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A STUDY ON CUSTOMER SATISFACTION FOR TATA MOTORS

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ABSTRACT

The Tata bunches center design is to work on the personal satisfaction of the networks it serves around the world, through long haul partner esteem creation dependent on authority with trust.

Established by Jamsetji Tata in 1868, the Tata bunch is a worldwide endeavor settled in India, and involves more than 100 working organizations, with activities in excess of 100 nations across six mainland's, trading items and administrations to more than 150 nations. The income of Tata organizations, taken together, was \$103.27 billion (around Rs624,757crore) in 2013-14, with 67.2 percent of this coming from organizations outside India. Goodbye organizations utilize more than 581,000 individuals around the world.

Great corporate citizenship is important for the Tata bunches DNA. 66% of the value of Tata Sons, the advertiser holding organization, is held by humanitarian trusts, along these lines returning abundance to society. Because of this exceptional possession design and ethos of serving the local area, the Tata name has been regarded for over 140 years and is trusted for its adherence to solid qualities and business morals.

KEYWORDS: TATA, CUSTOMER, SATISFACTION

INTRODUCTION:

Traveller CAR SEGMENTS INDIA

A 3-million colossal industry can't be without some old-style segmentation. India's traveller vehicle industry is stalled into various sections. This is ruined simplicity of understanding and further developed rivalry among makers to get greater pies of specific portions.

REVIEW OF LITERATURE

Riaz et al. (2010) emphasized that Consumer loyalty is an assessment of distinction between earlier assumptions regarding product and its real exhibition. Consumer loyalty is the way clients respond towards the state of satisfaction, and how clients judge the fulfillment level, Customer fulfillment is the response of client toward condition of the satisfaction and judgment of customer concerning that satisfied state.

Heshmati et al.(2012) emphasized that Customer fulfillment is the assumption prior to devouring an item in regards to quality or it is a pre-utilization judgment or expectation.

Bae et al. (2012) said that Satisfaction is a result of procurement wherein purchaser contrast cost and compensates and the anticipated consequences.

Maxham et al. (2001) said that There is consistently a good connection between consumer loyalty and benefit amplification of an organization.

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Chen et al. (2001) emphasized that No one is significant than clients and their fulfillment is the extreme goal through progress in administrations as far as seriousness and it saves future income in addition to it turns into the reason for cost decrease in future.

Hong et al. (2010) emphasized that Customer fulfillment is the apparent sensation of a client for which he or she has set guidelines if his assumptions match with the standard he is satisfied.

Uлага et al. (2002) emphasized that There are number of magnificent investigations on explicit relationship of employees' satisfaction. Often the nature of the relationship is called fulfillment reflect which gives an idea that achievement of business is from fulfillment of representative which is reflected in term of the customer satisfaction. Service quality is gotten from worker fulfillment for instance if employees are fulfilled it has direct impact on both consumer loyalty and service quality.

SCOPE OF THE STUDY

The degree is to concentrate on the different sections in the auto business as the auto business is developing vigorously with a greater number of unfamiliar players going into the homegrown market. The extent of the review is additionally to concentrate on the items presented by Tata Motors to its clients for the equivalent and furthermore to concentrate on the different variables which are the main drivers for the Increasing Market Share in the A2 Segment for Market.

Organization Profile:

Through its auxiliaries, the organization is occupied with designing and car arrangements, auto vehicle parts assembling and production network exercises, vehicle financing, and machine instruments and processing plant computerization arrangements.

Goodbye Motors is focused on working on the personal satisfaction of networks by dealing with four push regions employability, schooling, wellbeing and climate. The exercises contact the existences of in excess of 1,000,000 residents.

RESEARCH METHODOLOGY

A procedure is generally a rule framework for tackling an issue, with explicit parts like stages, undertakings, strategies, methods and instruments. The Research Methodology Adopted is both Primary and Secondary Data. Essential information is gathered by Data gathered by dissemination of Questionnaire Auxiliary Data is gathered by the sites of the association. The example size taken for my study is of 100 respondents.

FINDINGS

- Majority of the customers are using Maruti Vehicles. Out of the sample taken for the survey, 44% of the respondents are using Maruti Vehicles customers were not satisfied with the after sales service of Tata Motors.
- Most of the customers are looking forward to buy a hatchback car and the reason given by the customers as the increasing traffic in the local area and also hatchbacks are easy to drive and park. Customers also said the they feel a good driving pleasure in a hatchback car.
- Majority of customers are looking forward for the features of safety and comfort rather than design.
- People did not have a very good experience at the dealerships as the employees there were not sound with the product knowledge.
- Majority of the customers had issues with the service of TATA Motors. Customers said that they are not satisfied by the service that TATA Motors offer.

- Tata Motors needs to keep a proper check on the service on the dealerships.

RECOMMENDATIONS

- TATA Motors should focus more on their service part which is a major factor based on which people buy any product and Tata Motors should focus more on practices which enhances the Customer Relationship with TATA Motors.
- Tata Motors needs to focus on the after sales service of their products.
- TATA Motors should try to focus more on the aspect of the service of the vehicles of the customers.
- Tata Motors needs to focus more on the offers that they are giving to customers.

CONCLUSION

India has seen a wide growth in the automobile industry in the past 10-15 years. Various foreign players have also entered the domestic market.

Talking about the market TATA Motor s has various competitors which includes Maruti Suzuki, ford Hyundai etc. TATA has a new launch in the A2 Segment as BOLT which has the capacity to make its place in the market when there are so big players in the market.

What needs to be done is to focus more on its advertising and also how to make customers aware about its new product and it’s features.

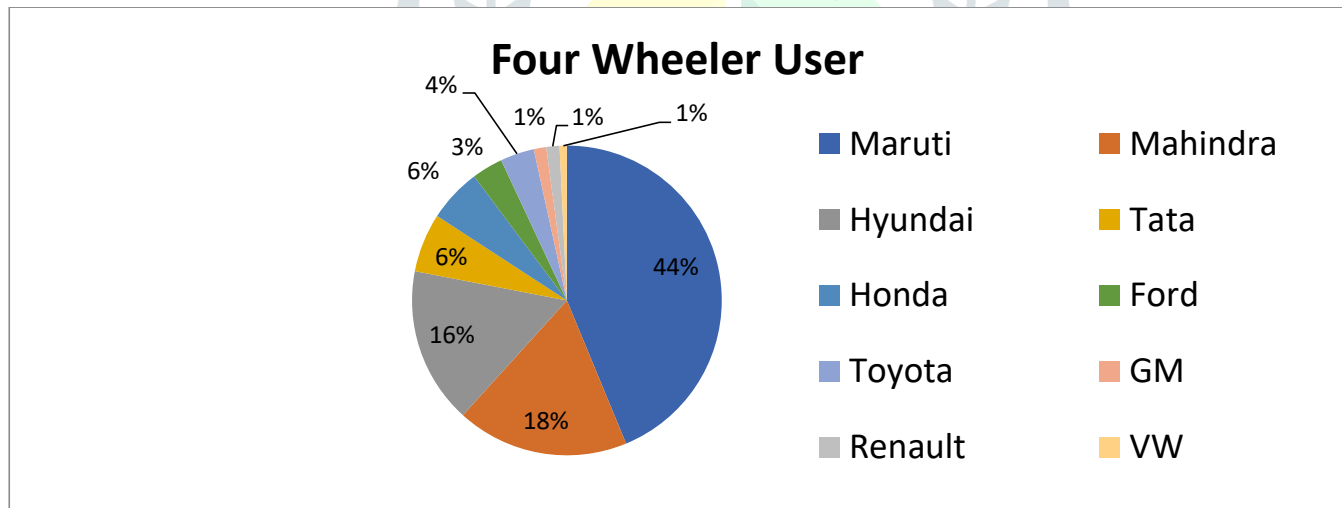
Data Analysis

Ques 1: Are you using a four-wheeler?

Yes:

No:

If yes, of which brand?? _____

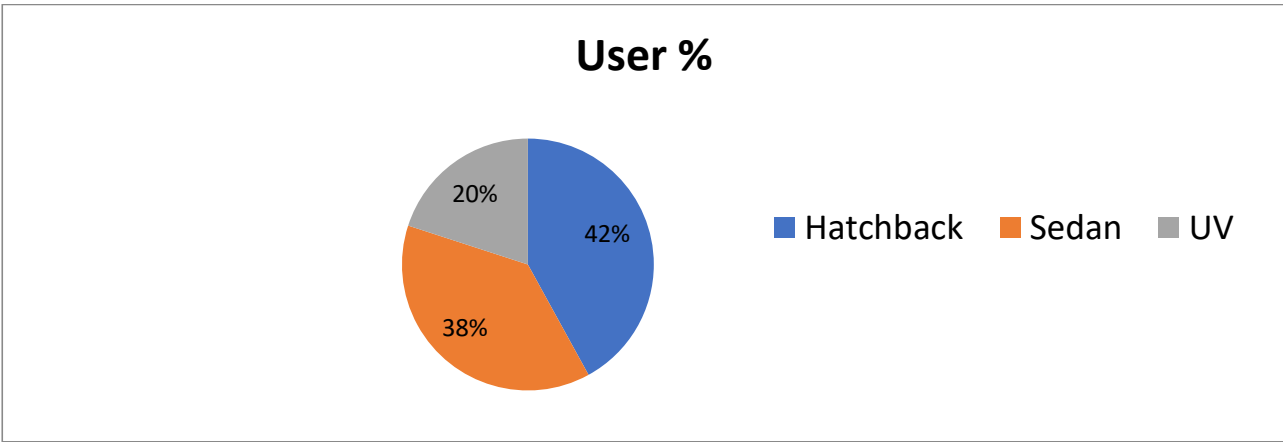


Ques 2: What type of car you are looking forward to??

a: Hatchback

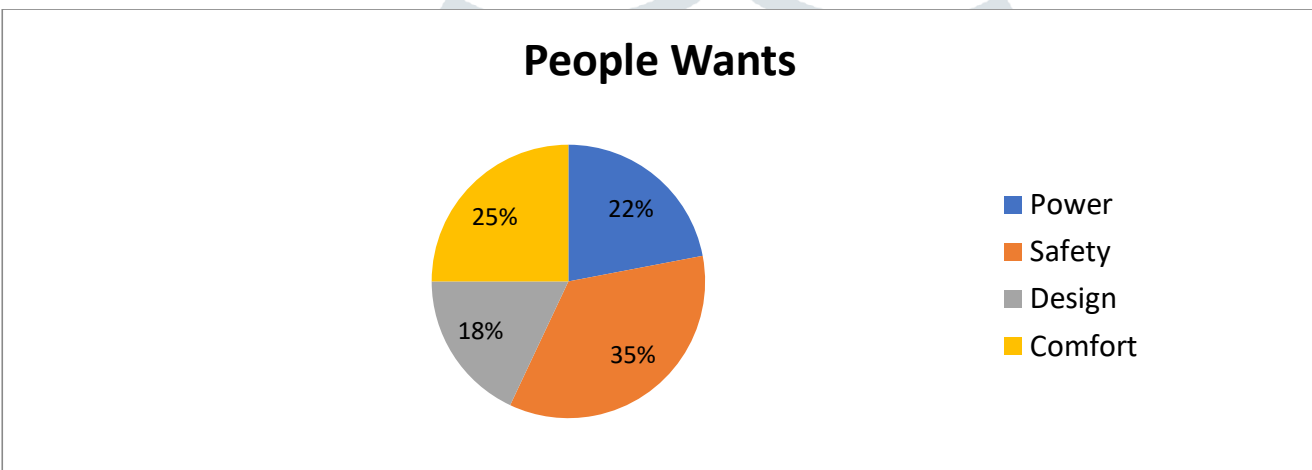
b: Sedan

c: UV



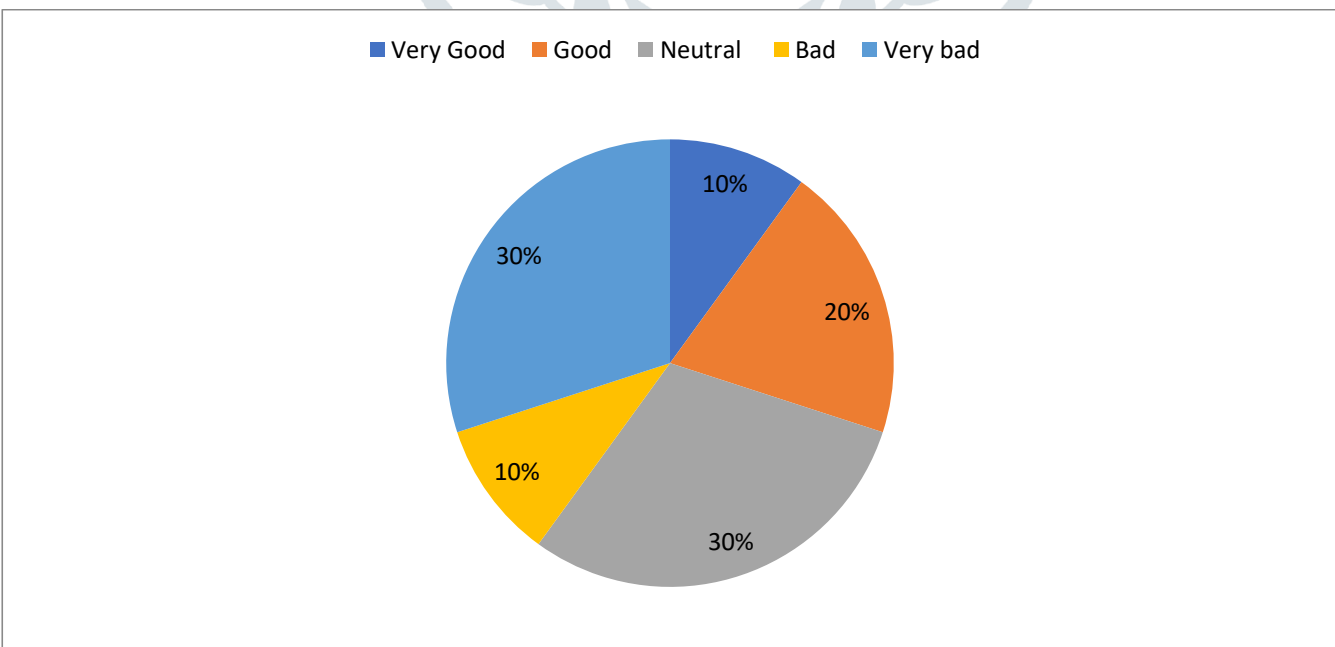
Ques 3: What are the features you look forward when you go to buy a car?

A: Power b: Safety c: Design d: Comfort



Ques 4: How will you rate the Sales Interaction with the employees at the dealership of Tata Motors?

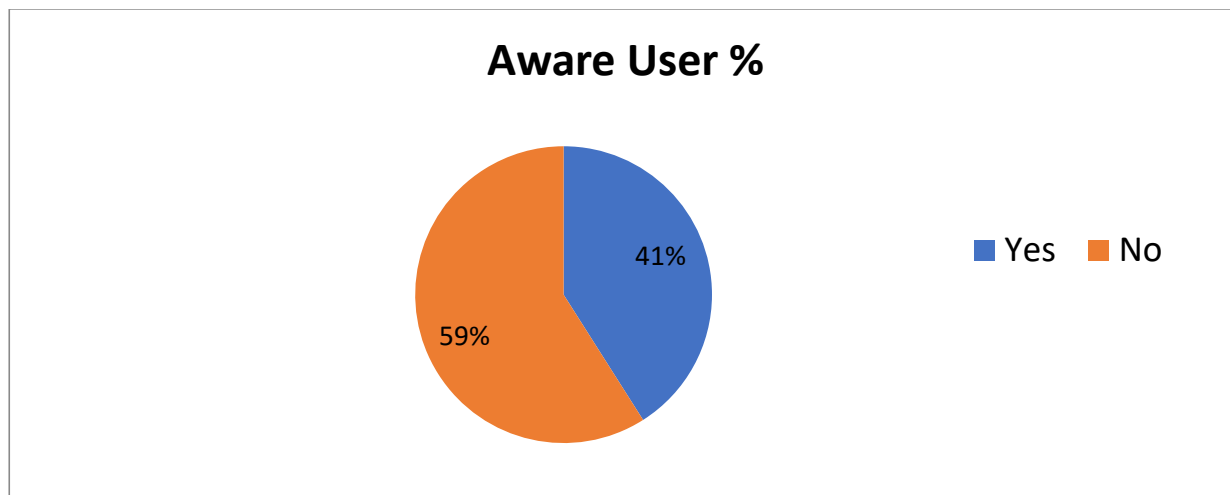
A: Very Good B: Good c: neutral d: bad e: Very bad



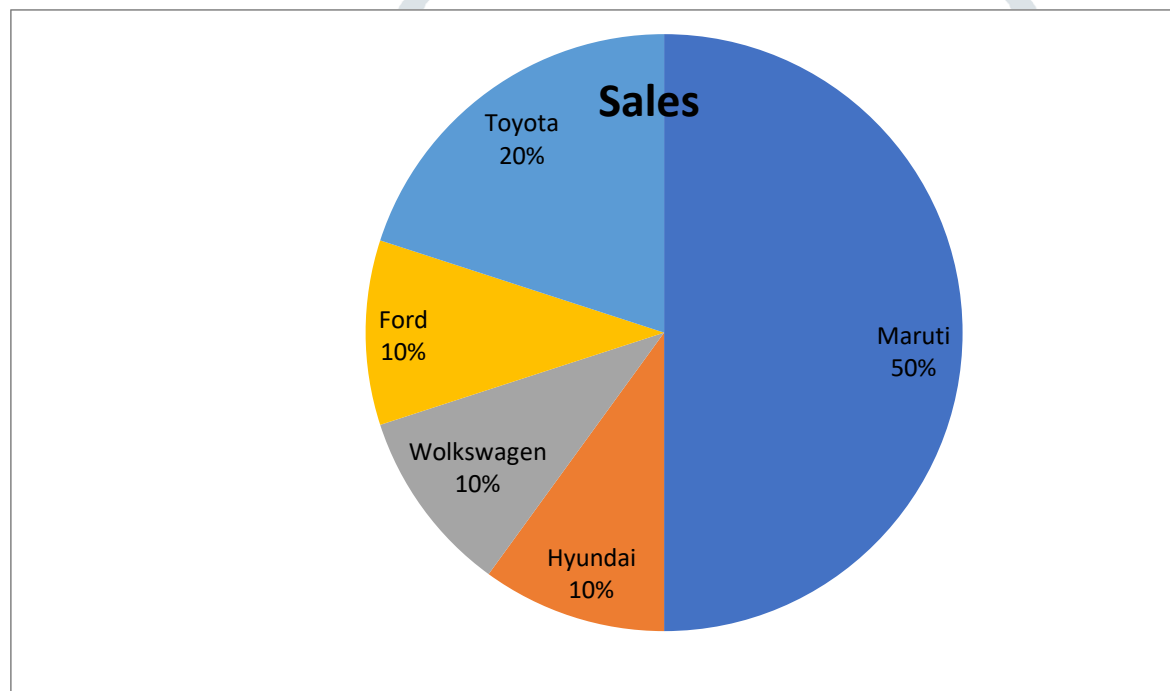
Ques 5: Are you aware of all the products that Tata Motors Offers to the customers and the new launches offered by TATA?

Yes:

No:



Ques 6: With what other brands have you compared TATA'S BOLT?



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