1.1 Introduction
Indian Automobile Companies are driving in top gear and it is because of easy access to
technology and other infrastructural support. The Automobile Industry in India is stronger
day by day after the post era of liberalization. Today Indian automakers can chum new
version of global standard car within a short period of time with cost cutting advantages
through value engineering. The Market has become highly competitive when compared
with a decade batch where there were only few players. Now there is a clutter in the
mind-sized car segment. The life cycle of the product has got squeezed Indian
automobile industry tuned out to be a healthy, because many things come right like the
fiscal discipline, cost reduction, competent product launchers and prudence. All these
helped turn around of Indian Companies. Customer satisfaction is the individual's
perception of the performance of the product or service in relation to his or her
expectations. Customers will have drastically different exceptions of an expensive. The
concept of customer satisfaction is a function of customer expectations. The overall
objectives of providing value to customers continuously and more effectively than the
competition is to have and to return highly satisfied. This project is done to know the
customer satisfaction on Toyota Vehicle with reference to Amana Toyota (dealer) at
Kannur. A business team is measure of how products and services supplied by a
company meet or surpass customer expectation. It is seen as a key performance indicator
with in business and is part of the four perspective of balanced Scorecard. In a competitive
marketplace where business competes for a customers, customer satisfaction is seen as a
key differentiator and increasingly has been become a key element of business strategy
According to Philip Kotler, "a person's feeling of pleasure or disappointment resulting
from comparing a product's perceived performance for outcome) in relation to his or her
expectations"