

A Study on Customer Satisfaction Towards Mahindra Scorpio

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Abstract:

This looks at goals to discover the factors that affect patron buying selections for the Mahindra Scorpio SUV. A survey became carried out amongst a sample of potential shoppers and current owners of the Scorpio, and records were analyzed using descriptive and inferential records. The effects indicate that the most essential elements that impact buying choices are product capabilities, logo photo, price, and social effect. additionally, the observer located that the perceived greatness and reliability of the Scorpio are the largest elements that make contributions to brand loyalty among current proprietors. The findings of this examination have real implications for Mahindra & Mahindra, as they can use this data to higher apprehend the needs and possibilities of their target audience and tailor their advertising strategies for this reason.

Introduction:

The Mahindra Scorpio is a popular SUV synthetic using Mahindra & Mahindra restrained, a leading Indian multinational employer inside the up-to-date enterprise. The Scorpio is undersupported for its ruggedness, strength, and affordability, making it a famous preference among Indian up-to-date. but, with the emergence of the latest gamers within the marketplace, Mahindra & Mahindra up-to-date continuously examines and examines up-to-date buying behaviors to date stay in advance of the competition.

This looks at pursuits up to date study the up-to-date that have an impact on patron-updated buying decisions for the Mahindra Scorpio. by way of accomplishing a radical evaluation of cusupdated behavior and market developments, this take look will offer insights into up-to-date motivations, options, and buying habits of Scorpio up-to-date. mainly, the observer will check out the impact up-to-date such as brand popularity, product capabilities, charge, and up-to-date at the up to date buying choice manner. To attain this goal, the examiner will make use of a combined-methods approach that combines each quantitative and qualitative research strategy. The quantitative thing will involve a survey of Scorpio's up-to-date and capable consumers, even as the qualitative up-to-date will encompass in-intensity interviews with Scorpio buyers up-to-date benefit a greater complete knowledge in their selection-making method.

The findings of this look can be useful for Mahindra & Mahindra and other up to datemobileupdated groups to date updated higher apprehend the up-to-date choice-making procedure. The examination will offer treasured insights into date up to date options and behaviors, permitting businesses up-to-date to tailor their advertising and marketing strategies to update the desires and desires of their goal market. furthermore, the take look will contribute to date the frame of knowledge on up-to-date conduct in the updated enterprise, imparting a basis for destiny research on this vicinity.

OBJECTIVES OF THE STUDY:

- To know the level of customer satisfaction towards Mahindra Scorpio.
- To analyze the various factors that influence the customers to purchase Mahindra Scorpio.
- To know the Brand Preference of the customers towards Scorpio.
- To find the problems faced by the customers of Scorpio.
- To make suggestions based on the findings

SCOPE OF THE STUDY:

- This study makes an attempt to measure the level of customer satisfaction towards Mahindra Scorpio.
- This study would enable the company to know about the extent of customer satisfaction and decide upon the change to be made to increase the satisfaction level.
- And thereby maintaining its leadership position in the automobile industry and beating the competitor

LITERATURE REVIEW:

The literature on customer buying conduct shows that the decision-making procedure is complex and entails different factors, both inner and external to the person. One of the maximum critical elements influencing client conduct is emblem reputation. Studies have proven that consumers tend to depend upon brand recognition while making buying choices, especially in the car industry (Keller, 1993). In the case of Mahindra Scorpio, the emblem's reputation for producing rugged and dependable SUVs is probably to be a key component influencing patron behavior.

Product capabilities are some other critical components influencing patron conduct. Studies have proven that purchasers are inclined to pay a top rate for products that provide desirable capabilities (Darley & Smith, 1995). In the case of Mahindra Scorpio, features together with fuel efficiency, comfort, and safety are all likely to be vital considerations for customers.

The fee is also a vital factor influencing consumer behavior. Studies have proven that customers tend to be price-sensitive and are probably to choose products that offer the first-class fee for cash (Grewal, Krishnan, Baker, & Borin, 1998). In the case of Mahindra Scorpio, the fee factor of the SUV in comparison to its competitors is in all likelihood to be a significant element within the choice-making technique. Subsequently, customer service is every other important factor influencing patron behavior. Research has proven that clients are more likely to remain loyal to a brand that offers excellent customer support (Kumar, Petersen, & Leone, 2007). In the case of Mahindra Scorpio, the fine of customer service furnished by the organization is likely to impact the shopping choice of purchasers.

RESEARCH METHODOLOGY:

1. **Research Design:** The first step is to select an appropriate research design that will help you to achieve your research objectives. For this study, a descriptive research design may be appropriate as it allows for the collection of both quantitative and qualitative data.
2. **Sampling Technique:** The next step is to select a sampling technique. You can use a probability sampling technique such as simple random sampling to ensure that the sample is representative of the population. Alternatively, you can use non-probability sampling techniques such as convenience sampling or purposive sampling to select participants who are easily accessible or have specific characteristics.

3. **Data Collection:** You can collect data using both primary and secondary sources. Primary data can be collected using survey questionnaires, interviews, or focus group discussions. Secondary data can be collected from online sources, company reports, and other published sources.
4. **Data Analysis:** The collected data can be analyzed using statistical tools and techniques such as descriptive statistics, correlation analysis, and regression analysis. Qualitative data can be analyzed using content analysis or thematic analysis.
5. **Reporting and Presentation:** Finally, you need to report and present your findings using appropriate formats such as tables, graphs, and charts. You can also write a comprehensive research report that includes an introduction, literature review, methodology, findings, and conclusion.

Data analysis and interpretation

Table 1: Respondent Gender

SERIAL NO.	GENDER	FREQUENCY	PERCENTAGE
1	Male	39	78
2	Female	11	22
	Total	50	100

From table 1, it is clear that males responded 78% and females respond 22%.

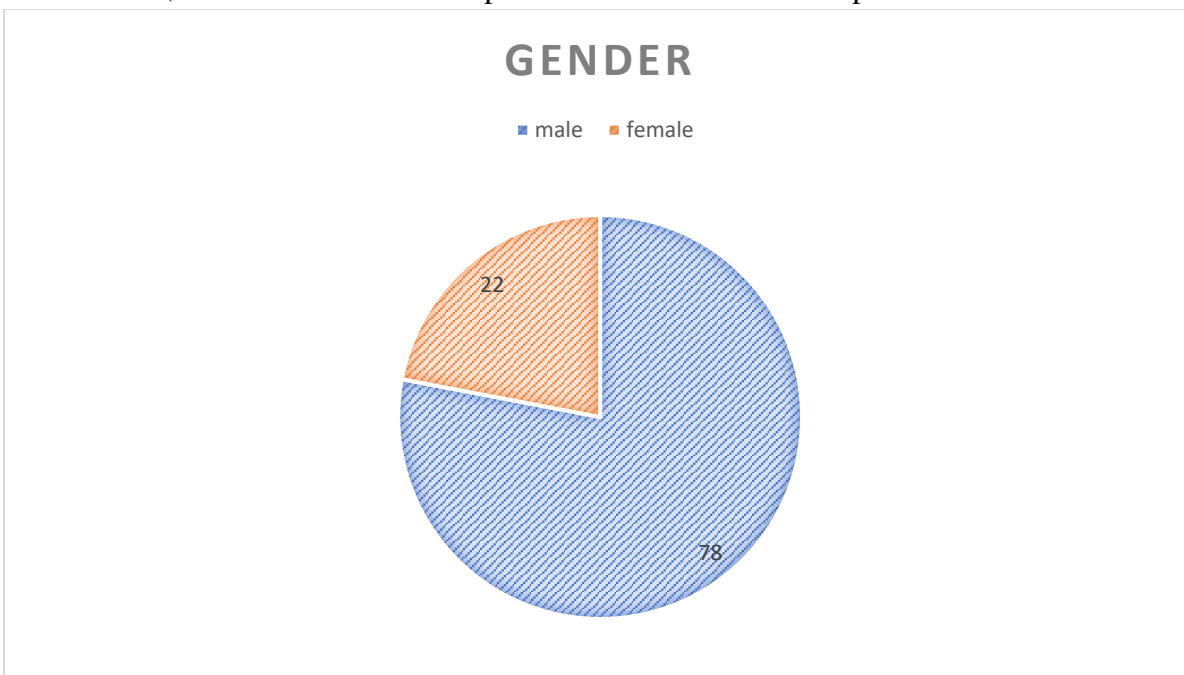


Table 2: Respondents of Age group

S NO.	AGE GROUP	FREQUENCY	PERCENTAGE
1	18-25	45	90
2	26-35	3	6
3	36-45	2	4
	Total	50	100

From table 2, it is clear that the age group of 18-25 respondent maximum no. is 90% and the rest of the age group of 26-35 is 6% and 36-45 is 4%.

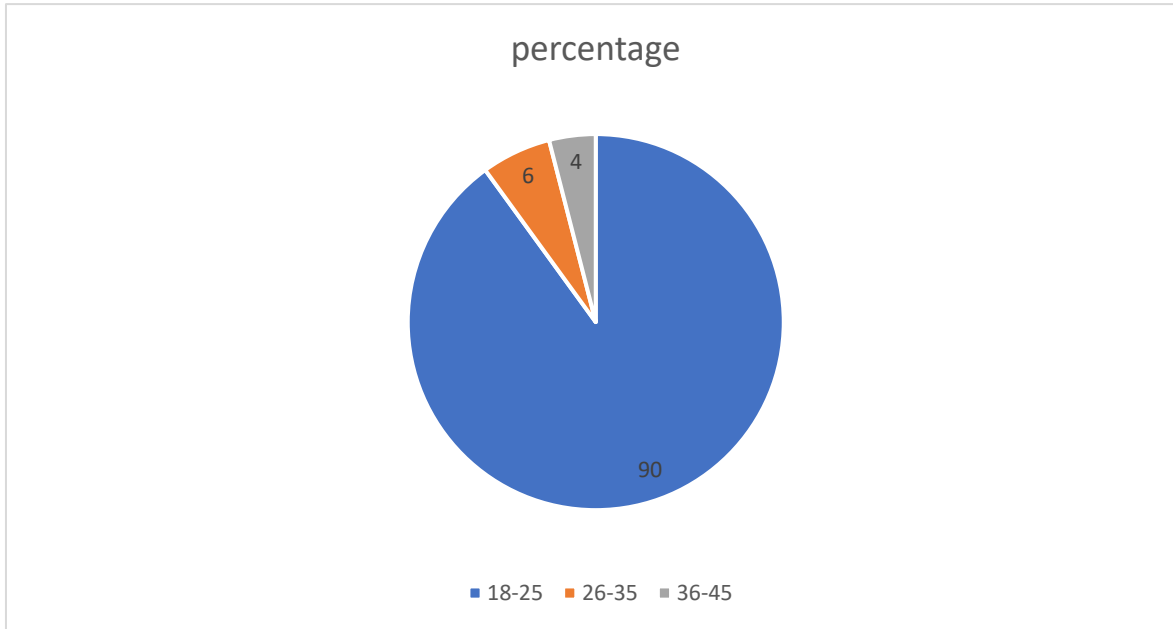


Table 3: Satisfaction level of respondents based on Factors of the product

S NO.	FACTOR INFLUENCE	FREQUENCY	PERCENTAGE
1	Fuel efficiency	1	2
2	Safety features	2	4
3	Customer review	5	10
4	Price	5	10
5	Brand reputation	16	32
6	Performance	17	34
7	Other	4	8
	Total	50	100

From table 3, The most important factor that may influence people is performance and brand reputation together they are having 68% as Scorpio is having a high brand value in the Indian market and its performance is recommendable if we go for the latest stat 2 vehicle (mahindra scorpio and tata safari) was selected by the Indian army to include in their units for which they have to finalize one vehicle and both have been tested various ways to have a better analysis of the vehicle, somehow Scorpio was not selected but Scorpio was also good as per the test answer and it is also used by various other govt jobs because of its features and compatibility it has shown In past days.

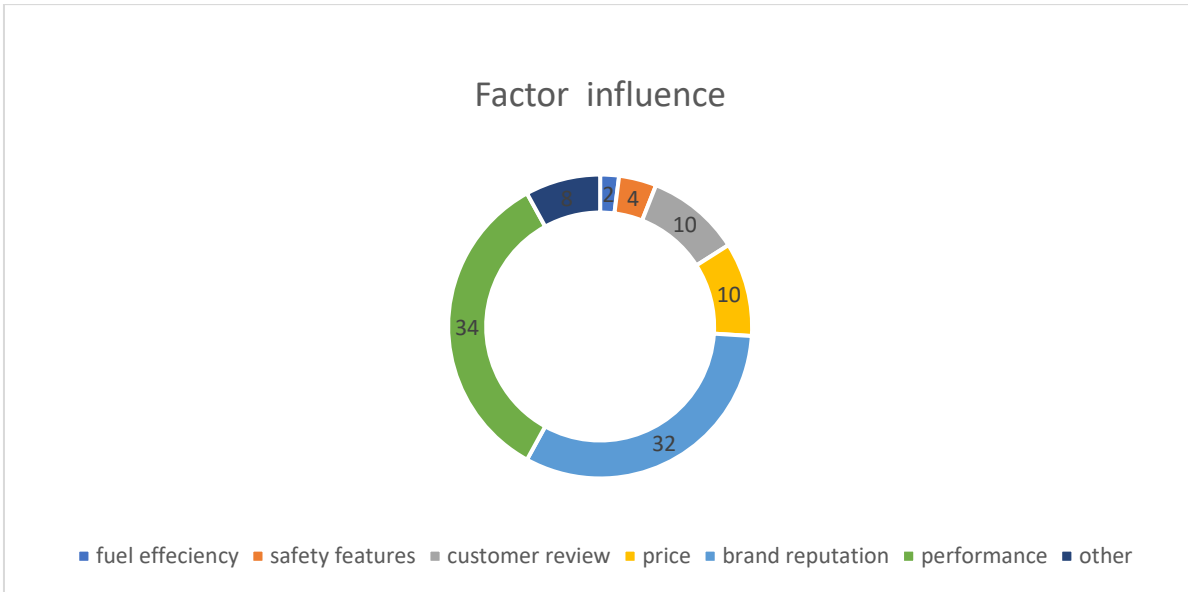


Table 4: Satisfaction level of respondents for buying a product

S NO.	CONSIDER FOR BUYING MAHINDRA	FREQUENCY	PERCENTAGE
1	Yes	32	64
2	No	18	36
	Total	50	100

From table 4, it is clear that 64% of the respondent that they are satisfied with the product, and the rest 36% is unsatisfied with the product.

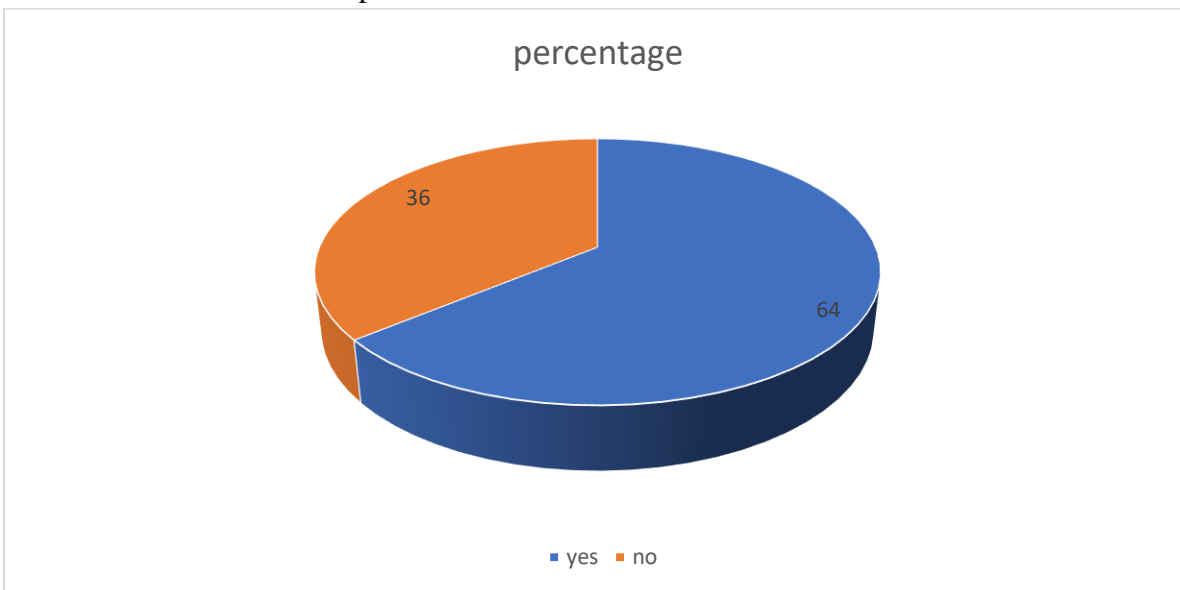
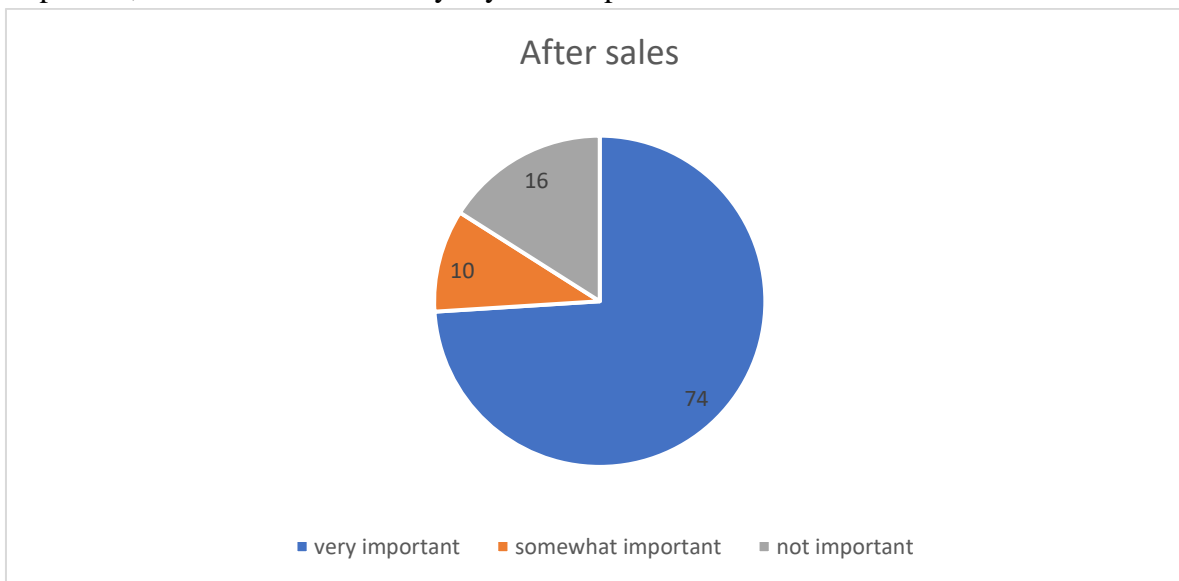


Table 5: Respondent’s response on after-sales

S.NO.	AFTER-SALES	FREQUENCY	PERCENTAGE
1	Very important	37	74
2	Somewhat important	5	10
3	Not important	8	16
	Total	50	100

From table 5, it is found that 74% respond very important after-sales the product and 10% is in somewhat important, and the rest 16% totally says not important.



FINDING

- 89.8% of the respondents fall under the age group of 18-24.
- 79.6% of the respondents are male.
- 65.3% of the respondents considered buying Scorpio.
- 71.8% of the respondents are influenced to buy Scorpio.

The main influence was Performance

Brand reputation

- 71.7% of the respondents want to buy Scorpio through the showroom visit.
- 82.2% of the respondents think that after-sale service is important after buying Scorpio.
- 75% of the respondents have budgeted 10- 20lkh for buying Scorpio.
- 84.4% of the respondents accepted the recommendation of Scorpio to others.
- 47.7% of the respondents feel that the resale value of Mahindra Scorpio is good.

Conclusion:

the Mahindra Scorpio is a famous preference amongst Indian customers because of its rugged and durable design, as well as its affordability compared to other SUV fashions in the market. feel the capabilities and generation presented by means of the Mahindra Scorpio, clients particularly brand reputation, performance, price, and customer review the supply of financing alternatives, and the

convenience of the buyer. The process also has an effect on patron purchasing selections most people of Scorpio consumers fall in the age group of 25-45 years, with a choice for urban and semi-city areas most people of Scorpio consumers fall in the age group of 25-45 years, with a choice for urban and semi-city areas. the study indicates that purchasers cost the recognition and reliability of the Mahindra logo, which affects their choice to shop for Scorpio. the look suggests that Mahindra could gain from increasing its dealership network to attain extra consumers in smaller towns and cities.

finally, the study shows that Mahindra should advantage of introducing more customization alternatives for the Scorpio to cater to the various options of consumers.

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