

ATTITUDE OF SREE SUMANGALA DEALERS OF ITS PRODUCTS, ENNORE CHENNAI

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Abstract: The title of this project clearly states that the purpose of the study is on “**Awareness level of dealers of sreemangala metals**” and how they maintain a satisfaction level with its dealers. Now a days many new companies have entered the auto components sector and they attract many customers with variety of offers like discount credit terms etc.

The study helps us to read the dealers mind in order to maintain a continuous relationship with its dealers. The survey was collected based on a formal interview and the responses are obtained through questionnaires. The sample size of the study was 3. The city selected is Chennai and convenience sampling was adopted to conduct the survey.

Keywords: Awareness level, dealers, satisfaction level, marketing.

INTRODUCTION

An auto component is an artifact that is one of the individual parts of which a composite entity is made up; especially a part that can be separated from or attached to a system. This is a list of automotive parts which are manufactured components of automobiles.

- Bumper
- Cowl screen
- Decklid
- Fascia
- Fender (wing or mudguard)
- Front clip
- Grille (also called grill)
- Pillar and hard trim
- Quarter panel
- Radiator core support
- Rocker panel
- Roof rack
- Trim package

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- Valance
- welded assembly

ACMA

The automotive component manufacturers association is the apex body representing the interest of the Indian auto component industry. It is an ISO 9001:2008 certified association.

OBJECTIVES

Primary Objectives

To study the awareness level of auto components with special reference to sreesumangala metals, ennor Chennai.

Secondary Objectives

1. To study the awareness level about the auto components of Sree Sumangala metals among the dealers.
2. To study the satisfaction level towards the services provided by Sree Sumangala towards its dealers.
3. To study the problems faced by the dealers of Sree Sumangala metals.

NEED FOR THE STUDY

Understanding customer mind requirements is very important for the survival and growth for any company. Hence the study had been conducted and titled, "A study on awareness level of sreesumangala metals" with competitors referred by sreesumangala metals. This study is useful for sreesumangala metals to understand customer opinion about auto component products.

SCOPE

The study is useful for sreesumangala metals to understand about the industry opinion. The project used to investigate and constructively contribute in finding of grey areas for improvement of performance.

RESEARCH METHODOLOGY

Introduction

Research refers to search of knowledge. The pattern in which a research is carried out to arrive at a conclusion or to find new relationship within a particular framework is called research methodology. Research methodology also refers to the various sequences, steps to be adopted by a researcher to study a problem with certain objectives in view.

Research Design

Research design is the framework or plan for a study that guides the collection and analysis of the data. It is a map or blue print according to which research is to be conducted. The research design is given below,

Nature of Research

The research design followed for this study is descriptive research for analyzing the collected data, an in-depth research analysis was framed and various statistical tools and techniques were,

Descriptive Research

Descriptive research includes surveys and factor findings enquires of different kinds its major purpose is description of state of affairs as it exit at present. Descriptive studies try to discover answers to the questions who, what, when, where and sometimes how the researcher attempts to describe or define as subject, often by creating profile of group of problems.

DATA TYPE

The two main types of data for present study have been primary data and secondary data.

Primary Data

Primary data is collected in the form of questionnaire. Through the questionnaire which consists of a number of questions printed in a definite order on a set of forms, the respondents were expected to read and understand the questions itself. The respondents need to answer the questions on their own and according to their perception.

Secondary Data

Secondary data consists of information that already exists. Somewhere, having been collected for specific purpose in the study. The secondary data for this study was collected from various books, internet etc.

SAMPLING

Once the Researcher has clearly specified the problem and developed an appropriate design and the next step is collection of data from a part of population with a view to obtain information about the population.

Population

Population or universe can be defined as the complete set of items, which are of interest in any particular situation. In case of population data is collected from each and every unit.

Sample

Sample denotes only a part of the universe which is studied and conclusions are drawn on this basis for the entire universe.

Sample Size

A survey of approximately 3 from sreesumangala metals is provided as database for this study.

PROBLEM OF THE STATEMENT

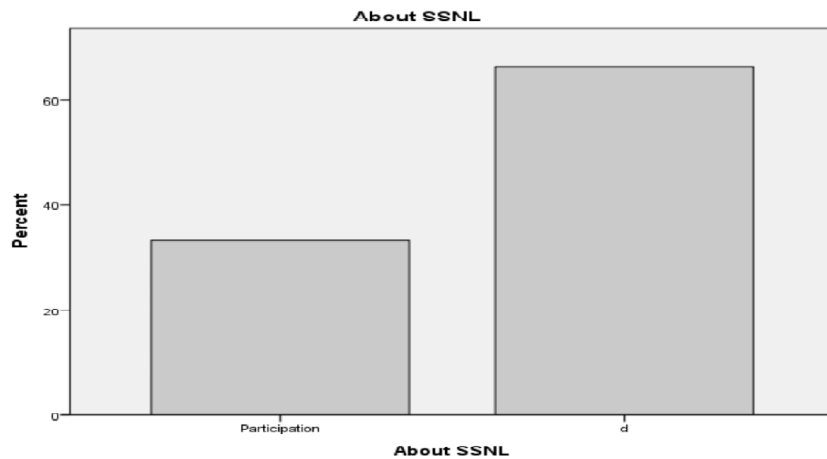
A study has been conducted in order to understand the customer opinion and satisfaction level towards sreesumangala metals.

LIMITATION OF THE STUDY

- There is no activity that can be completed without any limitation. The main limitation based on duration of this project report on, "A study on awareness level of auto components with reference to sreesumangala metals.
- Time available for the completion of the project taken 4 weeks hence much information could not be undertaken.
- Study conducted at only 3 industries during particular point of time cannot be applicable for entire stats.

About SSNLTable 1

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Participation	1	33.3	33.3	33.3
	Website	2	66.7	66.7	100.0
	Total	3	100.0	100.0	



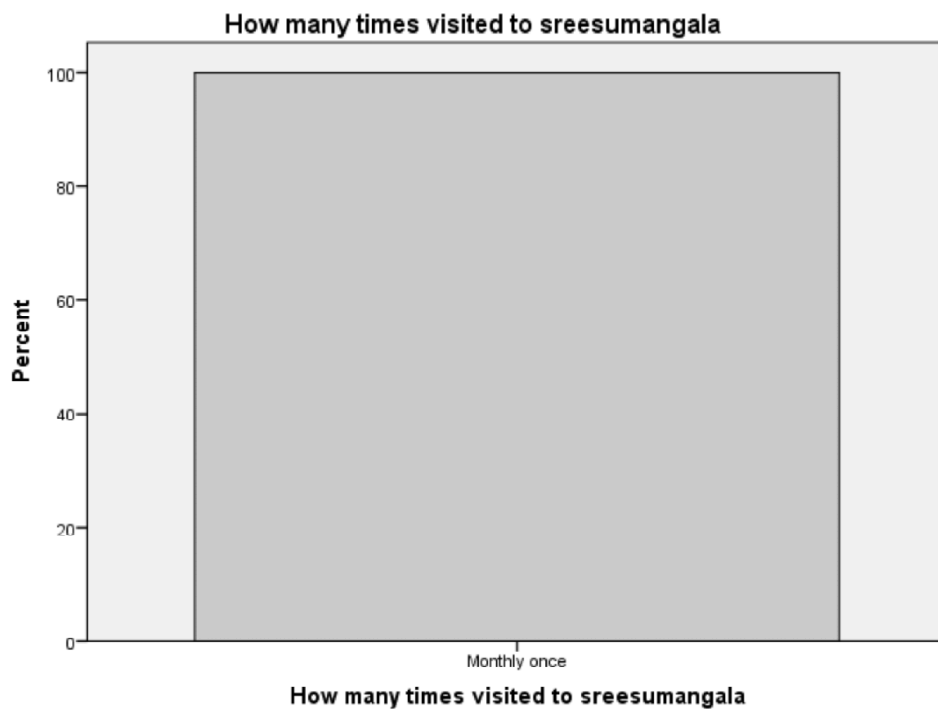
Inference

It implies that 33.3 say that they know about the company through participation and 66.7 say that they know through website.

How many times visited to sreesumangala

Table 2

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Monthly once	3	100.0	100.0	100.0



Inference

It implies that all the customers have visited atleast monthly once to place the orders.

Repeated customers with sreesumangala

Table 3

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	2-5 years	2	66.7	66.7	66.7
	5-10 years	1	33.3	33.3	100.0
	Total	3	100.0	100.0	



Inference

It implies that the 66.7% of the repeated customers have been visiting ssnl for 2-5 years ehile the remaining 33.3% have been visiting for 5-10 years.

Which factor you give preference in buying products

Table 4

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Quality	2	66.7	66.7	66.7
	Both	1	33.3	33.3	100.0
	Total	3	100.0	100.0	



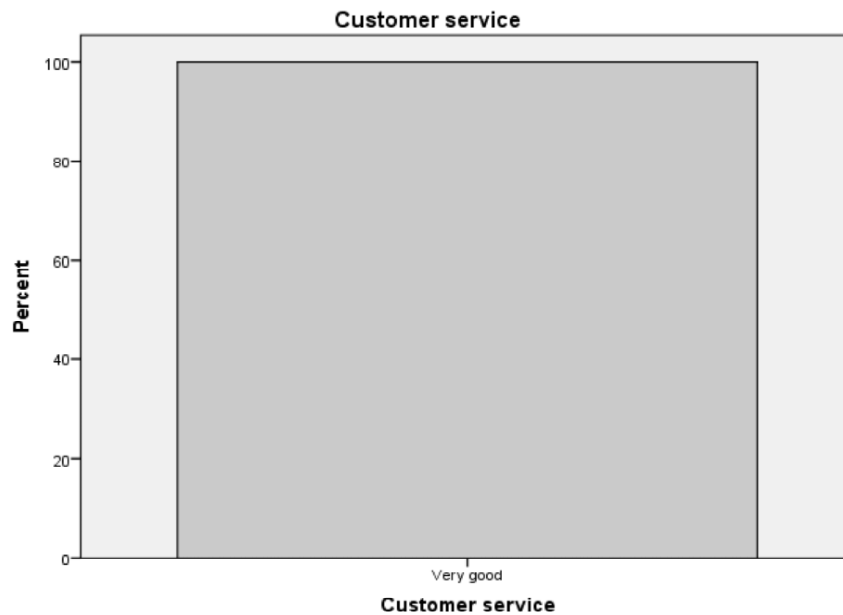
Inference

It implies that 66.7% of the customers prefer quality while the remaining 33.3% prefer both quality and price.

Customer service

Table 5

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Very good	3	100.0	100.0	100.0



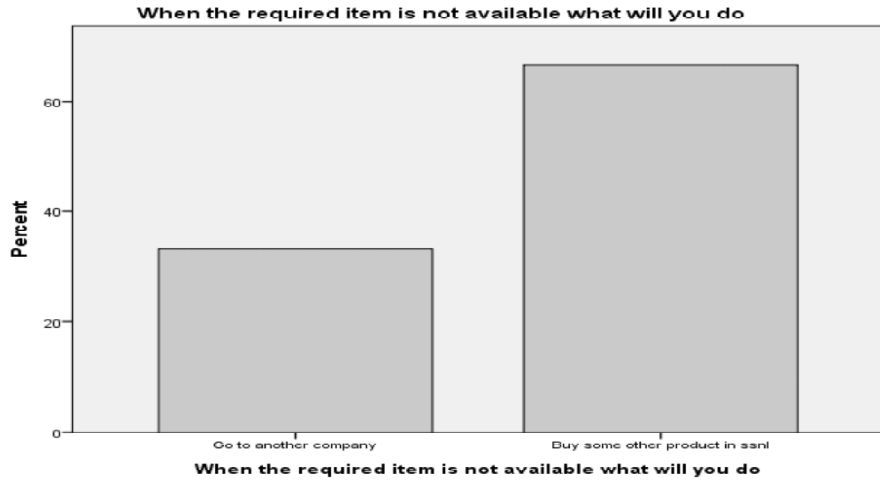
Inference

It implies that the customer service in ssnl is 100% satisfactory.

When the required item is not available what will you do

Table

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Go to another company	1	33.3	33.3	33.3
	Buy some other product in ssnl	2	66.7	66.7	100.0
	Total	3	100.0	100.0	



Inference

It implies that 33.3% will go to another company if the required product is not available while the remaining 66.7% will buy some other products.

Satisfaction level about the company

Table 7

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Ashok Leyland	1	33.3	33.3	33.3
	Bajaj auto ltd.	1	33.3	33.3	66.7
	Force motors ltd.	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

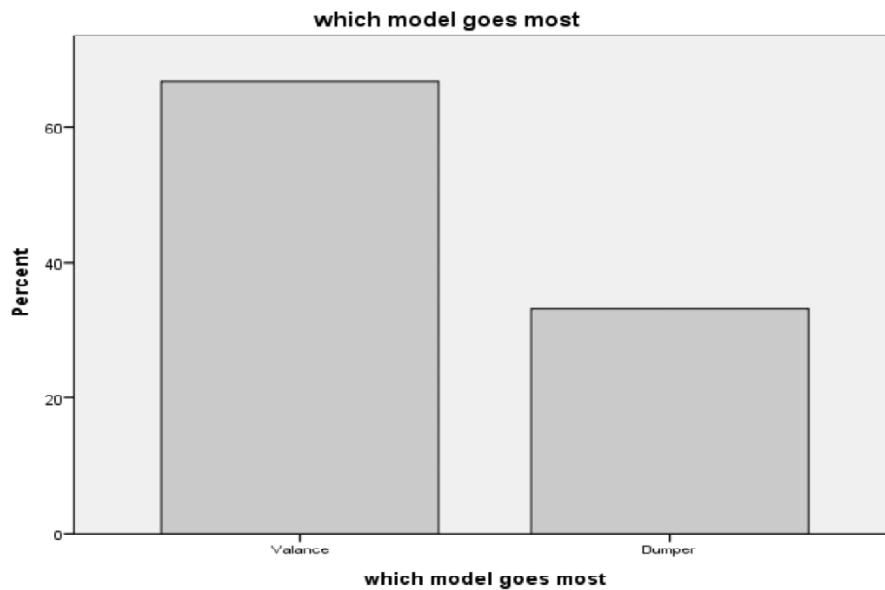


Inference

It implies that the customers give equal level of satisfaction to other automobile industries.
which model goes most

Table 8

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Valance	2	66.7	66.7	66.7
	Bumper	1	33.3	33.3	100.0
	Total	3	100.0	100.0	

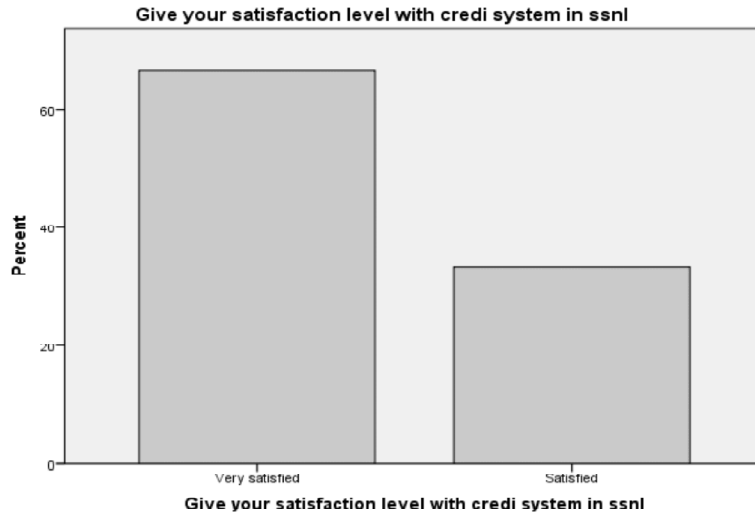


Inference

It implies that 66.7% of the customers buy valance while the remaining 33.3% buy bumper.
 Give your satisfaction level with credit system in ssnl

Table 9

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Very satisfied	2	66.7	66.7	66.7
	Satisfied	1	33.3	33.3	100.0
	Total	3	100.0	100.0	



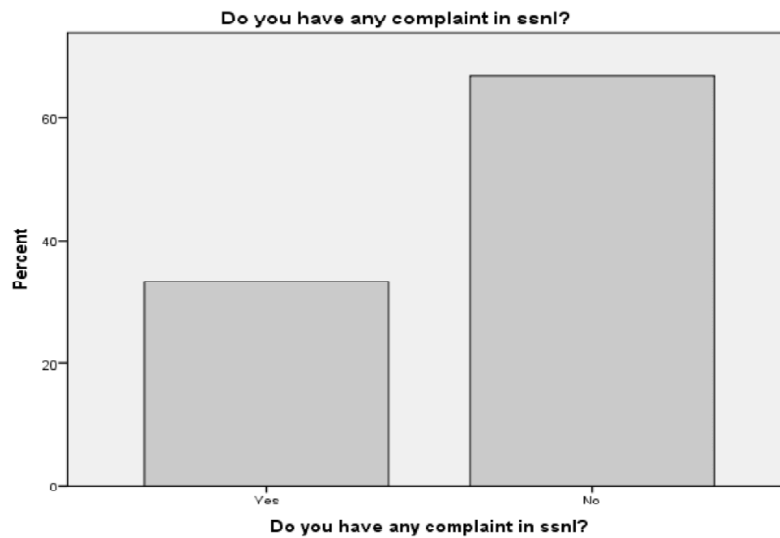
Inference

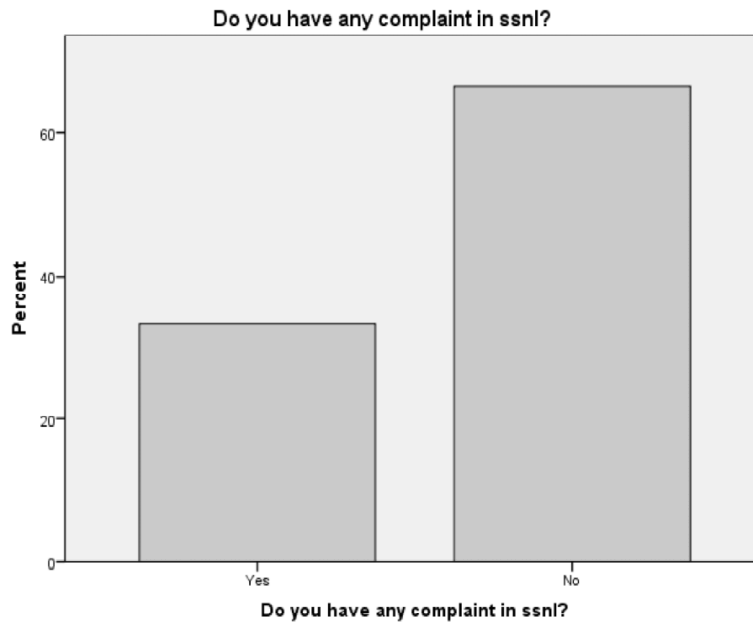
It implies that 66.7% of the customers are very much satisfied with the credit system while 33.3% is just satisfied.

Do you have any complaint in ssnl

Table 10

		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
Valid	Yes	1	33.3	33.3	33.3
	No	2	66.7	66.7	100.0
Total		3	100.0	100.0	





Inference

It implies that 66.7% of the customers did not have any complaints with ssnl while 33.3% have complaint like discount

FINDINGS

1. From the study it is known that 33.3% of the dealers know the company through participation and 66.7% of the dealers know the company through website.
2. From the study it is known that all the customers have visited atleast monthly once to place the orders.
3. From the study it is revealed that 66.7% are repeated customers for 2-5 years while 33.3% are the repeated customers for 5-10 years.
4. From the study it is known that 66.7% prefer quality and 33.3% prefer both price and quality.
5. From the study it is revealed that ssnl maintain a 100% satisfaction level with the customers.
6. From the study it is known that 33.3% will go to another company if the required product is not available while the remaining 66.7% will buy some other products.
7. From the study it is revealed that the customers give equal level of satisfaction to other automobile industries with 33.33%.
8. From the study it is known that 66.7% of the customers buy valance while the remaining 33.3% buy bumper.

9. From the study it is revealed that 66.7% of the customers are very much satisfied with the credit system while 33.3% is just satisfied.
10. From the study it is known that 66.7% of the customers did not have any complaints with ssnl while 33.3% have complaint like discount issue.

SUGGESTIONS

1. The company can organize a meeting with their dealers 3 months once.
2. In that meeting they can settle the issues regarding credit terms, discount etc.
3. The company should try to maintain the same level satisfaction level with their customers.
4. The company should start to think about giving discount to attract more customers.
5. The company should also think about the credit terms.
6. The company should not only see the large scale dealers but also should help the small scale dealers.

CONCLUSION

The main aim of any organization is to earn profit and the dealers play a vital role in it. As the competition in auto components industry is increasing day by day ssnl have to take some steps to retain its regular dealers like improving credit terms, providing discount etc. At this pace ssnl will soon be the market leader in india.

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