

A Study of Customer Perception Toward Mahindra And Mahindra Company

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Abstract

Mahindra & Mahindra (M&M) the market leader in multi-utility vehicles in India. The company. Started manufacturing commercial vehicles in 1945. M&M is the leader by far commercial vehicles and the second largest in the passenger vehicles market. The company is the world's sixth largest medium and heavy commercial vehicle manufacturing. Mahindra is best known for utility vehicle and tractors in India. Its automotive division, the company's oldest unit (founded in 1945), makes jeeps and three-wheelers (not passenger "auto rickshaws", but utilitarian delivery and flatbed incarnations). M&M's farm equipment sector, formed in 1963 during India's green revolution, manufactures tractors and industrial engines. M & M also produces military vehicles. The company has facilities located throughout India. The survey involved gathering wide information about the company, its products, customer satisfaction and impact of various competitive firm on the company. From the information collected, various aspects were identified where the company needs to focus more to improve the efficiency of marketing team of Mahindra

Automotive. The research was conducted though collected of primary and secondary reliable sources. Primary data was collection though a well-framed questionnaire, of which later a detail analysis was done using various statistical I.T. tools like MS word and MS Excel. On the basis, the secondary data analysis and the extensive analysis of the primary data, interpretations were drawn for the question and conclusion is drawn. Certain suggestion are also drawn from the analysis to help.

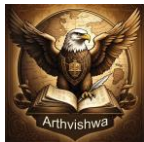
Keywords: Mahindra & Mahindra, multi-utility vehicles, commercial vehicles, passenger vehicles, farm equipment, tractors, military vehicles, customer satisfaction,

1. Introduction

In today's competitive market, understanding customer perception is vital for the growth and success of any organization, particularly in the automotive sector. Mahindra & Mahindra (M&M), a leading player in the Indian automobile industry, has established a strong reputation for manufacturing reliable utility vehicles, tractors, and commercial vehicles. With its origins dating back to 1945, M&M has played a significant role in shaping India's automotive and agricultural equipment markets. Despite its strong market presence and diversified product portfolio, the perception of customers toward the company's products and services remains a critical factor in determining its future growth and competitiveness.

This research focuses on studying customer perception toward Mahindra & Mahindra, analyzing how customers view the company's product quality, pricing, after-sales service, brand image, and overall satisfaction. Understanding these factors is essential for identifying strengths, areas for improvement, and opportunities for enhancing customer loyalty. The findings of this study will help M&M better align its strategies with customer expectations and maintain its leadership position in the automotive sector.

M&M partnered with companies prominent in the international market, including Renault SA, international truck and Engine Corporation, USA, in order to mark its global presence. M&M also started exporting its product to several countries across the world. Subsequently,



it set up its branches including Mahindra Europe Srl (based in Italy), Mahindra USA Inc. Mahindra south Africa and Mahindra (China) Tractor co. ltd. At the same time, M&M managed to be the largest manufacturer of tractor in India, by holding leadership in the market of the country, for around 25 years. The company is an old hand in designing, developing, manufacturing and marketing tractors as well as farm implements. It made its the passenger car segment in India, with the manufacture of Logan (mid-size sedan) in April 2007, under the Mahindra Renault collaboration.

2. Objectives

Mahindra primary objectives is to deliver high- quality products and services across various sector, including automotive to economic development through responsible business practices. It is of how products and services supplied by a company meet or surpass the customer's expectations. Customer expectation is need, want, and preconceived idea of a customer about a product or a services. If customer expectation are met then the customer satisfied. Customer is the boss of the market. Customer satisfaction means loyalty with the organs.

- To know the customer perception about features, low maintenance cost and looks of Mahindra and Mahindra motors.
- The customer satisfaction about the safety and comfortable vehicles of Mahindra and Mahindra.
- To provide suggestion, in improving the customer satisfaction and the company sales and profitability.
- To know the customer satisfaction towards the after sales services offers by M&M.

3. Literature Review

A literature review on highlight a focus on innovation, suitable, growth, and digital transformation across various sectors, including automotive, farm equipment, and it the company is emphasizing its "audacity

and innovation" in venturing into electric vehicles and exploring new design and performance technologies. Review of Literature on the Financial Performance of Mahindra & Mahindra Ltd The literature spans from 2019 to 2023, highlighting significant findings and insights from various authors and organizations.

4. Company Overview:

Mahindra & Mahindra (M&M) operates with a diversified business model, making it one of India's most prominent and versatile conglomerates. The company functions across 18 key industries, including automotive, farm equipment, aerospace, finance, information technology, and real estate. This broad industry presence ensures business resilience and growth opportunities across sectors.

A core aspect of M&M's business model is its **customer-centric approach**, where product development and service delivery are designed to meet the evolving needs of customers, particularly in India's rural and semi-urban markets. M&M emphasizes **entrepreneurial independence** within its group companies, allowing individual business units to operate with flexibility while aligning with the group's overarching mission and values.

4.1 Financial Performance:

1. Financial Analysis: This study investigates the financial performance of Mahindra & Mahindra Limited, a key player in the Indian automotive industry. By analyzing profitability, financial strength, and overall performance, this research aims to provide insights into M&M's financial health and its competitive position within the growing Indian automotive market.

2. Financial Ratios: Analysis of financial ratios, such as per share ratio, profitability ratio, liquidity ratio, valuation ratio.

4.2 Market and Competition:

1. Market Share Analysis: Mahindra & Mahindra competes in the Indian



automotive market against major players like Tata Motors, Maruti Suzuki, and Hyundai, as well as international brands like Toyota and Ford. They also compete in the global market, with a particular focus on the electric vehicle and farm machinery segments.

2. Competitor Analysis: Mahindra & Mahindra faces competition across its diverse businesses, including automotive, agriculture, and financial services. Key competitors include Tata Motors, Maruti Suzuki.

4.3 Product Innovation and Technology: -

1. Product Development: Mahindra has a strong focus on product development, investing heavily in research and development.

2. Innovation and R&D: Analysis of the company's innovation and research and development (R&D) efforts, including investment in electric and hybrid vehicles.

4.4 Sustainability and Social Responsibility: -

1. Environmental Sustainability: Studies on Mahindra's environmental sustainability initiatives, including efforts to reduce emissions and waste.

2. Social Responsibility: Analysis of the company's social responsibility initiatives, including community development programs and employee welfare schemes.

4.5 Challenges and Opportunities: -

1. Challenges: Studies on the challenges faced by Mahindra, including competition, regulatory changes, and economic fluctuations.

2. Opportunities: Analysis of the opportunities available to the company, including growth in emerging markets and increasing demand for electric vehicles.

By reviewing existing literature on Mahindra company, researchers can gain insights into the company's strengths, weaknesses, opportunities, and threats, as well as identify areas for further research

and analysis.

5. Data Analysis and Interpretation

The research aimed to analyze customer satisfaction, market performance, and areas of improvement for Mahindra & Mahindra (M&M) Automotive Division. The study involved collecting both primary and secondary data. Primary data was gathered through a structured questionnaire distributed to existing customers, potential buyers, and stakeholders, while secondary data was obtained from company reports, market research databases, and industry publications.

1. Demographic Analysis:

The survey covered 150 respondents across different age groups, income levels, and regions in India. The majority of respondents (55%) belonged to the age group of 25-40 years, indicating that M&M's vehicles are popular among young to middle-aged customers. Around 60% of respondents were from semi-urban and rural areas, highlighting the strong market presence of M&M in these regions.

2. Customer Satisfaction Levels:

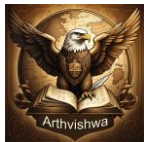
Analysis showed that 68% of customers were satisfied with M&M's product performance, especially with the utility vehicles and tractors. However, 22% expressed dissatisfaction regarding after-sales services and spare parts availability. Only 10% of respondents were neutral or undecided.

3. Product Perception:

M&M's vehicles, particularly in the utility and farm equipment segments, were perceived as reliable, durable, and suitable for Indian road conditions. However, customers emphasized the need for technological upgrades, better interior comfort, and more fuel-efficient models.

4. Competitive Impact:

The study found that competitive firms like Tata Motors, Ashok Leyland, and Hyundai are strong competitors, especially in the



passenger vehicle and commercial vehicle segments. 30% of respondents indicated they would consider switching to competitors due to better pricing and technological features.

5. Marketing Team Efficiency:

Through the survey, it was identified that 40% of respondents had minimal interaction with M&M's marketing team. Feedback revealed that the company's promotional activities were not sufficiently visible in urban markets, and digital marketing efforts were relatively weak compared to competitors.

The data suggests that while M&M has a solid market presence in utility vehicles, tractors, and rural markets, there is scope for improvement in after-sales services, technological advancements, and marketing efficiency. The analysis indicates that customer retention could be improved through better customer service and enhanced product features. Strengthening marketing efforts, particularly in urban areas and through digital platforms, would increase brand visibility and attract new customers.

6. Conclusion

The study highlights the need for M&M to focus on customer satisfaction, after-sales support, product innovation, and stronger marketing strategies to maintain its market leadership and compete effectively in the evolving automotive market. Mahindra and Mahindra motors has a very good market share in the state of Jharkhand for the SUV segment. The company is offering good services, which is reflected on the satisfaction of the customer. Majority of the customer are satisfied with the design of the vehicle. Mahindra & Mahindra motors are providing better facilities when compared with other brands. As 67% of the respondents are satisfied that they are happy, it satisfies that the customer satisfaction levels are very high. If the company were to identify the pitfalls in

their product and undertake remedial measure, thus it will lead to more good word of mouth publicity. Though majority of the customer are satisfied that the maintenance cost of Mahindra vehicle, is less, around 20% are not satisfied which may be because of comparison with the newly landed competing brands coming with even lower maintenance cost. As 80% of the respondent are happy with the space availability of the Mahindra vehicle, it can be conducted that the company has undertaken proper R&D in this aspect. The 20% of the respondents who have answered negatively may be comparing with the vehicle in the same category launched very recently. The company can for the undertaken R&D to improve the existing feature which field help increase in the customer satisfaction.

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