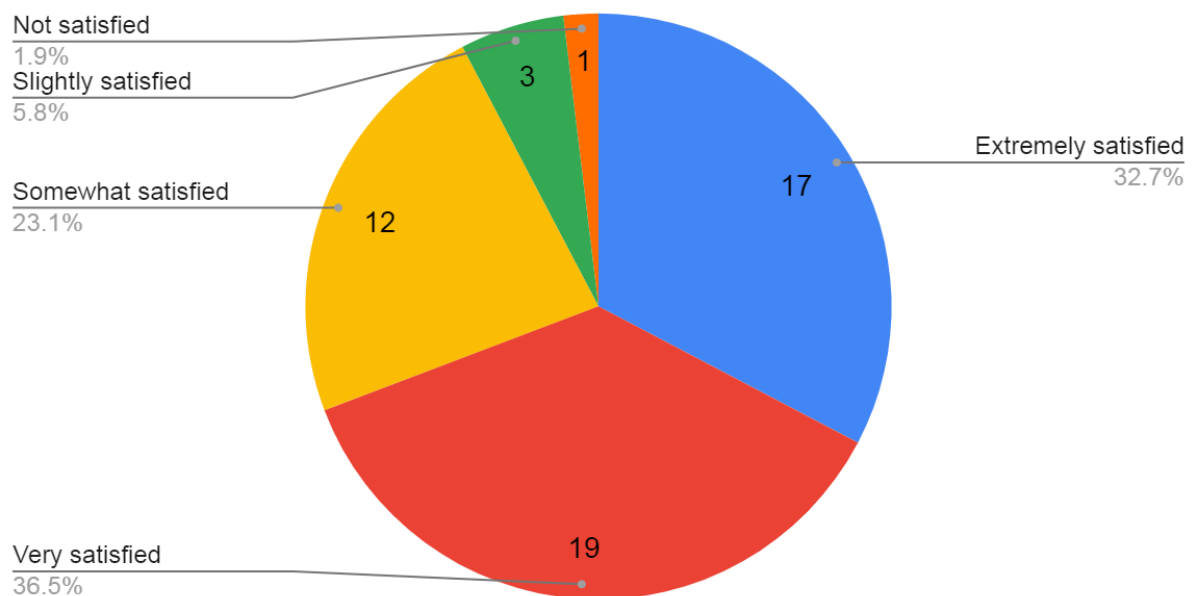
The above table shows that 46.2% of respondents very satisfied with vehicle check listing, 30.8% of respondents extremely satisfied and 1.9% of respondents were not satisfied with the vehicle check listing

**Table 4.26 Informing customers when their vehicle is being service.**

<b>Informing customers when their vehicle is being service.</b>	<b>No of respondents</b>	<b>Percentage</b>
<b>Extremely satisfied</b>	<b>17</b>	<b>32.7</b>
<b>Very satisfied</b>	<b>19</b>	<b>36.5</b>
<b>Somewhat satisfied</b>	<b>12</b>	<b>23.1</b>
<b>Slightly satisfied</b>	<b>3</b>	<b>5.8</b>
<b>Not satisfied</b>	<b>1</b>	<b>1.9</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.26 Informing customers when their vehicle is being service.**



### **Interpretation**

The above table shows that 36.5% of respondents very satisfied in informing them about their vehicle being serviced, 32.7% of respondents were extremely satisfied, 23.1 % of respondents somewhat satisfied and 5.8% of respondents slightly satisfied. The remaining respondents not satisfied in not satisfied in information about the vehicle being serviced.

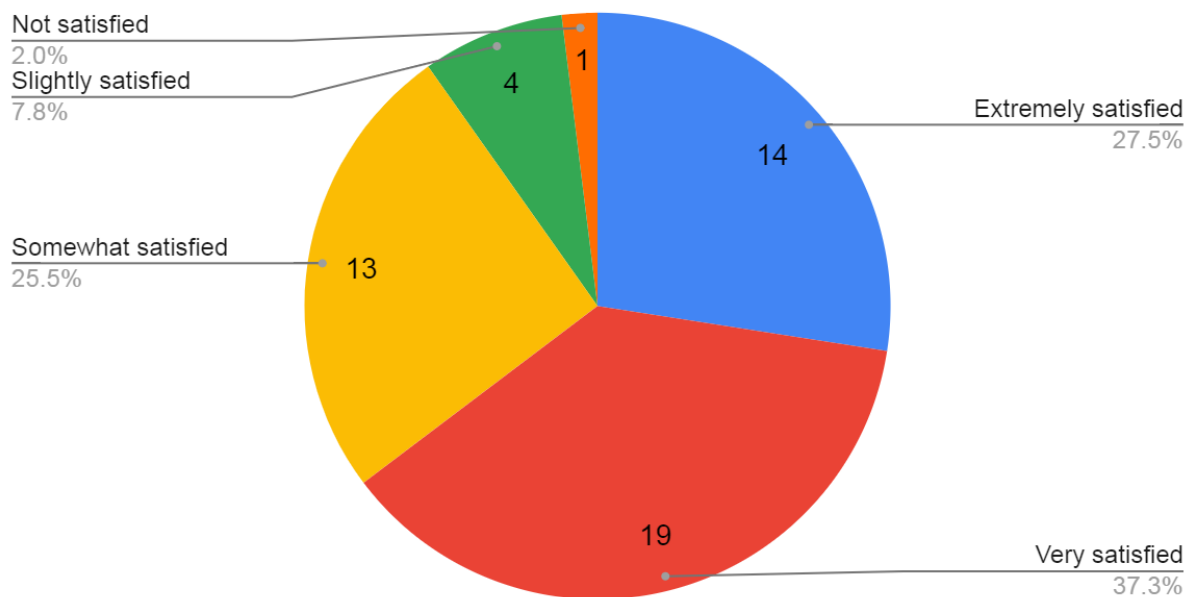


**Table 4.27 Providing warranty on parts and service repairs.**

Providing warranty on parts and service repairs.	No of respondents	Percentage
Extremely satisfied	14	27.5
Very satisfied	19	37.3
Somewhat satisfied	13	25.5
Slightly satisfied	4	7.8
Not satisfied	1	2
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.27 Providing warranty on parts and service repairs.**



### Interpretation

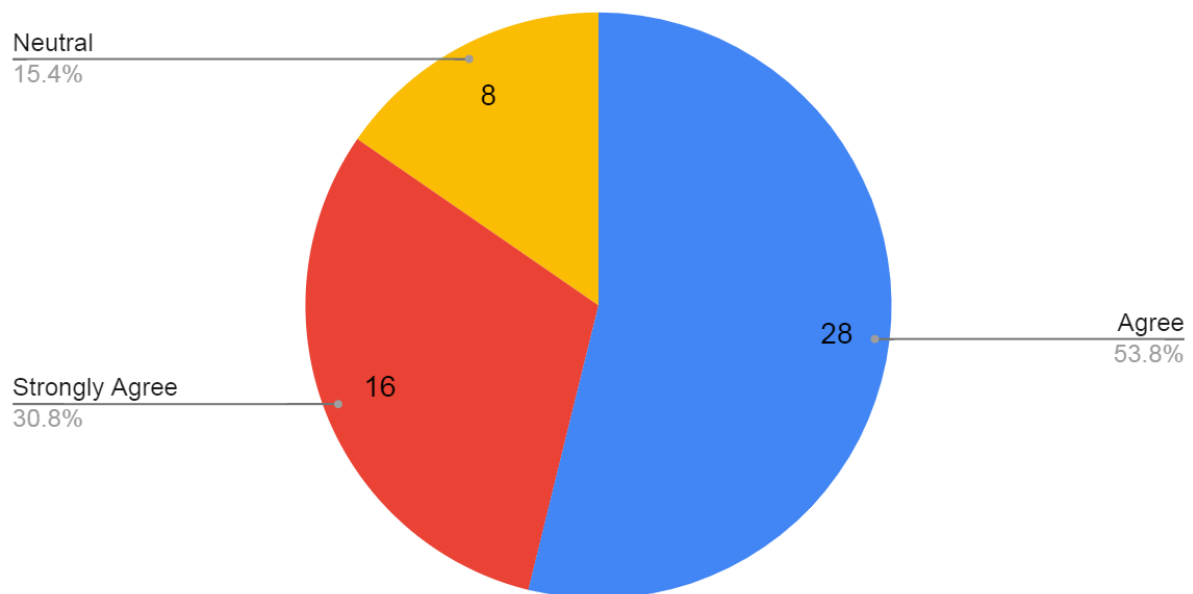
The table above shows that 37.3% of respondents very satisfied with the warranty on parts and service repairs provided by the company, 27.5% of respondents extremely satisfied, 25.5% of respondents somewhat satisfied, 7.8% of respondents slightly satisfied and 2% of respondents not satisfied on the warranty provided by the company.

**Table 4.28 All services and requests done were explained and shown upon vehicle pick-up.**

All services and requests done were explained and shown upon vehicle pick-up.	No of respondents	Percentage
Strongly Agree	16	30.8
Agree	28	53.8
Neutral	8	15.4
Disagree	0	0
Strongly Disagree	0	0
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.28 All services and requests done were explained and shown upon vehicle pick-up.**



### Interpretation

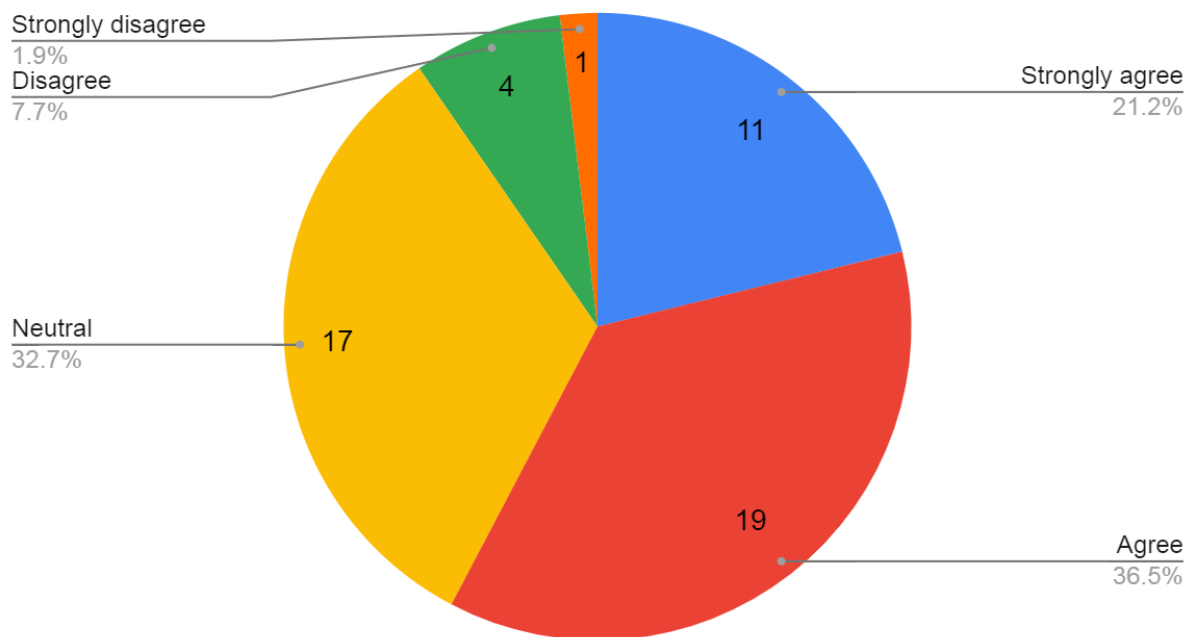
The above table shows that 53.8% of respondents agree that all the services and requests were explained clearly, 30.8% of respondents strongly agree and 15.4% of respondents neither agree nor disagree with that opinion

**Table 4.29 Cost of service in Audi is affordable.**

All services and requests done were explained and shown upon vehicle pick-up.	No of respondents	Percentage
Strongly Agree	11	21.2
Agree	19	36.5
Neutral	17	32.7
Disagree	4	7.7
Strongly Disagree	1	1.9
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.29 Cost of service in Audi is affordable.**



### Interpretation

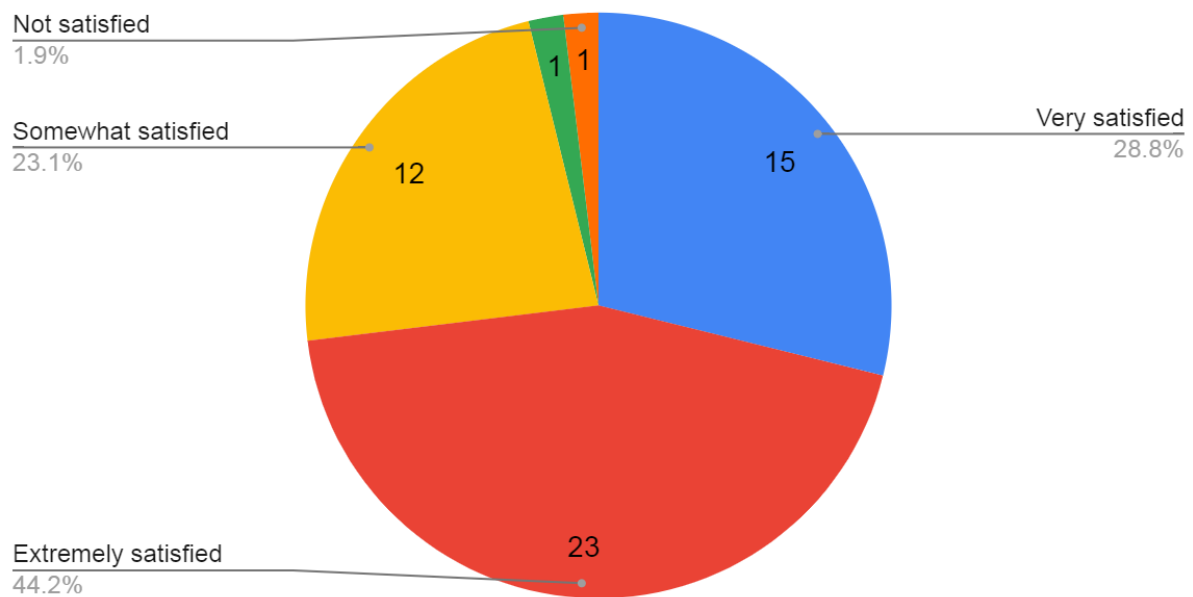
The above table shows that 36.5% of respondents agree that the cost of service of Audi is affordable, 21.2% of respondents strongly agree, 32.7% of respondents neither agree or disagree about the affordability of cost of service provided by Audi

**Table 4.30 Convenient schedule for customers.**

Convenient schedule for customers.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>23</b>	<b>44.2</b>
<b>Very satisfied</b>	<b>15</b>	<b>28.8</b>
<b>Somewhat satisfied</b>	<b>12</b>	<b>23.1</b>
<b>Slightly satisfied</b>	<b>1</b>	<b>1.9</b>
<b>Not satisfied</b>	<b>1</b>	<b>1.9</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.30 Convenient schedule for customers.**



### Interpretation

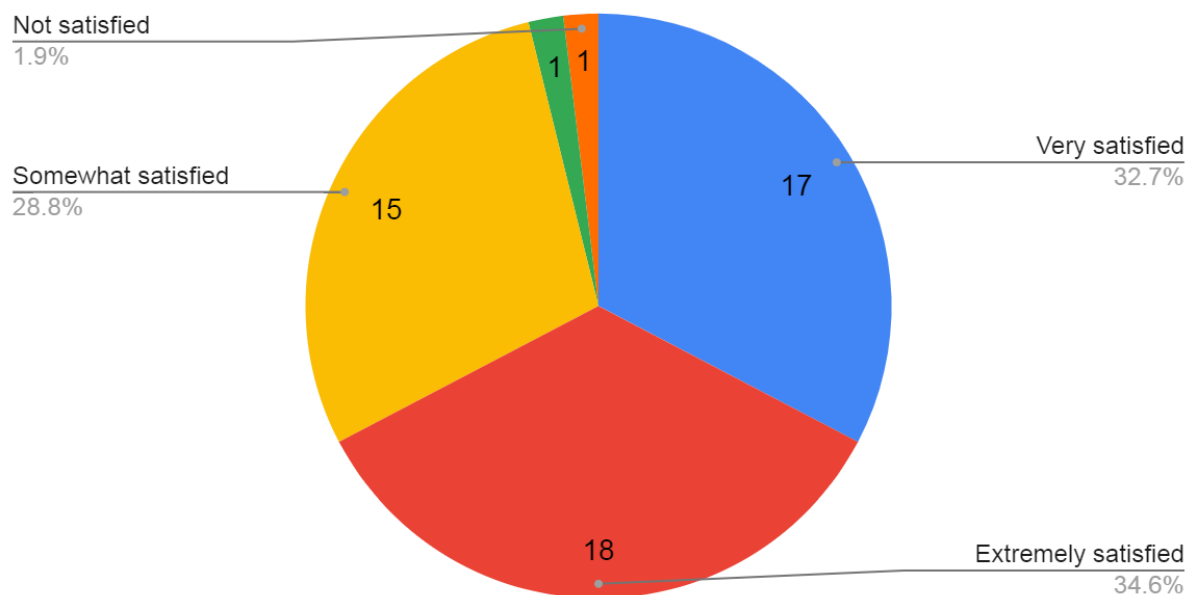
The above table shows that 44.2% of respondents extremely satisfied with the convenient schedule for them, 28.8% of respondents very satisfied and 1.9% of respondents not satisfied with convenient schedule for them.

**Table 4.31 Service staffs understand customer needs.**

Service staffs understand customer needs.	No of respondents	Percentage
<b>Extremely satisfied</b>	<b>18</b>	<b>34.6</b>
<b>Very satisfied</b>	<b>17</b>	<b>32.7</b>
<b>Somewhat satisfied</b>	<b>15</b>	<b>28.8</b>
<b>Slightly satisfied</b>	<b>1</b>	<b>1.9</b>
<b>Not satisfied</b>	<b>1</b>	<b>1.9</b>
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.31 Service staffs understand customer needs.**



### Interpretation

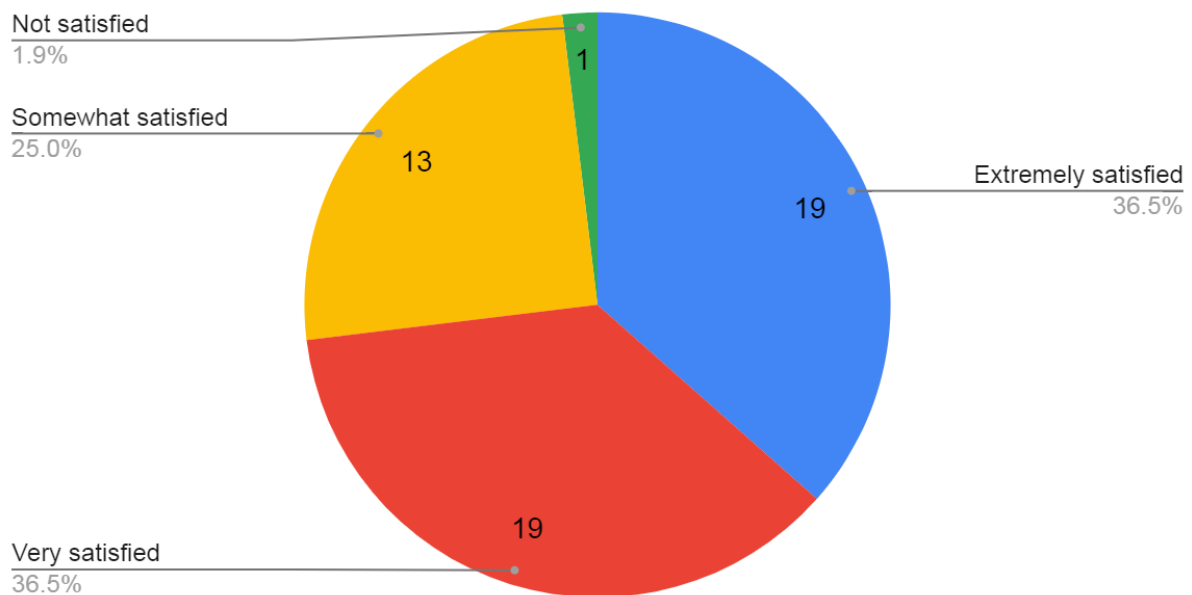
The above table shows that 34.6% of respondents extremely satisfied with understandable service staffs about their customers’ needs, 32.7% of respondents very satisfied and 1.9% of respondents not satisfied with the understandable of service staffs of Audi.

**Table 4.32 Service staffs give individual attention to customer.**

Service staffs give individual attention to customer.	No of respondents	Percentage
Extremely satisfied	19	36.5
Very satisfied	19	36.5
Somewhat satisfied	13	25
Slightly satisfied	0	0
Not satisfied	1	1.9
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.32 Service staffs give individual attention to customer.**



### Interpretation

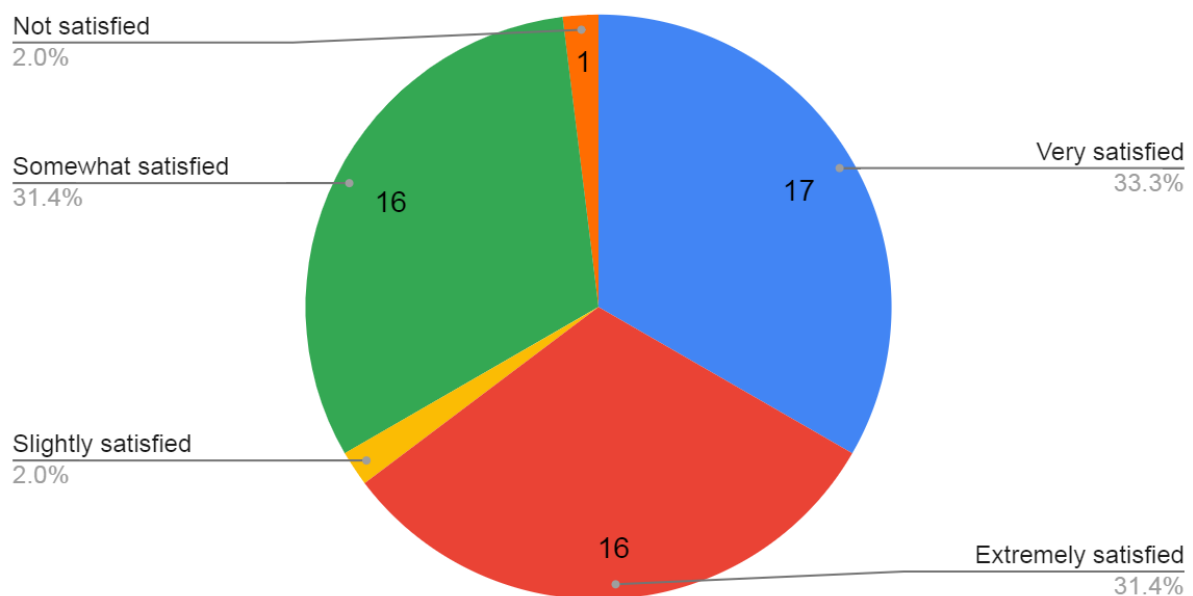
The above table shows that 36.5% of respondents extremely satisfied with that the service staffs give attention to customers, 25% of respondents somewhat satisfied and 1.9% of respondents not satisfied.

**Table 4.33 Service staffs assist all customers in a caring manner.**

Service staffs assist all customers in a caring manner.	No of respondents	Percentage
Extremely satisfied	16	31.4
Very satisfied	17	33.3
Somewhat satisfied	16	31.4
Slightly satisfied	1	2
Not satisfied	1	2
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.33 Service staffs assist all customers in a caring manner.**



### Interpretation

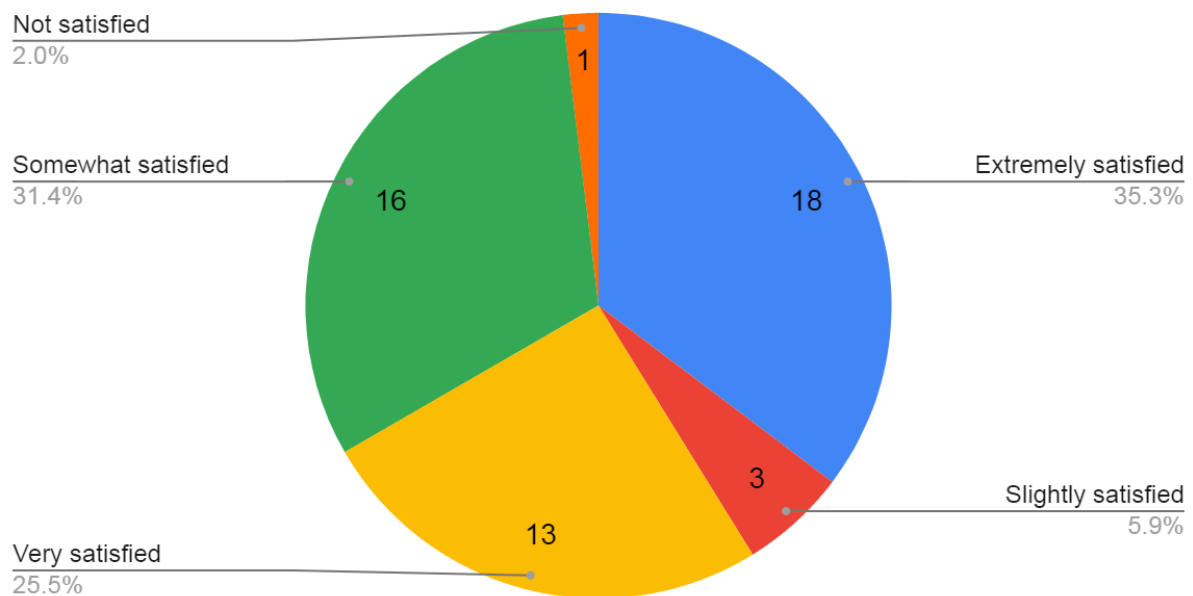
The above table shows that 33.3% of respondents opinion is that they were very satisfied in assistance from the service staffs of Audi, 31.4% of respondents extremely satisfied and somewhat satisfied on the assistance from the service staffs and 2% of respondents not satisfied.

**Table 4.34 Informing if there will be changes in promised time.**

Informing if there will be changes in promised time.	No of respondents	Percentage
Extremely satisfied	18	35.3
Very satisfied	13	25.5
Somewhat satisfied	16	31.4
Slightly satisfied	3	5.9
Not satisfied	1	2
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure 4.34 Informing if there will be changes in promised time.**



### Interpretation

The above table shows that 35.3% of respondents extremely satisfied with the information from the staffs regarding any changes in time scheduled, 31.4% of respondents somewhat satisfied and 2% of respondents not satisfied with the information from the staffs regarding any changes in time scheduled.

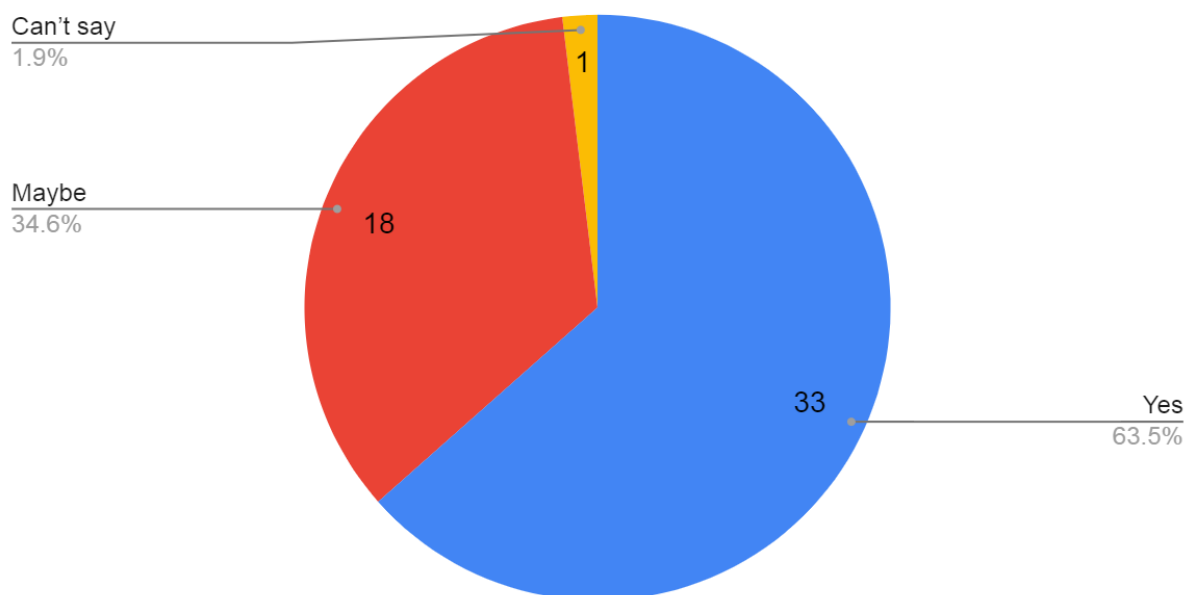


**Table No 4.35 Does the brand help in providing a sense of self-esteem to you?**

Does the brand help in providing a sense of self-esteem to you?	No of respondents	Percentage
Yes	33	63.5
No	0	0
May be	18	34.6
Can't say	1	1.9
Total	52	100

Source: Primary data

**Figure No 4.35 Does the brand help in providing a sense of self-esteem to you?**



### Interpretation

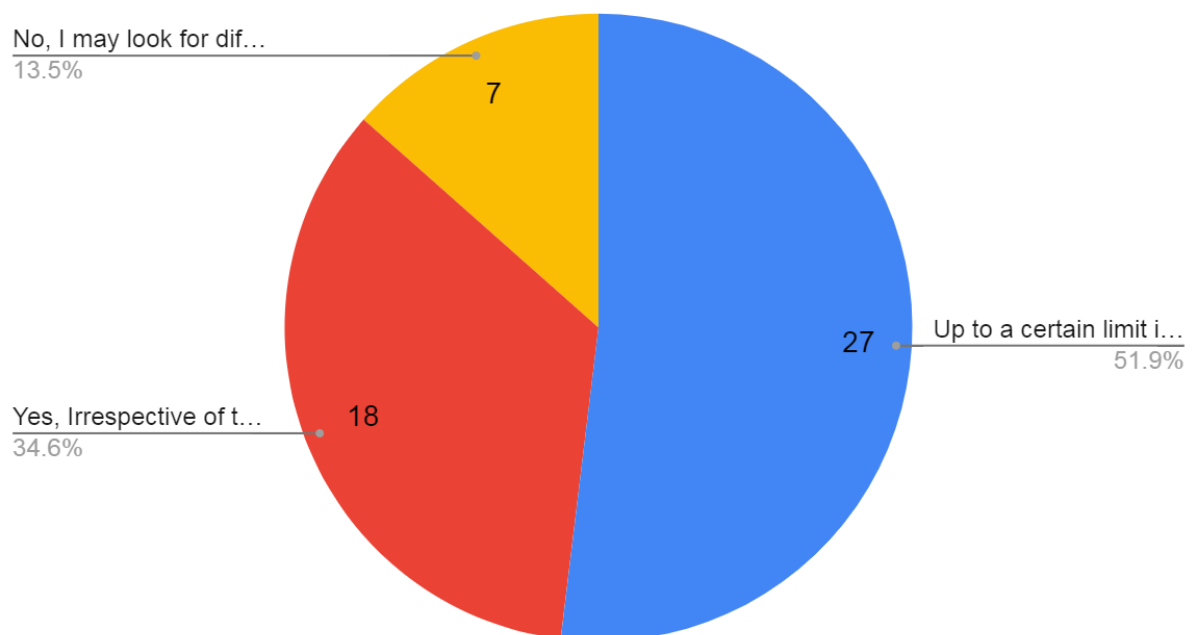
The above table shows that 63.5% of respondents opinion is that the brand will help in providing a sense of self esteem to the customers, 34.6% of respondents thinks that the brand may provide self esteem to the customers.

**Table No 4.36 Will you stick to the same brand if their price is increased?**

Will you stick to the same brand if their price is increased?	No of respondents	Percentage
Yes, Irrespective of the price increase	18	34.6
Up to a certain limit in price increase	27	51.9
No, I may look for different brand	7	13.5
<b>Total</b>	<b>52</b>	<b>100</b>

Source: Primary data

**Figure No 4.36 Will you stick to the same brand if their price is increased?**



### Interpretation

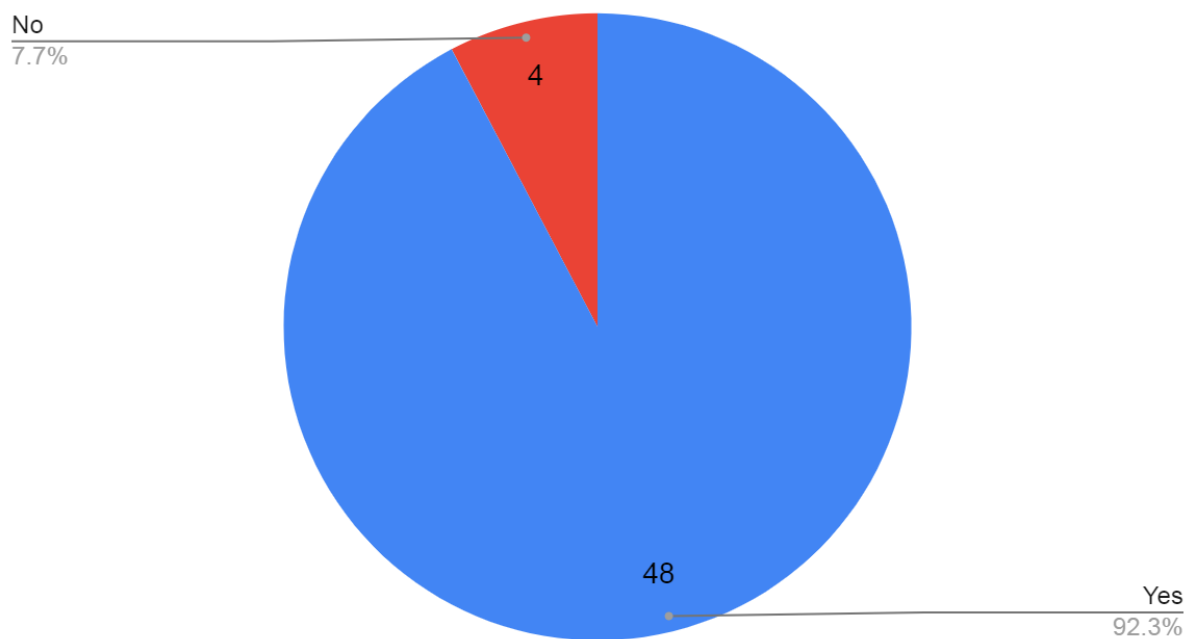
The table above shows that 51.9% of respondents will stick on the same brand if the price increases up to a certain limit, 34.6% of respondents stick on the same brand irrespective of price increases, and 13.5% of respondents may not stick on the same brand if the price increases, they may look for another brand.

**Table No 4.37 Does Do you think company should build stronger brand image?**

Does the brand help in providing a sense of self-esteem to you?	No of respondents	Percentage
Yes	48	92.3
No	4	7.7
Total	52	100

Source: Primary data

**Figure No 4.37 Do you think company should build stronger brand image?**



### **Interpretation**

The above table shows that 92.3% of respondent's opinion is that the company will build stronger brand image and 7.7% of respondent says that the company will not build stronger brand image.

## **CHAPTER 5**

### **FINDINGS, SUGGESTION AND CONCLUSION**

## 5.1 INTRODUCTION

Customer satisfaction is a major part in every organization. The business cannot withstand in the market without satisfying the customer needs. My topic was “A study on customer satisfaction in service quality of Audi cars with respect to PPS Motors Pvt. Ltd.” the study was conducted among the people in Ernakulum district. 52 respondents were taken for the study.

## 5.2 FINDINGS

The study was conducted among the people in Ernakulum district. Total respondents are 52. The major findings are given below:

- 69.2 % of respondents are male, 26.9% of respondent are female, 1.9% of respondents are in other category and another 1.9% of respondents are opted for Prefer not to say.
- In this study 30.8% of respondents were 18-30 years old, 48.1% of respondents were 31-45 years old, 19.2% of respondents were 46-60year old and 1.9% of the respondents were 61 years old and above category.
- The study shows that 46.2 % of respondents own Sedan model, 48.1% of respondents own SUV model, 5.8% of respondents own Sports back model and 0% of respondents own the E-tron model.
- 25% of respondents are servicing in Audi car services centre below year, 44.2% of respondents are servicing in Audi car services centre 2 to 3 years, 25% of respondents are servicing in Audi car services centre 4 to 5 years and 5.8% of respondent of respondents are servicing in Audi car services centre above 6 years.
- The study clearly shows, 42.3% of respondents extremely satisfied with the accessibility to service entrance, 40.4% of respondents very satisfied and 17.3% of respondents somewhat satisfied with the service entrance of Audi.
- 42.3% of respondents very satisfied with the accessibility to the service reception area, 40.4% of respondents extremely satisfied and 17.3% of respondents somewhat satisfied with reception area infrastructure experience.

- In this study 42.3% of respondents very satisfied with the appearance of service staffs of Audi, 40.4% of respondents extremely satisfied and 17.3% of respondents somewhat satisfied with the appearance of service staffs of Audi.
- 48.1% of respondents very satisfied with the amenities provided by Audi, 36.5% of respondents extremely satisfied with amenities provided, 13.5% of respondents somewhat satisfied and 1.9% of respondents slightly satisfied with amenities provided by Audi
- 50% of respondents agree that the overall appearance of facility is maintained in premium standards, 28.8% of respondents strongly agree ,and 21.2% of respondents neither agree or disagree that the overall appearance in premium standards
- 48.1% of respondents extremely satisfied in easiness of arrangement for appointment, 40.4% of respondents very satisfied and 1.9% of respondents slightly satisfied in the easiness of appointment schedule in Audi.
- 44.2% of respondents extremely satisfied in prioritization provided to the appointment to customers, 42.3% of satisfied and 11.5% of respondents somewhat satisfied in prioritization provide to the customers.
- 36.5% of respondents extremely satisfied in the accommodation of walk in customers, 34.6% of respondents very satisfied, 21.2% of respondents somewhat satisfied and 7.7% of respondents slightly satisfied in accommodation walk in customers.
- 42.3% of respondents very satisfied in timely completion of service provided by Audi, 25% of respondents extremely satisfied and somewhat satisfied in timely completion of services, 3.8% of respondents not satisfied in timely completion of services.
- 36% of respondents very satisfied with the fairness on cost estimate prior to servicing, 28% of respondents somewhat satisfied and 26% of respondents extremely satisfied with the fairness on cost estimate prior to servicing.
- 46.2% of respondents agree that service staffs promptly serves all customers, 34.6% of respondents strongly agree and 1.9% of disagree that service staffs promptly serves all customers.
- 40.4% of respondents extremely satisfied with the assistance provided by the guards and staff upon entry, 26.9% of respondents very satisfied, 21.2% of respondents somewhat satisfied and 3.8% of respondents not satisfied with the assistance provided by the guards and staffs upon entry.

- 42.3% of respondents extremely satisfied with the assistance provided by the service advisor, 38.5% of respondents very satisfied and 1.9% of respondents not satisfied to the assistance provided by service advisor.
- 38.5% of respondents extremely satisfied and very satisfied with the service advisors clarity of explanation to customers about the services, 19.2% of respondents somewhat satisfied and 1.9% of respondents not satisfied with the clarity of explanation provided by service advisors
- 38.5% of respondents extremely satisfied with the clarity of explanation to service billing, 34.6% of respondents very satisfied, 17.3% of respondents somewhat satisfied and 3.8% of respondents not satisfied on the clarity of explanation to service billing
- 37.3% of respondents extremely satisfied to the overall service staffs responsiveness to customers, 35.3% of respondents very satisfied and 3.9% of respondents not satisfied with the overall responsiveness of service staffs to the customers.
- 57.7% of respondents agree that the recommendations provided for services were done accurately, 28.8% of respondents strongly agree and 1.9% of respondents disagree with the recommendations provide for services were done accurately.
- 47.1% of respondents extremely satisfied with the maintenance reminder for customer’s upcoming services, 39.2% of respondents very satisfied and 11.8% of respondents somewhat satisfied and 2% of respondents not satisfied with maintenance reminder for customer’s upcoming services.
- 47.1% of respondents extremely satisfied with the confirmation and reminder on their appointment schedule, 39.2 % of respondents very satisfied and 11.8% of respondents somewhat satisfied and 2% of respondents not satisfied with confirmation reminder on appointment schedule
- 46.2% of respondents very satisfied with vehicle check listing, 30.8% of respondents extremely satisfied and 1.9% of respondents were not satisfied with the vehicle check listing
- 36.5% of respondents very satisfied in informing them about their vehicle being serviced, 32.7% of respondents were extremely satisfied, 23.1 % of respondents somewhat satisfied and 5.8% of respondents slightly satisfied. The remaining respondents not satisfied in not satisfied in information about the vehicle being serviced.

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- 37.3% of respondents very satisfied with the warranty on parts and service repairs provided by the company, 27.5% of respondents extremely satisfied, 25.5% of respondents somewhat satisfied, 7.8% of respondents slightly satisfied and 2% of respondents not satisfied on the warranty provided by the company.
- 53.8% of respondents agree that all the services and requests were explained clearly, 30.8% of respondents strongly agree and 15.4% of respondents neither agree nor disagree with that opinion
- 36.5% of respondents agree that the cost of service of Audi is affordable, 21.2% of respondents strongly agree, 32.7% of respondents neither agree or disagree about the affordability of cost of service provided by Audi
- 44.2% of respondents extremely satisfied with the convenient schedule for them, 28.8% of respondents very satisfied and 1.9% of respondents not satisfied with convenient schedule for them.
- 34.6% of respondents extremely satisfied with understandable service staffs about their customers' needs, 32.7% of respondents very satisfied and 1.9% of respondents not satisfied with the understandable of service staffs of Audi.
- 36.5% of respondents extremely satisfied with that the service staffs give attention to customers, 25% of respondents somewhat satisfied and 1.9% of respondents not satisfied.
- 33.3% of respondents opinion is that they were very satisfied in assistance from the service staffs of Audi, 31.4% of respondents extremely satisfied and somewhat satisfied on the assistance from the service staffs and 2% of respondents not satisfied.
- 35.3% of respondents extremely satisfied with the information from the staffs regarding any changes in time scheduled, 31.4% of respondents somewhat satisfied and 2% of respondents not satisfied with the information from the staffs regarding any changes in time scheduled.
- 63.5% of respondents opinion is that the brand will help in providing a sense of self esteem to the customers, 34.6% of respondents thinks that the brand may be provide self esteem to the customers.
- 51.9% of respondents will stick on the same brand if the price increases up to a certain limit, 34.6% of respondents stick on the same brand irrespective of price increases, and 13.5% of respondents may not stick on the same brand if the price increases, they may look for another brand.



“A study on the customer satisfaction on service quality of Audi cars with reference to PPS Motors Pvt. Ltd”

- 92.3% of respondent’s opinion is that the company will build stronger brand image and 7.7% of respondent says that the company will not build stronger brand image.

### **5.3 SUGGESTIONS**

This study has several practical implications for Audi Kochi and the management. The findings of this study suggest that PPS Motors must focus more on factors such as reliability and empathy in delivering high quality of service since these are the factors most of the customers consider that affect their satisfaction. The company must continue to provide employee pieces of training, particularly on service technicians to enhance their skills that will help the company to deliver fast and reliable service to all its customer’s vehicles.

The dealer can also perform a job rotation at the service workshop which can also be done quarterly for the technicians to enhance their skills and knowledge on other tasks. In this case, reliable service can be attained and will lead to customer assurance on their vehicle’s good running condition and performance.

The company must also continue to conduct customer care or customer handling related training especially for the customer care department who handles customer directly for them to better understand the customer needs and expectations. This can be done at least once a year. The training can also serve as an annual refresher to the employees who already had this kind of training. With these, service executives can identify and understand the customers better; what they want and how they feel. In this case, a suitable approach can be adapted towards the customer that can make them feel more comfortable and even more satisfied not only with the service they received but also with the heartfelt treatment by the service personnel.

Lastly, the management must always continue to improve the quality of service by doing “kaizen” activities, and even turning customer feedbacks and concerns into positive input to improve the overall service quality.

### **5.4 LIMITATION OF THE STUDY**

- The time bound period is the major limitation in research projects.
- The study is conducted with customers at Ernakulum district only; it is not applicable for entire customers.
- The sample space for the study is 52. May not be applicable for entire customers.

## 5.5 CONCLUSION

The project entitled “A STUDY ON CUSTOMER SATISFACTION IN SERVICE QUALITY OF AUDI CARS WITH REFERENCE TO PPS MOTORS PVT. LTD” conducted among 52 customers in Ernakulum district. The objective of the study is to understand about the customer satisfaction on service quality of Audi cars and to study about various parameters used to measure service quality. The most of the respondents in the study shows that the customers are satisfied. In this study it shows that the customers are satisfied with the service quality provided by Audi.

The various parameters used to measure service quality is with SERVQUAL scale. A valid and reliable scale for measuring automobile service quality and can serve as a good starting point for scale construction. However, the dimensions of service quality are context specific and less generic as contended by the originators of the SERVQUAL dimensions. This suggests that basing service quality assessment on the original SERVQUAL dimensions can be misleading. As such, context-specific service quality dimensions are therefore needed to assist companies in their service quality improvement programmes. If this fit is achieved, the general welfare of consumer’s vis-à-vis service quality will be enhanced.

On the whole, however, the modified scale that emerged from this research is suitable and usable for assessing Audi customer’s satisfaction in service quality in Ernakulum District. This is because it has been known that studies that examined the impact of service quality on customer satisfaction in the Audi services center. Furthermore, customer satisfaction with the different dimensions of Audi service quality still ranks very high even as satisfaction was recorded in respect of some dimensions (tangibles and responsiveness). Marketers of automobile services quality consider improving the tangibles, responsiveness, empathy, reliability and commitment dimensions of service quality as the results of this research proved that they are performing in all these dimensions especially in the tangibles and responsiveness dimensions where customer satisfaction was satisfactory. Concentrating on the antecedents of service quality will assist automobile repair services providers to enhance service quality and consequently improve customer satisfaction. Finally, service quality dimensions are good predictors of customer satisfaction but the impact of each dimension varies across sectors and contexts.

## **BIBLIOGRAPHY**

## RESEARCH PAPERS

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- **Kurniawan (2010)** stated that the individual perception about the products or services performance leads to customer satisfaction.
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## BOOKS

- **Derek R. Allen (2004)** Customer satisfaction research management
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## WEBSITES

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## **APPENDIX**

# QUESTIONNAIRE

Dear sir/madam

I am Gladwin Jose, MBA student of Naipunnya Business School Pongam. As part of my final year project, I would request you to fill the questionnaire as it's aimed for the study on the customer satisfaction on service quality of Audi cars with reference to PPS Motors Pvt. Ltd. Your response will be dealt with strict confidentiality and it will be used only on behalf of academic purpose.

1) Name

2) Gender

- Male
- Female
- Other
- Prefer not to say

3) Age

- 18–30 years old
- 31–45 years old
- 46–60 years old
- 61 years old and above

4) Which kind of car do you own?

- Sedan
- SUV
- Sportback
- E-tron

5) How long you have been servicing in Audi car service center?

- Below 1 year
- 2 to 3 years
- 4 to 5 years
- Above 6 years

6) How do you rate the service center infrastructure experience?

	Extremely satisfied	Very satisfied	Somewhat satisfied	Slightly satisfied	Not satisfied
Accessibility to service entrance.					
Accessibility to service reception area.					
Service staffs appearance.					
Amenities (TV, Wi-Fi, furniture's, and refreshments)					
Overall service workshop appearance.					

7) Overall appearance of facility is maintained in premium standards.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8) How do you rate the reliability of the service center?

	Extremely satisfied	Very satisfied	Somewhat satisfied	Slightly satisfied	Not satisfied
Ease of arranging appointment schedule.					
Prioritization on appointment customers.					
Accommodation on walk-in customers.					
Promised time on service completion.					
Fairness on cost estimate prior to servicing.					

9) Service staffs promptly serve all customers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10) How do you rate the responsiveness of the service center?

	Extremely satisfied	Very satisfied	Somewhat satisfied	Slightly satisfied	Not satisfied
Assistance provided by guards or other staffs upon entry.					
Assistance by the Service Advisor.					
Service advisor's clarity of explanation of service.					
Clarity of explanation to service billing or charges.					
Overall service staffs responsiveness to customers.					

11) Recommendations provided for services were done accurately.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

12) How do you rate the updates at the time of service?

	Extremely satisfied	Very satisfied	Somewhat satisfied	Slightly satisfied	Not satisfied
Maintenance reminder for customer's upcoming service.					
Confirmation and reminder on customer's appointment schedule.					
Vehicle check listing or inventory system upon entry (interior and exterior condition; Valuable items left).					
Informing customers when their vehicle is being service.					
Providing warranty on parts and service repairs.					



13) All services and requests done were explained and shown upon vehicle pick-up.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

14) Cost of service in Audi is affordable?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

15) How well does our service representative provide services?

	Extremely satisfied	Very satisfied	Somewhat satisfied	Slightly satisfied	Not satisfied
Convenient schedule for customers.					
Service staffs understand customer needs.					
Service staffs give individual attention to customer.					
Service staffs assist all customers in a caring manner.					
Informing if there will be changes in promised time.					

16) Does the brand help in providing a sense of self-esteem to you?

- Yes
- No
- May be
- Can't say

17) Will you stick to the same brand if their price is increased?

- Up to a certain limit in price increase
- Yes, Irrespective of the price increase
- No, I may look for different brand

18) Do you think company should build stronger brand image?

- Yes
- NO