



A Study on Challenges Faced By Seller in Force Motors, Coimbatore

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ABSTRACT

Automotive industry is one of the main pillars of Indian economy. The study is about understanding level of customer satisfaction between and organisation customer satisfaction is a measurement that determines how well a company's products or services meet customer expectation. It is one of most important indicators of purchase intentions and customer loyalty. It helps us to predict business growth and revenue. Consistency is secret ingredient to making customer happy. For this study purpose collecting sample size of 65 respondents. The study was conducted in various Tata showrooms and service centres in and around at Coimbatore.

KEYWORDS: Marketing, Sales, Challenges, Services

I. INTRODUCTION

Small Scale Industries play a pivotal role in the economic development of India. Small scale industries have the advantages of generating gainful employment with low investment, helping diversify the industrial base and reducing regional disparities through dispersal of industries into rural, semi-urban and backward areas. Small scale industries covering small, tiny, village and cottage industries play a catalytic role in achieving the national objectives of increase in industrial production, generation of additional employment, more equitable distribution of income and means of production and reducing regional disparities. Recognizing the suitability of small enterprises, the small scale sector has been accorded due priority in the Five Year Plans of India.

Even after six decades of planned development through Eleven Five Year Plans and Annual Plans, industrial sector could not accomplish the targeted growth and contribute substantially to Gross Domestic Product (GDP) as expected due to several bottlenecks. Instead, services sector could

achieve an impressive growth providing major share of GDP and agricultural sector was relating to the last position next to industrial sector contributing lower share of GDP. Due to inadequate growth of the industrial sector, agriculture sector is overburdened with an excessive manpower resulting in widespread unemployment and underemployment and proletarianization of asset less unemployed in the rural areas adding to widespread poverty. In spite of the rigorous efforts made to develop the industrial sector and

improve the performance of the large and medium industries, their progress has been hampered due to inadequate capital resource, technological and other bottlenecks. Keeping the capital resources constraint and growing incidence of unemployment and regional disparities, small scale industries are considered to be the right solution for the problem of rural unemployment.

The basic objectives of small-scale industries are generation of employment at a relatively low cost, to meeting substantial part of the increased demand for consumer goods and simple producer goods, mobilization of resources of capital and skill which might otherwise remain inadequately utilized and integration of these industries with the rural economy on one hand and large scale industry on the other. In addition, these small units are assumed to ensure more equitable distribution of income and wealth. Thus the development of small scale industries has assumed immense importance in the task of planned development of the Indian economy in the context of rapid growth of population, growing incidence of poverty and unemployment, low capital resources and widespread regional inequalities and imbalances.

ADVANTAGES OF CHALLENGES FACED BY SELLER



1. Competition: One of the biggest challenges that sellers face is competition from other sellers who offer similar products. This can lead to price wars and reduced profit margins as sellers try to undercut each other.

2. Changing market trends: Another challenge is keeping up with changing market trends and consumer preferences. Products that were popular yesterday may not be as in-demand today, and sellers need to be able to adapt to these changes quickly.

3. Distribution: Distribution can be a challenge for sellers, particularly if they are selling products that are bulky or fragile. Shipping and handling costs can be high, and sellers need to ensure that their products arrive at their destinations in good condition.

4. Marketing: Effective marketing is essential for selling products, but it can also be a challenge. Sellers need to be able to communicate the benefits of their products in a way that resonates with their target audience, and they need to be able to differentiate their products from those of their competitors.

5. Product quality: If a seller's products are of poor quality, it can harm their reputation and make it difficult to attract and retain customers. Sellers need to ensure that their products meet or exceed customer expectations in terms of quality and reliability.

6. Legal and regulatory compliance: Sellers need to comply with various legal and regulatory requirements, such as product safety standards, labelling requirements, and taxes. Failure to comply with these requirements can result in fines, legal action, and damages to the seller reputation.

In summary, sellers who want to take advantage of the benefits of their products need to be aware of the challenges they may face and be prepared to address them effectively. This requires a combination of strategic planning, effective marketing, high-quality products, and outstanding customer service.

DISADVANTAGES OF CHALLENGES FACED BY SELLER

1. Decreased demand: If a product has disadvantages, it may not be as in-demand as other products on the market. This can make it difficult for the seller to generate sales and maintain profitability.

2. Lower profit margins: If a product has disadvantages, it may need to be sold at a lower price point in order to compete with other products on the market. This can reduce the seller's profit margins and make it difficult to invest in other areas of the business.

3. Negative reviews: If a product has significant disadvantages, it may receive negative reviews from

customers. This can harm the seller's reputation and make it difficult to attract new customers.

4. Increased customer service demands: If a product has disadvantages, it may result in increased customer service demands as customers seek assistance with product issues or complaints. This can be time-consuming and costly for the seller.

5. Difficulty differentiating from competitors: If a product has significant disadvantages, it may be difficult for the seller to differentiate it from similar products offered by competitors. This can make it challenging to stand out in a crowded market and attract new customers.

In summary, sellers who are faced with a product that has disadvantages need to be aware of the challenges they may face and be prepared to address them effectively. This requires a combination of strategic planning, effective marketing, and high-quality customer service.

Additionally, sellers may need to consider investing in product improvements or offering additional incentives to overcome any product disadvantages and remain competitive in the market

II. REVIEW OF LITERATURE

Shinde Govind P. & Dubey Manisha (2011) the study has been conducted considering the segments such as passenger vehicle, commercial vehicle, utility vehicle, two and three wheeler vehicle of key players performance and also analyze SWOT analysis and key factors influencing growth of automobile industry.

Sharma Nishi (2011) studied the financial performance of passenger and commercial vehicle segment of the automobile industry in the terms of four financial parameters namely liquidity, profitability. The study concludes that profitability and managerial efficiency of Tata motors as well as Mahindra & Mahindra Ltd are satisfactory but their liquidity position is not satisfactory. The liquidity position of commercial vehicle is much better than passenger vehicle segment.

Akila, Pamavathy, Balaji and Senthilkumar1 (2015) examined the brand preference and purchase behaviour of B – segment passenger cars in Vellore city. The study was intended to scrutiny of the customer's brand preference among B-segment cars and their buying behavior with special reference to Vellore City. The study was based on both primary and the secondary data. The primary data was collected by using a structured questionnaire. The researcher met the customers in three main regions of Vellore district 35 and collected data by interviewing personally. The statistical tools like Chi-square test, ANOVA test has been used to analysis the primary



data. The study proved that the customer prefers vehicles that can transport their family size comfortably irrespective of the brand, within their financial status. This also proved that the customers prefer a comfortable vehicle that lies within their financial status.

Amita Girdhar, Suman Ghalawat and Kavitha2 (2015) conducted a study of consumer behavior considering various attributes towards purchasing a car. The present paper has empirically investigated the objective of developing a model framework for various decision areas of consumers while purchasing a car. The study is mainly primary data based on a sample of 300 respondents from Hisar district of Haryana state and applied statistical tools of factor analysis and Discriminant analysis to achieve the objective of the study. The result of the study explained that consumers are more influenced when preferring the brand of car for purchasing by product strategies, followed by technology know-how and up to some extent level of satisfaction and service orientation. On the other hand, consumers are least influenced by the factor workshop features.

Rajasekar and Rameshkumar (2016) examined the determinants of preference towards passenger cars in Madurai City in Tamilnadu. The present paper attempted to identify and analyze the factors influencing the selection of a particular brand of the car by the car owners in Madurai City. This paper was based on both the primary and secondary data. The primary data were collected by the researcher from a sample size of 150 respondents by adopting Proportionate Random Sampling Technique. The results of the study showed that price and fuel efficiencies are the dominant factors and the pick36 up and comfort and the latest technology is the least and last factors that influence the sample car owners in the study area while purchasing selected brands of cars.

Ravichandran, M. & Subramaniam M Venkata (2016) the main idea behind this study is to assessment of viability, stability and profitability of Force motors limited. Operating position of the company can be measured by using various financial tools such as profitability ratio, solvency ratio, comparative statement & graphs etc. This study finds that company has got enough funds to meet its debts & liabilities. Company can further improve financial performance by reducing the administrative, selling & operating expenses.

III. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. In it we study the various steps that are generally adopted by the researcher in studying his research problem. Along with logic behind them. According them Clifford woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collection, organizing and evaluating data making deductions and reaching conclusions, and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis.

In these projects the study was conducted on basis of the survey conducted in selected companies. The whole was conducted with the help of structured questionnaires sending to the companies by using internet.

RESEARCH DESIGN

A research design is a blue print for fulfilling objectives and answering questions. "A research design is the arrangement of conditions for collection measurement and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure". The design of a research study is based on the purpose of the study.

The research design is the basic framework or a plan for a study that guides the collection of data and analysis of data. The design may be a specific presentation of the various steps in the process of research. These steps include the selection of research problem, formulation of the hypothesis, methodology, survey of literature and documentation, bibliography data collection, testing of hypothesis, interpretation, presentation and report writing. In this market survey the design adopted for the study constitutes a combination of exploratory research and descriptive research design. The exploratory part consists of formulation the specific problem. The descriptive part consists of primary data collection through schedules.

TOOLS USED FOR DATA ANALYSIS

- Simple average
- Weighted average
- Chi – Square test
- ANOVA



SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis is used by the research for analysing and interpreting the collected data.

$$\text{Simple Percentage Analysis} = \frac{\text{Actual Respondents}}{\text{Total No. of Respondents}} \times 100$$

WEIGHTED AVERAGE SCORE ANALYSIS

The weighted score analysis is a technique used for average score of a category of factor over a particular statement weighted average score analysis was used know the level of opinion of the respondents over different aspects about the opinion and satisfaction for TVS Apache.

$$\text{Weighted Score} = \frac{\text{Sum of the products of respondents and weights}}{\text{Sum of the all weights}}$$

CHI-SQUARE

A **chi-squared test**, also referred to as χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

$$\chi^2 = \sum \frac{(o - e)^2}{e}$$

ANOVA

A statistical analysis tool that separates the total variability found within a data set into two components: random and systematic factors. The random factors do not have any statistical influence on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis. It is also the initial step in identifying factors that are influencing a given data set. After the ANOVA test is performed, the analyst is able to perform further analysis on the systematic factors that are statistically contributing to the data set's variability. ANOVA test results can then be used in an F-test on the significance of the regression formula overall.

DATA ANALYSIS AND INTERPRETATION SHOWS THAT GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENT	PERCENTAGE
Male	68	62
Female	42	38
Total	110	100

Source : Primary Data
INTERPRETATION

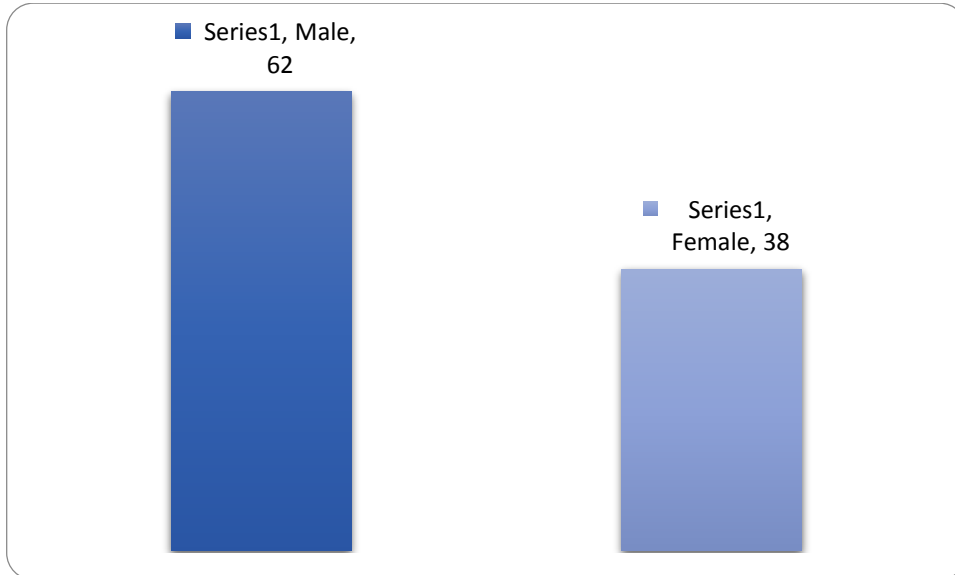
The above table conforms that 68% of the respondents are Male and 38% of the respondents are Female.

INFERENCE

Majority 68% of the respondents are Male.



SHOWS THAT GENDER OF THE RESPONDENTS



**CHISQUARE II
 FACTORS AGE AND LONG USING THE CARS**

Age * long using cars Cross tabulation

Count		Long using cars				Total
		Below 1 year	1-3 years	3-5 years	above 5 years	
Age	18-30	23	10	11	1	45
	31-40	6	4	1	1	12
	41-50	9	7	12	2	30
	above51	2	11	16	4	33
Total		40	32	28	8	110

- There is no significant relationship between age and long using car.
- There is a significant relationship between the age and long using car.

CHI-SQUARE (χ^2) CALCULATION:

Calculated χ^2 value = 9.39
 Degree of freedom = 16
 Table value = 5.991
 Significant result = Significant at 5% level

INFERENCE

From the above analysis, we find that the calculated value of χ^2 is greater than the table value and hence, the null hypothesis accepted. So, there is a significant relationship between age and long using cars.



CORRELATION BETWEEN TYPE OF THE PRODUCT AND WILLING TO BUY THE PRODUCT

x	Y	X ²	Y ²	XY
20	43	400	1849	860
25	34	625	1156	850
23	17	529	289	391
42	16	1764	256	672
110	110	3318	3550	2773

Let x be the Age
Let y be the Long Using car.

$$r = \frac{N\sum xy - \sum x \cdot \sum y}{\sqrt{N\sum x^2 - (\sum x)^2} \sqrt{N\sum y^2 - (\sum y)^2}}$$

$$r = \frac{4 \cdot 2773 - 110 \cdot 110}{\sqrt{4 \cdot 3318 - (110)^2} \sqrt{4 \cdot 3550 - (110)^2}}$$

r = - 0.01

IV. Conclusion:

It is clear from the calculation, the value of **r = - 0.01** so the age and long using car are correlated negatively, which implies that they both mutually not interrelated.

V. Findings

- Majority 68% of the respondents are Male.
- Majority 34% of the respondents are 31-40 years of age.
- Majority 50% of the respondents are 13,000 to 20000
- Majority 41% of the respondents are UG
- Majority 47% respondents are business.
- Majority 36% respondents are trax cruiser.
- Majority 41% respondents are media
- Majority 50% of the respondents are 1-3 years.
- Majority 41% respondents are mileage.
- Majority 32% of the respondents are said mileage.
- Majority 38% of the respondents are highly satisfied with the additional features.
- Majority 45% of the respondents are said excellent of the service quality of force motors

- Majority 41% of the respondents are said good promptness in delivery.
- Majority 59% of the respondents are said good courtesy of supporting staff.
- Majority 43% of the respondents are said 15 days to rectify the complaint.
- Majority 40% of the respondents are within 3-5 days get loan after applying
- Majority 50% of the respondents are said always available range of product
- Majority 32% of the respondents are said self made choosing brand.
- Majority 74% of the respondents are said yes seen any advertisement about the dealer's exchange mela.

VI. SUGGESTIONS

- Demo of the product should be made available to Customers, since most of the purchase decisions are based on it
- Technical details should be made available to the customers in the most accurate numerical form



- The force motors has remained a bestseller throughout in the industry figuring in the top 3 selling list of cars for most of the years.
- The distribution channel should be more efficient to cater the demand during peak seasons like during dushera, diwali, etc .The city like Allahabad is mostly dominated by the working class like people employed in high court, AG office (accountant general office) and government school employees who this year are getting more pay due to the recommendations made by the sixth pay commission so , the sales for mid size car can be enhanced in this scenario.

VII. CONCLUSION

Indian automobile industries nowadays are in world standard as it produces and supply enormous variety of cars in superior quality and provide employment opportunities to huge masses. To capture the market and to compete with the other countries of the world in the context of globalization, Indian automobile industries have to formulate suitable strategy to develop automobile industrial units technologically strong and technically sound. India is also surrounded by the biggest products. Customers for automobile in the study area have shown a positive attitude towards the availability, durability and quality of the cars.

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