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Address:-Ashok Yakkaldevi 258/34, Raviwar Peth, Solapur - 413 005 Maharashtra, India Cell : 9595 359 435, Ph No: 02172372010 Email: ayisrj@yahoo.in Website: www.isrj.net

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ORIGINAL ARTICLE



CUSTOMER SATISFACTION TOWARDS TATA NANO

AMBRESH DEVARGUDI

Abstract:

Satisfaction is crucial concern for both customers and organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented cannot beunderdetermined. Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. The overall study reveals that It was found that the customer are mostly satisfied with price, design, safety, mileage, interior space, status brand name, comfort level, spares part and after sale service.

KEYWORDS:

Mileage, interior Space, Satisfaction, manufacturing, Vkg Tata Motors.

GENERAL INTRODUCTION:

The buyer's satisfaction after purchase on the offer's performance in relation to the buyer's expectation is very important. In general, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance in relation to his/her expectation. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation, the customer is satisfied. If the performance exceeds the expectations, the customer is highly satisfied or delighted.

The link between customer satisfaction and customer loyalty is not proportional. Suppose customer satisfaction is rated on a scale from 1 to 5. At a very low level of customer satisfaction (level 1), customers are likely to abandon the company and even bad-mouth it. At level 2 to 4 customers are fairly satisfied, but still find it easy to switch when a better offer comes along. At level 5, the customer is very likely to repurchase and spread good word of mouth about the company. High satisfaction or delight creates an emotional bond with the brand of company, not just a rational reference.

TATA MOTORS is a leading FOUR-Wheeler manufacturing company and their dealers VKG TATA MOTORS Gulbarga were interested in studying customer satisfaction with the service. This prompted the researcher to undertake a study on the same problem. This study was undertaken to know the level of customer satisfaction at a VKG Tata Motors, dealer of Tata motors. The objective of this survey is to know the customer satisfaction level towards the service offered by VKG Tata Motors.

This study also attempts to find whether customer reference generates business to the company by way of influencing their friends, relatives to buy Tata Four Wheelers.

The survey is conducted amongst 50 consumers of VKG Tata Motors Gulbarga city as well others Talukhas like Bidar, Sedum, Yaadgir, etc. The respondents are men in the age group of 25 years & above. The data for the survey is collected through both primary and secondary sources. The primary data is collected through direct contact with consumers through questionnaire. The secondary sources include various text books, journals and websites.

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OBJECTIVES

Primary objectives

To know the Customer Satisfaction at the VKG Tata Motors. To know the impact of Tata Nano on other segment of Tata Motors. To know the market share of Tata Motors and Tata Nano in particular. To study the impact of Tata Nano on competitors product.

Secondary objectives

To understand customer attitude towards dealer service. To know the satisfaction of the customer with after sales service. To check the customer reference as a business generator.

SCOPE OF THE STUDY

This study covers customers of VKG Tata Motors only. Consumers also had come to the dealer to get their car serviced were selected as respondents. The size of respondents was restricted to 50 only.

Customer satisfaction was studied on the basis of various parameters like time taken by the sales staff to attend to the buyer's clarifications of any doubts of the consumers, test ride offered, on time delivery of vehicle after servicing, overall sales process etc.

The customer loyalty towards VKG Tata Motors was studied by asking the respondents of their willingness to purchase Tata four wheeler from the same dealer. Customer reference was studied by asking the respondents if they recommended their friends to avail the VKG Tata Motors.

RESEARCH METHODOLOGY

Research design is the basic plan, which guides the researchers in the collection and analysis of data required for preparing the research project. In fact, the research design is the conceptual structure with which research is conducted. It consists of the blue print for the collection, measurement and analysis of the data that was followed in completing the study to ensure that the study is relevant to the problem and will follow the predetermined set of data.

The main feature of "Research Design" is that it specifies population to be studied. The main theme of the chapter is to know the source of the data the researcher has collected. Data are raw facts of observation, typically about physical phenomenon, Thus data are usually subjected to value added process where

Its form is aggregated, manipulated and Organized Its contents are analyzed and evaluated It is placed in a proper context for human user

Therefore, information is processed data placed in a context that gives value for the reader. It is a basis for analyzing and interpreting, which helps in making note of findings, conclusions and also helps to give suggestions. So data should be accurate, correct and clear. If it is inaccurate and not in proper orders the whole output gets affected and it may lead to confusion.

LIMITATION OF THE STUDY

The study was constrained by the time and cost factor.

Limitation on part of the researcher posed by the company.

The research had been restricted to particular area only in Gulbarga.

The bias of the respondents might have led to errors in the survey finding.

Lack of knowledge and experience in the actual field work is the barrier for the free flow of the project aspects

The sample size for the study was restricted to only 50 respondents. Descriptive Research

The research design selected for this research is descriptive research design. This study has adopted cross sectional analysis in descriptive research design.

Descriptive Research includes surveys and a fact finding enquires of different kinds. The major purpose of Descriptive Research is description of the statement of affairs as it exists at present. The characteristic of this method is that the researcher has no control over the variable, he can only report what has happened or what happening. In science and business research quite often the term ex-post facto research is used for descriptive research studies.

Here, the study describes the satisfaction level of the customers with the dealership.

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METHODOLOGY:

Source of data Data can be sourced through two ways, primary and secondary

Primary Data

The primary data are that information, which are collected afresh and for the first time and thus happen to be original in character. The survey method is adopted to collect primary data. Survey research is the systematic gathering of data from sample elements through questionnaires.

A questionnaire would contain a list of questions to be answered and it is administered by personal interview.

Secondary Data

The secondary data are those which have already been collected by some other agency and which have already been processed. The sources of secondary data are Company sources, Industry sources, and Annual reports, Journals, Brochures and Websites.

DATAANALYSIS

Motivated to buy the Car

Particulars	No. of respondents	Percentage
Nearness	12	24
Service	21	42
Friends & relatives	17	32
TOTAL	50	100

Analysis

From the above table it was clear that 42% of the respondents were motivated to buy the car from the particular dealer for providing good service.

32% of the respondents were motivated by friends & relatives.

And the 24% of the respondents were motivated to buy the car from particular dealer for their convenience or nearness.

Inference:

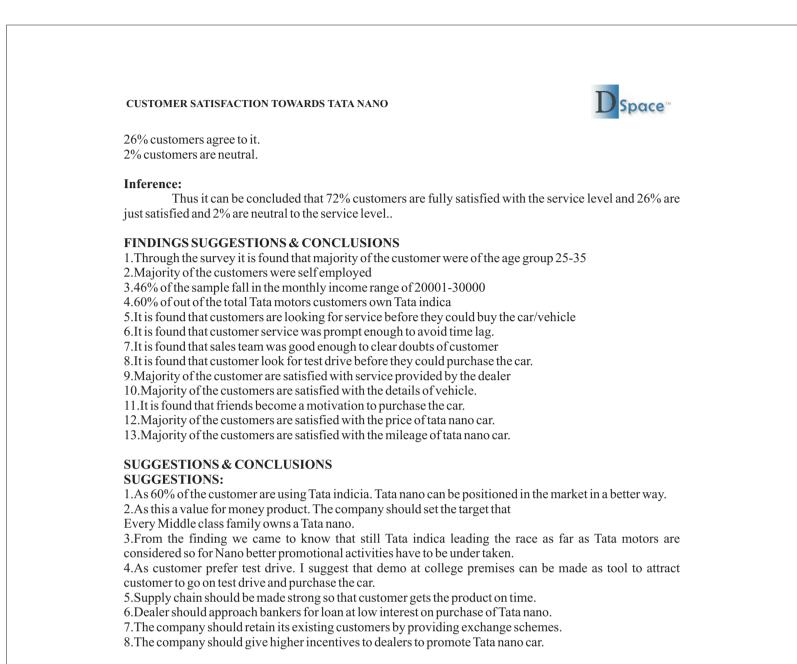
From the data we conclude that, the customers were motivated to buy the car from particular dealer for providing good service. They were also motivated by friends & relatives. Thus Service was the most important priority for the respondents to buy the car from a particular dealer.

Was attended by sales staff without much waiting

Particular	No. of respondents	Percentage
Fully agree	36	72
Agree	13	26
Neutral	1	2
Disagree	0	0
Fully disagree	0	0
Total	50	100

Analysis:

From the table it was clear that majority of the customers were fully agree i.e. 72% Review Of Research * Volume 2 Issue 11 * Aug 2013

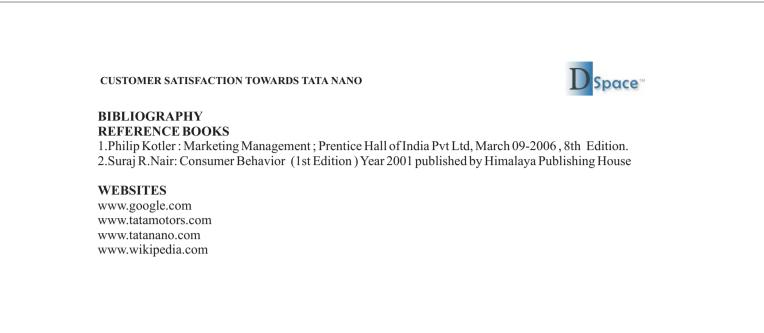


CONCLUSIONS:

As the Indian market gets tough to tougher the role of marketing strategies has become the matter of core significance to fight the fast growing competition.

Almost a decade ago the Indian market was more or less a seller market. The buyer did not have much option to choose from. With the entry of multinational corporations the markets slowly started changing into a buyer market. Most of the Indian giants were shaken by the sudden competition growth. They realized that the time had come to make strong marketing strategies to retain their market position and also customer satisfaction has much more importance in the present day scenario because customer satisfaction plays a vital role in business generation. Through satisfied customer, company can expand their customer base i.e. through word of mouth advertising and customer reference. Thus companies should always try to deliver value added service to its customer to satisfy their need and wants.

Tata Nano achieves what most people deemed impossible through originality and ingenuity. It is a no frills car that serves the needs of the general public and India's deplorable road conditions and notorious traffic. In this sense, the production and launch of Tata Nano can be called a revolution - not only to the consumers but also to industry players. Other players are contemplating on their own versions of low cost alternatives as a result of the overwhelming response from the Indian public and all over the world during the pre-launching ceremony. Moreover, their skepticism is met with a surprise upon seeing the model in action. The next step forward for Tata is to address the possible concerns with regard to ownership in order for customers to grasp the value proposition that Tata is trying to propagate. This includes dispelling all perceptions of shortcomings normally associated with a low-cost car through vigorous testing on real roads using real users. The basic rule of customer service still applies. Tata Nano should meet the consumer's expectations by providing a reliable and modestly safe vehicle to drive. The car, with its immense recognition gained even before its launch, is expected to fulfill the dreams of common people.



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