

# A Study on Customer Satisfaction towards Tata Motors in Coimbatore North

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## ABSTRACT

The present study is made on Tata motor cars. Tata has always given value products in the Indian Car Market whether it is path breaking recently launched TATA NANO. So the purpose of this study is to know whether the Tata Motor customers are satisfied by using the Tata Motor Cars. For this research purpose Coimbatore North was selected as the area with the sample size of 50 respondents. Questionnaire method was adapted to collect the require data by using convenient random sampling method from the period of Jan-Mar 2019. Finally the analyses were made with the help of simple percentage tools and the final result was given in the findings, suggestion and conclusion.

## 1. Introduction about the Tata Motors

Tata group's was founded by Jamsetji Tata in 1868, it is a global enterprise headquartered in India, and comprises over 100 operating companies, across six continents, exporting products and services to over 150 countries. Tata companies employ over 581,000 people worldwide. The core purpose is to improve the quality of life of the communities it serves globally, through long-term stakeholder value creation based on leadership with trust. As a result of this unique ownership structure and ethos of serving the community, the Tata name has been respected for more than 140 years and is trusted for its adherence to strong values and business ethics. Tata has always given value products in the Indian Car Market whether it is path breaking recently launched TATA NANO. Not only is the passenger car, even into the heavy vehicle segment TATA is the only sole leader in India. TATA has created its brand value not only in India but even outside India it has created its

brand by acquiring Jaguar-Land Rover, Corus Steel during 2007-08. TATA has been named among top 10 brand companies by Fortune Magazine in the year 2008.

## 2. Objectives of Study

- To know the Product offered by the Tata motors
- To know the customer satisfaction of Tata Motors.

## 3. Research Methodology

For this research purpose Coimbatore North was selected as the area of study with the sample size of 50 respondents. Questionnaire method was adapted to collect the require data by using convenient random sampling method. A period of the study was Jan-Mar 19. Simple Percentage analysis used to analysis the data. Primary and Secondary data were used to collect the required information for the research purpose.

Demographic profile and customer's opinion, satisfaction of the respondents

Age of the respondents	No of Respondents	Percentage
21-30 years	18	36
31-40 years	16	32
40-50 years	10	20
51 years Above	6	12
<b>TOTAL</b>	<b>50</b>	<b>100</b>
Gender of respondents		
Male	30	60
Female	20	40
<b>TOTAL</b>	<b>50</b>	<b>100</b>
Occupation of respondents		
Government Employee	8	16
It Employee	10	20
Other's	32	64
<b>TOTAL</b>	<b>50</b>	<b>100</b>
Annual Income of respondents		
1Lakh-2Lakh	18	36

2Lakh-3Lakh	16	32
Above 3Lakh	16	32
<b>TOTAL</b>	<b>50</b>	<b>100</b>
<b>Brand preference</b>		
Brand Image	10	20
Design	20	40
Availability	12	24
Comfort	8	16
<b>TOTAL</b>	<b>50</b>	<b>100</b>
<b>Types of car you are using</b>		
Hatch Back	16	32
Sedan	22	44
SUV	18	36
<b>TOTAL</b>	<b>50</b>	<b>100</b>
<b>How long have you owned your car</b>		
Less Than 6 Months	10	20
Less Than A Years	14	28
Less Than 5 Years	10	20
More Than 5 Years	16	32
<b>TOTAL</b>	<b>50</b>	<b>100</b>
<b>Mileage of Tata cars</b>		
Highly satisfied	7	14
Satisfied	28	56
Neutral	8	16
Dissatisfied	7	14
<b>TOTAL</b>	<b>50</b>	<b>100</b>
<b>Satisfied about Tata cars comparing with others</b>		
Highly satisfied	8	16
Satisfied	10	20
Neutral	12	24
Dissatisfied	20	40
<b>TOTAL</b>	<b>50</b>	<b>100</b>
<b>Knowledge about the Tata car brand</b>		
Advertisement	12	24
Friends	10	20
Relatives	8	16
Others	20	40
<b>TOTAL</b>	<b>50</b>	<b>100</b>

#### 4. Result

- Majority (36%) of the respondents are in the age group of 21-30 years.
- Majority (60%) of the respondents are male.
- Majority (64%) of the respondents are in own occupation.
- Majority (36%) of the respondents are having the income of Rs. 1Lakh – 2Lakh.
- Majority (40%) of the respondents are choosing design.
- Majority (44%) of the respondents are using sedan cars.

- Majority (32%) of the respondents are using their car for more than 5 years.
- Majority (56%) of the respondents were satisfied with the mileage.
- Majority (40%) of the respondents were dissatisfied by using the Tata cars when compared to others.
- Majority (40%) of the respondents were know through others.

#### 5. Suggestion

Most of the respondents requesting the company to improve the luxury and design works for cars.

## 6. Conclusion

Tata Motors is market leader in Automobile Industry with high market shares. Manufacturing low fuel consumption But

they have few weakness in domestic market TATA Motors should come in Luxury segment with new strategies in domestic market.

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