

Research Paper

A STUDY ON CUSTOMER SATISFACTION

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ABSTRACT

Customer satisfaction is a crucial factor that influences the success and sustainability of automobile companies in a highly competitive market. This study focuses on analyzing the level of customer satisfaction towards Tata Motors and identifying the factors that affect customers' purchasing decisions and post-purchase experiences. The research examines various aspects such as vehicle quality, pricing, performance, fuel efficiency, after-sales service, maintenance cost, dealership support, and brand image. Data collected from customers helps evaluate their perceptions and expectations regarding Tata Motors' products and services. The study aims to determine the strengths and weaknesses of the company in meeting customer needs and to provide suggestions for improving customer satisfaction and loyalty. The findings of the study are expected to help Tata Motors enhance its customer relationship strategies and maintain a competitive position in the automobile industry.

KEYWORDS: • Customer Satisfaction • Tata Motors • After-Sales Service • Brand Loyalty
• Automobile Industry

INTRODUCTION

Maintaining happy customers is essential to any company's long-term viability. Companies in today's cutthroat market are always in the hunt for new ways to learn about their customers and their wants so they can deliver services and goods that not only meet but also surpass their expectations. The level of contentment felt by a client following the purchase or use of a

service is known as customer satisfaction. It is a key performance indicator that evaluates the degree to which a company's offerings meet or exceed consumer expectations.

Customers have a lot of options in today's technology-driven, globally integrated economy. Product quality isn't everything; businesses also need to pay attention to service quality, price, customer support, delivery time, and relationship management. Loyal customers, increased sales, a better reputation for the brand, and sustained profitability are all outcomes that are more likely to occur for businesses that consistently provide excellent customer service. Recurring purchases and favourable word-of-mouth advertising from happy consumers are great ways to grow a business.

Retention of customers and expansion of the firm are directly correlated with customer happiness. Finding out what customers like and don't like about a company's products or services is a common goal of many surveys, comments, and opinion polls. Decisions and methods for continuous improvement can be more effectively implemented with this information. To thrive in today's competitive market, companies can't afford to ignore their customers' habits and preferences.

To sum up, achieving customer happiness is crucial to a company's success because it serves as both an objective and a tool for building long-term relationships with customers. So, in order to keep customers' trust and happiness, businesses should always be looking for ways to better understand their demands and provide better products and services.

Customer Satisfaction: What It Means

When consumers evaluate how well a product or service met their expectations compared to how it actually performed, the result is known as customer satisfaction. Customer satisfaction is a measure of how well a business's offerings satisfy those wants and needs. Customers are more than happy if the service or product lives up to their expectations. Dissatisfaction among consumers is possible if it falls short of their expectations.

LITERATURE REVIEW

1. Kumar and Reddy (2025)

Title: Service Excellence and Customer Satisfaction in Tata Motors

Objective: To evaluate the impact of service excellence on customer satisfaction.

Findings: Personalized services, professional staff behavior, and prompt responses to customer issues increased satisfaction levels.

2. Sharma and Nair (2025)

Title: Digital Transformation and Customer Satisfaction in Tata Motors

Objective: To study the impact of digital services on customer satisfaction.

Findings: Online booking facilities, digital service tracking, and mobile applications improved customer convenience and satisfaction.

3. Patel and Gupta (2025)

Title: Customer Retention Strategies of Tata Motors

Objective: To analyze customer retention practices.

Findings: Loyalty programs, customer engagement initiatives, and service quality were found to be effective in retaining customers.

4. Reddy and Sharma (2025)

Title: Customer Perception Towards Tata Motors Electric Vehicles

Objective: To evaluate customer satisfaction with Tata Motors electric vehicles.

Findings: Customers were satisfied with environmental benefits, cost savings, and technological advancements offered by electric vehicles.

5. Verma and Kumar (2025)

Title: Customer Satisfaction and Future Purchase Intention Towards Tata Motors

Objective: To study the impact of satisfaction on future purchasing behavior.

Findings: Satisfied customers showed higher repurchase intentions and stronger brand loyalty.

6. Ramesh and Kiran (2024)

Title: Customer Satisfaction Analysis of Tata Motors Vehicles

Objective: To evaluate customer satisfaction across different vehicle segments.

Findings: Customers appreciated product quality, innovative features, and service accessibility. Digital customer support required further enhancement.

7. Verma and Patel (2024)

Title: Product Quality and Customer Satisfaction in Tata Motors

Objective: To examine the influence of product quality on customer satisfaction.

Findings: Vehicle durability, safety standards, and performance significantly enhanced customer satisfaction.

8. Singh and Rao (2024)

Title: Customer Relationship Management Practices in Tata Motors

Objective: To assess the role of customer relationship management in satisfaction.

Findings: Effective CRM practices improved customer engagement, trust, and long-term relationships with customers

9. Agarwal and Singh (2023)

Title: Brand Image and Customer Satisfaction Towards Tata Motors

Objective: To analyse the impact of brand image on customer satisfaction.

Findings: A strong brand image positively influenced customer trust, satisfaction, and loyalty.

10. Nair and Joseph (2023)

Title: Consumer Buying Behaviour and Satisfaction Towards Tata Motors

Objective: To examine factors influencing purchase decisions and satisfaction.

Findings: Vehicle safety, advanced technology, and affordable pricing were identified as major reasons for customer satisfaction.

11. Gupta and Yadav (2023)

Title: Effectiveness of After-Sales Services in Tata Motors

Objective: To evaluate customer satisfaction with after-sales services.

Findings: Efficient service delivery, warranty support, and complaint handling positively influenced customer satisfaction.

12. Thomas and Joseph (2023)

Title: Customer Satisfaction and Brand Loyalty Towards Tata Motors

Objective: To evaluate the relationship between satisfaction and loyalty.

Findings: A strong positive relationship was found between customer satisfaction and brand loyalty.

13. Prasad and Kumar (2023)

Title: Impact of Vehicle Safety Features on Customer Satisfaction

Objective: To study customer satisfaction regarding safety features.

Findings: Advanced safety features significantly improved customer confidence and satisfaction.

14. Kumar and Mishra (2022)

Title: Customer Satisfaction Towards Tata Motors Passenger Cars

Objective: To assess customer satisfaction regarding product features and performance.

Findings: Customers expressed satisfaction with safety features, driving comfort, and fuel economy. Some concerns were raised regarding spare parts availability.

15. Das and Sahu (2022)

Title: Analysis of Customer Expectations and Satisfaction Towards Tata Motors

Objective: To compare customer expectations with actual experiences.

Findings: Customers' expectations were largely met, especially regarding vehicle performance and pricing.

RESEARCH GAP

Although several studies have examined customer satisfaction in the automobile sector, limited research has specifically focused on the changing perceptions of Tata Motors customers in the context of rapid technological advancements, electric vehicle adoption, and enhanced digital service platforms. Most existing studies primarily concentrate on product quality and pricing factors, while comparatively less attention has been given to customer experiences related to after-sales services, digital interactions, service center efficiency, and long-term brand loyalty. Furthermore, recent shifts in consumer expectations, sustainability concerns, and evolving market competition have created a need for updated research on customer satisfaction at Tata Motors. Therefore, this study seeks to bridge this gap by providing a comprehensive analysis of customer satisfaction levels and the key factors influencing customer preferences and loyalty towards Tata Motors in the current market environment.

CONCEPTUAL FRAMEWORKS

Theory of Reasoned Action (TRA)

By examining the connection between beliefs, plans, and actions, Martin Fishbein and Icek Ajzen's Theory of Reasoned Action provides an explanation for happy customers. This idea proposes that consumers' views and experiences shape their opinions about a service or product. Their mindset determines whether they will buy something and what they will do after that. Customers are happy when a service or product lives up to their expectations. This approach helps businesses comprehend the role that customers' views and sentiments play in their happiness and subsequent purchases.

Transtheoretical Behaviour Analysis (TPB)

An expansion of the Theory of Reasoned Action, the Theory of Planned Behaviour incorporates the idea of perceived behavioural control as an extra component impacting consumer behaviour. According to the idea, there are a number of factors that contribute to consumer happiness, including personal views about the product or service, societal norms, and the extent to which consumers believe they can obtain and make good use of the product. When consumers view a service as accessible, easy to use, and backed by positive social influences, they are more likely to be satisfied with the service overall. Research on consumer engagement, happiness, and loyalty in the tech and digital service sectors frequently makes use of this paradigm.

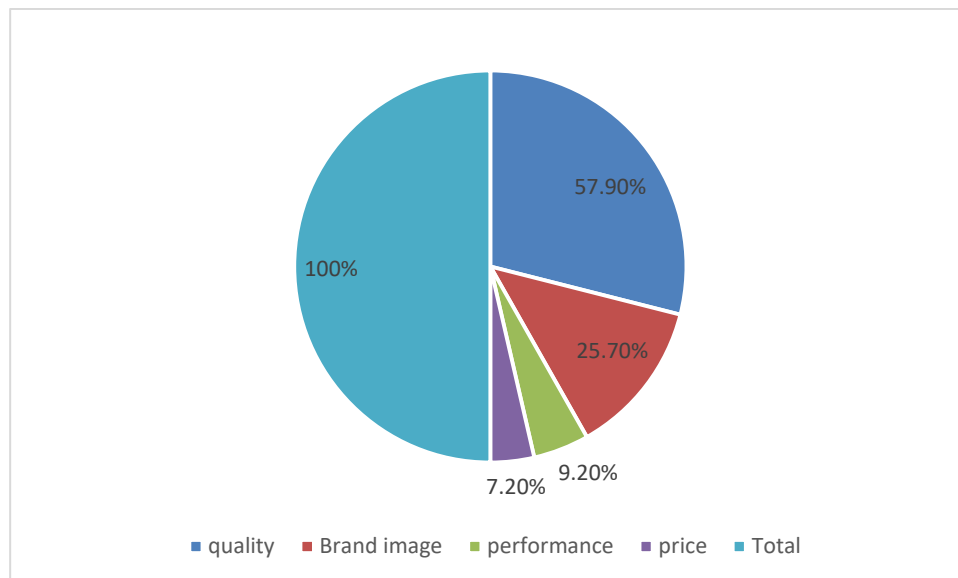
OBJECTIVES OF THE STUDY

1. For the purpose of determining what makes Tata vehicle buyers happy.
2. Examine consumer feedback in light of the specified criteria.
3. To assess the level of knowledge that customers have regarding Tata Motors' product line.
4. To assess the extent to which customers are satisfied with Tata Motors.
5. To propose factors that better meet the needs of consumers.

ANALYSIS AND DISCUSSION

1. Why you prefer to buy a Tata Product?

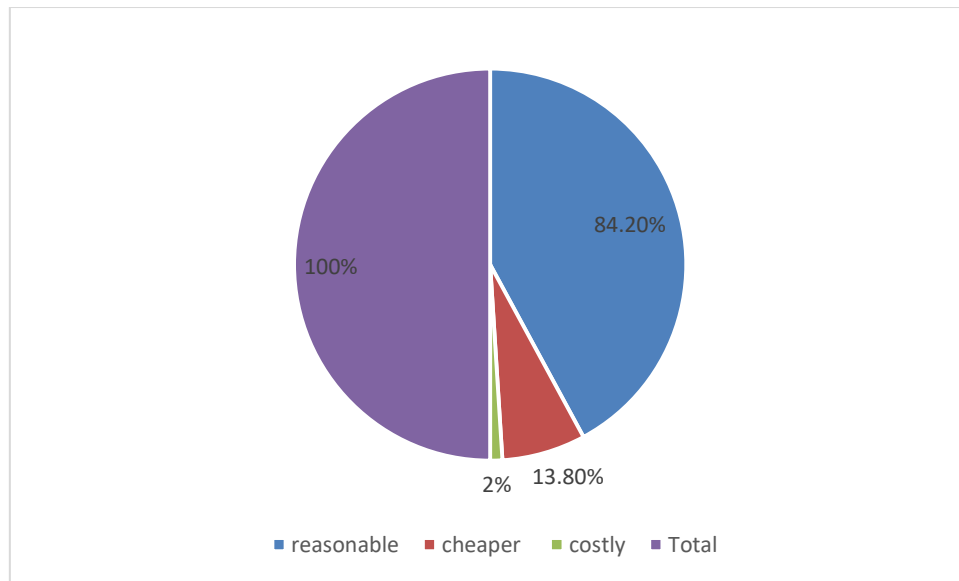
Preference	Number	Percentage
quality	88	57.9%
Brand image	39	25.7%
performance	14	9.2%
price	11	7.2%
Total	152	100%



Interpretation: In light of the statistics presented above, we can deduce that 57.9% of respondents cited product quality as the primary reason they preferred the company's offerings, 7.2% cited price, 25.7% cited brand image, and 9.2% cited performance as the primary issue.

2. Opinion about Price of the products?

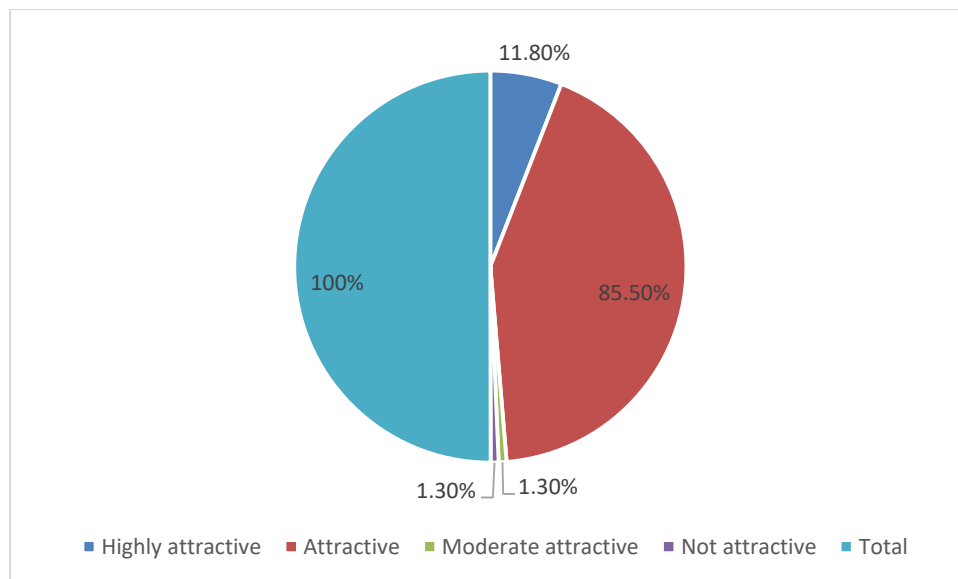
Price of the product	Number	Percentage
reasonable	128	84.2%
cheaper	21	13.8%
costly	03	2%
Total	152	100%



Interpretation: Using the statistics presented above, we can see that 84.2% of respondents think the price is appropriate, 13.8% think it's cheaper, and 2% think it's expensive.

3. How satisfied are you with the quality of the product?

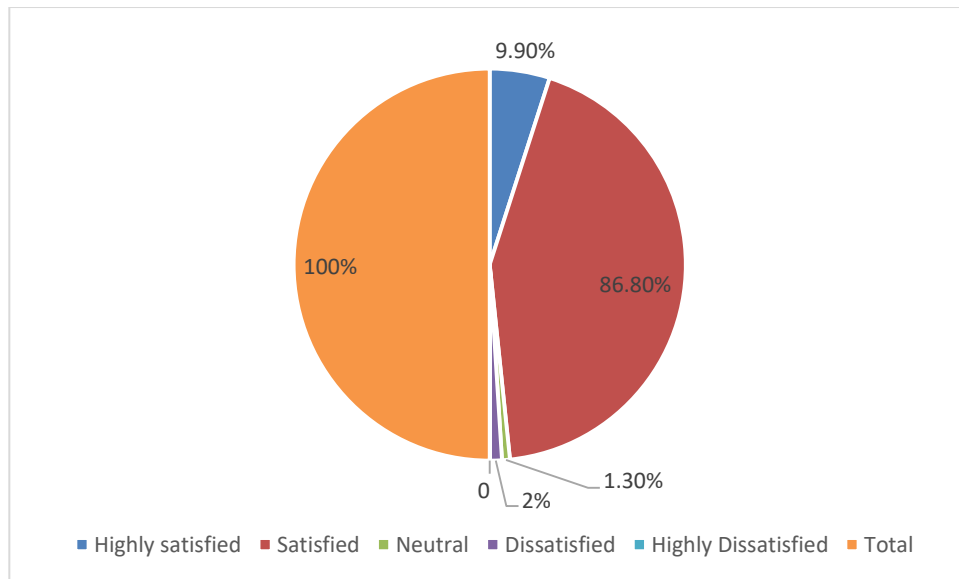
Product range	Number	Percentage
Highly attractive	18	11.8%
Attractive	130	85.5%
Moderate attractive	02	1.3%
Not attractive	02	1.3%
Total	152	100%



Interpretation: Out of the total number of respondents, 11.8% found the company's product range to be very attractive, 85.5% found it to be attractive, 1.3% found it to be moderately attractive, and only 1.3% found it to be unattractive.

4. Which factors most influence your satisfaction with Tata vehicles?

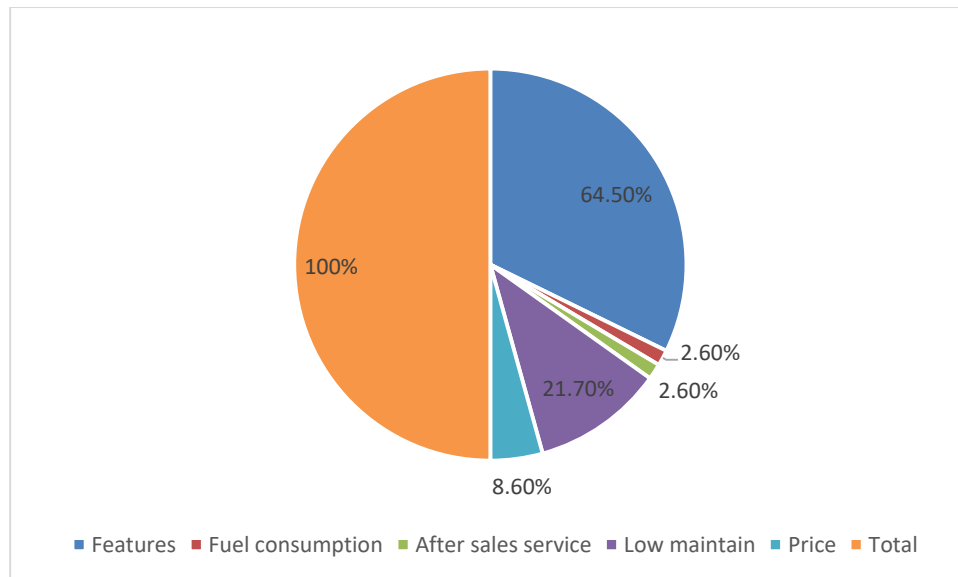
Quality of product	Number	Percentage
Highly satisfied	15	9.9%
Satisfied	132	86.8%
Neutral	02	1.3%
Dissatisfied	03	2%
Highly Dissatisfied	0	0
Total	152	100%



Interpretation: According to the data cited earlier, 9.9% of respondents are extremely satisfied with the product quality that the company offers, while 86.8% are satisfied overall. Additionally, 0.3% of respondents are neutral on the matter, and 2% are unhappy with the product quality that the company offers.

5. Factors affecting customer satisfaction?

Factor affecting	Number	Percentage
Features	98	64.5%
Fuel consumption	04	2.6%
After sales service	04	2.6%
Low maintain	33	21.7%
Price	13	8.6%
Total	152	100%



Interpretation: According to the data, 64.5% of respondents are satisfied with the features of the product, 2.6% are satisfied with the fuel consumption, 2.6% are satisfied with the after-sale service, 21.7% are satisfied with the low maintenance of their vehicle, and 8.6% are satisfied with the price of the product

FINDINGS

Ads were the second most common way that people learned about Tata Motors, followed by showrooms (68.4% of respondents). Only 2% of respondents heard about the company through personal connections, and only 0.7% heard about it from any other source.

- According to 57.9% of respondents, quality is the main reason they buy Tata products. Additional elements impacting buying choices were brand perception (25.7%), functionality (9.2%), and cost (7.2%).
- Most people think Tata products are priced decently (84.2%). The products are considered expensive by only 2% of people, whereas 13.8% think they are cheap.
- The quality of Tata products was deemed attractive by the majority of respondents (85.5%), with 11.8% rating it as extremely attractive. Very few people who took the survey were dissatisfied in any way.
- While 9.9% are extremely satisfied, 86.8% are satisfied overall with the quality of Tata automobiles. Respondents who were dissatisfied were in the minority.

SUGGESTIONS

Post-sale services should be improved in order to raise client satisfaction levels.

In order to entice customers, it is recommended that they receive both offers and discounts at the same time.

- The brand's reputation is strong, but in order to stay competitive, the price needs to be lowered.
- There are good prospects for cross-selling other tata motor product lines (commercial vehicles) to these customers.
- Simplify the financing process for the benefit of clients.
- Customers have a stronger affinity for the Tata Motors brand compared to other companies; hence, the corporation should prioritise customer needs.
- Since the price of a few products is greater than competitor products, it is also proposed that some action be taken to lower the price.
- It is also recommended that television advertisements be improved.
- Deals and seasonal promotions should be offered by the company to entice customers.
- It is recommended that customers are informed about the whole range of products offered by the organization.
- A more effective method of consumer segmentation in order to reach the right people in Sasaram.
- More advertising in newspapers and on television is required to inform consumers about the full variety of products.
- Customers are not happy with the current delivery time, so it should be extended immediately. During our conversations, we heard that few customers are willing for this to be considered.
- The results show that current exchange techniques aren't cutting it; either fix them or come up with something new.

CONCLUSION

Customer happiness is a key factor in the development and prosperity of the automotive

sector, according to the study on consumer sentiment towards Tata Motors. Customers in today's market want to pay a fair price for a car that meets their needs in terms of quality, safety, comfort, fuel economy, and after-sale support. By providing customers with cars that exceed their expectations in a variety of ways, Tata Motors has established itself as a formidable competitor in the Indian car market.

Strong build quality, sophisticated safety features, spacious design, affordability, and improved technology are the reasons why most customers are satisfied with Tata Motors vehicles, according to the report. Both the variety of products offered and the reliability of the brand are highly valued by customers. Customers' preferences for Tata automobiles were determined to be largely influenced by characteristics related to safety and comfort.

Product quality, price, maintenance cost, fuel efficiency, employee conduct, and after-sale service are all directly correlated with consumer satisfaction, according to the study. Many consumers had good things to say about Tata Motors, but there were a few who wanted to see some upgrades in areas like service quality, complaint management, availability of spare parts, and maintenance support. Customer relationship management and service quality should thus be the company's primary concerns.

In addition, the study shows that happy customers are more likely to suggest Tata cars to others, which is good for the company's image and loyalty among consumers. One of the best ways to learn what customers want and where you can make improvements is to conduct satisfaction surveys and ask for input.

The research shows that Tata Motors has pleased its customers well and is steadily climbing the automotive business ladder thanks to its focus on innovation, safety, affordability, and the needs of its clientele. Tata Motors can strengthen customer satisfaction, loyalty, and long-term profitability by consistently enhancing product quality and customer service.

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