

A Study on Customer-Centric Marketing of Tork Motors (E-Vehicle) At V-One Moteurx Pvt Ltd

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ABSTRACT

This study aims to investigate the level of customer satisfaction within the Tork Motors(E-vehicle) at V-One Moterux PVT LTD. Customer satisfaction is a crucial factor influencing productivity, Customer retention, and overall organizational success. By examining the organizational climate and customer response, this research seeks to identify key drivers of customer satisfaction and potential areas for improvement within the company. Questionnaire was prepared for Customers satisfaction and their perceptions in order to give the whole analysis a practical touch. The paper work will show in detail how companies can benefit from creating a strong customer centric marketing, and how that the customer perceptions and suggestions can have an impact on increasing their sales. Different important concepts are analysed. These include customer satisfaction, customer preference towards E-vehicle, effects of the customer-centric technology on customer satisfaction, customer centric leadership on customer satisfaction and customer centric process on customer satisfaction. Customer centric marketing is a marketing approach the prioritizes the customer needs and interest in all decisions related to advertising, selling and promoting products and services, creating a positive customer experience.

Keywords: Customer Centric Marketing, Customer Satisfaction, Customer Engagement, Customer preference, Customer centric leadership and process.

1 INTRODUCTION

Consumer-centric marketing, also called customer-centric marketing, is a marketing tactic that prioritizes what consumers really require over the products or services being offered by a business. This approach involves putting the customer at the centre of all marketing efforts and creating a customer-focused culture within the organization. Customer-centric marketing is a marketing approach designed around customer needs and interests. It is about prioritizing customers over any other factor, using a blend of intuition, common sense, and solid data about customer behaviour. Being customer-centric entails more than just saying the customer is top of mind. It is about truly understanding the customer, so you can anticipate their wants, needs and communication preferences, create meaningful experiences, and build lasting relationships with them. Customer-centric marketing is a philosophy and strategy that places a high emphasis on understanding, engaging, and delighting customers. It requires businesses to gather deep

insights into their target audience, their preferences, pain points, and behaviours, and then use this knowledge to tailor marketing efforts accordingly. This approach recognizes that customers are not a monolithic entity but a diverse group with individual desires and expectations. By acknowledging this diversity, companies can provide more personalized, relevant, and meaningful interactions, which, in turn, foster stronger brand loyalty and customer retention.

This shift towards customer-centric marketing is not just a trend; it's a necessity. Customers today are more informed, empowered, and discerning than ever before. They demand value, authenticity, and meaningful connections with the brands they choose to engage with. As a result, businesses that prioritize the customer experience and invest in long-term customer relationships are better positioned to thrive in this customer-centric era. In this marketing project, we will delve deeper into the principles, strategies, and best practices of customer-centric marketing. We will explore how organizations can embrace this approach to drive business success, build brand loyalty, and achieve sustainable growth. By the end of this project, you will have a comprehensive understanding of the tools and techniques that enable companies to place customers at the centre of their marketing efforts, delivering value to both the business and its customer base.

2 REVIEW OF LITERATURE

Rashri Baboolal-Frank(2021) in his study of customer centric approach towards the analysis of amazon. He approach on customer satisfaction in order to improve and expand the business strategy. The research structure is positioned to deal with the literature relating to strategic marketing management and then applies those principles to Amazon and evaluates the most effective methods and concludes with the customer centric strategy as the most effective for Amazon.

Jain and Choudhary (2020) conducted an empirical study on the influence of mobile marketing on customer engagement and brand loyalty, finding that personalized mobile push notifications and mobile app features were significant predictors of engagement and loyalty.

Dr. Salem Sreeveena(2019) in his study on the customer centric marketing strategy approach towards the importance of strategic marketing for an organisation. To know the different phases of strategic marketing process and also about the different phases of strategic marketing process. He deals research to identify the existing strategic marketing strategies of automobile sector.

Zeithaml et al. (2018) provides an overview of the principles and practices of services marketing. The authors argue that businesses should focus on creating value for customers by integrating customer focus across the entire organization. They present a framework for understanding the service experience and identifies key factors that businesses should focus on, such as customer satisfaction, service quality and loyalty of their customers. The authors also discuss the importance of managing customer relationships and using technology to enhance the customer experience.

OBJECTIVE OF THE STUDY

1. To assess the extent to which customer centric people improve Customer Satisfaction.
2. To analyse the effects of Customer-Centric Technology on customer satisfaction.
3. To identify the existing Marketing Strategies of Tork Motors.

3 RESEARCH METHODOLOGY:

Research methodology is the structured framework outlining how data is collected and analysed in a study. It is a descriptive research in nature, Simple Random Sampling. It has a Sample size of 105 respondents. The data is collected from the primary data sources like Method of Questionnaire, Direct personal interview and Method of schedule and the secondary data sources like Journals published in various national and international journals, magazines, website was referred.

4 DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation are integral components of the data science process, playing a crucial role in deriving meaningful insights from raw data. Data analysis involves the inspection, cleaning, transforming, and modelling of data to discover useful information, draw conclusions, and support decision-making. Data interpretation is the process of making sense of the results obtained from data analysis. It involves drawing conclusions, making inferences, and providing context to the findings.

ONE-WAY ANOVA ANALYSIS

One-Way Analysis of Variance (ANOVA) is a statistical method used to determine if there are any statistically significant differences between the means of three or more independent (unrelated) groups. It helps assess whether the variation within the groups is comparable to the variation between the groups.

Table 1: Rate the pricing of Tork Motors

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	69.42	4	17.355	92.274	0
Within Groups	18.808	100	0.188		
Total	88.229	104			

INFERENCE:

It is based on this One-Way ANOVA analysis, it can be concluded that there are significant differences in the pricing ratings of Tork Motors among the different groups.

MANN-WHITNEY U TEST ANALYSIS

The Mann-Whitney U test, also known as the Wilcoxon rank-sum test, is a non-parametric statistical test used to assess whether there is a significant difference between two independent, unpaired groups. This test is particularly useful when the data do not meet the assumptions of normal distribution required for parametric tests.

TABLE 2: Satisfaction of Tork Motors ability to resolve issues

Test Statistics ^a	
	Satisfaction of Tork Motors ability to resolve issues
Mann-Whitney U	0.000
Wilcoxon W	45.000
Z	-3.000
Asymp. Sig. (2-tailed)	.003
Exact Sig. [2*(1-tailed Sig.)]	.200 ^b

INFERENCE:

It is based on this Mann-Whitney U test, it can be concluded that there is a significant difference in the perception of Tork Motors' ability to resolve issues between the two unpaired groups.

PEARSON’S CORRELATION

Pearson's correlation analysis is a statistical method that quantifies the degree and direction of a linear relationship between two continuous variables.

TABLE 3: Satisfaction of Service

Pearson’s Correlations			
		Satisfaction towards the overall quality of the service	Satisfaction of service towards expectations
Satisfaction towards the overall quality of the service	Pearson Correlation	1	.967**
	Sig. (2-tailed)		.000
	N	105	105
Satisfaction of service towards expectations	Pearson Correlation	.967**	1
	Sig. (2-tailed)	.000	
	N	105	105

INFERENCE:

It is based on Pearson's correlation analysis, there is a highly significant and positive linear relationship between satisfaction towards the overall quality of service and satisfaction of service towards expectations.

5.FINDINGS

1. Based on this One-Way ANOVA analysis, it can be concluded that there are significant differences in the pricing ratings of Tork Motors among the different groups.
2. Based on this Mann-Whitney U test, it can be concluded that there is a significant difference in the perception of Tork Motors' ability to resolve issues between the two unpaired groups.
3. Based on Pearson's correlation analysis, there is a highly significant and positive linear relationship between satisfaction towards the overall quality of service and satisfaction of service towards expectations.

6.CONCLUSION

In conclusion, this study delves into the assessment of customer satisfaction within Tork Motors, an E-vehicle company operating under V-One Moteurx PVT LTD. Recognizing customer satisfaction as a pivotal factor impacting productivity, customer retention, and overall organizational success, the research

investigates the organizational climate and customer responses to pinpoint key drivers of satisfaction and areas warranting improvement.

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