Abstract: The intern has completed the summer internship program at “D.P Motors – Authorized Dealer for Mahindra Two Wheelers.-Chennai. Client satisfaction, a term often used in marketing, is a measurement of how products and services supplied by a firm meet or surpass client anticipation. Client satisfaction defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals." It is seen as a key performance indicator within business and is often part of a Balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. "Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of fulfilling customers' expectations. Furthermore, when these ratings dip, they warn of problems that can affect sales and profitability.

1. Introduction
These metrics quantify an important dynamic. When a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective." Hence, it is necessary for organizations to efficiently manage client satisfaction. To being abled do this, firms need dependable and demonstrative measure of satisfaction. . This internship helped the intern to understand the activities and works of sales and marketing Department’s Personnel in a practical manner.

2. Review of Literature
Dr.S.K.Sinha&AjayWagh observed that India is one of the fast rising tele-communication marketplaces of the 21st century. The potential of capturing market segment will surely depend upon understanding dynamics of customer’s preference. The artisans[1-6], common man, agricultural, vendors labours and workers from every walk of life are comfortably using the services provided by telecom industries.

According to Lewis &Boom service quality is measured as how well the service distributed matches clients expectations in giving a better service than the client expect organizational brand promotion strategy that should be based on developing innovative offers &products, developing cost friendly value driven after sales service, packages and tariffs[7-9], offering quality services & ability to make calls without getting cut off &also to provide cheaper cost of calls to other networks.

3. Research Methodology

Objectives
1) To study about an customer satisfaction level towards Mahindra two wheelers.
2) To know the aspects that influence the clients, when they are buying to Mahindra bikes.
3) To study preference of the respondents while buying Mahindra branch[10-15].

Research Design

Methods of Data Collection
Data Sources
This project is created on both primary data and secondary data.

Primary Data:
This is collected from the clients of Mahindra motors through Questionnaire.

- Research approach: Survey method
- Research instrument: Questionnaire
- Contact method: Personal contact
Data analysis: Chi-square test, percentage analysis

· Sampling unit: Customers of Mahindra bikes
· Sample size: 100
· Sampling method: Convenience sampling method

Secondary Data:
· Secondary data is collected from the company records, publications of Journals, Newspapers, and Websites.

Statistical Tool
Sample Size:
A vital decision that should be taken is to adopt the sampling techniques. Size of the sample refers to the numbers of samplings. The sample size selected for this study is 100[16].

Chi Square Test:
A chi square test that is referred as $x^2$ hypothesis test and a statistical tool where in the sampling distribution is a chi squared distribution if the null hypothesis is true. Chi square test are often built from a sum of squared error or through the sampling alteration. Test statistics that Following a chi- square distribution arises from an statement of independent normally scattered data, which is valid in most of cases due to the central limit theorem.

Chi Square Test = $\sum [(O-E)^2/E]

Data Analysis and Interpretation

General perception about Mahindra Two Wheelers

<table>
<thead>
<tr>
<th>S.N O</th>
<th>OPINION</th>
<th>RESPONDE NT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Very good</td>
<td>50</td>
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</tr>
<tr>
<td>2</td>
<td>Good</td>
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<td>30%</td>
</tr>
<tr>
<td>3</td>
<td>Average</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>Bad</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>5</td>
<td>TOTAL</td>
<td>100</td>
<td>100%</td>
</tr>
</tbody>
</table>

Interpretation
Out of the replies gained from 100 customers 50% customer are like respondent very good. And through the friends 30% of the customers are like respondent for good. 10% people are feel average.

What is the price range you are consider

<table>
<thead>
<tr>
<th>S.N O</th>
<th>SUGGESTION</th>
<th>RESPONDENT</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>30000-45000</td>
<td>50</td>
<td>50%</td>
</tr>
<tr>
<td>2</td>
<td>45000-60000</td>
<td>30</td>
<td>30%</td>
</tr>
<tr>
<td>3</td>
<td>60000-75000</td>
<td>10</td>
<td>10%</td>
</tr>
<tr>
<td>4</td>
<td>75000-100000</td>
<td>10</td>
<td>10%</td>
</tr>
</tbody>
</table>

Interpretation
Out of the replies gained from 100 customers 50% customer are like respondent for 35000-45000. And through the friends 30% of the customers are respondent for 45000-60000. 10% people are respondent for 60000-75000 and also 75000-10000 feel average.
4. Findings

People prefer the type of price range of two wheelers in Mahindra. Most of people like to buy the two wheeler in Mahindra that price of 30000-45000. 50% of people like to buy the two wheeler of 30000-45000. This price is comfortable for low class of people, so most people are like to buy this type bikes. 30% of people like to buy the two wheelers of 45000-60000. It is adjustable price for middle class, they are easy to buy a two wheelers. 10% of people to buy two wheelers in Mahindra. That price of 60000-75000; this price is very high for middle class and low class people; so that 10% people are prefer in this price range of two wheelers. Other 10% of people prefer to buy two wheelers of 75000-100000; that price is very high for middle class and low class people, so that 10% people are prefer in this price range of two wheelers. Its only to buy the high level people buy this two wheelers.

5. Suggestion

There is heavy demand for Mahindra two wheelers in the marketplace. So their stock has to be radically improved as to meet the demand of the client.

- Some of the recipients are recommended to improve the luggage space and outlook of two-wheeler
- A significant number of recipients said that there is need to improve the technology of Mahindra two wheelers.

6. Conclusion

Out of the responses obtained from 100 customers 40% customer are like fuel efficiency. And through the friends 20% of the customers are like Driving comfort. And another 15% are like Pickup. And 10% people are like Resale value. And only 5% are like by the Outlook. Out of the responses obtained from 100 customers 40% customer are like Self-financing. And through the friends 30% of the customers are like Financing company. And another 25% are like Bank loan. And 15% people are Others. Out of the responses obtained from 100 customers 40% customer are like Electronic media. And through the friends 20% of the customers are like Brand image. And another 10% are like print media. And trade shows. Out of the responses obtained from 100 customers 30% customer are like Scale of economic. And through the friends 25% of the customers are like Acceptability of customer. And 20% people are respond for comfort and design. Out of the responses obtained from 100 customers 80% customer are suggestion yes for fuel consumption. And through the friends 20% of the customers are suggestion no for fuel consumption. Out of the responses obtained from 100 customers 80% customer are suggestion yes for Safety and comfort. And through the friends 20% of the customers are suggestion no for safety comfort. Out of the responses obtained from 100 customers 80% customer are satisfied design. And through the friends 20% of the customer are unsatisfied design. Out of the responses obtained from 100 customers 80% customer are aware of gear vehicles. And through the friends 20% of not awardable to gear vehicles. Out of the responses obtained from 100 customers 50% customer are like respondent very good. And through the friends 30% of the customers are like respondent for good. 10% people are feel average. Out of the responses obtained from 100 customers 50% customer are like respondent for 35000-45000. And through the friends 30% of the customers are respondent for 45000-60000. And also 75000-100000 feel average.

References


