

“ A STUDY ON THE CUSTOMERS SATISFACTION TOWARDS ACMA ASSOCIATION OF INDIA “

**(WITH SPECIAL REFERENCE TO AUTOMOTIVE COMPONENT
MANUFACTURERS
ASSOCIATION OF INDIA (ACMA), An ISO 9001;2008 Certified
Association.)**

DIVYA M
BBA LLB (Hons)
V.R KRISHNAN EZHUTHACHAN LAW COLLEGE
ELAVANCHERY, NEMMARA, PALAKKAD, KERALA.

Under the guidance of

Asst. Prof. SUMESH.R

V.R.KRISHNAN EZHUTHACHAN LAW COLLEGE, PALAKKAD.

ABSTRACT

Satisfaction is crucial concern for both customers and organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product. The importance of customer satisfaction in strategy development for customer and market oriented cannot be underdetermined. Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. Overall study reveals that it was found that the customer are mostly satisfied with price, design, safety, status brand name, spares part and after sale service.

INTRODUCTION

The main object of every organization is to earn more profit, to achieve this object the organization should increase its sales by getting more customer and the only way to get market share it spare parts industry.

Here every customer of Automotive Component Manufacturers Association of India (ACMA) is getting satisfaction and it any analyzed by the more customer is that the organization should provide expected. ACMA company enjoys the highest brand preference for superior quality, company is the market leader with the following information

- Company is created good brand name in other countries also and it is the best Indian company to export product.
- This company providing huge number of product to the customer as per the requirement and need.

- They provide more warranties to the customer and it will show that the company has confident on its product.

STATEMENT OF THE PROBLEMS:

Profit earning has become one of the important objectives of each and every company.

It is very easy to attract new customers but retaining old customer is too difficulty only the satisfied customer will remain loyal to the firm brand. A person enters a showroom when he wants to purchase spare parts, but before purchasing spare parts of vehicle he consults so many persons about spare parts. Like about price, quality, service etc. and then he make decision to purchase.

If he finds any problem with spare parts, he may change his positive attitude into negative attitude towards spare parts given by the showroom.

OBJECTIVES OF THE STUDY

Objectives are:

1. To know the customer satisfaction.
2. To know the attributes level which creates customer satisfaction.
3. To know the satisfaction level of the customer.
4. To know valuable suggestion of the customer.

SCOPE & LIMITATIONS

SCOPE:

The study is purely based on the survey conducted Mumbai city and has focused on customer. The study covers the information about the mind set which may varies from situation & where the respondents may not be able to give required and accurate information.

LIMITATIONS:

1. The selected sample size is small as compared to the total number of customer.
2. Due to respondents busy schedules, the interests shown by respondents to answer the questionnaire may be less.
3. The project is open for further improvement of the work.

CUSTOMER SATISFATION

In a competitive marketplace where business where business compete for customer, customer satisfaction is seen as a key differentiates and increasingly has become a key element of business strategy.

IMPROVING CUSTOMER SATISFATION

Published standards exist to help organizations develop their current levels of customer satisfaction. The international Customer Service Institute (TICSS) has released TICSS. TICSS enables organizations to focus their attention on delivering excellence in the management of customer service. TICSS focus an organization's attention on delivering increased customer satisfaction by helping the organization through a Service Quality Model.

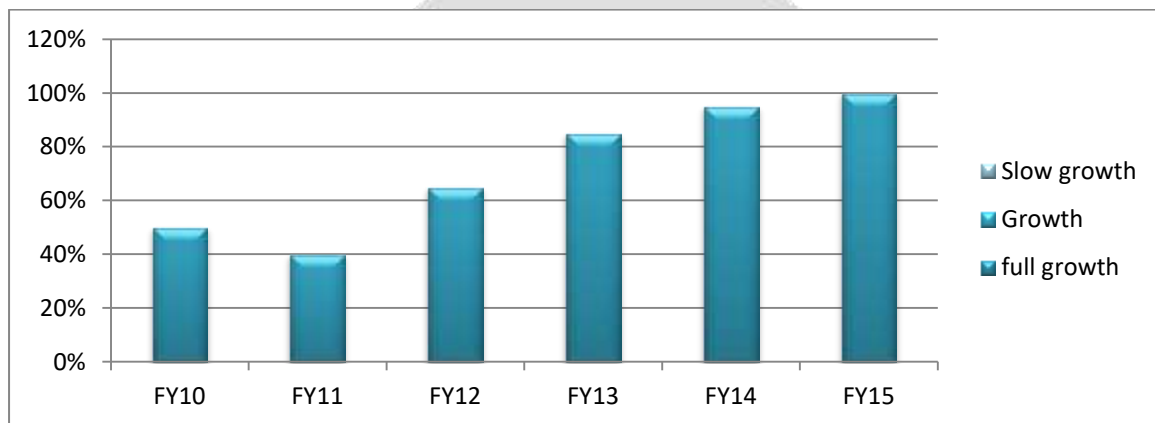


INDUSTRY PROFILE

INTRODUCTION OF AUTOMOTIVE COMPONENTS MANUFACTURES ASSOCIATION OF INDIA

The Automotive Components Manufacturers Association of India (ACMA) is the apex body representing the interest of the Indian Auto Component industry. The company began as a spare parts of motor vehicle. Its membership of over 750 manufacturer contributes more than eighty five per cent of the auto component industry's turnover in the organized sector. ACMA is an ISO 9001:2008 Certified Association. President's (Mr. Rattan Kapur) Message The automotive industry is an engine of growth for the Indian economy. The auto component Industry contributes 25.6% to the manufacturing GDP and 2.2% to National GDP, providing direct employment to 1.5 million people. Over the year the component industry has adapted well to the changes in the policy & regulatory environment and the need of its customer. Today, the Indian auto component industry is well recognized globally with deep forward and backward linkages with several key segments of the economy.

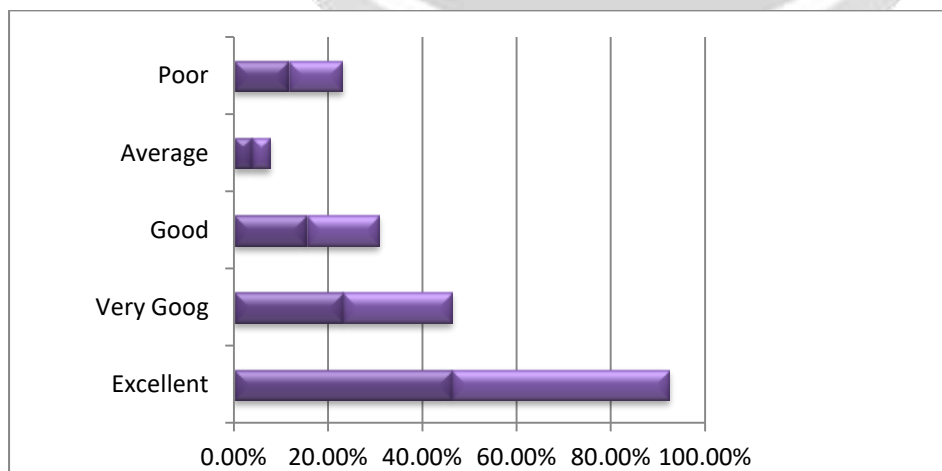
CHART



TABLE

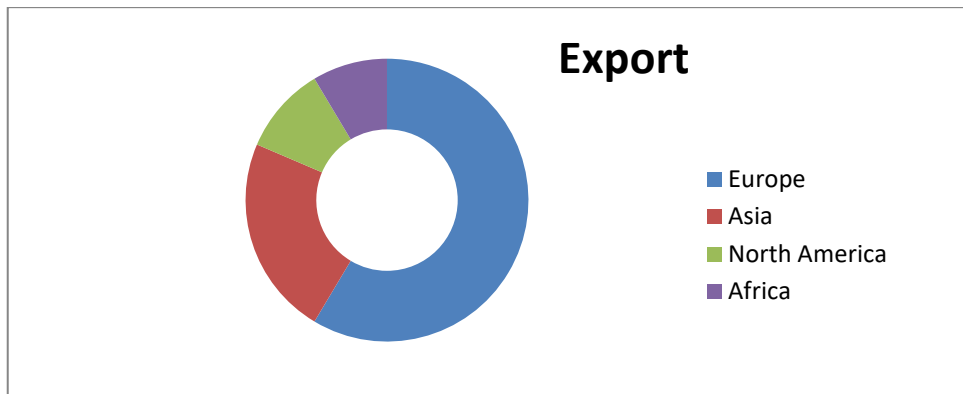
YEAR	No. product	Growth %
FY 2010	10	50
FY 2011	8	40
FY 2012	15	65
FY 2013	17	85
FY 2014	20	95
FY 2015	23	100

CHART



TABLE

CATEGORY	PERCENTAGE
Excellent	46.2 %
Very Good	23.1 %
Good	15.4 %
Poor	11.5 %
Average	3.8 %

CHART**TABLE**

Countries	Percentage
Europe	60
Asia	20
North America	15
Africa	5

DUTIES OF TECHNICAL SUPERVISION:

1. To look after the dealer problems.
2. To facilitate any changes in price of spare parts any improvements, and to inform the new product which are going to introduce in the market.
3. Technical supervision is a qualified technical person who actually completed engineering and got training.
4. One regional office cover 4 districts.

DUTIES OF SALES SUPERVISOR:

1. Twice in a month he visits the dealer.
2. Collects information about the customer.
3. Visiting each every customer and informing them about quality and price of product.
4. Helps the dealer to increase the sales and work with them to achieve the monthly target.

DISTRIBUTION CHANNEL:



RESEARCH METHODOLOGY

To achieve the stated objective a survey was conducted at the city regarding customer.

PRIMARY DATA:

Primary data is collected by the random sampling method. Randomly interviewed 55 customer through Questionnaire and personal interview and collected the primary data.

SECONDARY DATA:

These are generally published sources which have been collected originally for some other purpose.

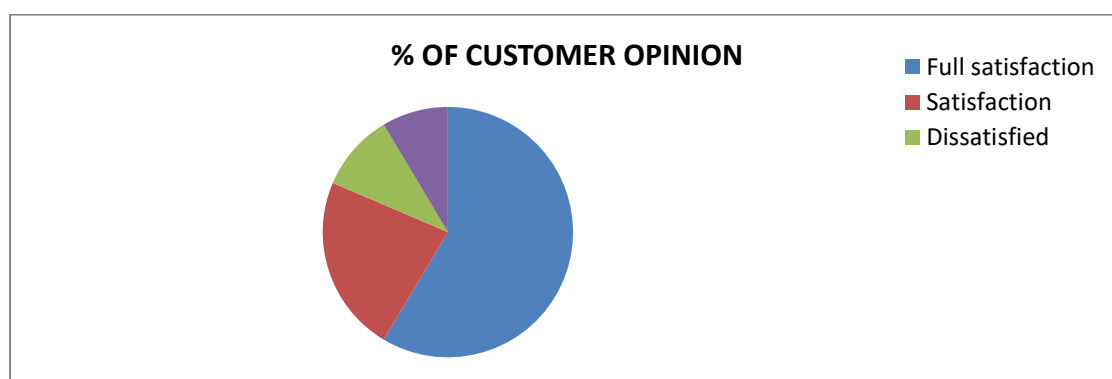
Survey Techniques:

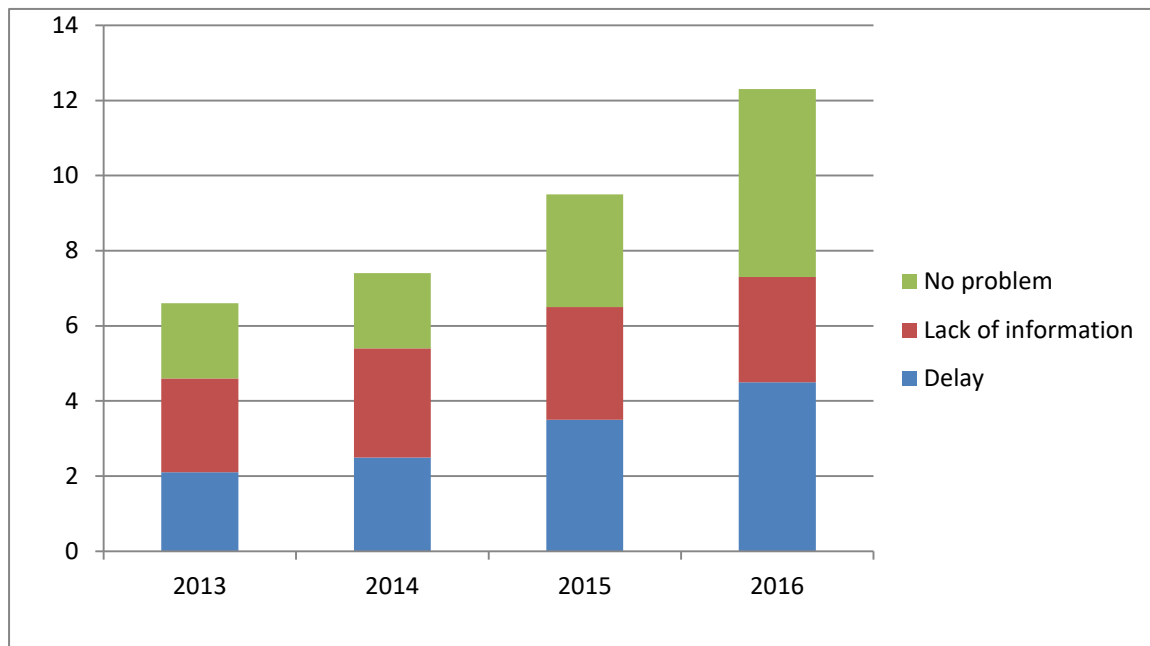
Mail survey techniques used for collecting data.

DATA COLLECTION:

Method used to collect data for the study was through survey. Survey is a systematic collection of information directly from the respondents survey was through mail survey.

CUSTOMER OPINION



INTERPRETATION**CHART****TABLE**

FULLY SATISFIED	55
SATISFIED	20
DISSATISFIED	13
FULLY DISSATISFIED	12
TOTAL	100

FINDINGS

- ❖ 35% of customers have purchased on there on decision. They have decision on the basis of experience and some customer have taken after making comparison with other product.
- ❖ Majority of customer means 55% are fully satisfied with the fulfillment of their need/purpose.
- ❖ 20% of customers are satisfied with price of the product about 13% are dissatisfied and 12% fully dissatisfied with the price and quality.
- ❖ Majority of customers are fully satisfied with the Automotive Components Manufactures Association.

SUGGESTIONS

- The company should reduce the price of there product.
- Improve the distribution network and make available the products in needed time of customers.
- Company always keeps some and gifts to attract the customers.
- The product should advertised in the Regional TV channel and in leading newspaper.
- Showroom employees and workers should maintain friendly relation with every customer.
- Always adopt the improvement of servicing system and keep the showroom in good condition.

CONCLUSION

According to the study I conclude that the Automotive Component Manufacturers Association of India satisfies the customer need and the purpose, but only problem is with the service given to the customer by the showroom. So as per study in my opinion based on project I can say that the product should think about the service provide by showroom in order to capture the maximum market segment.

According to the city the market is vast almost the whole district customers and other new people purchase the product because it is brand product in market.

Almost people demands the product comparing to other company product.

Automotive Component Manufacturers Association of India provide more advertisement and always keep customer need with development of the product.

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