

# **A PROJECT REPORT ON** **CUSTOMER SATISFACTION OF** **TOYOTA**

*A Summer Training Project Report*  
*Submitted in partial fulfillment of the requirement of GGS Indraprastha*  
*University for the award of the Degree of*  
*Bachelor of Business Administration*

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## **CERTIFICATE**

This is to certify that the Project titled “**Customer Satisfaction Of Toyota**” is an academic work done by “**Anmol Arora**” submitted in partial fulfillment of the requirement for the award of the degree “**Bachelor of Business Administration**” from “**Guru Gobind Singh Indraprastha University**” under the supervision & direction at “**Delhi School Of Professional Studies & Research**” to the best of my knowledge and belief the data & information presented by him in this project has not been submitted elsewhere.

**MR. SUPREET SINGH**

## **DECLARATION**

This is to certify that the Project Report titled “**Customer Satisfaction of Toyota**” which is submitted by me in partial fulfillment of the requirement for the award of degree “**Bachelor of Business Administration**” from “**Guru Gobind Singh Indraprastha University**” at “**Delhi School of Professional Studies and Research, Delhi**”. Comprises only my original work and has not been submitted in part or full for any other degree or diploma of any university.

**Name and Signature of Candidate**

**ANMOL ARORA**

## ACKNOWLEDGEMENT

I take this opportunity to express my profound gratitude and deep regards to my guide **MR. SUPREET SINGH** for his exemplary guidance, monitoring and constant encouragement throughout the course of this project. The blessing, help and guidance given by (him/ her) time to time shall carry me a long way in the journey of life on which I am about to embark.

I also take this opportunity to express a deep sense of gratitude to Company Supervisor **MR. HITESH KHURANA, SALES MANAGER, GALAXY TOYOTA**, for his/her cordial support, valuable information and guidance, which helped me in completing this task through various stages.

I am obliged to staff members of **GALAXY TOYOTA**, for the valuable information provided by them in their respective fields. I am grateful for their cooperation during the period of my internship.

Last but not least, my sincere thanks to my parents and friends for their wholehearted support and encouragement.

**ANMOL ARORA**

## **1.1 EXECUTIVE SUMMARY**

This assignment provides a detailed company description of the giant automaker Toyota Motor Corporation (TMC), along with an in depth analysis and evaluation of their business activities.

The introduction includes history as well as general knowledge about the business process of the company. Main part includes the Core Competence Value Chain Analysis and that include information about primary and support activities that help the company to maintain operations, meet customer expectations and gain competitive advantage. The last part of this report provides recommendations that may help Toyota to maintain the productivity and attract more customers.

Toyota is one of the largest manufacturers of cars in the world, with scores of factories in dozens of countries. Its standing in the automotive world as the most successful and most profitable carmaker is unquestioned.

In sharp contrast, Australia has one of the smallest car industries in the world and while it is one of the oldest, it has never spread its manufacturing wings across the oceans.

And yet Australia has played an important role in the development of the world's largest carmaker over a 50 year period, a length of association no other country outside Japan can match.

It was Australia where today's world car industry leader first tasted success beyond its Japanese domestic market. It was through Toyota Australia that the Japanese company learned many lessons which have underpinned its global success, and it was Toyota Australia that achieved many breakthroughs within the group: first successful Land Cruiser exports, first successful production outside Japan, first finance arm to fund dealers' inventory and first exporter of the Camry apart from the parent company itself. It is a proud record which has earned Australia a special place in Toyota's history.

## **1.2 OBJECTIVES OF THE STUDY**

- To study about the customer satisfaction on the services provided by the dealers.
- To study the opinion of the customers regarding the availability and cost of spare parts.
- To study the opinion of customers regarding its features like mileage, price etc.
- To study the effect of advertisement on the customers.
- To study and understand the key service parameters using Customer Satisfaction and reflect upon the low performing areas:

## **1.3 REVIEW OF LITERATURE**

### **CUSTOMER SATISFACTION**

#### **Concept Identification**

As organizations become increasingly customer focused and driven by demand, the need to gain customer loyalty and retain their loyalty is critical. Customer satisfaction is the most effective way to achieve customer loyalty. Customer satisfaction and customer loyalty share many similar traits. Customer value is the customer's perception of the ratio of benefits to what he or she gives to obtain those benefits. Customers are satisfied, when value meets or exceeds expectations. If their expectations of value are not met, there is no chance of satisfying them. Figuring out what the customers want, however, is a difficult and complex process. To be able to create and deliver customer value is important to understand its components. On the most basic level, value from a customer's perspective is the ratio of benefits to the risks being taken while buying the product.

### **CUSTOMER SATISFACTION**

#### **AN INSIGHT**

According to Harold E Edmondson " Customer Satisfaction" seems to appear in print more frequently than any other catch phrase used to describe a new found magic for industrial success. Before we proceed in to the study of the dynamics of Customer Satisfaction it is important to know about, who a customer is and what satisfaction really means.

#### **Who really is a Customer?**

The question of defining who your customers are seems fairly easy particularly if you have segmented your market properly and understand who you are trying to satisfy. However subtlety that frequently goes undetected by many firms is that is that customer set can be divided into two parts, the apparent customer and the user. The apparent customer is the person or group of people who decide what

product to buy and basically have control over the purse strings. The user is a person or group who physically uses the product or is the direct recipient of a service.

What does satisfaction really mean?

As in defining customer above, defining satisfaction also appears simple. However as with customer there is a subtlety that needs addressing. Satisfaction by most definitions simply means meeting the customer's requirement.

Customer satisfaction can be defined in many different ways. Finding the right way for a company depends on understanding your customer and on having a clear vision of the role that customer satisfaction is to play in the strategy. For example, a focus on customer satisfaction can work alongside existing segmentations to support revenue generation from high value customers or it can be a company-wide objective rooted in the brand values. For the former, it may be sufficient to focus on improving customer service, but for the latter a broader definition of customer satisfaction is necessary, closer akin to corporate reputation.

## **Building a Company around Customer Satisfaction -**

With the increase in customer's demands and competition it has become a lot more important to base the entire company on customer service. When doing this one must first realize that every member of an organization plays an active role in customer service. This includes both external customers and internal customers within a company.

Customer focused organizations focus both on customer satisfaction and profit. Achieving customer satisfaction generates the profit. In these organizations top management has frequent contacts with external customers. The staff focuses all of its attention on satisfying the customer's needs. However, the management's job is to provide the staff with support necessary to achieve these goals. The other department and staff in the organization that do not have direct contact with the external customers deal exclusively with internal customer satisfaction.



## **The Influence of the salesperson in Customer Satisfaction**

In an article titled, “The influence of salesperson selling behavior on customer satisfaction with products,” Brent G.Goff and James S. Boles examine the effects of non-product related construct on customer satisfaction with major retail purchases such as automobiles. The article states that salesperson’s selling orientation-customer orientation (SOCO) will affect not only consumer satisfaction with the salesperson and dealer, but also indirectly, satisfaction with the product or manufacturer.

In the perspectives of both the retailer and the manufacturer, customer satisfaction represents an important issue because it relates to several desirable outcomes. Customer satisfaction leads to future purchases, and repeated purchases of the same product from the same source. In other words, it helps a firm retain its present customers and build loyalty. By helping a buyer obtain product information and providing guidelines about what should be expected during the buying process and use of a product, a salesperson may influence customer expectations concerning the product. Thereby this may reduce the likelihood of dissatisfaction (Grewal and Sharma, 1991). .

## **Internal Marketing – how it affects Customer Satisfaction**

Successful companies make every effort to ensure satisfaction to their customer by focusing all organizational efforts of the company on providing superior customer service. By doing this these companies hope to retain their existing customers and attract new ones. Only angle of customer satisfaction commonly overlooked is the internal aspect.

The internal customer or employee plays a vital role in achieving customer satisfaction and loyalty. Some firm’s do not understand that the treatment of internal customers becomes the external customers’ perception of the company. A firm’s employees or other departments within the organization make up its internal customers. Their job performance affects the firm’s ability to deliver superior product and customer service (Boone and Kurtz, 1999). When a firm’s employees are happy at work, their overall attitude and performance towards the customer enhances

tremendously. Internal marketing helps members or employees of an organization understand and fulfill their roles in implementing its marketing strategy. Internal marketing not only keeps employees happy, it also shows them how their actions affect the firm's ability to achieve customer satisfaction.

## **Customer Satisfaction as part of Service Profit Chain**

A Harvard Business Review article outlines the internal process required to drive growth and increase profitability. The article describes the ways in which service quality contributes to success, outlining the steps in the “Service-profit chain”:

<b>Profitability / Growth</b>
Customer Loyalty
<i>Customer Satisfaction</i>
Value
Employee Productivity
Employee Loyalty
Internal Quality
Leadership

## **1.4 RESEARCH METHODOLOGY**

The Research Methodology used was Convenience Sampling. As time and cost was the factor so, the researcher used Convenience Sampling because Convenience samples provide vital contributions to individual case records, qualitative summaries and etc.

**Data Sources:**

The data is collected directly from each customer who visited the showroom.

**Sampling Unit:** Customers

**Sample Size:** 100.

**Sampling Technique:** Convenience Sampling.

The biggest advantage to a convenience sample is that we get a pretty good unbiased sample fairly easily. The biggest downside is that we may not get all elements of the population that are of interest.

## **1.5 DATA COLLECTION**

- Primary: Data collection by personal interaction with the Toyota car user through Questionnaire.
- Type of interview: Face-to-face
- Interview flow: Eligibility ascertainment of respondent by screening questionnaire



- Administration of the main questionnaire
- Duration of interview: 10 mins
- Secondary: Online collection of data (company website)

## **1.6 SCOPE OF THE PROJECT**

- The project was limited to Delhi NCR and Indian region. The respondents to be surveyed had to be those who already have Toyota car.

## **1.7 LIMITATIONS OF THE STUDY**

- It is a comprehensive study on Indian and the World aspect.
- The sample size is restricted to 100 respondents.
- The study is restricted in scope of owing to the following limitations:

## **2.1 ABOUT TOYOTA KIRLOSKAR MOTOR PVT LTD**

TYPE: JOINT VENTURE  
INDUSTRY: AUTOMOTIVE  
HEADQUARTER: BANGALORE, KARNATAKA  
KEY PEOPLE: MR.RYOICHI SASAKI, CHAIRMAN  
PRODUCTS: AUTOMOBILES  
PARENT: TOYOTA MOTORS CORPORATION

Toyota Motor Corporation entered India in 1997 in a joint venture with the Kirloskar Group.

Toyota Kirloskar Motor Pvt. Ltd is a subsidiary of [Toyota Motor Corporation](#) of Japan (with [Kirloskar Group](#) as a minority owner), for the manufacture and sales of Toyota cars in [India](#). It is currently the 4th largest car maker in [India](#) after [Maruti Suzuki](#), [Hyundai](#), and [Mahindra](#).

The company Toyota Kirloskar Motor Pvt. Ltd (TKMPL) according to its mission statement aims to play a major role in the development of the automotive industry and the creation of employment opportunities, not only through its dealer network, but also through ancillary industries with a business philosophy of "Putting Customer First".

On June 7, 2012, Vice Chairman of the company revealed that the company is planning to enter the healthcare sector and its first hospital is will open in Karnataka in May 2013.

TKMPL's current plant at [Bidadi](#), Karnataka is spread across 432 acres and has a capacity of 80,000 vehicles per annum.

TKMPL's second manufacturing plant on the outskirts of Bangalore; Karnataka has a capacity of 70,000 vehicles per annum. Both plants have a combined capacity of 150,000 vehicles per annum.

On 16 March 2011, it announced that it was increasing production to 210,000 vehicles per annum due to increase in demand for its models especially the Etios and Fortuner.

With effect from June 1, 2012, Toyota Kirloskar Motor will be increasing the prices of Etios diesel and Innova by 1 per cent and Fortuner and EtiosLiva diesel by 0.5 per cent. The price hike is on account of the weakening of Rupee. Toyota announced that Etios sedan and the Liva hatchback has posted sales of over one lakh units, hence Toyota is all set for giving its production a big boost. Toyota Kirloskar Motor (TKM) plans to hike the production capacity of its Etios series models by 75% by early 2013. Toyota Kirloskar Motors would launch its motor racing series in 3 cities in India next year.

## **2.2 RATIONALE OF THE STUDY**

Automobile units play a vital role in the industrial development of a nation. By considering the facts, I had chosen the topic as pertinent to the current situation in car market. Hence an in-depth study of satisfaction of customers of Toyota cars has been undertaken. The main objective of the study is to identify the factors influencing the customers to purchase Toyota cars and analyze the factors influencing their satisfaction. The study was confined to Lucknow city and size of the sample is 100 customers of Hyundai car by adopting convenience sampling technique for data collection.

Increasing competition, ever growing market, easy availability of the finances and increasing population of young executives, with huge disposable incomes, over the past few years has substantially increased the sales in the automobile industry.

Also, the competition among the dealers of the products has increased with each trying to maximize their customer base. This makes it imperative for the dealers to provide the best of the services and exceed the customer expectations to achieve customer delight and loyalty.

The study tries to understand the key service parameters and reflect upon the dysfunctional areas, thus providing the dealer with an insight into the level of customer satisfaction and changing trends of the customer expectations.





## **Automobile Industry History**

In the year 1769, a French engineer by the name of Nicolas J. Cugnot invented the first automobile to run on roads. This automobile, in fact, was a self-powered, three-wheeled, military tractor that made the use of a steam engine. The range of the automobile, however, was very brief and at the most, it could only run at a stretch for fifteen minutes. In addition, these automobiles were not fit for the roads as the steam engines made them very heavy and large, and required ample starting time. Oliver Evans was the first to design a steam engine driven automobile in the U.S.

Scotsman, Robert Anderson, was the first to invent an electric carriage between 1832 and 1839. However, Thomas Davenport of the U.S.A. and Scotsman Robert Davidson were amongst the first to invent more applicable automobiles, making use of non-rechargeable electric batteries in 1842. Development of roads made travelling comfortable and as a result, the short ranged, electric battery driven automobiles were no more the best option for travelling over longer distances.

The Automobile Industry finally came of age with Henry Ford in 1914 for the bulk production of cars. The several methods adopted by Ford, made the new invention (that is, the car) popular amongst the rich as well as the masses.

The current trends of the Global Automobile Industry reveal that in the developed countries the Automobile Industries are stagnating as a result of the drooping car markets, whereas the Automobile Industry in the developing nations, such as, India and Brazil, have been consistently registering higher growth rates every passing year for their flourishing domestic automobile markets. Those who are interested in gathering more information about the **Automobile Industry** may browse through the following links

- [World Automobile Industry](#)
- [Automobile Industry Trends](#)
- [India Automobile Market](#)

- [India Automobile Industry](#)

## **Measures to be adopted by global leaders of the World Automobile Industry.**

Several significant economic measures are being considered by the major players of the World Automobile Industry in order to make a smooth entry into the markets of the developing countries, and to make a name for themselves. The effective measures include:

- Reducing the selling prices of the automobiles manufactured in their factories
- Improving the levels of after-sales services to keep customers satisfied
- Opening manufacturing factories in the developing nations, to reduce effective costs of production as well as saving shipping charges, and enhancing prompt delivery of automobile units.

## **Automobile Industry Trends**

In keeping with the **Automobile Industry Trends**, the leading automobile manufacturers are turning to the Asian markets that appear set to grow immensely over the next decade. The automobile markets in the U.S., Europe and the Japan have almost matured as a result of saturation and appear set to decline through the next decade. In contrast, the automobile markets spread over the entire Asian continent (with the exception of Japan), are constantly increasing in size and will be the destination for most of the globally leading automobile manufacturers.

The **Automobile Industry Trends** reveal that the emerging markets of the developing nations of Asia especially China, and India are backed by their huge population growth rate, to add to the growing national economy of these two nations.

The rapid growths of the national economy of the BRIC countries (including Brazil, Russia, India, and China) have enabled a growing section of the population of these

countries to purchase automobiles. Global surveys conducted recently reveal that within the next ten years, these emerging automobile markets will account for nearly a whopping 90 percent of the global automobile sales growth.

The prosperity of the national economy is reflected in the rising per capita income of the developing nations. Therefore, increasing Gross Domestic Product and per capita income have raised the purchasing ability of the population that constitutes these emerging markets.

As a growing percentage of the population in the developed nations age rapidly, in comparison to the rest of the world, these aging numbers necessitate automobiles to fit the physiological change of the world population.

The India Automobile Market looks set to prosper, largely due to the growing market for automobiles that is developing in India. In the financial year that ended in February, 2004, the Indian automobile markets were the fastest growing in the world, with the registered growth rate touching nearly 20 percent.

The Automobile Industry in India mainly comprises of the small car section, which enjoys nearly a 2/3rd market share of the entire market for automobiles in India. In this respect, the Indian markets are the largest in the world for small cars, behind Japan.

The Indian passenger car market which ranks amongst the largest in the world, is poised to become even larger and enter the top five passenger car markets in the world in the next decade.

## **India Automobile Industry**

Following India's growing openness, the arrival of new and existing models, easy availability of finance at relatively low rate of interest and price discounts offered by the dealers and manufacturers all have stirred the demand for vehicles and a strong growth of the Indian **automobile industry**.

The data obtained from ministry of commerce and industry, shows high growth obtained since 2001- 02 in automobile production continuing in the first three quarters of the 2004-05.

## **Automobile Network Dealers in India**

In terms of Car dealer networks and authorized service stations, Maruti Suzuki leads the pack with Dealer networks and workshops across the country. The other leading automobile manufacturers are also trying to cope up and are opening their service stations and dealer workshops in all the metros and major cities of the country.

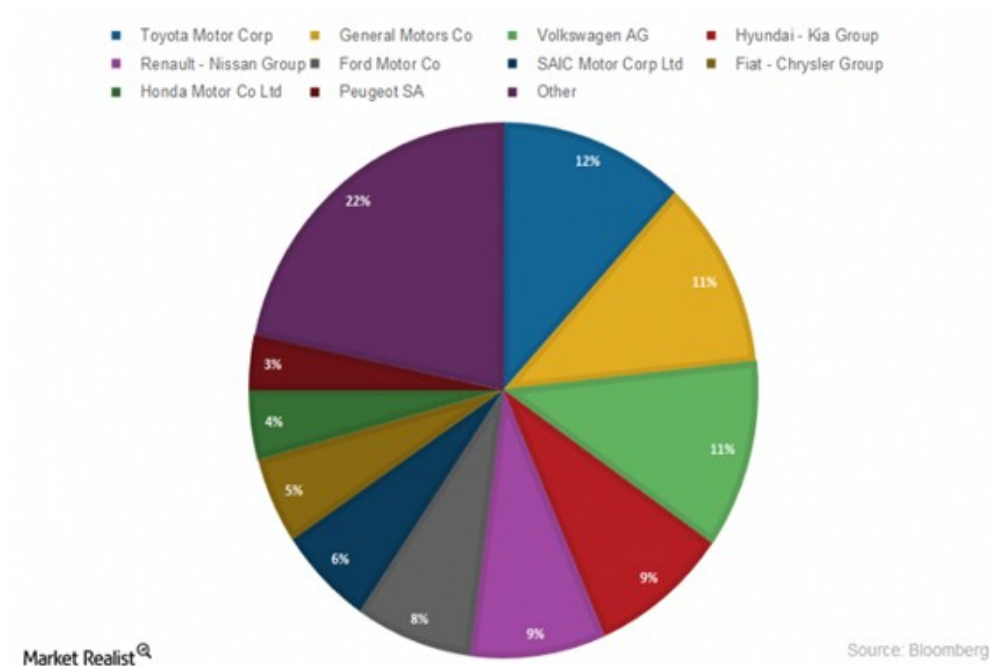
Government has liberalized the norms for foreign investment and import of technology and that appears to have benefited the automobile sector. The production of total vehicles increased from 4.2 million in 1998- 99 to 7.3 million in 2003-04. It is likely that the production of such vehicles will exceed 10 million in the next couple of years.

The industry has adopted the global standards and this was manifested in the increasing exports of the sector. After a temporary slump during 1998- 99 and 1999- 00, such exports registered robust growth rates of well over 50 per cent in 2002-03 and 2003-04 each to exceed two and- a-half times the export figure for 2001-2002.

## **2.3 Major Global Manufacturers in Automobile Industry**

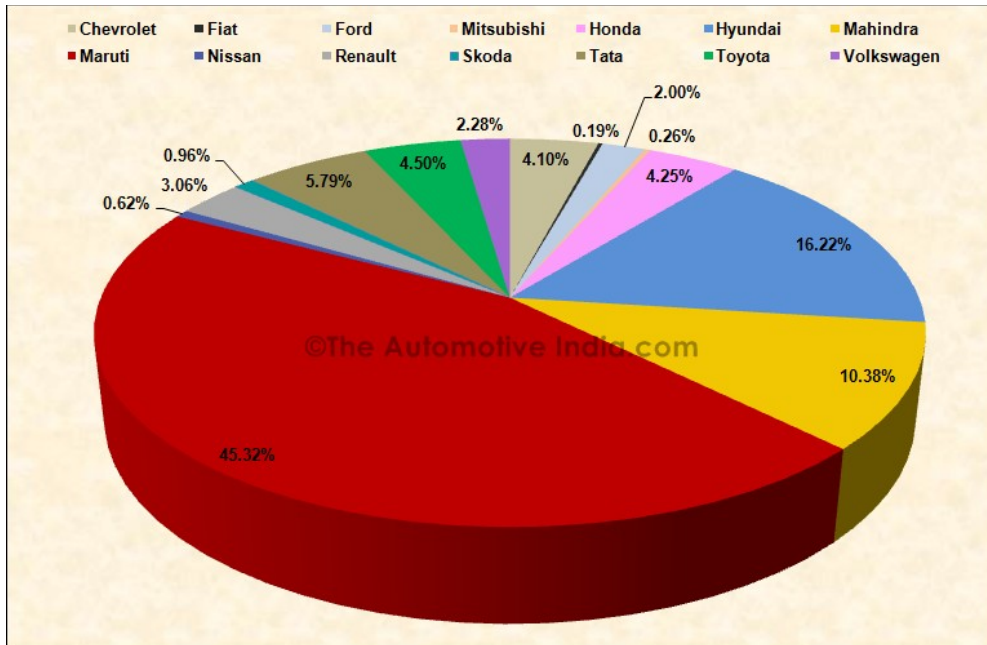
- Toyota Motors
- Volkswagen
- General Motors India
- Ford India Ltd.
- Honda Motors Co Ltd.
- Renault – Nissan Group
- SAIC Motor Corp Ltd.
- Fiat – Chrysler Group
- Hyundai Motor India Ltd.
- DC Designs
- Peugeot SA

### **GLOBAL AUTOMOBILE MANUFACTURER MARKET SHARE 2015**



## 2.4 TOP AUTOMOBILES MANUFACTURERS IN INDIA IN 2015

Rank	Company	Sales Figures			% Change	Current Market Share
		Jan'13	Dec'12	Nov'12	MoM Basis	
1	Maruti	103026	82073	90882	↑ 25.53	44.75
2	Hyundai	34302	26697	34751	↑ 28.49	14.90
3	Mahindra	26514	22761	24605	↑ 16.49	11.52
4	Tata	15209	14185	18031	↑ 7.22	6.61
5	Toyota	13329	12071	10352	↑ 10.42	5.79
6	Chevrolet	7588	7048	7230	↑ 7.66	3.30
7	VW	6920	4464	5681	↑ 55.02	3.01
8	Ford	6062	6517	5944	↓ -6.98	2.63
9	Honda	5451	4242	3711	↑ 28.50	2.37
10	Renault	4914	5924	6607	↓ -17.05	2.13
11	Nissan	4055	2419	2787	↑ 67.63	1.76
12	Skoda	2057	2576	1612	↓ -20.15	0.89
13	HM-Mitsubishi	430	481	419	↓ -10.60	0.19
14	Fiat	347	369	270	↓ -5.96	0.15
	Grand Total	230204	191827	212882	↑ 20.01	100.00

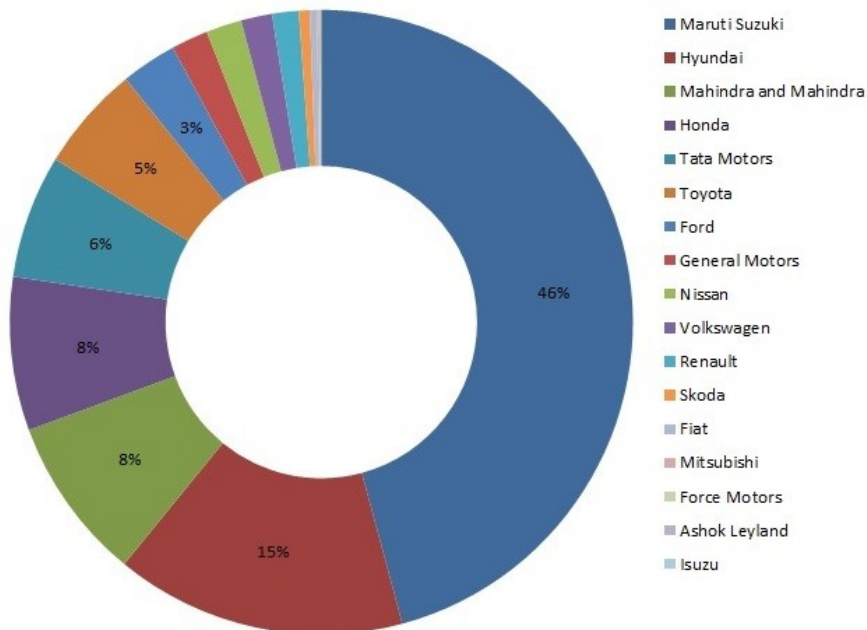


## 2.5 INDIAN CAR MANUFACTURERS SALES GROWTH 2015

HOW MAY 2015 SALES STACK UP	May '15	May '14	Difference	
			Units	Growth (%)
CARS				
Ashok Leyland	1	12	-11	-91.67%
Fiat India	737	800	-63	-7.88%
Force Motors	135	205	-70	-34.15%
Ford India	4,726	6,053	-1,327	-21.92%
GM India	3,288	4,865	-1,577	-32.42%
Hindustan Motor Finance	204	90	114	126.67%
Honda Cars India	13,431	13,362	69	0.52%
Hyundai Motor India	37,450	36,205	1,245	3.44%
Isuzu Motors India	21	25	-4	-16.00%
Mahindra & Mahindra	18,135	19,470	-1,335	-6.86%
Maruti Suzuki	1,02,359	90,560	11,799	13.03%
Nissan Motor India	3,681	5,019	-1,338	-26.66%
Renault India	3,601	3,650	-49	-1.34%
Skoda Auto India	1,316	1,046	270	25.81%
Tata Motors	12,908	12,103	805	6.65%
Toyota Kirloskar Motor	11,511	11,831	-320	-2.70%
Volkswagen India	4,167	2,657	1,510	56.83%
Total	2,17,671	2,07,953	9,718	4.67%



### Jan 2015 Car Sales India: MotorBash Report



## 2.6 Vision

“To be the most respected and successful enterprise, delight customers with a wide range of products and solutions in the automobile industry with the best people and best technology.”

- The most respected.
- The most successful.
- Delighting customers.
- Wide range of products.
- The best people.
- The best technology

## 2.7 Mission

Mission of Toyota is to provide safe & sound journey. Toyota is developing various new technologies from the perspective of energy saving and diversifying energy

sources. Environment has been first and most important issue in priorities of Toyota and working toward creating a prosperous society and clean world.

- Provide world-class safety to protect the lives of customers.
- Provide optimization of energy/infrastructure to local communities.
- Putting high priority on safety and promote product development with the ultimate goal of “completely eliminating traffic casualties”.
- Deliver cars that will stimulate and even inspiring and that will thereby earn smiles from our customers.
- Addressing employee’s education under “Genchi-genbutsu” philosophy, which is to go to the source to find the facts to make correct decisions build consensus and achieve goals at our best speed.
- Through true mutual trust with partners, contribute to development of new technology and improved expertise.
- Contribute for economic development of local communities with R&D operations functioning effectively in each region.

## **2.7 Ideology and Environment at Toyota**

See foreseeable future needs, company’s responsibilities as a manufacturer company and always take proactive steps that benefits customers as well as society proper waste management as a corporate social responsibility.

Protect whistle blowers and have regular meetings and review on social, cultural and environmental issues.

Establishing a low carbon society.Establishing recycling based society.Using Renewable Energy .Valuing Nature’s Wisdom, Expanding Environmental Program.

## **2.9 Goal**

Goal specificity: Toyota required goals must be clear and defined.

Goal difficulty: One of the challenging goals found in Toyota is that managers even challenged workers to find solution to make things one Yen cheaper.

Goal acceptance: At Toyota, a “community of fate” ideology was developed.

Performance feedback: If performance feedback is clear, employees are more motivated. Toyota uses visual management systems.

## 2.10 Awards (2015)



**ET Promising Brands**



**CNBC Overdrive Award**



**JD Award**



**India Design Mark Award**

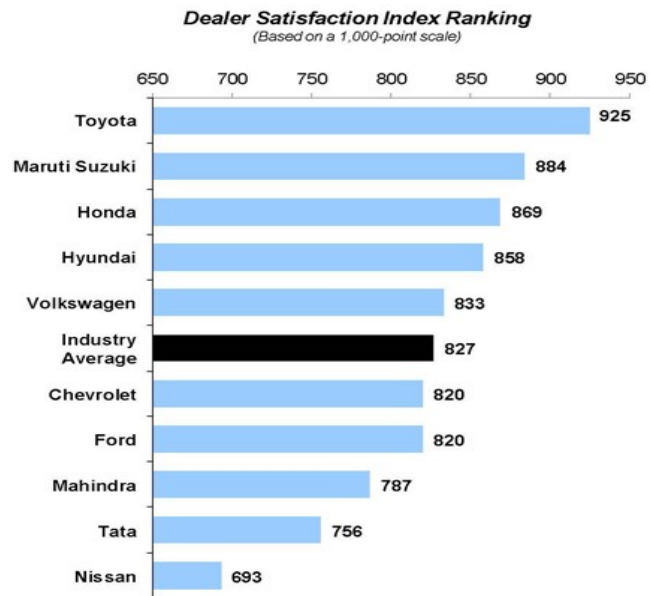


**Car India Award**

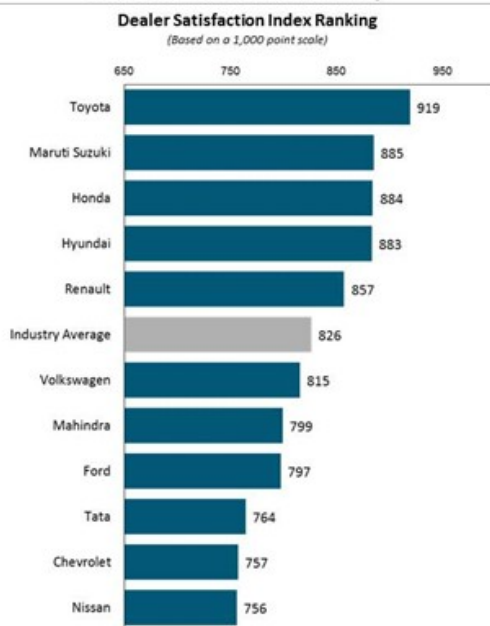


**Zgnition Auto Awards**

## **2.11 Toyota Tops 2015 Indian Satisfaction Study by JD Power Asia Pacific**



J.D. Power Asia Pacific  
2015 India Dealer Satisfaction with Automotive  
Manufacturers Index Study<sup>SM</sup>



## 2.12 TOYOTA CARS PRESENT IN THE INDIAN MARKET

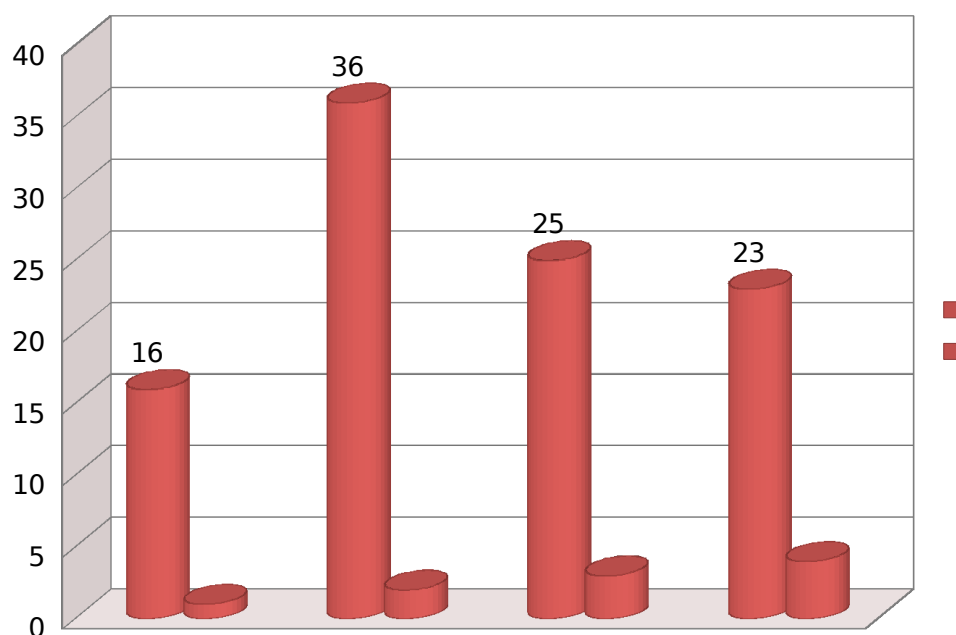
TOYOTA presently markets 10 models of passenger cars across segments. The A2 segment includes the Liva, Prius, the A3 segment includes Corolla Altis, Etios the A5 segment includes the Camry and the SUV segment includes the Land Cruiser, Fortuner, Innova, Land Cruiser Parado, and discontinued Qualis



## 1) Age group

S.No	Age Group	No of people
A	20 to 30	16
B	30 to 40	36

C	40 to 50	25
D	Above 50	23



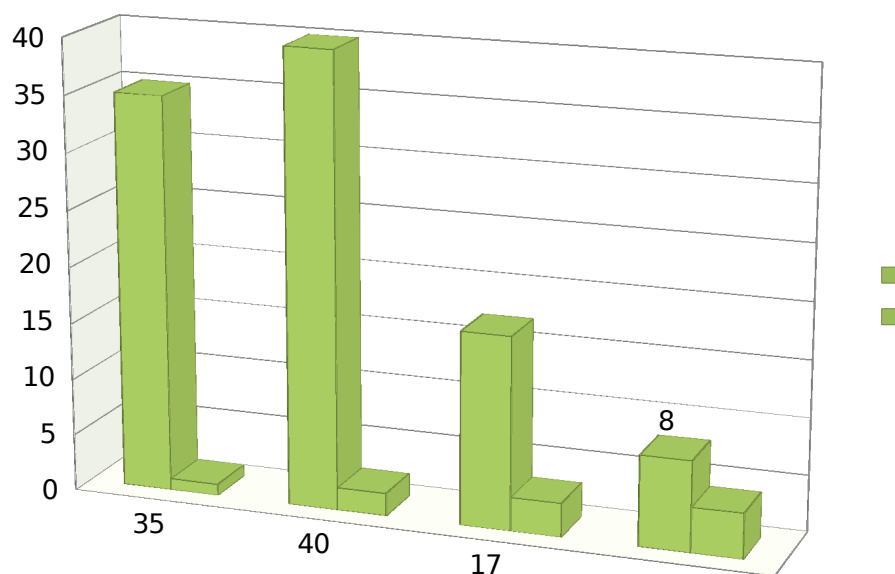
## INTERPRETATION

From the above table shows that the respondents of the age group of years above 50 i.e. 23, the next group is 40-50 years i.e.25, the remaining age groups are 30-40 and 20-30 years having 36 and 16 respectively.

## 2) Occupation

S.No	occupation	No of people
A	Employee	35

B	Business	40
C	NRI	17
D	Others	8



## INTERPRETATION

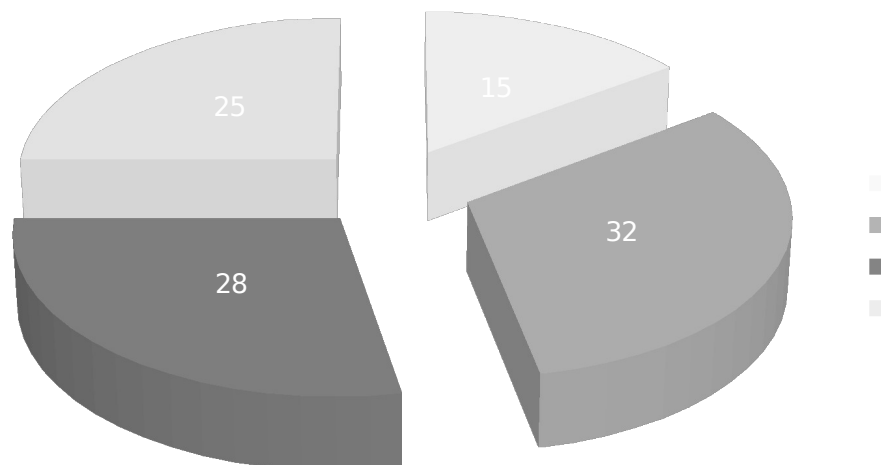
From the above table shows that the respondents of the occupation are mostly employees numbered 35, business people numbering 40, NRI's 17 and others 8 people.

### 3) Which model of Toyota car do you own?

S.No	Brand	No of people
A	Liva Cross	15
B	Innova	32



C	Fortuner	28
D	Altis	25



## INTERPRETATION

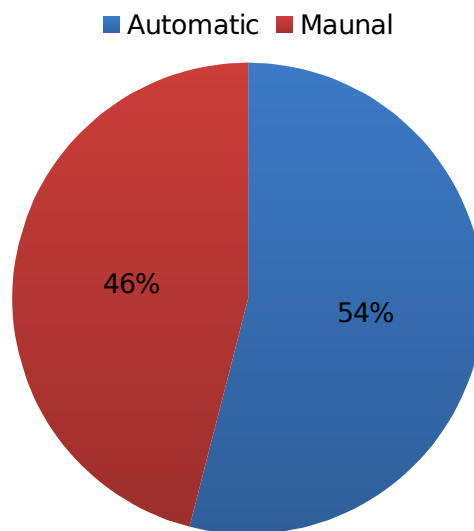
The following graph shows the number of cars in the total of 100 persons Liva Cross is owned by 15 people, and Innova owned by 32 and Fortuner owned by 28 people and Altis by 25 people.

### 4) Which is the transmission type you are currently using?

Transmission Type	No. of responses

Automatic	27
Manual	23

## Transmission Type



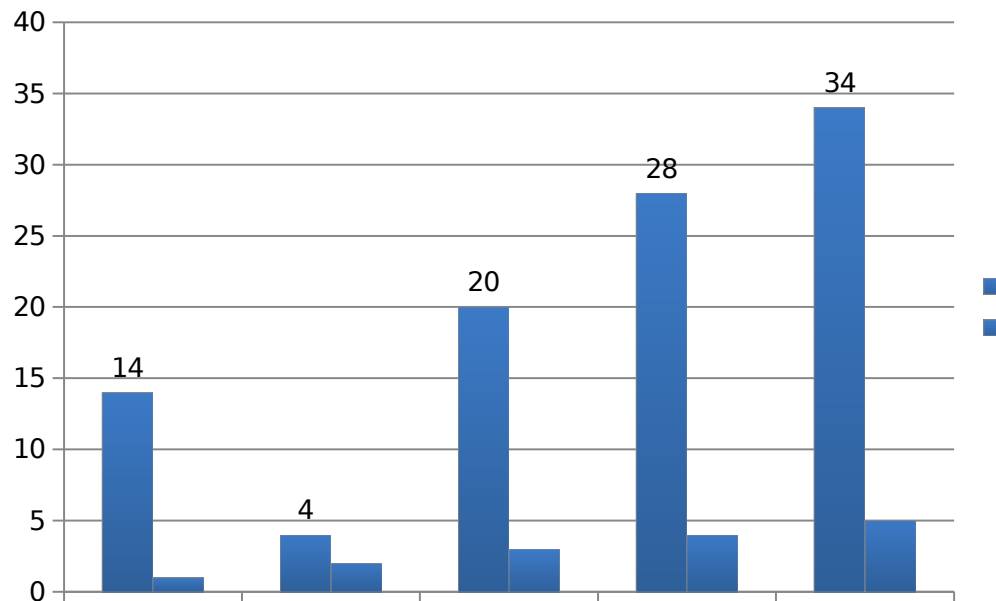
### INTERPRETATION

On asking the respondents about the transmission type of car they use; 54% of the people said they use automatic transmission followed by 46% people who use manual transmission cars.

### 5) Which feature is the best one in Toyota car?

S.No	feature	NO of people
A	Mileage	14

B	Price	4
C	Brand	20
D	Style	28
E	Engine	34

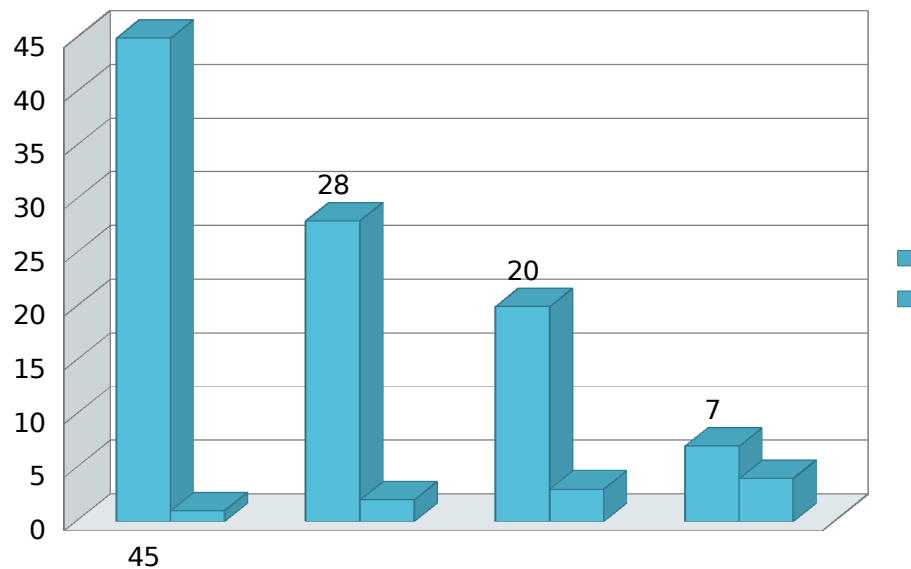


## INTERPRETATION

The following graph shows the number of what features you consider while you purchase in the total persons Mileage by 14, and Price by 4 and Brand by 20, Style by 28, Engine by 34.

## 6) How do you feel when you drive Toyota car?

S.No	RANK	No of people
A	Best	45
B	Good	28
C	Better	20
D	Poor	7

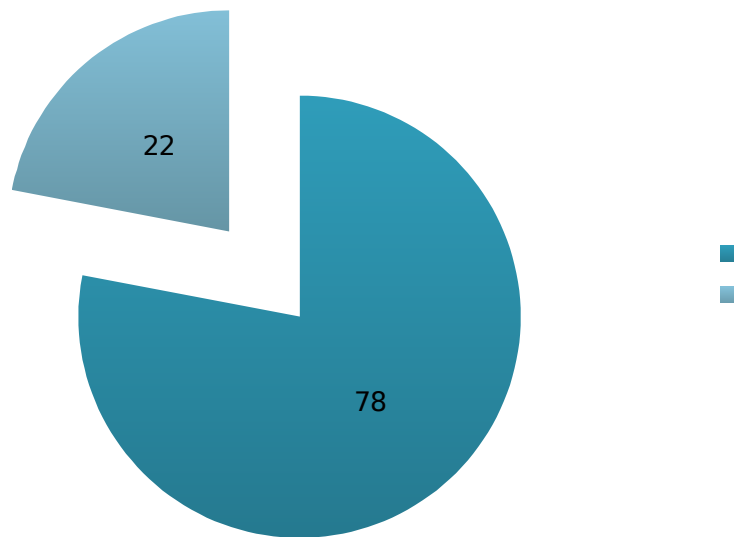


## INTERPRETATION

From the above table shows that the respondents of the experience of people while driving Toyota cars is best i.e. 45, the next group is good i.e.28, the remaining people who feel better is 20 and others who feel poor experience are 7 respectively.

## 7) Are you satisfied with your vehicle's mileage?

S.No	Vehicle's mileage	No of percentage
A	Yes	78
B	No	22

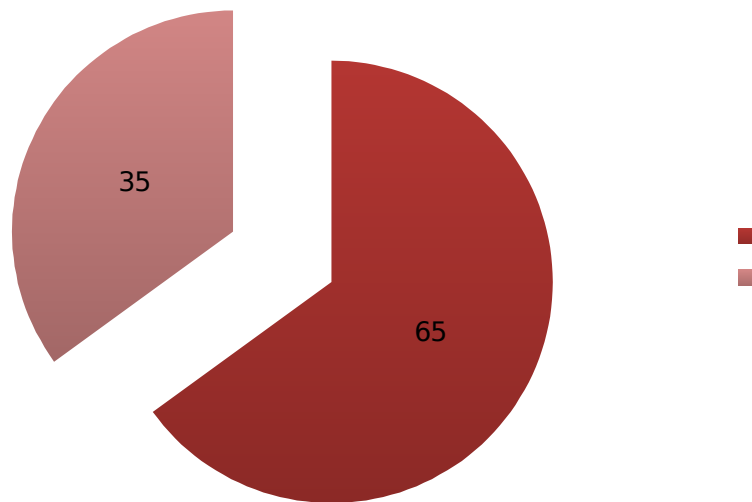


## INTERPRETATION

The following graph shows the number of people who satisfied with mileage of the vehicle in the total respondent's response given by persons Yes by 78 and No by 22.

## 8) Will you recommend Toyota product to anybody?

S.No	Recommendation	No of percentage
A	Yes	65%
B	No	35%

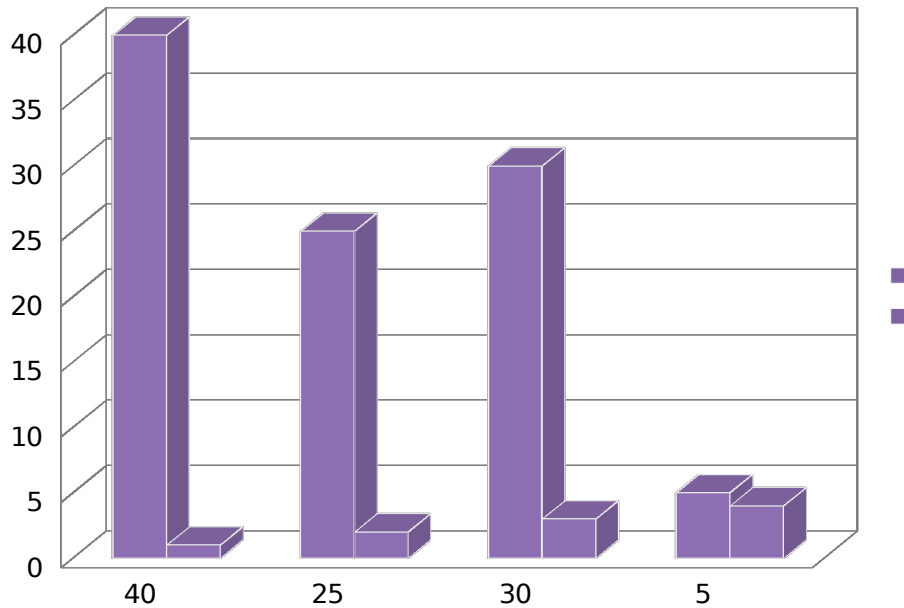


## INTERPRETATION

The following graph shows the number of people who recommend Toyota cars in the total persons yes by 65 and No by 35.

**9) What do you think about Toyota's customer service?**

S.No	RANK	No of people
A	Excellent	40
B	Good	25
C	Better	30
D	Poor	5

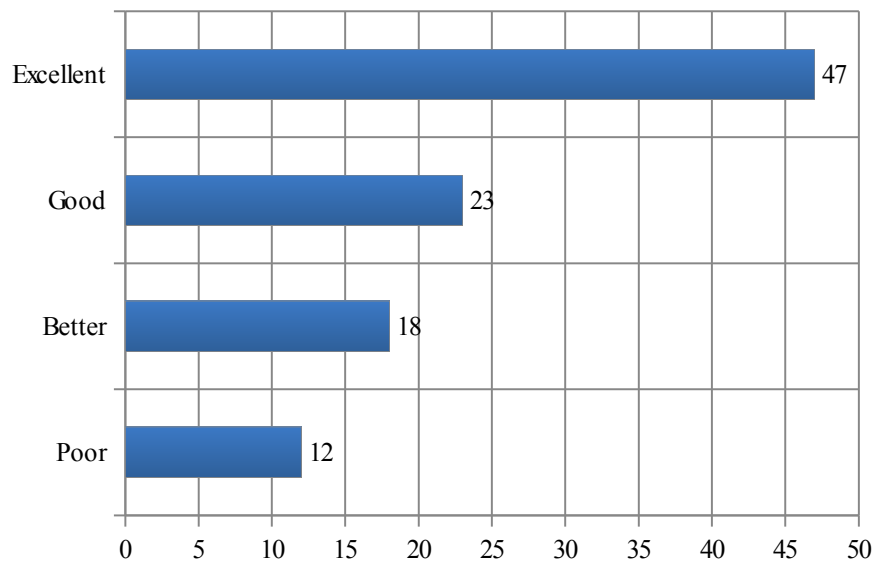


## INTERPRETATION

From the above table shows that the respondents of the people about Toyota's customer service is excellent i.e. 40, the next group is good i.e.25, the remaining people who feel better is 30 and others who feel poor experience are 5 respectively.

**10) How do you feel about company's response towards customers?**

S.No	Source	No of percentage
A	Excellent	47
B	Good	23
C	Better	18
D	Poor	12



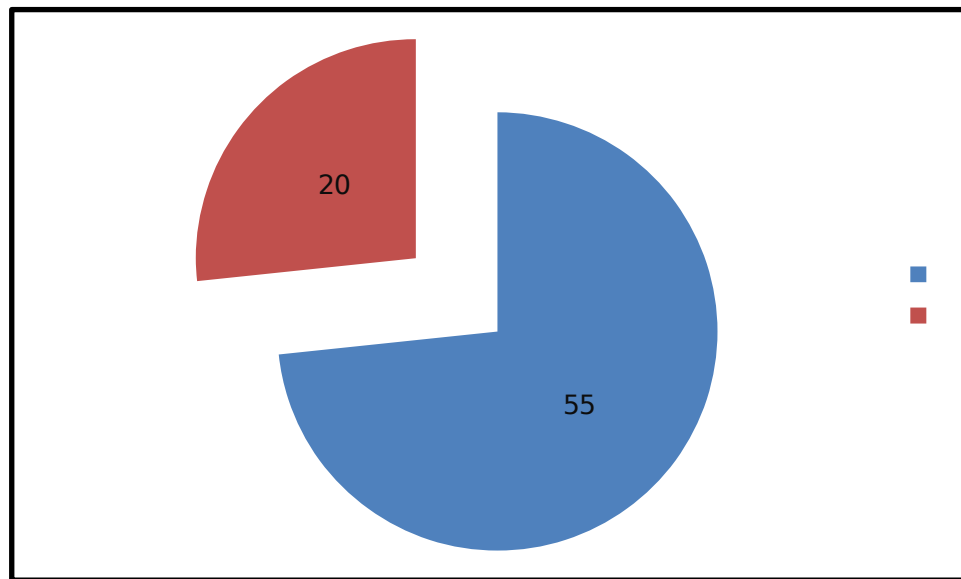
## INTERPRETATION

The following graph shows the number of response of customers towards the products from the total number of 100 % Excellent 47, Good are 23 better 18 and poor are 12.

### 11) Did you receive the product on delivery time?



S.No	Delivery time	No of percentage
A	Yes	55%
B	No	20%



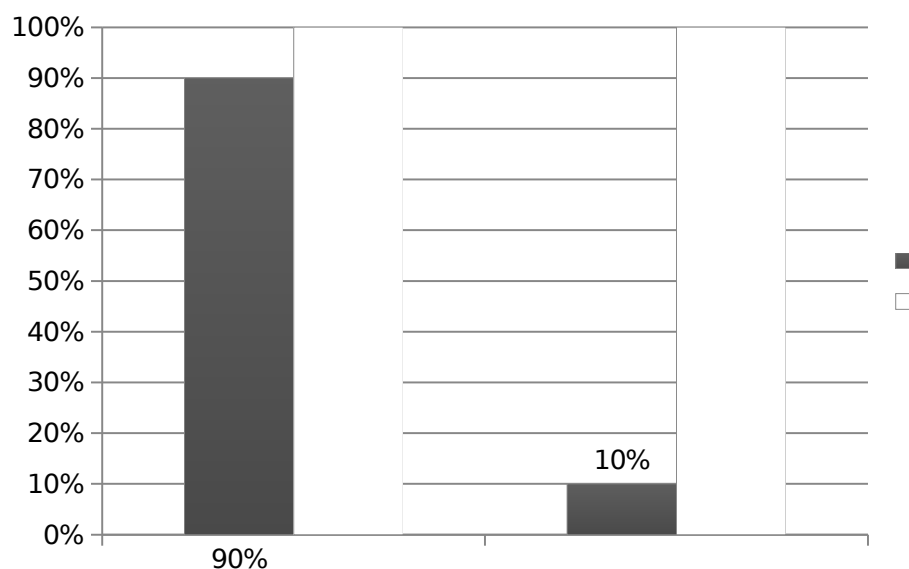
## INTERPRETATION

the following graph shows the number of customers who receive the product on delivery time is yes by 55 customers and no by 20 customers.

## 12)Are you satisfied with companies after sales

## Services?

S.No	After sales service	No of percentage
A	Satisfied	90%
B	Not satisfied	10%

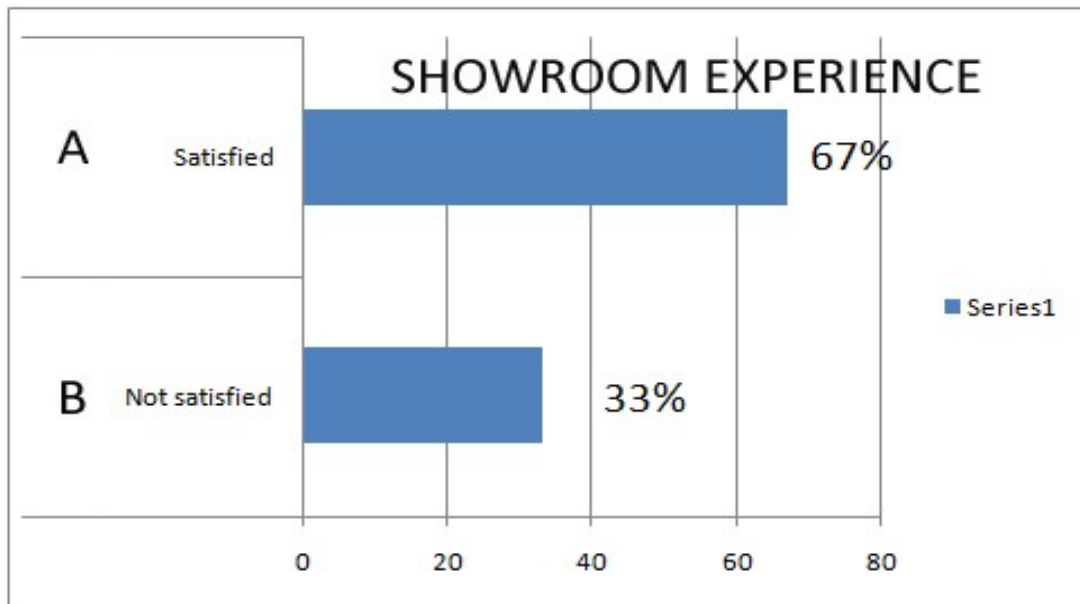


## INTERPRETATION

The number of customers who satisfy/not satisfied with the after sales service of the company from a number of 100 customers is satisfied 90 and 10 not satisfied.

## 13) How do you feel the experience at show room?

S.No	Best Brand Ambassadors	No of percentage
A	Satisfied	67%
B	Not satisfied	33%



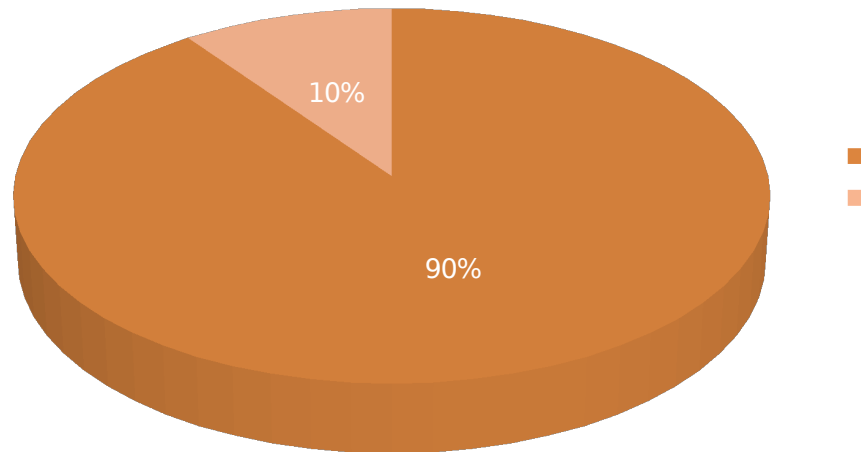
## INTERPRETATION

The following graph shows the consumer's experience at show room the number of customers who satisfy is 67% and who does not satisfy are 33%.

### 14) Were you offered test drive?

S.No	Offered Test Drive	No of percentage
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A	Yes	90%
B	No	10%



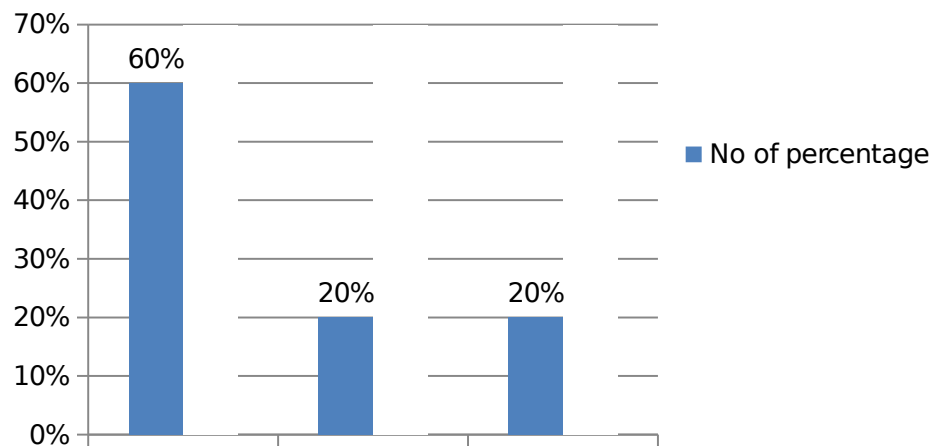
## INTERPRETATION

### 15) Are you satisfied with the usage of the car?

Sno.	Usage of the Car	No. of Percentage
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A	Fully Satisfied	60%
B	Just Satisfied	20%
C	Not Satisfied	20%

## Usage of the Car



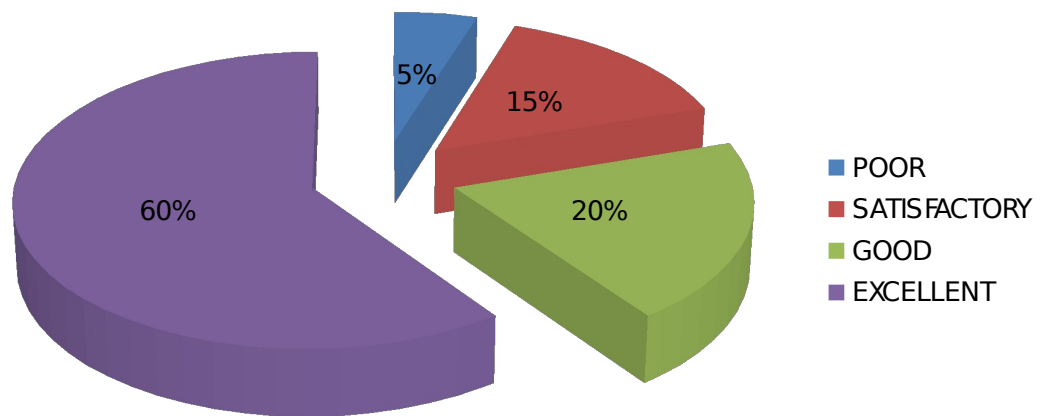
## INTERPRETATION

## FINDINGS

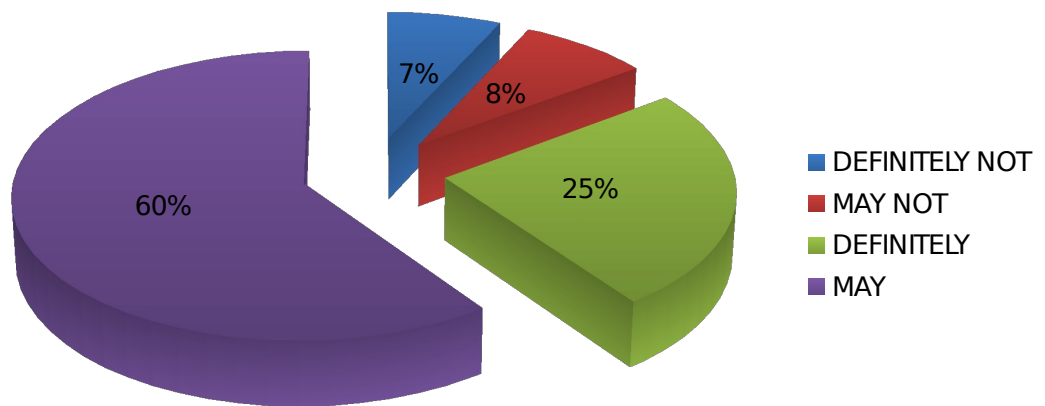
- Toyota enjoys a high patronage from its customers.

- More than 80% of the customers had a good experience of shopping at Galaxy Toyota.
- The satisfaction levels can also be measured with the level of recommendations to friends and associates; it is evident that more than 80% of customers are satisfied with the service offered at Toyota.
- The sale satisfaction index of Galaxy Toyota showroom is 8.4 on a scale of ten, which is exceptionally good; the showroom should persist on high levels of commitment to maintain the good image it has created. The industry SSI (2003) is 104 out of 126 according to J D Power Asia Pacific. And Hyundai scores 105 out of 125.
- In the interview it was found that the customers are happy about the training program undertaken by the showroom, which trains the customers to negotiate minor breakdowns comfortably.
  - It has been observed that 25% of customers have reported a slack in the delivery process.
  - This is the only area of concern that has emerged from the city.
  - Toyota is one of the ten largest companies in the world.
  - It is currently as profitable as all the other car companies combined and became the largest car manufacturer in 2007.
  - Enhanced the development of environmentally friendly products
  - Developed a new product line-up which responds to the customers' requirements in each region
  - Friendly vehicles, such as hybrid vehicles
  - Strengthen product line-up in
  - Resource-rich and emerging company.

## 4.1 Finding

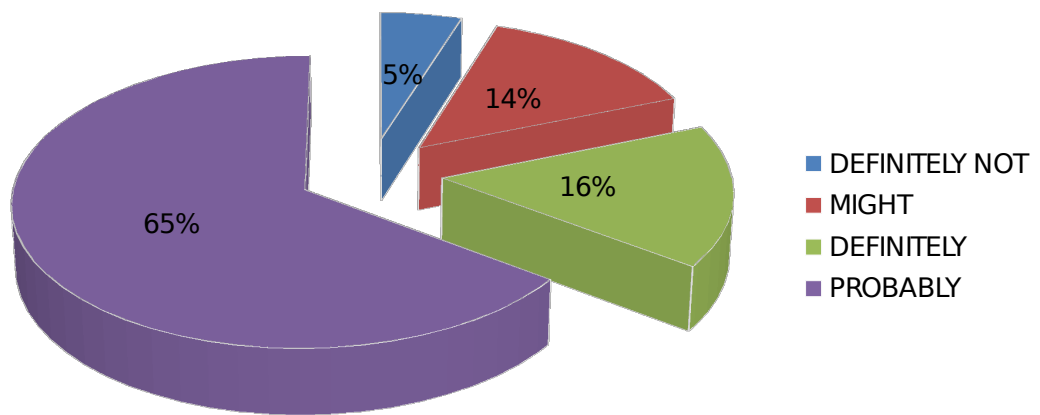


## 4.2 Finding



### 4.3 Finding





## RECOMMENDATIONS

The overall sales satisfaction index from the study reveals that the company is performing very well and customers buying are much satisfied with the service given to them.

The only couple problem noticed are:

- Some of the customers have complained about the slack in the delivery process and timings. Therefore, this is the area which I recommend to the showroom to focus a little bit more. It needs to improve its delivery process and time. Need to become little quick and fast.
- Some of the customers have also complained about the after purchase services provided by the showroom. Even though the complaints are minor, the showroom needs to resolve the customer after purchase service issues in order to achieve the customer satisfaction.

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<http://www.toyota-global.com>

## **ANNEXURE**

### **CUSTOMER SATISFACTION INDEX**

Details:

Vehicle No: \_\_\_\_\_

Model: \_\_\_\_\_

Customer Name: \_\_\_\_\_

Telephone No: \_\_\_\_\_ Mobile: \_\_\_\_\_

Date: \_\_\_\_\_ Customer signature: \_\_\_\_\_

1. Age group

- a) 20-30      b) 30-40      c) 40-50      d) Above 50

2. Occupation?

- a) Employee      b) business      c) NRI      d) others

3. Which model of Toyota car do you own?

- a) Altis      b) Fortuner      c) Liva Cross      d) Etios      e) Innova

4. Which type of transmission you are currently using

- a) Automatic      b) Manual

5. Which feature is the best one in Toyota car?

- a) Price      b) style      c) mileage      d) quality      e) mileage & quality  
e) Mileage& style

6. How do you feel when you drive Toyota car?

- a) Good      B) better      c) best      d) Poor

7. Are you satisfied with your vehicle mileage?

- a) Yes      b) No

8. Will you recommend Toyota product to anybody?

- a) Yes      b) No

9. What do you think about Toyota's customer service?  
a) Excellent      b) Good      c) Better      d) Poor
10. How do you feel about company's response towards customers?  
a) Excellent      b) Good      c) Better      d) Poor
11. Did you receive the product on delivery time?  
a) Yes      b) No
12. Are you satisfied company's after sales service?  
a) Satisfied      b) not satisfied
13. How do you feel the experience at the showroom?  
a) Satisfied      b) not satisfied
14. Were you offered test drive?  
a) Yes      b) No
15. Are you satisfy with their usage of the car?  
a) Fully satisfied      b) just satisfied      c) not satisfied
16. Please give your comments/suggestions to enable us to improve satisfaction of customers at this Toyota authorized showroom.
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