

“Customer Satisfaction Towards Tata Motors, Lucknow”

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ABSTRACT The "Customer Satisfaction towards Tata Motors" in the city of Lucknow is the primary topic of this industrial report's investigation. I was given the task of doing market research in the Lucknow area, where I was expected to identify several contributing aspects to the success of Tata Motors' product line. I've put up a set of inquiries to help me qualitatively weigh and assess these variables, and I hope to have some answers for you soon. Retailers were asked questions about their consumers in this survey. Customers' happiness and the automotive industry's positive reaction to Tata Motors are the study's most important findings. In addition, I provide the organization a number of suggestions that I believe will help it win back some of its former clients. One way to do this is to provide a set of discounts that consumers can use to their advantage. Over the course of the training, I learned a great deal and gained valuable insight into the differences between theoretical and practical approaches to management.

Introduction

Marketing

In marketing, it's all about the consumer, and making sure they're happy with the service they get.

Customer

A supplier, seller, or vendor's customer is someone who is interested in buying or using the vendor's items at the present time. One common method is to rent necessary items or services. Nonetheless, in other contexts, the word "client" might be understood to include by implication any entity that benefits from the assistance of another.

A potential buyer may just observe the sales process without making a purchase. The primary difference

Several Clientele

There are a few distinct categories of consumers:

1. Faithful Customers

Consumers that remain loyal even after all other options have been exhausted may be rare, but their impact on revenue and expansion is significant. These clients often return to the firm, therefore it's important to put significant time and energy into maintaining regular communication with them. Loyal consumers want special treatment, and in return, they expect the seller to treat them with dignity and respect.

2. Discount Customers-

Consumers that only return when discounts are provided on certain brands and goods are known as "discount customers," and they often only buy inexpensive items. The greater the discount, the more likely they are to make a purchase. These buyers are often associated with tiny businesses or those who place a

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premium on very inexpensive goods. This demographic warrants significant consideration since they contribute significantly to a company's bottom line.

3. Passionate Customers-

Consumers with a lot of emotion invested might be challenging to win over since they act on impulse or whim rather than logic. They aren't saving up for anything in particular, but rather want to make purchases based on what they consider to be good investments at the moment. Dealing with these consumers is risky since they aren't in search of anything in particular and instead want the distributor to lay out every beneficial product they have in front of them so that they may pick and choose what they want to buy. Intense buyers have the potential to account for a significant chunk of revenue if they are given the attention they deserve.

4. Need Based Customers-

Consumers that have a particular need are considered "need based," and they are far more likely to purchase the product in question on a consistent basis. These consumers come back often but seldom make any significant purchases, making them challenging to satisfy. Customers like these may be influenced in a good way by informing them of the benefits of switching to other brands and items in the same category. If these clients are not successfully engaged with products, they may be lost.

5. Wandering Customers-

Consumers Who Don't Know What to Buy These customers generate the least revenue since they aren't consistently making purchases. These clients are often new to the business and use supplier visits mostly to validate initial product inquiries. They look at the product details of the market's most popular brands but don't purchase anything or seem less interested in purchasing. Customers like this may be kept by providing them with detailed information about the items' advantages.

MEANING OF CUSTOMER SATISFICATION

Business-speak for the extent to which a company's goods and services live up to or exceed the expectations of its clientele. Being one of the four perspectives on the balanced scorecard, it is widely recognized as an important indicator of corporate success.

For private companies to thrive in today's cutthroat economic environment, client happiness has emerged as a differentiator and is now an integral part of any effective company plan.

Successful companies have established guidelines and procedures to ensure their clients are happy.

The concept proposed that residents in challenging areas may be helped via customer satisfaction tactics to grow into empowered, knowledge-based decision-makers with a say in the types, timing, and location of services made accessible to them.

The degree to which a consumer is satisfied with a product depends on how they rate the product's performance relative to their expectations before and after use.

DEFINITION

Customer satisfaction is "gestate as a feeling formed from an appraisal of the experience," as defined by Cocotte, woodruff, and Jenkins (1987).

In THIS CASE, consumer behavior is being driven by the time of satisfaction reply.

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Kotler (2003) puts it, is widely accepted. Customer satisfaction may be defined as "the degree to which a product or service meets a buyer's requirements in terms of quality of service and/or features and/or price value."

IMPORTANCE OF CUSTOMER SATISFACTION

Customers who are "pleased" tell 5 to 7 people about their experience each year, whereas those who are "dissatisfied" tell 14 to 15 people.

Customers who are completely happy are six times more likely to utilize the service again and sing its praises than customers who are just satisfied. This may increase a company's profitability by ranging from 25% to 125%.

Consumers who have a negative interaction with your business but don't voice their displeasure are only 37% more likely to return for future services.

There is a 92% likelihood that a customer will return after filing a complaint and having it resolved.:

MODEL OF CUSTOMER SATISFACTION



ACTORS OF CUSTOMER SATISFACTION

1. Quality service
2. Dependability of service
3. Familiarity with the labor force
4. Getting updated on the situation
5. Having promises met by the service
6. The way the service dealt with any issues that arose Staff friendliness
7. Staff friendliness
8. How quickly questions are asked
9. The amount of times the service was communicated.

OBJECTIVE OF STUDY

The research aims to accomplish the following.

- First, we need to understand how customers decide to buy a four-wheeler.
- To acknowledge the high degree of contentment experienced by TATA Automobile owners.
- Third, to investigate how people feel about different TATA Motors brands.

To provide reasonable suggestions for enhancing the quality of service provided to customers

THE STUDY NEED

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It is an industry-leading manufacturer of four-wheel vehicles. The level of brand satisfaction among consumers has to be analyzed.

With the presence of competing multinational brands, this research will reveal where your company stands in the industry.

SCOPE OF THE STUDY

The results of this research, which include interviews with actual customers, provide light on the "market potential and consumer satisfaction level" with a high degree of precision.

The results of this research will be invaluable to the organization, since it will show them which brands their customers prefer.

So, the study's overarching goal is the company's own pursuit of customer happiness via consistent high-quality service.

Survey methodology was used to acquire the necessary data for this study. As a result, 100 TATA motors customers were given a questionnaire comprising of very basic questions.

LITERATURE REVIEW

Several marketing and management studies and case studies have focused on the topic of customer loyalty in the service sector. Since customer allegiance stands in the way of customers switching brands, An underlying element here is the idea that consumers would give service providers more of their money if they get favorable reviews based on evidence of their passion to please. Yet, a clear connection between how customers rate a business' services and how loyal they are to that business has been difficult to establish. occurrence at work and its effect on employees' commitment to the company. George and Jones's (1996) model to the test from an opposite perspective, zeroing in on the impact of triumphant values and a sunny disposition on the service's fulfillment-loyalty nexus.

Methodology

The survey and sample approach were used to verify the methodology. User input obtained mostly via surveys and other question-and-answer sessions serves as main data. Information is gathered secondarily by consulting corporate records, the World Wide Web, agency employees, etc.

Methodology of Sampling

In this study, convenience sampling was used as the data collection method. It's a technique used in statistics to display representative data by picking individuals or units that are convenient to sample from. Vacant or easy-to-access areas are a plus for this sort of sampling. The convenience and efficiency of this method of data collection make it a viable sampling strategy. Volunteers may introduce bias, and there's always the chance that the sample won't accurately reflect the population as a whole. A good sample is one in which the most dissimilar units are also the most convenient to reach. The striking contrast to the random selection of components used in the probability sampling method.

Sample size

Just 100 of TATA motors' customers were given the opportunity to answer to the survey.

Tools for data collection

Primary data

Primary data might be, for instance, the results of a survey that was supervised by the research team in order to gather information.

The approach of the questionnaire was the one that was used for the employed for the study.

Questionnaire Method

The questioner carries 14 questions.

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Secondary Data

Data that is acquired by someone other than the user is referred to as secondary data. Censuses, organizational data, and information obtained via qualitative techniques or qualitative research are the typical types of secondary data sources used in the social sciences. The inspector who is carrying out the study is the one who collects the primary data, organized by disparity.

Data analysis

It is possible to state that the majority of the company's clients are adults older than the middle age range. It can be observed that the customers were treated with courtesy, that the response was guided through all of their questions and problems with interest, and that they were supported in finding a solution to their problem.

According to the findings of the study, it was seen that problems were readily fixed and cared for, which is one of the positive factors since the goal of the firm is to provide satisfaction to the client.

It is also clear that we are distinguished from other companies that compete with us in the market by virtue of the quality of our customer service and the competitiveness of our pricing approach.

Because of the high-quality service we provide our customers and the commitment we have to ensuring their satisfaction, our clients have given us a positive rating across the board.

Limitation of study

Throughout the course of the time that the study was being conducted, a number of obstacles and restrictions were discovered, which are detailed below.

- The sample size is limited to only one hundred individuals.
- The scope of the investigation was restricted to only one area (Lucknow)
- The study is a time-consuming procedure in its entirety.
- People were stopped in order to fill out the forms, but just one out of every 10 persons ended up doing so.

CONCLUSION

The research shown up top demonstrates the level of satisfaction that Tata motors customers have between live advice and the questioner. About their extensive list of services, as well as their excellent customer service. In addition, the overall rating of the firm, as well as how it compares to the company that is their rival.

According to the findings of the survey, between 70 and 80 percent of customers are content with the level of service they get and the way they are treated as customers by means of live advice. The new client also praised the firm for being unique in comparison to other companies, which is a point in their favor as a business. It is important to satisfy the requirements of the consumer in a timely manner.

The overall customer satisfaction level of the firm is satisfied.

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