

Abstract of D.Litt./Doctoral Dissertation

A Quality Function Deployment Model with respect to Multi Utility Vehicle Segment in Satara¹

AGAWANE RAJENDRA JAGANNATH*

Abstract

In addition to the fact that manufacturers gain from positive verbal, yet in addition, marks that perform well, have more elevated amounts of consumer proposal and repurchase aim, which is worthwhile when vehicle consumer come nearer to the repurchase purpose of the possession cycle. Offering consumers' a wonderful and brilliant after deals service is vital as bringing the deal to a close itself, since excess of 90 percent of service customers who are exceptionally happy with the dealership, will return to their service merchant for post-guarantee service. With MPV, SUV space, the market was dependably there, with very few alternatives accessible. The examination will support makers and service dealers' in concentrating and improving the customers' prerequisites in overhauling of the vehicles, design and offer separate item as indicated by them with conceivable model of Quality function Deployment (QFD).

JEL Code : M10, M11, M21, M31, M37, O32

Keywords : Vehicle, MUV, MPV, OEM, QFD, Cars, Satara, Maharashtra, India

I. Introduction

STUDY BY J.D. POWER (June 29, 2017) on vehicle dependability finds vehicles driven more than 40,000 kms indicate the need to replace components and parts by 67% vs. petrol vehicles 58%. The study finds that diesel vehicles deteriorate more. Average vehicle dependability is 189 per 100 in 2017, down from 185 in 2016 in India. Lower problem occurrences suggest long term vehicle quality. There is rise in reported problems of vehicles driven above 40000 kms. The average of 73 more problems per 100

1 The Thesis was submitted to Shivaji University, Kolhapur submitted in 2019 and awarded in 2020, under the supervision of Dr. Bhola Sarang Shankar, Associate Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Satara, Maharashtra 415015, INDIA

* Assistant Professor, Karmaveer Bhaurao Patil Institute of Management Studies and Research, Post Box 67, Survey No. 467/3, VaryeSatara, Maharashtra 415015, INDIA

Submitted June 2021; Accepted August 2021

- iii. Workshops on time estimates should be arranged for the service advisors, as it is the time schedule which consumers give priority. Number of consumer interaction programs for the service staff should be arranged for this purpose. 'Time study' can be a tool that can be used in this regard to estimate the time required for specific tasks that are performed to further communicate the time required.
- iv. Training programs for technicians on prompt and fast servicing should be arranged on regular basis with change in vehicle model, engine types and technology, reliability on few experts for specific technical aspect will not help, as this will be a factor for dissatisfaction for delay in service of the vehicle.
- v. The examination has shown how Quality function deployment (QFD) can be connected to new product development endeavors. The zones of design that must be concentrated to in order to make a product that interests to the shopper are investigated by significance customers attach and prioritize.
- vi. On the service front, the QFD technique and SERVQUAL philosophy is consolidated for need priority identification and gap identification, which demonstrates the request of the five RATER measurements dependent on their average gap scores as: Reliability (- 0.3), followed by Assurance (- 0.2), Empathy (0) Responsiveness (- 0.4), and Tangibles (- 0.3), showing an extension for development for a vehicle service focus. Buyers anticipate dependable service for the segment from the specialist service providers, which demonstrates a noteworthy gap on this front. Compassionate approach, assurance, and responsiveness needs improvement. Tangibles of service center are normal for brief and expressed service necessities.

References

- Adithya, D. H., (2013), "Customer Perception And Behaviour Of Car Owners –An Empirical Study In Bangalore City", *Global Research Analysis*, January 2013, pp. 104-107.
- Ambekar, S. S. (2013) "Service Quality Gap Analysis Of Automobile Service Centers", *Indian Journal of Research In Management, Business and Social Sciences (Ijrmbs)*, March 2013, pp. 38-41.
- Cassandra, C. E., (2011), "Quality Function Deployment In Continuous Improvement, Six Sigma Projects And Personal Experiences",. In P. A. Coskun, *Quality Function Deployment In Continuous Improvement, Six Sigma Projects And Personal Experiences*, Intech Europe, Rijeka, Croatia, , pp. 45-78.
- Chin, Q. Y.-L., Kwai-Sang, (2019), "Identifying Passengers' Needs In Cabin Interiors Of High-Speed Rails In China Using Quality Function Deployment For Improving Passenger Satisfaction" *Transportation Research Part A: Policy And Practice* , pp. 326-342.

Devi S., A., (2013), "A Study On Customer Satisfaction Towards Tata Nano Car With Special Reference To Coimbatore City", *Gra - Global Research Analysis*, August 2013, pp. 12-13.

Griffin, Abbie and John R. Hauser, (1991), "The voice of the customer," Massachusetts Institute of Technology, Cambridge, MA.

Hamidullah, R. A., (2010), "Qfd As A Tool For Improvement Of Car Dashboard", *Journal Of Quality And Technology Management*, pp. 1-22.

JD Power, (2017), "Press Release Information", October 24, 2017, (www.jdpower.com)

JD Power, (2018). "Press Release Information", December 24, 2018, (www.jdpower.com)

Kurnia, J.A., (2012), "Improving Quality Product Of A Motorcycle S Suspension At An Automotive Company Using Quality Function Deployment Value Analysis (Qfdva : An Indonesian Case", *Procedia Engineering*, Vol. 50 , pp. 78-87.

Mehr, H. A.Mohsen Safaee, (2013), "Determining And Ranking Criteria Of Product Design Using Consolidated Qfd Approach And Fuzzy Logic In Tire Industry", *European Online Journal Of Natural And Social Sciences* , pp. 434-438.

Raj, J.S.M Prasanna Mohan , (2013), "A Study On Customers Brand Preference In Suvs And Muvs: Effect Of Marketing Mix Variables", *Journal Of Arts, Science & Commerce* , January 2013, pp. 48-58.

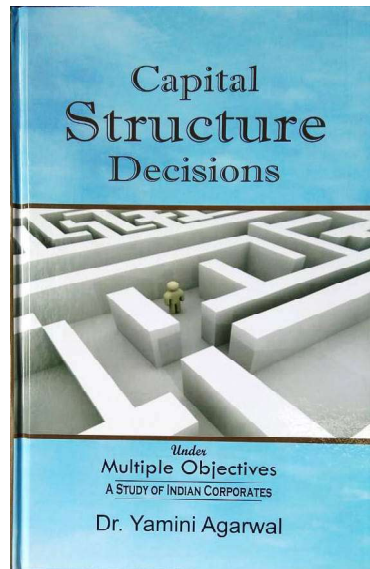
Sakshi, T. J. Modi , (2012), "Rising Indian Automobile Industry: Looks Do Matter!", *International Journal Of Business Management And Economics Research* , pp. 522-526.

Sardar, R., (2011), "Measuring Service Quality Of Indian Passenger Car Industry", *International Journal Of Management Research and Review* , pp. 97-104.

Shende, V., (2014), "Analysis Of Research In Consumer Behavior Of Automobile Passenger Car Customer", *International Journal Of Scientific And Research Publications*, February 2014, pp. 1-8.

Urs, A. N.M. C. Vijayakanth (2014), "Service Quality Gap Analysis Between Personal And Fleet Users In Four Wheeler Car Service Centre Across Karnataka Automotive Industries", *International Journal Of Emerging Research In Management & Technology*, October 2014, pp. 4-12.

Way Wan Yusoff, E. Y. (2011), "The Application Of Quality Function Deployment (Qfd) And Rapid Prototyping (Rp) Technology In Improving The Design Of Anti Sleep Driving Alarm", *Proceedings Of The 2011 International Conference On Industrial Engineering And Operations Management Kuala Lumpur, Malaysia* , pp. 68-97.



Capital Structure Decisions under Multiple Objectives : A Study of India Corporates

Contents

- Literature Review & Synthesis
- Research Methodology
- Understanding of Capital Structure Practices in India
- Capital Structure Decisions : A Case of Multiple Objectives
- Capital Structure Decisions under Multiple Objectives : Application & Testing of the Model
- Summary and Conclusion
- References
- Appendices

Endorsed by :

Prof. Franklin Allen ; Prof. Raj Lyengar;
Dr. Renyong Chi and Prof. Yochana Shachmurove

About the Author

Prof. Yamini Agarwal, Ph.D. (IIT Delhi), SBM (SIDA Sweden), M. Com. (Delhi School of Economics, MBF (Indian Institute of Finance), B.Com Honours (SRCC, University of Delhi)



Prof. Agarwal is currently working as Director and Professor of Finance, BVIMR, Delhi. She is Professor of Economics and Finance, Indian Institute of Finance. She had also served as Director, IIF Business School. She has done her Ph.D. on Capital Structure Decision under Multiple Objectives : A Study of Indian Corporates from IIT, Delhi. She has two international books to her credit published by John Wiley & Sons (Singapore & USA) and IIF Publications (India). She has 38 Research Papers and 57 Book Reviews published in international and national refereed journals. She has supervised over 78 MBA level dissertations. She has developed 79 Case Studies in Corporate Finance and Managerial Economics. She has also presented 12 research papers in international and national conferences and seminars. She is also on the referee and review board of several well known publishers. She is also Associate Editor of Finance India. She is Regional Council Members of the Indo American Chambers of Commerce. She has delivered seminars at Central Banks and National Universities of different countries. She has travelled over 22 countries as part of the international academic collaborations. She is on the editorial board of the journal Sub-Saharan Review of Economics and Finance Paris, France. She has a research bent of mind. Her areas of interest are Corporate Finance and Valuations, Micro and Macroeconomic Perspective on Global Issues, Security Analysis and Portfolio Management. She appears frequently for her expert views as an economist on All India Radio, TV, Magazines and National Dailies.

For Orders and Bulk Discount(s) Contact :
IIF Publication
Indian Institute of Finance

ISBN : **81-85225-19-2**
Pages : **223**
Price : **₹ 950/- + Postage**
Discount 40%