CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

FINDINGS-:

The following findings are drawn on the basis of field survey conducted by Researcher.

1. The average age group of car customers is 42 years, Most of the customers are service mens following with business men's, professionals and From other category of work. Out of the total customers male customers are the dominant customer in the market.

2. The Car Customers has approached towards the dealer due to dealer's marketing officials positive response towards customers who followed customers very keenly and effectively. The Advertisement of the car by brand ambassador of a company affected over the customers mind. E.g. Shaharukh Khans Advertisement of Santro Car has positively affects on the customers.

3. The Dealership Officials retains Friendly Relations with the prospective customers due to which mouth publicity of the dealer spread out in the market.

4. Most of the customers brought the vehicle by own money while some of them brought by credit money. The

Dealership officials helped customers in case of banking loan.

5. Most of the customers has own Santro Model of Hyundai because of competitive prices and comfort other than any other company's car model. The middleclass customers uses the Santro, i10, and Getz model while rich class customer uses Verna Model.

6. The Maximum customer drives the cars own self, Most of the customers feels the excellent performance of the vehicle.

7. Most of the customers have not received any intimation or reminder for service of their vehicle.

8. Most of the customer attended politely by the dealership officials when they visited to the workshop.

9. Most of the customer's vehicle complaints understood by the dealership officials every time when they visited to the workshop.

10. Most of the customer got their vehicle cleaned some times at the time of delivery.

11. Maximum Customers received a call from workshop about asking the performance of the vehicle after service.

12. Most of the customers received information regarding Value Added Services during the service of vehicle and

received information regarding Extended Warranty during visit to workshop while To most of the customers informed regarding free checkup camps conducted by the dealership officials.

13. The total customers feelings towards the dealer with respect to Relationships and Communication.

14. The Dealer of the Hyundai Motor Retains relationship with customers though giving free gifts, gift vouchers, coupons and Wishing messages.

15. Most of the customers are satisfied the overall services and relationships of the dealer.

SUGESTIONS-:

1. The Dealer of the Hyundai need to become more Sensible towards customers, Occasionally contact be maintained.

2. The Dealer should keep all the models of the cars in the Showroom for the prospective buyers.

3. The Dealer should Employ more personnel, so that the buyer/customer need not wait.

4. The Dealership officials generally follow the customers promptly before purchase of the car but they haven't give proper attention towards the after sales customer that's

why the dealer should give the response to the past customers.

5. Dealer should tell about the different types of vehicle schemes to the customer time to time.

6. Dealership Officials should give the necessary basic information about the maintenance and cleanliness of the car to the customers.

7. Dealer Should contact or to keep relations with the customers after Enquiry of the customers before purchasing car.

8. The Dealer should give concessions to the past customers whose warranty period is ended due to which past customers will bring their vehicle in the authorized Workshops.

9. The Dealership officials give the reminder or intimation for the service of the vehicle.

10. The Dealership officials should try to keep vehicle ready At the promised time as soon as possible.

11. The Dealership officials retain customers feelings with Respect to relationship, communication, response to the Customers queries by providing different types of Services