




# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

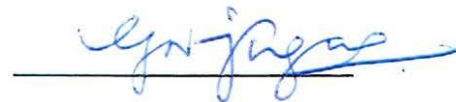
Date: 24/05/2018

## CERTIFICATE

This is to certify that **Mr. Madhusudhan A** bearing USN **1AZ16MBA34** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Customer Perception on Electric Cars at Mahindra Reva Electric Vehicles Pvt. Ltd., Bangalore**” is prepared by him under the guidance of **Prof. Sendhil Kumar** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.



Signature of Internal Guide



Signature of HOD  
Head of the Department  
Department of MBA  
Acharya Institute of Technology  
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Signature of Principal

PRINCIPAL  
ACHARYA INSTITUTE OF TECHNOLOGY  
Soldevanahalli Bangalore-560 107



DATE: 26/03/2018

**CERTIFICATE**

This is to certify that Project Report titled “A STUDY ON CUSTOMERS PERCEPTION ON ELECTRIC CARS AT MAHINDRA REVA ELECRCIC VEHICLES PVT. LTD., BANGALORE” as a project work carried out by Mr. MADHUSUDHAN A of Reg. No: 1AZ16MBA34 of ACHARYA INSTITUTE OF TECHNOLOGY, BANGALORE from 15/01/2018 to 24/03/2018 for the fulfilment of Master of Business Administration (MBA) degree of Visvesvaraya Technological University. He has worked under our guidance and supervision. The material referred from project report has been duly acknowledged.

We wish him all the best for his future endeavours.

For Mahindra Reva Electric Cars Pvt. Ltd  
  
HR- MANAGER

No.122 E, Jigini Link Road, Koppa,  
Bommasandra Industrial Area  
Bangalore - 560099

## DECLARATION

I **MADHUSUDHAN A**, hereby declare that the internship report entitled "**A STUDY ON CUSTOMER PERCEPTION ON ELECTRIC CARS AT MAHINDRA REVA ELECTIC VEHICLES PVT. LTD., BANGALORE**", prepared by me under the guidance of **Prof. M SENDIL KUMAR**, Faculty of MBA Department, Acharya institute of Technology and External guidance by **Mr. VENKATESH S V**.

I also declared that this internship work is the partial fulfilment of the university regulation for the award of degree of master of business Administration by Visvesaraya Technological University, Belgaum.

I have undergone a summer project internship for a period of ten weeks. I further declare that this project is based on the original study undertaken by me and has been submitted for the award of any degree Diploma from any other university/ institution.

**PLACE: - BANGALORE**

**DATE: - 17/5/2018**



**SIGNATURE**

**MADHUSUDHAN A**

## **ACKNOWLEDGEMENT**

The success and the final outcome of this project required a lot of guidance and assistance from many people and I'm extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank each one of them.

I respect and thank Mr. VenkateshS V for providing me an opportunity to do the project work in Mahindra RevaElectric Vehicles Pvt. Ltd, Bangalore and giving me all the support and guidance which made me complete the project duly. I am extremely thankful to them for providing such a nice support and guidance, although he had busy schedule managing the company's tasks.

I also thank Dr.S.C. Pilli Principal of Acharya Institute of technology, Bangalore and Dr. Nijaguna HOD of MBA Department for their cooperation in completing the project work.

I owe my deep gratitude to my project guide Prof Sendhil Kumar who took keen interest on my project work and he guided me all along, till completion of my project work. Also, I would like to extend my sincere thanks to all staff for their timely support.

MADHUSUDHAN A

## TABLE OF CONTENTS

Chapter No	Titles	Page Number
<b>Executive Summary</b>		
<b>1</b>	<b>Introduction</b>	
1	Introduction about the project	2
1.1	Industry profile	3
1.2	Company profile	4
1.3	Promoters	4
1.4	Vision, Mission & Quality policy	5
1.5	Products/Services profile	5
1.6	Areas of operation	6
1.7	Infrastructure Facilities	7
1.8	SWOT analysis	8
1.9	Future Growth prospects	9
<b>2</b>	<b>Conceptual background and Literature review</b>	
2.1	Theoretical background of the study	11
2.2	Literature review	12
<b>3</b>	<b>Research Design</b>	
3.1	Statement of the problem	14
3.2	Need for the study	14

3.3	Objective of the study	15
3.4	Scope of the study	15
3.5	Research methodology	15
3.6	Limitations of the study	17
<b>4</b>	<b>Analysis and Interpretation</b>	
4.1	Analysis and interpretation of the data collected with relevant tables And graphs.	18
<b>5</b>	<b>Findings, conclusions and suggestions</b>	
5.1	Summary of findings	42
5.2	Suggestions	43
5.3	Conclusions	44
	Bibliography	
	Annexures	

## LIST OF TABLES AND GRAPHS

Sl.NO	Titles	Pages
1.3	Board of Directors of Mahindra Reva Electric Cars Pvt. Ltd	6
4.1	Table showing the results of age of the respondents	18
4.2	Table showing the results of Gender of the Respondents	20
4.3	Table showing the results of Education of the respondents	21
4.4	Table showing the results of Annual Income of the Family	23
4.5	Table showing the results of Understanding about Green Cars	25
4.6	Table showing the results of Factors considered during purchasing a car	27
4.7	Table showing the results of OCCUPATION	29
4.8	Table showing the results of Motivation expressed by consumer class in buying the electric scooter	31
4.9	Table showing the results of CONSUMER PREFERENCE FOR PARAMETERS OF ELECTRIC SCOOTER	33
4.10	Table showing the results of MOTIVATORS TO PURCHASE A GREEN CAR	35
4.11	Table showing the results of CUSTOMER PERCEPTION ON MAHINDRA REVA CARS	37
4.12	Table showing the results of REVA cars are serving better than other brand cars	38
4.13	Table showing the results of REVA has a wide variety of cars	40

4.14	Table showing the results of opportunity arises in the future to buy a car	41
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## LIST OF CHARTS

SI.NO	Titles	Pages
4.1	Graph showing the results of Age of the Respondents	19
4.2	Graph showing the results of Gender of the Respondents	20
4.3	Graph showing the results of Education of the respondents	22
4.4	Graph showing the results of Annual Income of the Family	24
4.5	Graph showing the results of Understanding about Green Cars	26
4.6	Graph showing the results of Factors considered during purchasing a car	28
4.7	Graph showing the results of OCCUPATION	30
4.8	Graph showing the results of Motivation expressed by consumer class in buying the electric scooter	32
4.9	Graph showing the results of CONSUMER PREFERENCE FOR PARAMETERS OF ELECTRIC SCOOTER	34
4.10	Graph showing the results of MOTIVATORS TO PURCHASE A GREEN CAR	36
4.11	Graph showing the results of CUSTOMER PERCEPTION ON MAHINDRA REVA CARS	37
4.12	Graph showing the results of REVA cars are serving better than other brand cars	39
4.13	Graph showing the results of REVA has a wide variety of cars	40

4.14	Graph showing the results of opportunity arises in the future to buy a car	41
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## EXECUTIVE SUMMARY

The MBA course offered by the Visvesvaraya Technological University has its own interesting syllabus which requires its MBA understudies to embrace an entry level position with any of the main business houses for a period extending from a month to a month and a half amid the second semester

Building a solid brand is broadly perceived as a viable methods for securing an aggressive edge and catching piece of the pie. Techniques outlined towards mark constructing perpetually consider mark value as a key part. Bounty confirm exists to demonstrate that building solid brand value decidedly impacts on purchaser dispositions and buy goals. Brand value is additionally esteemed in charge of how a brand performs and the fruitful presentation of brand expansions.

The most regularly utilized structure proposes the presence of four measurements named as:

1. Brand mindfulness: This mirrors customers' information of the brand which makes it simpler to review from memory.
2. Brand affiliations: These are framed as an outcome of various encounters with the brand and can identify with, for example, the item, identity and the association. They are liable to change in regard of their positivity, quality and uniqueness. It is asserted that affiliations have a more significant effect when they identify with different encounters or introduction to various correspondences.
3. Seen quality: Judgment of an item's predominance from the buyers' point of view is reflected here. Like brand affiliations, saw quality serves to separate the brand and to influence the shopper to support the brand over options.

## CHAPTER 1

### INTRODUCTION

#### **Introduction about Internship:**

The automotive business has been an important business worldwide. With moving forward, basic and fast traffic helps customers start with a place and then to the following ease and speed. As found in the outline on the left, countries such as India, China, Brazil and South Korea are misleading. This example, which could improve the vehicle's character. India, in particular, in all the manufacturing countries, every thousand people, in the car is not light. With incomes rising and GDP rising, India's buyers are expected to have a higher disposable career over the next few years, with higher consumer demand than necessary..

Human identities overall are erratic and difficult to envision with respect to essential authority. It is sporadically straightforward and a portion of the time extraordinary, to make hypotheses with respect to human direct. Each individual is an amazing consequence of heredity, condition and experience. Envisioning the direct of people is a troublesome and jumbled task, stacked with vulnerabilities, threats and shocks. Correct figures can yield enormous fortunes and off kilter desires can achieve the departure of a substantial number of rupees. Nowadays, tradejust about the globe sees that client is the ruler. Knowing why & how people eat up things makes promoters perceive how to upgrade existing things what sorts of things are required in the business focus or how to pull in purchasers to buy their things. The time of movement, privatization and globalization has gotten changes society and lifestyle of people.

Publicists can legitimize their world exactly when they can grasp buyers' needs and satisfy them. In spite of the way that it is fundamental for the firm to fathom the buyer and in like manner propel its exhibiting strategy, the buyer or purchaser continues being a secret – a portion of the time responding the way the publicist needs and on various occasions essentially declining to buy the thing from a comparative promoter. Subsequently, the buyer mind has been named as revelation, which should be opened by the wholesaler to be a productive publicist.

Examination of client direct focuses on how individuals settle, On decisions to use their available resources (time,money,effort) on treatment relatd thing. That consolidtes what,why, when,where, how as often as achievable they get it, Hwo thy evaluate it after the buy and the impatof such appraisal on future acquire More than ever some time as of late, the need to understand clients and buyer direct has transformed into a fervently issue far and wide, from meeting room and authority suites to universities and specialist's offices. The examination of customer direct moreover fuses an examination of components that effect purchase decisions and thing use.

Perceiving how customers settle on purchase decisions can help advancing chiefs in a couple of ways. For exmple, if a main knows during research that petroleum mileage is the most essential quality for a particular targt promote, the maker can restore the thing to meet that standard. If the firm can't change the diagram in the short run,it can use progression with a ultimate objective to change clients' essential administration criteria. For example, a house and an auto give more satisfaction than a toothbrush. An auto satisfies the need of proprietors for transportation. They furthermore obtain mental satisfaction from the responsibility for like an auto with the ultimate objective of this survey, the individual variables like age, wage, preparing, occupation et cetera., have been picked and the effect of these individual factors on the buyers' acknowledgment, their obtaining conduct and the decision technique have been poor down.

### **1.1.Industry Profile:**

The nearby Indian voyager auto feature (checking utility vehicles) totaled 800,000 units (with a CAGR of 15 for every penny over the span of late years) while the charges were 120,000 million units (with an enrolled CAGR of 69 for each penny throughout late years) in the midst of cash related year 2005

The Indian bicycle Industry is one of the greatest on the planet, and is depended upon to keep up healthy advancement later on At the back of this excellent auto advancement is the accomplishment of the Indian auto section industry.

Before long a US\$ 6.8 billion industry, it is required to for all intents and purposes treble in less than eight years time to US\$ 16 billion by 2013 India offers a specific inventive and cost-high

ground, which overall Original Gear Manufacturers (OEMs) and auto suppliers are using for both gathering and research workplaces.

The explorer auto advertising is foreseen to create at a CAGR of 12.2 for each penny all through the accompanying couple of years. Improvement in the reasonable size and premium auto sections

## 1.2. Company Profile:

Mahindra Electric Mobility Limited, once in the past known as, the RECC is an Indian organization arranged in Bengaluru, connected with illustrating & amassing of littler electric vehicle. The association's lead vehicle is the REA, open in 27 countries with more than 4,000 of its various adjustments sold worldwide by mid March 2012. Reva picked up by Indian combination M&M in May 2011. In 2014, Mahindra Reva was picked as one of "The World's 60 Most Innovative Companies 2012" by quick Company.

## 1.3. Promoters:

### 1.3 Board of Directors of Mahindra Reva Electric Cars Pvt. Ltd

Jan Olof Dablen	Chairman of the Board
Lief Wahlgren	Brand Member
Petri Melanen	Brand Member
Christer Nilsson	Brand Member
Kristina Patek	Brand Member
Lars Gullikson	Brand Member
Ame Carlsson	Deputy
Sophie Hagstromer	Deputy

**Over view of Mahindra Reva Electric Car:** We made an investigation using Google outlines. These were floated to clusters from two one of a kind establishments - IT specialists and MBA

Students. This was generally get perspective of people in different word related. The example measure was around 26 for each social occasion

#### **1.4.Vision, Mission & Quality Policy:**

##### **Vision**

The Leader in the Indian Automobile manufacturing, Creating client Delight and Shareholder's capital; A pride of India.

##### **Mission**

Serve our clients, in worldwide markets, by giving imaginative, financially savvy, innovation empowered arrangements that persistently meet and surpass our clients' desires in this way upgrading partner esteem.

To give ceaseless chances to development and information improvement to our representatives and business partners.

Likewise to serve the groups inside which we work, with respectability and obligation

##### **Quality Policy**

- Successful usage of our assets
- Embracing preventive procedure in our procedures
- Giving sufficient learning and development openings and essential devices
- Properly updating the innovation
- Concentrating on squander disposal and cost advancement

This might be refined through entire contribution of all representatives, providers and different partners, guaranteeing commonly valuable associations.

#### **1.5.Products / Services Profile:**

Mahindra Reva currently offers two modifications of the REVAi, one is an urban electric small car seat, two adults and two children:

- REVA, equipped with lead corrosive batteries, 81 km (49 m) per charge, with an optimum speed of 81 km/h (50 mph).
- REVA L particles, made of Lithium-ion battery, with higher acceleration and surface area of 120 kilometers (75 meters) per charge.

REVA declined in India in 2001 and in the United Kingdom since 2003. The unique form of REVA has sold more than 4,000 vehicles worldwide in mid-March 2011 [1] and is also available in the accompanying countries: Bhutan, Brazil, Chile, Colombia, Costa Rica, Cyprus, France, Germany, Greece, Greece, Hungary, Iceland, Ireland, Ireland, Malta, Malta, Monaco Nepal Norfolk Islands Norway Peru Philippines Portugal Spain Sri Lanka. REVA is not included in most European crash test rules because of its light weight and low power, and Europe's "substantial four-wheel" classification rather than the "automatic" classification.

- Basic Analysis - 5Cs for MAHINDRA REVA Company
- Product offering
- The accompanying are the REVA items that are as of now accessible:

REVA: Launched in January 2009, this is the first redo of REVA. As of March 2012, India has sold 4,000 cars.

- Part of its highlights are:
  - Four seats - two adults and two children
  - Maximum speed - 80 km/h
  - The most extreme range of full charge - 80 km
  - Fully charged time - 8 hours
  - Engulfing 16 units for 8 hours (about 32 rupees for a single charge)
  - It has good highlights, such as front wheel brakes, foldable guides, reinforced frames, and more.



1.6. REVA NXR: It is marked as REVA NXR City and it was advanced at the end of 2013. This model has significantly changed on experienced models.

1.7.

1.8. • Part of the highlights are:

1.9. • The most extreme range of full charge - 160 km

1.10. • Four seats - Three adults can be easily placed

1.11. • Regeneration breaking capacity, that is to restore the battery after breaking

1.12.

1.13. REVA NXR L Particles: Marked as REVA NXR Intercity; this was introduced in January 2010 and uses lithium-ion battery instead of the conventional lead-corrosion battery.

1.14.

1.15. • Part of its highlights are:

1.16. • Four seats - two adults and two children

1.17. • Maximum speed - 80 km/h

1.18. • The most extreme range of full charge - 120 km

1.19. • Fully charged time - 6 hours

**1.20. • Pictures in the market**

G.P.O. 1, Cross Rd, Vasanth Nagar, Bengaluru, Karnataka 560020

8<sup>th</sup> Floor, Gold Hill Square Software Park, No. 690, Hosur Road, Bommanahalli, Bengaluru, Karnataka 560068

Bommasandra Jigani Link Rd, RK Twp, Yarandahalli, Bengaluru, Karnataka 560099

**1.21. Infrastructure Facilities:**

## **DEALERS**

- • Design Type: Qualitative Interview
- • Learn about the general situation of individuals visiting the store
- • Learn what highlights customers have for purchasing electric cars

- Understand real worries of clients
- What arrangements and advancements has the organization as of late sought after
- Understand organization future methodology from an insider's viewpoint

## 1.22. SWOT Analysis:

SWOT (Strengths, Weakness, Opportunity and Threats)

### Strengths

- Strong mark picture
- Customer dependability
- High client exchanging costs
- Research and Development
- Outstanding budgetary execution
- Frequent item presentation
- Stylishly composed
- Easy driving
- Sales got expanded by rousing individuals towards vitality protection and limiting natural contamination

### Weakness:

- Very exorbitant
- Not reasonable for occupied experts like authorities and specialists
- Requires moment charging of the batteries
- Less sturdiness
- More upkeep regularly requires adjusting
- Less accessibility of parts for the vehicle
- Less mileage per charge &
- Dependence on the Product designers
- Products and administrations encounter quality issues from time to time(inconsistency)

- Batteries won't keep going long, and too exorbitant to supplant.

#### Opportunity:

- Compete astutely with outline alterations with ICE showcase.
- Conversion of electric vehicle into cross breed electric vehicle so these downsides can be limited.
- Designed vehicle ought to be more client well disposed alongside vitality preservation.
- Increasing request in rising outside business sectors.
- Increase way of life mark picture

#### Threats:

- Intense rivalry in the business
- Intellectual rights encroachment.
- Political occasions, psychological oppression, and so forth

#### **1.23. Future Growth & Prospects:**

- • What you need: Start traveling from one place and then go to the following places.
- • Real needs: simplicity, driving, comfort and mileage
- • No need: safety and low strength
- • Joy: speed and style
- • In addition to this, the electric vehicle market itself clearly has top priority in the expected year. This is a potential demand.
- • We can directly check and find the outline of the customer for another car purchase.
- • Most customers do not have delicious data for electric cars, they are not considered to be a noteworthy part of the standard car functions, and they are not considered as an option when obtaining a car.
- • The natural and sincere advantage does not leave the potential car customer with an important question, although the REVA owner is still not a principle division during the acquisition period.
- • Most customers think that REVA is distorted rather than motivated by money. Most purchasers evaluated REVA high on deftness and city driving comfort

- In the 25-35 age group, REVA is most common among working women
- In the 18-25 age group, REVA has similar standards among school students, but in this case, the purchase decision is made by the parents
- Married people get the impression of being humble and interested by getting a car

## CHAPTER 2

### Conceptual Background and Literature Review

#### Theoretical Background of the study:

The recorded foundation of electric vehicles is a remarkably thrilling one. The basic electric vehicle was formed by a Hungarian called Anyos Jedlik, who constructed a little auto stimulated by a key electric engine. Empower redesigns in battery technology prompted electric vehicles twisting up detectably extraordinarily transcendent in US/Europe in the late nineteenth century. In any case, after honest to goodness propels in inner begin motor advancement, tremendous scale collecting of vehicles by any similitude of Ford and GM sent the electric auto into brief hibernation. The noteworthiness emergencies of the 70s again incited a surge in vitality for electric autos, yet again they fizzled when it came to mass advancing. Notwithstanding, in the continue going 6-7 years, by righteousness of some starting moves in battery improvement and suitable power association methods, the electric auto promote has rose out of deadness and today most honest to goodness vehicle makers on the planet have a thing in the electric auto isolate.

A few affiliations have in addition began up solely to outline and make electric vehicles – Coda Automotive in the USA, Buddy Electric in Norway, our own emerge Reva Electric Company. Tesla engine relationship in the US produces self important electric diversions cars dissipating the general suspected that electric autos are immediate, odd-chasing autos recommended down corrupting cognizant customers.

Some in the business have excited wants. Diarmuid O'Connell, of Tesla Motors, gages 3 out of 10 autos will be battery electric or module half and half. Carlos Ghosn of Nissan has equally predicted that 1 of every 10 autos will keep running on battery alone by 2020. A free study by Deloitte proposed electric and other "green" autos will address 33% of all auto deals worldwide by 2020.

## 2.1.Review of Literature:

- **Gordon Fullerton (2006)**, "Building Relationships in CRM," JEEP, a DaimlerChrysler automotive company, provides a good example of a CRM project that has brought impressive results to customers and companies by creating a project. The incentive for Jeeps owners creates a team that is fully committed to the project, brand and customer.
- **Kevin Keller (2012) Caterpillar** has become a major company and, through the help of eye-catching CRM, expands the customer's overall admiration. The best deal is to benefit from business and prepare for business. This allows the company to be 10% to 20% more expensive than competitors, such as Volvo, Komatsu, etc..
- **Michael Cusumano, Steve Kahl, and Fernando Suarez (2008)** put forward the reasoning in their paper "Assumptions on the management of goods companies": Management has become more and more important in many projects.
- **Adebanjo, D., and Michaelides, R., 2010.** Examination of Web 2.0 empowered e-groups: a contextual investigation. *Technovation* 30 (4), 238– 248.
- **Adjei, M., Noble, S., and Noble, C. (2010).** The impact of C2C correspondences in online brand groups on client buy conduct. *Diary of the Academy of Marketing Science*.
- **Algesheimer, R., Dholakia, U. M., and Herrmann, A. (2005).** The social impact of brand group: Evidence from European auto clubs. *Diary of Marketing*, 69 (4), 19– 34.
- **Bagozzi, R. P., and Dholakia, U. M. (2006).** Open source programming client groups: An investigation of cooperation in Linux client gatherings. *Managment Science*, 52 (7), 1099– 1115.
- **Bender, T. (1978).** *Group and Social Change in America*, New Brunswick, NJ: Rutgers University Press.

- **Bergami M. and Bagozzi R.P. (2000).** Self categorization, full of feeling duty and gathering confidence as particular parts of social personality in the association, *British Journal of Social Psychology*, 39, 555-577.
- **Jill Griffin (2002).** Customer perception; how to earn it, how to keep it.
- **Costa R (2013).** The effortless experience conquering the new battleground for customer perception
- **Jeffrey Gitomer (1998);** customer perception is worthless, customer perception is priceless; how to make customers love you, keep them coming back and tell everyone they know.
- **Noah Fleming (2016);** customer perception loop , the science behind creating great experiences and lasting impressions.
- **Stephan A Butscher (1998);** customer perception programmes and clubs.
- **Harvard Review (2011);** Harvard business review on increasing customer perception.
- **Noah Fleming (2015);** evergreen; cultivate the enduring customer perception that keeps your business thriving.
- **Jill Griffin (1995);** customer perception; how to earn it, how to keep it.
- **JoAnna Brandi (2001) ;** building customer perception; 21 essential elements in action.
- **Evangelista (2005);** perception, myth; hyped strategies that will put you out of business and proven tactics that really work.
- **Carmine Gallo (2012);** the apple experience; secrets to building instantly great customer perception.

## **CHAPTER 3**

### **Research Design**

#### **3.1.Statement of the problem:**

As we realize that client is the ruler of any business, it is fundamental to comprehend client desires their inclinations towards the item and their needs and needs without understanding customer conduct no organizations can survive.

It fills in as a criticism from the customer and gives the organizations the message with respect to the purchaser mentalities, organizations position, rivalry, feelings of the shopper in regards to the item and so forth.

#### **Topic for the research study:**

**“A Study On Customers Perception On Electric Cars With Reference at Mahindra Reva Electric Vehicles Pvt. Ltd”,**

#### **3.2.Need for the study:**

From the seasons of mechanical distress when stock and organizations were conveyed to the present day, the emphasis has moved from the creators to the buyer and his needs, and with the customer twisting up perceptibly more required, in the exhibiting method there is more imperative necessity for information concerning the purchaser needs. Slants and making them satisfied of the things and organizations, has provoked a consistent anyway extending need to lead promoting research.

This investigation is an information into the cerebrum of the purchaser, with the help of which the affiliations will twist up discernibly aware of their entanglements and in this manner can moreover make upgrades in the thing concerning the level of satisfaction of the customers towards their contributions in the business focus.



## **Objectives :**

- To think about clients recognition towards electric autos reference to Mahindra Reva Electric vehicle Pvt Ltd.
- To know fulfillment level about electric autos reference to Mahindra Reva Electric vehicle Pvt Ltd.
- To learn about Mahindra Reva Electric vehicle indicate room physical offices are outwardly engaging and comfort accessible.

## **3.3.Scope of the study:**

- It encourages the association to comprehend the shopper brain science on picking the item
- The ponder encourages us to think about the client observation towards Mahindra autos and other contending autos
- It causes the organization to comprehend the productivity of merchants benefit gave to the purchasers
- It additionally evaluates the genuine sentiment and attitude of purchasers

## **3.4.Research Methodology:**

This examination depends on single unit and subsequently contextual investigation technique is picked. To accomplish the target, both and optional information are utilized.

The essential information will be gathered through individual meetings and dialogs with the clients.

The optional information which are gathered from the distributed records, yearly reports, association manuals and different productions, for example, course readings, news papers, magazines, sites and friends handout.

## **SAMPLING METHOD**

**SAMPLING UNIT:** A choice with respect to examining unit ought to be taken before choosing tests for think about.

Sample **SIZE:** Sample measure is the agent unit of the populace. For this investigation review will be direct for 100 respondents.

**SAMPLING PROCEDURE:**In this investigation Convenience Sampling strategy will be utilized for information accumulation. Comfort Sampling method implies choosing whatever examining units are helpfully accessible.

## **CONTACT METHOD:**

Coordinate technique (through meeting and exchange)

## **SOURCES OF DATA**

In dealing with any issue, once the example has been picked the data must be accumulated from the illustration masses. There are a couple of strategies for social event fitting data which fluctuate widely in setting of money cost, time and distinctive resources. They can be widely gathered into two classes.

### **Two sources to collect data:**

1. Primary Source
2. Secondary Source

### **PRIMARY SOURCE**

The Primary Data which is the direct data which I get through individual meetings through surveys. This information will give the most fundamental data for making my examination.

### **Secondary Source**

Secondary Source include in my examination were the data that I gather through the different brochures and handouts of the organization which will give to me amid the investigation.

### **TOOLS FOR DATA COLLECTION**

The means of obtaining the information is through:

- Questionnaire
- Interview

### **3.5.Limitations**

- Study is constrained to Pearl Cars Dealers
- This consider is only for scholarly reason
- The think about is restricted because of time
- The test size of this investigation is restricted to 100 respondents

## CHAPTER 4

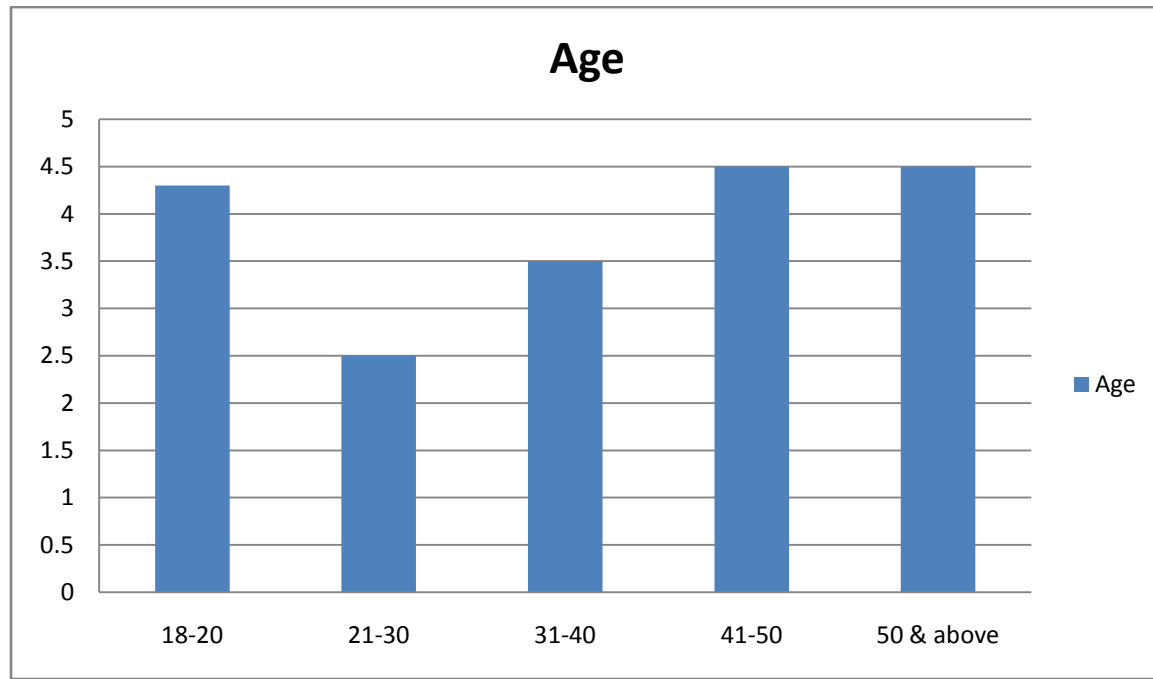
### Analysis and Interpretation

#### 4.1. Analysis & Interpretation of the data- collected with relevant tables & graphs:

4.1. Table showing the results of age of the respondents

SLNO	Age Group	No. of Respondents	%
A	18-20	15	15%
B	21-30	25	25%
C	31-40	35	35%
D	41-50	20	20%
E	50 & above	05	5%

#### 4.1. Graph showing the results of Age of the Respondents



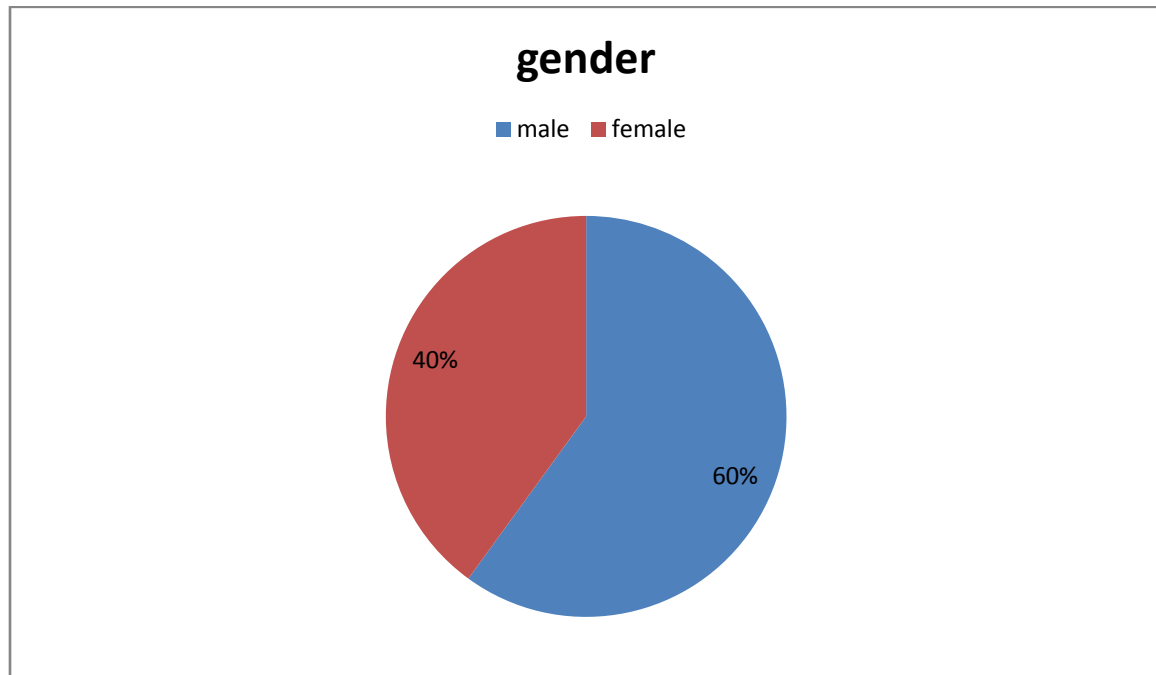
#### INTERPRETATION

Consumer acceptance of green cars assessed 100 or 50 respondents. Of the surveyed respondents, 36 were between the ages of 23 and 33, 33 were between 33 and 43 and 9 were between 43 and 53. From these aspects, it can be seen that about 45% of the respondents showed the majority of the respondents in the 23-43 age group.

#### 4.2 Table showing the results of Gender of the Respondents

Sl.NO	Gender	No. of	%
A	Male	60	60%
B	Female	40	40%

#### 4.2 Graph showing the results of Gender of the Respondents



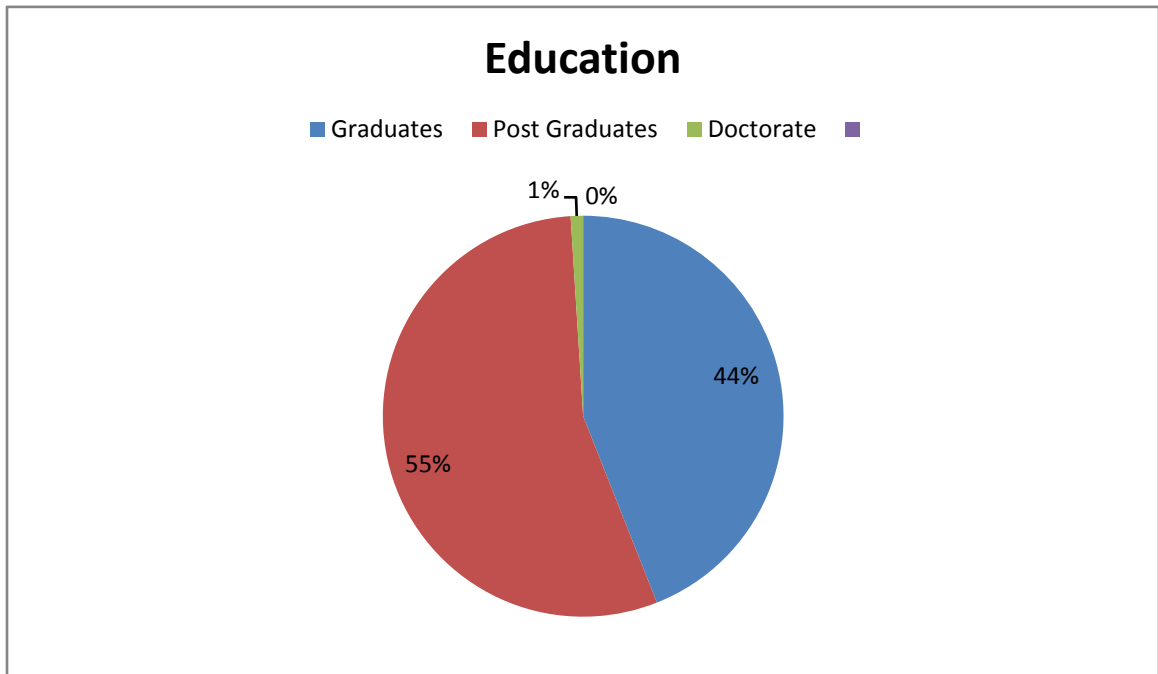
#### **INTERPRETATION**

Of the respondents, 47 were male and 31 were female. Therefore, it can be inferred that the sex of the surveyed subject has been adjusted.

**4.3 Table showing the results of Education of the respondents**

<b>EDUCATION OF RESPONDENTS</b>	<b>No. of respondents</b>	<b>Percentage of respondents</b>
GRADUATES	44	44%
POST GRADUATES	55	55%
DOCTORATE	1	1%

### 4.3 Graph showing the results of Education of the respondents



#### INTERPRETATION

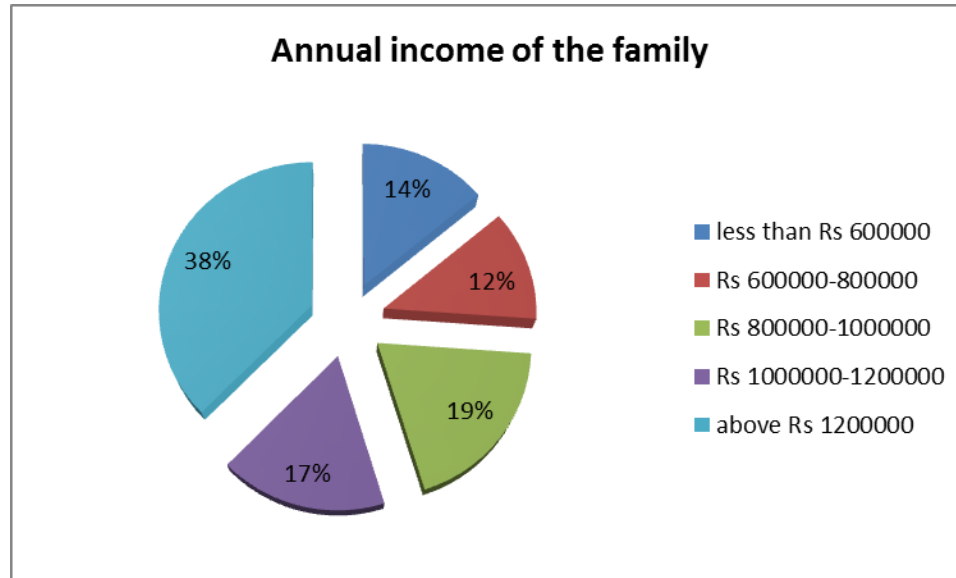
Out of the respondents reviewed 44 were Graduates, 55 respondents were Post Graduates and 1 respondent was Doctorate. Along these lines it can be induced that there is an adjust in the quantity of Graduates and Post Graduates studied



#### 4.4 Table showing the results of Annual Income of the Family

<b>ANNUAL INCOME OF THE FAMILY</b>	<b>No. Of Respondents</b>	<b>Percentage Of Respondents</b>
less than Rs 600000	14	14%
Rs 600000-800000	12	12%
Rs 800000-1000000	19	19%
Rs 1000000-1200000	17	17%
above Rs 1200000	38	38%

#### 4.4 Graph showing the results of Annual Income of the Family



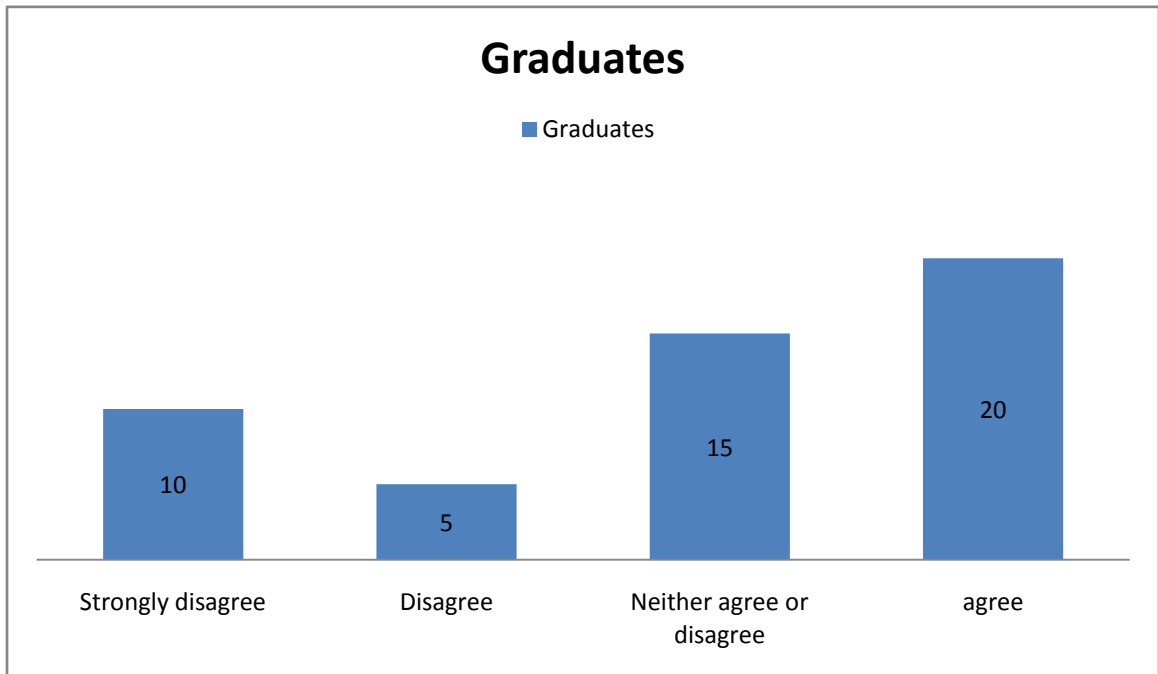
#### INTERPRETATION

Among the respondents, 11 were paid less than Rupee. 600000. The annual salary of 9 respondents is Rs. 600000 - 800000. 15 respondents pay Rs. per year. 800000 - 1000000. The annual salary of 13 respondents is Rs. 1000000 - 1200000, and the annual salary of 30 respondents is more noteworthy than Rupee. 1200000. It can be concluded, therefore, that a group of 74% of the respondents had an annual regular wage exceeding the rupee. 800000 shows extra cash to buy cars with family

**4.5 Table showing the results of Understanding about Green Cars**

Understanding about Green Cars	Graduates	Post Graduates
strongly disagree	10	2
Disagree	5	4
neither agree or disagree	15	7
strongly agree	20	18
Agree	18	16

#### 4.5 Graph showing the results of Understanding about Green Cars



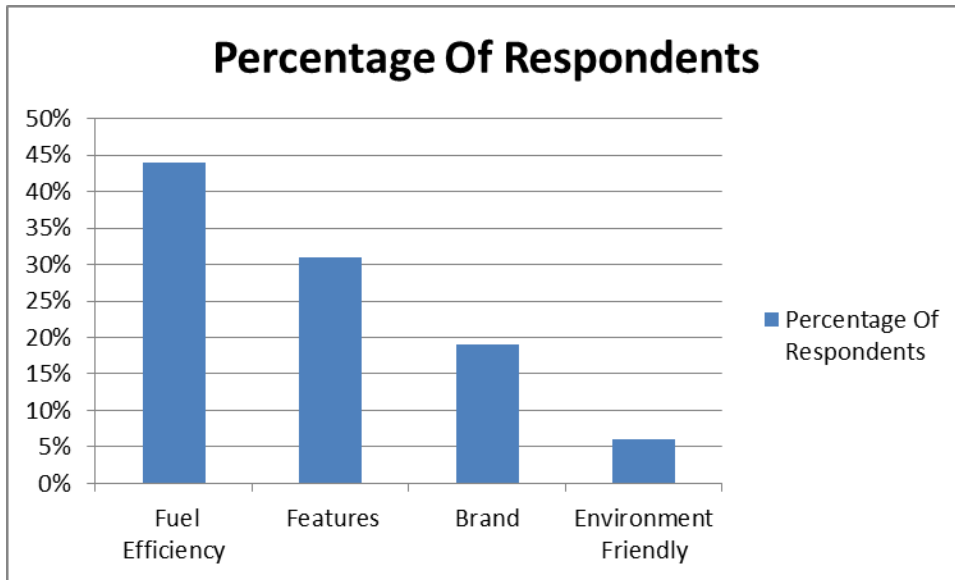
#### INTERPRETATION

From the above diagram the 10 Graduates and 2 post graduates are firmly disagree, and the 5 graduates and 4 post graduates are disagree. 15 graduates and 7 post graduates are neither concur or disagree. 20 graduates and 18 post graduates are unequivocally concur. The 18 graduates and 16 post graduates are concur.

**4.6 Table showing the results of Factors considered during purchasing a car**

<b>FACTORS CONSIDERED DURING PURCHASING A CAR</b>	<b>No. Of Respondents</b>	<b>Percentage Of Respondents</b>
Fuel Efficiency	35	44%
Features	25	31%
Brand	15	19%
Environment Friendly	5	6%

#### 4.6 Graph showing the results of Factors considered during purchasing a car



#### INTERPRETATION

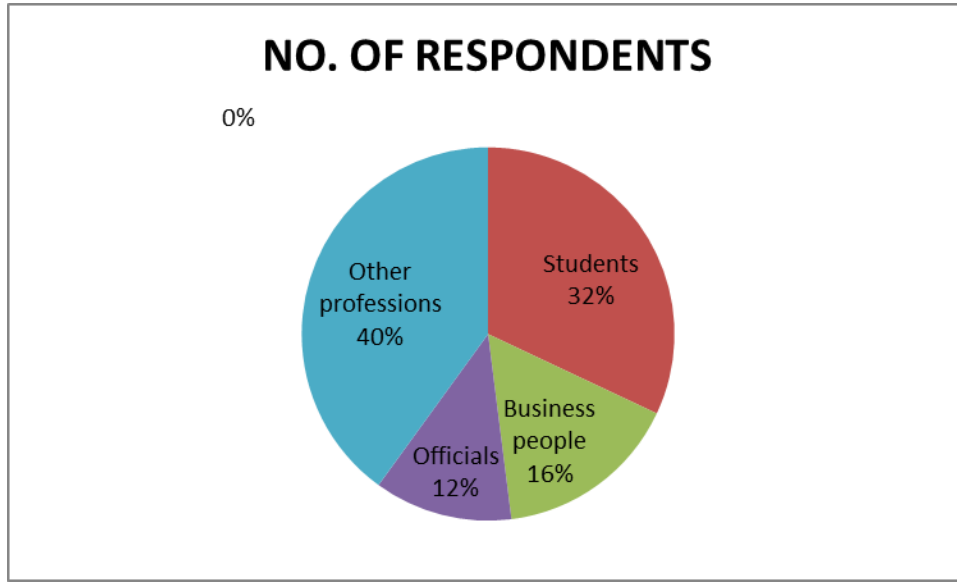
Consumers' assessment of green cars assessed 100 respondents. Among respondents, 31.3% of respondents stated that they took into account all specified variables when purchasing a car, 28.6% of respondents said fuel efficiency, and 20.3% of respondents stated that the function is to decide the basics of buying a car. Elements, 15.4% said brand is important, 4.4% of respondents said that the car is environmentally friendly is a necessary factor

Starting from the shopper category, 25 respondents were arranged, as shown in the chart, which corresponds to a pie chart.

**4.7 Table showing the results of OCCUPATION**

<b>OCCUPATION</b>	<b>NO. OF RESPONDENTS</b>	<b>Percentage of Respondent</b>
Students	16	32%
Business people	8	16%
Officials	6	12%
Other professions	20	40%
Total	50	100%

#### 4.7 Graph showing the results of OCCUPATION



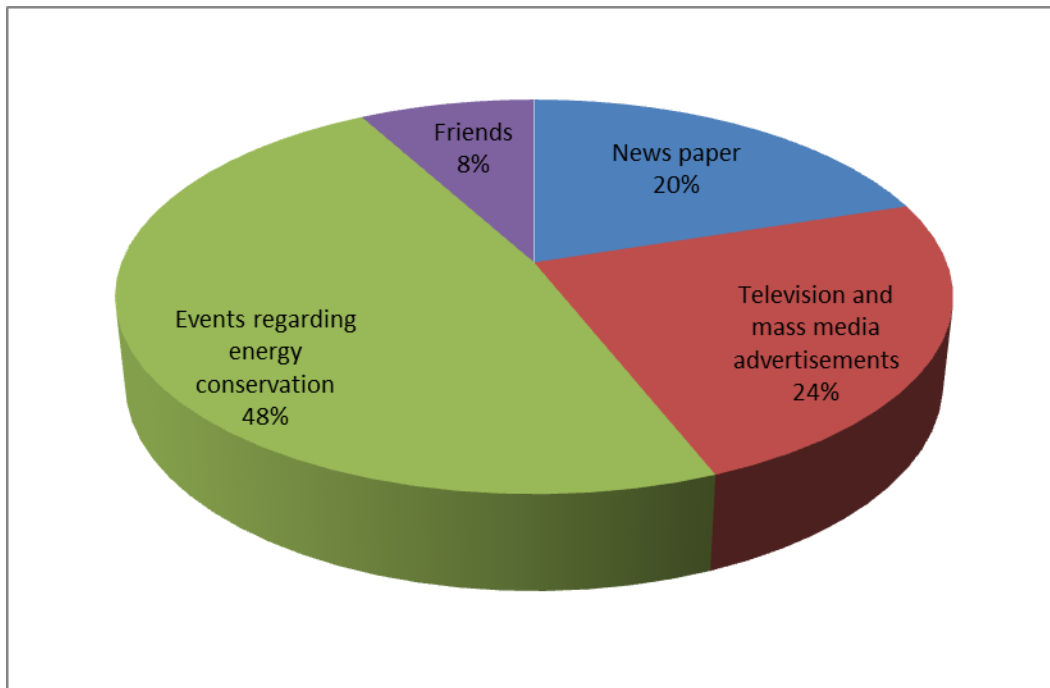
**INTERPRETATION:** The Graph showing the results of occupation is providing more importance to Other Professions and Students.



**4.8 Table showing the results of Motivation expressed by consumer class in buying the electric scooter**

<b>SOURCES</b>	<b>NUMBER OF CORRESPONDENTS GOTMOTIVATED</b>	<b>Percentage of respondent</b>
News paper	10	20%
Television and mass media advertisements	12	24%
Events regarding energy conservation	24	48%
Friends	4	8%

**4.8 Graph showing the results of Motivation expressed by consumer class in buying the electric scooter**



**INTERPRETATION**

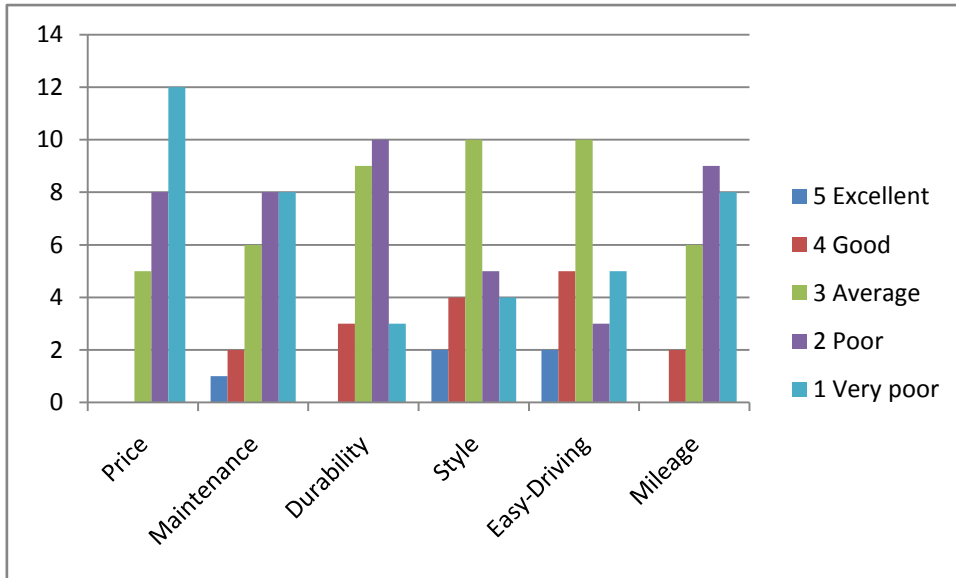
It can be seen that around 50 percent of the journalists purchased their electric bike as they are more concerned with respect to the earth and vitality preservation

The customer fulfillment towards the electric bike is appeared in table speaks to the structured presentation considering certain parameters for reference.

**4.9 Table showing the results of CONSUMER PREFERENCE FOR PARAMETERS OF ELECTRIC SCOOTER**

<b>Weightage</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>	
<b>Parameter</b>	Excellent	Good	Average	Poor	Very poor	Total
Price	0	0	10	16	25	50
Maintenance	2	4	12	16	16	50
Durability	0	6	18	20	6	50
Style	4	8	20	10	8	50
Easy-Driving	4	10	20	6	10	50
Mileage	0	4	12	18	16	50

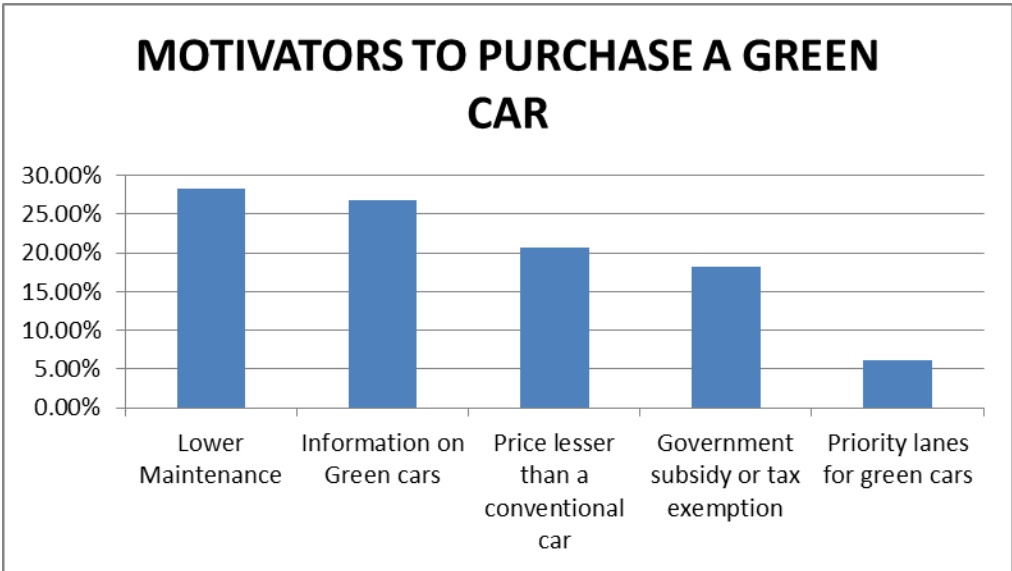
**4.9 Graph showing the results of CONSUMER PREFERENCE FOR PARAMETERS OF ELECTRIC SCOOTER**



**4.10 Table showing the results of MOTIVATORS TO PURCHASE A GREEN CAR**

<b>MOTIVATORS TO PURCHASE A GREEN CAR</b>	
Lower Maintenance	28.30%
Information on Green cars	26.70%
respondents said purchase price lesser than a conventional car	20.60%
Government subsidy or tax exemption	18.20%
respondents said priority lanes for green cars	6.10%

4.10 Graph showing the results of MOTIVATORS TO PURCHASE A GREEN CAR



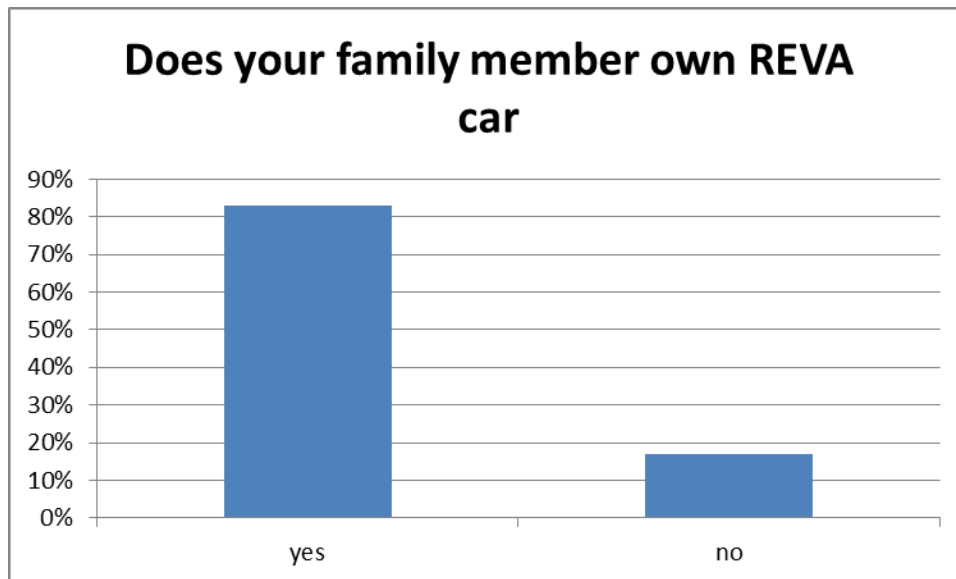
**INTERPRETATION**

For consumers' observation of green cars, a total of 100 or 50 respondents conducted the review. Among respondents, 28.3% of respondents said that they believe that reducing maintenance has become an inspiration for buying green cars. 26.7% of respondents said that with green car information, 20.6% of respondents said that the price is lower than that of ordinary cars. The price tag helps to buy green cars, 18.2% said government sponsorship or responsibility exclusion is the key, and 6.1% of respondents said that the demand path for green cars is a spark.

**4.11 Table showing the results of CUSTOMER PERCEPTION ON MAHINDRA REVA CARS**

	Respondents	Percentage respondents
Yes	83	83%
No	17	17%
Total	100	100.0

**4.11Graph showing the results ofCUSOMER PERCEPTION ON MAHINDRA REVA CARS**



**INTERPRETATION**

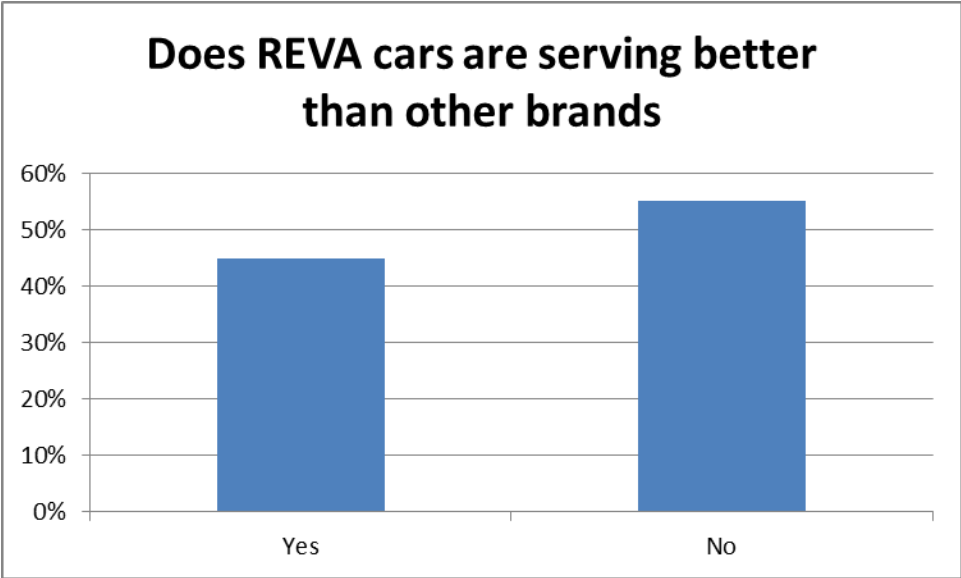
83% of the 100 respondents asserted that their relatives has likewise claim Mahindra REVA auto. Just 17% of the respondents denied such claim.

**4.12Table showing the results of REVA cars are serving better than other brand cars**

	Respondents	Percentage respondents
Yes	45	45%
No	55	55%
Total	100	100.0



4.12Graph showing the results ofREVA cars are serving better than other brand cars



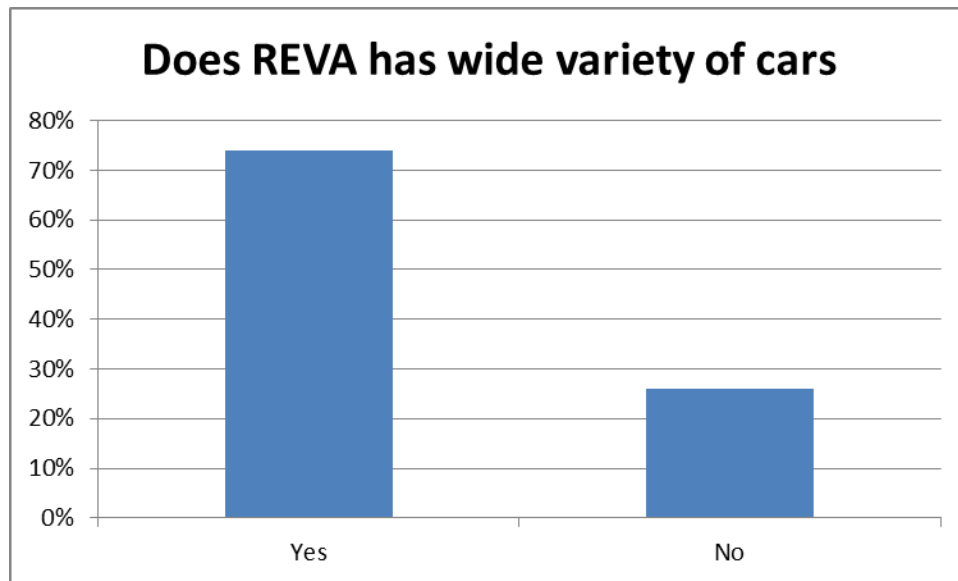
**INTERPRETATION**

55% of them noticed that REVA shows improvement over different brands. While the other 45% guaranteed that REVA serve superior to anything different brands.

**4.13 Table showing the results of REVA has a wide variety of cars**

	Respondents	Percentage respondents
Yes	74	74%
No	26	26%
Total	100	100.0

**4.13 Graph showing the results of REVA has a wide variety of cars**



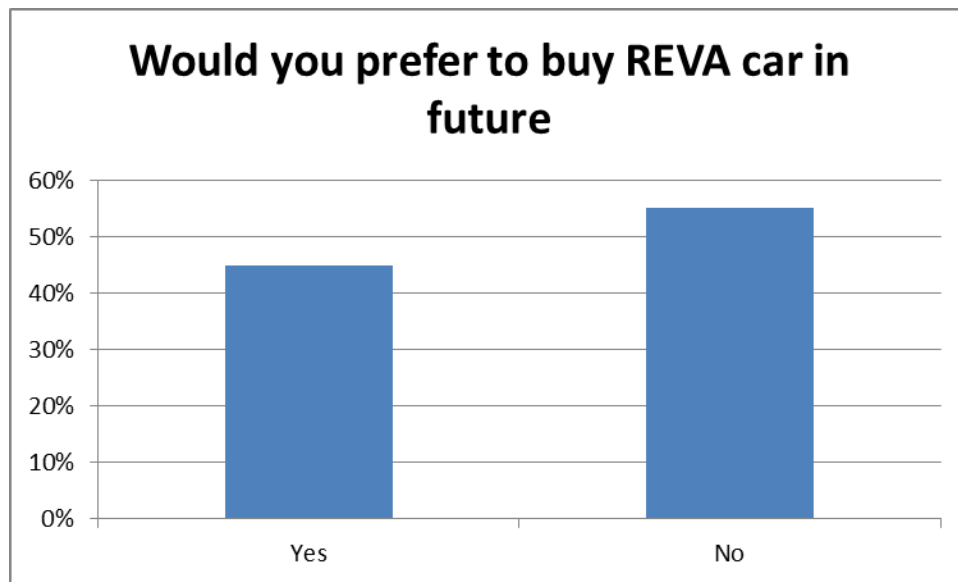
**INTERPRETATION**

75 respondents demonstrated their assention that REVA has a wide assortment of autos. Then again 26% of them said that REVA does not have a wide assortment of autos.

4.14 Table showing the results of opportunity arises in the future to buy a car

	Respondents	Percentage respondents
Yes	45	45%
No	55	55%
Total	100	100.0

4.14 Graph showing the results of opportunity arises in the future to buy a car



#### INTERPRATATION

In spite of its notoriety and positive perspectives about REVA, 55% of the respondents demonstrated their less enthusiasm to buy another REVA auto later on. Not as much as half of the respondents (45%) demonstrate their readiness to do as such

## **CHAPTER 5:**

### **SUMMARY OF FINDINGS, CONCLUSION & RECOMMENDATION.**

#### **5.1. SUMMARY OF FINDINGS**

- Lack of government support as sponsorship and foundation advancement, is influencing the business
- High Charging time, Lower Mileage, low Speed, Less battery life, Durability are the real specialized issues confronted by the electric Cars industry.
- Lack of administrative specialist and wellbeing Standards are a noteworthy worry for the business over the long haul.
- There are no settled players in the market, with a decent brand name.
- Majority of respondents trust that Electric autos are costly.
- Purchasing choices of electric autos is very little affected by the ads.
- Female clients are presently the greatest target portion of EV Industry
- There is an absence of mindfulness among respondents about the advantages of electric autos
- Media mindfulness towards electric autos is low.
- There is all the more no. of petroleum vehicles in the market than the Electric ones.

## **5.2. SUGGESTIONS:**

In view of the investigation, the accompanying suggestions can be executed:

1. Learning about Green Cars: Since a hefty portion of the respondents knew about the Green Cars, better correspondence with respect to its use should be given. This will guarantee that individuals will give genuine thought to buy.
2. Cost of Green Car: In India, just two assortments of Green Car are accessible. Reva of Mahindra has a value scope of Rs. 400000 - 600000 while Prius of Toyota is accessible in the value scope of Rs. 2700000 – 3500000 (Ex-Showroom Price). Since the vast majority of the respondents will pay in the value scope of Rs. 400000 – 600000, more advancement from Reva in regards to its value range is required.
3. Appropriations and Infrastructure: The administration ought to give sponsorships on tax assessment for buy of green autos, endowments in toll accumulation from green auto clients, and the framework offices like electronic focuses at petroleum pumps and key zones ought to be given by the legislature at financed rates till the request creates for green autos
4. Limited time Events: Events like a test drive visits can led on Corporate parks or territories where corporate parks are found , famous shopping centers and so on. Organizations can direct occasions like aSpeed , Time Distance Rally there members can1 utilize green autos for the rally

### **5.3. CONCLUSION:**

The investigation was finished keeping parameters like Age, Sex, Education, Annual Family Income and Car use.

1. AGE OF THE RESPONDENT: It was watched that age plays imperative criteria for the conviction that circulation of Green Cars would supplant Conventional Cars after some time. The greater part of the respondents concur that the Green Car would supplant ordinary autos however the age gathering of 31-40 years were in support as against other age gatherings. Age was additionally a critical model for the comprehension of Green autos. Most respondents comprehend about Green auto yet they required more data to settle on buy choice

2. SEX OF THE RESPONDENT: The parameter of comprehension of Green Cars was evaluated against the sex of the respondent. It was watched that most extreme number of respondents thought about green autos however required more data to settle on a buy choice. Additionally the quantity of guys who are prepared to purchase is higher.

3. EDUCATION: The parameter of Education was evaluated against the comprehension of green autos of a person. The learning about green autos was higher for Post Graduates than graduates. The parameter of Education was evaluated against Green autos supplanting customary auto after some time. The quantity of Post Graduates who concur that Green autos would supplant customary autos after some time is higher than Graduates.

4. Yearly INCOME OF THE FAMILY: The parameter of Annual pay of the family was surveyed against future thought to purchase a Green auto. As the yearly pay expanded the quantity of respondents who were prepared to purchase a Green Car was higher. The parameter of Annual wage of the family was surveyed against value willing to pay for a Green Car. Greatest respondents regardless of their yearly pay of family want to pay Rs. 400000 – 600000.

5. CAR USAGE: The parameter of auto utilization was thought about against Green Cars supplanting traditional autos after some time. Higher number of clients whose auto use was recreation concur that Green Cars would supplant ordinary autos after some time. The parameter of auto utilization was looked at against learning about Green Cars. The quantity of respondents

whose utilization is for day by day recompense concur that they have better comprehension of Green Cars

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## ANNEXURE

### QUESTIONNAIRES

Please put a ( ✓ ) mark against each option where ever required.

- 1) the following table shows the age of respondents
  - a. 18-20
  - b. 21-30
  - c. 31-40
  - d. 41-50
  - e. 50 and above
- 2) the chart shows gender of respondents
  - a. Male
  - b. Female
- 3) what is the education qualification of respondents
  - a. Graduates
  - b. Post graduates
  - c. Doctorate
- 4) what is annual income of family
  - a. Less than rs 600000
  - b. Rs600000-800000
  - c. Rs800000-1000000
  - d. Rs1000000-1200000
  - e. Above rs 1200000
- 5) Understanding amongst respondents about the Green Cars
  - a. Strongly disagree
  - b. Disagree
  - c. Neither agree nor disagree
  - d. Strongly agree
  - e. Agree
- 6) what are factors considered during purchasing a car
  - a. Respondents said fuel efficiency
  - b. Respondents said features
  - c. Brand environment friendly
- 7) what are occupation of the respondents

- a. Students
  - b. Business people
  - c. Officials
  - d. Other professions
- 8) motivation expressed by consumer class in buying the electric scooter
- a. News paper
  - b. Television and mass media advertisements
  - c. Events regarding energy conservation
  - d. Friends
- 9) what are consumer preference for parameter of electric scooter
- a. Price
  - b. Maintenance
  - c. Durability
  - d. Style
  - e. Easy driving
  - f. Mileage
- 10) who are motivators to purchase a green car
- a. Lower maintenance
  - b. Information on green cars
  - c. Respondents said purchase price lesser than a convention car
  - d. Government subsidy or tax exemption
- 11) do your family members own a Mahindra reva car
- a. Yes
  - b. No
- 12) do you think reva cars are serving better than other brand cars
- a. Yes
  - b. No
- 13) do you think reva has a wide variety of cars
- a. No
  - b. Yes
- 14) If opportunity arises in the future to buy a car, would you prefer to buy a reva car?
- a. Yes
  - b. No



**ACHARYA INSTITUTE OF TECHNOLOGY**

**DEPARTMENT OF MBA**

**WEEKLY REPORT (16MBAPR407)**

**Name of the Student:** MADHUSUDHAN A

**Internal Guide:** Mr SENDHIL KUMAR










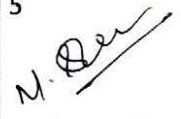
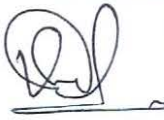

**USN No:** 1AZ16MBA34





**Specialization:** Marketing & HR

**Title of the Project:** A STUDY ON CUSTOMER PERCEPTION ON  
ELECTRIC CARS

**Company Name:** MAHINDRA REVA

**Company LOCATION:** BANGALORE

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Introduction About Mahindra reva and its Operation		1 
22-01-18 to 27-01-18	Learning about different operations and products by Mahindra reva		2 
29-01-18 to 03-02-18	Orientation and gathering information about the growth of the company		3 
05-02-18 to 10-02-18	Analysis of the position of the company		4 
12-02-18 to 17-02-18	Research Problem Identification		5 
19-02-18 to 24-02-18	Population of the Research instrument for data collection		6 

<b>26-02-18</b> to <b>03-03-18</b>	Theoretical background of the study		7 M. Per
<b>04-03-18</b> to <b>10-03-18</b>	Data collection and Data analysis		8 M. Per
<b>12-03-18</b> to <b>17-03-18</b>	Interpretation of data gathered during the survey		9 M. Per
<b>19-03-18</b> to <b>24-03-18</b>	Final report preparation and submission		10 M. Per



HOD

A handwritten signature in blue ink, appearing to be "M. Per", written in a cursive style.