



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

A STUDY ON CUSTOMER SATISFACTION AT MORRIS GARAGES,,TIRUPATI

*K. DEVA REDDY

** D.S.PADMAJA

* Student, II MBA, Department of MBA, Annamacharya Institute of Technology & Sciences:: Tirupati

* *Assistant professor , Annamacharya Institute of Technology & Sciences:: Tirupati

Abstract: Customer satisfaction measures level of satisfaction with a product, service, or experience. In the evolving automobile market, understanding customer satisfaction has become crucial for sustaining business growth and building long-term loyalty. This study focuses on analyzing the level of customer satisfaction at Morris Garage (MG), Tirupati. Through a structured questionnaire distributed among MG vehicle users, various dimensions of customer satisfaction—such as product quality, service experience, after-sales support, pricing, and dealership interaction—were assessed. The study findings reveal that while a significant number of customers are satisfied with aspects like vehicle performance, safety features, and service responsiveness, there remain areas such as comfort and documentation transparency that need improvement. The insights drawn from this research aim to help MG Tirupati refine its customer engagement strategies and enhance overall satisfaction.

Keywords: Customer Satisfaction, After-sales Service, purchase behavior, customer feedback.

Introduction:

Customer satisfaction is a vital determinant of success in today's competitive automobile industry. It reflects how well a company's products and services meet or exceed customer expectations. In a market like India, where consumers are increasingly informed and brand-conscious, ensuring high levels of satisfaction is essential for customer retention and positive word-of-mouth. Morris Garage (MG), a premium automobile brand, has established a presence in Tirupati through Keshvin Automotives. This study aims to explore customer satisfaction among MG users by evaluating various service and product-related factors. Understanding these dimensions not only assists the dealership in improving service quality but also contributes to strategic decision-making and customer relationship management.

Review of literature:

Mohd. J. (2015) Researcher throws light on importance of customer satisfaction in any industry. Good quality service and improved customer satisfaction will lead to enhance the number of customers. Good service providers can also save the money required for different promotions and marketing activities as satisfied customer will always endorse these brands.

Karmugil S. Kannapa R. (2015) Focused on study of customer satisfaction and identified it is the key indicator for future Purchase decisions. Also, customer friendly strategies need to be developed for selling the best quality product and service

Sugeng, (2016) Customer Satisfaction is an attitude that is decided based on the experience obtained. Satisfaction is an assessment of the characteristics or privileges of a product or service, or the product itself, that provides a level of consumer pleasure with regard to meeting consumer consumption needs.

Objectives of the study:

1. To assess the customer satisfaction towards Morris Garages.
2. To identify the factors influencing the customer to purchase Morris Garages.
3. To suggest and recommend decision action to improve customer satisfaction to the company

Need for the study: Studying customer satisfaction is crucial for businesses because it helps identify areas for improvement, understand customer needs and expectations, and ultimately, drive loyalty and profitability by informing strategies and decisions across various business functions

Scope of the study:

The study on "Customer satisfaction" helps in understanding factors. It also influences the purchase of the brand Morris Garages and understands the intention of customer to purchase the brand. And it will also provide the information to the dealers about the satisfaction levels of the customer towards their services. The study offers help to put practice the theoretical aspect. Overall scope of the study is to understand effectiveness on creating "Customer satisfaction" in Tirupati city & the study also given the information about effectiveness on Morris Garages.

Research Methodology:

Research Design : descriptive research

- **Primary data:** The primary data has been gathered by a survey through a structured questionnaire
- **Secondary data:** Secondary data includes the collection of information from several journals, reports, magazines, and through internet etc.

1. **Sample Size:** 100
1. **Sample universe:** Users of Morris Garages vehicles.
2. **Statistical tools:** bar chart, percentage analysis

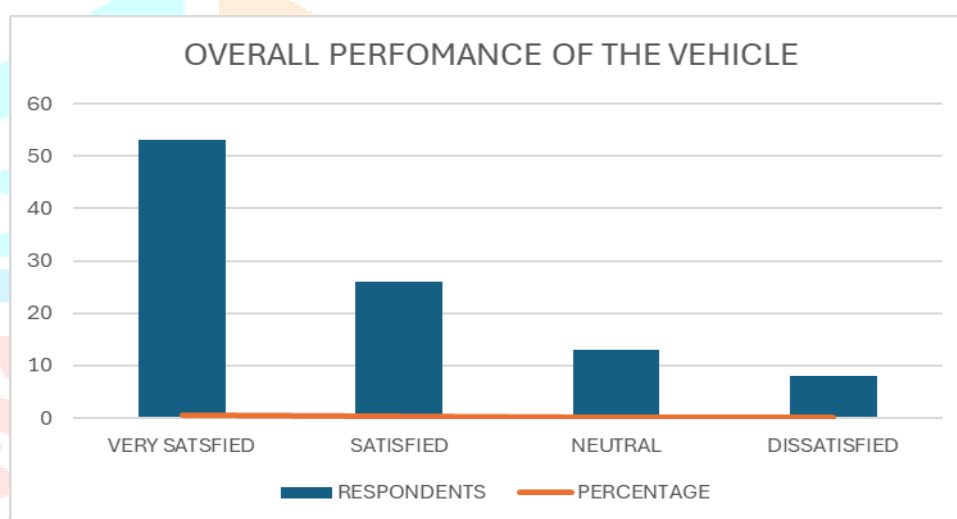
Limitations of The Study:

1. The study is limited to 100 respondents, which may not reflect the entire customer base.
2. Data is restricted to the Tirupati region, limiting geographic generalizability.
3. Responses may be affected by personal bias or social desirability.
4. Competitive analysis and broader industry trends were not included.
5. The study focuses only on selected satisfaction factors, excluding others.

Data analysis & Interpretation

1. How satisfied are you with the overall performance of your vehicle

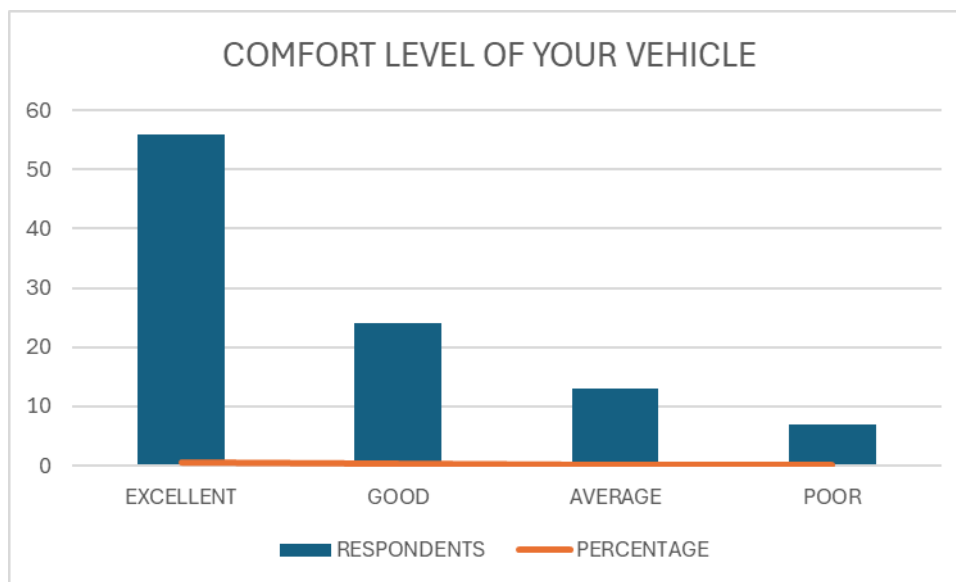
ATTRIBUTES	RESPONDENTS	PERCENTAGE
VERY SATSFIED	53	53%
SATISFIED	26	26%
NEUTRAL	13	13%
DISSATISFIED	8	8%
TOTAL	100	100%



Interpretation: It is observed that 53% Of the customers responded very satisfied with the performance of the vehicle and 26% of the customers respondents satisfied and 13% the customers respondents neutral satisfied and 8% of the customers respondents dissatisfied.

2. How would you rate the comfort level of your vehicle

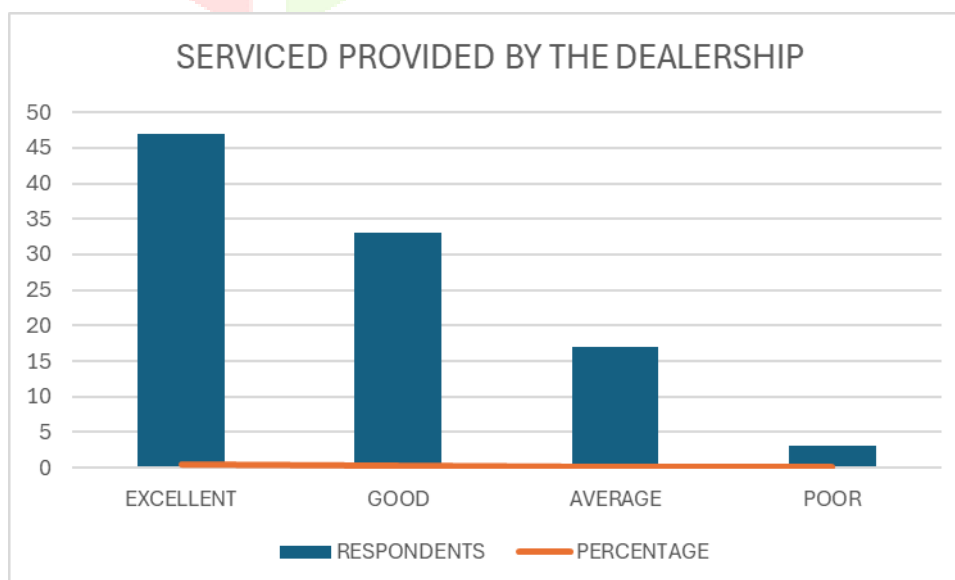
ATTRIBUTES	RESPONDENTS	PERCENTAGE
EXCELLENT	56	56%
GOOD	24	24%
AVERAGE	13	13%
POOR	7	7%
TOTAL	100	100%



Interpretation: It was observed that 56% of the respondents said excellent and 24% of the respondents said good and 13% of the respondents said average then 7% only respondents said poor.

3.How do you rate the after-sales service provided by the dealership?

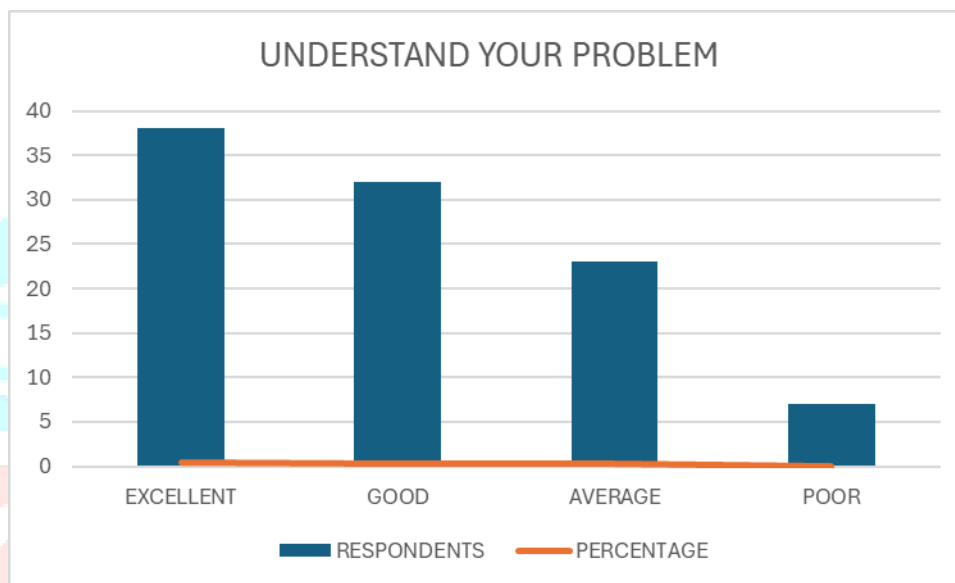
ATTRIBUTES	RESPONDENTS	PERCENTAGE
EXCELLENT	47	47%
GOOD	33	33%
AVERAGE	17	17%
POOR	3	3%
TOTAL	100	100%



Interpretation: It was observed that 47% of the customers responded excellent and 33% of the customers responded good then 17% of the customers responded average and finally 3% of the customers responded poor

4.How did our team understand your problem or request?

ATTRIBUTES	RESPONDENTS	PERCENTAGE
EXCELLENT	38	38%
GOOD	32	32%
AVERAGE	23	23%
POOR	7	7%
TOTAL	100	100%



Interpretation: It was observed that 38% of the respondents said excellent and 32% of the respondents said good and 23% of the respondents said average and 7% of the respondents said poor

Findings:

1. 53% of respondents were very satisfied and 26% were satisfied with the vehicle's overall performance.
2. 56% rated the vehicle's comfort as excellent and 24% as good, indicating high satisfaction with comfort.
3. 47% rated the after-sales service as excellent, while only 3% rated it as poor.
4. 38% rated the service team's understanding as excellent, and 32% as good, showing a majority found support responsive.

Suggestions:

1. Continue training staff to maintain and improve how well they understand and respond to customer issues.
2. Though comfort ratings are high, feedback from the 13% who rated it average and 7% poor should be investigated for specific issues.
3. Improve consistency in service by addressing the concerns of the minority (3%) who reported dissatisfaction.
4. Implement a feedback mechanism to capture detailed customer insights after service or purchase for continuous improvement.

Conclusion: The study on customer satisfaction at Morris Garage, Tirupati, reveals that most customers are highly satisfied with vehicle performance, comfort, and after-sales service. A significant portion of respondents appreciated the responsiveness and understanding of the dealership staff. However, a small percentage expressed concerns about comfort and service consistency. Overall, the findings suggest that MG Tirupati maintains a strong customer relationship, but there is room for further improvement. Addressing minor issues can help enhance customer loyalty and sustain long-term growth in a competitive automobile market.

References:

1. "Consumer satisfaction" by Leon G. Schiffman & Joseph Wisenblit (11th edition, 2014).
2. "Customer satisfaction: Buying, Having, and Being" by Michael R. Solomon (13th edition, 2020).
1. Jayaraj, A. M. (2017). A Study on Consumer Behaviour Towards Two Wheeler Dealers in Coimbatore District, International Journal of Management Research & Review. 7(4), pp. 418-423.
2. Kulandai, R. A. J., and John, K. S. (2015). Household Characteristics and Buying Behavior of Two-wheeler Consumers in Chennai City - A Study, Asian Journal of Research in Business Economics and Management. 5(4), pp 109-122.
3. Mani, R. & Tripathy, D. (2013). A Study on Customer satisfaction Towards Two Wheeler Bikes in Context to Indian Market, International Journal of Advanced Research in Management (IJARM), 4(1), pp. 65-73.
4. Murugan, P., & Paul, T. F. (2018). A Study on Customer satisfaction Towards Two Wheeler in Tirunelveli District, International Journal of Engineering and Techniques. 4(6), pp. 161-166.
5. Najeemudeen, K.P, and Panchanatham, N. (2016). Influencers of Decision Making For Two-Wheeler Purchase: A Study with Special Focus to Malappuram District of Kerala, IJEMR –6(8).

Websites

www.yamaha-motor-india.com
www.bikewale.com
www.autocarindia.com
www.zigwheels.com