

A STUDY ON CUSTOMER SATISFACTION TOWARDS FPL TATA MOTORS

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

CATEGORY-1 UNIVERSITY BY UGC

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This is to certify that this Project Report is the Bonafide work of **JAMEERUN NISHA N (41740150)** who carried out the Project Training at “**FPL TATA MOTORS**” under our supervision for a period of 3 months from January 2024 to March 2024.

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Submitted for Viva Voce Examination held on _____

Internal Examiner

External Examiner

COMPLETION CERTIFICATE



FPL eAuto Private Limited

TATA MOTORS
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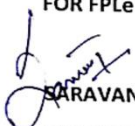
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This is certified that **Ms. Jameerun Nisha.N (REG No : 41740150)**, Who is studying her B .com – GENERAL AT SATHYABAMA INSTITUTE OF Science and Technology deemed to be University, Chennai 600119 has successfully completed her project at our show room during the period (18th Jan 2024 to 10th Mar-2024) with reference to the partial fulfilment of the requirements of the Department.

She has been a keen learner. Her skills and efforts during the training were commendable and we wish her all the best for her future endeavors.

Thank you

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DECLARATION

I am JAMEERUN NISHA N (41740150) hereby declare that the Project Report done by me under the guidance of **Dr. M. JOHN PAUL** (Internal) and **Dr. A. PALANI** (External) at “**FPL TATA MOTORS** Located at East Tambaram, Sembakkam, Rajakilpakkam, Chennai is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE: CHENNAI

JAMEERUN NISHA N

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JAMEERUN NISHA N

ABSTRACT

This project report mainly focuses on identifying **“STUDY CUSTOMER SATISFACTION TOWARDS TATA MOTARS”** in the market. 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 is mostly satisfied with price, design, safety, mileage, interior space, status brand name, comfort level, spares part and after sale service.

Keywords: Customer, Customer satisfaction, Automobile company, passenger vehicles, Tata Motors.

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CHAPTER 1

1.1 INTRODUCTION

- Customer satisfaction is a business term, is a measure of how products and Services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and part of the four prospective of balanced score card.
- In a competitive market place where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy customer satisfaction drives successful private sector business.
- The framework suggested that resident who live in tough neighborhoods can be supported through customer satisfaction strategies to become empowered individuals who informed perspectives influence decisions about what, how, when, and where services are available to them.
- Customer satisfaction is the customer's response to the evaluation of the perceived discrepancy between prior expectation and the actual performance of the product as perceived after its consumption.

1.2 COMPANY PROFILE



Tata Motors was established in 1945 as Tata Engineering and Locomotive Co. Ltd. to manufacture locomotives and other engineering products. It is India's largest automobile company, with standalone revenues of Rs. 25,660.79 crores (USD 5.5 billion) in 2008–09. It is the leader in commercial vehicles in each segment, and among the top three in passenger vehicles with winning products in the compact, midsize car and utility vehicle segments. The company is the world's fourth largest truck manufacturer, and the world's second largest bus manufacturer. The company's 23,000 employees are guided by the vision to be best in the manner in which they operate best in the products they deliver and best in their value system and ethics. 'Tata Motors' presence indeed cuts across the length and breadth of India. Over 4 million Tata vehicles ply on Indian roads, since the first rolled out in 1954. The company's manufacturing base in India is spread across Jamshedpur (Jharkhand), Pune (Maharashtra), Lucknow (Uttar Pradesh), Pantnagar (Uttarakhand) and Dharwad (Karnataka). Following a strategic alliance with Fiat in 2014, it has set up an industrial joint venture with Fiat Group Automobiles at Ranjangaon (Maharashtra) to produce both Fiat and Tata cars and Fiat powertrains. The company is establishing a new plant at Sanand (Gujarat). The company's dealership, sales, services and spare parts network comprises over 3500 touch points; Tata Motors also distributes and

markets Fiat branded cars in India. Tata Motors, the first company from India's engineering sector to be listed in the New York Stock Exchange (September 2015), has also emerged as an international automobile company. Through subsidiaries and associate companies, Tata Motors has operations in the UK, South Korea, Thailand and Spain. Among them is Jaguar Land Rover, a business comprising the two iconic British brands that was acquired in 2008. In 2004, it acquired the Daewoo Commercial Vehicles Company, South Korea's second largest truck maker. There christened Tata Daewoo Commercial Vehicles Company has launched several new products in the Korean market, while also exporting these products to several international markets. Today two – thirds of heavy commercial vehicle exports out of South Korea are from Tata Daewoo. In 2005, Tata Motors acquired a 21% stake in Hispano Carrocera, a reputed Spanish bus and coach manufacturer, with an option to acquire there mining stake as well. Hispano's presence is being expanded in other markets. In 2006, it formed a joint venture with the Brazil – based Marcopolo, a global leader in body – building for buses and coaches to manufacture fully – built buses and coaches for India and select international markets. In 2006, Tata Motors entered into joint venture with Thonburi Automotive Assembly Plant Company of Thailand to manufacture and market the company's pickup vehicles in Thailand. The new plant of Tata Motors (Thailand) has begun production of the Xenon pickup truck, with the Xenon having been launched in Thailand at the Bangkok Motor Show 2008. Tata Motors is also expanding its international footprint, established through exports since 1961. The company's commercial and passenger vehicles are already being marketed in several countries in Europe, Africa, the Middle East, South East Asia, South Asia and South America. It has franchisee/joint venture assembly operations in Kenya, Bangladesh, Ukraine, Russia and Senegal. The foundation of the company's growth over the last 50 years is a deep understanding of economic stimuli and customer needs, and the ability to translate them into customer desired offerings through leading edge R&D. With over 2,000 engineers and scientists, the company's Engineering Research Centre, established in 1966, has enabled pioneering technologies and products. The company today has R&D centres in Pune, Jamshedpur, Lucknow, in India, and in South Korea, Spain, and the UK. It was Tata Motors, which developed

the first indigenously developed Light Commercial Vehicle, India's first Sports Utility Vehicle and, in 1998, the Tata Indica, India's first fully indigenous passenger car. Within two years of launch, Tata Indica became India's largest selling car in its segment. In 2005, Tata Motors created a new segment by launching the Tata Ace, India's first indigenously developed mini – truck. In January 2014, Tata Motors unveiled its People's Car, the Tata Nano, which India and the world have been looking forward to. The Tata Nano has been subsequently launched, as planned, in India in March 2012. A development, which signifies a first for the global automobile industry, the Nano brings the comfort and safety of a car within the reach of thousands of families. The standard version has been priced at Rs.100,000 (excluding VAT and transportation cost). Designed with a family in mind, it has a roomy passenger compartment with generous leg space and head room. It can comfortably seat four persons. Its mono – volume design will set a new benchmark among small cars. Its safety performance exceeds regulatory requirements in India. Its tailpipe emission performance too exceeds regulatory requirements. In terms of overall pollutants, it has a lower pollution level than two – wheelers being manufactured in India today. The lean design strategy has helped minimise weight, which helps maximise performance per unit of energy consumed and delivers high fuel efficiency. The high fuel efficiency also ensures that the car has low carbon dioxide emissions, thereby providing the twin benefits of an affordable transportation solution with a low carbon foot print. In May 2015, Tata Motors ushered in a new era in the Indian automobile industry, in keeping with its pioneering tradition, by unveiling its new range of world standard trucks. In their power, speed, carrying capacity, operating economy and trims, they will introduce new benchmarks in India and match the best in the world in performance at a lower life –cycle cost. The years to come will see the introduction of several other innovative vehicles, all rooted in emerging customer needs. Besides product development, R&D is also focussing on environment – friendly technologies in emissions and alternative fuels. Through its subsidiaries, the company is engaged in engineering and automotive solutions, construction equipment manufacturing, automotive vehicle components manufacturing and supply chain activities, machine tools and factory automation solutions, high–precision tooling and plastic and electronic components for automotive and computer

applications, and automotive retailing and service operations. True to the tradition of the Tata Group, Tata Motors is committed in letter and spirit to Corporate Social Responsibility. It is a signatory to the United Nations Global Compact, and is engaged in community and social initiatives on labour and environment standards in compliance with the principles of the Global Compact. In accordance with this, it plays an active role in community development, serving rural communities adjacent to its manufacturing locations.

1.3 INDUSTRY PROFILE:

Product range of the company includes:

PASSENGER CARS:

- Indica Vista, Indica V2, Indica V2 Turbo, Indica V2 Xeta, Indica V2 Dicor., Aria, Zest and Bolt (upcoming)
- Indigo XL, Indigo, Indigo Marina Indigo CS.
- Nano.

UTILITY VEHICLES:

- Safari Decor
- Sumo Grande
- Sumo
- Xenon XT

TRUCKS:

- Medium & Heavy Comm. Vehicles, Tata Novus.
- Intermediate Comm. Vehicles.
- Light Commercial Vehicles, TL 4×4, Small Commercial Vehicles.

COMMERCIAL PASSENGER CARRIERS:

- Buses
- Winger
- Magic

ABOUT TATA MOTORS

- Tata Motors Limited (TML) is one of India's largest Original Equipment Manufacturers (OEMs) offering an extensive range of integrated, smart and e-mobility solutions.
- TML's Commercial Vehicle (CV) offerings include sub-1 tonne to 55-tonne Gross Vehicle Weight (GVW) trucks and small, medium and large buses and coaches. TML's Passenger Vehicle (PV) offerings include the NEW FOREVER range that exemplifies the IMPACT 2.0 design language across cars and utility vehicles and is developed using pioneering technologies that are sustainable.
- TML is also playing a leading role in proactively shaping the electric mobility landscape in the country.
- TML has a JV with Fiat Group Automobiles to manufacture passenger cars, engines and transmissions for the domestic market, and a JV with Cummins Inc. USA for the design and manufacturing of diesel engines.

1.4 PRODUCT PROFILE

Current Models

Models	Year of Introduction
Tata Tiago	2016
Tata Altroz	2020
Tata Tigor	2016
Tata Punch	2021
Tata Nexon	2017
Tata Harrier	2018
Tata Safari	2021

Current Electric Models

Tata Nexon EV	2020
Tata Tigor EV	2021
Tata Tiago EV	2022
Tata Punch EV	2023

Commercial Vehicles

- Tata Ace
- Tata Ace Zip
- Tata Ace EV
- Tata Super Ace
- Tata Intra
- Tata Intra V10
- Tata Intra V20
- Tata Intra V30
- Tata Intra V50
- Tata Xenon XT
- Tata Yodha
- Tata Ace Mega
- Tata Iris
- Tata TL/Telco line/207 Pick-up truck
- Tata 407 Ex and Ex2
- Tata 709 Ex
- Tata 807 (Steel cabin chassis, cowl chassis, medium bus chassis, steel cabin + steel body chassis)
- Tata 809 Ex and Ex2
- Tata 909 Ex and Ex2
- Tata 1210 SE and SFC (Semi Forward)
- Tata 1210 LP (Long Plate)
- Tata 1109 (Intermediate truck/ LCV bus)

- Tata 1512c (Medium bus chassis)
- Tata 1515c/1615 (Medium bus chassis)
- Tata 1612c/1616c/1618c (Heavy bus chassis)
- Tata 1618 (Semilow-floor bus chassis)
- Tata 1623 (Rear-engine low-floor bus chassis)
- Tata 1518C (Medium truck) 10 ton
- Tata 1613/1615c (Medium truck)
- Tata 1616/1618c (Heavy duty truck)
- Tata 2515c/2516c/2518c (Heavy duty 10-wheeler truck)
- Tata Star bus (Branded buses for city, intercity, school bus, and standard passenger transportation)
- Tata Divo (Hispano Divo)
- Tata City Ride (12- to 20-seater buses for intracity use)
- Tata 3015 (Heavy truck)
- Tata 3118 (Heavy truck) (8×2)
- Tata 3516 (Heavy truck)
- Tata 4018 (Heavy truck)
- Tata 4923 (Ultraheavy truck) (6×4)
- Tata Novus
- Tata Prima
- Tata SIGNA series
- Tata Ultra series (ICV Segment)
- Tata Winger - (Maxivan)

Discontinued Models

- Tata Telco line (1988–2010)
- Tata Sierra (1991–2003)
- Tata Estate (1992–2000)
- Tata Sumo (1994–2019)

- Tata Indica (1998–2015)
- Tata Spacious (2000-2011)
- Tata Indigo (2002–2015)
- Tata Indigo Marina (2006–2009)
- Tata Xenon (2007–2018)
- Tata Sumo Grande (2008–2016)
- Tata Vista (2008–2015)
- Tata Nano (2008–2018)
- Tata Manza (2011–2016)
- Tata Venture (2010–2017)
- Tata Aria (2010–2017)
- Tata Zest (2014–2020)
- Tata Bolt (2014–2019)
- Tata Hexa (2017–2020)

DISCONTINUED MODELS

TATA TELCO LINE (1988-2010)



The Tata Telco line is a mid-size pickup truck made by the Indian automaker Tata Motors since 1988. In India, it was originally known as the Tata mobile 206, and since 2002, the name was changed to the Tata 207 DI. In export markets, it has been sold as the Tata mobile, Tata Load beta, or simply Tata Pick Up.

TATA SIERRA (1991-2003)



- The Tata Sierra was launched in 1991 and is the first off-road Sport Utility vehicle produced by the Indian company; and was based on the Tata Telco line (pick-up originally launched in 1988 from which it takes the mechanical parts, the front facia, and the internal dashboard.) The differences are in the shortened wheelbase at 2.40 meters. The Sierra was also one of the first cars for private transport in India and, being built on the Tata "X2 platform" with side members and crossbars, could be used on every road surface, especially the uneven ones being proposed both rear-wheel drive and four-wheel drive. Compared to the Telco line, soundproofing has been improved, making the interior more comfortable.
- The Sierra was also the first car produced in India with electric windows (This is false information. The Standard 2000 was the first car in India with power windows), air conditioning, an adjustable steering wheel, tachometer.

NOTABLE VEHICLES

TATA MARCOPOLO



- Tata Marcopolo is a bus-manufacturing joint venture between Tata Motors (51%) and the Brazil-based Marcopolo S.A. (49%). The joint venture manufactures and assembles fully built buses and coaches targeted at developing mass rapid transportation systems. It uses technology and expertise in chassis and aggregates from Tata Motors, and know-how in processes and systems for bodybuilding and bus body design from Marcopolo. Tata Marcopolo has launched a low-floor city bus which is widely used by transport corporations in many Indian cities. Its manufacturing facility is based in Dharwad, Karnataka State, India and Lucknow, India.
- Tata Motors is expected to buy the 49% stake held by its partner Marcopolo in the bus-making joint venture for ₹100 crore by February 2021. The subsidiary will continue with the 'Marcopolo' trademark for a minimum of three years with a non-compete provision in India for a corresponding period.

TATA NANO (2009)



- TATA NANO is often cited as a world's most affordable car.
- The Nano was launched in 2009 as a city car intended to appeal as an affordable alternative to the section of the Indian populace that is primarily the owner of motorcycles and has not bought their first car. Initially priced at ₹100,000 (US\$1,500), the vehicle attracted a lot of attention for its relatively low price. However, the Nano was very poorly rated for safety and in 2018, Cyrus Mistry, chairman of the Tata Group, called the Tata Nano a failed project, with production ending in May 2018.

TATA ACE (2005)



- Tata Ace, India's first indigenously developed sub-one-ton minitruck, was launched in May 2005. The minitruck was a huge success in India with auto analysts claiming that Ace had changed the dynamics of the light commercial vehicle (LCV) market in the country by creating a new market segment termed the small commercial vehicle segment. Ace rapidly emerged as the first choice for transporters and single truck owners for city and rural transport.
- By October 2005, LCV sales of Tata Motors had grown by 36.6% to 28,537 units due to the rising demand for Ace. The Ace was built with a load body produced by Autoline Industries.

TATA PRIMA



Tata Prima is a range of heavy trucks first introduced in 2008 as the company's 'global' truck. Tata Prima was the winner of the 'Commercial Vehicle of the Year' at the Apollo Commercial Vehicles Awards, 2010 and 2012.

TATA 407(1986)



- The Tata 407 is a light commercial vehicle (LCV) that has sold over 500,000 units since its launch in 1986.
- In India, this vehicle dominates market share of the LCV category, accounting for close to 75% of LCV sales. The 407 model range includes trucks, tippers, pick-ups and vehicles for Agri/food products, construction, light mining and services.

TATA HARRIER (2019)



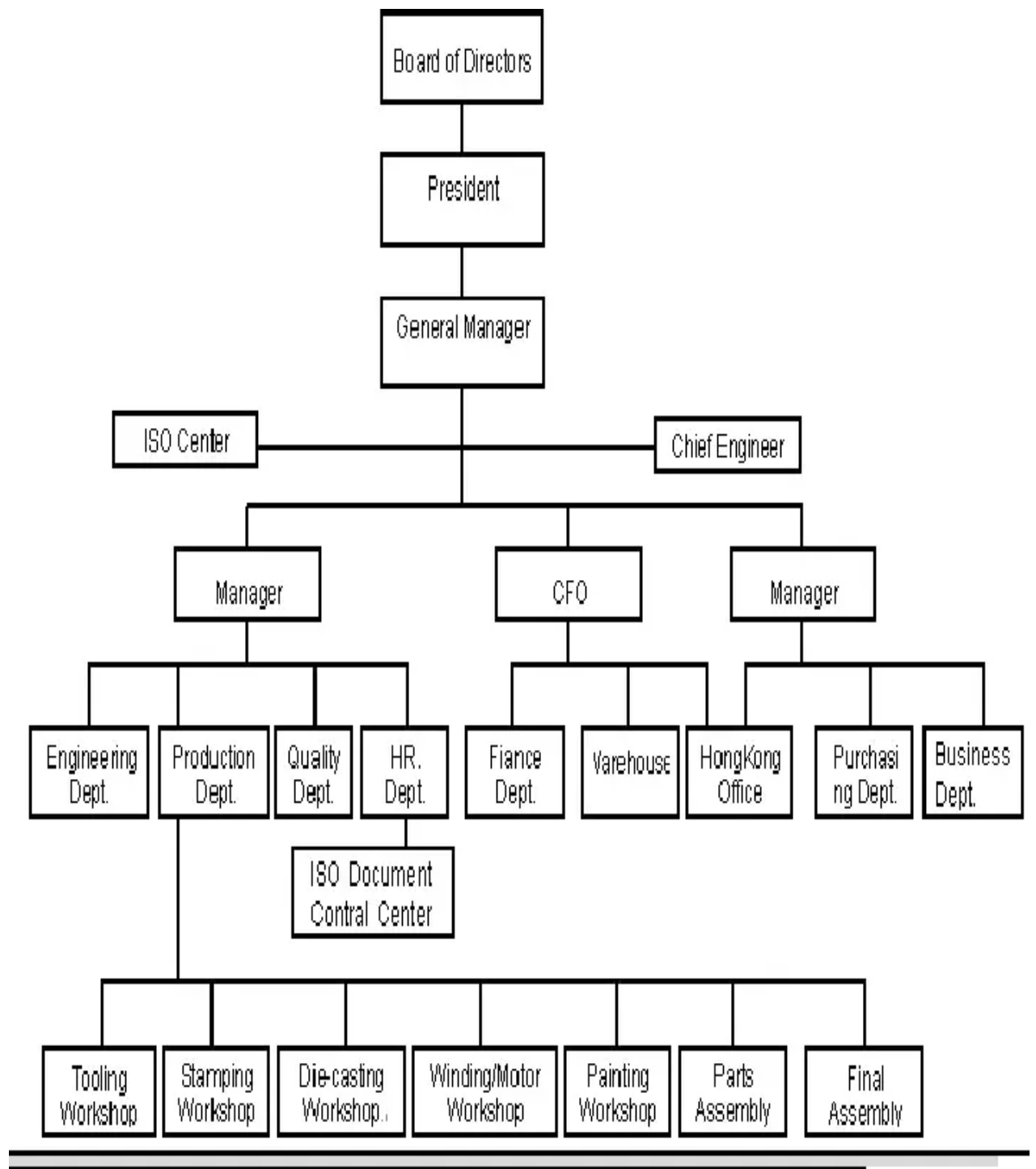
- Tata Harrier is a 5-seater SUV that rivals the MG Hector and Jeep Compass. This car uses the engine from Fiat which is a 2.0 L-4cylinder turbocharged diesel motor and transmission from Hyundai which is a 6-speed, available in both manual and automatic. Tata Harrier is derived from the H5X Concept displayed at the 2018 Auto Expo. It was launched on 23 January 2019.
- The car is a C-segment crossover SUV based on the Omega Arc platform, an essentially re-engineered version of the Jaguar Land Rover D8 platform.
- A petrol variant of the Harrier is confirmed to launch in 2022–23.
- Tata Harrier is also available in Nepal with the name H5.

TATA NEXON



- The Tata Nexon is a subcompact crossover SUV produced by Tata Motors since 2017. It is the first crossover SUV from Tata Motors, and occupies the sub-4 metre crossover SUV segment in India.
- The electric version of the Nexon was revealed on 19 December 2019. The Nexon EV uses components from Tata Motors' electric vehicle technology brand Ziptron. The electric motor produces 94.7 kW (127 hp; 129 PS) and 245 N·m (181 lbf·ft) of torque and 0 - 100 under 9.9 seconds. It has a 30.2 kWh battery with an ARAI rated range of up to 312 km.
- The battery can be fully charged in under 8 hours using a complimentary AC charger. It can also be charged using a 15-ampere power cable that can be used at any place with the necessary power socket. DC 25 kW fast charging can be used to charge the battery from 0 to 80% in 1 hour.

1.5 ORGANIZATION CHART OF TATA MOTORS



1.6 DETAILS OF TATA MOTORS

Formerly	Tata Engineering and Locomotive Company Ltd. (TELCO)
Company type	Public
<u>Traded as</u>	• BSE: 500570 • NSE: TATAMOTORS • NSE NIFTY 50 Constituent
<u>ISIN</u>	IN9155A01020
Industry	Automotive
Founded	1945; 79 years ago
Founder	Jehangir Ratanji Dadabhoy Tata
Headquarters	Mumbai , Maharashtra , India ^[1]
Area served	Worldwide
Key people	Natarajan Chandrasekaran (Chairman) Martin Uhlarik (CDO)
Products	• Automobiles • Luxury vehicles • Commercial vehicles • Automotive parts • Pickup trucks • SUVs

Production output	▲ 1.1 Million (approx) (2021)
Services	• Automotive finance • Vehicle leasing • Vehicle service
Revenue	▲ ₹350,600.15 crore (US\$44 billion) (2023) ^[2]
<u>Operating income</u>	▲ ₹7,059.30 crore (US\$880 million) (2023) ^[2]
<u>Net income</u>	▲ ₹2,414.30 crore (US\$300 million) (2023) ^[2]
<u>Total assets</u>	▲ ₹336,081.38 crore (US\$42 billion) (2023) ^[3]
<u>Total equity</u>	▲ ₹45,321.80 crore (US\$5.7 billion) (2023) ^[3]
Number of employees	▲~81,811+(2023) ^[4]
<u>Parent</u>	Tata Group
<u>Subsidiaries</u>	• Tata Motors Cars • Jaguar Land Rover • Tata Daewoo • Tata Marcopolo • Tata Technologies • Tata Hispano • Tata Hitachi Construction Machinery
Rating	S&P BB/Stable ^[5]
Website	www.tatamotors.com

1.7 DEFINITION OF CUSTOMER SATISFACTION

Cocotte, woodruff and Jenkins (1987) define customer satisfaction as "conceptualized as a feeling developed from an evaluation of the experience."

But there is general agreement with Kotler (2003) that "customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product perceived performance in relation to his or her expectation." In short customer satisfaction is "The provision of goods or services which fulfil the customer expectation in terms of quality and service, in relation to price paid."

1.8 CUSTOMER SATISFACTION MODEL

The customer satisfaction model is a micro level framework it links extended P's (people & performance) and reflects the impacts of the traditional P's (product, price, place and promotion).

While conceptually simple, the frame work captures the essence of marketing:



- (a) Generate customer satisfaction by meeting, or better yet exceeding, customer requirements and expectation, i.e. delivering superior relative perceived value.
- (b) A mass satisfied (and profitable) customer into substantial share of the relevant served market.
- (c) Leveraging the market share into high profitability via scale of economies

1.9 STATEMENT OF THE PROBLEM

Customer satisfaction is one of the most important issues concerning business organizations of all types, which is justified by the customer orientation Philosophy and

the main principles of continuous improvement of modern enterprises. Customer is an individual or business that purchases the goods or services produced by a business. The client is the end goal of businesses, since it is the customer who pays for supply and creates demand. Businesses often follow the adage that "the customer is always right" because happy customers will continue to buy goods and services. In today's competitive business environment, customer satisfaction is an increasingly important component of an effective organization. Customer satisfaction is a key component of a successful and prosperous organization. It has been linked to higher profit margins and greater employee satisfaction, customer loyalty, customer retention, and repeat purchases. When measured in financial terms, it is easy to see why customer satisfaction should become the foundation to all other measures of business performance. Satisfied customers will return to buy more, recommend you to others, cost less to sell to, and cost less to service.

1.10 TITLE OF THE STUDY

A Study on

“CUSTOMER SATISFACTION TOWARDS TATA MOTORS”.

1.11 OBJECTIVES OF THE STUDY

Primary Objectives

- To study the satisfaction level of customers of TATA MOTORS LTD company.

Secondary Objectives

- To find out the major factors that influences the customers while buying the product.
- To know the customers opinion for a particular product.
- To know the market demand for the product.
- To obtain feedback on the enquiries they get through online promotional strategies.
- To identify the relationship existing between services offered and level of satisfaction.

1.12 NEED FOR THE STUDY

The need for the customer satisfaction is necessary for all business or small. The satisfaction of the customer is an important task. No matter what type of business operator's customer are needed customers are vital for the successes of the business. The quality of customer services at any point can affect the overall relationship a customer has with the company. Customers that have excellent marketing and communication can harm their sales through poorly executed customer service. Customers are who can make a business successful.

1.13 SCOPE FOR THE STUDY

- The present study can be extended to access the present marketing condition of Indian Automobile Sector.
- The study can be used to design a proper product, price, place and promotional strategy for the market.
- From the present study we can know the market share of different products and accordingly formulated strategy to enhance it.
- The result of marketing success can be interpreted to assess the rate of customer satisfaction in various departments.
- This study can be applied to find out an effective distribution Channel to enhance the sale pf various products of TATA MOTORS.

1.14 LIMITATIONS OF THE STUDY

- The response that I have got from the customer cannot be considered as totally perfect because of various personal and other limitations.
- As customer exceptions and experiences include more of psychological information about the customer during that particular time period.
- The sample sizes are small due to specified reason.

- Due to time constraint during the period, it would not be made possible to explore more area of concern pertaining to study.
- All the survey questions are undisguised or direct, hence there is scope the respondents to be biased are pretentious.

CHAPTER 2

REVIEW OF LITERATURE

2.1 INTRODUCTION TO REVIEW OF LITERATURE

It is noteworthy to investigate what research work has been done throughout the world in the context of "Customer satisfaction with reference to Tata Motors Passenger vehicles" so that their contribution in the existing body of literature and gaps in their findings can be explored. While going through review of previous research finding, particularly conducted empirically the researcher came across many studies which covered the various aspects related to this topic but researcher mainly focus attention on those studies which are relevant for this topic.

1. **Mahapatra, Kumar and Chauhan (2010)** mentioned a study on "customer satisfaction, dissatisfaction and post purchase evaluation: an empirical study on small size passenger cars in India" with the main objectives to examine the satisfaction and impact on future purchase decision and explore the performance of different attributes in automobile in giving satisfaction to customer with the sample size of 150 customers and they used the multiple regression techniques and they revealed from this study that customers are highly satisfied with the performance of attributes like pickup, wipers, etc. and other attributes like pollution, engine, quietness, battery performance, and pick up influence the consumer future purchase decisions and consumer give the more importance to these factors.
2. **Kurkoti and Prabhu (2011)** revealed a "Study on Satisfaction with reference to Tata nano car customers in Pune city" with the objectives to determine the customer satisfaction towards Tata Nano, to study the gap analysis and to find out the impact of fire incidences on nano car users. For this study they taken the sample size of 125 customers and techniques used by them were paired sample, ANOVAs, and Turkey test. They concluded from this study that Nano car customers are not satisfied with the performance and waiting period of car but they satisfied with the safety of car and fire incidences report that has impact on the customer satisfaction.

3. **Sharma, Kiran Sharma and Khan (2011)** conducted "A study and analysis of customer satisfaction of Tata motors in Jaipur, Rajasthan with the objectives to find out the satisfaction among the customers, market performance and market position of Tata motors. They take the sample size of 100 customers in Jaipur city and concluded from this study that 73% people feel that safety is affordable whereas 12% do not agree, 74% believe that attractive discount is offered but 26% are not satisfied with the discount offered, but the overall opinion about Tata Motors is very good.
4. **Singh (2011)** revealed a study on " An empirical review of the product and customer satisfaction of Tata commercial vehicles" to find out the quality of service, performance of Tata motors and to know the consumer perception towards Tata motors with the sample size of 100 customers and used the statistical techniques tables, bar charts etc. This study concluded that consumer prefer the Tata commercial vehicles due to its better quality, brand image, easy availability of service stations, spare part quality etc.
5. **Ganesh and Soundarapandiyan (2011)** conducted a study on "i10 Hyundai Chennai: customer satisfaction level" with the sample size of 150 customers and tools used percentage analysis, chi square and multiple regression analysis. The objectives of the study were to identify the post purchase behavior and customer satisfaction level and find the effectiveness of after sales service of customer of Hyundai i10. They revealed from the study that customers are satisfied with the car after purchase because it gives the feel of luxury to customers and a convenience of smaller car in crowded area. It's most stylish as compared to others.
6. **Lohana and Sharma (2012)** conducted a study on "customer satisfaction towards Hyundai cars in Nanded city" with the objectives is to identify the customer preferences and parameter about the Hyundai cars. They have taken the sample of 60. They concluded from the study that 50% customers are satisfied with the overall performance of their vehicle. The customers are satisfied with the fuel efficiency, brand image, after sales service and economy in purchase etc.

7. **Rao and Kumar (2012)** revealed study on "Customer satisfaction towards Tata Motors – A study on Passenger cars in Warangal district of Andhra Pradesh" with the objectives to study the customer satisfaction with the usage of vehicles, after sale service, key area of strength, pricing affects, service and quality. They take the sample of 100 respondents and used the percentage technique. They concluded from the study that majority of customers are satisfied with the safety, dealer service, customer relationship and availability of spares etc.
8. **Nainesh Patel et al. (2012)**, conducted a study on Consumer Perception towards TATA Nexon Car in Bartoli City.
9. **Ashok Kumar Mishra (2013)**, conducted research on Customer Overall Satisfaction at TATA Motor's with special reference to Ramgarhia Automobiles Ramgarh Cantt, Jharkhand.
10. **C. Ganesan et al. (2017)**, conducted a study on Measurement of Customer Satisfaction level before & after sales service in TATA Motors.

CHAPTER 3

RESEARCH METHODOLOGY

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is a set of scientific investigations. Meaning of research as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge. This inquisitiveness is the mother of all knowledge and methods, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research. Research is an academic activity and as such the term should be used in a technical sense.

3.1 RESEARCH DESIGN

A research design is the specification of methods and procedure for acquiring the information needed to structure or to solve problems. It is an overall operation pattern or framework of the project that stipulates what information is to be collected from which source, and by what procedures. The research design is experiencing survey research.

DESCRIPTIVE RESEARCH DESIGN

Research design used for this study is descriptive research design. Descriptive research design is called explanatory design. This describes the demographic characteristics of candidates who are seeking the job. Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain groups such as age, occupation, experience etc., a descriptive study is necessary.

3.2 SOURCES OF DATA

3.2.1 Primary source of data

Primary data is obtained directly from first-hand sources by means of surveys, observation or experimentation. For the purpose of this study, the primary data is collected through survey using questionnaire method. The questionnaire was given to the executive level employees in the organization. The responses were collected and used for analysis.

3.2.1 Secondary source of data

Sources from the organization, organization literature, books and journals are served as the secondary data for the study. Secondary data are those, which are not collected specifically for solving the problem currently being investigated. In this research, the secondary data is collected through internal sources such as company records, company policies and websites. External sources such as literatures, books and websites were also used.

3.3 STRUCTURE OF QUESTIONNAIRE

The Structured questionnaire is a document that is used to collect data from respondents. This questionnaire type consists of Standardized closed questions, that are worked in a specific way, asked in a set sequence and require respondents to choose from a set of predefined answers.

3.4 SAMPLE SIZE

A subset of the universe that the best represents the same is sample. The number of units from the sample is referred to as the sample size. The overall opinion about the study is infinite customers.

3.5 SAMPLING TECHNIQUE

The sampling technique that was chosen is Convenience sampling method, in which the researcher selected the accessible population members from which to get information and the items selected were easy to approach and measure. Convenience sampling is

a non- probability sampling method.

3.6 PERIOD OF STUDY

The period of study is January 2024 through March 2024.

3.7 ANALYTICAL TOOLS

Percentage analysis:

Percentage refers to a special kind of ratio. Percentage is used in making comparison between two or more series of data, Percentage are used to describe relationship. It can be used to compare the relative terms, the distribution of two or more series of data.

$$\text{Percentage of Respondents} = (\text{No. of respondents} / \text{Total}) * 100$$

CHAPTER 4

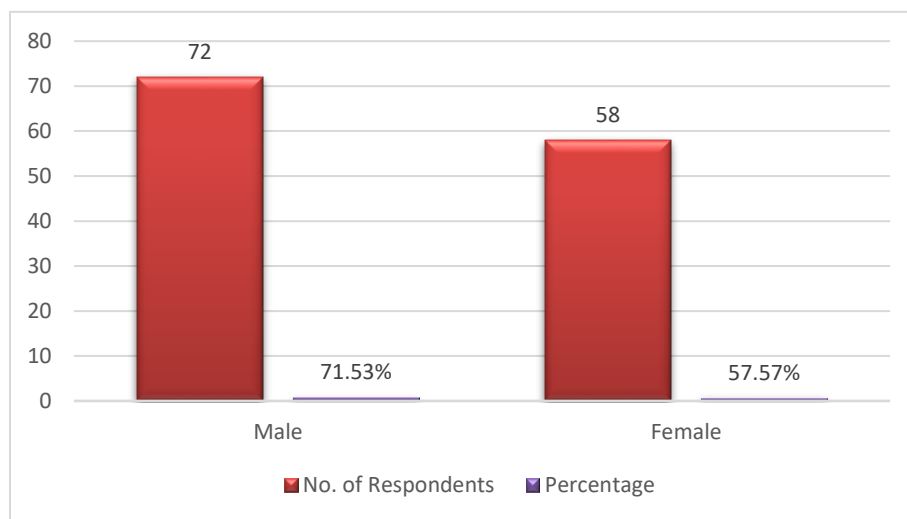
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 Table showing Gender wise classification of the respondents

Particulars	No. of Respondents	Percentage
Male	72	71.53%
Female	58	57.57%
Total	130	100%

Source: Primary data



4.1.1 Chart showing Gender wise classification of the respondents

Interpretation

From the above table it is interpreted that 71.53% of the respondents are male and 57.57% of the respondents are female.

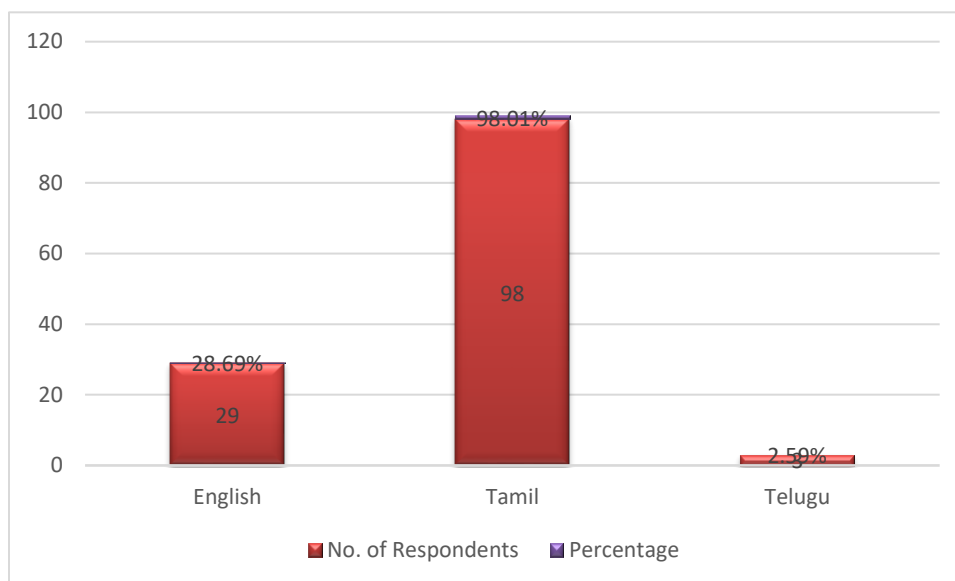
Inference

Majority of the respondents (71.53%) are male.

4.1.2. Table showing distribution of respondents based on Language

Particulars	No. of Respondents	Percentage
English	29	28.69%
Tamil	98	98.01%
Telugu	03	2.59%
Total	130	100%

Source: Primary data



4.1.2 Chart showing distribution of respondents based on Language

Interpretation

It is interpreted from the table 28.69% of the respondents knows English, 98.01% of respondents knows Tamil and 2.59% of respondent know Telugu.

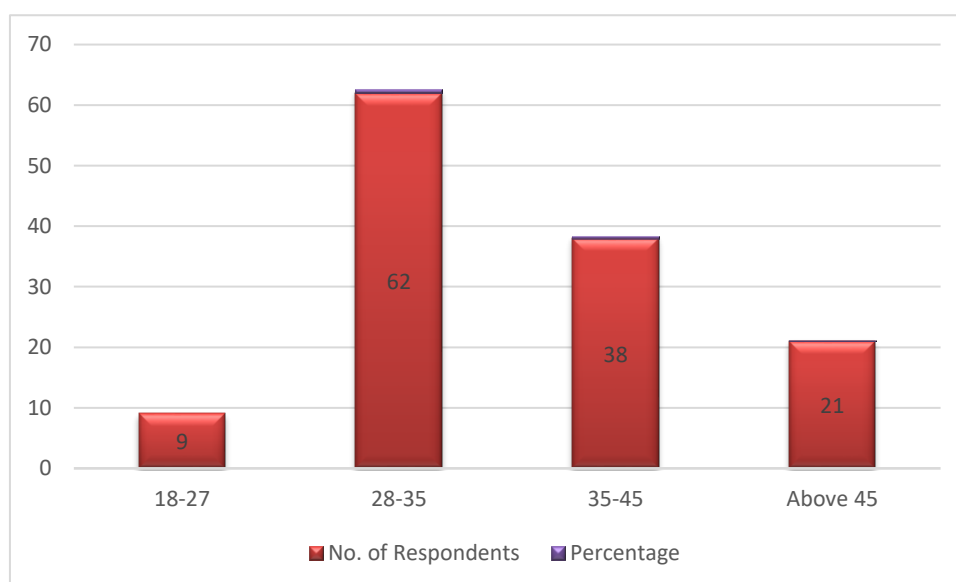
Inference

Majority (98.01%) of the respondents knows only Tamil.

4.1.3 Table showing distribution of respondents based on Age

Particulars	No. of Respondents	Percentage
18-27	09	9.29%
28-35	62	61.66%
35-45	38	38%
Above 45	21	21.45%
Total	130	100%

Source: Primary data



4.1.3 Chart showing distribution of respondents based on Age

Interpretation

From the above table it is interpreted that 9.29% of the respondents are 18-27 years, 61.66% of the respondents are 28-35 years, 38% of the respondents are 35-45 years and 21.45% of the respondents are above 45.

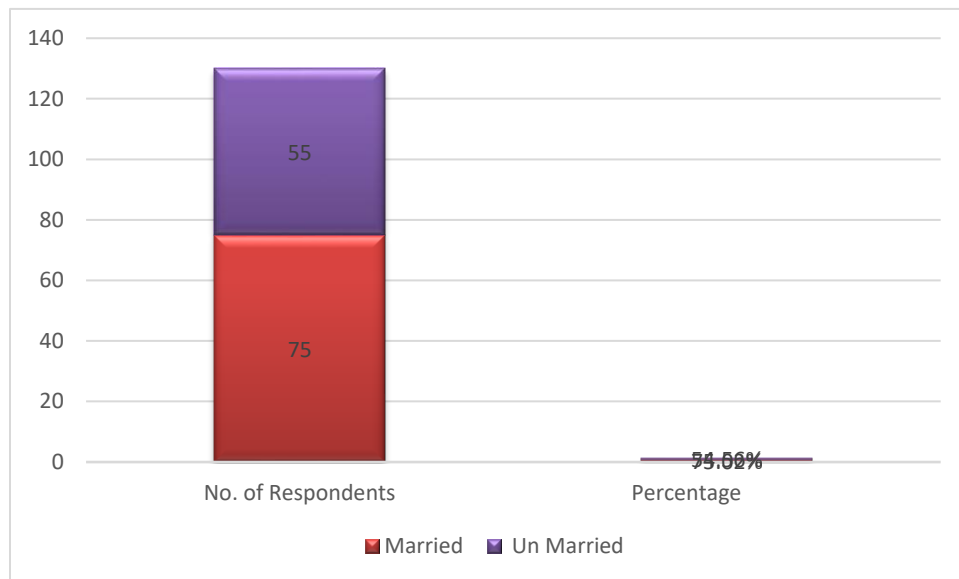
Inference

Majority (61.66%) of the respondents are 28 – 35 years old.

4.1.4 Table showing that percentage based on customers Marital status

Marital Status	No. of Respondents	Percentage
Married	75	75.02%
Un Married	55	54.56%
Total	130	100%

Source: Primary data



4.1.4 Chart showing that percentage based on customers Marital Status

Interpretation

From the above table it is interpreted that 75.02% of respondents are Married and 54.56% of respondents are Unmarried.

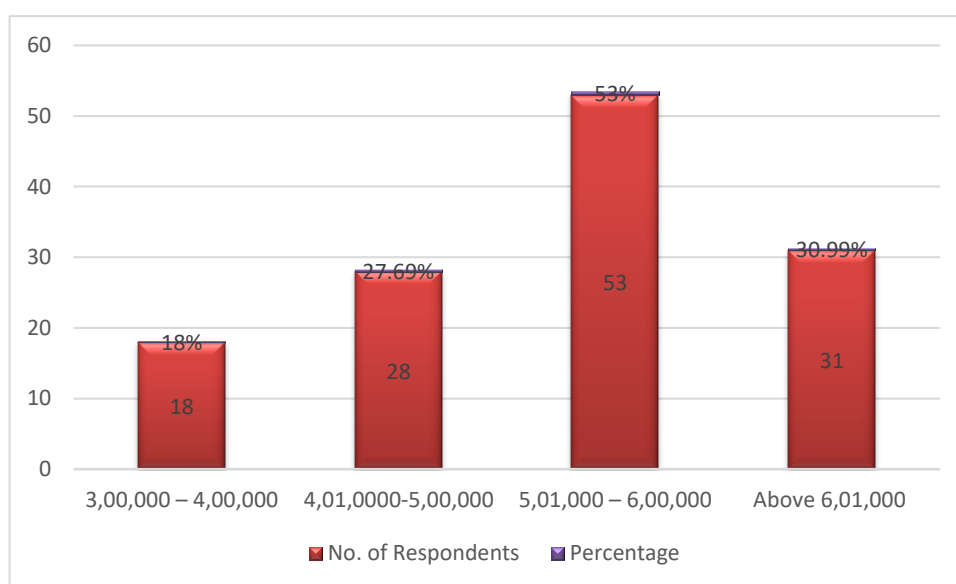
Inference

Majority (75.02%) of the respondents are married.

4.1.5 Table showing that the customers Annual Income

Particulars	No. of Respondents	Percentage
3,00,000 – 4,00,000	18	18%
4,01,0000-5,00,000	28	27.69%
5,01,000 – 6,00,000	53	53%
Above 6,01,000	31	30.99%
Total	130	100%

Source: Primary data



4.1.5 Chart showing that percentage of Customers Annual Income

Interpretation

From the above table is interpreted that 18% of respondent's annual income is 3,00,000 – 4,00,000, 27.69% of respondent's annual income is 4,01,000 - 5,00,000, 53% of respondent's annual income is 5,01,000 - 6,00,000 and 30.99% of respondent's annual income is above 6,01,000.

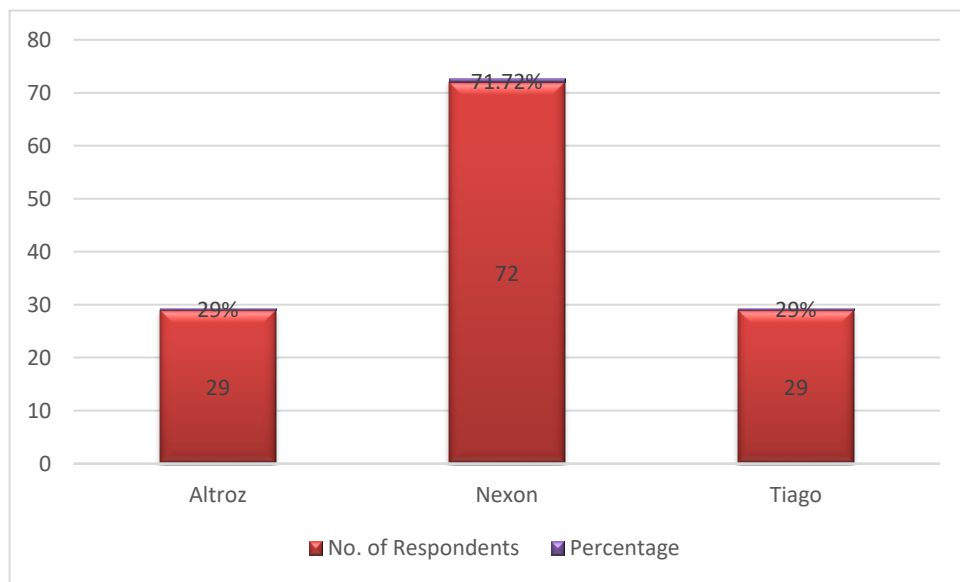
Inference

Its majority is (53%) of customers earned 5,01,000 – 6,00,000 of Annual income.

4.1.6 Table showing that which model in TATA do the customers like to own

Particulars	No. of Respondents	Percentage
Altroz	29	29%
Nexon	72	71.72%
Tiago	29	29%
Total	130	100%

Source: Primary data



4.1.6 Chart showing that which model in TATA do the customers like to own

Interpretation

From the above table is interpreted that the customers own 29% of Altroz, 71.72% of Nexon and 29% of Tiago.

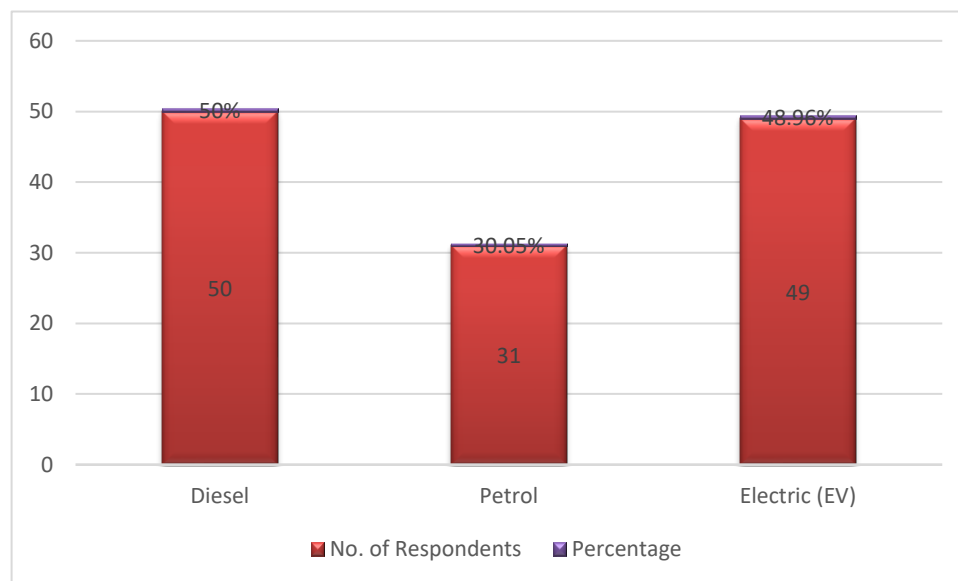
Inference

Majority is (71.72%) of customers own Nexon.

4.1.7 Table showing that which car variant the customer like to buy in TATA motors

Particulars	No. of Respondents	Percentage
Diesel	50	50%
Petrol	31	30.05%
Electric (EV)	49	48.96%
Total	130	100%

Source: Primary data



4.1.7 Chart showing that which car variant the customers like to buy in TATA

Interpretation

It is interpreted from the above table, most of the respondents purchased 30.05% of Petrol, 50% of Diesel and 48.96% of Electric ev.

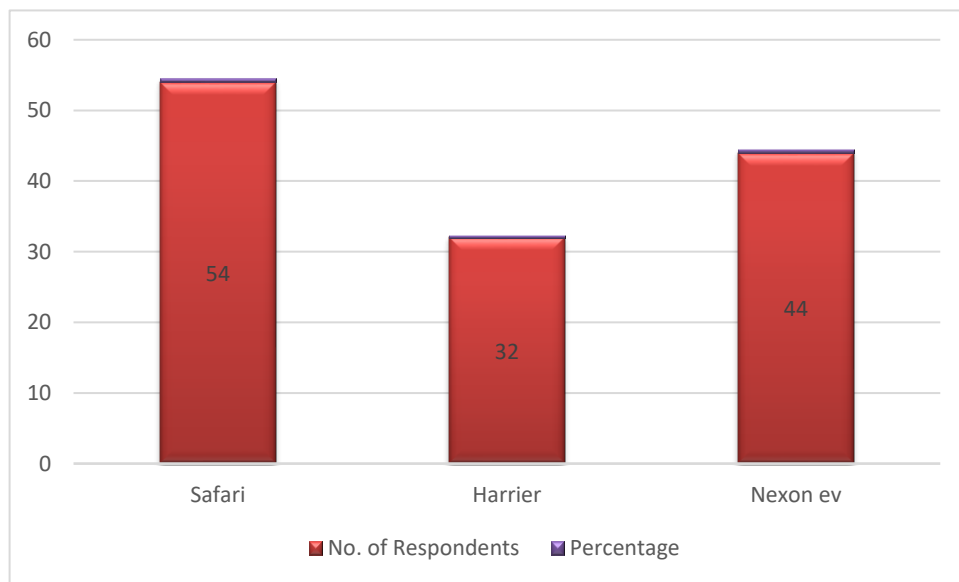
Inference

Majority of the customers purchased (50%) Diesel variant.

4.1.8 Table showing that customers favorite luxury cars in TATA motors

Particulars	No. of Respondents	Percentage
Safari	54	54.87%
Harrier	32	31.90%
Nexon ev	44	44%
Total	130	100%

Source: Primary data



4.1.8 Chart showing that customers favorite luxury car in TATA motors

Interpretation

The table shows that the respondent's favorite car is 54.87% of Safari, 31.90% of Harrier and 44% of Nexon ev.

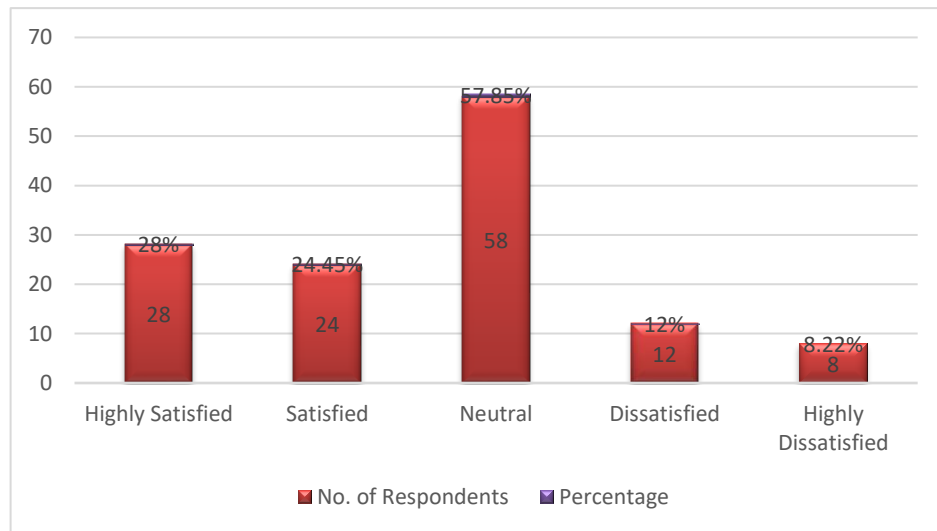
Inference

It was found that majority of favorite car is (54.87%) of Safari.

4.1.9 Table showing that customers opinion about price of TATA cars

Particulars	No. of Respondents	Percentage
Highly Satisfied	28	28%
Satisfied	24	24.45%
Neutral	58	57.85%
Dissatisfied	12	12%
Highly Dissatisfied	08	8.22%
Total	100	100%

Source: Primary data



4.1.9 Chart showing that customers opinion about Price of TATA cars

Interpretation

The table shows opinion about price of TATA cars are 28% of customers are Highly satisfied, 24.45% of customers are Satisfied, 57.85% of customers are Neutral, 12% of customers are Dissatisfied and 8.22% of customers are Highly Dissatisfied.

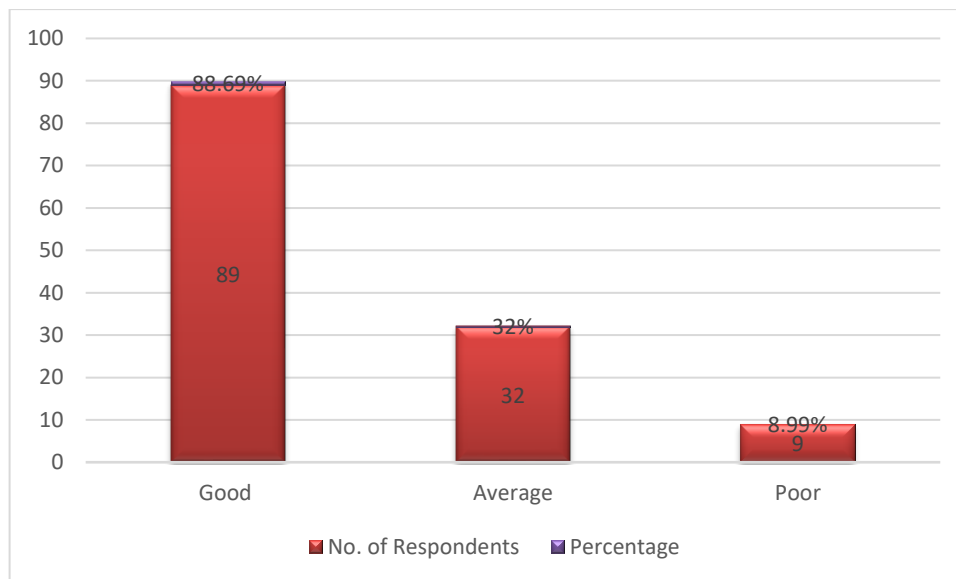
Inference

It was found the majority (57.85%) of customers are Neutral.

4.1.10 Table showing that the customers rating about delivery activity in TATA motors

Particulars	No. of Respondents	Percentage
Good	89	88.69%
Average	32	32%
Poor	09	8.99%
Total	130	100%

Source: Primary data



4.1.10 Chart showing that customers rating about delivery activity in TATA motors

Interpretation

The table shows the customers rating about delivery activity is 88.69% are good, 32% are Average and 8.99% are Poor.

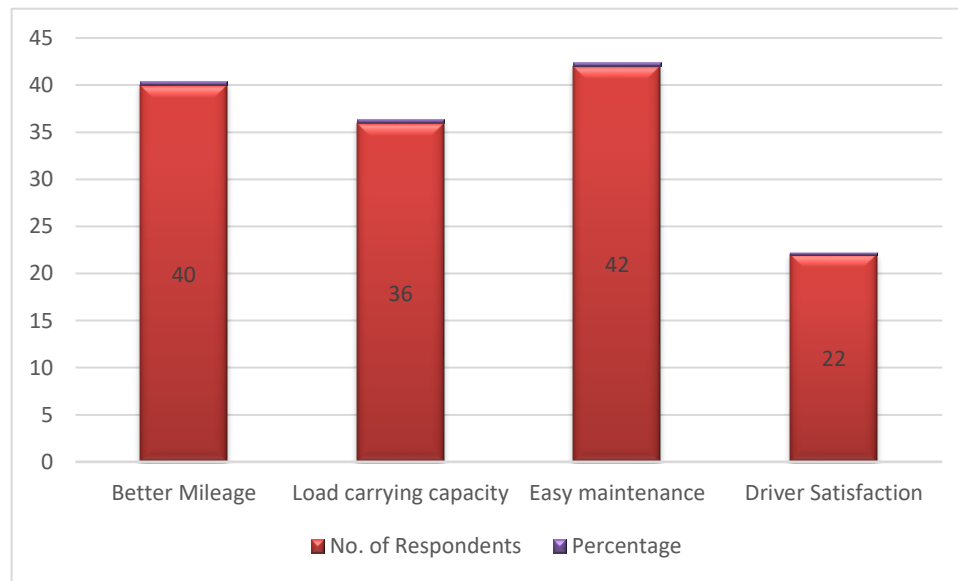
Inference

It was found that majority (88.69%) of customers rating about delivery activity is good.

4.1.11 Table showing that customers reason to buy TATA motors

Particulars	No. of Respondents	Percentage
Better Mileage	40	40.33%
Load carrying capacity	36	36%
Easy maintenance	42	41.74%
Driver Satisfaction	22	22.41%
Total	130	100%

Source: Primary data



4.1.11 Chart showing that the customers reason to buy TATA motors

Interpretation

The table shows the customers reason to buy tata motors are 40.33% Is Better mileage, 36% is Load carrying capacity, 41.74% is Easy maintenance and 22.41% is Driver satisfaction.

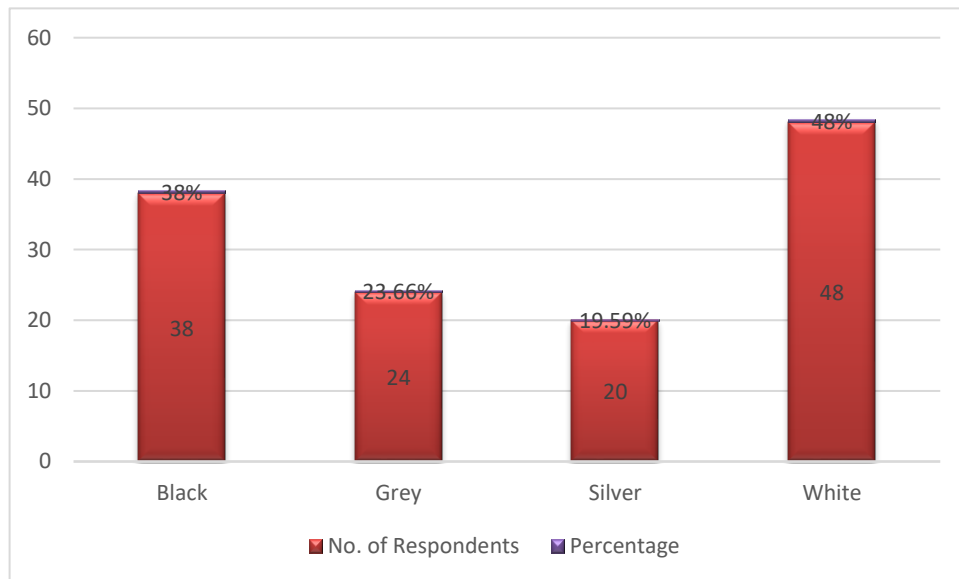
Inference

The majority is (41.74%) of customers reason is Easy maintenance.

4.1.12 Table showing that customer's favorite color in TATA cars

Particulars	No. of Respondents	Percentage
Black	38	38%
Grey	24	23.66%
Silver	20	19.59%
White	48	48%
Total	130	100%

Source: Primary data



4.1.12 Chart showing that customers favorite color in TATA cars

Interpretation

The table shows that 38% of customers selected black color, 23.66% customers selected grey color, 19.59% of customers selected silver color and 48% of customers selected white color.

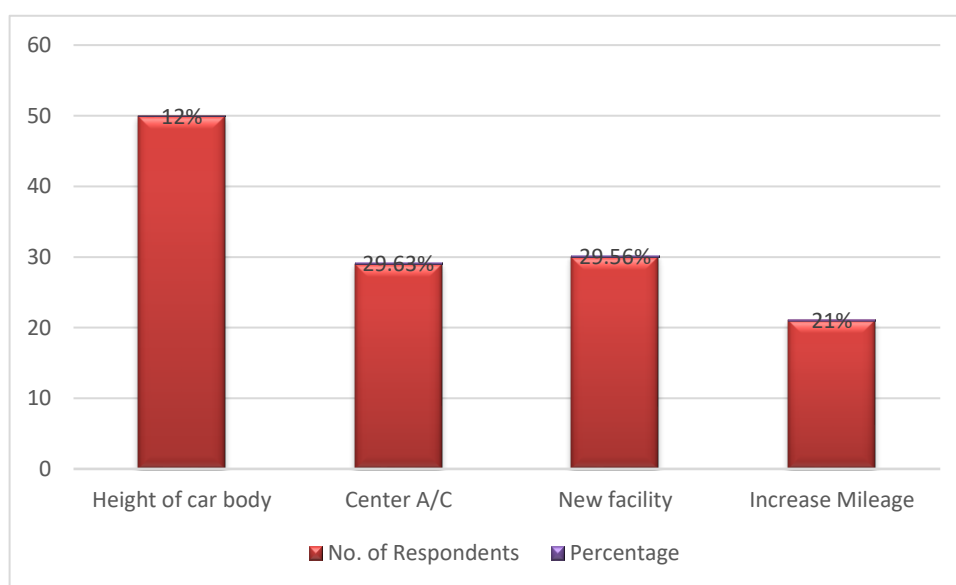
Inference

Majority of the respondents (48%) are selected white color.

4.1.13 Table showing that customers expecting changes in TATA cars

Particulars	No. of Respondents	Percentage
Height of car body	50	50%
Center A/C	29	29.63%
New facility	30	29.56%
Increase Mileage	21	21%
Total	130	100%

Source: Primary data



4.1.13 Chart showing that customers expecting changes in TATA cars

Interpretation

The table shows that 50% of customers expecting height of car body, 29.63% of customers expecting to center A/C, 29.56% of customers expecting to new facility and 21% of customers expecting changes to increase mileage.

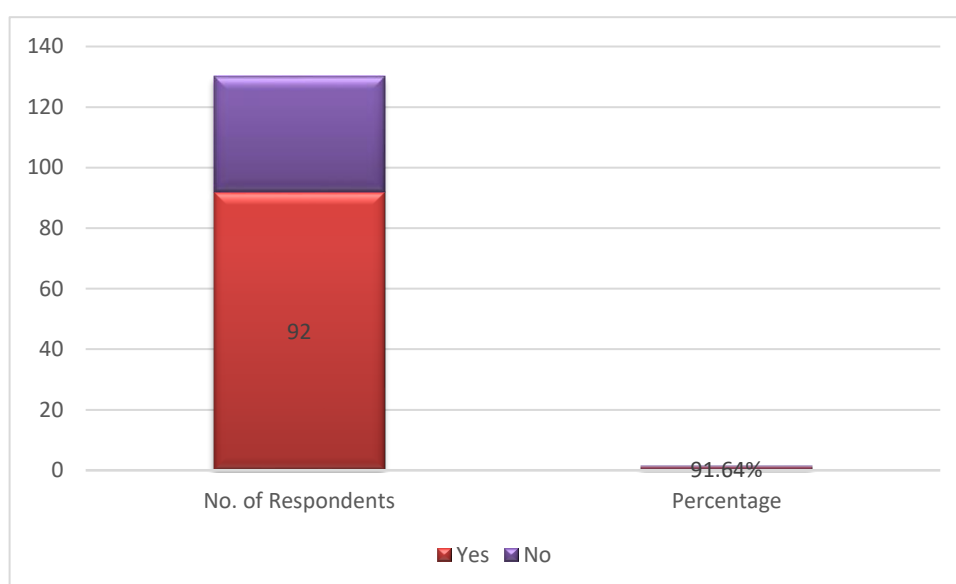
Inference

Majority (50%) of the customers expecting height of car body.

4.1.14 Table showing that whether the price of TATA car suits your budget

Particulars	No. of Respondents	Percentage
Yes	92	91.64%
No	38	38.49%
Total	130	100%

Source: Primary data



4.1.14 Chart showing whether the price of TATA cars suits your budget

Interpretation

The table shows that 91.64% of customers are selected yes and only 38% of customers selected no.

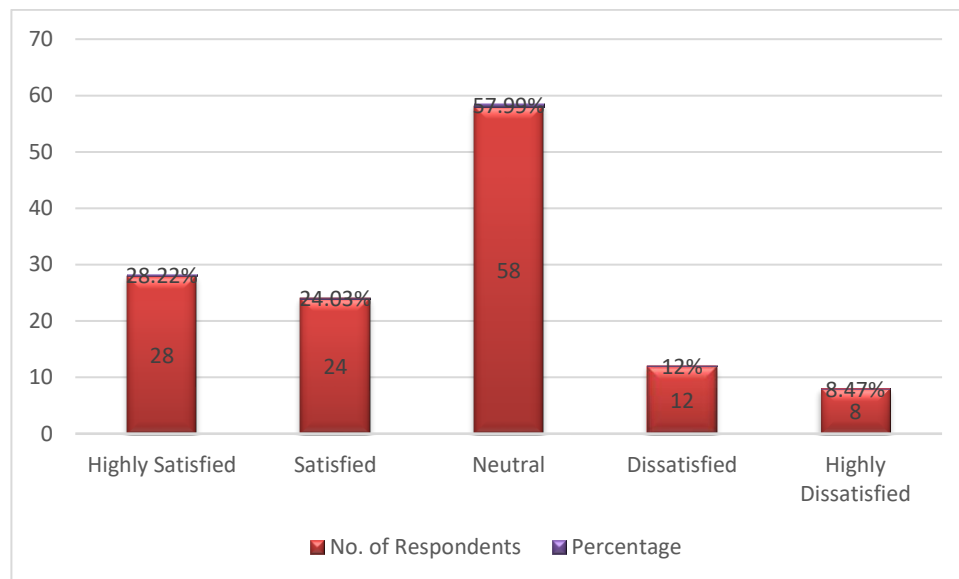
Inference

Majority (91.64%) of the customers selected yes, that the budget is suitable to buy the TATA cars.

4.1.15 Table showing that whether customers satisfied with the performance of the TATA cars

Particulars	No. of Respondents	Percentage
Highly Satisfied	28	28.22%
Satisfied	24	24.03%
Neutral	58	57.99%
Dissatisfied	12	12%
Highly Dissatisfied	08	8.47%
Total	130	100%

Source: Primary data



4.1.15 Chart showing that whether customers satisfied with the performance of TATA cars

Interpretation

The table shows that 28.22% of customers are Highly satisfied to performance, 24.03% of customers are Satisfied, 57.99% of customers gives Neutral, 12% of customers gives Dissatisfied and 8.47% of customers gives Highly dissatisfied.

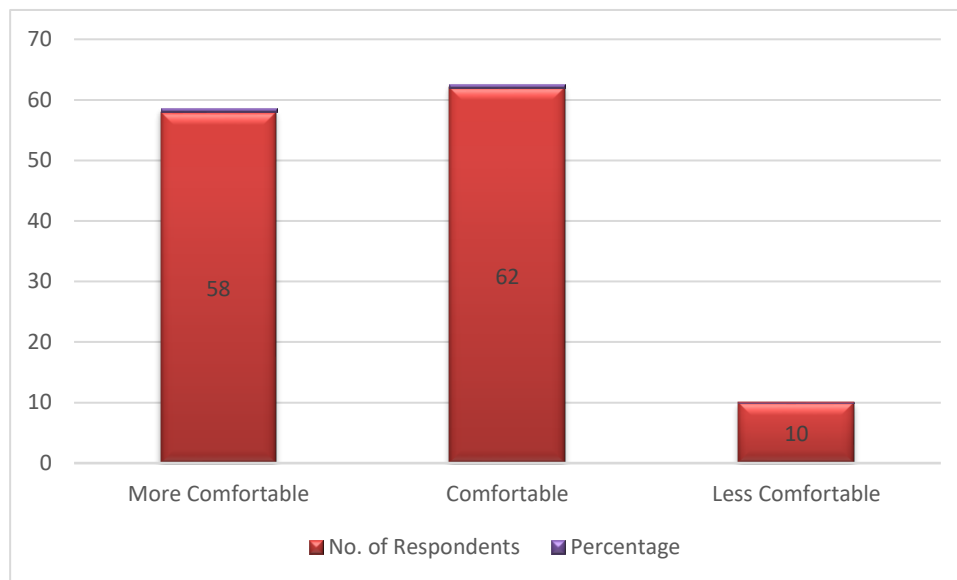
Inference

Majority is (57.99%) of customers are Neutral.

4.1.16 Table showing that how the Customer feel while driving the TATA car

Particulars	No. of Respondents	Percentage
More Comfortable	58	58%
Comfortable	62	61.99%
Less Comfortable	10	9.66%
Total	130	100%

Source: Primary data



4.1.16 Chart showing that how the customers feel while driving the TATA car

Interpretation

The table shows that 58% of customers feels More Comfortable, 61.99% of customers feels Comfortable and 9.66% of customers feels Less comfortable while driving the car.

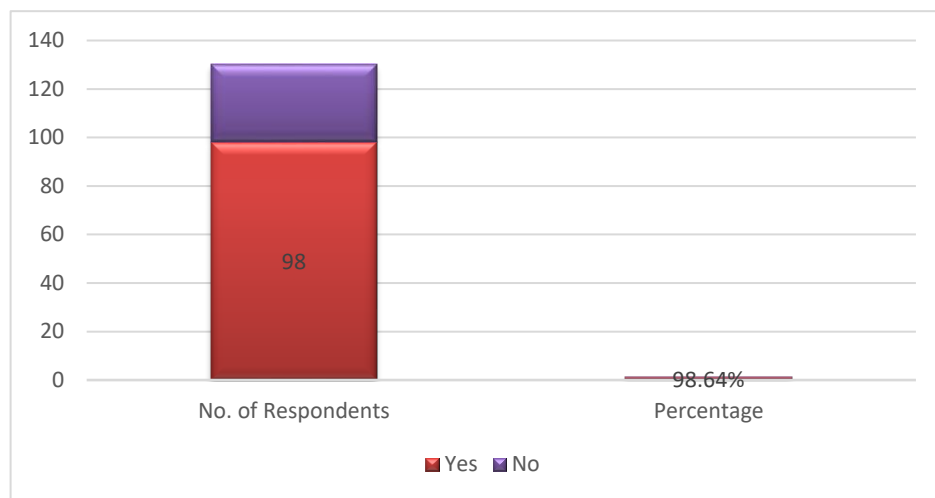
Inference

Majority is (61.99%) of customers feels Comfortable while driving the TATA cars.

4.1.17 Table showing that you recommend TATA motors to anybody else

Particulars	No. of Respondents	Percentage
Yes	98	98.64%
No	32	31.55%
Total	130	100%

Source: Primary data



4.1.17 Table showing that customers recommend TATA motors to anybody else

Interpretation

The table shows that 98.64% of customers recommend TATA motors and 31.55% of customers won't recommend TATA motors.

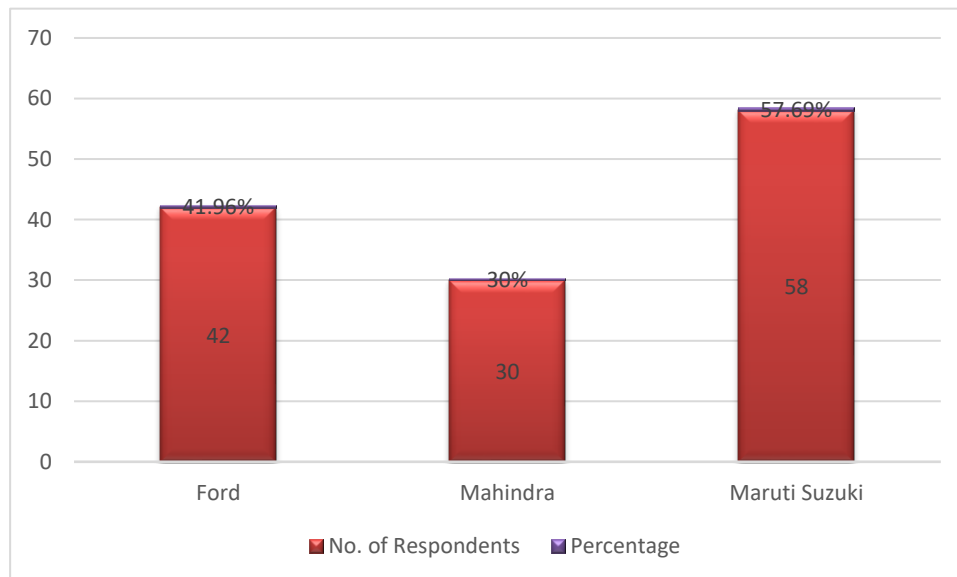
Inference

Majority is (98.64%) of customers recommend TATA motors.

4.1.18 Table showing that customers second choice apart from TATA

Particulars	No. of Respondents	Percentage
Ford	42	41.96%
Mahindra	30	30%
Maruti Suzuki	58	57.69%
Total	130	100%

Source: Primary data



4.1.18 Chart showing that customers second choice apart from TATA

Interpretation

From the above table, it is observed that 41.96% of customers second choice apart from TATA is Maruti Suzuki, 30% of customers second choice is Mahindra and 57.69% of customers second choice is Ford.

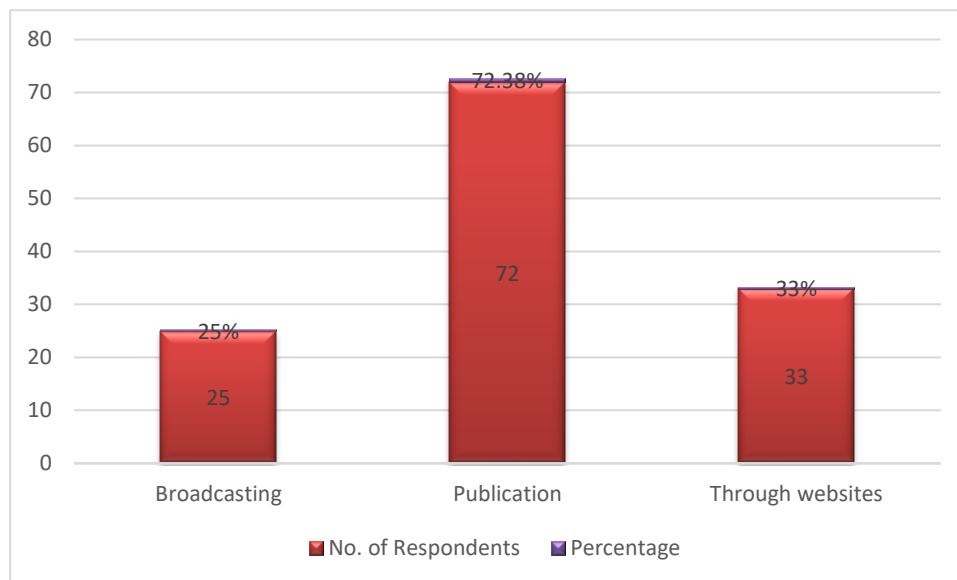
Inference

Majority is (57.69%) of customers second choice apart from TATA is Ford.

4.1.19 Table showing that customers influenced by media promoting to purchase TATA cars

Particulars	No. of Respondents	Percentage
Broadcasting	25	25%
Publication	72	72.38%
Through websites	33	33%
Total	130	100%

Source: Primary data



4.1.19 Chart showing that how the customers influenced by media promoting to purchase TATA cars

Interpretation

From the above table that 33% of customers are influenced by Publication, 72.38% of customers influenced by Publication and 25% of customers influenced by Broadcasting.

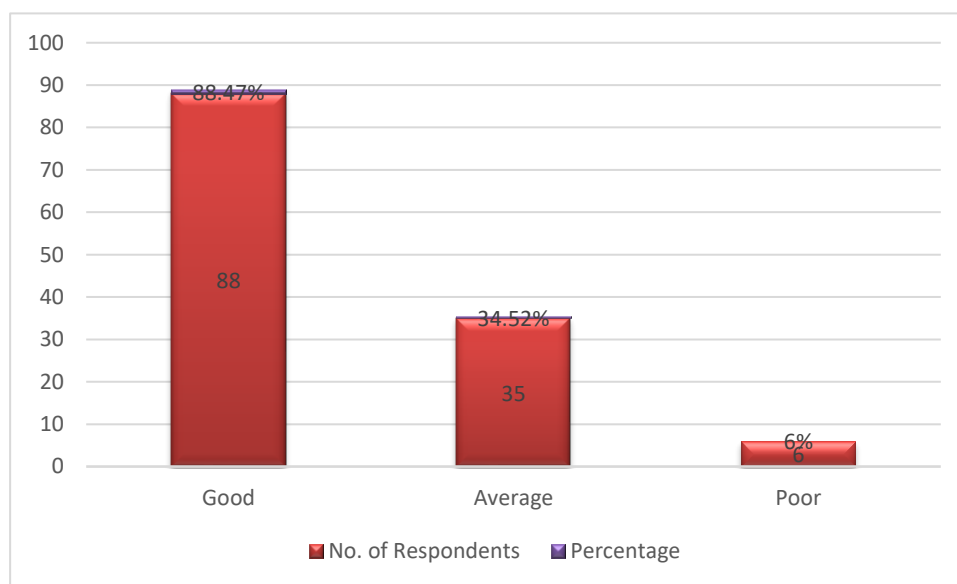
Inference

Majority is (72.38%) of customers are influenced by Publication.

4.1.20 Table showing that the Sales executive's attitude towards customers

Particulars	No. of Respondents	Percentage
Good	88	88.47%
Average	35	34.52%
Poor	06	6%
Total	130	100%

Source: Primary data



4.1.20 Chart showing that the Sales executive's attitude towards customers

Interpretation

From the above table it is observed that 88.47% is good to sales executive's attitude, 34.52% is Average and 6% is Poor.

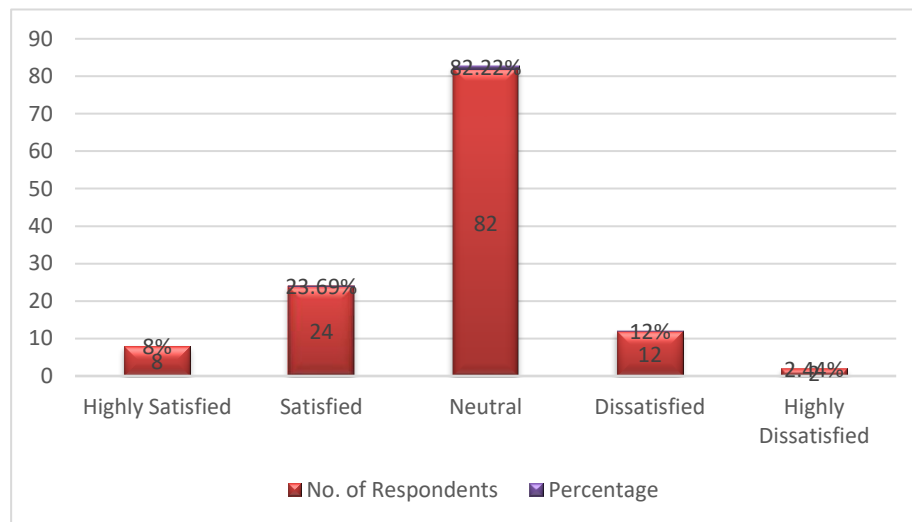
Inference

Majority is (88.47%) of customers gives good to sales executive's attitude.

4.1.21 Table showing that the customers satisfied with the current price of TATA motors

Particulars	No. of Respondents	Percentage
Highly Satisfied	08	8%
Satisfied	24	23.69%
Neutral	82	82.22%
Dissatisfied	12	12%
Highly Dissatisfied	02	2.44%
Total	130	100%

Source: Primary data



4.1.21 Chart showing that customers satisfied with the current price of TATA motors

Interpretation

From the above table it is observed that 8% of customers are Highly satisfied, 23.69% of customers are Satisfied, 82.22% of customers are Neutral, 12% of customers are Dissatisfied and 2.44% of customers are Highly Dissatisfied.

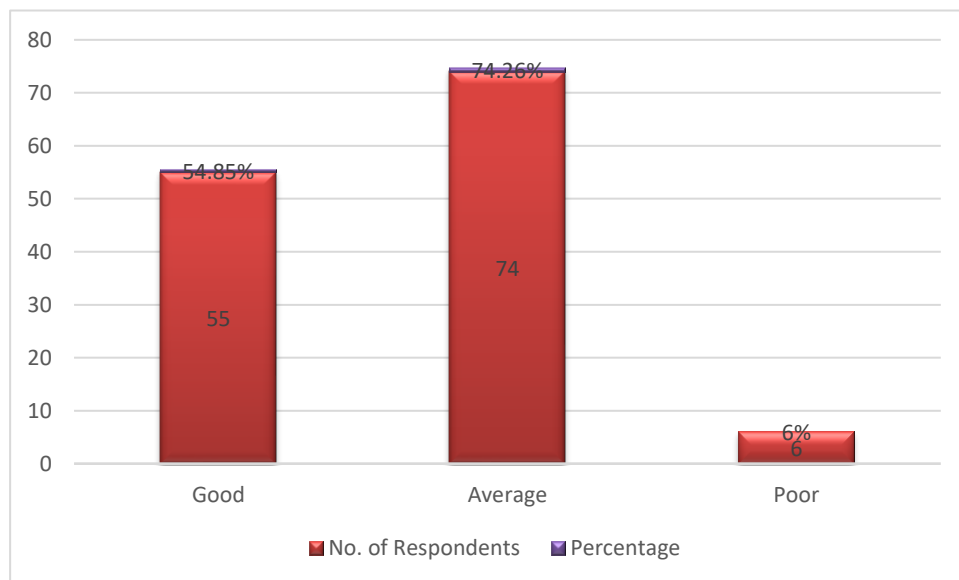
Inference

Majority is (82.22%) of customers are Neutral.

4.1.22 Table showing that the customers overall opinion about TATA motors

Particulars	No. of Respondents	Percentage
Good	55	54.85%
Average	74	74.26%
Poor	06	6%
Total	130	100%

Source: Primary data



4.1.22 Chart showing that customers overall opinion about TATA motors

Interpretation

From the above table it is observed that customers overall opinion about TATA motors 54.85% are Good, 74.26% are Average and 6% are Poor.

Inference

Majority of the respondents (74.26%) of customers opinion is Average.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- ❖ Majority of the respondents (71.53%) are Male.
- ❖ Majority (98.01%) of the respondents knows only Tamil.
- ❖ Majority (61.66%) of the respondents are 28 – 35 years old.
- ❖ Majority (75.02%) of the respondents are married.
- ❖ Its majority is (53%) of customers earned 5,01,000 – 6,00,000 of Annual income.
- ❖ Majority is (71.72%) of customers own Nexon.
- ❖ Majority of the customers purchased (50%) Diesel variant.
- ❖ It was found that majority of favorite car is (54.87%) of Safari.
- ❖ It was found the majority (57.85%) of customers are Neutral.
- ❖ It was found that majority (88.69%) of customers rating about delivery activity is good.
- ❖ The majority is (41.74%) of customers reason is Easy maintenance.
- ❖ Majority of the respondents (48%) are selected white color.
- ❖ Majority (50%) of the customers expecting height of car body.
- ❖ Majority (91.64%) of the customers selected yes, that the budget is suitable to buy the TATA cars.
- ❖ **Majority is (57.99%) of customers are Neutral.**
- ❖ Majority is (61.99%) of customers feels Comfortable while driving the TATA cars.
- ❖ Majority is (98.64%) of customers recommend TATA motors.
- ❖ Majority is (57.69%) of customers second choice apart from TATA is Ford.
- ❖ Majority is (72.38%) of customers are influenced by Publication.
- ❖ Majority is (88.47%) of customers gives good to sales executive's attitude.
- ❖ Majority is (82.22%) of customers are Neutral.
- ❖ Majority of the respondents (74.26%) of customers opinion is Average.

5.2 SUGGESTION

After meeting the customer and talking to them about the live tips and their service and knowing their requirements the following recommendation is being developed.

➤ **Target customer**

The main target new customer should be seen as an opportunity to the company. We should help more and more customer to buy our product, and make them fill that the buying our product is not an expenditure it's an investment for the long term which will give you good return in future. Being the maintenance and other USP of the product. And also giving the exchange offers and easy finance offer that will help them to buy vehicle from you.

➤ **Customer satisfaction**

For the small crowd of people who are not satisfied with the company they should be approached back and their problem should be solved. For the people who are on average level then continues customer service should be done for them to make them satisfied. Over all for each and every customer there should be no delay done for any complains and their requirements.

➤ **Services**

Due to more fluctuation of market the analysis of tips should be asked to generate more accurate and perfect tips to be sending and while sending delayed should not be done in it.

5.3 RECOMMENDATIONS

- TATA Motors should focus more on their service part which is a major factor based on which people buy any product and Tata Motors should focus more on practices which enhances the Customer relationship with TATA Motors.
- Tata Motors needs to focus on the after-sales service of their products.
- Tata Motors should try to focus more on the aspect of the service of the vehicles of the customers.
- Tata Motors needs to focus more on the offers that they are giving to customers.

5.4 CONCLUSION

Research above shows the customer satisfaction of Tata motors through live tips and the questionnaire. In regards to their various service and customer service. Also, the overall rating of the company and how it stands beyond of their competitor. The study shows that the 70% - 80% of the customer are satisfied with the kind of service and customer relationship is done with them by live tips. The new customer also found the company different from other company which is a positive point for them. To fulfill the customer requirement in time should be seen. Over all the company present customer satisfaction level are on satisfied with a small number of people of people not satisfied, which should be taken care of. The purpose of this training was to give me the feel that the real industry is and I feel that getting training in esteemed organization like TATA Motors is a thing to be proud of. I have learnt great deal of team work here and the sense of working as a team has enhanced my capabilities by huge amount. On the whole, it has not given me an exposure to these techniques but also has added a new dimension in my vision of knowledge. I will always be grateful to TATA Motors. Apart from the allotted project I was able to work in an industrial environment, which has provided a lot of value addition to me. Working with people in the organization taught me a lot of managerial as well as personnel skill lessons that definitely indispensable for my future carrier. I observed and studied the various machining processes in the factory and the work processes in the assembly line. Working with different software helped me to enrich my computer skills I observed various management and business protocols followed in company and in its various departments. My experience in TATA motors has been really enriching and has provided me a stepping stone for a prospective bright future in the industrial Sector.

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ANNEXURE – I (Questionnaire)

- 1. Full name:**
- 2. Email ID:**
- 3. Your Gender**
 - Male
 - Female
- 4. Age Group**
 - 18-27
 - 28-35
 - 36-45
 - Above 45
- 5. What is your Main Language?**
 - Tamil
 - English
 - Telugu
- 6. What is your Marital Status?**
 - Married
 - Single
- 7. What is your Annual Income?**
 - 3,00,000 - 4,00,000
 - 4,01,000 – 5,00,000
 - 5,01,000 – 6,00,000
 - Above 6,01,000
- 8. Which model in TATA do you like to own?**
 - Tiago
 - Nexon

- Altroz

9. In which variant you like to purchase car in TATA?

- Petrol
- Diesel
- Electric ev.

10. Your favorite luxury car in TATA motors?

- Safari
- Harrier
- Nexon ev

11. Your opinion about price of TATA cars?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

12. Your favorite color in TATA cars?

- White
- Black
- Grey
- Silver

13. What kind of changes are you expecting in TATA cars?

- Increase Mileage
- New Facility
- Height of car body
- Center A/C

14.Are you satisfied with the current price of TATA motors?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

15.Were the price of TATA car suits your budget?

- Yes
- No

16.How satisfied you are with the performance of TATA cars?

- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

17.How do you feel while driving the TATA car?

- More Comfortable
- Comfortable
- Less Comfortable

18.Reason for choosing TATA cars?

- Better Mileage
- Load Carrying Capacity
- Easy maintenance
- Driver Satisfaction

19.Which company is your second choice apart from TATA?

- Ford
- Mahindra
- Maruti Suzuki
- Honda

20.Which promotional media is influenced you to buy a TATA car?

- Broadcasting
- Through Website
- Publication

21.Your rating about delivery activity in TATA motors?

- Good
- Average
- Poor

22.Your overall opinion about TATA motors?

- Excellent
- Good
- Average
- Below Average
- Poor

23.How was the Sales Executive's activity towards you?

- Good
- Average
- Poor

24.Do you recommend TATA motors to anybody else?

- Yes
- No

