# A Study on Customer Satisfaction Towards Tata Motors With Reference To Coimbatore District

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*Abstract-* *One of the key foundations of the Indian economy is the automobile sector. The purpose of the study is to determine how satisfied customers are with an organization. The degree to which a company's goods or services live up to consumer expectations is measured by customer satisfaction. It is among the most significant predictors of consumer loyalty and purchasing intentions. It aids in forecasting revenue and business growth. The key to satisfying customers is consistency.*

*The purpose of this research report is to determine how Coimbatore city's customers view and feel about Tata Motors. The goal of the study is to determine the elements influencing Tata Motors' sales because, in the current competitive market, consumers' views may diverge from the producer's planned offerings, which could have a detrimental effect on both parties. A questionnaire was utilized in the study to gather information from 120 respondents on the car's price, fuel efficiency, maintenance quality, after-sales services, financial services, and overall performance.*

## I. INTRODUCTION

Customer and organizational satisfaction is a critical concern. Since satisfaction is a subjective concept, it is challenging to quantify. It differs from person to person and product to product and is dependent on numerous things. It is impossible to overstate how crucial customer satisfaction is when developing customer- and market-oriented strategies. Improving the degree of client satisfaction has become a critical component for all organizations nowadays. In marketing, the phrase "customer satisfaction" refers to how well a company's goods and services meet or exceed the expectations of its clients.

Customer satisfaction is an important because a higher level of satisfaction can deliver many satisfactions. Those satisfactions are as follows:

**Loyalty:** A highly satisfied customer is a loyal customer.
**Repeat purchases:** A highly satisfied customers buy more products

**Referral:** A highly satisfied customer tells their friends and family about the product or service.
**Retention:** A highly satisfied customer is less likely to switch brands.
**Reduced cost:** A highly satisfied customer costs less to serve than a new customer.
**Premium safety:** A highly satisfied customer is willing to pay more for the products or services.

## INDIAN AUTOMOBILE INDUSTRY

Peter Drucker called the automobile industry as "the Industry of Industries". One of the factors contributing to economic expansion is the automobile sector. Over the past 10 years, concerted efforts have been made to give the vehicle policy a fresh perspective in order to fully realize the sector's economic potential.

The automotive industry of India categorized into the passenger vehicles, two wheelers, commercial vehicles and three wheelers with two wheeler dominant the market. The passenger vehicles are categorized into passenger cars, utility vehicles, and multipurpose vehicles. All sedans, hatchback, station wagons, and sport cars fall under the passenger car.

The development of a nation is significantly influenced by the automobile sector. Millions of people are employed by it, and it generates a significant amount of foreign exchange. The automobile industry grew quickly after deregulation and now accounts for 3.5% of India's GDP.

**Highlights of the Automobile Industry in India:**

- By 2030, the EV market is anticipated to reach 10 million annual sales, growing at a CAGR of 49% between 2022 and 2030. By 2030, the EV sector will generate 50 million direct and indirect jobs.
- It has been estimated that the market for financing EVs will be worth $50 billion in 2030, which is nearly 80% of the $60 billion retail car loan market in India today.

- In FY23, the passenger vehicle market in India is anticipated to expand by 16%.
- More than $222 billion is invested in India's automotive industry, which accounts for 7.1% of the country's GDP, and 8% of exports, and is expected to overtake the US as the third-largest automotive market by 2030.

## TATA MOTOR PROFILE

Jamsetji Tata founded Tata in 1868. In seven commercial sectors—communications and information technology, engineering, materials, services, energy, consumer goods, and chemicals—the Tata group has more than 100 active enterprises. The group's businesses export goods and services to 85 countries, and it operates in over 80 countries on six continents. One of the top five global producers of commercial vehicles is Tata Motors.

The biggest automaker in India is Tata Motors Limited. It leads the commercial vehicle market in every segment and ranks in the top three for passenger cars with successful models in the utility, midsize, and compact car markets. It is the fourth-biggest truck and bus manufacturer in the world. The goal to be the "best in the manner in which we operate, the best in the products we deliver, and the best in our value system and ethics" serves as a guide for the more than 55,000 people of the Tata Motors Group.

TATA Motors makes up around 4% of the nation's GDP. By providing cutting-edge mobility solutions that align with consumers' goals, Tata Motors embodies the philosophy of "Connecting aspirations."

Without noting the Pioneer Mr J.R.D. Tata's involvement in establishing the Tata group with high standard Engineering Research Center (ERC) in 1965 to assist technological advancement, the development story of the Indian automobile industry cannot be considered complete.

## II. REVIEW OF LITRATURE

**Abhishek Kumar (2019)**, a study on customer preference and satisfaction with special reference to Tata Motors" was the subject of the study. This study's main goal is to investigate customer happiness and preference at Samrat Automobiles Pvt. Ltd., which handles the marketing, sales, and finance of TATA MOTORS commercial goods. The stratified random sample approach was used to conduct this study. 220 clients made up the sample size for this study, which was carried out in the Patna district. Based on the results of this study, it was determined that dealers, distributors, and institutional clients

had positive opinions of the Tata Motors goods used by SAMARAT AUTOMOBILES PVT. LTD. We may infer from this study that TATA MOTORS LTD. is a business that adheres to a set of principles and enjoys a stellar reputation for producing high-quality and profitable products.

**Dr. P Kuppuraj et al. (2019)**, carried out a study on Coimbatore North's customer satisfaction with Tata Motor. The study's primary goals are to learn more about the products that Tata Motors offers and how satisfied customers are with the company. Using a random sampling technique, the questionnaire approach was used to get the data. Coimbatore North was chosen as the study location, and 50 respondents made up the sample size. This study was carried out between January and March of 2019.

**C. Ganesan (2017)**, carried out a study on TATA Motors' measurement of customer satisfaction levels before and after sales service. Their main goals are to expand their market globally in terms of consumer demands and environmentally friendly technologies, as well as to develop future vehicle concepts that are creative.

The study's methodology is quantitative, and a sample size of 200 people was used to gather secondary data via questionnaires about pre-, during-, and post-sales topics. The degree of client satisfaction was gauged using a 5-point rating system that went from "Highly Satisfied" to "Unsatisfied." According to the report, around 86% of consumers would rather purchase a new car, and 14% of them did so. Therefore, this study comes to the conclusion that the two things that clients are most drawn to are the quality of the service visit and the after-sales service. Many customers express satisfaction with Tata Motors' after-sales service.

**Dr. B Venkateshwara Reddy (2016)**, carried out a study on Tata Motor Cars customers' satisfaction. Measuring customer satisfaction with Tata Motors, comparing customer satisfaction levels across Tata Motors, or researching the factors that influence Tata Motors are the primary goals. Data analysis was done using statistical techniques. Users of Tata Motors vehicles provided the primary data, while journals, association bulletins, periodicals, news articles, books, and websites provided the secondary data. Quality, performance, service, occupation, income level, or educational background were discovered to be important factors. It has been determined that the present study of automobile users will assist all automakers, not just Tata Motors, in carrying out their operations more efficiently.

**Javed (2015)**, stated that customer satisfaction and service quality in the four-wheeler vehicle business are the subjects of

the study. It examines customer happiness and how it affects the auto industry. Numerous factors have been examined during the course of the study, including customer happiness, consumer perception, and awareness of NEXA automobiles. Customer happiness is the most crucial aspect of any industry, according to the authors' use of the service quality model. Therefore, it is the main responsibility of service industries to improve customer satisfaction and quality of service which is beneficial to enhance the no. of new customers.

**Ms. R. Suriya (2015)**,carried out research at Vst Motors in Cuddalore on customer satisfaction and service quality with regard to Tata Indica. The study's primary goal is to determine the variables that affect the degree of customer satisfaction and to evaluate the effectiveness of the services rendered. The nature of the research is descriptive. The study notes that some customers' survey responses might not be entirely accurate to the best of their knowledge. Furthermore, our research indicates that the majority of clients anticipate lower service rates and shorter wait times for both service delivery and arrival. Customers will be more satisfied if these areas are improved effectively, and this company will have a bright future in the automotive industry.

### III. STATEMENT OF THE PROBLEM

A competent researcher will not accept a research, until he understands the problem definition is the core of research process. As such it denotes the particular most important step to be performed. According to researcher's view point problem identification represents conversion of the management problem in to research problem.

In the case, the topic is to know the "customer satisfaction towards Tata Motors in Coimbatore District, the basic problem is to know the satisfaction of the consumer is at present towards the Tata Motors.

### NEED FOR THE STUDY

- To understand the customer satisfaction levels of Tata Motors
- To study the enhancement on Tata Motors cars models.
- To know the opinion about various segments of cars in Tata Motors
- To analyse the findings or recommend the change in service towards Customers.

### OBJECTIVES OF THE STUDY

- To identify the level of customer satisfaction towards Tata motors.
- To study the customer expectations and preferences of Tata motors.
- To find out the difficulties faced by the customers in Tata motors.
- To analyze the performance of Tata motors in regional road conditions.
- To determine the position of Tata motors among their competitors.

### SCOPE OF THE STUDY

This study focuses on customer interaction to understand market potential, perception, and satisfaction levels of Tata Motors in Coimbatore City.

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 and to gain insights whether the tata motors delivers what it promises.

### LIMITATION OF THE STUDY

- This research reflects the perception of customers in Coimbatore District only. So, findings and suggestions in this research cannot be extrapolated to the entire population.
- Sample size is 70 which is very small that is not enough to study the awareness and opinions in a broad view
- As sampling technique is convenient sampling so it may result in personal bias. So perfect result cannot be achieved.
- The study might also consist of false information's of the respondent's, based on their interest and personal views in it.

### IV. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. In research it is the responsibility of the researcher has to expose the research decisions to evaluate before they are implemented. The researcher has to specify very clearly and precisely what decisions he selects and why he selects them, so that others can evaluate on it. So, the adoption of proper methodology is an essential step in conducting a research study.

Research in common parlance refers to a search of knowledge. It can be defined as a scientific and systematic search for pertinent information on a specified task. In fact, research is an art of scientific investigation. This study adopts a descriptive research design to gather quantifiable information that can be statistically analyzed.

## SOURCE OF DATA

> ➢ Primary Data
> ➢ Secondary Data

## PRIMARY DATA

Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. In this study, the responses have been directly taken from the respondents through a structured questionnaire via google forms.

## SECONDARY DATA

Secondary data is research data that has previously been gathered and can be accessed by researchers. The secondary data for this study is gathered from pre-conducted researches and studies.

## DATA COLLECTION

This Study was based on primary data, which was collected through structured questionnaire from the customers of Tata Motors

The Research applied stratified sampling on the responses from the customers of tata Motors who own varies models of cars such as Altronz, Safari, Harrier, Nexon and Punch, etc

## AREA OF THE STUDY

The area of the study is Coimbatore District. Coimbatore, popularly known as Manchester of South India, is situated in western Part of the state of Tamil Nadu.

## SAMPLING TECHNIQUE

Convenience sampling technique is used here. When population elements are selected for inclusion in the sample based on the case of access, it can be called as convenience sampling.

## SAMPLE SIZE

In this study, 120 respondents are taken as sampling data for the interpretation of data in the research through questionnaire.

## V. FINDINGS

| INTERROGATIONS | RESPONSE | FREQUENCY | PERCENTAGE |
|---|---|---|---|
| Gender | Male | 55 | 45.8% |
| | Female | 65 | 54.2% |
| | **Total** | **120** | **100%** |
| Age | 18-25 | 4 | 5.7% |
| | 26-35 | 35 | 50% |
| | 36-45 | 31 | 44.3% |
| | Above 45 | 0 | 0 |
| | **Total** | **70** | **100%** |
| Occupation | Student | 36 | 30% |
| | Working Professional | 20 | 16.7% |
| | Govt/Pvt Staff | 13 | 10.8% |
| | Employee | 35 | 29.2% |
| | Business | 16 | 13.3% |
| | Other | 0 | 0 |
| | **Total** | **120** | **100%** |
| Monthly Income | Below 15,000 | 19 | 15.8% |
| | 15,000-30,000 | 22 | 18.3% |
| | 30,000-45,000 | 52 | 43.3% |
| | Above 45,000 | 27 | 22.5% |
| | **Total** | **120** | **100%** |
| Favourite Model Car in Tata Motors | Nexon | 20 | 16.7% |
| | Altroz | 18 | 15% |
| | Safari | 32 | 26.7% |
| | Punch | 28 | 23.3% |
| | Harrier | 18 | 15% |
| | Others | 4 | 3.3% |
| | **Total** | **120** | **100%** |
| Vehicles preferred in Tata Motors | Manual | 51 | 42.5% |
| | Automatic | 43 | 35.8% |
| | Semi-Automatic | 19 | 15.8% |
| | Electric (EV) | 7 | 5.8% |

| | | | |
|---|---|---|---|
| | **Total** | **120** | **100%** |
| Preferred fuel type | Petrol | 58 | 48.3% |
| | Diesel | 51 | 42.5% |
| | CNG | 10 | 8.3% |
| | LPG | 1 | 0.8% |
| | **Total** | **120** | **100%** |
| Factors considered while purchasing | Brand Image | 36 | 30% |
| | Pickup | 32 | 26.7% |
| | Mileage | 35 | 29.2% |
| | Maintenance | 11 | 9.2% |
| | Others | 6 | 5% |
| | **Total** | **120** | **100%** |
| • Do you think the price of Tata Motors is reasonable | Strongly Agree | 16 | 13.3% |
| | Agree | 71 | 59.2% |
| | Neutral | 30 | 25% |
| | Disagree | 3 | 2.5% |
| | Strongly Disagree | 0 | 0% |
| | **Total** | **120** | **100%** |
| Which brand will be the competitor for Tata Motors | Mahindra | 31 | 25.8% |
| | Honda | 36 | 30% |
| | Maruti | 13 | 10.8% |
| | Hyundai | 19 | 15.8% |
| | Toyato | 14 | 11.7% |
| | Suzuki | 6 | 5% |
| | Others | 1 | 0.8% |
| | **Total** | **120** | **100%** |
| Will you suggest Tata Motors to others | Most Probably | 19 | 15.8% |
| | Probably | 72 | 60% |
| | Moderate | 27 | 22.5% |
| | Not Probably | 2 | 1.7% |
| | No | 0 | 0% |
| | **Total** | **120** | **100%** |
| Are you satisfied with the fuel consumption of Tata Motors | Highly Satisfied | 11 | 9.2% |
| | Satisfied | 68 | 56.7% |
| | Neutral | 38 | 31.7% |
| | Dis-Satisfied | 3 | 2.5% |
| | Highly Dissatisfied | 0 | 0% |
| | **Total** | **120** | **100%** |
| Are you satisfied with the | Highly Satisfied | 10 | 8.3% |
| Technology and Infotainment in Tata Motors | Satisfied | 53 | 44.2% |
| | Neutral | 52 | 43.3% |
| | Dis-Satisfied | 5 | 4.2% |
| | Highly Dissatisfied | 0 | 0% |
| | **Total** | **120** | **100%** |
| • Is there any specific areas you think Tata Motors should improve on | Interior | 12 | 10% |
| | Exterior | 26 | 21.7% |
| | Technology | 42 | 35% |
| | Performance | 34 | 28.3% |
| | Others | 6 | 5% |
| | **Total** | **120** | **100%** |
| | Expensive | 9 | 7.5% |
| | Moderate | 76 | 63.3% |
| | Economic | 35 | 29.2% |
| | **Total** | **120** | **100%** |
| How do you rate the overall performance of Tata Motors | Excellent | 14 | 11.7% |
| | Good | 76 | 63.3% |
| | Fair | 30 | 25% |
| | Poor | 0 | 0% |
| | Bad | 0 | 0% |
| | **Total** | **120** | **100%** |
| How does the Tata Motors customer service respond to your questions or concerns | Excellent | 17 | 14.2% |
| | Good | 59 | 49.2% |
| | Fair | 42 | 35% |
| | Poor | 2 | 1.7% |
| | Bad | 0 | 0% |
| | **Total** | **120** | **100%** |
| Have you or any of your colleagues faced any delivery delay issues | Always | 7 | 5.8% |
| | Sometimes | 41 | 34.2% |
| | Often | 39 | 32.5% |
| | Rarely | 21 | 17.5% |
| | Never | 12 | 10% |
| | **Total** | **120** | **100%** |
| Did you had the awareness on buying cars before purchasing it | Fully Aware | 12 | 10% |
| | Aware | 57 | 47.5% |
| | Moderate | 50 | 41.7% |
| | Unaware | 1 | 0.8% |
| | Fully Unaware | 0 | 0% |
| | **Total** | **120** | **100%** |
| | Yes | 111 | 92.5% |
| | No | 9 | 7.5% |

| | | Total | 120 | 100% |
|---|---|---|---|---|
| How well does Tata Motors focuses on technology and development in their cars | | Excellent | 15 | 12.5% |
| | | Good | 63 | 52.5% |
| | | Fair | 39 | 32.5% |
| | | Poor | 3 | 2.5% |
| | | Bad | 0 | 0% |
| | | Total | 120 | 100% |
| Are the Tata Motors service centers in Coimbatore sufficient | | Highly Sufficient | 14 | 11.7% |
| | | Sufficient | 67 | 55.8% |
| | | Moderately Sufficient | 30 | 25% |
| | | Somewhat Sufficient | 6 | 5% |
| | | Not Sufficient | 3 | 2.5% |
| | | Total | 120 | 100% |
| How do you rate the quality of the services provided in Coimbatore | | Very Good | 13 | 10.8% |
| | | Good | 67 | 55.8% |
| | | Fair | 38 | 31.7% |
| | | Bad | 1 | 0.8% |
| | | Very Bad | 1 | 0.8% |
| | | Total | 120 | 100% |

## VI. SUGGESTIONS

- In order to boost consumer happiness and preference, Tata Motors needs increase its number of servicecenters in and around Coimbatore in all possible and most required locations.
- According to what clients think, the showroom's after-service quality needs to be raised.
- It is necessary to enhance Tata Motors' customer service with proper response and concerns to its customers.
- Tata Motors must also work on with exterior design, colour and as well as the interior at some cases
- Even though there is technology and infotainment, the development and the advancement of such aspects are the core expectations of the customers

## VII. CONCLUSION

Tata Motors and other automakers will profit from the study's identification of critical elements that improve consumer perception and happiness among automobile users. These elements include how consumers interact with their surroundings and the environmental influences that make their life. Marketing managers need to know how customers live in

order to comprehend their objectives and carry out their tasks efficiently. This knowledge will benefit them to comprehend and satisfy their clients' needs.

In the field of automobile with new technology day by day to sustain the customers and to rule the industry needs a lot of study and research in both product and customer centric. Aligning these two aspects will lead to a great success in capturing the market and the customers

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