Abstract of D.Litt./Doctoral Dissertation

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

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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

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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


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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

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