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## A Study on a Customer Perception and Satisfaction Towards Tata Motor Cars with Reference to Coimbatore City

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### ABSTRACT:

This industrial research report focuses on identifying customer perception and satisfaction with Tata Motors in Coimbatore city. The study aims to identify factors affecting Tata Motors' sales, as consumers' perceptions may differ from the producer's intended offerings, which can negatively impact both parties in today's competitive environment. The study used a questionnaire that included questions about the cost of the car, its fuel efficiency, how well it was maintained, the after-sales services the company gave, the financial services it provided for the purchase, its performance.

**KEYWORDS:** customer, perception, satisfaction, tata motors, coimbatore

### INTRODUCTION:

Marketing is the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society. It generates strategies for sales techniques, business communication, and development. Organizations aim to build profits by creating meaningful value satisfaction for customers. All business activities should focus on customer needs and wants, coordinating with products and production programs. Customer satisfaction determines product technology expectations and human interaction, essential for purposeful businesses. Customer perception refers to a customer's preference for one brand over others. Customer satisfaction is measured through surveys and ratings, helping companies improve or change their products or services.

### OBJECTIVE:

- 1) To ascertain the level of customer preference & satisfaction about the TATA vehicles
- 2) To find out the key factors influencing customer preference towards TATA vehicles
- 3) To find out any drawback in their products and services

### SCOPE OF THE STUDY:

This study focuses on customer interaction to understand market potential, perception, and satisfaction levels. It is crucial for companies to understand customer preferences, satisfaction with TATA MOTORS' service, and customer awareness, providing valuable information on customer preferences and satisfaction.

### STATEMENT OF THE PROBLEM:

Customer choice process is a complex phenomenon. Making a decision to buy a product or service involve many processes. The literature on brand preference studies reveals that for the selection of durable product, especially four wheelers, the customer has to spend much time to evaluate and choose the preferred one based on their necessity and financial condition. So the researcher has to made an attempt to identify the brand preference of Tata cars in the study area and to examine customer preference and satisfaction.

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**REVIEW:**

- **Aytan Mammadli (2016)** the results revealed that customers of local fast food outlets are overall satisfied with their fast food restaurant experience. Additionally, customers exhibited high importance towards certain attributes such as quality and nutritional value of products, cleanliness and hygiene of the dining premise, quality and speed of the service handling, menu variety were amongst perceived important value attributes.
- **Ramamoorthy and Kausalya (2017)** Explained the customer satisfaction, necessary for organization to efficiently manage client satisfaction. the activities and work of sales and marketing department personnel in a practical manner. the suggestion made by the customers to improve luggage space and outlook.
- **Vikram Shende (2014)** All segments in Indian Car industry were studied and found that buyer has different priority of behaviors in each segment, whereas main driver for car purchase is disposable income.

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**LIMITATION OF THE STUDY:**

Time has been a major constraint throughout the study as this survey was restricted to coimbatore this cannot be stated as in-depth research on this subject. The data is completely depend upon the truthfulness of the respondent. The research tools has their own limitations.

**RESEARCH METHODOLOGY:**

Tools used for the study are:

- Simple percentage method
- Weighted average method
- Rank analysis

**COMPANY PROFILE:**

- Tata Motors, established in 1945, is India's largest automobile company with revenues of Rs. 25,660.79 crores (USD 5.5 billion) in 200809. It is the leader in commercial vehicles and among the top three in passenger vehicles, with products in compact, midsize car, and utility vehicle segments.
- Tata Motors has a manufacturing base in Jamshedpur, Pune, Lucknow, Pantnagar, and Dharwad. In 2014, it formed an industrial joint venture with Fiat Group Automobiles to produce both Fiat and Tata cars and powertrains.
- The company also distributes and markets Fiat branded cars in India. Tata Motors is committed to Corporate Social Responsibility and is a signatory to the United Nations Global Compact, engaging in community and social initiatives on labor and environment standards.

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**DATA ANALYSIS AND INTERPRETATION:**

A study on customer preference and satisfaction towards Tata motors with reference to coimbatore city was conducted, a questionnaire was used to gather information from 150 respondents of Tata motor customer for this study, which is systematically processed, tabulated, analysed, and interpreted in this chapter. The statistical tools that have been to analyses the data collected are follows;

- Simple percentage analysis
- Weighted average analysis
- Rank analysis method

**Simple percentage method****TABLE SHOWING OVERALL SATISFACTION LEVEL OF TATA CAR OF RESPONDENTS**

SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
Highly satisfied	26	17.33
Satisfied	105	70.00
Dissatisfied	12	8
Highly dissatisfied	7	4.67
TOTAL	150	100

SOURCE : Primary data

**INTERPRETATION**

The above table shows that 70% of respondents were satisfied of overall satisfaction level of tata car, 17.33% of respondents were highly satisfied of overall satisfaction level of tata car, 8% of respondents were dissatisfied of overall satisfaction level of tata car, 4.67% of respondents were highly dissatisfied of overall satisfaction level of tata car.

70% of respondents were satisfied of overall satisfaction level of tata car.

**CHART SHOWING OVERALL SATISFACTION LEVEL OF TATA CARS OF RESPONDENTS****TABLE SHOWING FACTOR INFULENCING THE RESPONDENTS TO CHOOSE TATA CAR**

FACTORS	NO OF RESPONDENTS	PERCENTAGE
Brand value	34	22.67
Driving comfort	32	21.33
Fuel efficiency	48	32.00
Design	26	17.33
Price	10	6.67
TOTAL	150	100

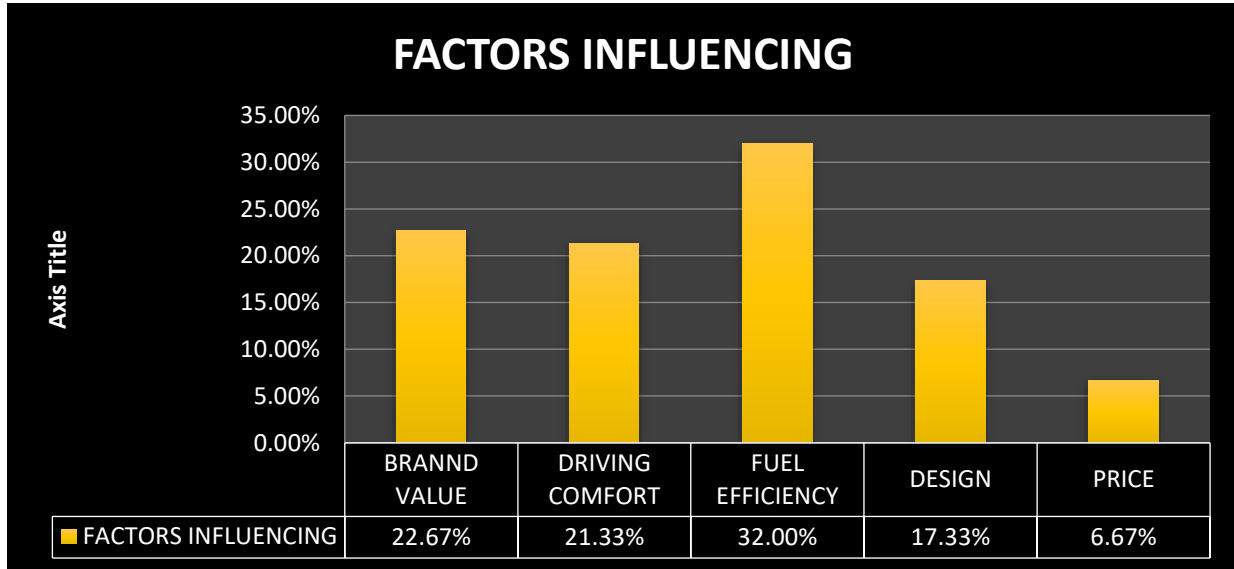
SOURCE : Primary data

**INTERPRETATION**

The above table shows that 32% of respondents are preferred tata for fuel efficiency. 22.67% of respondents are preferred tata for brand value.21.33% of respondents preferred tata for driving comfort, 17.33% of respondents are preferred tata for design, 6.67% of respondents are preferred tata for price.

32% of respondents who prefer tata for fuel efficiency.

**CHART SHOWING FACTOR INFLUENCING THE RESPONDENTS TO CHOOSE TATA CAR**



**TABLE SHOWING DRAWBACKS IN THEIR CAR OF**

**RESPONDENTS**

DRAWBACKS	NO OF RESPONDENTS	PERCENTAGE
After service	46	30.67
Reliability	56	37.33
Engine quality	27	18.00
Rusting issue	21	14.00
TOTAL	150	100

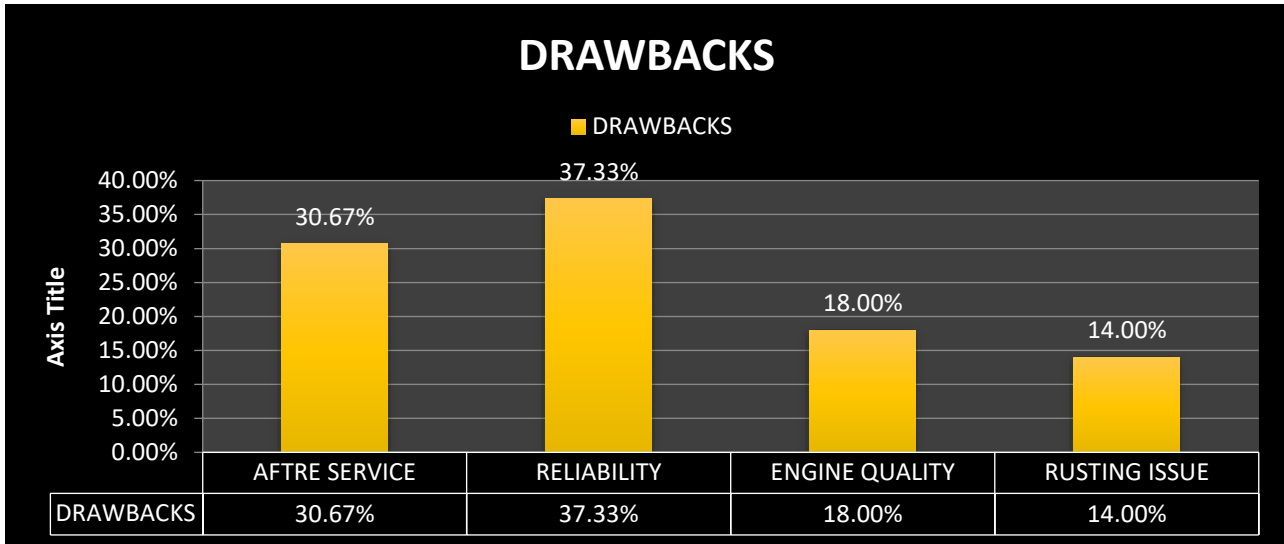
SOURCE : Primary data

**INTERPRETATION**

The above table shows that 37.33% of people have choosed reliability as drawback, 30.67% of people have choosed after service as drawback, 18% of people have choosed engine quality as drawback, 14% of people have choosed rusting issue as drawback.

37.33% of respondents have choosed reliability as drawback.

**4.2.16 CHART SHOWING DRAWBACKS IN THEIR CAR OF RESPONDENTS**



**Weighted average method**

**TABLE SHOWING THE SATISFACTION LEVEL OF VARIOUS FACTORS**

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total	Weighted average	Rank
MILEAGE	260	168	153	8	1	590	3.93	II
SAFETY	405	224	56	2	0	687	4.58	I
PERFOMANC E	205	224	114	8	1	552	3.68	V
PRICE	170	304	93	18	0	585	3.9	IV
FEATURES	195	316	60	10	7	588	3.92	III
AFTER SERVICE	40	144	168	60	20	432	2.88	VI

**INTERPRETATION**

The above table show that the satisfaction factors of Tata cars. The most number of respondents chooses safety to be the satisfactory factor. Then they choose mileage as the second satisfactory factor . The features are their third satisfactory factor and price to be the next satisfactory factor and so on.

**FINDINGS:**

**SIMPLE PERCENTAGE METHOD:**

- (70%) of respondents were satisfied of overall satisfaction level of Tata car.
- (32%) of respondents who prefer Tata for fuel efficiency
- (37.33%) of people have choosed reliability as drawback.

**WEIGHTED AVERAGE METHOD:**

The most number of respondents chooses safety to be the first satisfactory factor. Then they choose mileage as the second satisfactory factor . The features are their third satisfactory factor and price to be the next satisfactory factor and so on.

**SUGGESTION:**

- The Tata motors should improve the engine reliability to increase the preference opinion and satisfaction of customers
- The quality of after service in the showroom should be improved for as per customers opinion

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- The customer service provided by Tata motors needed to be improved
  - The refinement of engine should be improved for smooth ride for customers
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## **CONCLUSION:**

The study identifies key factors enhancing customer perception and satisfaction among car users, which will benefit Tata Motors and other car manufacturers. These factors include environmental influences that shape consumers' lives, and how they interact with the world around them. Marketing managers must understand consumers' live settings to understand their goals and effectively perform their activities. This understanding will help them better understand and meet the needs of their customers.

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