

Emperor Journal of Marketing

ISSN:2583-0686

Mayas Publication®

www.mayas.info

Volume -V

Issue- II

February-2025

**A Study on a Customer Perception and Satisfaction towards
Tata Motor Cars with reference to Tiruchirappalli City**

M. Mohamed Thanseer

*Ph.D Full Time Research Scholar ,
PG and Research Department of Commerce,
Jamal Mohamed College (Autonomous),
(Affiliated to Bharathidasan University),
Tiruchirappalli.*

Dr. M. Sirajudeen

*Assistant Professor and Research Supervisor,
PG and Research Department of Commerce,
Jamal Mohamed College (Autonomous),
(Affiliated to Bharathidasan University),
Tiruchirappalli.*

Abstract

Automotive industry is one of the main pillars of Indian economy. It is one of most important indicators of purchase intentions and customer loyalty. It helps us to predict business growth and revenue. Consistency is secret ingredient to making customer happy. For this study purpose collecting sample size of 150 respondents. This industrial research report focuses on identifying customer perception and satisfaction with Tata Motors in Tiruchirappalli city. The study aims to identify factors affecting Tata Motors' sales, as consumers' perceptions may differ from the producer's intended offerings, which can negatively impact both parties in today's competitive environment. The study used a questionnaire that included questions about the cost of the car, its fuel efficiency, how well it was maintained, the aftersales services the company gave, the financial services it provided for the purchase, its performance.

Keywords: Customer, Perception, Satisfaction, Tata Motors, Market, Automobile Industry.

I. INTRODUCTION

The automobile is primary mode of transportation for many developed countries. TATA Motors Limited is an Indian Multinational automotive manufacturing company, Headquarters in Mumbai. Is part of TATA Group Initially established by Jehangir Ratanji Dadabhoy Tata. In 1945 -77 year ago. Tata Motors entered the passenger vehicle market in 1988 with the launch of the automobile followed by the Tata Sierra in 1991, becoming the first Indian manufacturer to achieve the capability of developing a competitive indigenous automobile. Tata Motors has been the parent company of Jaguar and Land Rover since the company established it for the acquisition of Jaguar Cars and Land Rover from Ford in 2008. Automobile industry in India accounts for a 12 percent of Gross value Added (GVA) in manufacturing sector, Auto industry contribute 49 percent to India's manufacturing GDP. TATA motors contribute about 4 percent to country's GDP. Tata Motors believes in 'Connecting aspirations', by offering innovative mobility solutions that are in line with customers' aspirations. India's largest automobile manufacturer, Tata Motors continues to take the lead in shaping the Indian commercial vehicle landscape, with the introduction of leading-edge power trains and electric solutions packaged for power performances and user comfort at the lowest life-cycle costs. The new passenger cars and utility vehicles are based on Impact Design and offer a superior blend of performance, driveability and connectivity. To be passionate in anticipating and providing the best vehicles and experience that excites our customers globally. Marketing is the process of creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society. It generates strategies for sales techniques, business communication, and development. Organizations aim to build profits by creating meaningful value satisfaction for customers. All business activities should focus on customer needs and wants, coordinating with products and production programs. Customer satisfaction determines product technology expectations and human interaction, essential for purposeful businesses. Customer perception refers to a customer's preference for one brand over others. Customer satisfaction is measured through surveys and ratings, helping companies improve or change their products or services.

Objectives of the Study

- 1) To study the Socio-Economic profile of the respondents.
- 2) To find the market performance and market position of Tata Motors.
- 3) To study the customer satisfaction of Tata Motors.

- 4) To ascertain the level of customer preference & satisfaction about the TATA vehicles.
- 5) To find out the key factors influencing customer preference towards TATA vehicles.

Scope of the Study

This study focuses on customer interaction to understand market potential, perception, and satisfaction levels. 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.

Statement of the Problem

Customer choice process is a complex phenomenon. Making a decision to buy a product or service involves many processes. The literature on brand preference studies reveals that for the selection of durable product, especially four wheelers, the customer has to spend much time to evaluate and choose the preferred one based on their necessity and financial condition. So the researcher has made an attempt to identify the brand preference of Tata cars in the study area and to examine customer preference and satisfaction.

Limitations of the Study

Time has been a major constraint throughout the study as this survey was restricted to Tiruchirappalli; this cannot be stated as in-depth research on this subject. The data is completely dependent upon the truthfulness of the respondent. The research tools have their own limitations.

Review of Literature

P Kuppuraj, G Sabarinathan, M Mohan (2019) Tata Motors is market leader in automobile industry with high market shares. Manufacturing low fuel consumption but they have few weaknesses in domestic market. Tata Motors should come in luxury segment with new strategic domestic market.

Aytan Mammadli (2016) the results revealed that customers of local fast food outlets are overall satisfied with their fast food restaurant experience. Additionally, customers exhibited high importance towards certain attributes such as quality and nutritional value of products, cleanliness and hygiene of the dining premise, quality and speed of the service handling, menu variety were amongst perceived important value attributes.

Ramamoorthy and Kausalya (2017) Explained the customer satisfaction, necessary for organization to efficiently manage client satisfaction. The activities and

work of sales and marketing department personnel in a practical manner. the suggestion made by the customers to improve luggage space and outlook.

Vikram Shende (2014) All segments in Indian Car industry were studied and found that buyer has different priority of behaviours in each segment, whereas main driver for car purchase is disposable income.

Research Methodology

Research methodology is a systematic way to solve any research problem. It is a science of studying how research is done systematically. A research design is a plan, structure, and strategy of exploration so done as to obtain answers to research questions and problems. The study materials are collected from various sources such as “Primary and Secondary Data”.The sampling design refers to the rules and procedures by which elements of the population are included in the sample.The research work is mainly based on primary data collected from the sample respondents by administering a questionnaire developed for the purpose. Other information relevant for the study was collected from secondary sources such as journals, magazines, published and unpublished research works and websites.

Data Analysis and Interpretation

A study on customer preference and satisfaction towards Tata motors with reference to Tiruchirappalli city was conducted, a questionnaire was used to gather information from 150 respondents of Tata motor customer for this study, which is systematically processed, tabulated, analysed, and interpreted in this research article.

Table1: Age Group of the Respondents

Age	No. of Respondents	Percentage (%)
21-30 years	71	47.33
31-40 years	49	32.66
41-50 years	25	16.66
51 years above	5	3.33
Total	150	100

In this table reveals that majority of the respondents ie (47.33%) are coming under age group of 21-30 years and (3.33%) of the respondents are coming under the age group of 51 years and above.

Table 2: Annual Income of the respondents

Annual Income Level	No of Respondents	Percentage(%)
1Lakhs - 2Lakhs	30	20
2Lakhs - 3Lakhs	78	52
Above 3Lakhs	42	28
Total	150	100

The above table shows that (52%) of respondents were earning of 2 to3 Lakhs per annum and (20%) of respondents are earning 1 to2 Lakhs.

Table 3 Factor Influencing the Respondents to Choose Tata Car

Factors	No of Respondents	Percentage
Brand value	34	22.67
Driving comfort	32	21.33
Fuel efficiency	48	32.00
Design	26	17.33
Price	10	6.67
Total	150	100

The above table shows that 32% of respondents are preferred tata for fuel efficiency. 22.67% of respondents are preferred tata for brand value.21.33% of respondents preferred tata for driving comfort, 17.33% of respondents are preferred tata for design, 6.67% of respondents are preferred tata for price.

Table 4 Satisfaction Level of Various Factors

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	Total
MILEAGE	260	168	153	8	1	590
SAFETY	405	224	56	2	0	687
PERFOMANCE	205	224	114	8	1	552
PRICE	170	304	93	18	0	585
FEATURES	195	316	60	10	7	588
AFTER SERVICE	40	144	168	60	20	432

The above table show that the satisfaction factors of Tata cars. The most number of respondents chooses safety to be the satisfactory factor. Then they choose mileage as the second satisfactory factor . The features are their third satisfactory factor and price to be the next satisfactory factor and so on.

Table 5 Overall Satisfaction Level of Tata Car of Respondents

Satisfaction	No of Respondents	Percentage
Highly satisfied	26	17.33
Satisfied	105	70.00
Dissatisfied	12	8
Highly dissatisfied	7	4.67
TOTAL	150	100

The above table shows that 70% of respondents were satisfied of overall satisfaction level of tata car, 17.33% of respondents were highly satisfied of overall satisfaction level of tata car, 8% of respondents were dissatisfied of overall satisfaction level of tata car, 4.67% of respondents were highly dissatisfied of overall satisfaction level of tata car.

Findings and Suggestions

The study found is significant statistical relationship between age and customer satisfaction. It is found that majority of the respondents are “21-30 years old”. People above 51 years of age showed lower mean values in customer satisfaction. Tata motors are often preferred over others due to performance variable, power, maintenance and driving comfort. Customers are mostly satisfied with their purchase price, service facility and test drive facility at Tata Motor showrooms. It also shows to customers are more struggled with inadequateness of service centres. By focusing these issue Tata Motors can provide enough service centre to satisfy customer and it would can increase the market performance.

II. CONCLUSION

The study identifies key factors enhancing customer perception and satisfaction among car users, which will benefit Tata Motors and other car manufacturers. These factors include environmental influences that shape consumers' lives, and how they interact with the world around them. Marketing managers must understand consumers' live settings to understand their goals and effectively perform their activities. This understanding will help them better understand and meet the needs of their customers. The study has helped to find out many vital factors which ensure higher customer satisfaction among the car users. The prominent factors emerged from the present study will help not only Tata Motors but also all the other car manufacturers to perform their activities more effectively. Still the “Tata is a pride of our nation” in future.

III. REFERENCES

- 1.Man, M. M. K., & Yang, L. R. (2023). Factors Affecting Customer Satisfaction in Purchasing Car. *International Journal of Marketing Studies*, 15(1), 1-12.
- 2.Dr P Kuppuraj, G Sabarinathan and M Mohan (2019), A Study on Customer Satisfaction towards Tata Motors in Tiruchirappalli North. Volume-4, Issue-03, March-2019, ISSN:2455-385(Online), Research Review International Journal of Multidisciplinary www.rjournals.com (UGC listed Journal).
- 3.Joshi, Krishna, and ChetnaParmar. "A study on Fundamental Analysis–Factors affecting Selection of Security for Portfolio Construction with special reference to Automobile Industry." (2017).
- 4.S Jyothirmayi Reddy, B Venkateswara Reddy, Prof S Durga Rao (2016), Study on customer Satisfaction towards Tata Motor cars in Andhra Pradesh.
- 5.Binodini, Ratna, and Amiya Priyadarshini Das."Review of Social Exclusion and Inclusive Policy in India." *Economic Affairs* 58.1 (2013): 43-47.

6. M Shanthini Devi, S Arun Priya (2013), Study on customer satisfaction towards Tata nano car with special reference to Tiruchirappalli city. Volume-2, issue:8, ISSN No 2277-8160.
7. Dr Sandesh Kumar Sharma, Kiran Sharma, Makshud Khan (2011), A Study and Analysis of Customer Satisfaction of Tata Motors in Jaipur, Rajasthan. Volume-2(4),2011,250-257, ISSN:2229-6247.