

Vol 2 Issue 11 Aug 2013

ISSN No : 2249-894X

*Monthly Multidisciplinary
Research Journal*

*Review Of
Research Journal*

Chief Editors

Ashok Yakkaldevi
A R Burla College, India

Flávio de São Pedro Filho
Federal University of Rondonia, Brazil

Ecaterina Patrascu
Spiru Haret University, Bucharest

Kamani Perera
Regional Centre For Strategic Studies,
Sri Lanka

Welcome to Review Of Research

RNI MAHMUL/2011/38595

ISSN No.2249-894X

Review Of Research Journal is a multidisciplinary research journal, published monthly in English, Hindi & Marathi Language. All research papers submitted to the journal will be double-blind peer reviewed referred by members of the editorial Board readers will include investigator in universities, research institutes government and industry with research interest in the general subjects.

Advisory Board

Flávio de São Pedro Filho Federal University of Rondonia, Brazil	Horia Patrascu Spiru Haret University, Bucharest, Romania	Mabel Miao Center for China and Globalization, China
Kamani Perera Regional Centre For Strategic Studies, Sri Lanka	Delia Serbescu Spiru Haret University, Bucharest, Romania	Ruth Wolf University Walla, Israel
Ecaterina Patrascu Spiru Haret University, Bucharest	Xiaohua Yang University of San Francisco, San Francisco	Jie Hao University of Sydney, Australia
Fabricio Moraes de Almeida Federal University of Rondonia, Brazil	Karina Xavier Massachusetts Institute of Technology (MIT), USA	Pei-Shan Kao Andrea University of Essex, United Kingdom
Catalina Neculai University of Coventry, UK	May Hongmei Gao Kennesaw State University, USA	Osmar Siena Brazil
Anna Maria Constantinovici AL. I. Cuza University, Romania	Marc Fetscherin Rollins College, USA	Loredana Bosca Spiru Haret University, Romania
Romona Mihaila Spiru Haret University, Romania	Liu Chen Beijing Foreign Studies University, China	Ilie Pinte Spiru Haret University, Romania
Mahdi Moharrampour Islamic Azad University buinzahra Branch, Qazvin, Iran	Nimita Khanna Director, Isara Institute of Management, New Delhi	Govind P. Shinde Bharati Vidyapeeth School of Distance Education Center, Navi Mumbai
Titus Pop PhD, Partium Christian University, Oradea, Romania	Salve R. N. Department of Sociology, Shivaji University, Kolhapur	Sonal Singh Vikram University, Ujjain
J. K. VIJAYAKUMAR King Abdullah University of Science & Technology, Saudi Arabia.	P. Malyadri Government Degree College, Tandur, A.P.	Jayashree Patil-Dake MBA Department of Badruka College Commerce and Arts Post Graduate Centre (BCCAPGC), Kachiguda, Hyderabad
George - Calin SERITAN Postdoctoral Researcher Faculty of Philosophy and Socio-Political Sciences AL. I. Cuza University, Iasi	S. D. Sindkhedkar PSGVP Mandal's Arts, Science and Commerce College, Shahada [M.S.]	Maj. Dr. S. Bakhtiar Choudhary Director, Hyderabad AP India.
REZA KAFIPOUR Shiraz University of Medical Sciences Shiraz, Iran	Anurag Misra DBS College, Kanpur	AR. SARAVANAKUMARALAGAPPA UNIVERSITY, KARAIKUDI, TN
Rajendra Shendge Director, B.C.U.D. Solapur University, Solapur	C. D. Balaji Panimalar Engineering College, Chennai	V. MAHALAKSHMI Dean, Panimalar Engineering College
	Bhavana vivek patole PhD, Elphinstone college mumbai-32	S. KANNAN Ph.D, Annamalai University
	Awadhesh Kumar Shirotriya Secretary, Play India Play (Trust), Meerut (U.P.)	Kanwar Dinesh Singh Dept. English, Government Postgraduate College, solan

More.....

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



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 be underdetermined. 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.

KEY WORDS:

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.

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.

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.

DATA ANALYSIS**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%

CUSTOMER SATISFACTION TOWARDS TATA NANO



26% customers agree to it.
2% customers are neutral.

Inference:

Thus it can be concluded that 72% customers are fully satisfied with the service level and 26% are just satisfied and 2% are neutral to the service level..

FINDINGS SUGGESTIONS & CONCLUSIONS

1. Through the survey it is found that majority of the customer were of the age group 25-35
2. Majority of the customers were self employed
3. 46% of the sample fall in the monthly income range of 20001-30000
4. 60% of out of the total Tata motors customers own Tata indica
5. It is found that customers are looking for service before they could buy the car/vehicle
6. It is found that customer service was prompt enough to avoid time lag.
7. It is found that sales team was good enough to clear doubts of customer
8. It is found that customer look for test drive before they could purchase the car.
9. Majority of the customer are satisfied with service provided by the dealer
10. Majority of the customers are satisfied with the details of vehicle.
11. It is found that friends become a motivation to purchase the car.
12. Majority of the customers are satisfied with the price of tata nano car.
13. Majority of the customers are satisfied with the mileage of tata nano car.

SUGGESTIONS & CONCLUSIONS

SUGGESTIONS:

1. As 60% of the customer are using Tata indicia. Tata nano can be positioned in the market in a better way.
2. As this a value for money product. The company should set the target that Every Middle class family owns a Tata nano.
3. From the finding we came to know that still Tata indica leading the race as far as Tata motors are considered so for Nano better promotional activities have to be under taken.
4. As customer prefer test drive. I suggest that demo at college premises can be made as tool to attract customer to go on test drive and purchase the car.
5. Supply chain should be made strong so that customer gets the product on time.
6. Dealer should approach bankers for loan at low interest on purchase of Tata nano.
7. The company should retain its existing customers by providing exchange schemes.
8. The company should give higher incentives to dealers to promote Tata nano car.

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.

BIBLIOGRAPHY
REFERENCE BOOKS

1. Philip Kotler : Marketing Management ; Prentice Hall of India Pvt Ltd, March 09-2006 , 8th Edition.
2. Suraj R. Nair: Consumer Behavior (1st Edition) Year 2001 published by Himalaya Publishing House

WEBSITES

www.google.com
www.tatamotors.com
www.tatanano.com
www.wikipedia.com

Publish Research Article
International Level Multidisciplinary Research Journal
For All Subjects

Dear Sir/Mam,

We invite unpublished research paper.Summary of Research Project,Theses,Books and Books Review of publication,you will be pleased to know that our journals are

Associated and Indexed,India

- ★ International Scientific Journal Consortium Scientific
- ★ OPEN J-GATE

Associated and Indexed,USA

- DOAJ
- EBSCO
- Crossref DOI
- Index Copernicus
- Publication Index
- Academic Journal Database
- Contemporary Research Index
- Academic Paper Databse
- Digital Journals Database
- Current Index to Scholarly Journals
- Elite Scientific Journal Archive
- Directory Of Academic Resources
- Scholar Journal Index
- Recent Science Index
- Scientific Resources Database

Review Of Research Journal
258/34 Raviwar Peth Solapur-413005,Maharashtra
Contact-9595359435
E-Mail-ayisrj@yahoo.in/ayisrj2011@gmail.com
Website : www.isrj.net