

PROJECT REPORT ON
“A STUDY ON CONSUMER SATISFACTION USING KANO MODEL
WITH REFERENCE TO MANDОВI MOTORS PVT LTD
MANGALORE “

SUBMITTED BY

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SUBMITTED TO



VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfilment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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2022-2024



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Ref: MANG/HR/ 513B/2024-25

Date: 31/08/2024

TO WHOM SO EVER IT MAY CONCERN

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During the tenure we found her to be sincere, hardworking, and efficient with good Conduct and aptitude to gain knowledge.

We wish her all the success in her future career.

For Mandovi Motors Private Ltd

Shivaprasad A
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Accredited by NBA (CSE & ECE)

Date: 09/09/2024

CERTIFICATE

This is to certify that Swathi bearing USN 4AL22BA113, is a bonafide student of Master of Business Administration course of Alva's Institute of Engineering and Technology, Moodbidri for the batch 2022-2024, affiliated to Visvesvaraya Technological University, Belagavi. The Project report on "A Study on Consumer satisfaction using Kano Model with reference to Mandovi Motors Pvt Ltd Mangalore", is prepared by her under the guidance of Mrs. Priya Sequeira, Associate Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi, Karnataka.

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DECLARATION

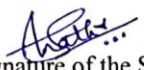
I Swathi, bearing hereby declares that the Project Title entitled “A STUDY ON CONSUMER SATISFACTION USING KANO MODEL WITH REFERENCE TO MANDОВI MOTORS PRIVATE LIMITED MANGALORE” is prepared by me under the guidance of Mrs. Priya Sequiera, HOD PG Department of Business Administration Alva’s Institute of Engineering and Technology and External Guidance by Mr. Shivaprasad HR Manager Mandovi Motors Pvt Ltd Mangalore.

I also declare that this Project is towards the partial fulfilment of the University regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University Belagavi.

I have undergone a summer Project for period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/ diploma from any other University/Institution.

Place: Mijar

Date: 21/09/2024


Signature of the Student

(Swathi)

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I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. It gives me immense pleasure to acknowledge all those who have encouraged and supported for the successful completion of this Work.

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EXECUTIVE SUMMARY

This study focuses on analyzing consumer satisfaction at Mandovi Motors Pvt. Ltd., Mangalore, using the Kano Model, a widely recognized framework for understanding customer satisfaction. The objective is to categorize and prioritize customer needs to improve overall service quality at Mandovi Motors. The Kano Model distinguishes between five types of customer requirements: basic needs, performance needs, excitement needs, indifferent needs, and reverse needs.

Through customer surveys and feedback collection, the study seeks to identify how Mandovi Motors is currently meeting these needs and areas where improvement is necessary. Data analysis will classify customer preferences into Kano's categories to determine what aspects of service delivery are considered must-have (basic), what increases customer satisfaction proportionally (performance), and what leads to delight (excitement).

The findings from the study will enable Mandovi Motors to focus on improving key performance areas, thereby enhancing customer loyalty and satisfaction. Recommendations based on the analysis aim to optimize service strategies by addressing the essential and performance-driven aspects while introducing innovative solutions that cater to customers' excitement needs. This study provides insights that can help the company maintain its competitive edge in the automotive sector.