

A STUDY ON CUSTOMER SATISFACTION FOR TATA MOTORS

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1. INTRODUCTION:

The main goal of the task force is to improve the quality of life in communities that create global significance by creating long-term significance for the parties that form the basis of the presidency.

Founded in 1868 by Jamsetji Tata, the Tata Group is an international business under the leadership of India and operates more than 100 companies operating in more than 100 countries on six continents and producing more than 150 countries. His father's earnings per share in 2013-14 totaled \$ 103.27 billion (approximately \$ 626,757), which is 67.2% of all non-Indian companies. Daddy's employs 581,000 people worldwide.

The complex civilian is part of the DNA of the Tata group. 66 percent of the company's capital, Tata Sons, was funded by philosophical means to amass wealth. Because of this unique building and the value of public service, Tata's name has been revered for over 140 years and is dedicated to connecting with strong ethics and business ethics

PASSENGER CAR SEGMENTS – INDIA

The \$ 3 million industry can't open up for classic distribution. India's travel industry is divided into several groups. This is done to facilitate

understanding and increase competition among developers for large-scale promotions.

This industry is based on price and the size of the machine but allows you to translate standards and how to comply with standards. I calculated the duration of the vehicle.

While the distribution of cars for SIAM is easy, the distribution to the winner will be more difficult. This is because the variable/price of the car is distributed. Based on the above measurements, Section 2 consists of 3 ears to 7 crows. 3 ranges from 4.5 to 9,000, and despite the catastrophic changes, the current picture in the minds of consumers has changed.

Objectives of Study:

- Learn about Tata car design
- Meet the different players in Section A2.
- Tata customer satisfaction skills.

SCOPE OF THE STUDY

The goal is to explore different segments of the automotive industry as a successful automotive industry with the development of many foreign players entering the domestic market. The research event will also examine the products that Tata

Motors offers to its customers, as well as the various factors that have been the main reason for the growth of the larger market segment in the A2 segment for the Lucknow market.

LIMITATIONS OF THE STUDY

The Major limitations of my study were:

- Time is one of the most important factors.
- Dissatisfaction with buyers means that they will only move forward at that time.

2. RESEARCH METHODOLOGY

Methods are usually phases, tasks, methods, techniques, and manual systems for solving problems with specialized tools.

The approved research method is the primary and secondary data.

My database:

- Information is collected through questionnaires

Additional information is collected by the organization's website.

The sample size of the study was 100 people.

3. DATA ANALYSIS & INTERPRETATION

Ques 1: Can you use four bicycles?

Ques 2: What do you expect?

Ques 3: What should you do if you are looking for a shopping car?

Ques 4: How do you assess the sales data and staff of Tata Motors?

Ques 5: Do you know all the products that Tata Motors offers to its customers and the new definition offered by TATA?

Ques 6: What other products do you create with TATA'S?

Ques 7: What is your opinion about the TATA'S?

Ques 8: Do you like the products of other manufacturers in Tata, such as Maruti and Hyundai?

Ques 9: What do you think about Tata's new and old products?

Ques 10: Are you an area where you can improve your Tata car?

4. FINDINGS OF THE STUDY

FINDINGS

- Most customers use Maruti cars. Of the models surveyed, 44% of customers found employment after selling from Tata Motors.
- Most customers hope to buy a joint caravan, as it is easier for customers here to increase traffic as well as work with parks. Customers also said they enjoyed driving.
- Most customers are looking for safety and convenience features as well as facilities.
- People and vendors do not have a good experience, and employees do not know the product.
- Many problems are using TATA Motors. Customers said I did not like the job offered by TATA Motors.
- Tata Motors should regularly check the effectiveness of sales.

5. RECOMMENDATIONS

- TATA Motors needs to focus on part of its business, which is an important factor in

purchasing a product, and TATA Motors needs to focus more on practices that improve customer relationships with TATA Motors.

- Tata Motors needs to focus its products on the back edge.
- TATA engines should try to pay more attention to the operation of consumer vehicles.
- Tata Motors should pay more attention to the offers it offers to its customers.

6. CONCLUSION

Over the past 10 years, India has made significant strides in the automotive industry. Many foreign players have also reached the domestic market.

There are various competitions in the Lucknow TATA motor market, including Maruti Suzuki, Hyundai had. If TATA has released a new release like BOLT in the A2 part, then there's room for big players. What they need to do is pay more attention to their ads and try to impress customers with their new products and services.

REFERENCES

- <http://www.cardekho.com/carmodels>
- Booklets and brochures provided by TATA Motors