

# **Study On Customer Satisfaction Towards Tata Motors (Cars) With Special Significance To Maurya Motors Pvt. Ltd. Authorised Dealer**

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## **INTRODUCTION**

Marketing is "the activity and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large." Marketing is a product or service selling related overall activities. It generates the strategy that underlies sales techniques, business communication, and business developments. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.

Marketing is used to identify the customer, satisfy the customer, and keep the customer. With the customer as the focus of its activities, it can be concluded that marketing management is one of the major components of business management. Marketing evolved to meet the stasis in developing new markets caused by mature markets and overcapacities in the last 2-3 centuries. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

Marketing is further defined by the AMA as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. The term developed from an original meaning which referred literally to going to a market to buy or sell goods or services. Seen from a systems point of view, sales process engineering marketing is "a set of processes that are interconnected and interdependent with other functions, whose methods can be improved using a variety of relatively new approaches."

The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, anticipating and satisfying customer requirements profitably." A different concept is the value-based marketing which states the role of marketing to contribute to increasing shareholder value. In this context, marketing is defined as "the management process that seeks to maximize returns to shareholders by developing relationships with valued customers and creating a competitive advantage."

**Keywords:** Marketing, Profitable, Developing, Management.

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## COMPANY PROFILE

Tata Motors Limited is a multinational automotive corporation headquartered in Mumbai, India. Part of the Tata Group, it was formerly known as TELCO (TATA Engineering and Locomotive Company).

Tata Motors is India's largest automobile company, with consolidated revenues of USD 20 billion in 2009-10. It is the leader in commercial vehicles and among the top three in passenger vehicles. Tata Motors has products in the compact, midsize car and utility vehicle segments. The company is the world's fourth largest truck manufacturer, the world's second largest bus manufacturer, and employs 24,000 workers. Since first rolled out in 1954, Tata Motors has produced and sold over 4 million vehicles in India.

Established in 1945, when the company began manufacturing locomotives, the company manufactured its first commercial vehicle in 1954 in collaboration with Daimler-Benz AG, which ended in 1969. Tata Motors is a dual-listed company traded on both the Bombay Stock Exchange, as well as on the New York Stock Exchange. Tata Motors in 2005 was ranked among the top 10 corporations in India with an annual revenue exceeding INR 320 billion. In 2010, Tata Motors surpassed Reliance to win the coveted title of 'India's most valuable brand' in a annual survey conducted by Brand Finance and The Economic Times.

Tata Motors has auto manufacturing and assembly plants in Jamshedpur, Pantnagar, Lucknow, Ahmedabad, Sanand, Dharwad and Pune in India, as well as in Argentina, South Africa and Thailand.

## MARKETING STRATEGIES

### 1. Product, Branding, and Advertising

Every business started from 0, from no one knows it until everyone know it. Advertising is one of the most common ways to make car buyer or car enthusiast aware of the new car with special promotion price. Another more important way of advertising is to create an image or brand image. Take BMW Z3 for example, it was introduced in 1996 and shortly the car has been used in the famous James Bond movie. This is similar to Nissan 350 Fairlady Z in the recent 2007 Fast and the Furious 3 – Tokyo Drift. Over the years Tata Motors have been successful in creating their brand image especially they use some famous stars as their spokesman.

Other important marketing strategies are such as the packaging, innovations, and quality control. Tata Motors provide many innovative features to attract car lover. One of these innovations is the Tata Safari 4X4Dicor that has "Reverse Guide System". A weather- proof camera is fixed to the rear car to help the driver while reversing the car.

### 2. Pricing Strategy

There are various factors to determine a price of a car. These factors are such as market condition (it can't be too low or too high with the prices of same vehicle from competitors, it has to be at par), cost incurred to build a car, profit by company, dealer profit. Giving discount every month and special promotion for certain type of vehicle also one of the strong strategy use by Tata Motors.

Discount can be made from Company's profit or from dealer's profit at certain range.

### **3. Place**

Place of dealership does play an important role. The channel of distribution, physical location, and dealership method of distribution and sales is generally adopted. The distribution of vehicle must be in a very systematic way, from the plant to dealership and to end user. This is not only in India itself but also to the world-wide dealership.

### **4. Maintenance and Support**

After sales service is also another important marketing strategy for most of the car buyer to choose for the right car. End user will not want to spend a lot of time to travel to a far place just to service the car such as change engine oil, oil filter and some simple checking

### **PROBLEM DEFINITION:-**

In order to carry out the research programmed, the researcher know the basic 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 MOTOR because of good marketing, the basic problem is to know the satisfaction of the consumer is at present towards the TATA MOTORS. What people think about it? The main problem is to know how many people are interested in purchasing the TATA MOTORS vehicle.

### **OBJECTIVES OF THE STUDY:-**

The main objective of the study can be explained as below:-

- To know how many persons are willing to buy the TATAMOTORS CAR?
- To know the different criteria that the customer undertakes while purchasing the cars.
- Through customer satisfaction, we can know the current position of TATA MOTORS in the market.
- Also the study will provide detail about the automobile sectors and the position of the company will be known.

### **RESEARCH COMPONENTS:-**

#### **Research design:-**

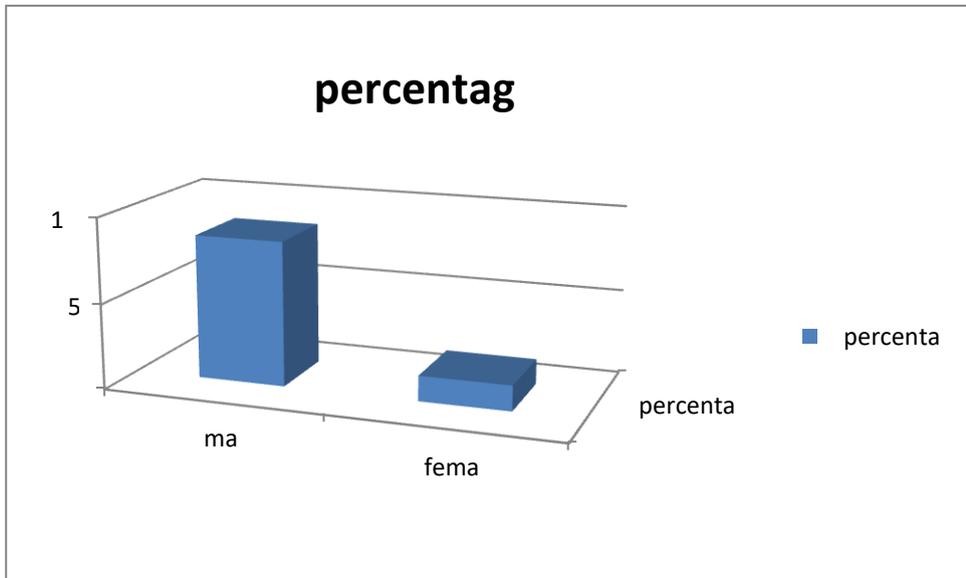
Research design is the plan for collecting the information related to the study. Research design explains the methods that are used for collecting the information. The research design will focus attention on the different methods that are used for collection of the data. Also it will help to solve the problem. Different forms of collecting the data will be tasted in the research design.

In this case, survey method is used to collect the necessary data in the survey method, the personal interview is used to collect the information from the respondents, and questionnaires are used. The respondents are visited personally, and the detail information is collected related to the study. The question mainly focuses attention on the consumer behavior to fulfill the objective of the study

**DATA ANALYSIS & INTERPRETATION**

**TABLE NO:-1 Table showing the genders of the respondents**

<b>Category</b>	<b>Percentage</b>
Male	85
Female	15
<b>Total</b>	<b>100</b>

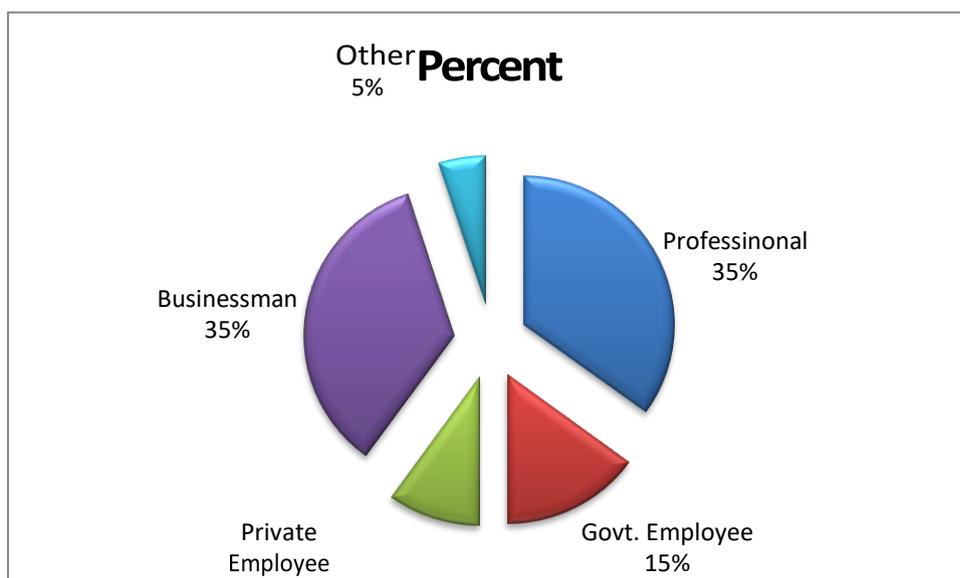


**ANALYSIS:**

- ☐ 85% of the respondents are male
- ☐ 15% of the respondents are female.

**TABLE NO:-2 Table showing distribution on the basis of the occupation**

Occupation	Percent
Professional	35
Govt. employer	15
Private employer	10
Businessman	35
Other	05
Total	100



**ANALYSIS:**

- ☐ 35% are Professionals , 15% are Govt. Employee,10% are private Employee
- ☐ 35% are Businessman and 05% are other.

**FINDING:-**

Based on the data gathered by administrating schedules to customer the following observations are made.

- ☐ Maximum number of respondent have chose Tata cars, as it is well suited for traveling both in rural and urban areas.
- ☐ The maximum no..... of people are very much satisfied with the overall performance of Tata cars.
- ☐ Most of the customer has the opinion that looks of Tata cars leads to their satisfaction.

- ☐ Customers are dissatisfied with the fuel consumption.
- ☐ Some customers are extremely satisfied with safety and comfort & some are neutral in their opinion.
- ☐ Most of the customers are using the vehicle for their own purpose.
- ☐ Customers are not much with the maintenance cost.
- ☐ Customers are of the neutral opinion regarding the design.
- ☐ Maximum no... Of customers are of the wish that not to recommend Tata cars to others.
- ☐ Customers are much satisfied with the information and demo given by sales representative.
- ☐ Most of customers are of opinion that Tata should increases its service centers in rural and urban areas.

### **SUGGESTIONS**

The study is aimed at analyzing marketing and customer satisfaction with sample 100 members, which has helped in getting an overall view of customer satisfaction toward Tata cars considering different criteria.

Recommendation Tata company has to implement good customer relationship management strategy that enhances customer satisfaction level.

- ☐ The company can undertake R&D to improve the existing feature which field helps increase in the customer satisfaction.
- ☐ The company should promote about the entire feature offered by it.
- ☐ As majority of the customer give opinion that they are satisfied is the factors, services and design of the product of the company should taken not only maintain the existing standard but also enhance them.
- ☐ To increase the mileage efficiency.
- ☐ To provide mobile services where one should be able to reach the spot in case of any break down.
- ☐ To bring down the cost of spares and improve.
- ☐ Customer care is the best way to build long term relation, because they also have emotional and psychological needs when they purchase acar.
- ☐ TATA Motors should increase the dealerships / channel partners for the rural marketing. In case of non viability should force the old dealerships to open a branch & increase the market share in that market.
- ☐ Large range of products is increasing the gap b/w supply & demand. TATA Motors should standardize the products. Product should be available at the time of demand, sales & marketing should be pro active & should plan before the demand by estimations.

### **CONCLUSION**

Today, businesses around the world, both large and small, cannot ignore the impact that the global economy is having on their performance. Globalisation, the internet, and information transparency have led to an increasingly mobile workforce, ever more fickle customers, and rapidly changing technologies and business models. One result of this seemingly inexorable trend is that companies are less able to predict - let alone control - the short-term shape of their own markets.

As a result, more and more organisations are choosing to adopt a marketing- led philosophy to enable them to win market share and capture and retain the hearts and minds of current and prospective customers. Marketing is becoming more important as organisations around the world strive to develop products and services that appeal to their customers and aim to differentiate their offering in the increasingly-crowded global marketplace.

These complex issues heighten the need for effective marketing whilst expanding its scope beyond the 'marketing function'. Put simply, marketing is no longer the sole prerogative of a single 'function', even if the leadership on marketing comes from that function, together with the framework within which marketing strategies are conceived, developed, planned, executed, reviewed and improved.

We have discussed marketing strategies of TATA MOTORS and have conducted various tests like SWOT ANALYSIS , PEST ANALYSIS etc.. to conduct this study and we conclude that TATA MOTORS has one of the best marketing strategies in automobile industry. Its customers are well satisfied.

## **QUESTIONNAIRE**

STUDY ON CUSTOMER SATISFACTION TOWARD TATA MOTORS (CARS) WITH SPECIAL SIGNIFICANCE TO MAURYA MOTORS PVT. LTD. AUTHORISED DEALER

### **Customer**

**name:**

**Address:**

**Vehicle**

**number:**

**Model:**

### **1. Occupation**

- a) Professional
- b) Govt. employee
- c) Private employee
- d) student
- e) Business

f) Others

**2. Family income:**

a) Below Rs-75000

b) Rs 75000 to Rs 125000

c) Rs 125000 to 150000

d) above Rs 150000

**3. Model of purchase:**

a) Loan

b) cash

**4. Mention reason to purchase the vehicle from MAURYA MOTORS (TATA MOTORS AUTHORISED DEALER)**

a) Quick delivery

b) Customer care

c) After sales service

d) All

**5. What do you feel about the price of TATA CAR when compared with its facilities?**

a) High

b) Normal

c) Low

**6. Do you satisfied with your TATACAR?**

a) Yes

b) No

**7. What attribute made you to purchase?**

a) New model & design

b) Mileage

c) Pick-up

d) Others

**8. What is the maintains cost of your TATACAR?**

a) Medium cost

b) Low cost

c) High cost