



# Customer Satisfaction Towards Tata Products And Service With Special Reference To Coimbatore City

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**Abstract:** The study on "Customer Satisfaction Towards Tata Products and Services with Special Reference to Coimbatore City" aims to analyze customer perceptions regarding Tata products, focusing on factors such as product quality, service efficiency, and after-sales support. Data was collected through structured questionnaires from 100 respondents using a convenience sampling method. The findings reveal that most respondents are satisfied with Tata products, particularly in terms of durability and service. However, areas such as enhancing digital presence and improving service response time require attention. Suggestions include strengthening after-sales services and increasing customer engagement to ensure continued satisfaction and loyalty.

## I. INTRODUCTION

Customer satisfaction plays a vital role in determining the success of any company. Tata Motors, a leading automobile manufacturer in India, has built a strong reputation through its commitment to quality, affordability, and customer service. This study explores the level of customer satisfaction towards Tata Motors' products and services, focusing on factors such as product quality, after-sales service, and brand perception. By analyzing customer feedback, the study aims to identify key strengths and areas for improvement, ultimately helping Tata Motors enhance its service offerings and maintain long-term customer loyalty.

## SECONDARY DATA COLLECTION

Secondary data collection involves gathering information from existing sources to support the research. For this study, data was collected from various credible sources such as Tata Motors' official website, which provided insights into product specifications, service offerings, and brand values. Additionally, research journals, academic articles, and industry reports were analyzed to understand customer satisfaction trends and factors influencing consumer preferences. Government and industry publications offered valuable statistics and market analysis, while online reviews and customer feedback highlighted real-life experiences with Tata Motors' products and services. These sources provided a strong foundation for evaluating customer satisfaction and identifying areas for improvement.

## Objectives

1. To analyze customer satisfaction levels with products and services.
2. To identify key factors influencing consumer preferences and satisfaction.
3. To assess the effectiveness of after-sales service in maintaining customer loyalty.
4. To evaluate the perception of Tata Motors' brand in the market.
5. To suggest strategies for improving customer satisfaction and service quality.

## RESEARCH METHODOLOGY

The research methodology for this study will adopt a combination of both qualitative and quantitative approaches to gain comprehensive insights into consumer buying behaviour towards eco-friendly products in Coimbatore.

### Quantitative Analysis:

The data collected from the survey will be analysed using statistical tools such as SPSS or Excel. Descriptive statistics (mean, mode, median), frequency distributions, and correlation analysis will be employed to identify trends and relationships between variables.

### Qualitative Analysis:

The interview and focus group data will be analysed using thematic analysis to identify recurring themes, patterns, and insights related to consumer perceptions and attitudes toward eco-friendly products.

### 3.1 Population and Sample

The population for this study consists of customers who have purchased or used Tata Motors' products and services in Coimbatore city. These customers include individuals from different demographic backgrounds, including various age groups, genders, occupations, and income levels. The sample was selected using a convenient sampling method, where 115 respondents were surveyed to gather their opinions on Tata Motors' products and services. The sample size was chosen to ensure a balanced representation of customer preferences and satisfaction levels. This approach helped in obtaining diverse responses that reflect the overall perception of Tata Motors' offerings in the selected region.

### 3.2 Data and Sources of Data

This study utilized both primary and secondary data to analyze customer satisfaction towards Tata Motors' products and services.

#### 1. Primary Data:

Primary data was collected directly from 115 respondents through a structured questionnaire. The survey focused on various aspects such as product quality, pricing, after-sales service, and overall satisfaction. The responses provided first-hand insights into customer perceptions and preferences.

#### 2. Secondary Data:

Secondary data was obtained from existing sources such as research journals, academic publications, industry reports, and Tata Motors' official website. These sources provided valuable information on market trends, customer expectations, and factors influencing satisfaction, which helped support the analysis and findings of the study.

### 3.3 Theoretical framework

The theoretical framework for this study is based on customer satisfaction theories and models that help understand the factors influencing consumer behavior and satisfaction levels.

#### 1. Expectancy-Disconfirmation Theory (EDT):

This theory suggests that customer satisfaction is determined by the gap between customer expectations and the actual performance of the product or service. If the performance exceeds expectations, customers are satisfied; otherwise, dissatisfaction occurs.

#### 2. SERVQUAL Model:

- The SERVQUAL model identifies five dimensions that affect customer satisfaction:

- Tangibles: Physical aspects such as product design and packaging.
- Reliability: Consistency and dependability of the product or service.
- Responsiveness: Willingness to assist and provide prompt service.
- Assurance: Knowledge and courtesy of employees that inspire trust.
- Empathy: Personalized attention and care for customers.

#### 3. Customer Loyalty Theory:

This theory highlights the relationship between satisfaction and loyalty. Higher satisfaction levels result in stronger customer loyalty, leading to repeat purchases and positive word-of-mouth recommendations. These theoretical models provide a structured approach to evaluate customer satisfaction with Tata Motors' products and services by analyzing expectations, service quality, and customer loyalty.

## IV. RESULTS AND DISCUSSION

### HOW SATISFIED ARE YOU WITH THE QUALITY OF TATA PRODUCTS YOU HAVE PURCHASED?

Satisfaction Level	No.of. Respondents	Percentage
Very satisfied	43	37.1
Satisfied	60	51.7
Neutral	13	11.2
Dissatisfied	0	0
Total	116	100

#### Interpretation:

The table shows that 51.7% of respondents are satisfied with Tata Motors' products and services, while 37.1% of respondents reported being very satisfied. A smaller percentage, 11.2%, remained neutral, indicating neither satisfaction nor dissatisfaction. Notably, no respondents expressed dissatisfaction, reflecting a generally positive perception of Tata Motors' offerings.

Majority (51.7%) of the respondents are satisfied with the product or service.

#### FINDING:

1. Most respondents reported being satisfied with Tata Motors' products and services, with a significant number expressing a high level of satisfaction.
2. A few respondents maintained a neutral stance, indicating neither satisfaction nor dissatisfaction.
3. None of the respondents expressed dissatisfaction, reflecting a positive overall perception of Tata Motors' offerings.
4. Tata Motors enjoys a favorable brand perception due to the quality and reliability of its products and services

5. The presence of neutral responses suggests that there is still room for improvement to ensure complete customer satisfaction.

## SUGGESTIONS

1. Enhance After-Sales Service: Improve service efficiency and responsiveness to strengthen customer satisfaction.
2. Introduce Customer Feedback Mechanisms: Collect regular feedback to identify and address customer concerns effectively.
3. Increase Product Awareness: Conduct promotional campaigns to educate customers about product features.
4. Focus on Innovation: Continuously upgrade product designs to meet changing customer preferences.
5. Expand Digital Engagement: Strengthen online presence through social media and digital platforms.
6. Develop Loyalty Programs: Implement reward schemes to encourage repeat purchases.
7. Offer Competitive Pricing: Ensure pricing strategies provide value while staying competitive.
8. Target Neutral Customers: Focus on converting neutral customers into satisfied ones.
9. Improve Service Training: Train service staff regularly to enhance customer interactions.
10. Promote Eco-Friendly Practices: Adopt sustainable practices to appeal to environmentally conscious customers.

## REFERENCES

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