

A STUDY ON CUSTOMER DELIGHT OF MPL AUTOMOBILES AGENCY (P) LTD, CHENNAI

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ABSTRACT

Today the task and responsibilities of business executives have become critically important due to technological advancement, increasing awareness of people, growing size and complexity of business. Increasing participation of Govt. in the economy, rising standard of living and increasing competition. There is feeling that Indian corporate business has also entered from seller's market to buyer's market in the business environment in general and because of increasing awareness among the buyers, increasing competitions in market, the study of buyer behavior, in consumer products are gaining importance in order to satisfy the needs and wants of people by providing correct products.

This project involves descriptive research for data collection. This study is based out of primary and secondary research; carried out that would help to gather fresh data which can be analyzed with the past data to seek the existing trends in logistics industry. This would include usage of questionnaire as a tool for gathering data. The respondents were selected randomly from the Chennai customer list provided by the company. The research questions are set to be asked to the Client organizations of Total Transportation. Secondary data for the study has been compiled from the internet sources, magazines and newspapers which have been helpful in getting an insight of present scenario

INTRODUCTION

The very favorable experience of the client of a business when they have received a good or service that significantly surpasses what they had initially anticipated. A marketing department can use instances of customer delight to a company's advantage by requesting referrals and obtaining testimonials from delighted customers that can help attract new customers.

OBJECTIVES OF THE STUDY :

Primary Objective:

- To study customer delight at MPL Automobiles.

Secondary Objective:

- To study the customer satisfaction level of MPL automobiles.
- To identify the customer requirements at MPL automobiles.
- To identify the source of customers in MPL automobiles.

NEED FOR STUDY :

Customer delight is surprising a customer by exceeding his/her expectations and thus creating a positive emotional reaction. This emotional reaction leads to Word of Mouth. Customer Delight directly affects sales and profitability of a company as it helps to distinguish the company and its products and services from the competition. In the past customer satisfaction has been seen as a key performance indicator. Customer satisfaction measures the extent to which the expectations of a customer are met (compared to expectations being exceeded). However, it has been discovered that mere customer satisfaction does not create brand loyalty nor does it encourage positive word of mouth.

Customer Delight can be created by the product itself, by accompanied standard services and by interaction with people at the front line. The interaction is the greatest source of opportunities to create delight as it can be personalized and tailored to the specific needs and wishes of the customer. During contacts with touch points in the company, more than just customer service can be delivered. The person at the front line can surprise by showing a sincere personal interest in the customer, offer small attentions that might please or find a solution specific to particular needs. Those front line employees are able to develop a relationship between the customer and the brand. Elements in creating motivated staff are: recruiting the right people, motivating them continuously and leading them in a clear way.

SCOPE OF THE STUDY:

The scope of the study deals with the customer delight in the MPL Automobiles. In order to consistently deliver Customer Delight at all customer touch points throughout the company, a customer-centric-corporate culture is key. With this corporate culture all processes, systems, people and leadership are aligned to deliver Customer Delight; everyone in the organization shares the same set of values, attitudes and practices. Developing the culture is an on-going process, a continuous exercise of innovation and improvement, involving every single employee of the company. An absolutely necessary step is linking Customer Delight behavior to the core values of the brand. Core values are operating principles that guide an organization's internal conduct as well as its relationship with customers, partners and shareholders. Once core values are clearly outlined it is critical to incorporate them into everything you do, from hiring, to employee appraisals and decision making.

LIMITATIONS OF STUDY:

- Time is one major constraint, which limits the effective data collection.
- Reliability and accuracy of the analysis depends on the respondents' openness and trueness towards each question in the questionnaire.
- Findings of the study are based on the sample size & they cannot be taken as generalized opinion of the entire population.
- Lack of interest by respondents to spend time for survey.
- Research is done over a short duration and doesn't include other seasons.
- Respondents are limited as compared to the combined fallout across all outlets in Chennai as well as national presence.

CONSTRAINTS OF THE STUDY:

- ❖ The data collected cannot be compared with other dealership.
- ❖ The study was conducted at smaller scale due to the company's policy.
- ❖ The findings are only the result of the survey and it is not applicable for future.
- ❖ The responses given by the customers are useful.

REVIEW OF LITERATURE

RL Oliver, RT Rust, S Varki - Journal of retailing, 1997 - Elsevier We begin with a review of both the practitioner's and consumer behaviorist's view on THE MODEL

The literature reviews of the disconfirmation paradigm, the emotion literature, and delight for customer delight has been identified, and that some tentative empirical evidence

B Schneider, DE Bowen - Sloan management review, 1999 - search.proquest.com M 4. For a thoughtful review of the customer satisfaction literature, see: RL Oliver, Satisfaction: A Behavioral see: D. Iacobucci, KA Grayson, and AL Ostrom, "The Calculus of Service Quality and Customer Satisfaction: Theoretical and Empirical Differentiation

A Salem Khalifa - Management decision, 2004 - emeraldinsight.com It reviews, synthesizes and extends the literature on the subject Keywords: Customer satisfaction, Customer retention, Value analysis, Integration, Competitive advantage Type: Research paper Literature review Publisher: Emerald Group (1997) provide empirical evidence

A Susarla, A Barua, AB Whinston - MIS quarterly, 2003 - dl.acm.org We also find empirical support for the influence of performance and disconfirmation on the ... EW,

and Sullivan, MW "The Antecedents and Consequences of Customer Satisfaction for ... JC, and Gerbing, DW "Structural Equation Modeling in Practice: A Review and Recommended

A Kumar, RW Olshavsky - Journal of Consumer 2001 - search.proquest.com This study reviews the relevant emotions literature in psychology, the neurosciences and philosophy to show that there may be two different kinds of delight - one with surprise and one without surprise. ... Our literature review and empirical studies found that there may be two

Z Yang, X Fang - International Journal of Service Industry 2004 emeraldinsight.com Second, little empirical research has been conducted on measuring service quality dimensions and customer satisfaction in ... The second step was to select qualified customer review sites to permit collection of the most representative samples: the number of reviews

A Mascarenhas, R Kesavan... - Journal of consumer 2004 - emeraldinsight.com Traditionally, value chain studies commenced with a review of assets and capabilities and ended with web site, the on-line bookseller provides recommendations based not only on the customer's previous purchases but also on the purchases and reviews of other ...

J Füller, K Matzler - Tourism management, 2008 - Elsevier We first briefly review the literature on the three-factor theory of customer satisfaction and argue that differences Then, an empirical study is presented that investigates the differences in the satisfaction driver's contribution to overall satisfaction between five lifestyle groups.

R Gee, G Coates, M Nicholson - Marketing Intelligence & 2008 - emeraldinsight.com The remainder of this paper now presents reviews of relevant literature in the following areas; examining In a review of customer defecting patterns, Reichheld et al Some of the differences between empirical results focusing on satisfaction and customer loyalty

DM Szymanski, DH Henard - Journal of the academy of 2001 - journals.sagepub.com The first step in this process was the delineation of the criterion for including studies in the review. Candidates for inclusion were empirical studies that specified customer satisfaction as a measured variable in their empirical models

AS Dick, K Basu - Journal of the academy of marketing 1994 - journals.sagepub.com ... 31-32) The objective of this article is to develop a new conceptual framework to ... a plethora of measures (eg, Jacoby and Chestnut 1978 cited 53 definitions in their review). ... OF MARKETING SCIENCE SPRING 1 QQ4 FIGURE 1 A Framework for Customer Loyalty

Z Yang, X Fang - International Journal of Service Industry 2004 - emeraldinsight.com Section: Choose Top of page Conceptual development Research method Results Discussion Conclusion ... ie Google, Altavista, MSN search, LookSmart, and Hotbot), we intensively reviewed the most independent of product suppliers; the site should have a review section

DM Szymanski, RT Hise - Journal of retailing, 2000 – Elsevier The dialogue was captured on tape. The transcript was reviewed by the authors. ... Conceptual Model of e-Satisfaction. Conceptual Model of e-Satisfaction. Figure 1. Conceptual Model of e-Satisfaction. Focus group members were later contacted and asked to review the model.

F Buttle - European Journal of marketing, 1996 - emeraldinsight.com Recently, a number of theoretical and operational concerns have been raised concerning SERVQUAL. Reviews these concerns and proposes a research agenda. Iacobucci et al.'s (1994) review of the debate surrounding the conceptual and operational differences between

A Parasuraman, D Grewal - Journal of the Academy of 2000 - journals.sagepub.com The articles were reviewed and then revised on the basis of the reviewer feedback (colleagues ... Singh and Sirdeshmukh (2000 [this issue]) develop a comprehensive conceptual framework that articulates—in "Loyalty-Based Management." Harvard Business Review 7

H Oh - International Journal of Hospitality Management, 1999 - Elsevier

In a recent critical review of the service quality and customer satisfaction literature, Oh and Parks (1997) suggest that studies integrating key ... The literature of service quality, customer satisfaction, and customer value is first reviewed to develop conceptual foundations

J Lee, J Lee, L Feick - Journal of services marketing, 2001 - emeraldinsight.com A significant regression coefficient on the product term would confirm the interaction of satisfaction and switching costs on customer loyalty. The direction of the interaction effect explains how customers with the same level of satisfaction become more loyal, maybe unwillingly

JLH Bowden - Journal of Marketing Theory and Practice, 2009 - Taylor & Francis Figure 1

A Conceptual Framework for the Process of Engagement Proposition 2: For new customers, the experience of de- light accelerates the development of The preceding analysis therefore suggests that manage- ment should be cautious of customer relationships

A Eggert, W Ulaga - Journal of Business & industrial marketing, 2002 - emeraldinsight.com Our literature review suggests that satisfaction and value are complementary, yet distinct constructs Table I provides an overview of major conceptual differences between both constructs. Customer satisfaction measures how well a supplier is doing with his/her present market

RL Oliver, RT Rust, S Varki - Journal of retailing, 1997 – Elsevier We begin with a review of both the practitioner's and con- sumer behaviorist's view surprising consumption, arousal, and positive affect as sug- gested by the three literatures reviewed. Symphony Figure Modified Models Suggested by the Findings a likely conceptual basis.

RESERCH METHODOLOGY

RESEARCH DESIGN

Research Design adopted is descriptive research because as descriptive explains the study and aims at finding the present scenario of the CUSTOMER DELIGHT IN MPL AUTOMOBILIE AGENCY LTD

SAMPLE SIZE

Questionnaires are collected from the 120 respondents.

SAMPLING TECHNIQUE

The respondents were selected by using Convenience sampling form the selected respondents in organization.

DATA COLLECTION

The present study used primary data.

Primary data

It is the first hand information, which is being collected by the researcher, or assistant is called primary data. In this study, the primary data was collected through structured questionnaire. Questionnaire was employed to collect the primary data from 120 selected sample respondents in organization.

DATA ANALYSIS

The data collected from the primary sourced were arranged sequentially and tabulated in the systematic order.

TOOLS FOR ANALYSIS

The collected data were classified tabulated and analyzed with some of the statistical tools like excel

ANALYSIS OF DATA

TABLE NO: 1COMPARISION FOR THE MONTH OF JUNE TO JULY AND JULY TO AUGUST

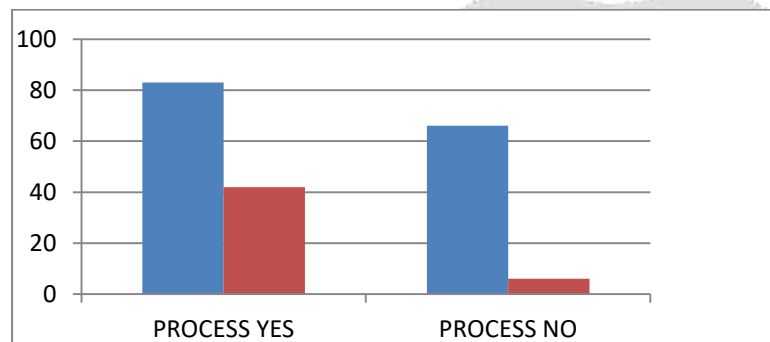
PRE SALES:

IMPROVED

PAPAMAL

PARTICULARS	PROCESS YES	PROCESS NO
JUNE TO JULY	83	66
JULY TO AUGUST	42	6

FIG NO: 1



INFERENCE: Compared to the month of June to July there is decrease in the month of July to August

TABLE NO:2

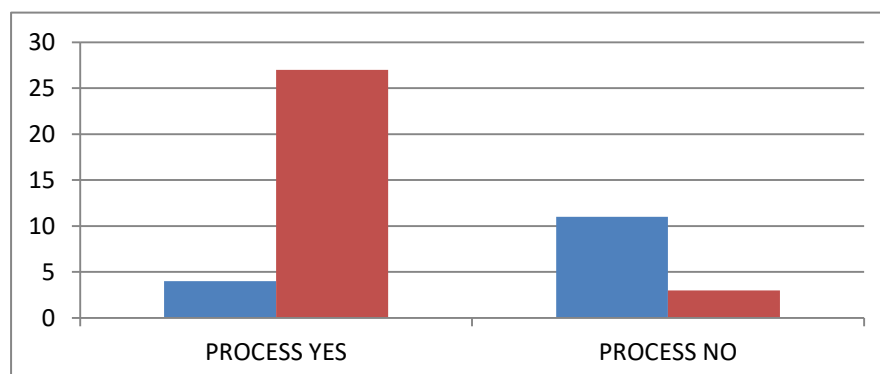
DURING DELIVERY

IMPROVED

ARUN

PARTICULARS	PROCESS YES	PROCESS NO
JUNE TO JULY	4	11
JULY TO AUGUST	27	3

FIG NO: 2



INFERENCE: Compared to the month of June to July there is improvement in the month of July to August .

TABLE NO:3 DURING DELIVERY

NOT IMPROVED
MURALI

PARTICULARS	PROCESS YES	PROCESS NO
JUNE TO JULY		5
JULY TO AUGUST	11	9

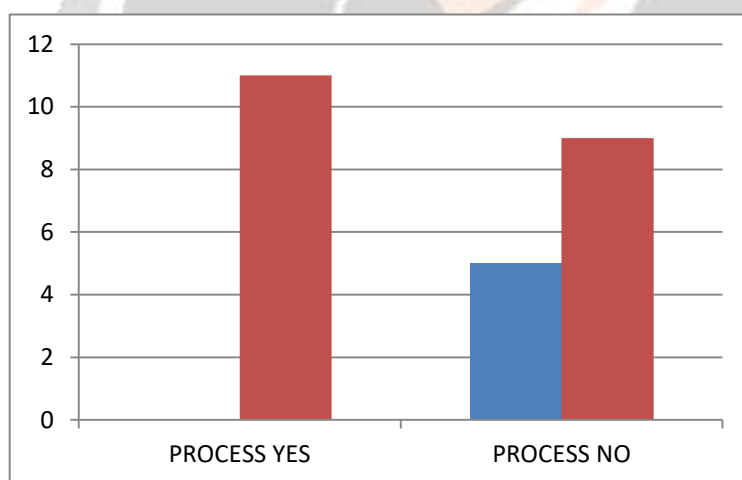
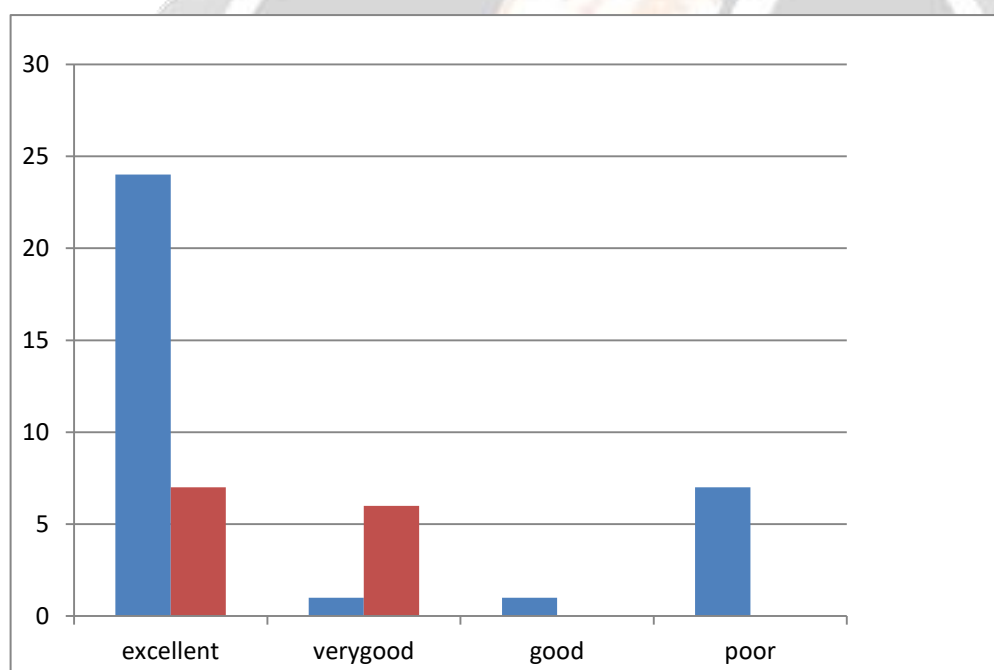


FIG NO: 3

INFERENCE: Compared to the month of June to July there is NO improvement in the month of July to August .

TABLE NO:4 POST PURCHASE:**IMPROVED**

Udhay				
particulars	Excellent	Verygood	good	poor
JUNE TO JULY	24	1	1	7
JULY TO AUGUST	7	6		

FIGNO:4

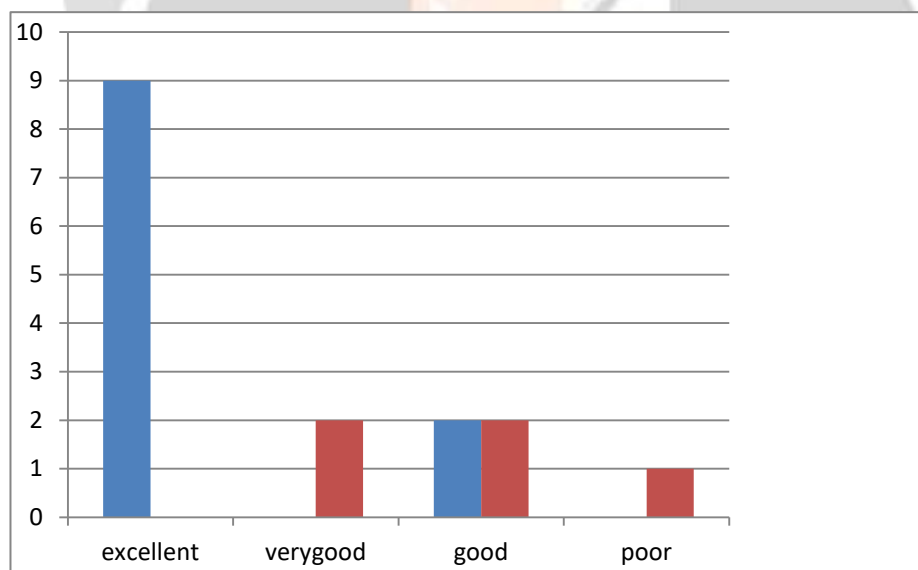
INFERENCE: Compared to the month of June to July uday performance is excellent and very good. No poor performance in the month of July to August .

TABLE NO: 5 POST PURCHASE:

NOT IMPROVED

ARUN				
particulars	Excellent	Verygood	good	poor
JUNE TO JULY	9		2	
JULY TO AUGUST		2	2	1

FIGNO:5



INFERENCE: Compared to the month of June to July there is no improvement in the month of July to August.

FINDINGS

- It was found during the pre-sales not all information is given to the customer.
- It was found that the tab and kiosk were not used for the model presentation.
- It was found that the test drive was not provided to every walk-in customer.
- It was found that most of the customers were satisfied with the dealership.
- It was found that finance, insurance, warranty details are not given to the walk-in customers.
- It was found that the customers were treated with good courtesy during the walk-in period.

- It was found that the vehicles were not available during the test drive period.
- It was found that the MES questionnaire was not filled by every customer.
- It was found that except for few the ratings from the walk-in customers were excellent.
- It was found that the delivery process was not followed according to the time period.
- D-7, D-3 process are almost filled during the D day
- Hobbies, likes and dislikes are filled on their own by the consultant most of the time.
- Photograph during the delivery was not given immediately to the customer on delivery.
- Sales manager was not present in every delivery.
- After sales service were done at every required period.
- The customers were delighted and satisfied with the dealership.
- The condition of the vehicle did not satisfy few customers.

SUGGESTIONS

- The walk-in customers should not be made waiting for a long period.
- The consultant needs to be still more polite in handling the customer.
- Every detail regarding the product has to be given to every customer.
- Test drive need to be given even if it is denied by the customer.
- Every field consultant should be noted with every day today places they visit.
- The delivery processes need to be followed on time.
- There should be no delay in delivery date.
- To delight the customer even more new innovations has to be done during the delivery.
- A good relationship has to be maintained even after the delivery has been taken place.

CONCLUSION

- The study brings us to learn about strategies available in MPL and shows the benefit of using those strategies.
- The study also shows some of the best returns which can be getting from different products.
- The study highlights the level of risk and return for certain products over a period of time.
- Customer should be steered to a preference centre early in the relationship, when their interest and intentions are high.
- They should be asked for basic contact data and the requisite opt-ins and then be given some choices about what kind of information they want.
- It is that good customer service is vital.
- It is aware that satisfied customers return to the business and ensure that healthy profits are made.
- They also help to build a good reputation.
- Working hard to make certain that this gets even better on market research and different types of data to ensure it gets a clear message about what customers do and don't like.
- It knows that if customers receive good service 'This time, next time, every time,' then they are more likely to return.

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